



CASE STUDY

BAUSCH & LOMB



CLIENT

Bausch & Lomb

Custom LASIK business development team

PROJECT

Increase market share of, and build awareness for, Bausch & Lomb Lasik technology in major eyecare practices nationwide.

CHALLENGE

Each eyecare practice has its own challenges and opportunities, not to mention “personality.” A one-size-fits-all communications plan – or for that matter, cookie-cutter creative approach – simply wasn’t an option.

SOLUTION

Litos developed a variety of creative campaigns – integrating TV, radio, direct mail, point-of-purchase, etc. – that allowed for customized communications programs aligning with practice-specific objectives. In addition, the firm launched two distinct PR-driven, charitably-based programs.

RESULTS

Bausch & Lomb was able to increase mindshare among its target practices and grow its custom LASIK business. Charitably-based campaigns resulted in substantial upticks in awareness for the sponsoring practices.



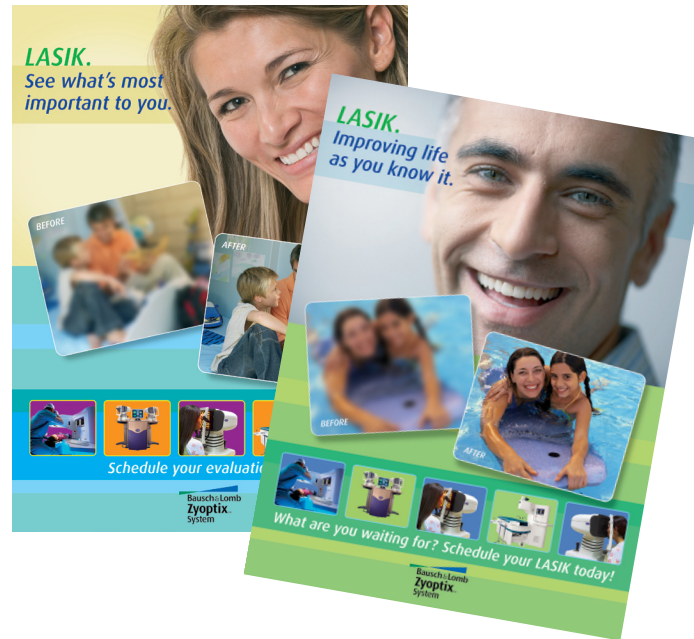
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1.



COMPONENTS



2.



3.

1. Charitably-based program logos 2. Point-of-purchase 3. TV and Radio



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COMPONENTS

