

# 2017 ENTRY FORM

(Note: word count 2,500)

<b>Entry ID:</b>	<b>01895</b>
<b>Entry Title:</b>	The Emotional Hearing Test
<b>Client:</b>	Bay Audiology
<b>Product:</b>	Hearing Aids
<b>First Media Appearance Date:</b>	1 <sup>st</sup> September 2016
<b>Category:</b>	<input type="radio"/> – Best Strategic Thinking
<b>Category Description:</b>	<p>Campaigns that display particularly strong strategic thinking. This is the thinking before the creative brief, as opposed to the creative idea or execution. Judges are looking for examples of where an agency has taken a client's brief, and through fresh insight or inspired problem solving, developed a ground breaking strategic direction. Judges will need to see a clear delineation between the strategic and creative thinking, and understand how the strategic and creative platforms have or will deliver long-term success for the brand.</p>

<b>Title</b>	The emotional hearing test
<b>Client</b>	Bay Audiology
<b>Product</b>	Hearing Aids

**1. Case Summary (0%)**

Please write a brief summary of the case study and results not exceeding 90 words.

This is the story of what you can achieve when you use raw and real emotion to get your message across.

It all started with an inspired consumer insight that genuinely had the power to change lives. Bringing a very private and personal matter out into the open in an incredibly emotional and real way.

An approach that has paid off and transformed the entire Bay Audiology business. A brand that was flat-lining has seen unprecedented results, sizeable growth in market share and the highest sales month in history.

**2. What was the challenge and what were the objectives? (10%)**

What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long term objectives that were set for the campaign?

**The challenges**

Hearing loss affects 44% of New Zealand's '50 years and over' population, and its social and economic cost exceeds \$4.9 billion. However, it's common for sufferers to deny they have a problem, or to simply ignore how it affects their family – despite often having had clear professional advice to the contrary.

As market leader Bay Audiology is most exposed to the category barriers (emotional and perceptual) that hinder uptake of hearing aids. BAU marketing was keeping the run rate up, but to create a new growth trajectory Bay needed to set a strategy that looked beyond their current users and opened up new audiences.

As you can imagine, the gap between the number of people who could use a hearing aid and those who feel it's relevant is huge.

Three persistent barriers hamper the category:

**1. User image**

Despite hearing loss affecting people of all ages it is closely associated with getting old. Hearing aids are for old people who otherwise can't function. Hardly something people want to acknowledge. But while glasses are commonplace and accepted as part of normal life, hearing aids remain an extreme measure for extreme loss.

**2. Cultural stoicism**

New Zealanders pride themselves on being a hardy bunch, we don't like to acknowledge any weakness.

**3. The "I'm fine" factor**

The world of a sufferer diminishes, gets smaller and closer. They've long forgotten what they've lost and built coping mechanisms that have become so instinctual they aren't even conscious of them anymore. In their mind, it's their hearing and they're doing alright.

We had to confront these barriers, but rather than tackle the issues head on (which is just met with resistance), we needed to find an insight that would create a more personal, emotional connection with the topic.

## The objectives

The marketing strategy had to achieve both business and brand objectives:

### Business Objectives

- To turn the stagnant market share back into growth mode (therefore cementing our leadership position).
- To make people take action by driving leads into the website and call centre and converting these into appointments, with the end goal being an 8% sales lift year on year.

### Brand Objectives

- To create at least a 20% increase in key brand measures of differentiation, relevance and brand love.

To really succeed we needed a marketing initiative that would future proof the business by driving long term growth.

### 3. What was the strategic thinking that inspired your big idea? (25%)

You need to convince the judges why this entry deserves to win based on your strategy. You need to show how your market analysis, insights and interpretation were developed into a clever strategic direction that unlocked the solution and was instrumental in the success of the campaign.

Hearing aids are at the forefront of small scale technological advances. Powerful, intelligent, near invisible – Bay Audiology has driven advance after advance, supplying a broad range of hearing solutions for every age and budget.

But this amazing product offering just wasn't getting deep enough penetration with certain audiences. All because of persistent perceptual barriers that stand in the way, denying people the chance at a more enjoyable life.

#### **Focus on people not patients**

We knew we needed to plant the brand in more emotive territory to overcome the barriers and get real traction. Our strategic approach needed to refocus Bay's efforts on people, not patients, by fully exploring the emotive territory of the total human experience of hearing loss, not just the immediate frustrations.

