



‘Get Fit for Hearing’ Campaign Guide

Phonak Audéo Fit

A Sonova brand

PHONAK
life is on

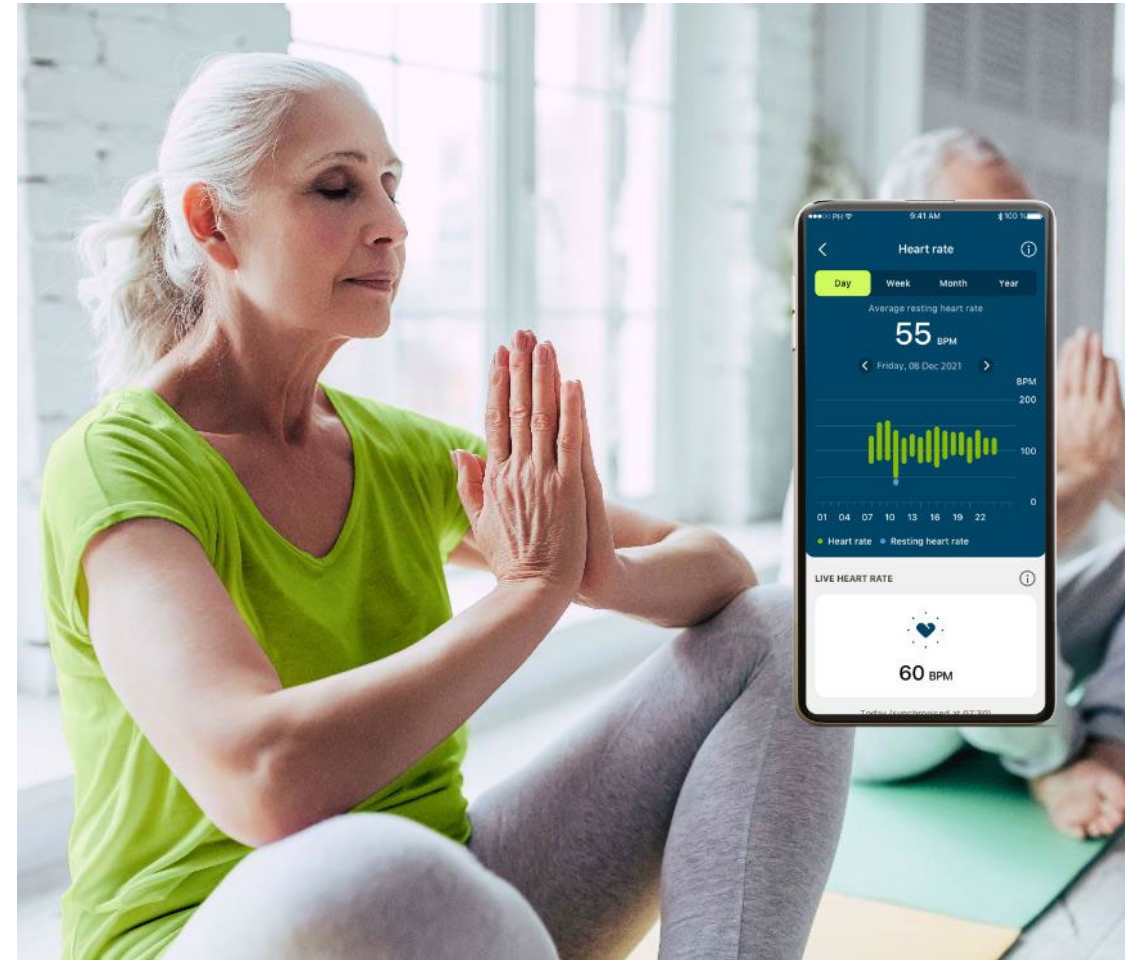
It's time to unleash the ear's amazing potential

A revolutionary hearing aid that pushes the bounds of sound technology.

One of the latest additions to the Paradise platform, Phonak Audéo Fit, empowers clients beyond hearing improvement with a solution that also enables them to track their health data.

Delivering the signature unrivalled* sound quality¹ and universal connectivity of Paradise, Audéo Fit hearing aids also deliver the ability to track steps and activity levels without having to wear an additional device.

