

Case Study

Client	A leading eye care & contact lens manufacturer
Category	Marketing Communications
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.