



Philips Lumea IPL Cost Calculator: Empowering Informed Decision-Making (Microsite)

Case study



PRISM
ADVERTISING
BRAND ARCHITECTS AND DESIGNERS OF DEMAND

Brand Architects and Designers of Demand

SCOPE OF WORK

- Develop an interactive micro-site comparing Lumea hair removal with traditional methods.
- Include a savings calculator for users to estimate their potential savings with Lumea IPL.
- Provided clear comparative analysis on costs, time, and Create engaging content highlighting Lumea's benefits.
- Ensure mobile compatibility and SEO optimization.

DESIGNS & EXECUTION

