

Smile marketing guide



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U Smile, we all Smile

This campaign celebrates the role that hearing plays in happiness.

By helping you immerse yourself in whatever you love most – and share it with whoever you love most – the new Smile platform is designed to enhance your enjoyment of the things that make you... you.

Adapting to any soundscape. Maintaining a seamless connection. Offering comfort and durability. Personalising your hearing experience. It's all about making sure you're hearing from ear to ear – so you're smiling from ear to ear, too.

Marketing for your clinic

To support you with your traditional and digital marketing activities, we have created a selection of marketing templates to help you promote our new Smile product range.

We can help you to build an effective marketing campaign using our turn-key templates.

Review our new templates and materials in this guide and please contact us for support or to get started on your next campaign:

E: marketing.au@unitron.com

[View digital marketing catalogue](#)



Consumer brochures

Our consumer brochures provide your clients with user friendly information that speaks to them. All brochures are available electronically and in printed copy. Orders can be placed via the eStore, b2b.myunitron.com or by emailing the item number to orders.au@unitron.com. Minimum order: 25

Overview brochure



028-6867-48

Product selection guide



028-6869-48

Consumer pamphlet



028-6868-48

Local marketing


Database communication

Emailing your database is an effective way to reach a targeted audience that has already expressed interest in your brand, products, or services. This direct line of communication enables personalised messaging, which increases engagement, builds trust, and drives conversions.

Unlike broad advertising, email marketing can be tailored to specific segments within your database, ensuring that the right message reaches the right people at the right time. Additionally, it is cost-effective, measurable, and scalable, making it an ideal tool for nurturing customer relationships and encouraging repeat business.

For example:

- Tested not sold
- Existing clients due for renewal
- New leads




Turn up the volume on your smile, with the new Moxi[®] S-R

Dear <Client Name>,

If you've been struggling to hear clearly—or feel your current hearing aids aren't keeping up—it might be time for an upgrade. Whether you're new to hearing aids or looking to enhance your hearing experience, now is the perfect moment to take the next step.

We're excited to introduce you to our latest Moxi S-R Unitron hearing aid, designed to deliver brilliant sound performance, reliable universal connectivity, and all-day comfort.



Enjoy the sounds of your life
Moxi S-R enhances the sounds you want to hear and minimises the ones you don't, focusing on conversations no matter the environment. Whether you're catching up with friends in a bustling cafe or chatting quietly at home, helps you stay engaged in the moments that matter.

It's easier than ever to stay connected
Compatible with all your Bluetooth[®] enabled devices, Moxi S-R offers stable hands-free calls and smooth media streaming. Plus, you can easily switch between an in-person discussion, a call, and streamed media – all with the freedom to walk away from your phone while staying reliably connected and engaged. With Smile, you can connect to the things that bring you joy every day.

Comfort and dependability with style
Built for all the moments that make up your day, the sleek and stylish Moxi S-R is discreet, water-resistant, and easy to charge at home or on the move.

Ready to smile from ear to ear?

Talk to us about the new choices available in performance and personalisation. Schedule a free hearing check and obligation-free trial today. Book your consultation online at www.clinicname.com or by calling us at XXX-XXX-XXXX.

Sincerely,

<Name>
<Title>

Clinic logo, address
and website

Display ad

Great for digital and traditional marketing activities.
Template can be resized based on your requirements.

Hear what you love. Love what you hear.

Life is full of sounds that make each moment special, and you should be able to enjoy them in vibrant detail. From the moment you put them on, Moxi™ Smile hearing aids are designed to fit effortlessly and discreetly into your life. Whether you're at home or on the move, these sleek, water-resistant hearing aids are built for all the moments that make your day. Supporting you with confident, all-day wear, ensuring you stay connected and comfortable, come rain or shine.

Smile is here to bring more than just sound – it's here to bring joy and ease to everyday life, so you can hear from ear-to-ear and smile from ear-to-ear too.



Connected by a Smile

HCP to place image here

Your contact information here

Postcard

While we all might love the ease of email, the benefits of a direct mail piece being in the hands of your clients shouldn't be underestimated. Also a great tool to broaden your reach and attract new leads.

Smile

Connected by a Smile

Thank you for partnering with us to help make a difference!



Learn more
unitron.com/Smile
Hear us 24/7

unitron Love the experience.



U Smile, we all Smile

Every sound tells a story!


