

Social Media - Product Branding
Helen & Gertrude Bausch + Lomb LUMIFY® Redness Reliever Eye Drops

Background

LUMIFY® (brimonidine tartrate ophthalmic solution 0.025%) is the first and only over-the-counter (OTC) eye drop developed with low-dose brimonidine tartrate for the treatment of ocular redness due to minor eye irritations. It recently became the #1 doctor-recommended eye redness reliever. The clinically-proven drop is FDA-approved, contains no bleaches or dyes, works in one minute, and lasts up to eight hours. The unique formulation works differently because it has a decreased risk of rebound hyperemia (rebound redness) and tachyphylaxis (reduced efficacy).

Objective

For both consumers and eye care professionals (ECPs), the objective was to launch a brand new product to the 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. For consumers, we sought to capitalize on the opportunity of targeting beauty enthusiasts with an eye redness reliever unlike any other. We knew this would be a challenge in the highly regulated OTC environment. For ECPs, we were working with limited creative flexibility, but still needed to get messaging out and inform them on how LUMIFY can help their patients.

Strategy

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.

For consumers, we optimized Facebook and Instagram together for maximum reach and to create efficiency. Plus, Instagram houses a large beauty audience. Snapchat was introduced to hit our younger demographic and Pinterest for its ability to showcase the situations in which you'd use LUMIFY. For ECPs, our research indicated they rely on and trust their peers for information. Therefore, we opted for LinkedIn and Facebook to be able to target based on profession, create specific doctor groups to reach, and target ECPs directly with messaging about LUMIFY's unique formulation and differentiators.

Creative

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).

Facebook and Instagram were utilized for mass awareness, Pinterest to weave into the special occasions our audience would use LUMIFY (i.e., weddings), and Snapchat for entertaining and quick motion content where we could communicate in under six seconds. And as always, we reviewed performance of posts each month to see what was working (i.e., length of video, model types and poses, product placement, etc.) to optimize from a creative standpoint and drive campaign effectiveness.

Results

Social-Specific:

- **239M impressions** with an average CPM across all social platforms (Facebook, Instagram, Pinterest, and Snapchat) of \$2.67 for the reach campaigns, which was **45% cheaper than the average campaign objective** of \$4.87.
- **All channels performed on par or better than their CPM benchmarks.**
- Facebook and Instagram performed well below (more efficiently than) benchmark -- 42% and 67% below benchmark, respectively.
- **Snapchat was the most cost efficient platform** for delivering impressions and bringing awareness to the product, with a cost of only \$2.14 per 1,000 impressions. We used this platform to spark curiosity in our younger audience to learn more. Instagram was the runner up for most efficient platform.
- We are utilizing placement optimization across Facebook and Instagram to place ads in front of our audience wherever they are - maximizing efficiency and reach.

Market Results:

- **MARKET: 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!**¹⁰
- LUMIFY also expanded the category.¹¹
- **CONSUMER: 44% of households that have tried LUMIFY have repeated purchase.**¹²
- **DOCTOR: LUMIFY is officially the #1 Doctor-Recommended Eye Redness Reliever Brand.**¹³
 - **76% of all Red Eye Relief Recommendations are for LUMIFY.**¹³
 - 52% of doctors are recommending Red Eye Drops, which was an increase from 18% when the campaign launched, showing that **LUMIFY had a positive impact on the category overall.**¹³
 - ECP Impressions totaled 2,650,163.
 - ECP Reach totaled 1,234,369.

Uploads

1. Instagram Video Post - Product Education
2. Pinterest Post - Wedding
3. Video Story Ad - SnapChat Before & After
4. Instagram Story - New York Fashion Week
5. Facebook Post - Dr. Toyos & Vincent Oquendo
6. Instagram Filter - New York Fashion Week
7. Facebook Video Post - Eyecare Professional
8. Facebook Post - Victoria Secret Fashion Show
9. Instagram Video Post - How-To
10. Chart - Eye Redness Reliever Market Share
11. Chart - LUMIFY Revenue within Industry
12. Chart - LUMIFY Repeat Purchase
13. Chart - LUMIFY Share of Doctor Recommendations

1.



