

AMAZING EXPERIENCES  
COME OUT OF THE BLU

# Blu Marketing guide

October 2021



A Sonova brand

unitron™

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# 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 Blu product range.

We can help you build an effective marketing campaign - all we need to get you started is your logo.

**Graphic design is on the house!**

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](mailto:marketing.au@unitron.com)**



# Consumer brochures

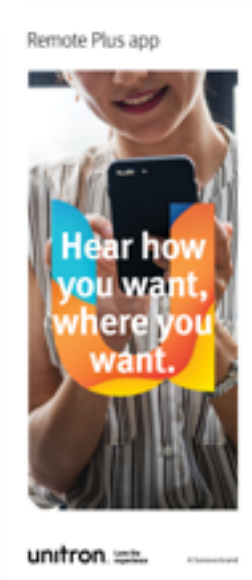
Our consumer brochures provide your clients with user friendly information that speaks to them. All brochures are available electronically and in printed copy. Orders can be placed via the eStore or by emailing the item number to [orders@unitron.com.au](mailto:orders@unitron.com.au). Minimum order: 25

## Consumer pamphlet



028-6567-02

## Remote Plus app brochure



028-6502-023

## Overview brochure



028-6542-02

## Product selection guide



028-6543-02

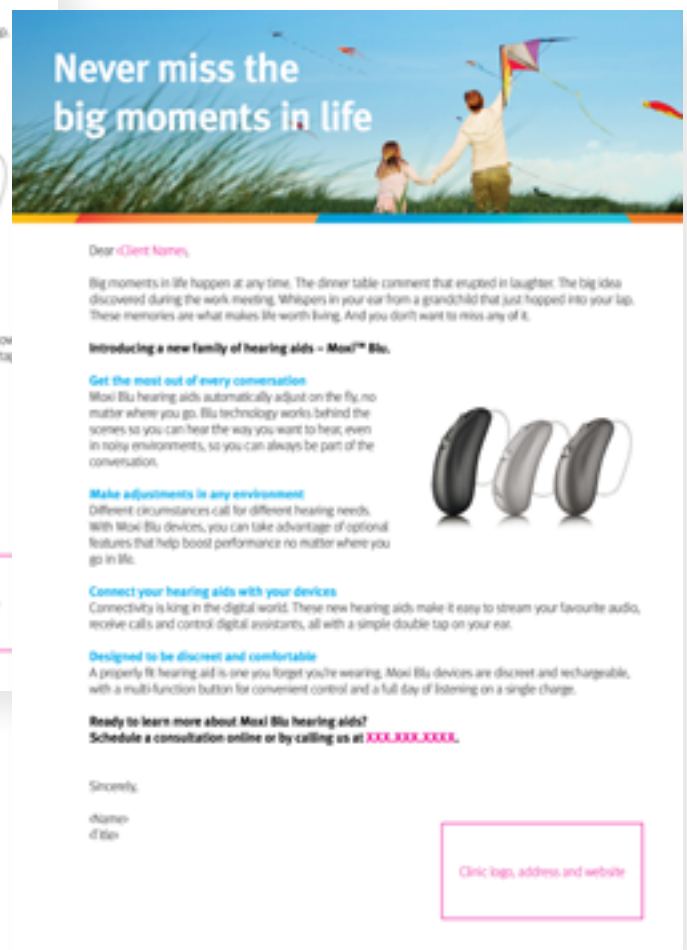
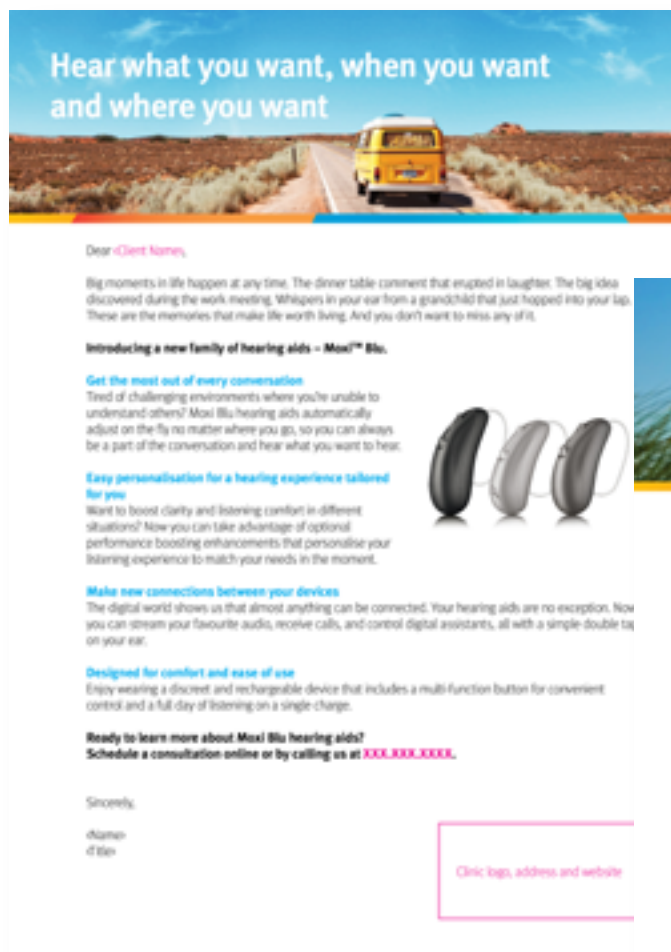
# Direct mailers

