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Transitions Optical Announces Canadian Consumer Media Campaign for 2023

Campaign features TV along with Spotify and YouTube among a variety of digital activations, as well as a continued partnership with Golf Canada including an educational, on-site activation

MONTREAL, May 31, 2023 – Transitions Optical in Canada has announced its consumer media campaign for 2023 targeting eyeglass wearers via outreach consisting of TV advertisements, online videos and display banners, paid search and social media content, digital audio, and a partnership with Golf Canada.

As part of Transitions 2023 media strategy, there will be TV spots during the spring and summer 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 97% of the Transitions target audience with an overall reach of over 150 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 continue its partnership with Golf Canada as the official eyewear partner for Golf Canada's two Professional Golf Championships—the RBC Canadian Open (June 6-11, 2023, Oakdale Golf & Country Club, Toronto, ON) and the CPKC Women's Open (August, 22-27, 2023, Shaughnessy Golf and Country Club, Vancouver, BC)

“We are thrilled to partner with Golf Canada again as the official eyewear partner for



the RBC Canadian Open and CPKC Women's Open,” said Arnaud Rajchenbach, marketing and sales manager, Transitions Optical Canada. “*Transitions Light Intelligent Lenses* automatically adapt to changing light, making them an ideal choice for golfers and others who experience a wide range of light conditions throughout the course of their day.”

This partnership with Golf Canada will include on-site activation with banners, education, on-site *Transitions* lens testing, and customized advice. Visitors to the Transitions booth will be able to test their skills with a putting challenge and visit a unique art installation. 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 CPKC 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 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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