



## Creating Customer-Driven Content for Acuvue®...

### Situation

Johnson & Johnson Vision Care, the makers of ACUVUE® Brand contact lenses, sought an innovative way to shift brand choice and purchase decisions from the eye doctor to the consumer. In addition, they were looking for ways to increase market share among teens.

### Solution

Rosetta developed a comprehensive CRM (customer relationship management) program designed to strengthen the consumer relationship and spur customers to ask specifically for the brand when they walk into the eye doctor's office. In order to increase market share among teens, Rosetta designed personalized online and offline tools motivating teens to switch to ACUVUE® contacts by addressing life situations such as sports, school dances and new relationships.

### Results

- A fivefold lift in consumers asking for the brand among database registrants. (CRM program)
- A 200% increase in brand share among registrants. (CRM program)
- As for the teen initiative, a significant number of teens registered with ACUVUE®, increasing brand equity among teens and boosting the rate of ACUVUE® fits among program participants.