## Database letters

Database letters are personalised to your clients and are proven to produce high response rates. Why are they successful? You've already built the relationship with your client and this is a great way to reconnect with them. With the use of your internal customer database, you can segment your customers based on where they are in their hearing journey.

For example:

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





## Email

Email is an extremely low cost, highly effective marketing communication tool, as your audience is already familiar with your business and has provided consent to be contacted. You can segment your customer database based on where they are in their hearing journey.

For example:

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

Keep it personalised - recipients tend to respond better to messages that are personalised and relevant to them.

### Existing client



**Hear what you want, when you want and where you want**

Ready for a new hearing experience?  
Unitron's new family of hearing aids are just what you're looking for.

Introducing the Unitron Maxi™ Bta family of hearing aids.

**Enhanced performance**  
Get the most out of your conversations with technology that automatically adjusts to keep up with life's ever-changing moments.



**Easy personalisation**  
Take advantage of optional features that help boost performance in different environments, such as quick in-the-moment adjustments and customisable programs.

**Seamless connectivity**  
Ready to get your digital devices talking? Now you can stream audio, receive calls, and control digital assistants, all with a double tap to your ear.

**Designed for comfort and ease of use**  
Enjoy wearing a discreet and rechargeable device that includes convenient control and a full day of listening on a single charge.

Ready to learn more about Maxi Bta hearing aids?  
Schedule a consultation online or by calling us at XXX.XXX.XXXX.

### New client



**Don't miss the big moments**

Life changes fast. Make the most of it with life-enhancing hearing aids that fit seamlessly into your world.

Introducing the Unitron Maxi™ Bta family of hearing aids.

**Enhanced performance**  
Get the most out of your conversations with technology that automatically adjusts no matter where you go.



**Easy personalisation**  
Take advantage of optional performance boosting enhancements you can use in different environments and make quick adjustments that fit your needs.

**Seamless connectivity**  
Stream audio, receive calls, and control digital assistants with a gentle double tap to the ear.

**Designed for comfort and ease of use**  
Enjoy wearing a discreet and rechargeable device that includes convenient control and a full day of listening on a single charge.

Ready to learn more about Maxi Bta hearing aids?  
Schedule a consultation online or by calling us at XXX.XXX.XXXX.

