



LUMIFY(r) Redness Reliever Drops

Helen & Gertrude

Social Media - Product or Service Branding

Bausch + Lomb

United States

Share :

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

We took the

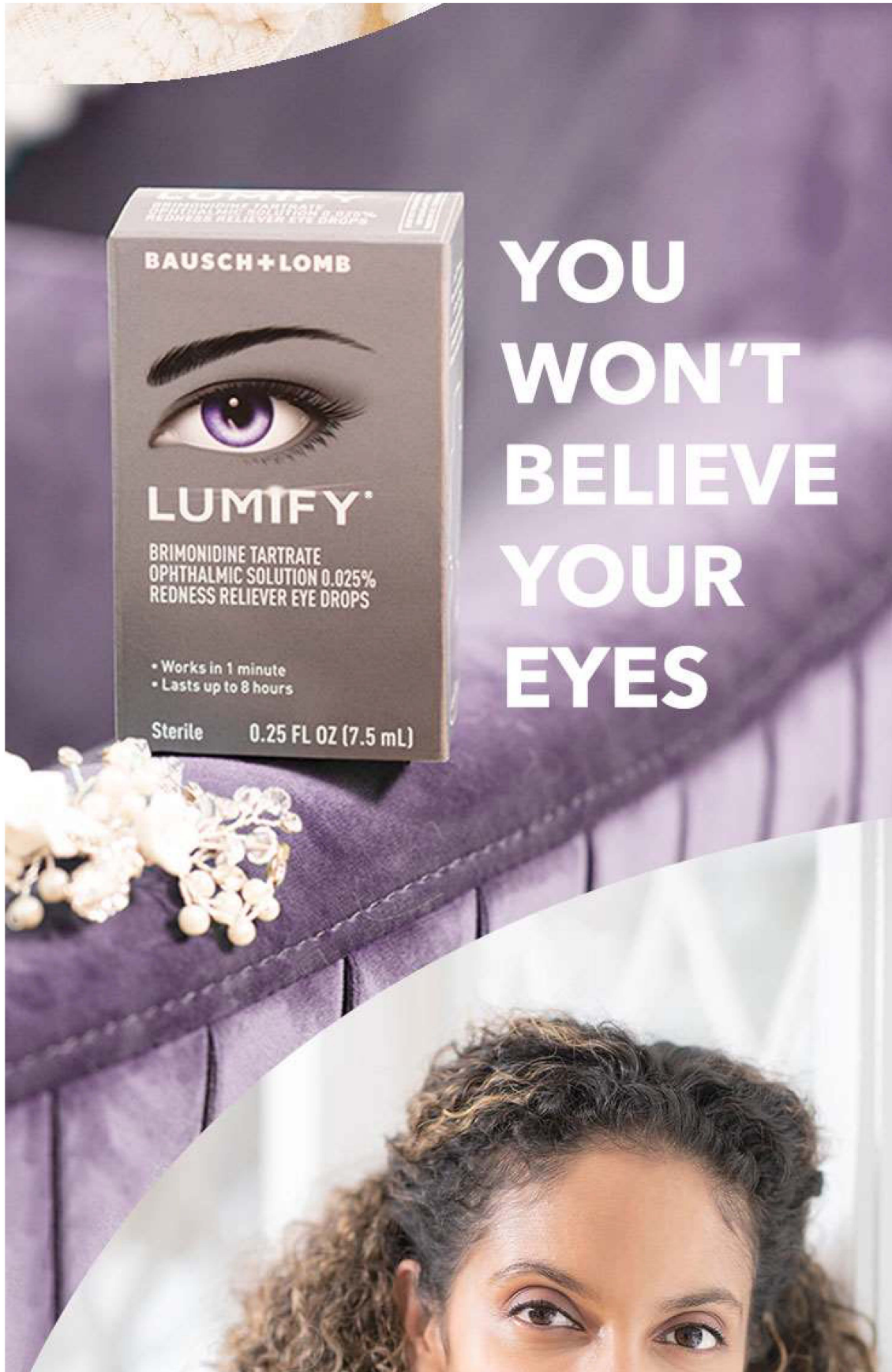
[? Help](#)

