



# Introducing Phonak CROS P

## Marketing Communications Launch Support Kit

Phonak is dedicated to help you create awareness and reach your audience. The **Wonder of Sound Around You** campaign provides content to share with your audience across all channels.

1. **Digital Marketing:** <https://spaces.hightail.com/space/RaN5SBGsqF>
  - **Update your Website:** Download content and product images to share on your website.
  - **Social Media:** Download product image and content to share on your social pages.
2. **Patient Marketing:** <https://spaces.hightail.com/space/P7EHHmHyTX>

Download patient-focused letters inviting patients to experience the latest technology.
3. **Connect with new patients** with our **Community Support Kit** to plan a consumer education seminar (in-person or virtually) including presentations and a how-to guide to execute with confidence. <https://spaces.hightail.com/space/sQ2jxOsW5o>

**Need help?** Our marketing team is ready to support you.  
Email [practiceservices@phonak.com](mailto: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.