



Hear well at work

Campaign guide

A Sonova brand

PHONAK
life is on

Overview

Hear well at work campaign is targeted to the work professional segments in preparation for the work year. As many purchase decisions are made prior to the start of the year, or coming back from holidays, this is an optimal opportunity to promote the Roger education and work portfolios to existing and new clients.

Growing evidence shows that treating hearing loss (hearing well) can positively impact social-emotional, cognitive and physical well-being¹

Campaign objectives

- Hearing well at work enables clients to actively participate and socialise in meetings by giving access to speech and noise and over distance with Roger. Clients can focus on work rather than hearing.
- Create awareness of your Roger for education product portfolio and differentiate from competitors.

1. Vercammen, C., Ferguson, M., Kramer, S.E., Meis, M., Singh, G., Timmer, B., Gagné, J.-P., Goy., H., Hickson, L., Holube, I., Launer, S., Lemke, U., Naylor, G., Picou, E., Scherpiet, S., Weinstein, B., & Pelosi, A. (2020). Well-Hearing is Well-Being: A Phonak Position Statement. Hearing Review, 27, 18-22.

Hear-well at work - target groups

Work professionals

Professionals exposed to meetings and socialisation where access to speech and noise and over distance is required. A boost to hearing can help to focus on work rather than hearing.

Job access program awareness

Roger systems may also be reimbursed for work as part of the Commonwealth government's Employee Assistance Fund (EAF).

For more information regarding the job access program, please contact [Nikki Ozeken](#).



Campaign planning guide

Successful marketing campaigns are targeted, integrated and measurable. Below is a guide to help you plan your approach and determine success.

Step 1: Define your goals and set your budget

- What outcome are you expecting and why?
- How will you measure success?
- How much budget is needed to achieve your outcomes?

Step 2: Determine your strategy

- Who are you targeting?
- How will you reach them?
- Determine the channels you will use.

Step 3: Plan your campaign dates

- What's the best time to reach your audience in the right place and at the right time?
- Set your campaign dates and plan the timing of your Marketing activity.

Step 4: Execute your campaign

- The marketing templates provided in this guide are designed to attract and reach your targeted audience through the various channels they engage with.
- All templates can be customised to reflect your brand and specific call-to-action.

Step 5: Review your results

- Reviewing your campaign results is crucial to determining the success of your plan and can provide you with many learnings for future campaigns.
- For more information on what and how to measure success, contact the [Phonak marketing team](#).

To help you promote the ‘Hear-well at work’ campaign to local professionals, we’ve developed the following turn-key marketing templates.

The kit contains the following components:

Digital marketing tools	Local marketing tools
Web banners	Email template
Landing page	
Social posts	

Templates act as a guide and can be customised by you to suit your brand. Please contact [Nikki Ozeken](#) to customise or create any marketing materials.

Hear well at work templates

Social posts



Website banner

PHONAK røger

Boost your hearing at work

Do you have difficulties hearing at work?
Our Roger solutions can help improve your hearing over distance and noise so you can focus on work rather on hearing.

[Learn more](#)



You could be **ELIGIBLE** for the Commonwealth government's Job Access program.

Email template

Your Roger here

PHONAK røger

Do you need a boost at work?

Dear Sir,

We're as you are travelling with your new hearing aids. Today's hearing aid technology does an excellent job of increasing speech and understanding. However, 71% of hearing aid wearers report they still have challenges hearing in noisy situations.

Whether at work or in any group situation, Roger wireless microphone and receiver technology is designed to boost the performance of hearing aids and cochlear implants, regardless of background noise or the distance to the person talking. By picking up the voice and transmitting it wirelessly to the receiver.

We spend a good portion of our day at work, so hearing well is integral to having a productive day. If you are experiencing difficulties hearing at work, our range of Roger solutions can help improve your hearing over distance and noise so you can focus on work rather on hearing.

Throughout January and February 2023, we are offering you and your family an obligation-free trial of Roger technology.


Roger systems may also be reimbursed for work as part of the Commonwealth government's Employee Assistance Fund (EAF). We offer assistance with eligibility and application.

To learn more about Roger technology or to book your obligation-free Roger trial, call us on [1800 600 600](#) and make your hearing today!


We look forward to helping you boost your hearing in 2023!

[Learn more](#)

Roger for work solutions



Roger On
Experience the hearing performance of Roger On in a microphone dedicated for all situations that occur in background noise and over distance.



Roger AidLoop
A universal receiver designed for use with any hearing aid or cochlear implant with a T-coil.

[Your Roger and details here](#)

Landing page

PHONAK røger

Boost your hearing at work

Do you have difficulties hearing at work?
We spend a good portion of our day at work, so hearing well is integral to having a productive day. If you are experiencing difficulties hearing at work, our range of Roger solutions can help improve your hearing over distance and noise so you can focus on work rather on hearing.

Why do you need Roger?
Today's hearing aid technology does an excellent job of increasing speech and understanding. However, 71% of hearing aid wearers report they still have challenges hearing in noisy situations.
Whether at work or in any group situation, Roger wireless microphone and receiver technology is designed to boost the performance of hearing aids and cochlear implants, regardless of background noise or the distance to the person talking. By picking up the voice and transmitting it wirelessly to the receiver.



Roger On
Experience the hearing performance of Roger On in a microphone dedicated for all situations that occur in background noise and over distance.



Roger AidLoop
A universal receiver designed for use with any hearing aid or cochlear implant with a T-coil.



Roger Table Mic II
Designed for meetings, Roger Table Mic II is a universal receiver designed for use with any hearing aid or cochlear implant with a T-coil.

Reimbursement
Roger systems may also be reimbursed for work as part of the Commonwealth government's Employee Assistance Fund (EAF). We offer assistance with eligibility and application.

Learn more



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Learn more

Hear well work – social content

Copy

Do you have difficulties hearing at work?
We spend a good portion of our day at work, so hearing well is integral to having a productive day. Our range of Roger solutions can help improve your hearing over distance and noise so you can focus on work rather on hearing. Call us today on <phone no> to book an obligation-free trial of Roger technology.

#hearingloss #hearbetter #PhonakRoger

Roger On™ streams speech directly to a Roger enabled hearing aid.
When maintaining physical distance, your hearing aids may need a little extra support. Just attach this simple, but powerful device to the speakers clothes or place on table and chat away. Call us today to learn more about our range of Roger solutions.

#hearingloss #hearbetter #PhonakRoger

Are you struggling in online meetings?
Adding a microphone to your hearing aids will make a world of difference when attending online meetings. Simply connect a Roger™ TableMic II to your laptop and stream the sound directly to your hearing aids. Call us to ask how!

Image



Hear well at work – Roger target plan

Channel/tool	Target	Primary Message	Call to action
Website banner Landing page Email to clinic database Social posts	Work professionals with hearing-aid purchased in the last 5 years.	We spend a good portion of our day at work, so hearing well is integral to having a productive day. Our range of Roger solutions can help improve your hearing over distance and noise so you can focus on work rather on hearing.	Obligation-free trial of Roger products. Commonwealth Job Access Program rebate eligibility and application.

[Click here](#) to access Roger product images

If you require any further Roger for work marketing assets designed, please contact [Nikki Ozeken](#)

Additional support

- For any further product or audiological training and support, please contact your local Phonak Territory Manager.
- Additional Roger resources
<https://www.phonak.com/au/en/hearing-aids/accessories.html>

For any further marketing support, please contact Nikki Ozeken.



Customer Marketing & VAS Manager
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Together,
we change lives