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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works in **ONE MINUTE**

1

BAUSCH + LOMB

LUMIFY®

BRIMONIDINE TARTRATE
OPHTHALMIC SOLUTION 0.025%
REDNESS RELIEVER EYE DROPS

lasts up to **EIGHT HOURS**

8

- Works in 1 minute
- Lasts up to 8 hours

<https://museaward.com/winner-info.php?id=2186>



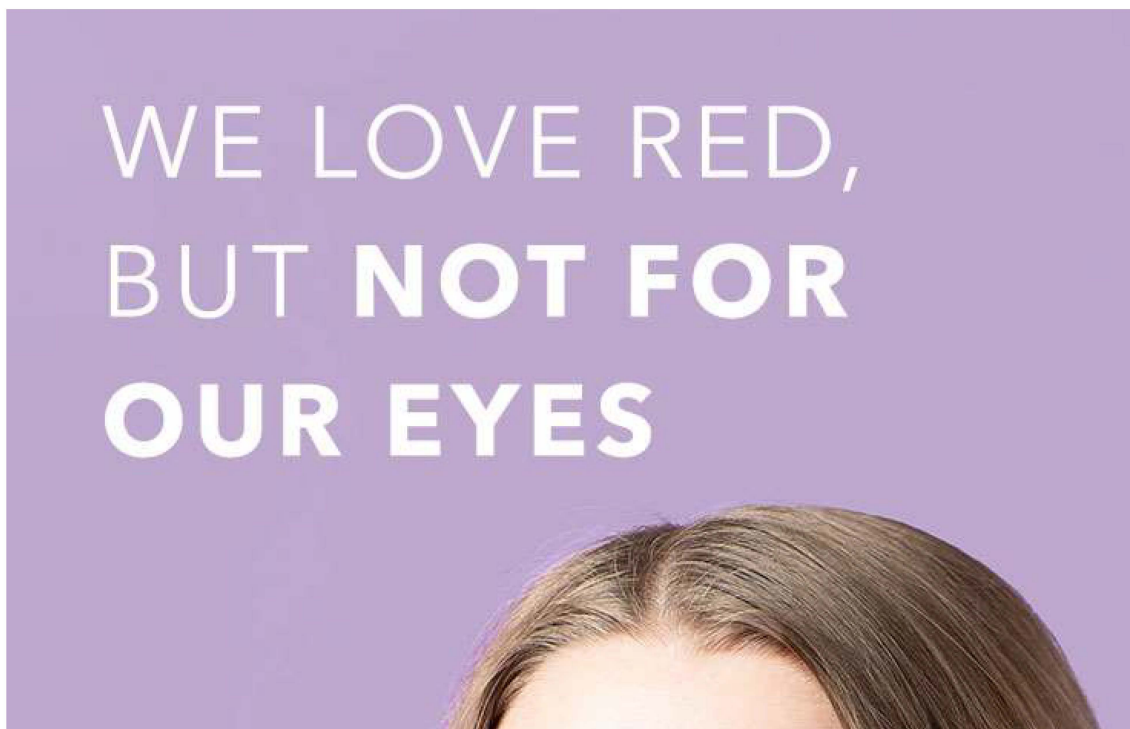
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LUMIFY

REDNESS RELIEVER EYE DROPS

USE AS DIRECTED



"LUMIFY™ helps my clients' eyes look whiter and brighter!"

