

## **C2A Awards North America 2022 Entry**

**Company:** Catchword

**Names:** Mark Skoultchi, Principal & Project Lead  
Maria Cypher, Principal & Creative Lead

**Contact Email:** maria@catchwordbranding.com  
erin@catchwordbranding.com

**Phone number:** 510.628.0080

**Address:** 409 13<sup>th</sup> Street, 12<sup>th</sup> Floor, Tribune Tower  
Oakland, CA 94612 USA

**Client:** Allergan

**Project:** Vuity: Healthcare Product Naming for Allergan

**Category entered:** Branding > Brand Identity

**Enclosed:** Entry Summary (one-sheet)  
Entry Case Study

# Vuity

## ***Naming a first-of-its-kind vision medication for Allergan***

Catchword developed a name for the first and only eye drop to treat presbyopia (age-related blurry near vision) for global pharmaceutical leader Allergan.



Presbyopia is a progressive condition that reduces the eye's ability to focus on near objects, and almost every adult over the age of 40 experiences it. That's 128 million Americans (nearly half the US adult population).

Allergan, a world leader in eye care, developed an eye drop solution to treat this condition. The daily prescription eye drop improves near and intermediate vision without impacting distance vision in as little as 15 minutes and lasts up to 6 hours.

Catchword worked closely with the Allergan team to develop *Vuity*, a name that instantly conveys the solution's ability to improve viewing acuity. The name is easy to spell and say (no small feat in pharmaceutical naming) and works equally well for English-speaking and international audiences. The name's smoothly voiced opening "V" suggests velocity, action, and efficiency, ideas reinforced by the word's brevity. *Vuity* packs three syllables into a small, quickly spoken package, underscoring the product's ability to quickly deliver significant, lasting results.

In October 2021, the FDA approved Vuity as the first and only eye drop to treat presbyopia, and the medication became available for prescription in December, with major media coverage worldwide.

# Vuity

## Naming a first-of-its-kind vision medication for Allergan

### Context

We all joke about eyesight deteriorating as we age—if only my arms were longer! It's an inevitable part of getting older, right? So we buy reading glasses, maybe even a magnifying glass, keep a bright flashlight handy, and forget about reading, fine craftwork, and other near vision activities without them. This type of vision loss is called presbyopia. It's a progressive condition that reduces the eye's ability to focus on near objects, and nearly every adult over the age of 40 experiences it.



In a non-presbyopic eye, the clear lens behind the iris can change shape and focus light to the retina, making it easier to see things up close. In a presbyopic eye, the clear lens hardens and does not change shape as easily, making it difficult to focus on near objects. Presbyopia can be diagnosed by an eye doctor, but is usually left untreated. Until now.



Since 1948, Allergan has discovered, developed, and delivered more than 125 products and invested billions in research

to treat glaucoma, ocular surface disease, retinal diseases, and other prevalent eye conditions. Presbyopia is not anywhere near as debilitating as these conditions but affects nearly everyone eventually (about 128 million Americans currently). Allergan, now part of world leader AbbVie, decided to find a treatment so people no longer need readers and a flashlight to do the activities they love.

The solution Allergan developed (pilocarpine HCL ophthalmic solution 1.25%) is a once-daily, prescription eye drop that works in as soon as 15 minutes and lasts up to 6 hours to improve near and intermediate vision without impacting distance vision.

This optimized formulation of pilocarpine, an established eye care therapeutic, is delivered with proprietary technology that allows the eye drop to rapidly equilibrate to the pH of the tear film. It uses the eye's own ability to reduce pupil size, improving near vision without affecting distance vision.

Because Catchword had helped Allergan in the past with eye care product naming, Allergan turned to us again to develop a name for this first-of-its-kind product.

## Challenge

A good product name needs to check many boxes, and this project was no exception. The name needed to

- Richly convey the brand themes and story
- Express the brand personality and tone
- Appeal to and engage target audiences
- Separate the brand from the competition
- Be easy to say, spell, and remember
- Be ownable, trademarkable
- Remain relevant as the product line evolves



The product name had several additional hurdles:

- It needed to be extremely careful about overpromising—it would treat, not cure, the condition and could not guarantee a particular level of vision improvement for every user.
- It needed to sound like an over-the-counter brand (not a crazy drug name full of Xs and Zs) even though it would be a prescription product.
- The name had to appeal equally to eye doctors, as the prescribers, and the general public, as the end consumers.
- It had to stand out from existing eye drop, contact lens, contact lens solution, and other OTC eye products and prescription eye medications, a particular challenge given the number of brands on the market.
- Lastly, Allergan needed the exact .com domain name for the brand.

