



# Hear Well at School

## Campaign guide

A Sonova brand

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life is on

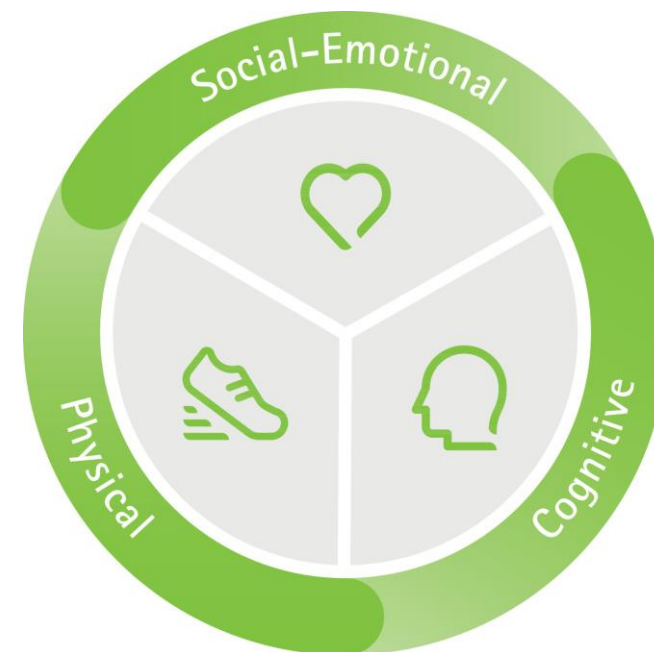
# Hear Well at School

## Overview

The 'Hear Well at School' campaign is targeted to the paediatric and student segments in preparation for the new school year. Classrooms are a dynamic place, and to fully participate, every child needs to hear not only the teacher but also classmates and multimedia devices. With Roger™ for Education, there is a hearing solution for every situation.

## Campaign objectives

- Create awareness - hearing well enables students to fully participate in class, ensuring key learning is not missed during the fundamental years of school.
- Foster relationships with local schools and allied health to establish your clinic as the primary contact for audiological care.



*Growing evidence also shows that treating hearing loss (hearing well) can positively impact social-emotional, cognitive and physical well-being<sup>1</sup>*

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.

# Campaign planning guide

***If you fail to plan, you plan to fail.***

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](#).

# Hear Well at School - target groups

## Students

- To learn via auditory information and understand context, students must have access to more spoken words whatever hearing aids or cochlear implants they are wearing.
- Being able to hear well in distance enables students to fully participate in classrooms and lectures, ensuring key learning is not missed.
- Education is so much more than lecture teaching. Phonak's assistive learning devices allow students to hear not only the teacher, but also classmates and multimedia devices.



### Roger for Education solutions



#### Roger Touchscreen Mic

Simple and intuitive microphone for the teacher to wear around the neck or place on a table to pick up speech from a group of students.

#### Roger Focus II

Roger Focus II is the Phonak solution for children with UHL, APD or autism spectrum disorder whenever it is noisy and their ability to concentrate is impacted.



#### Roger Dynamic SoundField

Soundfield technology amplifies a teacher's voice, giving students the best chance of learning.

# Hear Well at School - target groups

## Educators

- There is the opportunity for teachers to be supported, by understanding hearing loss in children and having the practical skills to intervene early.
- Educational messaging focuses on Roger for education, highlighting the versatility of the system, adaptability to different teaching styles, ease of use, and superior performance.
- Our Educator Kit ensures your local school has all the information they need to integrate Roger for educational needs.





# Hear Well at School - target groups

## Parents of children with hearing loss

- Focuses on the importance of acting early to understand the signs of hearing loss and having children's hearing tested to make a positive difference in their education.
- Phonak Sky gives children a hearing solution for every step of their journey. Incorporating our state-of-the-art Phonak SmartSpeech™ Technology, Sky prioritises speech understanding. Parents can feel confident that their child has the hearing solution that allows them to thrive and achieve their full potential.



