



ChatteRL&A in Action: ROHTO Eye Drops Go Social

Challenge

- ROHTO Eye Drops looking to build its online community and fan base by having devoted fans help spread the brand benefits
- Combine lifestyle/party fans with beauty/fashion fans (ROHTO as makeup tool for white eyes)

Approach

- ChatteRL&A created a new, official Facebook page, building messaging, content and interactive elements from the ground up
- Highly targeted outreach to generate awareness and “fans” in multiple demographic categories
- Tap into fan groups that already exist in this space
- Re-market positive media coverage and blog reviews to fans
- Create a real community so when people visit the page, it feels “alive” and something they want to be a part of

Results

- Launched in late May 2009, 3,500+ fans in just a few months time
- 50% “fan” rate with targeted outreach with key messages
- More than 300 page views per day
- Community center with active fan wall postings and comments that generate real conversation about brand benefits
- Unprecedented brand affinity

Rohto Eye Drops It's officially summer, and celeb makeup artist Gita Bass wants to share a makeup trend she has her eye on this season - "no-makeup makeup." Mix some tinted moisturizer with a shimmery bronzing cream, blend evenly over your face. Touch up blemishes with concealer, add a light dusting of translucent powder to absorb excess oil. Curl your lashes and add a coat of soft black mascara. Finish with sheer tinted lip balm!
23 hours ago Clear

Wall Info Photos Boxes +

What's on your mind?
Share

Rohto Eye Drops + Fans Just Rohto Eye Drops Just Fans Settings

Brenna Miller GREEN ROCKS MY WORLD! :)
2 hours ago · Comment · Like · Report

Britany Blankenship Rohto COOL (Green top) is my bestfriend! Don't leave the house without it and it is the only drops that will get ride of my Red, Bloodshot eyes!
We call it "PEPPERMINT SCHNAPPS" for the eyes!
Yesterday at 3:27pm · Comment · Like · Report

Rohto Eye Drops at 4:30pm June 22
Peppermint Schnapps...I love that!

Write a comment...

Fans
6 of 1,542 fans See All

Rohto Eye Drops It's officially summer, and celeb makeup artist Gita

Rohto Eye Drops's Photos - See What the Media Say About ROHTO

12 photos | Back to Rohto Eye Drops's Photos | Edit Photos | Organize Photos | Add More Photos

With media coverage like this, we are definitely feeling like the tops in drops!
Added about 2 months ago · Comment · Like

Share This Album
Post Album to Profile

Christina Ochepent likes this.

Write a comment...