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Transitions Optical Names Opto-Réseau as the Winner of the 2017 Best in Marketing Award

ORLANDO, Fla., February 23, 2018 – Transitions Optical honored Opto-Réseau with the 2017 Best in Marketing title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday, Feb. 13 at Transitions Academy 2018 in Orlando, Fla.

“Opto-Réseau’s marketing strategy in 2017 revolved around changing perceptions of who a Transitions wearer is and increasing interest in *Transitions* lenses among younger patients,” said Drew Smith, director, North America Channels, Transitions Optical. “From social media and mail-in rebates to creating localized advertising for individual practices, Opto-Réseau successfully engaged a new demographic of *Transitions* lens wearers. We commend them for following their philosophy of trying new things and working hard to implement new strategies.”

Annick Beauchemin, Director of Marketing, Opto-Réseau and Christine Breton, CEO, Opto-Réseau accepted the award on behalf of the company at Transitions Academy.

“Part of our marketing strategy is to constantly question ourselves so that we’re not repeating the same tactics and strategies over and over again,” said Beauchemin.

“We worked hard to reach a younger clientele this year and spent time convincing our

employees that Transitions isn't only for people who are already wearing the product. It's an amazing feeling to see our hard work pay off, and we are excited that our efforts have encouraged more people to consider and choose the Transitions® brand."

During Transitions Academy, Best in Marketing finalists **Value Optical** and **Vision Source** were also recognized for their commitment to strategic marketing of the *Transitions* brand/family of products.

About the Best in Marketing Award

Launched in 2015, the Best in Marketing is awarded to an individual or company for their creative and strategic marketing tactics to effectively promote the *Transitions* brand or *Transitions* family of products among customers or within their communities.

About Transitions Optical

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.

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NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@havas.com.



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