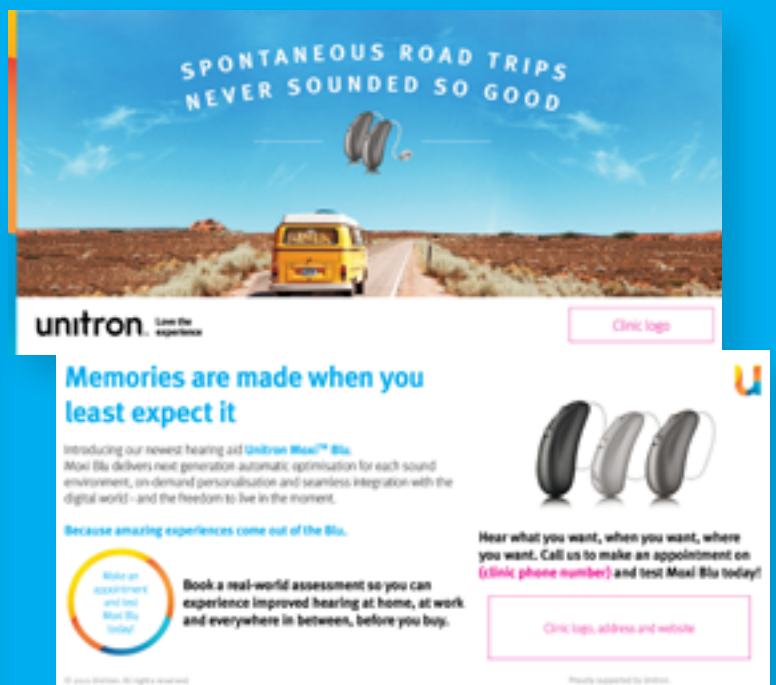
# Adverts

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



# Direct mail flyers

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.



# Clinic POS

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

## Posters



Moxi Blu



Stride Blu



Product poster

## Counter stand



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

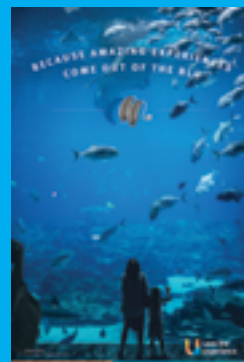
## Display stands



## Hanging banners



## Canvas banners



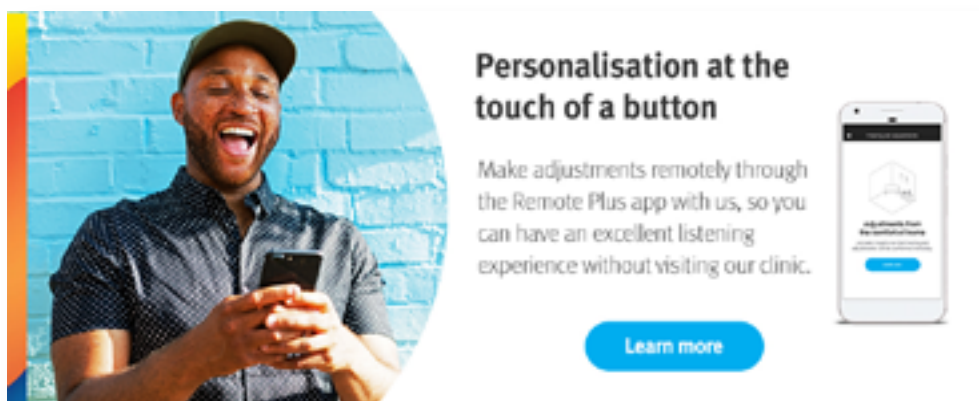
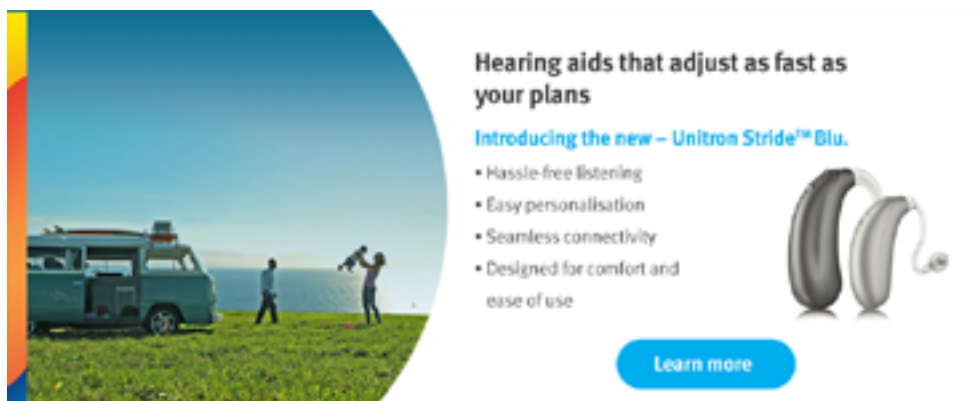


# Digital marketing materials

## Website banners

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 Blu can offer together.

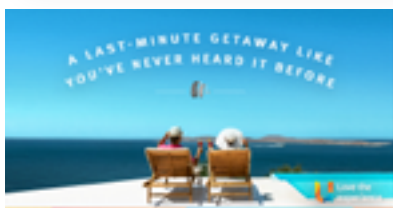
Feature Blu on your homepage as a banner, to create interest and capture the attention of visitors. The banner should link to your Blu product page.



## 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 calendar

Are you looking for more content to keep your clinic's news feed active? We've got you covered.

