

# Hearing Awareness Month

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Campaign guide



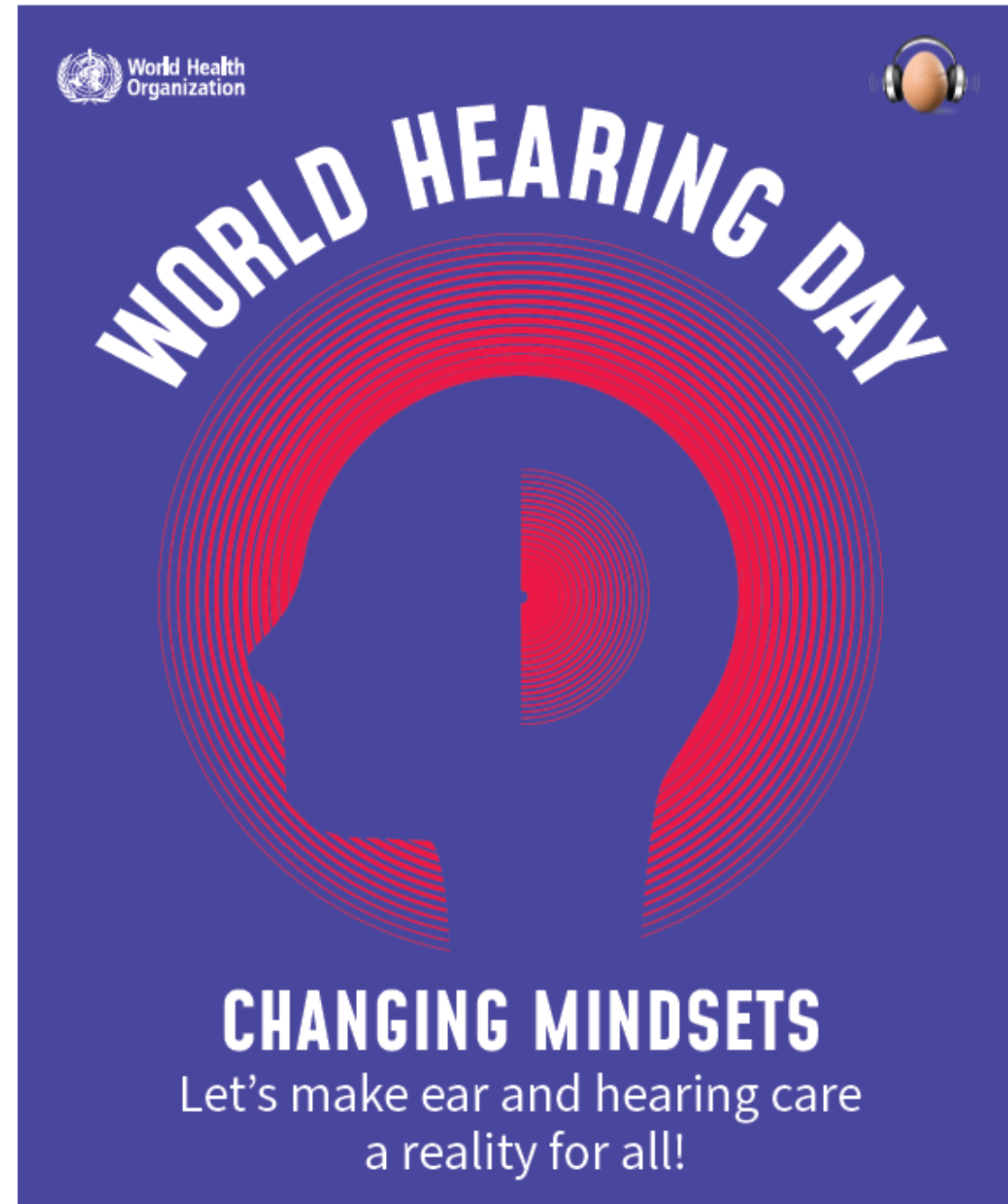
# Campaign overview

**World Hearing Day - 3 March** presents a timely opportunity for hearing care professionals to raise awareness about the impacts of untreated hearing loss.

