

Hearing Awareness Month

Campaign guide

World Hearing Day - 3 March



Campaign Overview

3 March each year marks World Hearing Day and it's a timely opportunity for hearing care professionals 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' aimed at encourage action for good hearing health.

This campaign is designed to support you to raise awareness about the importance of prevention, early testing, and the various hearing loss treatments and hearing solutions available.



<https://worldhearingday.org/>

Marketing tools

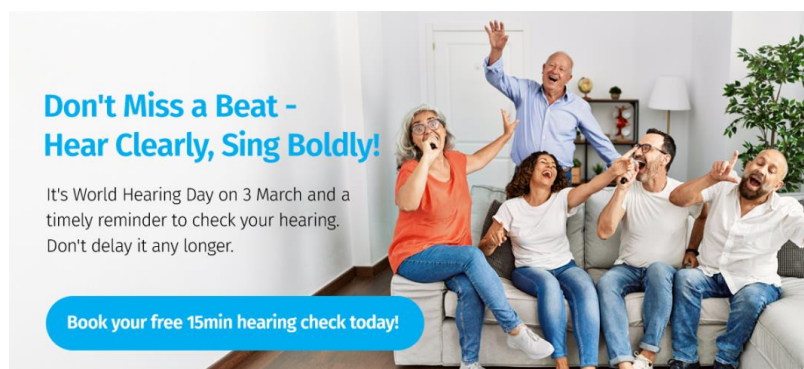
All assets can be customised to suit your brand.

Social Posts

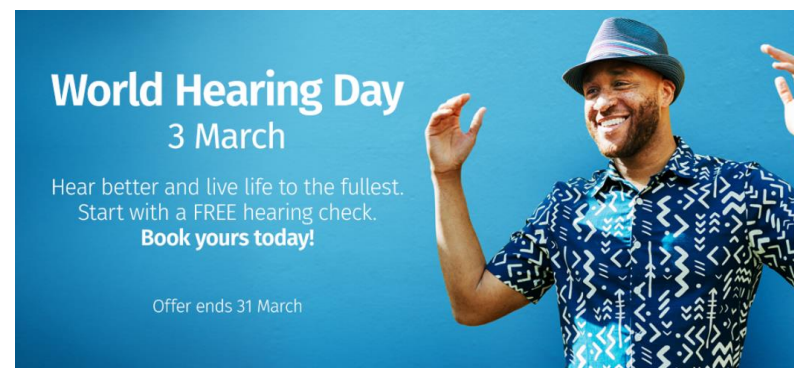
There are four social post images to help you raise awareness. See overleaf for copy and images.

Website Banners

There are two website banner options. We recommend linking them to your booking page.



Download tools via the [Unitron Local Marketing Catalogue](#) under Hearing Awareness Month





Direct Mail

Engage your database by encouraging your tested not-fitted clients and those due for a hearing aid upgrade to have their hearing checked.



Social Content

Images can be downloaded via the social media tile within the [Local Marketing Catalogue](#)/Hearing Awareness Campaign.

Copy	Image
<p>👂 ✨ Hearing connects us to the beauty of music! Whether it's playing an instrument, singing, or simply enjoying your favourite song, healthy hearing enhances every note. This #WorldHearingDay, 3 March, take a moment to appreciate the sounds that bring you joy. If you're noticing changes in your hearing, book a check-up today!</p> <p>#HearingHealth #MusicToYourEars #WorldHearingDay</p>	
<p>⚽ 🎉 Laughter, cheers, and family moments—hearing makes them all richer. This #WorldHearingDay, let's celebrate the sounds that connect us, from the excitement of a game to the giggles of loved ones. Stay in the moment and prioritise your hearing health!</p> <p>#FamilyConnections #HearingMatters #WorldHearingDay</p>	

Social Content

Images can be downloaded via the social media tile within the [Local Marketing Catalogue](#)/Hearing Awareness Campaign.

Copy

🏋️😄 Good hearing means staying active and engaged in every moment—whether it's a chat with friends, a group workout, or a burst of laughter. This #WorldHearingDay, 3 March, don't let hearing loss hold you back. Book a hearing test and keep the conversation going!

#HealthyHearing #StayConnected #WorldHearingDay

📢🌍 March 3 is #WorldHearingDay! Your hearing health is essential to staying connected to the world around you. Whether it's music, laughter, or everyday conversations, don't miss out on life's most precious sounds. Prioritise your hearing—schedule a check-up today!

#HearTheWorld #HearingHealthAwareness #WorldHearingDay

Image



**For any marketing
support contact**
Nikki Ozeken



The image features a large, white, stylized letter 'U' that serves as a central logo. The background is composed of abstract, flowing shapes in shades of orange, yellow, and blue. Overlaid on the 'U' is the text 'Love the experience' in a bold, black, sans-serif font. A small 'TM' trademark symbol is located at the end of the text.

Love the experienceTM