



MED^oEL

Digital campaigns as a tool to raise awareness on hearing loss in a multitude of countries

Patrick S.C. D'Haese

10th Annual Coalition for Global Hearing Health – Tempe, USA

MED^oEL

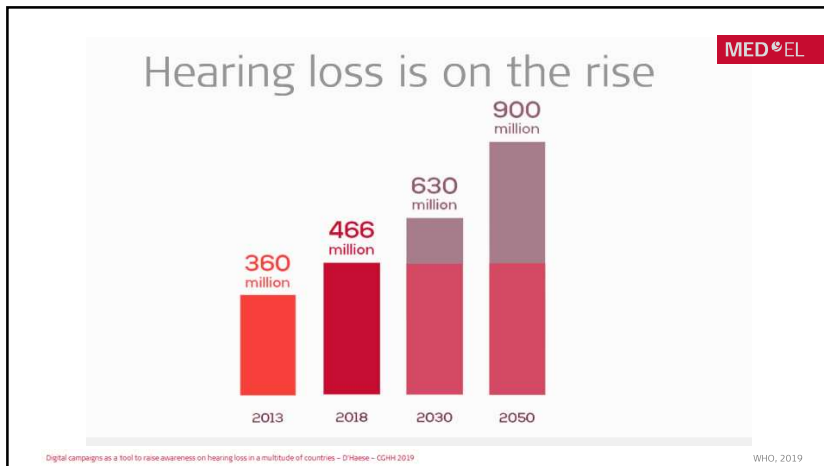
Hearing loss can affect anybody

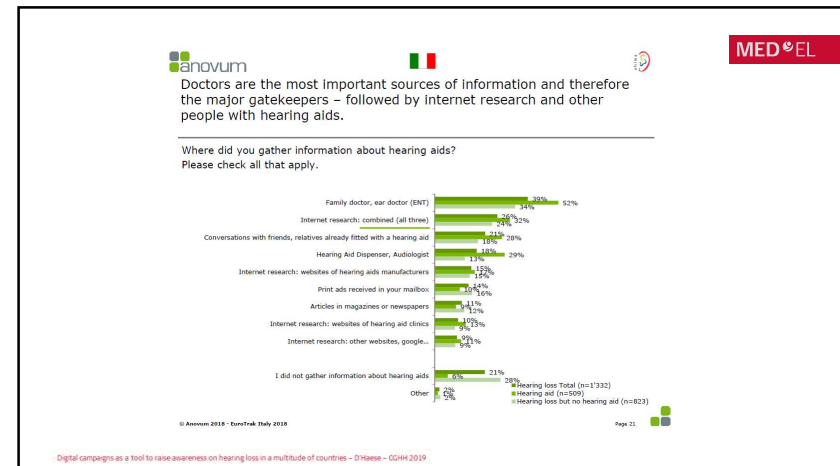
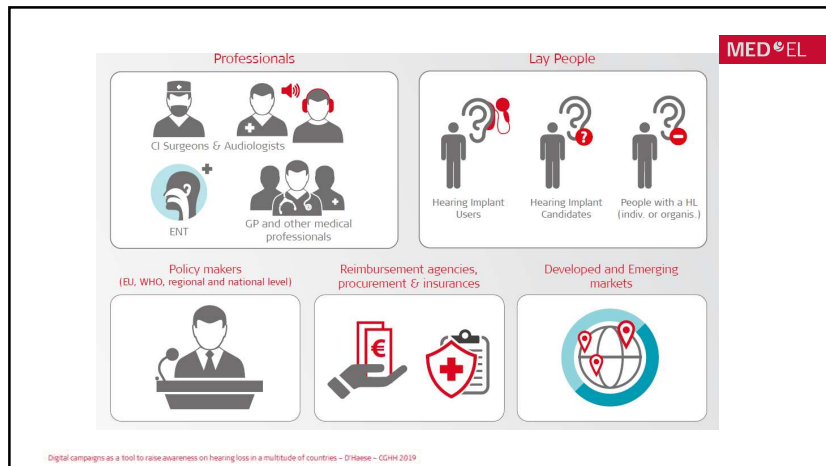
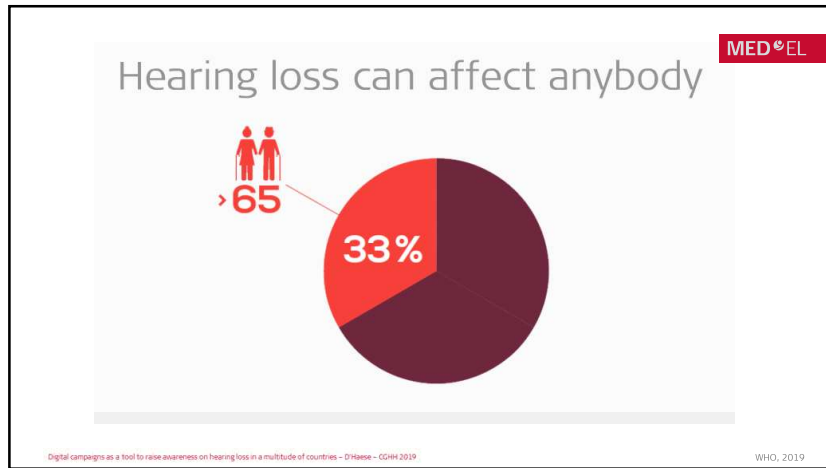