We have created social media content with text images and video that can be simply copied and pasted on your social channels.

Social media for Blu	
Mini session videos can be found on <a href="#">Media Shop</a> .	
Matt Whiteman – Personalisation Video on Media Shop: <a href="#">Blu Mini Session - Personalisation</a>	
Channel	Copy
<b>Twitter</b> (280 characters, current conversations around hearing care, digital health, healthy aging, smart tech, business to business)	Boost speech, reduce distracting noise. Tackle the most challenging listening situations such as busy restaurants – all through our smartphone app. See how we're making in-the-moment personalisation even easier with Blu. #DigitalHealth #HearingAids #AudPeeps
<b>Facebook</b> (Inspiration and emotional content, community building, conversations, interactions, human to human)	From an impromptu video meeting with colleagues to a surprise dinner with friends, we don't always know what each day will bring. But we do know some situations may need an extra boost from your hearing aids, so we've added even more ways to personalise your experience – right in the moment. Make changes when you need them and experience the benefit immediately. Learn more about our new Moxi™ Blu family of hearing aids.
<b>LinkedIn</b> (work and its impact, business to business)	Every client's hearing journey is unique, and so are each day's surprises and challenges. That's why we've designed our Blu platform with even more options for personalisation, right when and where they need it. Using

Peter Davies – Connectivity Video on Media Shop: <a href="#">Blu Mini Session - Connectivity</a>	
Channel	Copy
<b>Twitter</b> (280 characters, current conversations around hearing care, digital health, healthy aging, smart tech, business to business)	Seamless connections to more devices – including two devices at once – is just the start. See how we've taken our made-for-all technology to the next level with the Moxi™ Blu family of #HearingAids. #AudPeeps #HearingLoss
<b>Facebook</b> (Inspiration and emotional content, community building, conversations, interactions, human to human)	Let them stream a favourite movie and pause to take a hands-free phone call – all without missing a thing. Our new Moxi™ Blu family of hearing aids now let wearers connect with two devices simultaneously for seamless switching. And they can still bring their favourite tech to the table thanks to our made-for-all capabilities. We're excited to show you what else is new.
<b>LinkedIn</b> (work and its impact, business to business)	You can get rid of that list of which devices work with which hearing instruments. With made-for-all connectivity on the Blu platform, clients can easily connect their hearing aids with their choice of phone – plus a second device simultaneously. Taking hands-free phone calls and streaming media never sounded so good, especially when they can now seamlessly switch between the two.  See how we're putting Bluetooth to work on Blu.

## Website product page

The Blu product landing page template has been designed as a guide and can be replicated to suit your brand. All images and product videos are also available to download with this guide. Creating a product landing page on your website will not only provide prospective clients with the key benefits of the Blu platform, it will also help search engines identify your website as good source of information when related keywords are searched, helping your organic and paid search listing ranking.



Ensure that all Blu marketing such as social ads, web banners, flyers and ads link to your website landing page.



## Website content

Unitron Blu content can be used directly on your website, blogs or advertorials.

### Unitron Blu

**Get the most out of your conversations with technology that automatically adjusts to keep up with life's ever-changing moments.**

- Hassle-free listening: Automatically adjusts to your ever-changing environment
- Enhances the sounds you want to hear while minimising background noise
- Natural sound with technology designed to compensate for cues typically lost with hearing aids

You never know where the day might lead, so Unitron Blu is designed for hassle-free listening. As you move through your day, your Blu hearing aids automatically adjust to your listening environment, enhancing the sounds you want to hear while minimising background noise.

### Easy personalisation for a hearing experience tailored to you.

- Optional control designed to help boost speech clarity and listening comfort
- Adjustments from your hearing care professional can be sent directly to your smartphone
- Ability to select and customise programs for special circumstances

You can't always know what adventure is coming down the line, so Blu hearing aids are equipped with easy, on-the-go personalisation. The Remote Plus app\* allows you to boost sound clarity or listening comfort in the moment, as well as select and customise pre-set programs designed for your life. And your hearing care provider can make adjustments remotely, so you can have an excellent listening experience without visiting the clinic.

### Seamless connectivity between your hearing aids and multiple digital devices.

- Connect to all your digital devices with made-for-all compatibility (iOS & Android)
- Seamlessly switch between two actively connected Bluetooth® devices
- Conveniently control your phone, digital assistants and media streaming right from your hearing aids

Being able to interact with our digital world is more than just convenient, it's vital. Blu hearing aids seamlessly connect via Bluetooth, so you can stream audio, calls or digital assistants directly into your hearing aids, controlling your media with just a tap.