[Video Link](#)

2.



[Video Link](#)

3.

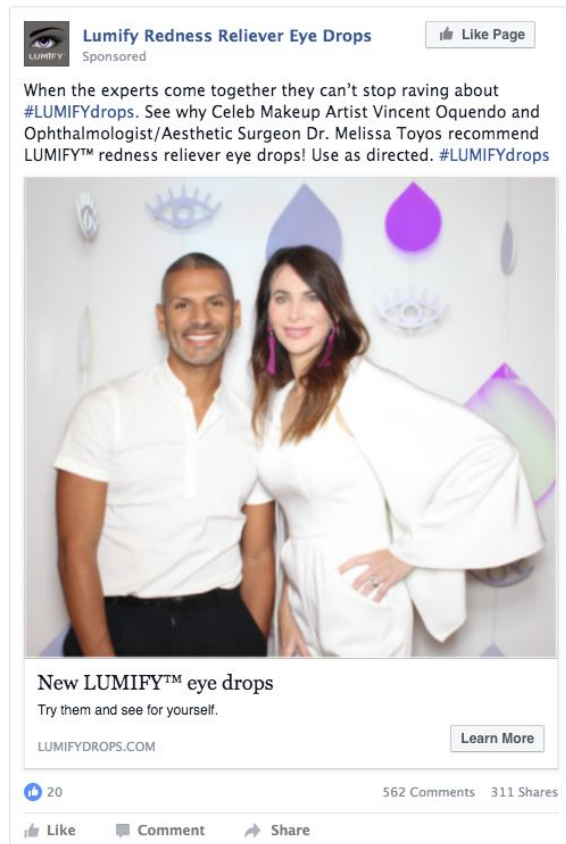


[Video Link](#)

4.



5.



6.



7.

Lumify Redness Reliever Eye Drops Sponsored

See how LUMIFY™ is the first of its kind--and the only OTC eye drop with low dose brimonidine tartrate (0.025%). #LUMIFYdrops



New LUMIFY™ eye drops
Recommend them today!


[LEARN MORE](#)

[Video Link](#)

8.

Lumify Redness Reliever Eye Drops Sponsored

@makeupvincent shared LUMIFY® redness reliever eye drops with an angel. And now they're her secret to reveal her eyes' natural radiance when needed. Look out for her stunning eyes on the runway...



New LUMIFY eye drops
You Won't Believe Your Eyes

[LUMIFYDROPS.COM](#) [Learn More](#)


20 562 Comments 311 Shares

Like Comment Share

9.