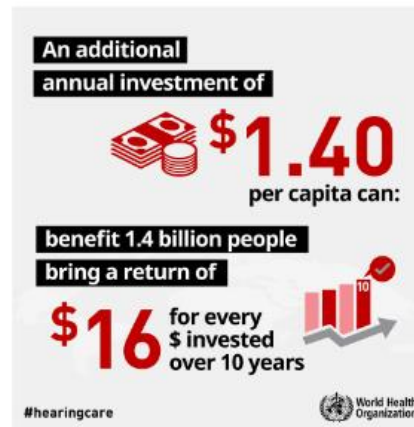
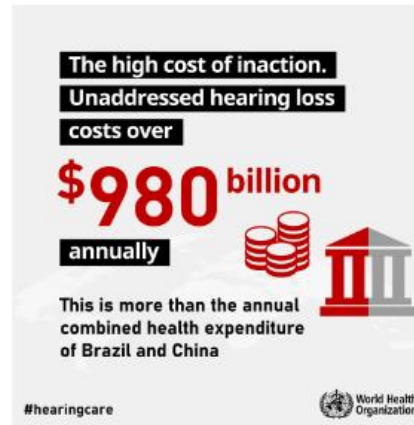
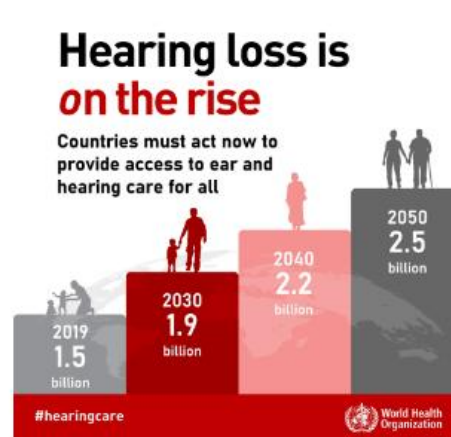
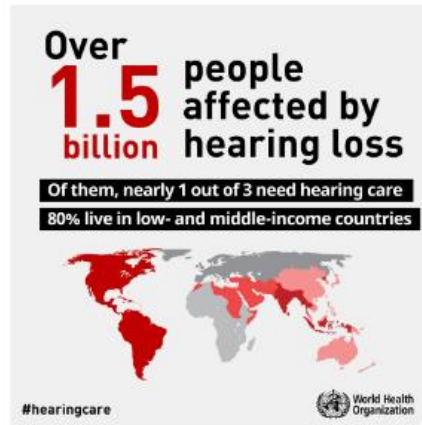
This year's theme for World Hearing Day is '**Changing mindsets**' which is crucial for improving hearing care access for all and reducing the cost of unaddressed hearing loss.

The World Health Organisation states that '**Globally, over 80% of ear and hearing care remains unmet**', so it's important to raise awareness of hearing loss and encourage action by running a hearing awareness and action campaign during March.

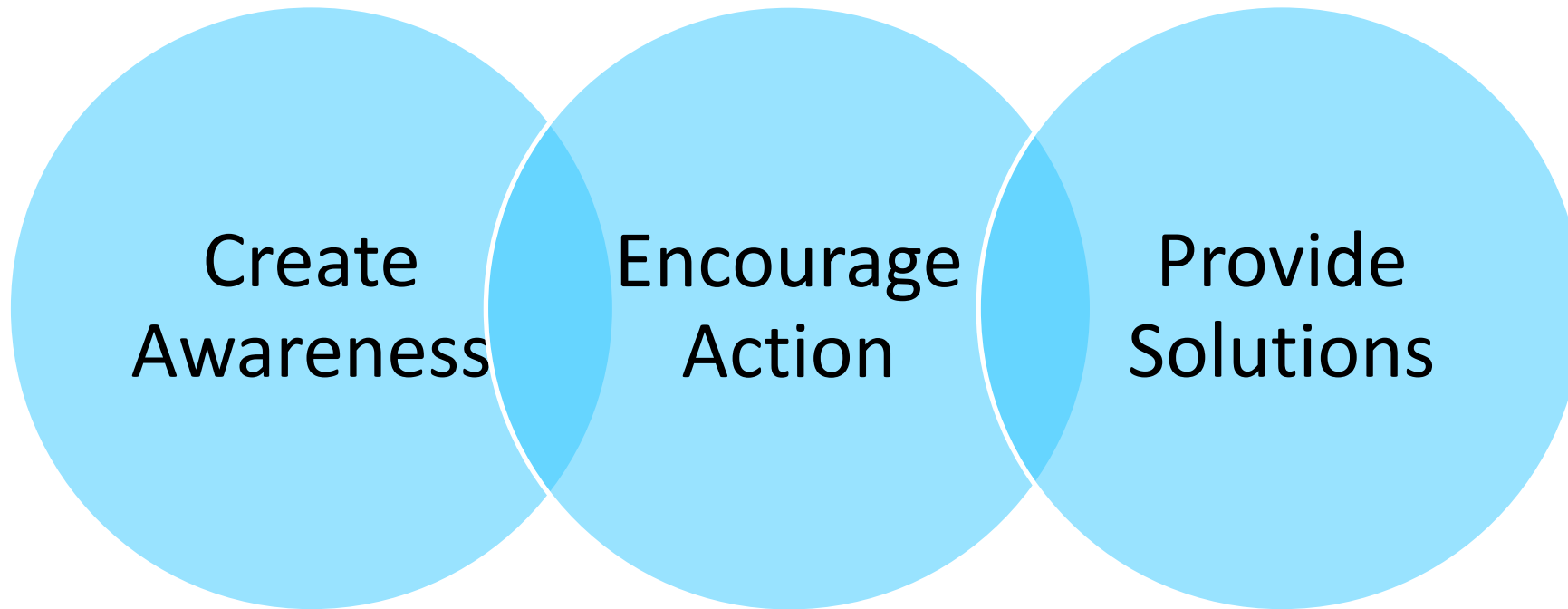
The following guide presents key hearing awareness messages and solutions to help you run a successful campaign.