A key insight drove this overhaul. Hearing loss, while a very private condition is at its heart a shared experience – especially with those closest to them.

#### **Reframe from a personal problem to a family conversation**

Quantitative research gave us a deeper understanding of our target market and their perceptions that brands in the healthcare category talked down to them and made them feel old and disrespected.

Against this backdrop of family life, the sufferers personal attitude sat in stark contrast. This was their hearing, they wanted to protect their family from its affects. Part of this was their stoic attempts to mask the issue, but also not burden the family with the cost of a hearing aid.

We had to reframe hearing as a family conversation. The value (and any cost) needed to be put in terms of the relationship between the closest people in their life. This relationship is the most dearly held part of life, and they would do anything for it.

The flip, getting a hearing aid wasn't a selfish act for a personal problem that they could manage. It was a gift to the whole family and a rejuvenation of the relationship with their loved ones.

### Tap into influencers

Qualitative groups allowed us to explore the deeper attitudes and frustrations of sufferers but more tellingly, their family. It painted a telling, often upsetting story of emotional distance, only having 'half their husband with me', and missed moments of laughter or intimacy.

So we developed an entirely new marketing strategy around families - 'the influencers'. To disarm and allow a usually tense conversation about the issue with the sufferer, to inspire these influencers to drive action, and to create a deeper emotional value around hearing with the sufferer to address the barrier of perceived value.

To disrupt the category, we needed to put people at the heart of our communications. Emotion is the key to making this happen. We needed to communicate that Bay Audiology doesn't just give New Zealanders the gift of healthy hearing – it helps bring families back together.

We set out to empower New Zealanders to keep connected to the world around them – and most importantly where the emotive power and reach lay, with their families.

## 4. What was your big idea? (5%)

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the broadest sense, ie., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline.

A campaign that captures the light-bulb moment when someone who's having a hearing test realises the incredible importance of doing something about their hearing - not just for themselves, but for the people they care about.

## 5. What was the creative execution and how did it bring the big idea to life? (10%)

Describe the creative work that delivered the big idea. Give the judges a sense of why this was a particularly innovative, original, progressive approach.

In such a delicate space, this idea needed to get down to the deep emotions of the situation but do it in a genuine, heartfelt way. This couldn't be about emotion for emotion's sake; exaggerating the problem or finding a clever analogy to get attention.

We needed to be as authentic as possible. Deciding to use real people, living real lives, where hearing is affecting them and their families was a critical decision in the creative development process.

At the heart of the campaign was a series of pre-recorded unscripted messages from the spouses and children of people who suffer hearing loss. The family member experiencing the hearing difficulties was then cajoled into having a free hearing test – in a special booth we set up at a Bay Audiology clinic with hidden cameras to record their spontaneous reaction to their loved ones heartfelt messages of what they love, and what they miss from their relationship.

In the first phase we meet Carol Coyne, a mother of two, who has had a hereditary hearing impairment and Hasan Tezel, a father who has been struggling with hearing loss for ten years. Carol and Hasan's families arranged for them to have a hearing test, where their children delivered a special message for their parents.

In the second phase we introduced Graham Ward and Holly Brooker. Graham had put up with his declining hearing health for ten years and heard a moving message from his adult son enabling us to connect with the ever-stoic kiwi males. Holly, who is only in her early thirties, had lived with poor hearing from birth and realised that her 4 year old son really just wanted to be able to whisper secrets in her ear.

People watching on national TV and online recognised themselves or their loved ones in the stories we created, and for the first time Kiwis throughout the country began to have honest conversations, and share their experiences about the effects of hearing loss on their family.

**6. What was the communications strategy? (10%)**

Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience.

We needed to take this opportunity to reach out to a broader audience.

Media planning, channels & targeting (and therefore budgeting) had to change from the traditional targeting of 55+ for elderly healthcare products to tap in to this generation's loved ones, whilst not putting at risk our core target audience of buyers.

But all in all, this needed to be all about using the emotion of hearing loss and its impact on immediate family to strike an emotive chord with our audience.

**Television** – we had to re-evaluate our station mix and peak % share to ensure we were reaching our secondary audience – the influencers, without compromising our reach of our primary audience – the sufferers.

Flighting was also important as we always play the 30 second brand in clinic hearing test supported by the current retail 15 second TVC.

