Campaign for Consumers Wins Top Award

Bausch + Lomb announced that its 2015 interactive experience, which encouraged attendees of the South by Southwest Film + Interactive Festival to “Get Their Blink On,” received a Gold SABRE Award for Consumer Health Campaign of the Year. The B+L Ultra Lens Lounge featured at the festival encouraged lens-wearing Millennials to visit their eyecare professional and discuss how their screen-reliant lifestyle may be negatively impacting their vision. Free one-month trials of Bausch + Lomb Ultra contact lenses were also offered.

The annual North American SABRE awards, created by the public relations trade journal *The Holmes Report*, recognize superior achievement in branding reputation and engagement. The Zeno Group, Bausch + Lomb’s public relations agency, led the planning and execution of the campaign.