

Mobile Activity Details

Client – Johnson & Johnson – Acuvue Lens

Activity – Mobile Utility Application.

Brief - A mobile application that would help to promote the product in the most effective manner.

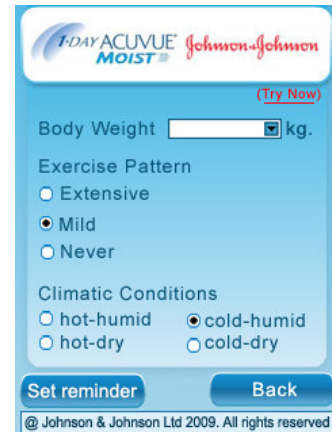
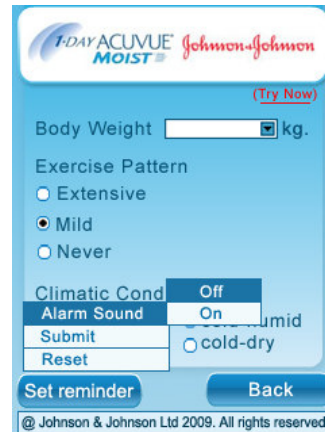
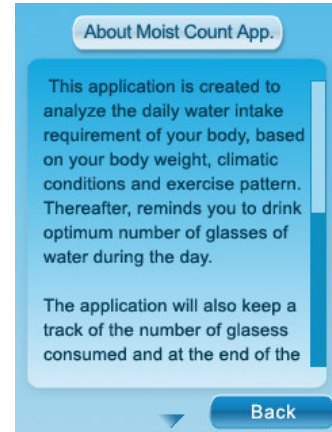
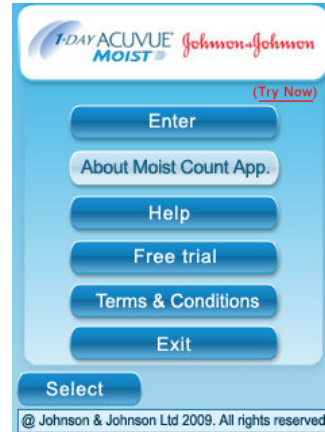
Solution - An application was built up to remind the users to drink water on timely intervals thus, promoting the importance of the product.

The water scale would remind the user to drink water and explain how moisture is important for body.

This in turn supports the brand message that water is equally important for eyes.

Call to Action - Users had to SMS Moist to 57007 to download the application.

Results - There were 500 downloads within 2 weeks of the launch.



Final Screen conveying the message and gives call to action to collect a free sample.

