

Case Study

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| Client | A leading eye care & contact lens manufacturer |
| Category | Marketing Communications |
| Date | April - May 2005 |
| Communication Objective | The objective was to generate substantial consumer interest to establish & highlight contact lenses as the preferred alternative to spectacles and provider of better peripheral vision. The messages highlighted the benefits of the contact lenses that help bring about a change, through an inner transformation of the user in terms of better confidence, looks and ability to desire and achieve more in life. |
| Target Audience | The primary audience of contact lenses falls between 15-28 years of age. Since this age group is usually 'appearance-conscious', the communication was structured to help the users enhance their looks vis-à-vis their confidence with the help of contact lenses. |
| Opportunities/challenges | Few challenges faced by us in the execution of the campaign are as follows: <ul style="list-style-type: none">• Reiterating the benefits of the contact lenses being a better alternative to spectacles.• Clarifying myths and stating the realities about contact lenses.• Highlighting the ease-of-use of the contact lenses. |

**Communication
Campaign**

The campaign centered on 'transformation with contact lenses'.

We tied up with the Sony Entertainment Television to use their leading TV serial protagonist, who was undergoing a transformation in her 'reel' life, to help drive the message of the campaign.

The protagonist shared her experience following her transformation to reinforce the credibility of contact lenses, both on-screen and off-screen.

The protagonist traveled across the nation and attended a series of press conferences and interviews in cities like Delhi, Mumbai, Pune, Lucknow, Jaipur, Chandigarh and Indore to convey the key message of the campaign.

**Result/
Evaluation**

The key message of 'transformation with the contact lenses' was effectively delivered in the form of articles/news across the leading newspapers, magazines, radio, electronic media and the wire agencies all across the country.

The success ratio of key message delivery was estimated to be 92% across the national and regional media.