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Transitions Optical in Canada Debuts Largest Consumer Campaign of Seven Years

Campaign includes television spots and international partnerships to drive interest

PINELLAS PARK, Fla., April 27, 2021 – In the largest consumer media campaign for the company in Canada since 2014, Transitions Optical is debuting a digital campaign from



mid-May through December which combines display banners, videos, paid search and social media reaching out to eyeglass wearers.

Selected as a boost country for Transitions globally, Canada's campaign will drive consumers to the Transitions virtual try-on tool to try the 7 different vibrant colour options of Transitions lenses, as well as to

the eyecare professional (ECP) store locator to direct patients into their local ECP's office.

The campaign also includes TV spots during the summer months on popular conventional and specialty TV networks and top programming, reaching over 80% of our target audience an average of nine times. Overall, the television campaign will reach a total of over 220 million impressions.

Transitions Optical has partnered with Vogue on a series of four videos, which each represent different styles of Transitions Signature GEN 8 style colors: amber, amethyst, sapphire and emerald. The four videos are directed by Amilcar Gomes—who has directed campaigns for Maybelline, Yves Saint Laurent, Armani Beauty, Anne Klein, and more—and each tell a unique story featuring diverse talent whose style, career and lifestyle bring to life the style color they are wearing.

All four videos share a consistent tone and feel, emphasizing how Transitions Light Intelligent Lenses enhance vision and provide hassle-free protection while also

elevating fashion and style with flair.

The videos feature Calvin Royal III, principal dancer at the American Ballet Theater, JiaJia Fei, digital strategist to the art world, Lauren Bille, co-founder and CEO of Allbodies, and Tara Thomas, urban farmer and chef.

Looking for marketing material for your clinic?

Eyecare professionals interested in receiving POP materials to share in their practice/stores can contact Jennifer Whitton, our Transitions Customer Experience service at cscanada@transitions.com or 1-877-254-2590.

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

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® Light Intelligent Lenses™*, visit Transitions.com.

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NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or Christina.Gregory@redhavas.com.