## Strategy

Catchword worked with the client team to identify the following fundamentals and guidelines to support the brand objectives for each name.

### **Target audiences:**

- Eye doctors in US and worldwide
- Older adults in US and worldwide

**Competitors:** Although there were no directly competing products on the market for either product at the time we began (several have arisen since), the OTC and prescription eye/vision health space is well developed and fiercely competitive.

Allergan's primary competitors included Bausch + Lomb, Alcon, Roche, Pfizer, Novartis, Merck, Takeda, and Johnson & Johnson Vision.



Well-known existing brands in the OTC eye drop market included Visine, Systane, Biotrue, Soothe, Lumify, and Allergan's own Refresh line. Common prescription eye medication brands include Xalatan from Pfizer and Lucentis from Roche.



## Naming Parameters

### Brand messaging themes:

- Vision: view, eye, see, perceive
- Focus, accuracy, clarity
- Quality of life improvement
- Freedom, independence, energy
- True vision

### Brand personality:

- Direct and to the point, consumer, plain talking, no pharma jargon
- Strong, effective, action-oriented
- Premium, high-quality

**Sound and tone:** Relatable, energetic, confident; OTC and friendly, *not* pharma

**Style:** Suggestive names that instantly convey one to two primary messages would

- increase memorability and client engagement
- reinforce the ideas of directness, accessibility, simplicity
- reduce the need for market spend to explain product purpose

**Construction:** Shorter (no more than three syllables), natural-sounding coined single words and compounds would

- be easy to spell, pronounce, and remember for a wide range of demographics, including Spanish and other non-English speakers
- meet the sound and tone objectives

## Creative Process & Outcome

**Process:** Working closely with the client team, we conducted two robust rounds of creative (approximately 2300 names developed), followed by trademark and common law prescreening.

Based on project objectives, client preferences determined in the immersion stage, existing brands, and Catchword experience, we selected about 120 names to show the client over the two rounds. Of these, a smaller group cleared preliminary screening, and we elevated about 10 as the best candidates.

After reviewing the names thoroughly, the client narrowed the field to *Vuity* (a Round 2 name) and two others. We determined that the domain *Vuity.com* was available for purchase, making this candidate particularly attractive.

Given the extreme competition in this space, we offered to develop a robust list of variants of these to give the client and its legal team as many options as possible.

The client's legal team conducted extensive research for both international trademark and risk of customer misperception (the lawyers were very conservative in their assessment of whether name candidates could be seen as implying a cure in any way). After this research and customer testing, the client concluded *Vuity* was the superior candidate.





## Vuity Name Story

Vuity instantly conveys the solution's ability to improve viewing (*vu*) acuity (*-ity*) and recalls the phrase "view it" and the word *clarity*. As a gentle coinage it is both familiar and intriguing. It isn't a real word, but it sounds like one.

The name is easy to spell and say (no small feat in pharmaceutical naming) and works equally well for English-speaking and international audiences to convey meaning and a smart, friendly, upbeat tone.



The name is elegant and premium, key for the target audience: older people able to afford the \$80/month cost of the medication.

The name's sounds further convey meaning and of course tone. The smoothly voiced opening "V" suggests velocity, action, and efficiency, ideas reinforced by the word's brevity. Vuity packs three syllables into a small, quickly spoken package, underscoring the product's ability to quickly deliver significant, lasting results.

## Result

Vuity was exactly what the doctor ordered. [www.vuity.com](http://www.vuity.com)

The FDA approved Vuity for treatment of presbyopia on October 29, 2021. Media coverage in mainstream and pharma/healthcare outlets exploded. Excitement has continued with stories online, in print, and on television explaining the eye drop's life-changing effects.



**Set your focus on VUITY™**

People have dealt with presbyopia in a variety of ways. Now there's VUITY™, a prescription eye drop that can help treat this condition in adults.