Thank you for choosing Smile to help you continue to create beautiful moments!



unitron Love the experience.



Hear what you love. Love what you hear.



U Smile, we all Smile

Connected by a Smile

With Moxi™ S-R hearing aids, you'll have industry-leading sound performance, reliable universal connectivity, and exceptional comfort... all tailored to your needs.

Brilliant sound performance: Moxi Smile hearing aids focus on the sounds you want to hear while minimising the ones you don't.

Reliable universal connectivity: Effortless connectivity keeps you in the moment, with hands-free calls and smooth media streaming across all your Bluetooth®-enabled devices. You can quickly and easily switch between an in-person discussion, a call, and streamed media – all with the freedom to walk away from your phone while staying reliably connected and engaged.

Comfort and dependability with style: Built for all the moments that make up your day, the sleek and stylish Moxi S-R is discreet, water-resistant, and easy to charge at home or on the move.

Talk to us about the new choices available in performance and personalisation. Schedule a consultation online at www.clinicname.com or by calling us at xxxxxxxx.

POSTAGE

Address Goes Here
123 Some Street West
City Name, PR
Country
A9B 2C3

Co-branding here

Clinic POS

We have developed a range of posters, counter cards and banners to display throughout your clinic.

Posters



A5 counter sign



Display banners



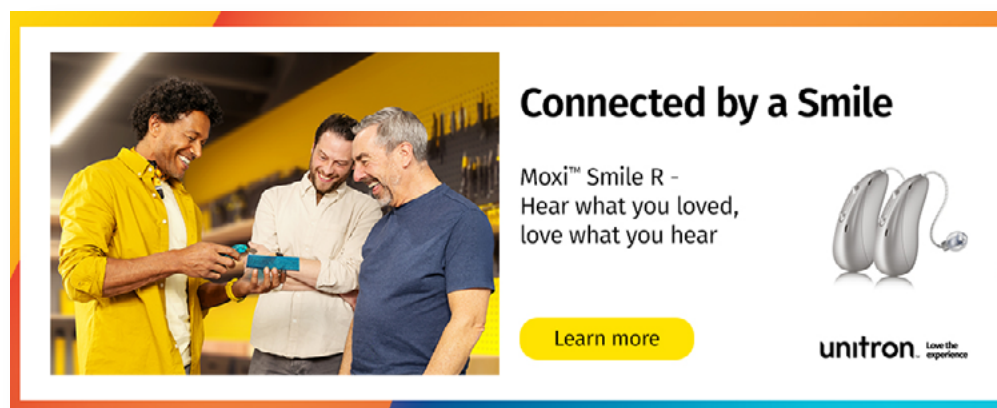
All POS can be co-branded and customised for you free of charge

Digital marketing

Website

In the competitive audiology industry, it can be very hard to separate yourself from the pack. Your website is a great place to promote the features and benefits that your practice and Smile can offer together.

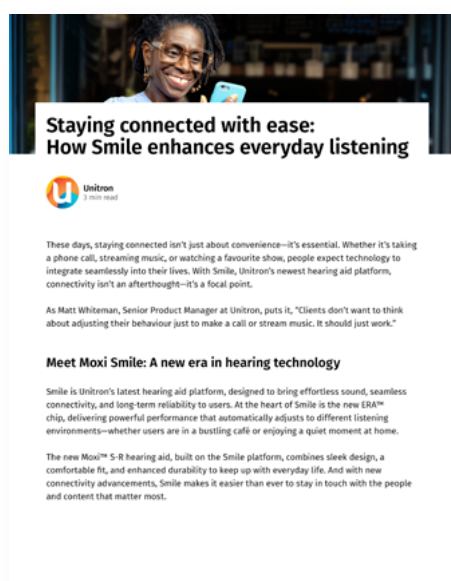
Feature Smile on your homepage as a banner, to create interest and capture the attention of visitors. The banner should link to your Smile product page.



The banner features a photograph of three men in a workshop-like setting, smiling and looking at a small blue device. To the right, the text reads: **Connected by a Smile**, **Moxi™ Smile R - Hear what you loved, love what you hear**, and a yellow **Learn more** button. An image of the Moxi Smile R hearing aid is shown next to the text. The Unitron logo and tagline 'Love the experience' are in the bottom right corner.

