



Hearing Awareness Month

Campaign and Marketing Guide

A Sonova brand

PHONAK
life is on

Campaign guide

The following guide provides insights and ideas to help you raise awareness.



Campaign overview

‘Globally, over 80% of ear and hearing care remains unmet¹’

3 March each year marks World Hearing Day and it’s a timely opportunity to raise awareness about the social, physical, and cognitive impacts of untreated hearing loss.

This year the World Health Organisation’s theme for World Hearing Day is **‘Changing mindsets: Empower Yourself’** to make ear and hearing care a reality for all.

We encourage you to raise awareness about the importance of prevention, early testing, and the various hearing loss treatments and hearing solutions available.

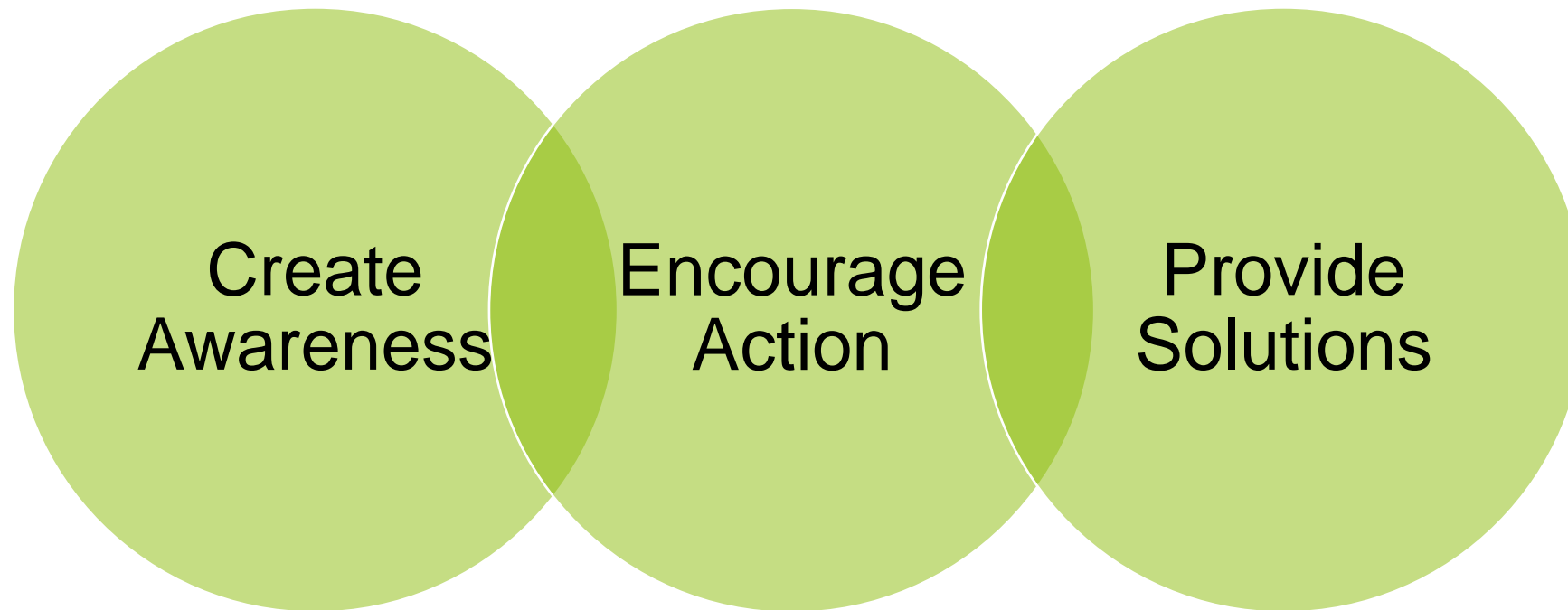


#WorldHearingDay

World Health Organisation

1. World Health Organisation

Campaign objectives



Key messages



Understanding hearing loss

Promote hearing loss facts & impacts

Education

Prevention & protection

Promote safe listening practices

Hearing protection

Early identification

Promote early identification and effective management strategies

Hearing screener

Treatment & Management

Promote people-centered ear & hearing care; & eAudiology tools

Range of solutions for all

Understanding hearing loss - let's start with the facts

HEARING LOSS AND ROLE OF HEALTH CARE PROVIDERS

Hearing screening, ear examination and basic ear and hearing care interventions can be provided by trained non-specialist health care providers in clinical or community settings.



