

# Welcome to the **Vivante**<sup>TM</sup> *experience*

## Vivante marketing guide

April 2023



**unitron**<sup>TM</sup>

A Sonova brand

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# Welcome to the **Vivante**<sup>™</sup> *experience*



Vivante (pronounced Vi Von Tay) is a Latin-based word that means: alive

The urban dictionary defines it as: A person with a free spirit and happy disposition

We believe that when people with hearing loss are fit with Vivante products they can live a colourful, vibrant life – they can experience freedoms and happiness, they can feel alive. Vivante brings the sounds of the good life right to your ears, no matter where you go, no matter your lifestyle.

The Vivante experience is one where people with hearing loss can live a life that is full and beautiful and our creative captures that through a colourful, stylised, somewhat whimsical yet real world that our audience can see themselves in. It is vibrant with our brand colours, in brightly coloured worlds, with bold and lively talent in our imagery and videos.

# 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 Vivante product range.

Learn more



We can help you to build an effective marketing campaign using our turn-key templates. All we need to get you started!

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)**

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](http://b2b.myunitron.com) or by emailing the item number to [orders.au@unitron.com](mailto:orders.au@unitron.com). Minimum order: 25

## Consumer pamphlet



028-6707-02

## Overview brochure



028-6706-02

## Product selection guide



028-6711-02

# Direct mailers

## Database communication

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 clients 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



Dear <Client Name>,

Life is full and beautiful when you can embrace all the sounds it has to offer. Vivante brings the sounds of the good life right to your ears, no matter where you go, no matter your lifestyle.

**Welcome to the Vivante experience from Unitron**

**Sound performance**  
Moxi Vivante hearing aids automatically adjust to keep up with your lifestyle, so you can engage in more listening moments, including conversations in loud noise. This way you can hear the sounds the good life has to offer.

**Hearing in style**  
Moxi Vivante rechargeable hearing aids are designed by a philosophy that focuses on comfort, aesthetics and ease of use. There is a style to fit your lifestyle.

**Personalisation**  
Make your hearing journey your own with easy personalisation, with the Remote Plus app. Boost speech or listening comfort, and select and customise pre-set programs designed for your lifestyle.

**Connectivity**  
Life is about connections. Thanks to Made for All compatibility, conveniently stream phone calls and other media like music, podcasts and digital assistants right to your hearing aids, easily controlling them with just a tap.

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

Sincerely,

<Name>  
<Title>

Clinic logo, address and website



Dear <Client Name>,

Life is full and beautiful when you can embrace all the sounds it has to offer. Vivante brings the sounds of the good life right to your ears, no matter where you go, no matter your lifestyle.

A lot has changed in the world of hearing aid technology since your last visit, and we'd like to invite you to test drive the new Moxi Vivante.

**Introducing the new Moxi Vivante!**

**Sound performance**  
Moxi Vivante hearing aids automatically adjust to keep up with your lifestyle, so you can engage in more listening moments, including conversations in loud noise. This way you can hear the sounds the good life has to offer.

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**Connectivity**  
Life is about connections. Thanks to Made for All compatibility, conveniently stream phone calls and other media like music, podcasts and digital assistants right to your hearing aids, easily controlling them with just a tap.

**Test drive Moxi Vivante with FLEXTRIAL - our hassle free way to trial hearing aids in the comfort of your own surroundings.**

**Schedule a consultation online 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.



## Flyer

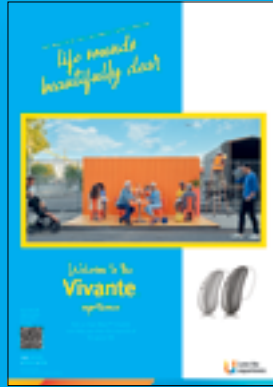
While we all might love the ease of email, the benefits of a direct mail piece being in the hands of your clients shouldn't be underestimated. Also a great tool to broaden your reach and attract new leads.