Some Current Options	NEW Option
 Reading glasses	 VUITY™
 Progressive lenses	VUITY™ is an innovative way to treat presbyopia.
 Bifocal lenses	Talk with your eye doctor to see if VUITY™ might be right for you.
 Contact lenses	



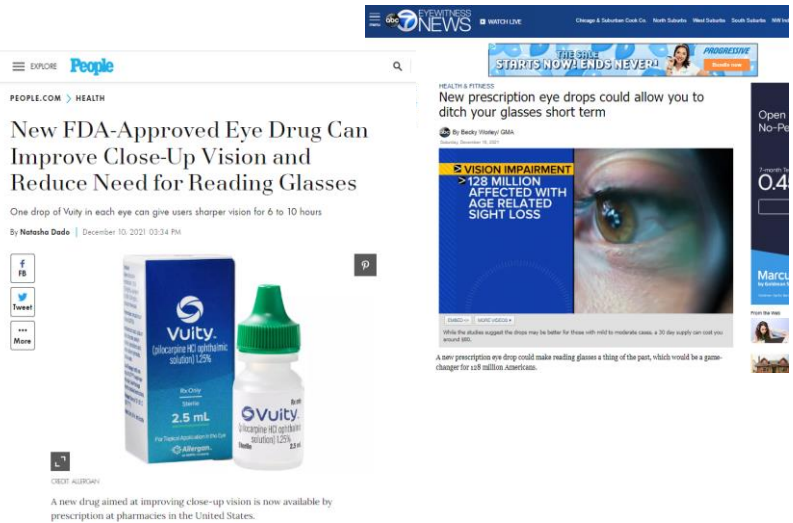
On December 9, 2021, the company announced the product is now available by prescription. [CBS Morning News](#) aired a feature on Vuity, and major media around the world covered the story.

Santé : un nouveau médicament pour lutter contre la presbytie

Publié le 30/12/2021 09:55



N. Odisharia, P. Bouchetou - France 2 8 Heures Edition du jeudi 30 décembre



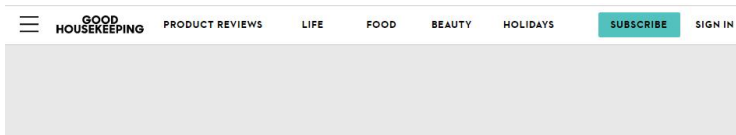
A new drug aimed at improving close-up vision is now available by prescription at pharmacies in the United States.

The New York Times

Throughout 2022, Vuity continued to make headlines.

I Swapped My Reading Glasses for Magical Eyedrops

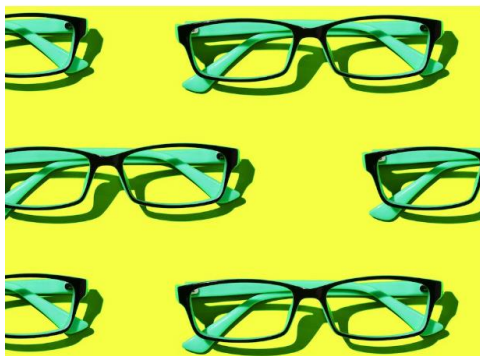
Vuity, taken daily, promises clear vision for up to 10 hours. But does it work?



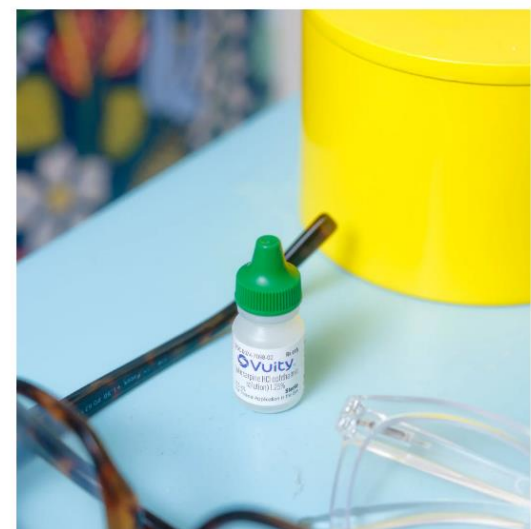
Vuity Review: I Tried the New Eye Drops That Aim to Replace Reading Glasses

Presbyopia, or difficulty reading up close, hits almost all of us in our 40s. Now there's an FDA-approved eye drop that may help you ditch your drugstore magnifiers for good.

BY STEVEN ODIERNA AS TOLD TO STEPHANIE DOLGOFF PUBLISHED: MAR 9, 2022



Give this article Share Bookmark 788





## Name Reception

The client is delighted with the name and its immediate embrace by healthcare providers, customers, and media.

*"Vuity is one of the more 'clean' names to come through the complicated drug naming process, which has the added pressure of regulatory acceptance."*

- Fierce Pharma

The name stands out particularly well when contrasted with new rival Eyenovia. *Vuity* is natural, elegant, appealing. *Eyenovia* is contrived, ugly, forced. Customers will clearly see, and hear, the difference.