<https://museaward.com/winner-info.php?id=2186>

-Vincent Oquendo, Celebrity Makeup Artist

(<https://museaward.com/upload/entry/winimg/p836jnqv.jpg>)

Jill Duff & Deb Bawe

Margo Tsallagova

Becca Bellush & John Allen

Erica Hickey

Shaemus Spencer

Haley Giangreco

Kirsten VandenBout

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[◀ Back to Winner Gallery \(winner.php\)](#)

2019



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(winner-info.php?id=2252)

Coastal Fellowship Church

Coastal Fellowship Church (winner-info.php?id=2252)



Coastal Fellowship Church

Corporate Identity - Logos

United States



2019



<https://museaward.com/winner-info.php?id=2186>



(winner-info.php?id=2068)

N/A

Tarrant County College Website (winner-info.php?id=2068)



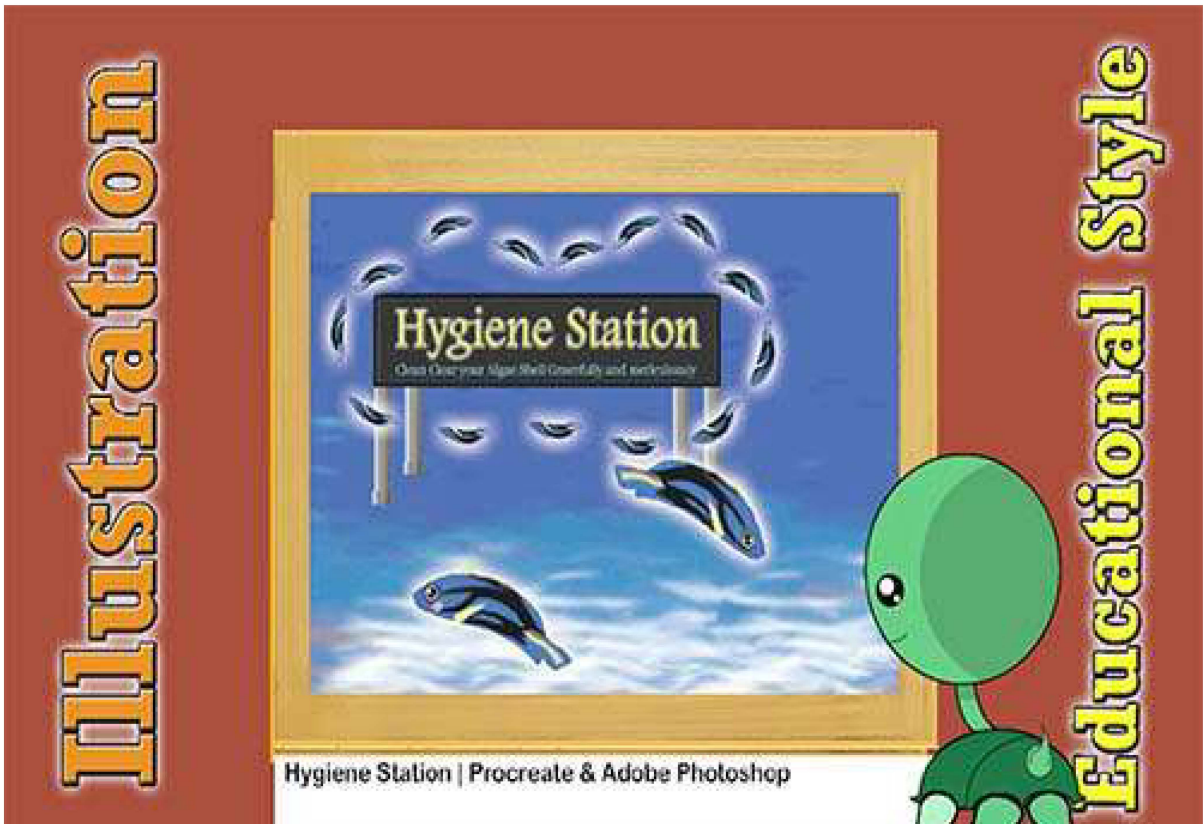
Tarrant County College

Website - Education

United States



2019



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(winner-info.php?id=1968)

Michael Loo Gim Hwei

Showreel (winner-info.php?id=1968)



Raffles College of Higher Education Pte Ltd

Student Submission - Student Video

Singapore



2019



(winner-info.php?id=2150)

American Society for Yad Vashem



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THE ZBOROWSKI'S (winner-info.php?id=2150)

://www.



Multipleoutlet Productions



Video - Other Videos ___

United States



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g=23440228)

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