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Transitions Optical Consumer Campaign Expands to Include More Ambassadors and Greater Social Influence in 2016

ORLANDO, Fla., Feb. 5, 2016 – Allowing digital’s ever-increasing influence to complement the reach of traditional advertising techniques, Transitions Optical, Inc. is launching a new consumer campaign that will highlight the stories and experiences told by influential Transitions® lens wearers and speak to a younger, more fashion-focused audience. In 2016, Transitions Optical will continue to feature Canadian actress Laurence Leboeuf in its television, digital and social advertising, and will work with at least four other influencers as well, building out content-rich digital experiences to encourage social sharing, and leveraging the ambassadors’ strong networks of consumers already interested in the fashion and eyewear categories.

“We know that nine out of 10 people who try *Transitions* lenses love them, but most don’t proactively share their experience with others,” said Patience Cook, director, North America marketing, Transitions Optical. “Since Laurence is successfully inspiring more eyeglass wearers to see *Transitions* lenses as stylish, we are also partnering with additional influencers to connect further with a younger audience, who see their eyewear as a way



Laurence Leboeuf

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to impress and stand out. Together, these *Transitions* lens wearers will help generate content for the brand that explains the benefits of the product in a relatable and authentic way.”

Building off the successful campaign featuring Leboeuf in 2015, the actress will continue to be featured in Transitions® advertising on TV and online, serving as the Transitions Ambassador of Transitions® Signature™ lenses. Television viewers will also hear more about Transitions® XTRActive® lenses, with the addition of a new TV tag that will call out the product by name. This television commercial alone will generate more than 172 million impressions, appearing on top-rated networks, including the Food Network and Discovery, and French-language channels, Historia, RDS and The Weather Network. The ad will also run during top-rated shows, like Big Bang Theory, Chicago PD, Les Enfants de la Tele and Le Tricheur.

Additional ambassadors have been carefully selected based on their strong personal brands and association with fashion and lifestyle trends. They include:

- **Stilez (@stilez)** – Toronto-based content creator who uses photography as his creative outlet for expressing and capturing everyday life. Stilez is also founder/co-owner and creative director of the blog BeyondTheDrop.com, where he focuses on his love for all things music. With his finger on the pulse, his pseudonym Stilez has become synonymous with all things Toronto.



Stilez

- **Phil Oh (@MrStreetPeeper)** – Photographer behind the street-style blog [Street Peeper](http://StreetPeeper), who captures the best street style from cities like New York, Berlin, Paris, London and Tokyo. Oh was recently named one of the most stylish men in fashion by *Vogue*.
- **Coco and Breezy (@cocoandbreezy)** – Twin eyewear designers and founders of a cutting-edge [sunglass brand and eyeglass frame line](#), often worn by celebrity style icons.

New Digital Experiences and Promotions

Transitions Optical will also launch a new digital experience, found at Transitions.com/BeyondTheLens, on the Transitions® consumer website, which will include socially-sharable videos, images and more. New content will be uploaded to the site as activities surrounding Transitions Optical's consumer campaign continue to unfold.

Further expanding the conversation around *Transitions* lenses and *Transitions XTRActive* lenses, messages around the expanded colour availability will be the focus of various digital and social media ads. These online ads will generate over 198 million digital impressions through placements on Google, The Weather Network, RDS, TSN, Facebook and Instagram.

About Transitions Optical, Inc.

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics.

For more information about the company and *Transitions* lenses, visit Transitions.com or TransitionsCanadaPRO.ca.

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NOTE: For high resolution images, please contact Alexis Marina at 609-460-1014 or alexis.marina@havasww.com.