Instagram

LUMIFYdrops Sponsored



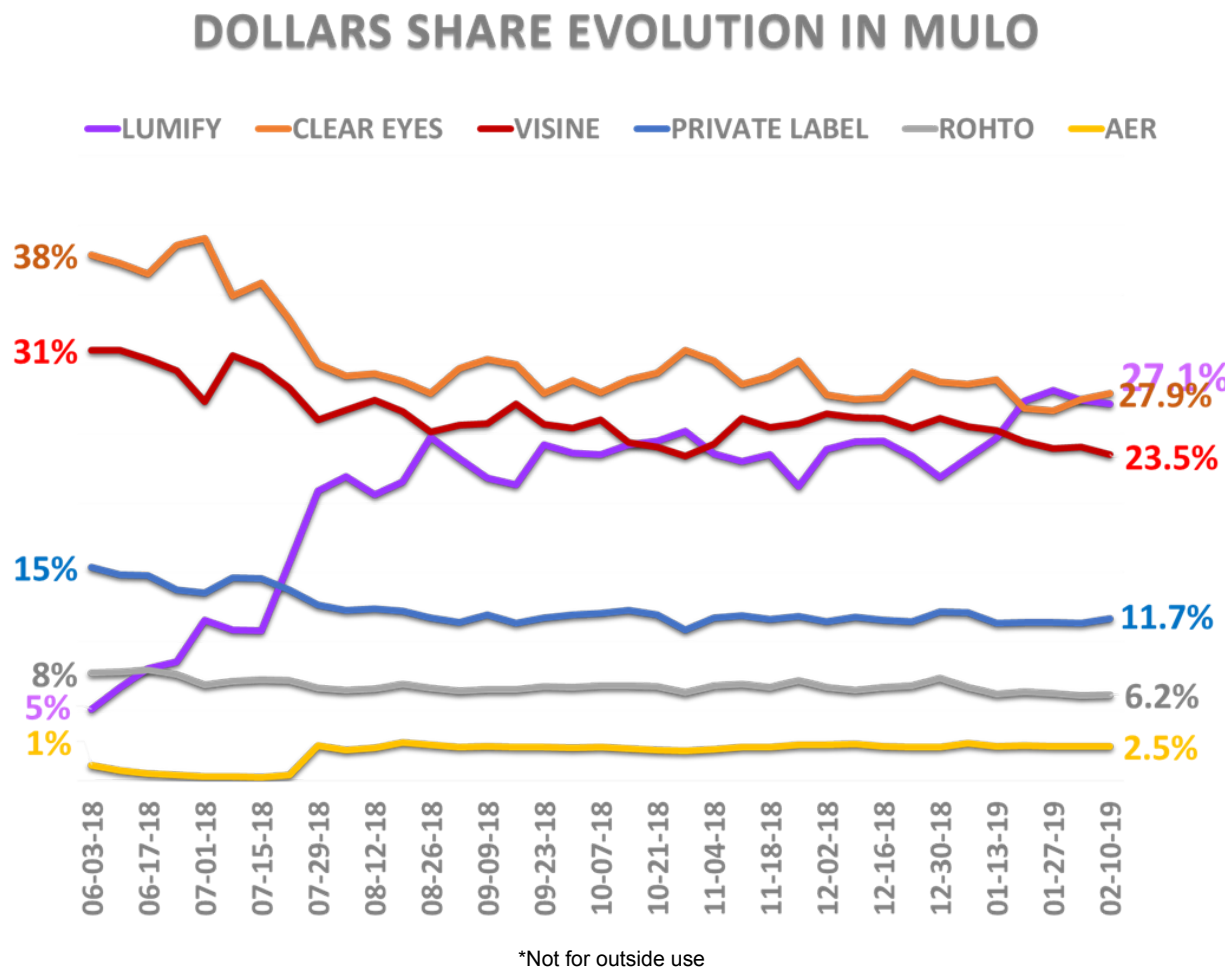
EASY AS...

Later, red eyes. Hello, LUMIFY™. It's easy to reduce redness with this amazing eye drop. Drop it in & watch it start working in 1 minute! #NewLittleSecret ... more