Compatible with both iOS and Android smartphones



Hands-free phone calls, video calls, Skype and FaceTime®



Stream digital media content from your phone or other wireless devices, in high-quality stereo sound, to both ears

## Website content

### **The Blu family of hearing aids is designed for your comfort and ease of use.**

- Easy to find and press multi-function button for convenient control
- Discreet and comfortable styles created with our award-winning design philosophy
- A broad offering of receiver-in-canal hearing aids to meet your individual needs
- Enjoy a full day of listening on a single charge with all day battery life

Hearing aids are a part of your everyday life, so comfort and ease of use are essential. The Blu family uses our award-winning design philosophy, with an easy-to-find and press multi-function button for convenient control and a range of receiver-in-canal hearing aids to meet your individual needs. We also know there's nothing worse than running out of battery when you least expect it, so you can enjoy a full day of listening on a single Blu charge\*\*.

### **Our experience innovations empower you to personalise and optimise your hearing journey.**

- Increased satisfaction with the ability to experience amplification in your daily life prior to purchase with FLEX:TRIAL™
- Upgrade your hearing aids as your hearing needs change with FLEX:UPGRADE™
- Resolution of sound performance issues with virtual troubleshooting from your hearing care professional
- Be sure that the technology fits your hearing needs with our lifestyle analyser
- Easier day-to-day management and maintenance of your devices with app-based coaching to assist as you begin your hearing aid journey
- Stay connected to your hearing care professional using real-time ratings and comments

With Unitron Blu hearing aids, you can make sure your hearing experience is tailored to your needs. Even before you purchase, we are committed to making sure you have the right hearing solution for you, with the option to try out amplification in your daily life first. A lifestyle analyser ensures that your technology level fits your needs and the ability to upgrade your technology as your hearing needs change gives you additional peace of mind. Once you've selected the right technology, app-based coaching teaches day-to-day management and maintenance of your devices. Finally, easy communication with your hearing care provider allows us to make adjustments remotely, so that you don't need to make a trip to the clinic.

\* For the use of the Remote Plus app, Unitron hearing aids with Bluetooth® connectivity are required. The Remote Plus app works on Apple smartphones with iOS 12 or newer and Android smartphones with version 7 or newer.

\*\* With the exception of Moxi B-312, which is powered by standard disposable batteries.

# Website content

## 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.

### Charging case



Charging case for  
Moxi B-R and Moxi B-RT



Charging case for  
Stride B-PR

### Power Pack

This charger power pack offers additional charge without the need to plug the charging case into an outlet. The power pack can be easily attached to the bottom of the charger case BTE or RIC.



TV Connector



RemoteControl



PartnerMic



Power Pack

## Website blogs & content marketing

Additional blog articles promoting hearing aids and Remote Adjust are also available. We can also help you create customised content upon request.



Which form factor is for you



Remote Adjust client article



## 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.

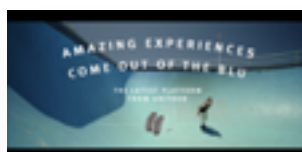
Some videos can be customised on request with your clinics' logo for further use on your clinic's website and/or social media channels. Please direct your requests to [marketing.au@unitron.com](mailto:marketing.au@unitron.com)

