

Phonak Co-op Marketing Program

Position your brand. Stand out in your market.

Program Guidelines

Phonak co-op marketing dollar benefits are earned by customers based on AdvantageYou and purchase level (see award level breakouts below). You may use co-op dollars to execute marketing tactics of your choice. We request that prior to execution, you engage with our Customer Marketing Team so they can provide you with tactical ideas and support you in developing an annual promotional calendar.

We ask that you follow the co-op guidelines listed below, submit a proof prior to execution for approval, and provide us your campaign results (call volume, appointments and units sold based on the promotional effort). Your success is very important to us, and we welcome the opportunity to help you execute the most effective tactics to market your practice and build your brand.

AdvantageYou Co-op Marketing Benefits

Program Tier	How to qualify:	What you receive:
AdvantageYou Executive Platinum	Purchase 45 or more net hearing aid units for 6 consecutive months leading up to program registration or renewal date	\$4,000 per quarter
AdvantageYou Platinum	Purchase 25-44 net hearing aid units for 6 consecutive months leading up to program registration or renewal date	\$4,000 per quarter
AdvantageYou Gold	Purchase 10-24 net hearing units for 6 consecutive months leading up to program registration or renewal date.	\$3,000 per quarter

If you are not in AdvantageYou and purchase a monthly average of \$7,000 in hearing instruments for the previous six months, you qualify for \$2,500 in e-coupons* per quarter good toward a marketing program.

Visit www.phonakpro.com/us and go to **Tools** and then to **Marketing Support**. Here you'll find the most current turn-key direct mail pieces, newspaper advertisements and other resources professionally designed with effective messages for promoting your brand or next event. Phonak's Customer Marketing Team will customize any of the templates you choose. Additionally, they can custom develop a campaign, should you need it.

Phonak's Marketing Team will manage your campaign from design to execution, including mailing list sourcing, print production and fulfillment. To coordinate a marketing campaign, or if you have any questions please contact your Customer Marketing Manager or Marketing Support at 1-800-777-7333.

Please allow at least 7 business days to turn around newspaper advertisements and 8 weeks for Direct Mail.

What are the Phonak Co-op Guidelines?

- Phonak must be the only manufacturer listed, include a Phonak logo and promote at least one Phonak product
- Submit your advertisement to your Phonak Customer Marketing representative prior to execution for approval
- All Co-op Marketing submissions must be received within 90 days of campaign execution.
- Please review our Co-op Submission Form for more details.

As long as your marketing program meets the above guidelines, you can also develop and execute your own campaigns and submit for co-op marketing dollars.

Members of buying groups, please contact your Phonak Marketing Manager for your special program. Marketing results may vary. To confirm eligibility, please contact your Phonak Territory Sales Manager or Group Member at 1-800-777-7333. Phonak reserves the right to reject/refuse ads that do not meet corporate image guidelines and requirements. Co-op availability is applied on a per customer basis which includes all locations. Unused marketing benefits do not rollover. Co-op guidelines are subject to change.

*Unused eCoupons expire after 12 months of account inactivity. One discount is applied per instrument purchase. eCoupons are not valid with special promotions or pricing programs. Credits and eCoupons may only be used on future purchases. AdvantageYou members are not eligible for eCoupons.

