



LUMIFY(r) Redness Reliever Drops

Helen & Gertrude

Strategic Program - Social Media Campaign

Bausch + Lomb

United States

Share :

LUMIFY? is the first and only OTC eye drop developed with low-dose brimonidine to treat
for the treatment of ocular redness due to minor eye irritations. For both consumers

[? Help](#)

eye care professionals, our objective was to launch a brand new product to the highly regulated OTC market by utilizing key social platforms to maximize reach for the most efficient cost (CPM), as well as to disrupt the currently stagnant eye redness reliever market.

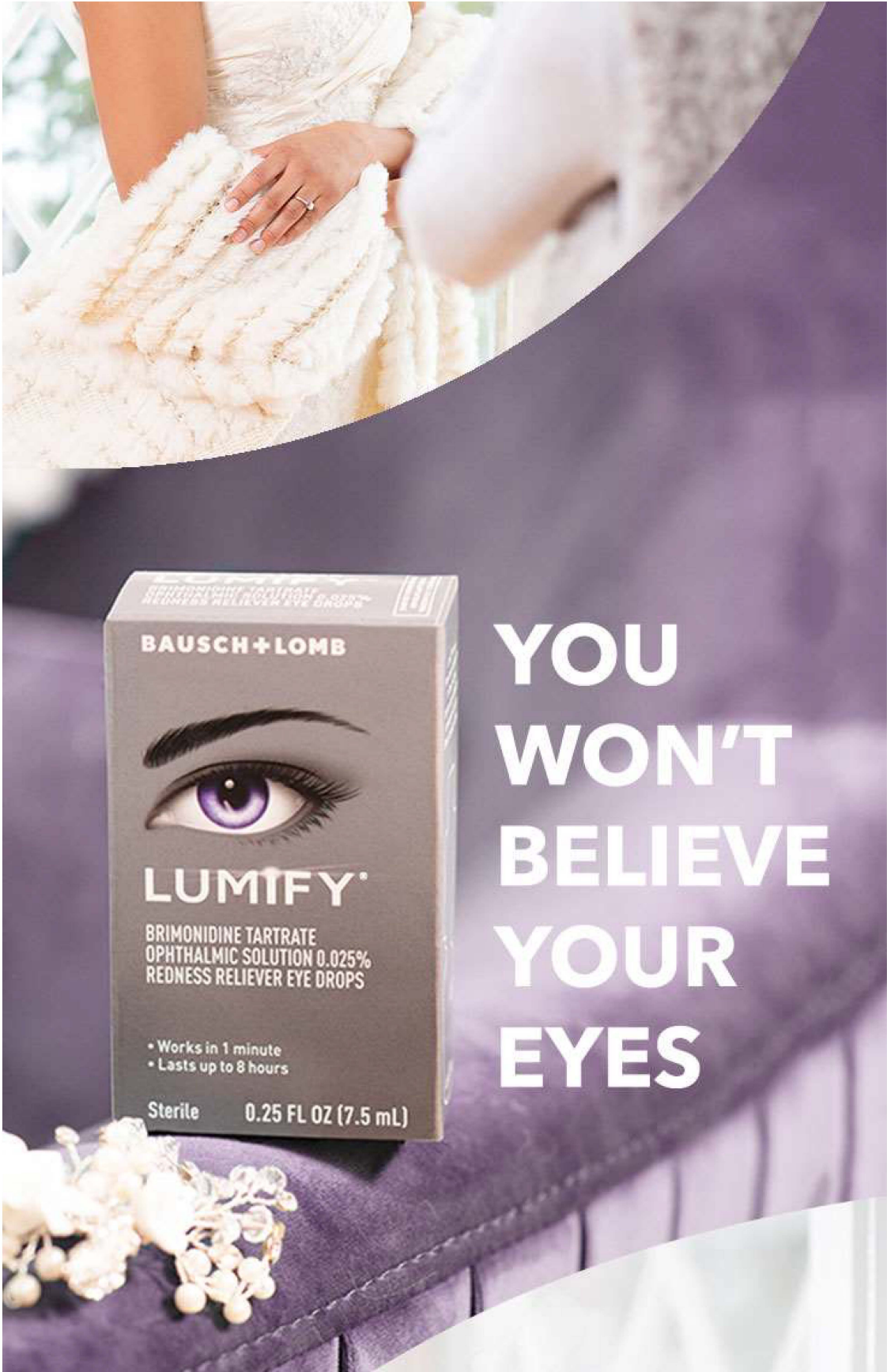
With such a large consumer audience, (women aged 18-54), our strategy was to create awareness by reaching the greatest amount of qualified users and educate them on LUMIFY. Our particular media spend served messaging that drove awareness of the eye drop through education, emotion, and strong calls to action. We also adjusted our targeting and creative based on interest groups, segments, fan lookalikes, keywords, and shopping preferences. Then we used placement optimization on the platforms to reach as many women as possible wherever they were within social apps.

