

# Hear well at work

Campaign guide



## Hear well at work



#### **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-being<sup>1</sup>

### 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.

<sup>1.</sup> 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 <u>Phonak</u> marketing team.

# Campaign tools



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 <u>Nikki</u> <u>Ozeken</u> to customise or create any marketing materials.

# Hear well at work templates



#### Social posts



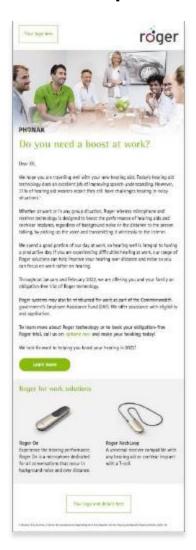




# Website banner



#### **Email template**



#### Landing page



## Hear well work – social content



| Сору                                                                                                                                                                                                                                                                                                                                                                                                              | Image  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 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 <pre>phone no&gt; to book an obligation-free trial of Roger technology.</pre> #hearingloss #hearbetter #PhonakRoger | PHONAK |
| Roger On <sup>TM</sup> 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 <sup>TM</sup> TableMic II to your laptop and stream the sound directly to your hearing aids. Call us to ask how!                                                                                                                          |        |

# Hear well at work – Roger target plan



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

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/hear
 ing-aids/accessories.html

For any further marketing support, please contact Nikki Ozeken.



Customer Marketing & VAS Manager nikki.ozeken@sonova.com

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