THE PROBLEM



Globally more than **1.5 billion** people experience some

degree of hearing loss.

Of these, an estimated **430 million** have **disabling hearing loss**, a number that could rise to **over 700 million** by 2050.



If unaddressed, hearing loss negatively impacts

communication, development of language and speech in children; cognition; education; employment; mental health; and interpersonal relationships.



The prevalence of disabling hearing loss increases exponentially with

age, rising from 15.4% among people aged in their 60s, to 58.2% among those aged more than 90 years. Unaddressed hearing loss may be responsible for over 8% of cases of dementia among older adults.



In children, almost **60%** of hearing loss is due to

causes that can be prevented through measures such as immunization, improved maternal and neonatal care, screening for, and early management of otitis media.



Globally, less than 20% of those in need of ear and hearing care access the services they need. **Unaddressed hearing loss poses an annual cost of nearly US\$ 1 trillion.** This includes costs related to health care, education, productivity losses, and societal costs.



There is a **global shortage of hearing care specialists** such

as audiologists and ENT specialists. This shortage is greater in low- and middle-income countries, where the need for these services is highest.

Well-Hearing is Well-Being™

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest.

Hearing well goes beyond the ability to simply hear sounds clearly. It's linked to a greater state of social-emotional, cognitive and physical well-being. This bigger picture, with taking action to treat hearing loss as a catalyst for well-being, is what we refer to as **“Well-Hearing is Well-Being.”**



Social-emotional well-being

Hearing well fosters easier engagement, stronger connections and a more positive outlook



Cognitive well-being

Hearing well supports cognitive fitness*



Physical well-being

Hearing well enables people to live a more active and healthier lifestyle



Hearing care professionals can change the conversation from a “hearing loss – sensory problem” to “hearing care – a vital part of healthy living.” Help your clients to connect socially, and thrive mentally and emotionally.

The content of this slide, unless specified otherwise, is based on:

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(3):18-22. Accessed June 1, 2020,

* Karawani, H., Jenkins, K., & Anderson, S. (2018). Restoration of sensory input may improve cognitive and neural function. *Neuropsychologia*, 114, 203–213. <https://doi.org/10.1016/j.neuropsychologia.2018.04.041>

Early identification – Hearing Screener

Did you know that Phonak's independent customers have complimentary access to our hearing screener tool?

The Phonak Hearing Screener is a 3-minute online hearing test. Results are available immediately, and a detailed report can help clients to decide for their next step.

The hearing screener can be customised to suit your brand.

Contact your local Territory Manager or [click here](#) for more details.



Hearing care a reality for all



For over 75 years, Phonak has remained passionate about creating a world where 'life is on' for everyone.

We are proud to be able to 'make ear and hearing care a reality for all.' Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss to connect and thrive mentally and emotionally.



Marketing guide

The following guide
marketing ideas to help you
raise awareness.



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](#).

Marketing mix



We recommend a multi-channel approach, utilising digital and traditional marketing channels for maximum reach.

According to your budget, determine the channels that resonate best with your target audience.

Although execution changes across the different channels, the central theme should remain 'hearing loss awareness and action.'

For further support and guidance, please contact [Nikki Ozeken](#).