January is a great time for clients to 'Get fit for hearing'
It's the perfect time to showcase the benefits of Audéo Fit to clients who are motivated more than ever to improve their hearing and their health at this time.



**Compared to Phonak Audéo Marvel

1. Appleton, J. (2020) AutoSense OS 4.0 - significantly less listening effort and preferred for speech intelligibility. Phonak Field Study News retrieved from www.phonakpro.com/evidence, accessed November 2020



Phonak Audéo Fit™ is selected as one of TIME's Best Inventions in 2022



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Recognised in the Accessibility category, Audéo Fit earned its place on the prestigious list by offering consumers a hearing solution that reflects and supports their lifestyle.

Hearing loss is associated with a higher likelihood of physical inactivity, while at the same time, physical activity can enhance cognition, learning, and overall well-being.

Audéo Fit was designed to provide more opportunities and meaningful solutions to people with hearing loss so that they can pursue and engage in their active lifestyles.

Marketing support

To help you run an awareness campaign, we've created turn-key marketing tools that can be customised to suit your brand.

Templates are available to view and download at:

phonakmarketing.com.au/local-marketing/

Contact

Nikki.Ozeken@sonova.com

to customise any templates.



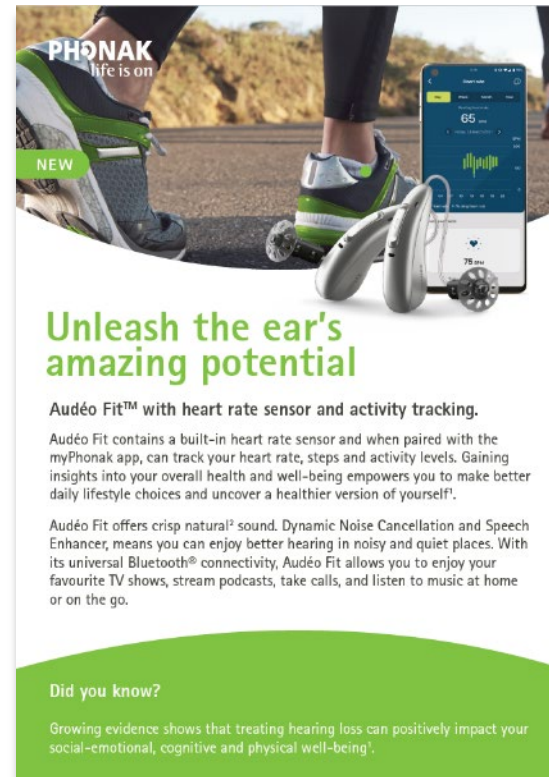
Direct marketing

Direct marketing is a cost-effective marketing activity allowing you to have one to one direct and relevant communication about your offer.

Top tips:

- Attract new clients with a flyer drop to your local area and leave flyers with local chemists and medical centres.
- Include a strong call-to-action to motivate action.
- Include a QR code that links to your website.

A5 flyer template – front & back



Direct marketing

Database marketing is an easy, cost effective and inexpensive way to keep your clients informed and engaged about your products and services.

Top tips:

- Target existing clients using email or direct mail who have been tested and not fitted or are due for an upgrade. Include a personalised letter and a flyer in your mailout.
- Include a strong call-to-action to motivate action.
- Include links to your website for more information or to make a booking.

New client not fitted



NEW Audéo Fit unleashes the ear's amazing potential, including heart rate sensor

Dear <customer name>,

Hearing well can have a positive influence on so many aspects of your life. Not only does hearing well help you to understand the world around you, it's linked to a greater state of social-emotional, cognitive and physical well-being. Taking action to prevent hearing loss and ensuring you have the right hearing device that meets your individual or changing needs is important.

We are an independent hearing clinic serving the local community for XX years. Your well-being is always top of mind in our practice and it's our mission to make sure you're connected to the benefits of hearing well.

Early detection and action is crucial. If you or a loved one experience any of the following symptoms, we urge you to book in a free hearing check with us.

- Constantly turning up the TV volume?
- Voices are muffled?
- Trouble following conversations in busy places?
- Asking people to repeat themselves?
- Hearing constant ringing, whistling or buzzing in your ears?