Blogs

Having a blog on your website offers several benefits, including improved SEO, increased traffic, and enhanced brand authority. Regularly publishing valuable, keyword-rich content helps your site rank higher in search engine results, driving organic traffic. A blog also provides a platform to share insights, updates, and expertise, positioning your brand as a trusted resource in your industry. Furthermore, it encourages engagement, keeps visitors coming back, and can be a valuable tool for nurturing relationships with your audience.



Staying connected with ease: How Smile enhances everyday listening

Unitron 3 min read

These days, staying connected isn't just about convenience—it's essential. Whether it's taking a phone call, streaming music, or watching a favourite show, people expect technology to integrate seamlessly into their lives. With Smile, Unitron's newest hearing aid platform, connectivity isn't an afterthought—it's a focal point.

As Matt Whitman, Senior Product Manager at Unitron, puts it, "Clients don't want to think about adjusting their behaviour just to make a call or stream music. It should just work."

Meet Moxi Smile: A new era in hearing technology

Smile is Unitron's latest hearing aid platform, designed to bring effortless sound, seamless connectivity, and long-term reliability to users. At the heart of Smile is the new ERA™ chip, delivering powerful performance that automatically adjusts to different listening environments—whether users are in a bustling café or enjoying a quiet moment at home.

The new Moxi™ S-R hearing aid, built on the Smile platform, combines sleek design, a comfortable fit, and enhanced durability to keep up with everyday life. And with new connectivity advancements, Smile makes it easier than ever to stay in touch with the people and content that matter most.



Reliable by design: The testing behind Unitron's Smile platform

Unitron 3 min read

At Unitron, we know that hearing aids are more than just devices—they're lifelines to the moments that matter most. Whether it's a conversation with a loved one, laughter in a crowded room, or the subtle nuances of music, reliability is key to ensuring users can fully engage in their world without worry. That's why Smile is designed for long-term reliability!

Introducing Smile: A platform built for dependability

Smile is Unitron's newest hearing aid platform, designed to enhance the hearing journey with brilliant sound performance, universal connectivity, and all-day reliability. Powered by the new ERA™ chip, Smile offers our best-ever sound performance, adapting seamlessly to different listening environments. Whether users are in a bustling café or enjoying an important chat at home, Smile helps ensure they can hear—and feel—those key moments.

Reliability is at the heart of Smile's design. Moxi™ S-R hearing aids, on the Smile platform, feature a new water-resistant housing for enhanced durability, while the ChargerGo provides on-the-move charging. Behind the scenes, a rigorous reliability program ensures Smile hearing aids are tested to withstand real-life conditions.

Social media content

Your customers will be looking for you online, so being present online is more important now than ever. Unitron can offer a range of social media assets for your clinic, including:

- Cover images
- Product promotion posts
- Generic hearing facts
- Videos & more



Social media copy

Your hearing experience is personal—your hearing solution should be too.

The new Moxi™ S-R hearing aids deliver:

- ☒ Brilliant sound performance for an enjoyable listening experience
- ☒ Reliable universal connectivity to stay in sync with your devices
- ☒ All day comfort designed to fit effortlessly and discreetly into your life.

Experience hearing that fits your life. Book an appointment today to learn more!

[Insert Booking Link or Call to Action]

#Unitron #MoxiSR #HearingSolutions

#StayConnected#HearingAids#HearingHealth#PersonalisedHearing

Experience Innovations

Enjoy a personal hearing journey with Unitron Experience Innovation and Remote Plus app.

Log It All

Allows you to stay connected with real-time ratings and comments, alerting your successes and struggles directly to your hearing care professional.