Local marketing activities

- **Free hearing test during March** – Offer free or a 50% discount on hearing tests or assessments. Always show the value being saved in your advertising.
- **Community education day** – liaise with your local council, community health centre/groups, or retirement villages to organise a free presentation to the community.
- **FREE hearing screenings** - Provide free hearing screenings at your local schools, chemist's, GP surgery, council, or shopping centre. Don't forget to promote a free online screening via your website.
- **Charity event** – Organise a hearing loss awareness event in your local park or a fun run to raise money for a local charity or national hearing loss group. Dress your team in t-shirts printed with your clinic's logo. Let the local media know.
- **Content marketing** – Create a blog, YouTube video, or webinar to educate and talk about a hearing loss topic/s. Promote it across your website and social channels.
- **Advertorial** – Promote your expertise by contributing hearing loss content to your local paper or magazine. You can also use this as an opportunity to promote your services.
- **Database marketing** – Use this campaign as an opportunity to re-engage with your clients. Invite clients tested but not fitted within the past year to come in for a free hearing test during March. Extend the offer to family and friends.
- **Philanthropy/PR** - Donate hearing aids to a worthy person/cause. Ask for local community submissions and promote the deserving winner via the local radio or paper.
- **Press release** – Submit a press release or article about hearing loss awareness to your local media outlets.
- **Lunch & learn** - hold a hearing loss awareness day – provide nibbles and a guest speaker to talk about a hearing loss or related topic such as Well-hearing is Well-being.

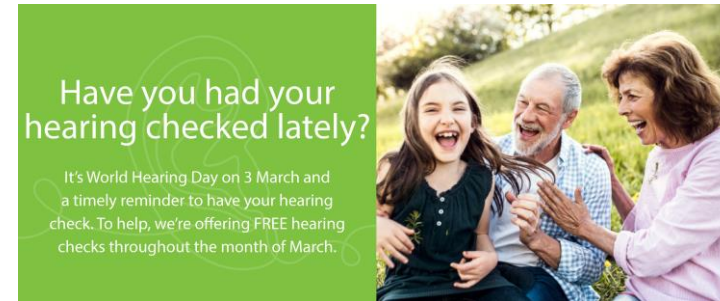
Marketing templates

The following templates and content act as a guide and can be adapted to suit your branding:

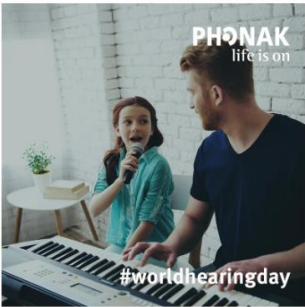


- Email content
- Website banners
- Social content

Templates are also accessible to view via the [Phonak Local Marketing Catalogue](#).

If you require design customisation, please contact Nikki Ozeken.



Social posts

Post copy	Image
<p>Hearing loss is more than just a problem with sound, it's also linked to cognitive issues such as memory loss and dementia. The brain has to work harder to understand speech when hearing is impaired, leaving fewer resources for other cognitive tasks. Research has shown that untreated hearing loss can lead to a faster decline in cognitive abilities, so it is important to address hearing loss as soon as it is detected. Don't let hearing loss take a toll on your cognitive abilities, schedule a regular hearing test today.</p> <p>#WorldHearingDay #HearingLoss #RegularHearingTests</p>	
<p>Hearing loss can have a significant impact on our everyday lives. It affects our ability to communicate with loved ones, participate in social activities, and even perform our jobs. People with untreated hearing loss often feel isolated, anxious and even depressed. It can also lead to a decrease in physical and mental well-being. Don't let hearing loss hold you back, schedule a regular hearing test today, and if you have hearing loss, consider using hearing aids or other assistive devices. With proper treatment and support, you can continue to live your life to the fullest.</p> <p>#WorldHearingDay #HearingLoss #RegularHearingTests</p>	
<p>Don't let hearing loss hold you back from living your best life. With proper treatment and support, you can continue to communicate, engage in social activities, and even perform your job. Get a regular hearing test and if you have hearing loss, consider using hearing aids or other assistive devices. Don't let hearing loss limit you, take control of your hearing health today.</p> <p>#WorldHearingDay #HearingLoss #RegularHearingTests</p>	

Other Phonak resources

- Understanding hearing loss
- Well-Hearing is Well-Being
- Hearing health blogs

Additional support

- For any further sales or audiology support, please contact your local Territory Manager.
- For any marketing support, please contact Nikki Ozeken.

Together,
we change lives