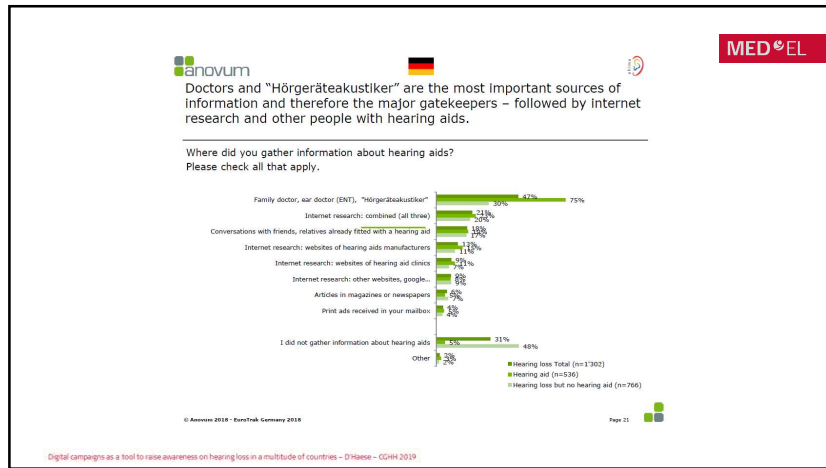
5%



Digital campaigns as a tool to raise awareness on hearing loss in a multitude of countries – D'Haese – CGHH 2019

WHO, 2019





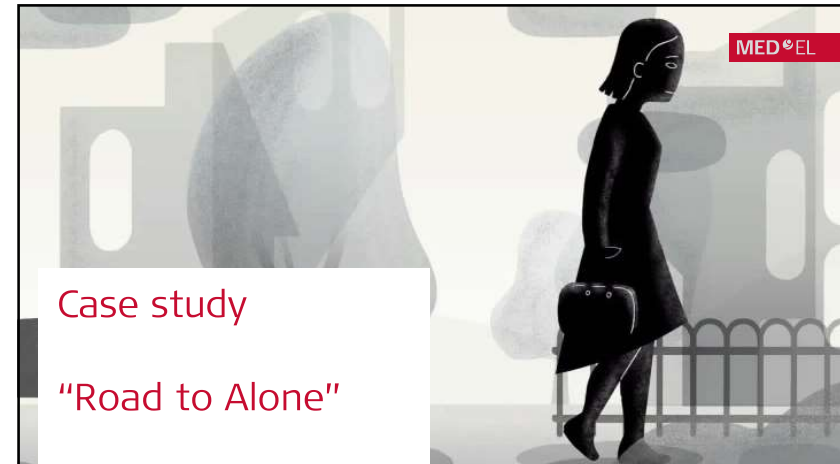
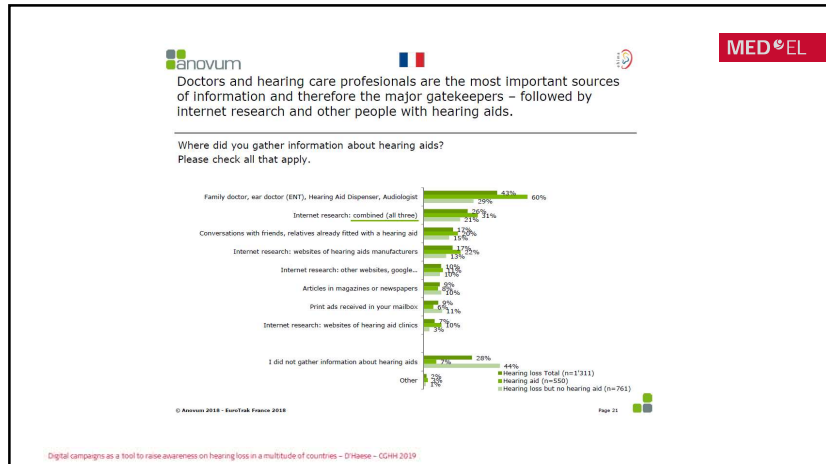


- Reach out to a maximum of people
- Targeted and candidate specific
- Very versatile
- Immediate communication
- Cost/efficiency is higher

- Limited audience
- Global/overall
- Non-versatile when published
- Delayed communication
- Cost/efficiency // affordability?

