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**Transitions Optical Reveals New Brand Identity and “Light Under Control” Consumer Campaign**

PINELLAS PARK, Fla., March 9, 2018 – During Transitions Academy, Transitions Optical debuted a new brand identity and rejuvenation plan that will further build upon the company’s efforts to recruit new wearers and attract a younger generation of single-vision wearers to the photochromic lens category. Together, a new visual identity, Transitions® brand logo, light intelligent lenses™ tagline, and “Light Under Control™” consumer advertising campaign will create desire for the products in a simple, modern, and innovative way.

“People’s eyes are precious, yet optimum vision in all light situations is a challenge. ‘Light Under Control’ aims to bring new wearers into the photochromic category by showcasing how relevant our lenses are for the fast-paced lives people live today,” said Chrystal Barranger, president of photochromics, Transitions Optical. “Our light intelligent lenses allow a hassle free life, with ultimate light protection always freestyle.



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The direction for the overall brand rejuvenation is inspired by research<sup>1</sup> showing that 87 percent of eyeglass wearers report being sensitive to light. New campaign imagery, color palette and messaging will emphasize a renewed focus on light – on how we need it, embrace it and can be protected from its harmful elements. The campaign and logo will also feature a new diagonal split design, created to evoke a familiar feeling of swiping on mobile phones, moving throughout one's day and the filtering technology of Transitions® lenses. The campaign strategy will incorporate dynamic, innovative digital tactics to reach younger wearers in the places they consume media most heavily.



In Canada, the television campaign will deliver more than 79 million impressions and will debut on television on specialty and conventional networks such as CTV, TVA, TSN and RDS, Discovery Channel during primetime, early morning and sports timeslots. The campaign's digital plan will combine display banners, videos, paid search and social media for an additional 75 million impressions. Canada is also reaching out to younger wearers through a partnership with style influencer Jessica Mulroney (see separate news release).

"Patient needs, such as combatting light sensitivity, have always been at the center of our product innovation, and we've seen consumer affinity for the brand grow, as is shown by our 90 percent repurchase rate," added Barranger. "Now we want to evoke a new desire among consumers for a lens that will not only keep them satisfied but a light intelligent solution that will provide them with protection and options in style and customization."

Consumers and eyecare professionals alike will begin seeing the new *Transitions* brand logo and the "*Light Under Control*" consumer campaign beginning April 2018.

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<sup>1</sup>87 percent of wearers aged 18-65 say they sometimes or often experience light sensitivity. Source: Transitions Optical wearers test. US/France/China. 2016-17.

Supporting point-of-sale and digital assets will become available to eyecare professionals in the second quarter.

### **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](http://Transitions.com).

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**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@havas.com](mailto:Christina.Gregory@havas.com).**