**Digital** display was used as a channel for connecting with our influencer audience.

**Press inserts** are one of our strongest response driving channels when run in conjunction with TV for our core target audience of 55+. Many people remove and keep inserts on their kitchen benches, bringing them along to their hearing test.

**Direct Marketing**

We targeted existing prospects and customers using new data lists, revised data segmentation and new messaging to maximise engagement and response rates. More specifically;

**Website**

The change in strategy required a complete redevelopment of the Bay Audiology website. It has been reconfigured so that influencers and sufferers only experience information that's relevant to them. What's more this approach also allows us to leverage remarketing opportunities. With separately targeted messages for each audience.

**Social Media**

With no existing social media platform for Bay Audiology, this campaign provided the ideal opportunity to introduce Facebook. With such an emotive idea it would become a vital channel, making it easy for people to interact and communicate with the brand, making their thoughts and feelings heard.

List all consumer communications touch points used in this campaign.

Television, Print, Facebook, Digital, Direct, Point of Sale in Clinics, Website, Search

**7. What was the spend? (0%)**

Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

Media Spend:

Rate card \$1,269,000

Outline the media spend in relation to competition and versus last year:

Based on Ratecard Spend;

Bay Audiology \$1,269,000

Triton Hearing \$664,000

Hearing Life \$235,000

Creative Production Spend:

**8. What other marketing efforts were used in conjunction with this campaign? (0%)**

List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

There were no other marketing efforts used in conjunction with this campaign.

**9. What were the results? (40%)**

Outline the results achieved by the campaign against the short and long term objectives set, provide conclusive proof that it was the campaign that drove the results and outline the return on investment.

In this section the judges will be looking to see a clear cause and effect between the campaign's breakthrough strategic thinking and business performance over time and why it is a stand out effectiveness case study in this specific category. They will be awarding points on the following basis:

Overall achievement against objectives (10%)

Clear demonstration of sustained success beyond 6 months (5%)

Convincing proof that the results were a direct consequence of your campaign (15%)

Return on investment. This should be measured ideally in terms of additional profit earned or revenue generated. (10%)

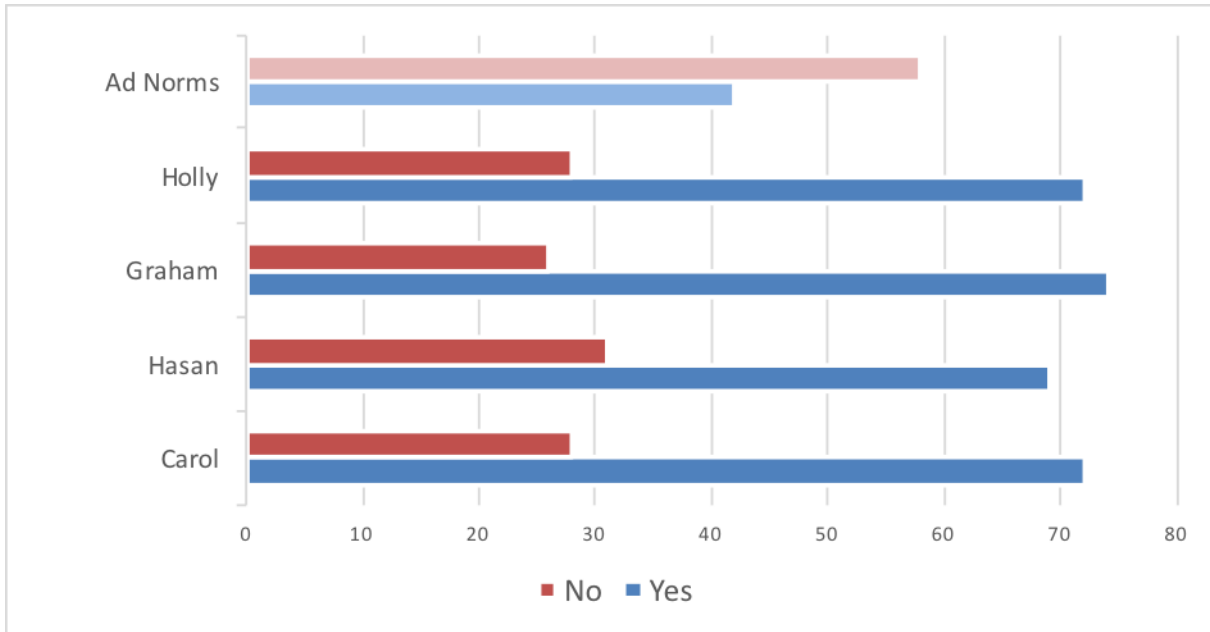
On the surface it may seem brave to go ahead with an unscripted idea, using real people, not really knowing what they were going to get. But these exceptional results speak for themselves, with huge gains at a communications, brand and business level. They are a tribute to all the incredible people involved, especially those who participated, opening up their lives and homes to us.