In the past couple of years, there have been many hearing technology advancements and we'd like to introduce the new Audéo Fit, with a built-in heart rate sensor. In combination with myPhonak app, Audéo Fit enables you to engage with your health and tracks activity level.

Audéo Fit is powered by Paradise, offering crisp natural sound* that delivers an unrivalled* hearing experience. Dynamic Noise Cancellation and Speech Enhancer means you can enjoy reduced listening effort in noise and in quiet, respectively.

With universal Bluetooth® connectivity, you can experience all of this while enjoying your favourite TV shows, streaming podcasts, taking calls, or relaxing with music at home or on the go.

Features include:

- Brilliant speech understanding**
- Crisp natural sound*
- Empowering smart apps
- Connect to smartphones, TV, Roger™ microphones and more
- Tap Control for easy access to Bluetooth® functionalities

No more batteries!

Never worry about hearing aid batteries again with the convenient rechargeable capabilities of Audéo Fit.

For the month of <month> we are offering you and your family a free hearing assessment and the opportunity to trial Audéo Fit obligation-free in the comfort of your own surroundings.

We look forward to helping you find the best hearing solution for your needs. Call us to today to book in your free hearing assessment and experience Audéo Fit today!

Kind regards,

Contact name
Clinic name
Phone and email contact details



FREE
hearing assessment
and obligation-free trial
of Audéo Fit!
Valid until XX

* In order to access health data, it is necessary to create an account within myPhonak app.

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1. Taphunhuang, O. (2020). Market research ID 4387. Please contact marketinsight@phonak.com if you are interested in further information.

2. Appleton, J. (2020). AudéoFit OS 4.0 - significantly less listening effort and preferred for speech intelligibility. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed November 2020.

3. Appleton, J., & Voss S.C. (2020). Midline-based beamformer steering leads to better speech understanding and overall listening experience. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed August 2020.

4. Wright, A. (2020). Adaptive Phonak Digital 2.0 Next-level fitting formula with adaptive compression for reduced listening effort. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed August 19th 2020.

Tech upgrade



NEW Audéo Fit unleashes the ear's amazing potential, including heart rate sensor

Dear <customer name>,

Your well-being is always top of mind in our practice and it's our mission to make sure you're connected to the benefits of hearing well.

Since your last fitting, there has been a lot of hearing technology advancements and we're excited to introduce you to the new Audéo Fit with a built-in heart rate sensor. In combination with myPhonak app, Audéo Fit enables you to engage with your health and tracks your activity levels.

Audéo Fit delivers hearing experience for a greater sense of well-being

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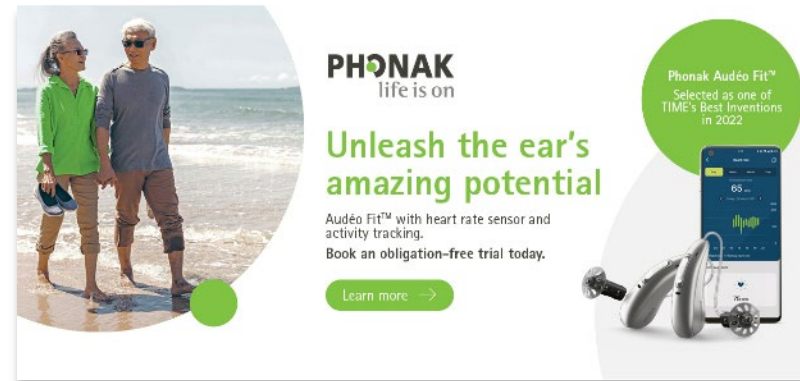
Digital marketing

Attract potential clients by communicating relevant information at the right time through the right digital channel, such as your website, social sites or search engines.

Top tips:

- Promote Audéo Fit on your website homepage.
- Create a dedicated website page to provide more product information. This will also assist with SEO.
- Communicate to your social followers with a boosted post or attract new clients with targeted paid ads.
- Include a strong call-to-action to motivate people to take action.