**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 Blu videos



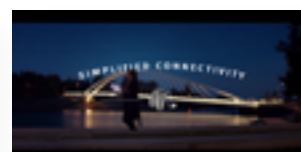
Blu excitement video  
60 sec



Blu excitement video  
20 sec



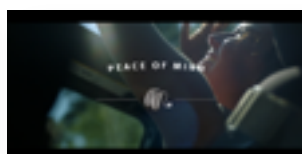
Blu main campaign video



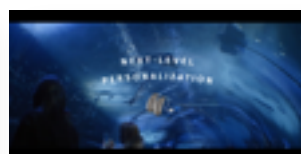
Blu connectivity  
15 sec



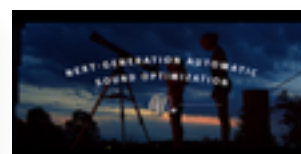
Blu form factors  
15 sec



Blu peace of mind  
15 sec



Blu personalisation  
15 sec



Blu sound performance  
15 sec

### Stride Blu videos



Stride Blu excitement  
video 60 sec



Stride Blu excitement  
video 20 sec

## Product videos



Moxi B-312  
360 animation



Moxi B-R  
360 animation



Moxi B-RT  
360 animation



Stride B-PR  
360 animation

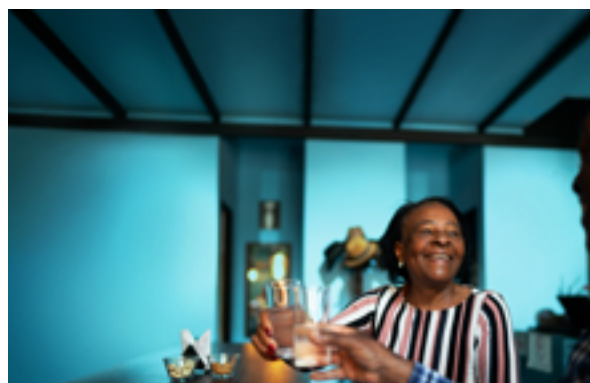
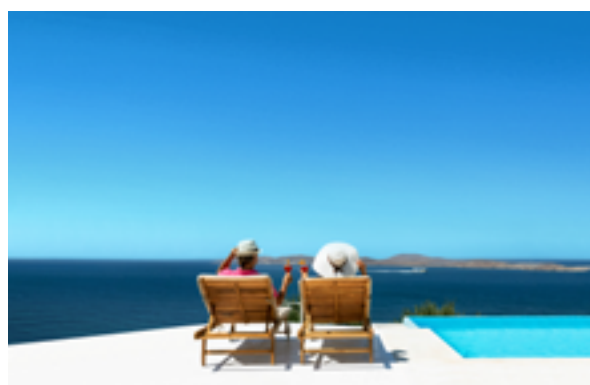


Stride B-UP  
360 animation

# 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 [Blu marketing catalogue](#).



# Product photography

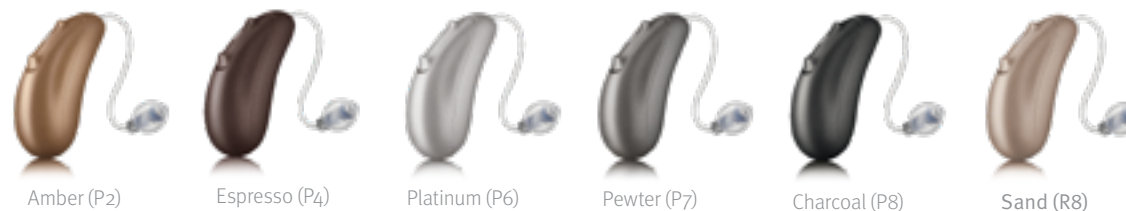
The following product images can be used on your website and/or social media channels for the purpose of promoting Unitron products.

For assistance or more information, contact the Unitron marketing team via email [marketing.au@unitron.com](mailto:marketing.au@unitron.com)

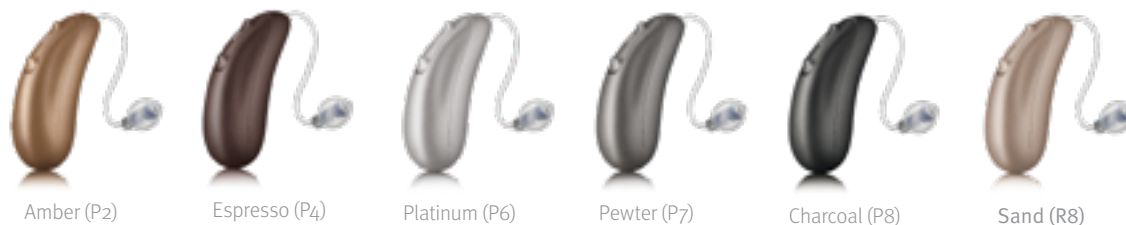
## Moxi B-312



## Moxi B-R



## Moxi B-RT



## Moxi Blu R charger





# 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](mailto:marketing.au@unitron.com)

## Stride B-PR



Amber (P2)



Espresso (P4)



Platinum (P6)



Pewter (P7)



Charcoal (P8)



Sand (R8)

## Stride B-UP



Amber (P2)



Espresso (P4)



Platinum (P6)



Pewter (P7)



Charcoal (P8)



Sand (R8)

## Stride Blu PR charger



## 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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