# Clinic POS

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

## Posters



## A5 counter sign



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

## Display banners

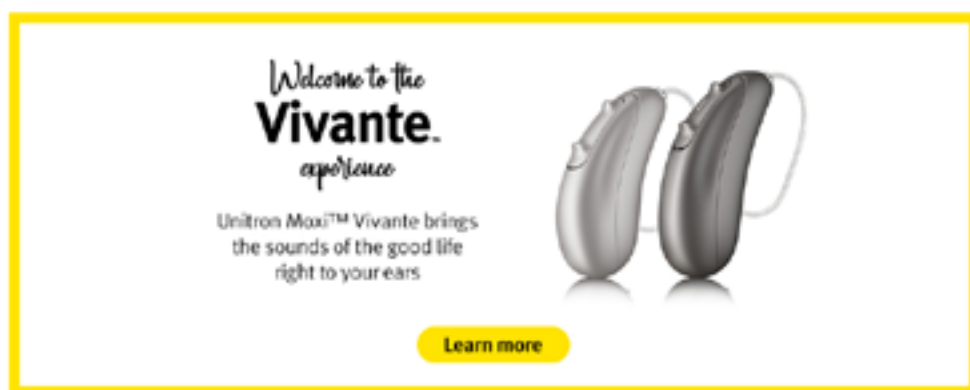


# Digital marketing materials

## 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 Vivante can offer together.

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

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. Please access Vivante social media content via the Vivante digital marketing catalogue.

## Website product page

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



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

# Vivante content

Unitron Vivante content can be used on your website, blogs or advertorials. Use Vivante content as a guide to communicate features and benefits. We recommend adding your own tone and brand personality, to make it your own.

## **Welcome to the Vivante experience from Unitron.**

Life is full and beautiful when you can embrace all the sounds it has to offer. Vivante brings the sounds of the good life right to your ears, no matter where you go, no matter your lifestyle.

## **Sound performance**

Moxi Vivante hearing aids deliver the sounds of the good life no matter where you're off to by automatically adjusting to your lifestyle. Sounds are enhanced while minimising background noise, no matter where speech comes from, so you stay engaged in conversations in a broad range of challenging listening situations – even in the car, regardless of where people are sitting.

## **Hearing in style**

When hearing aids are a part of your everyday life, comfort and ease of use are essential. Moxi Vivante, rechargeable hearing aids, are designed with a philosophy that focuses on comfort, aesthetics, and ease of use. There is a style to fit your lifestyle. The hearing aids are easy to insert and remove from the charger thanks to the magnetic pull insertion. Live and hear in harmony with stylish Moxi Vivante rechargeable hearing aids.

## **Personalisation via the Remote Plus app**

Make your hearing journey your own with easy personalisation, with the Remote Plus app. Boost speech or listening comfort, and select and customise pre-set programs designed for your lifestyle. Find day-to-day management and maintenance easier with app-based coaching. Stay connected to your hearing care professional using real-time ratings and comments that alert them to your successes and struggles. Your hearing care professional can also make adjustments remotely to fit your lifestyle. Enjoy the sounds of the good life how you want, when you want.

## **Connectivity**

Life is about connections. Thanks to Made For All compatibility (iOS and Android), you can conveniently stream phone calls and other media like music, podcasts and digital assistants right to your hearing aids, easily controlling them with just a tap. Plus, you can seamlessly switch between two actively connected Bluetooth® devices.



## **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



Charging case for  
Moxi V-R

### 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.



Power Pack

## 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.

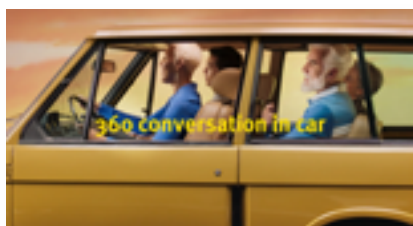
Some videos can be customised on request with your clinics' logo for further use on your clinic's website and/or social media channels. Please direct your requests to [marketing.au@unitron.com](mailto:marketing.au@unitron.com)

**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 Vivante videos



Excitement video  
85 sec



360 conversation in car  
15 sec



HyperFocus  
15 sec

### Product videos



Moxi V-R  
360 animation



Moxi V-RT  
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 [Vivante 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 V-R



Amber (P2)



Espresso (P4)



Platinum (P6)



Pewter (P7)



Charcoal (P8)



Sand (R8)

## Moxi V-RT



Amber (P2)



Espresso (P4)



Platinum (P6)



Pewter (P7)



Charcoal (P8)



Sand (R8)

## Moxi Vivante R 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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