Coach

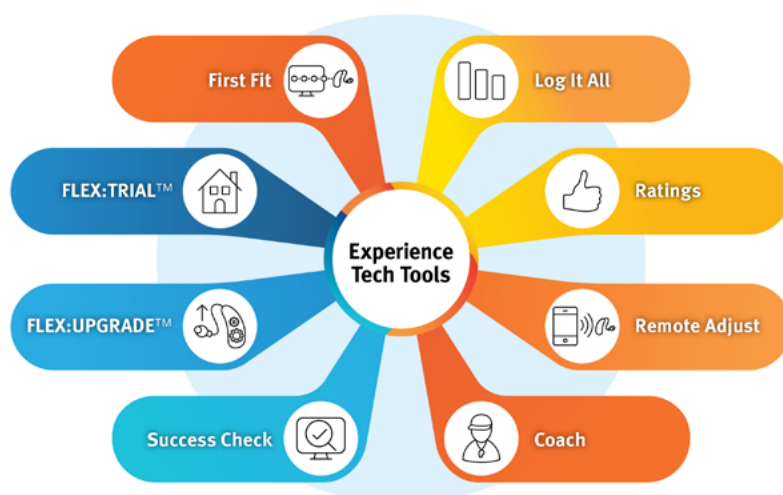
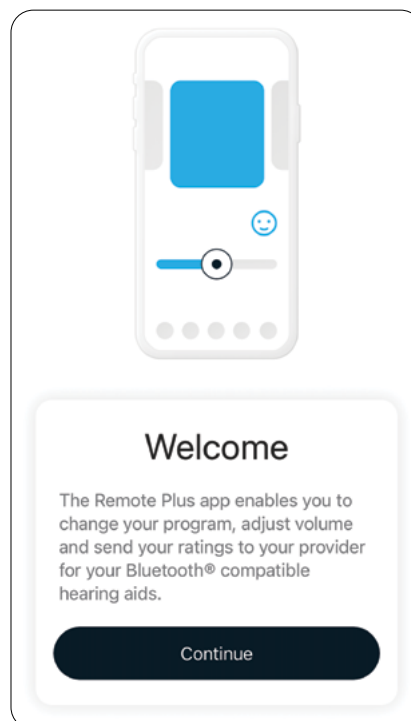
Extends care beyond your hearing professional consultation with personal tips and advice. Remote Adjust allows you to quickly make frequency response and adaptive feature changes.

FLEX:TRIAL

Allows you to experience the benefits of hearing instruments in your own surroundings before making the purchase decision.

FLEX:UPGRADE

Provides peace of mind that future needs can be met should your lifestyle changes.



Elevate your experience with these convenient solutions

TV Connector

With the TV Connector, you can easily watch your favourite shows and movies in high-quality stereo sound by wirelessly connecting your hearing aids to your TV, laptop, tablet, stereo and other media devices. This means the volume is comfortable for you - and everyone else watching too.

RemoteControl

An easy-to-use remote control lets you discreetly adjust volume and switch programs at your convenience

PartnerMic™

A discreet and easy-to-use microphone ideal for one-to-one conversations in noisy environments.



TV Connector



RemoteControl



PartnerMic

Charging case



Charger RIC S



ChargerGo RIC S

Roger

Phonak Roger is a wireless microphone system designed to enhance speech clarity and reduce background noise, helping individuals with hearing loss to better understand conversations in challenging listening environments.



Videos

Our videos are a great way to bring our products and platforms to life and are available for use in clinic, at events, on social media and on your clinic website.

Some videos can be customised on request with your clinics' logo for further use on your clinic's website and/or social media channels. Please direct your requests to marketing.au@unitron.com

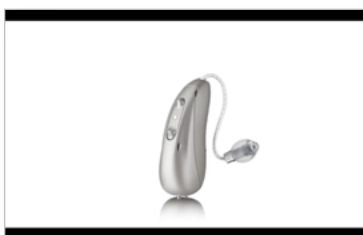
Note: all videos are to be kept intact and in the format in which they are provided in this catalogue. Videos must not be edited or shortened in any way.

Moxi Smile video



Excitement video
125 sec

Product videos



Moxi S-R
360 animation

For more videos visit the [Smile Marketing catalogue](#)

Lifestyle photography

The following product lifestyle images can be used on your website and/or social media channels for the purpose of promoting Unitron products.

All lifestyle images can be downloaded via the Smile marketing catalogue.



Product photography

The following product images can be used on your website and/or social media channels for the purpose of promoting Unitron products.

For assistance or more information, contact the Unitron marketing team via email marketing.au@unitron.com

Moxi S-R



Amber (P2)



Espresso (P4)



Platinum (P6)



Pewter (P7)



Charcoal (P8)



Sand (R8)

Moxi Smile R charger



Charger RIC S



ChargerGO RIC S

Terms and Conditions

Selected template(s) can be customised free of charge by Unitron with the insertion of your EPS logo.

If opting for an Australia Post direct mailer, please allow 5-7 weeks for completion of campaign.

Arrangement and management of web and social media uploads, advertisement mediums and payment of invoices are the clinic's responsibility. Unitron cannot be held responsible to meet deadline dates provided or for any errors on final artwork after it has been approved by the clinic.

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