Website banners



Social content & videos



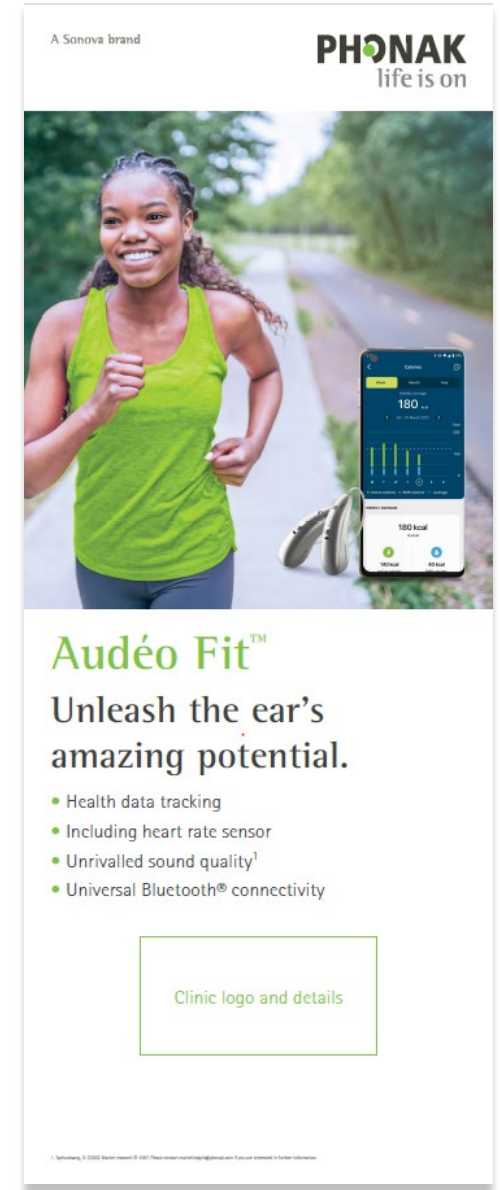
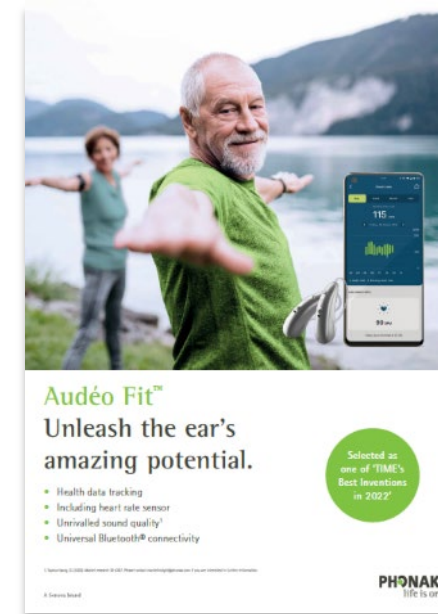
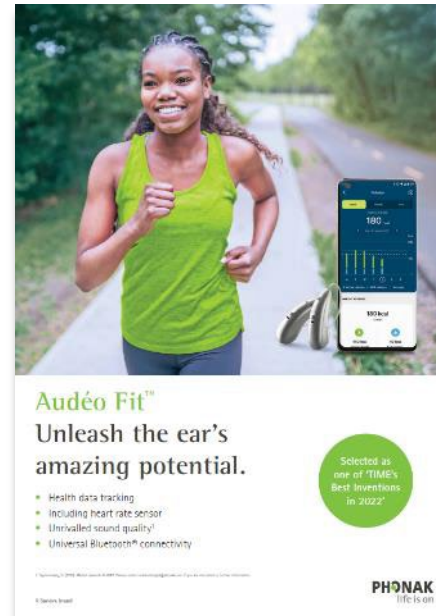
In-clinic POS

Your clinic waiting room or front desk is a great space to promote any special offers and product spotlights.

Top tips:

- Place signs at the front desk/coffee table or place posters to attract your client's attention.
- Include a call-to-action to ask for more information.
- Encourage your front-of-house staff to talk to clients about any promo offers while in the waiting room or at the counter.
- Train your staff to confidently answer any basic questions surrounding the product or offer.

Signage and banner templates



All templates are available to view and download via the Phonak Local Marketing Catalogue

Please contact Nikki.Ozeken@sonova.com to customise templates or request any additional point of sale or marketing materials.