

Bausch & Lomb
ReNu

SEEING CLEARLY NOW

The competition had to keep its eye on the effective changes ReNu MultiPlus was making.

Bausch & Lomb's ReNu brand's position as leader in the market had fallen out of focus, even as the product offerings and packaging of other brands became a blur of indistinctive sameness. Damen Jackson's crystal clear solution subsequently changed the entire category.

PRODUCT ADVANCEMENT

Insights discovered during initial consumer research prompted our recommendation to package Bausch & Lomb's product in a clear bottle. This would greatly differentiate it from the others on the shelf, while simultaneously showcasing ReNu's innovation. To accomplish this task, a three-year product reformulation program took place to bring the solution from murky to crystal clear. Once developed and FDA approved, the brand and package redesign began.

BRAND & PACKAGING INSIGHT

Every aspect of the new look was developed to highlight the notion that what the liquid in this bottle was clearly the best available product for a buyer's eyes. Clear vision begins with a clear solution. The upgraded ReNu MultiPlus brand and packaging appropriated the cultural meaning of *clear*. A clear solution inside the clear bottle showcased on the outer box, added up to the conclusion that this product provided vision with absolute clarity.

MARKET & RETAIL LEADERSHIP

The competition followed ReNu MultiPlus by adapting its products to be clearer. But as the first brand to use that product attribute preemptively to evoke positive associations of superiority and efficacy through simple and attractive packaging, there was no way to avoid the fact that ReNu MultiPlus was the visionary brand. The shoppers' response was obvious when they came to the shelf knowing just what to look for and why.