# Understanding hearing loss - let's start with the facts



# Campaign objectives



It's important to set clear and measurable outcomes.  
Each outcome will then require a specific strategy.

# 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



# Early identification

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

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

The hearing screener can be customised to suit your brand.

Hearing Awareness Month is a great time to promote a free online screening on your website.

Contact your local Territory Manager for more details or to get started.



A photograph of two women jogging in a park. The woman on the left is older, with grey hair tied back, wearing a black long-sleeved top and smiling broadly. The woman on the right is younger, with blonde hair, wearing a black zip-up jacket and giving a thumbs up. The background is a lush green park with trees. The text "Marketing Guide" is overlaid in the center in a large, white, sans-serif font.

# Marketing Guide



# Campaign planning guide

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 Unitron marketing team.



# Marketing mix



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

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

# Local marketing ideas

- **Lunch & learn** - hold a hearing loss awareness clinic open day – provide nibbles and a guest speaker to talk about a hearing loss or related topic.
- **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 screen** - Provide free hearing screenings at your local Chemist, doctors' 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.
- **Content marketing** – Create a blog, YouTube video, or webinar to educate and talk about a hearing loss topic/s
- **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.

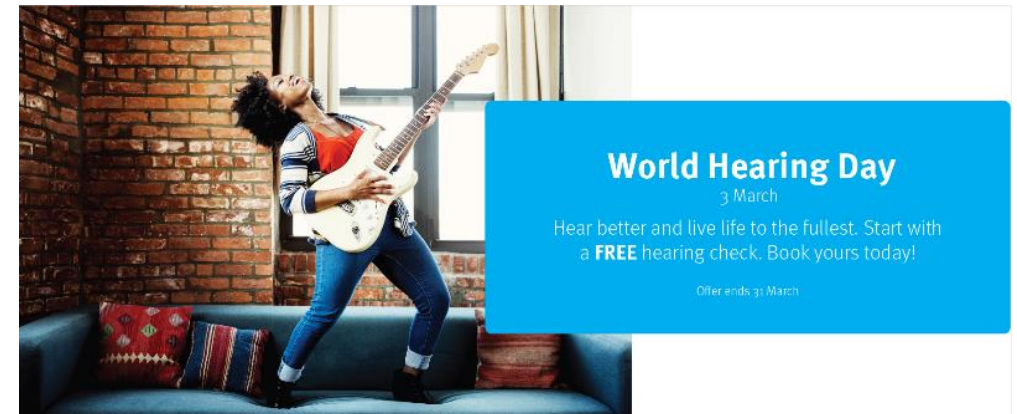
# Marketing templates

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

- Email content
- Website banners
- Social content

Templates can be viewed via the [Unitron Local Marketing Catalogue](#).

If you require design customisation, please contact [Nikki Ozeken](#).



# Marketing templates

## Social content

“Hearing loss is not just an issue for the elderly, it's also affecting young people at an alarming rate. Early identification is crucial. Take our 3-minute online hearing test and start your journey to better hearing today.”

“Noise-induced hearing loss is on the rise due to increased exposure to loud noises in our everyday lives, such as loud music, personal devices, and even recreational activities. Have you had your hearing checked lately? Don't delay, call us for a free hearing screen today.”

“It's important for young people to take steps to protect their hearing and get regular hearing tests. The earlier hearing loss is identified, the better the chance for successful treatment and preservation of hearing. Book your free hearing screen today.”

## Email content

[YOUR LOGO]



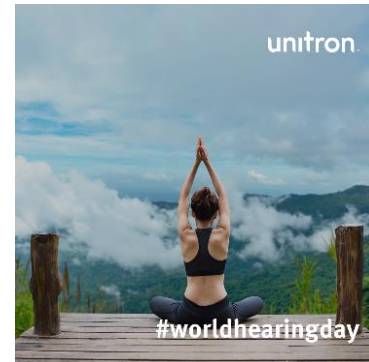
### Take care of your hearing

When the sound of your hearing begins to fade, it's important to take steps to protect your hearing. Early identification is crucial. Take our 3-minute online hearing test and start your journey to better hearing today.

Did you know that more than 1 billion young people (12-35 years old) are at risk for hearing loss due to recreational exposure to loud sound?

Book your free hearing test today by calling us on 99 9999 9999

[YOUR BUSINESS DETAILS HERE]



#WorldHearingDay #HearingLoss #RegularHearingTests

unitron™



# Additional support

For any further sales or audiology support, please contact your local Territory Manager.

For any marketing support, please contact [Nikki Ozeken](#).

