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Transitions Optical Announces Canadian Consumer Media Campaign for 2022

Campaign features TV and digital ads, a partnership with Golf Canada that includes a video series and on-site activation

PINELLAS PARK, Fla., May 26, 2022 – Transitions Optical in Canada has announced its consumer media campaign for 2022 targeting eyeglass wearers via outreach consisting of TV advertisements, online videos and display banners, paid search and social media content, and a partnership with Golf Canada.

As part of *Transitions* media strategy, there will be TV spots during the spring months on both English and French popular conventional and specialty TV networks such as CTV, TVA, TSN and RDS during top programming. Televised efforts will reach a large proportion of *Transitions* target audience with an overall reach of over 138 million impressions. Additional outreach will focus on social media content ranging from online videos to sponsored posts across Facebook, Instagram, and YouTube. Alongside paid social will also be paid search targeting keywords on Google and Bing search engines.



Transitions Optical will also be partnering with Golf Canada as the official eyewear partner for Golf Canada's two Professional Golf Championships—the RBC Canadian Open and the CP Women's Open.

"We are thrilled to partner with Golf Canada as the official eyewear partner for the RBC Canadian Open and CP Women's Open," said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. "Golfers, like many other athletes and outdoor enthusiasts, experience a range of light conditions throughout the course of the day and their eyes are constantly having to adjust. *Transitions Light Intelligent Lenses* make a difference in an athlete's performance by automatically adapting to changing light in order to provide hassle free style and comfort throughout the day and night.

The new partnership with Golf Canada will include on-site activation with banners, education, on-site Transitions lens testing, and customized advice. Transitions will provide visitors to the Transitions booth with a specially created lens cloth made to better clean and care for their glasses. Digital branded content will include social media posts, e-blasts and a video series. This 8-part video series will be produced in collaboration with Golf Canada to provide golfers tips on how to improve their game and will be amplified across Golf Canada's digital and social platforms. Additionally, Transitions Optical will be increasing both its TV and digital advertisement presence during the broadcast of both golf events.

To boost trade engagement, Transitions Optical will also be hosting industry partners and customers onsite at the RBC Canadian Open and the CP Women's Open events. A consumer contest will also be part of the collaboration with Golf Canada, and more information on this will be announced leading up to the event.

Industry professionals interested in ordering point of sales materials for their offices or requesting more information on *Transitions* consumer advertisement efforts and golf partnerships should contact *Transitions* customer service at cscanada@transitions.com.

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set 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 *Transitions*® *Light Intelligent Lenses*™, visit Transitions.com or Transitions.com/en-canadapro/.

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