

Introducing Phonak Audéo™ Paradise

Marketing Communications Launch Support Kit



Actual size

Phonak is dedicated to help you create awareness and reach a broader audience. The below targeted campaigns are designed to support your existing patients and help you acquire new patients. The Wonder of Sound campaign delivers a consistent content experience to your audience across all channels. Our Marketing Communications Support Kit includes support to help you start on your roadmap to marketing Phonak Audéo™ Paradise.

1. **Update your digital presence** with our **Website Support Kit**: You'll find in this kit multiple movie options, infographics and product images to share on your website.
<https://spaces.hightail.com/space/ZPZTFfpH5x>

Post on social with our **Social Media Support Kit**: Find multiple posts and suggested content. We've also included tips to schedule multiple posts that save you time.
<https://spaces.hightail.com/space/qAGYnj5qli>
2. **Support existing patients** with our **Engaging Patients Support Kit**: Download patient-focused letters inviting current hearing aid wearers for an upgrade and tested-not-fit patients to try the latest technology. <https://spaces.hightail.com/space/nXTLeJD7qT>
3. **Refresh your office** using our **Waiting Room Refresh Support Kit**: You'll find in this kit multiple video options, a product technology movie and product images.
<https://spaces.hightail.com/space/2zNWKAgIDN>
4. **Acquire new patients** with our **Connect With Community Support Kit**: Phonak has a variety of communications to help you to create buzz in your local community. This link includes a press release, print media and direct mail templates. In the links, you'll find instructions on how to order a personalized campaign. <https://spaces.hightail.com/space/G9PUutbGrx>

Need help? Our marketing team is ready to support you.

Email practiceservices@phonak.com

How-To Download from Hightail

Note: You do not need a user account to access the files.

1. Click on the link.
2. Click on the "DOWNLOAD ALL" button.
3. Click on the "Save" arrow button and select "Save as" to choose where you want the file to download and save. If you choose "Save," it will be in your "Download" or default folder. Due to the large size of the files, the download may take a while to complete.
4. Once the download is 100% complete, go to the location of the zip file on your computer (i.e. Desktop, Download Folder, etc.). A quick way to do this is to select "Open Folder."
5. In the Finder window, select "Extract all," choose a location for the files, and click "Select Folder." All files contained within the zip file are now in a folder in the selected location.