Creatively, we took the overarching campaign and developed a unique tone and voice for social media that created awareness around this new product. As an added element, we had to speak to beauty mavens within the legal constraints of the eyecare health market, as well as work within the Facebook and Instagram policies on showcasing before and after results. We wanted LUMIFY to be present in situations that fit within the beauty lifestyle (i.e., purse, gym bag, suitcase, bathroom vanity).

Among the results, a big win was that the Red Eye Category saw growth at an accelerated rate of +39.8%. LUMIFY grew to 27.5% at the end of January, 2019 from initial launch to take the #1 spot in the category!



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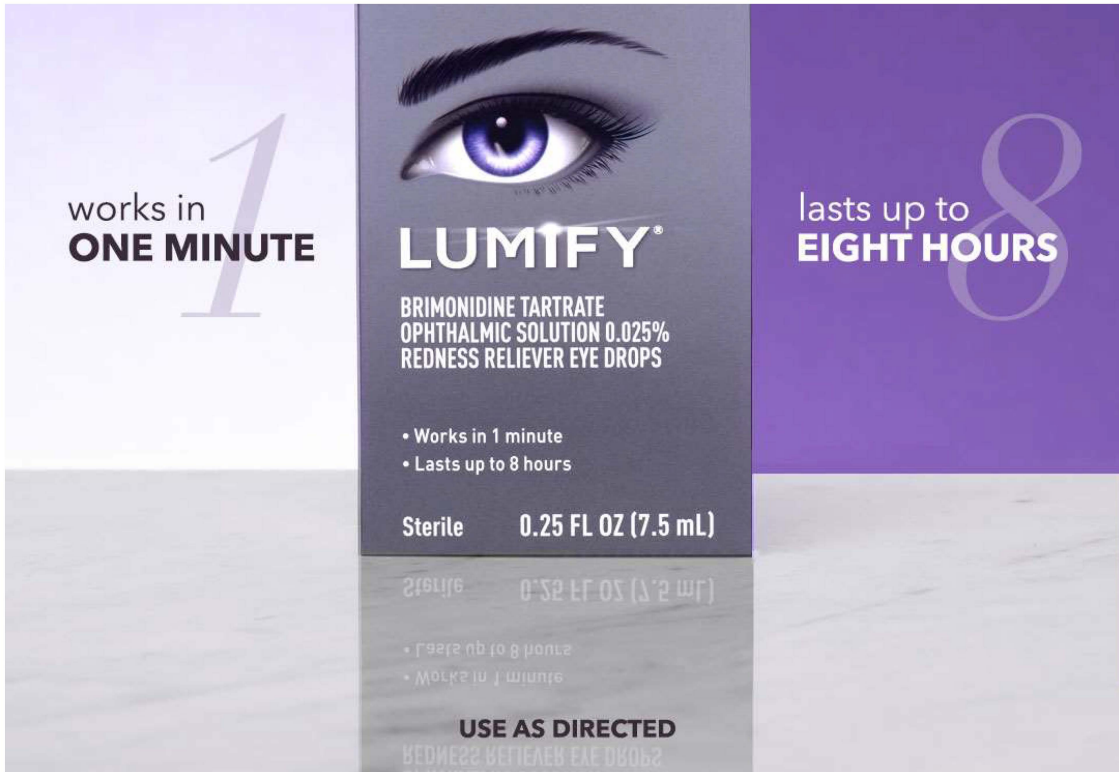
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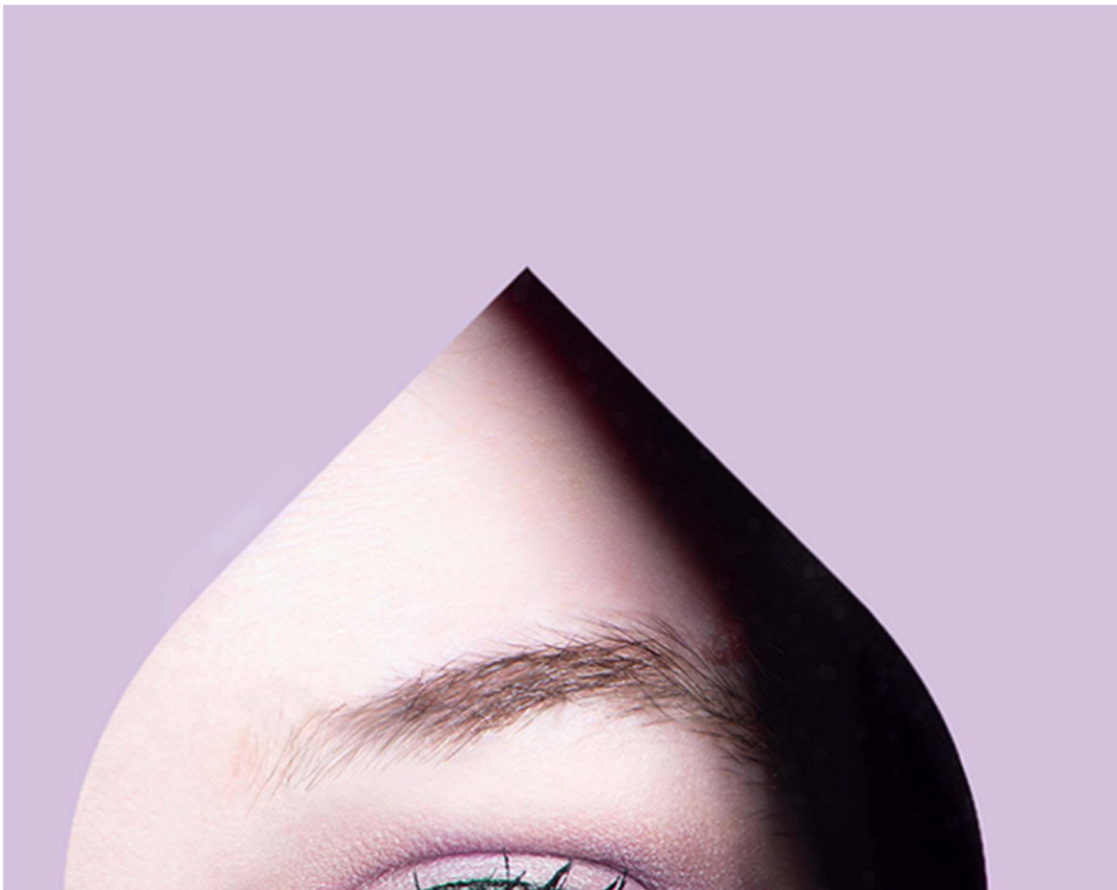
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BAUSCH+LOMB