Digital campaigns as a tool to raise awareness on hearing loss in a multitude of countries - D'Haese - CGMH 2019



Our objectives for "Road to Alone" revolved around building awareness and taking action to make a difference in hearing loss

Road to Alone was designed as a video campaign that aimed to raise awareness of hearing loss in conjunction with World Hearing Day (WHD) 2018. The main objectives were to:

- Awareness** Raise awareness of hearing loss by linking hearing health to the feeling of being alone
- Education** Visit the microsite to find more information on hearing loss
- Action** Encourage those with symptoms to take action via an online (screening) hearing test

Digital campaigns as a tool to raise awareness on hearing loss in a multitude of countries - D'Hanse - CGH 2019

Based on previous experience and deep platform knowledge, MED-EL's Twitter and Facebook channels were chosen.

The image shows two social media posts from MED-EL. On the left is a Twitter post from @medel dated Mar 3, featuring a video thumbnail with a play button and 240 views. On the right is a Facebook post with the text "We know how important it is to be connected to the world around you. Don't walk the #RoadtoAlone." and a video thumbnail. Below the Facebook post, it shows 57 reactions, 1 comment, and 13 shares.

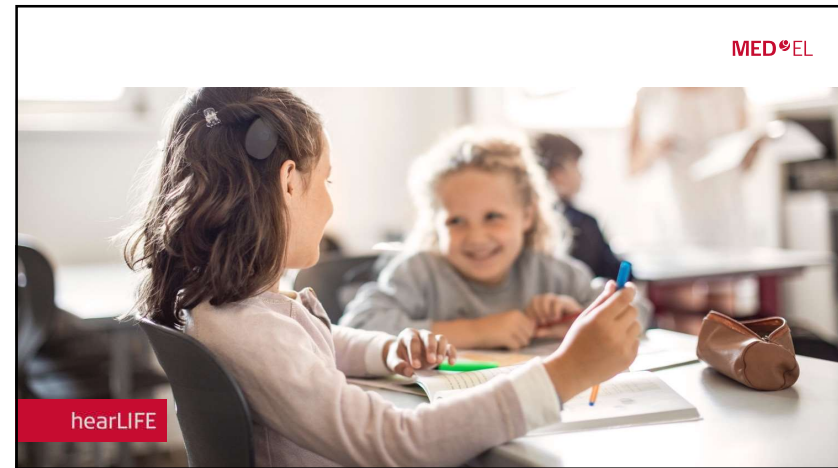
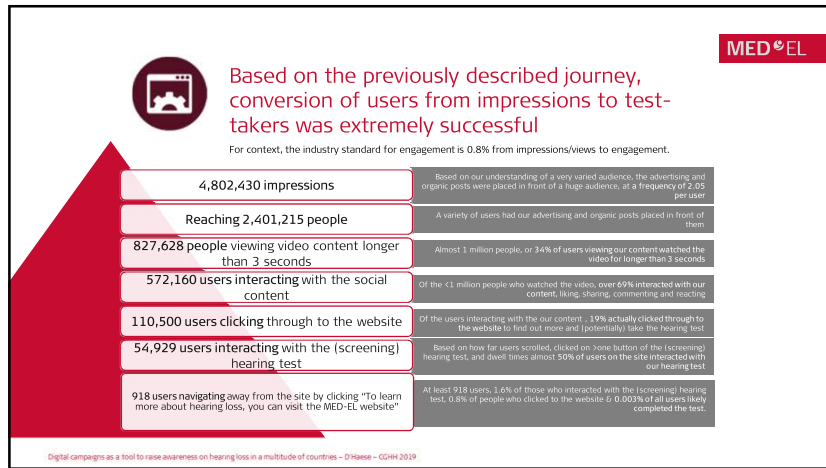
Digital campaigns as a tool to raise awareness on hearing loss in a multitude of countries - D'Hanse - CGH 2019

Promotion

The illustration shows a large, stylized red and white megaphone. Several small human figures are depicted: one standing on the megaphone's base, another in the foreground, and a group of three in the background. The scene is set against a blue sky and ground.

Results

The illustration shows a close-up of a hand in a white sleeve giving a thumbs-up gesture. The background is a solid grey.



MED-EL

SUMMARY

- Digital campaigns do work
- Highly cost-efficient
- Big reach
- Awareness raising on hearing loss in a multitude of countries is possible
- People can be motivate to take a (screening) hearing test
- Need for multicultural or neutral personas

Because We Care!

hearLIFE

medel.com

in

Twitter

YouTube