# 1. Communication Results

## a) Advertising Recognition

This campaign has well outperformed the previous campaign and advertising norms when it comes to Ad Recognition ie *Have you seen this TV ad for Bay Audiology before today?*

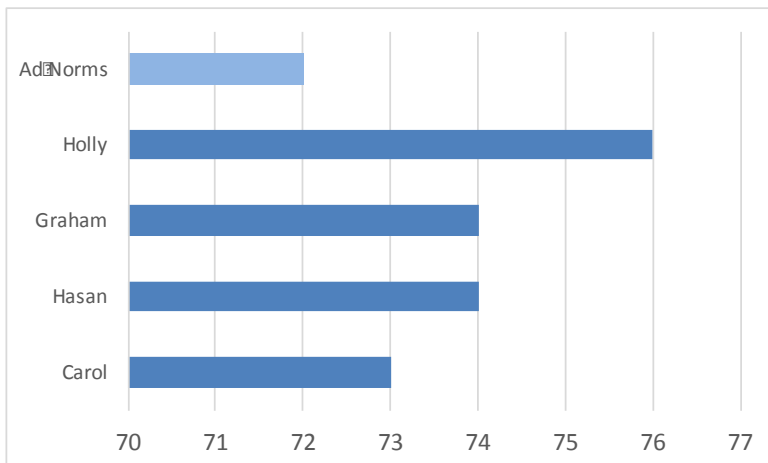
Each of the four executions performed as strongly as each other.



Source: Colmar Brunton Campaign Tracking (May 2017)

## b) Advertising Believability

The authenticity and ‘truth’ of this campaign meant it has well outperformed advertising norms on its *Believability* score as well.



Source: Colmar Brunton Campaign Tracking (May 2017)

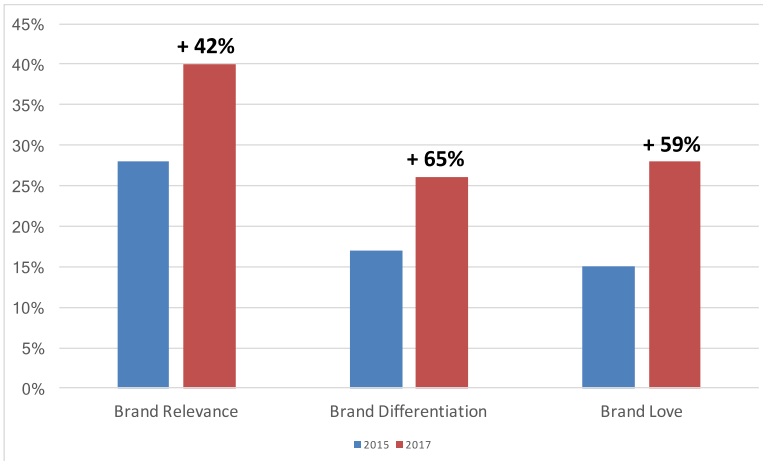
# 2. Brand Results

It's no surprise given the communication results of this campaign that it has also generated huge in-roads for the Bay Audiology brand. Here we are comparing 2017 to 2015 the last time tracking was in

place for the brand. Our target of **20%** uplift in brand measures was outperformed by a huge margin;

- Brand Relevance an uplift of **42%**
- Brand Differentiation an uplift of **65%**
- Brand Love an uplift of **59%**

**Brand Tracking Comparison 2015 vs 2017**



Source: IPSOS Brand Equity Study 2017

### 3. Business Results

We increased our market share by 3.3 percentage points.

We had 21% new customers.

Due to the resounding success of this campaign we are now executing a second phase by re-editing the footage to tell the story of life after living with hearing aids - therefore very cost effectively getting another year's worth of campaign assets / content.

**TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):**

2,499