

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** |
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|  | **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**  |
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|  | **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 ImpactPairs 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) |   |  |  |

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