

Company/Individual Name

**Award being entered** (*Transitions Brand Ambassador, Retailer of the Year, Best in Training, Best in Marketing, Eyecare Practice of the Year)*

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| **About Us**  **Tell us about yourself!**  Please provide a company or Individual background. |
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| **Commitment and Inspiration**  **Tell us about your commitment to the *Transitions* brand and the inspiration behind it**  What prompted your dedication to theTransitions*®* brand this year? What was the inspiration behind your work? Was it in response to an existing problem or was it a new objective? |
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| **Goals**  **Tell us about your goals**  What did you hope to achieve? Who were you trying to reach and how did their needs, preferences, opinions play a role? |
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| **Plan and Creativity**  **Tell us about your plan and approach**  How did you plan to achieve your goals? What innovative approaches did you use to help you succeed? Did you use a completely new approach, a tried-and-true tactic or a mix of both? How was the *Transitions* brand or products included in your plans?   * + **Consider including photos and / or examples** |
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| **Impact and Results**  **Tell us how things turned out including the results you had and the impact they made on *Transitions* lens sales**  How did things turn out? How did you evaluate your success? Did you meet - or exceed - your goals? How will you build on your success? How did you impact Transitions*®* lens sales? If relevant, be sure to include your photochromic lens sales (including pair growth and share of overall mix). |
| **Use this slide if you are submitting a nomination for Retailer of the Year, ECP of the Year, Best in Marketing or Best in Training** |
| |  |  |  |  | | --- | --- | --- | --- | |  | **2019** | **2021** | **% Increase** | | *Transitions* lens sales  (If relevant, split out *Transitions® Signature® GEN 8™, Transitions® XTRActive®, Transitions® XTRActive®  New Generation lenses, Transitions® Vantage® lenses, Transitions® XTRActive® Polarized™ lenses, Transitions® Drivewear® lenses, etc.)* | We are comparing to 2019 since most locations were closed for a few months in 2020 due to COVID. |  |  | | Share of overall sales  (% of your overall lenses sold that are *Transitions* lenses) |  |  |  | |

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| **Impact and Results**  **Tell us how things turned out including the results you had and the impact you made**  How did you evaluate your success?  Can you compare to your efforts from previous year?   * Social media on Transitions posts: reach/impressions/engagement/views * Training or speaking engagements: quantity and audience size * Media: articles, interviews   Did you meet - or exceed - your goals? How will you build on your success? Did your plan impact *Transitions* lens sales? If so, to include your photochromic lens sales (including pair growth and share of overall mix) |
| **Use this slide if you are submitting a nomination for Brand Ambassador** |
| |  |  |  |  | | --- | --- | --- | --- | |  | **2019** | **2021** | **% Increase** | | Social Media (*Transitions lenses* related posts): Total posts, Impressions, Reach, Video Views, Engagements, etc | * Total Posts * Reach * Impressions * Video Views * Engagement * Click-Through | * Total Posts * Reach * Impressions * Video Views * Engagement * Click-Through |  | | Trainings: topic, location, audience size | * Total Trainings * Audience Size | * Total Trainings * Audience Size |  | | Speaking Engagements: topic, location, audience size | * Total Speaking Engagements * Audience Size | * Total Speaking Engagements * Audience Size |  | | Articles/Interviews: topic, reach, etc. | * Total Speaking Engagements * Audience Size/Reach * Topics | * Total Speaking Engagements * Audience Size/Reach * Topics |  | | Business Impact  Pairs of *Transitions®* lenses sold  (If relevant, split out *Transitions® Signature® GEN 8™, Transitions® XTRActive®, Transitions® XTRActive®  New Generation lenses, Transitions® Vantage® lenses, Transitions® XTRActive® Polarized™ lenses, Transitions® Drivewear® lenses, etc.)* | * Total lenses sold * Total *Transitions* lenses sold | * Total lenses sold * Total *Transitions* lenses sold |  | | Share of overall sales  (% of your overall lenses sold that are *Transitions®* lenses) |  |  |  | |