To help you promote the ‘Hear Well at school’ campaign to local schools and 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/letter
Landing page	School introduction letter
Social posts	Teacher resource kit
	Free hearing assessment voucher

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

# Hear Well at School - marketing opportunities

- Email your existing database
- Build relationships with local schools and childcare centres
- Generate referrals by creating awareness amongst local allied health (GPs, ENTs, Pediatricians, hospitals)

## Email template



## Teacher education kit

## Free hearing assessment voucher





# Hear Well at School - marketing opportunities

- Run an educational community workshop with your local council allied health network, or school
- Utilise your website to promote hearing-well for school by creating a dedicated banner and website page
- Post and advertise about the importance of hearing well for school via your social networks




## Website banner



## Social posts

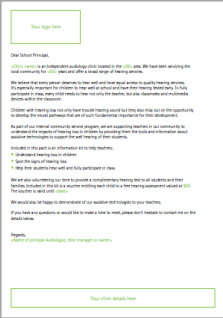




# Hear well school – social post copy

Copy	Image
<p>As a parent, educating yourself about hearing loss in children is the first step towards making the best decisions for your child's future. Acting early to understand the signs of hearing loss and having your child's hearing tested is very important. Children with hearing loss not only have trouble hearing sound but they also miss out on the opportunity to develop the neural pathways that are of such fundamental importance for their development. Call us today to book in a free hearing assessment. #HearingLoss #BacktoSchool</p>	 A photograph of a family consisting of a mother, a father, and a young child. They are all smiling and looking at a smartphone held by the father. The background is bright and slightly blurred. The Phonak logo is visible in the bottom right corner of the image.
<p>Acting early to understand the signs of hearing loss and having your child's hearing tested is very important. Support your child to Hear Well at School and make a positive difference in their education by calling us on XXXX XXXX to book an obligation-free hearing assessment. #PhonakSkyMarvel #PhonakKids #HearingLoss #BacktoSchool</p>	 A photograph of a woman and a young child holding hands. The image is framed within a heart shape. The woman is smiling and looking at the child. The background is a simple indoor setting. The Phonak logo is visible in the bottom right corner of the image.
<p>It's important for children with hearing loss to Hear Well at School. In order to fully participate, every child needs to hear not only the teacher, but also classmates and multimedia devices within the classroom. With Roger for Education there is a solution for every situation. Roger is a Phonak technology that is designed to boost the performance of hearing aids. Call us today for more information or to book an obligation-free hearing assessment for your child.</p>	 A photograph of a teacher and a young student sitting at a desk in a classroom. They are both looking at a tablet computer. The teacher is pointing at the screen, and the student is looking intently. Other students are visible in the background. The Phonak logo is visible in the bottom right corner of the image.

# Roger for education campaign

# Roger for education campaign & tools

Channel/tool	Target	Primary Message	Call to action	Tools
Introduction letter	School principal	All children deserve to hear well & access hearing services. Teachers can help students with hearing loss.	Support students, teachers and parents by providing educational and early intervention tools.	
Education kit	Teachers	Understand impacts of hearing loss & the benefits of early intervention.	Recognise the signs of hearing loss early and support the well hearing and well-being of students.	
Email	School parent database	Help your students to Hear Well at School and make a positive difference in their education.	Voucher for a free hearing assessment.	
Email Social posts	Parents of children with hearing loss	Recognise the signs of hearing loss early and support the well-hearing and well-being of their child.  Understand the features of assistive devices and how they can positively impact a child's development.	Free hearing assessment Obligation-free trial of Roger Focus II	

# Additional support tools

Schools and parents	Tool location
<b>Roger for student's brochure (e-copy only)</b>	<u><a href="#">Roger marketing catalogue</a></u>
<b>Animation videos</b>	Various – contact <a href="mailto:marketing@phonak.com.au">marketing@phonak.com.au</a>
<b>Testimonial videos</b>	Various – contact <a href="mailto:marketing@phonak.com.au">marketing@phonak.com.au</a>



- For any further product or audiological training and support, please contact your local Phonak sales representative.
- For any further marketing support, please contact [Nikki Ozeken](#).



Together,  
we change lives