

# SUCCESS STORY



## Johnson & Johnson Acuvue Define & E! Partnership

Johnson & Johnson were looking to raise brand awareness and credibility in the UK among their target audience of fashion conscious females aged 18-24 for their new range of contact lenses. The brand needed to change perceptions of contact lenses to establish their product as a prescription lens that boosts the wearer's natural beauty by enhancing their eye colour and providing greater definition. The campaign objective was to drive uptake in a free trial of Acuvue Define contact lenses to increase brand favourability, purchase intent and ultimately to establish Acuvue Define as the must-have beauty buy for prescription contact lens wearers.

50%

Increase in  
awareness

21%

Uplift in positive  
brand perception

26%

Increase in overall  
brand advocacy



### Insight

Research indicated that the key target audience liked to stay on the pulse of the latest trends and celebrity news, so Acuvue needed to align with a platform that had unparalleled credibility in this area. E! Entertainment Television is loved for its live event and awards reports and in-depth coverage of all aspects of popular culture and therefore offered the perfect platform in which to reach affluent, trend-setting and fashion forward women and drive awareness about the product and what it offers. Together they built a partnership which would provide engaging content in a targeted environment for the key audience across multiple platforms and all with TV at its heart.



### Idea

MEC & Sky Media worked together to build a 360° partnership with NBCUniversal International Network's pop culture channel, E! Entertainment Television, centred on a major TV sponsorship deal that also incorporated promotions, experiential and competitions – culminating in finding a brand new host of E! UK and Ireland – a true media-first!



### Activation

The campaign kicked off with a six-month sponsorship of E!'s most popular Fashion and Entertainment programmes, such as E! News, #RichKids of Beverly Hills and The Soup. This was further complimented by trails and idents prompting the upcoming experiential activity, leading to a national search to find a brand new localised E! presenter in the UK.

Sky Media took the competition to Westfield, one of the UK's biggest shopping centres to jointly host the E! Host UK & Ireland 'Casting Call' audition booth. A unique and highly branded video booth was built and stationed in high footfall locations at Westfield Stratford and Shepherd's Bush for four weeks. Passers-by were offered the opportunity to walk the red carpet and fully immerse themselves in the glamorous world of E!.



MEC Access & Sky Media clearly understood the brief and negotiated a fantastic new type of partnership with E! It centred around a long running TV sponsorship, however, their content tools enabled us to seize upon the opportunity to create additional entertainment content.

**Ruth Graesser, Marketing Manager UK & Ireland, J&J Vision Care**

In order to audition for the chance to be E!'s new presenter, shoppers were encouraged to submit an entry using the video booth. To further enhance the experience, Acuvue Eye-Define studio were stationed alongside the video booth to offer shoppers a free eye test and sampling opportunities.

In the final phase of the campaign the Acuvue Define brand was integrated within behind the scenes content from both New York and London Fashion Weeks. The footage ran on-air, online and on social media, featuring the semi-finalists from the talent search interviewing some of the biggest stars in fashion. E! aired an Acuvue-branded promotion alongside the content to win a stay in a top London hotel, shopping spree, VIP visit to 'London Fashion Weekend', tickets to a catwalk show and the chance to meet with renowned international fashion blogger 'Prince Cassius'.

The E! Host UK & Ireland search culminated in the reveal of the winner at the official announcement party at the Hoxton Hotel in London. Event coverage was aired on-air and online with vast additional PR and social media coverage generated by the celebrity audience sharing the experience on their own social channels.

Finally, to ensure maximum reach and engagement, and to complete the multi-platform solution for the complete duration of the campaign, E! created an online hub and distributed bespoke content across digital and social channels to further promote the brand association with relevant and topical features.



## Results

### Awareness

- Awareness increased by 50% amongst viewers
- 21% uplift in positive brand perceptions amongst viewers exposed.

### Shift in perception

- Brand advocacy increased by 26% amongst viewers
- Acuvue Define lenses are for people like me - 67% vs 49%
- Likely to sign up for a free trial - 81% vs 57%
- Is a brand I would consider asking my optician for 69% vs 52%
- Lenses worth paying more for 61% vs 41%
- A brand I would recommend to others - 62% vs 43%.

(exposed vs non-exposed)