LUMIFY

BRIMONIDINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

- Works in 1 minute
- Lasts up to 8 hours

Sterile

BAUSCH+LOMB
LUMIFY
BRIMONIDINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

LET YOUR
**EYES SPEAK FOR
THEMSELVES**

USE AS DIRECTED

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WE LOVE RED,
BUT NOT FOR

<https://museaward.com/winner-info.php?id=2187>

BUT NOT FOR
OUR EYES



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Jill Duff & Deb Bawe

Becca Bellush & John Allen

Margo Tsallagova

Kirsten VandenBout

Haley Giangreco

Shaemus Spencer

Erica Hickey

Jake DiLuca

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2019

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(winner-info.php?id=2537)

Anheuser-Busch

Monteseo POP Display (winner-info.php?id=2537)



The Creative Bar

Advertising - Point of Purchase

United States



2019



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(winner-info.php?id=2457)

Roswell Park Comprehensive Cancer Center

ESR: Song of the Open Road (winner-info.php?id=2457)



Roswell Park Comprehensive Cancer Center

Video - Social Video (NEW)

United States

2019



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(winner-info.php?id=2029)

RedeSaúde

RedeSaúde App (winner-info.php?id=2029)



Creative Carbon Studio

App - Medical

Portugal



2019



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(winner-info.php?id=2579)

NOWNESS

Cold Single (winner-info.php?id=2579)



Animel Studio

Video - Experimental

Taiwan



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[a=2970876&g=23440228](#))



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