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TRANSITIONS OPTICAL: BRINGING LIGHT UNDER CONTROL™

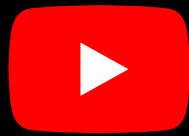
A spotlight on a new visual identity and consumer campaign from Transitions Optical is showing how Transitions® Light Intelligent Lenses™ help master light to enjoy every aspect of light with the comfort of everyday eyecare.

88% of eyeglass wearers report being sensitive to light*. Enabling people to embrace and adapt to different light conditions from indoors to outdoors has been a 25 year focus for Transitions Optical. Following research into consumer lifestyles and expectations, Transitions Optical developed a communication campaign to highlight the benefits of its lenses and attract younger wearers to the photochromic lens category.

Along with the new campaign, Transitions® has also positioned itself as a lifestyle brand where its four key benefits appeal to new and existing customers. The benefits, Light Intelligent, Everyday Eyecare, Hassle Free and Free-Style cater to all lifestyle and visual needs.

In mid-April, Transitions® began to share across digital and media channels an aspirational film designed to appeal to younger customers. It follows five people whose Transitions® glasses ensure they don't have to make a compromise between glasses, sunglasses, seeing well and looking good. The aim is to create a

desire for a stylish everyday pair of smart glasses with light intelligent lenses that enable people to enjoy and embrace light indoors and outdoors as well as be protected from its harmful elements.



The campaign buzz continues on social networks with a unique interactive 'try-on' experience through Snapchat, a social platform widely used by 18-34 year olds. Users can virtually try on different eyeglass frame models and see as the lenses darken when the scenes move from indoors to outdoors.

*Transitions Optical Life360 Live Wearer Testing in US, France, China (Ifop, 2016-2017); N = 117