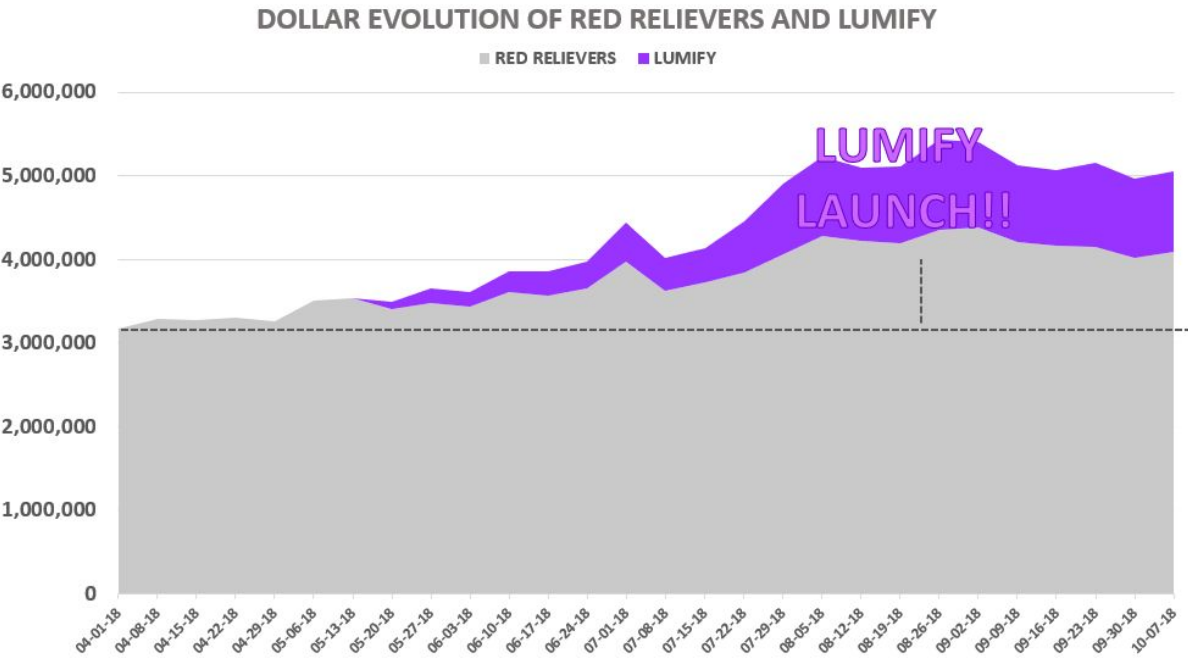
[Video Link](#)

Charts

10.

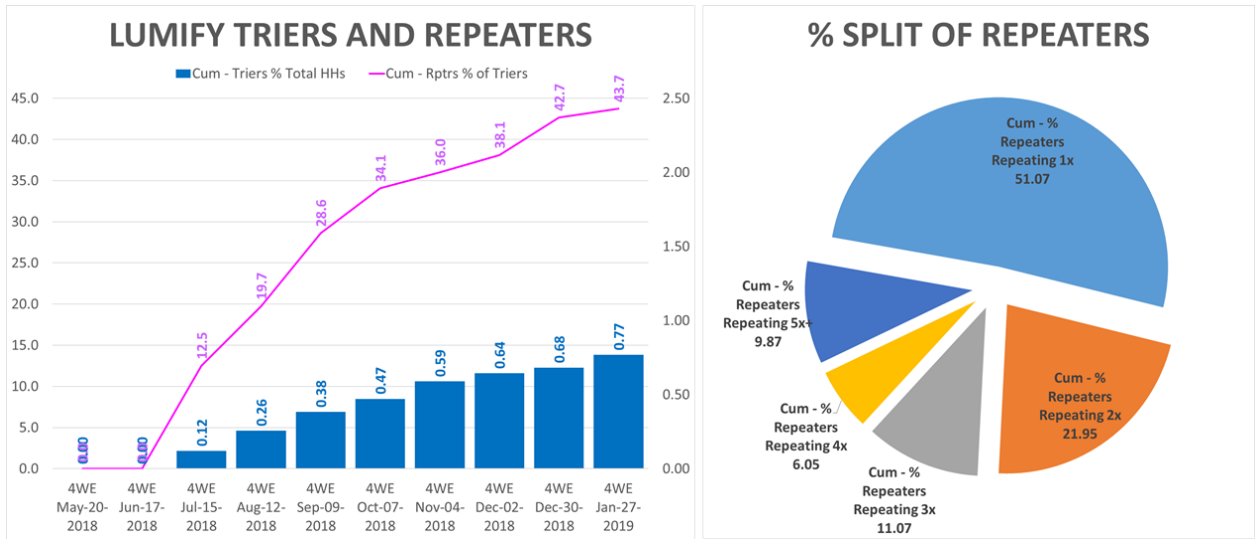


11.



*Not for outside use

12.



13. SHARE OF DOCTOR REC

