



BrandMuscle helps Transitions Optical expand its brand reach by communicating with consumers through a channel of eye care professionals

## COMPANY

Transitions Optical Inc.

## STRUCTURE

An international manufacturer and supplier of photochromic optical lenses, with manufacturing facilities in the United States, Ireland, Brazil, Australia and the Philippines. The company has offices in Canada, France, Singapore, Mexico, Brazil, India, Japan and China.

## OPERATIONS

Transitions Optical, a joint venture of PPG Industries Inc. and Essilor International, was the first to successfully commercialize a plastic photochromic lens in 1990. Today, the company is a leading supplier of photochromics to optical manufacturers worldwide. Transitions is committed to promoting the importance of healthy sight and wellness to people worldwide.

## BUSINESS CASE

Transitions Optical needed a way to communicate directly with eye care professionals, but a small sales force and limited resources put constraints on the brand's reach. In addition, Transitions' inability to effectively communicate with eye care professionals created a disconnect between the company and its end-users – consumers. Transitions identified that in order to effectively market Transitions' lenses, eye care professionals needed an easy-to-use communication tool that would empower and guide them through the marketing process.

## BRANDMUSCLE SOLUTION

To help address Transitions' needs, BrandMuscle implemented its proprietary BrandBuilder® solution, built on the Adobe® InDesign® platform, and worked hand-in-hand with Transitions to create a branded Web site called Transitions Optical Marketing (known as the TOM tool). The system allows independent eye care professionals to create customized marketing materials that incorporate Transitions messages targeted toward a variety of demographic audiences. Transitions also uses the TOM tool to plan and promote corporate marketing events and trade shows.

*Transitions key stakeholders have been so impressed with the effectiveness of the BrandMuscle solution that they are looking to take it to the next level with the development of a true customer loyalty program for their users.*

## KEY OUTCOMES

By implementing the BrandMuscle solution, Transitions Optical now is able to communicate with consumers through a channel of more than 3,500 eye care professionals. The number of site users has risen consistently year after year – expanding Transitions' brand reach to a larger base of consumers.

## KEY BENEFITS

- Increased the effectiveness of its sales force by reaching additional eye care professionals
- Widened brand reach by communicating with consumers through a channel of eye care professionals
- Added to the number of unique marketing materials created and distributed each month (from 50,000 pieces in 2006 to nearly 70,000 currently)
- Bolstered its mission to promote the importance of healthy sight and wellness to people worldwide