



Roger On™ & Roger NeckLoop

Digital Campaign

A Sonova brand

PHONAK
life is on

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Why Roger?

Why Roger?

Today's hearing aid technology does an excellent job of improving speech understanding. However, 31% of hearing aid wearers report they still have challenges hearing in noisy situations.¹

Roger technology is designed to boost the performance of hearing aids and cochlear implants, regardless of background noise or the distance to the person talking, by picking up the voice and transmitting it wirelessly to the listener.

If the noise level increases, Roger adapts accordingly, keeping the voice of the person talking above the background noise.

MultiBeam Technology enables clients to experience exceptional speech understanding in group conversations in noise.²

MultiTalker Network allows several Roger microphones to be used together, providing clients with access to multiple talkers in any situation.

Growing evidence shows that treating hearing loss can positively impact your clients social-emotional, cognitive and physical well-being.³

Roger technology allows clients to actively participate and socialize in more activities by giving them access to speech, in noise and over distance.



Introducing Roger On™

Roger On

With the ability to distinguish the direction of incoming speech and Pointing mode 2.0, users have the flexibility to focus on the conversations that truly matter. Roger On can be placed on a table, held in the hand or worn by a presenter. Personal settings are easily handled with the myRogerMic app.



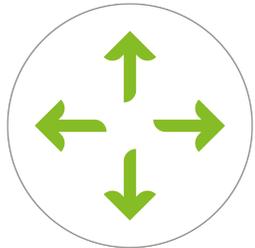
Hearing Performance

- MultiBeam 2.0 Technology
- Stereo sound quality
- Pointing mode 2.0
- Orientation independent in presenter mode



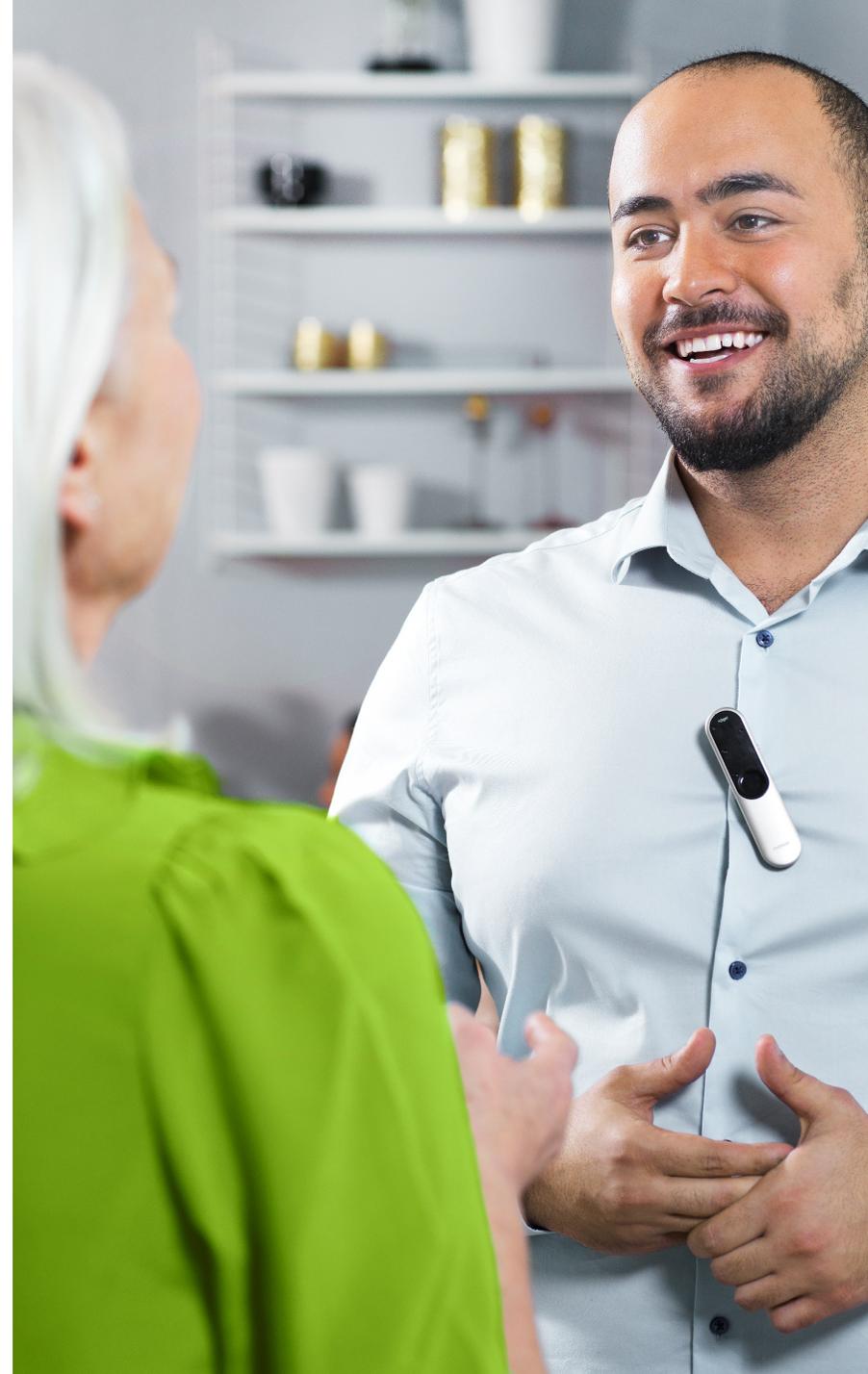
Ease of use

- Switch automatically between different modes
- Adapts to environment and use case
- myRogerMic app Display
- IP 54, protected against splashes of water



Designed for versatility

- Compatible with almost every hearing aid and cochlear implant
- Covers virtually all use cases
 - Table mode
 - Presenter mode
 - Pointing mode
- Streaming from TV, stream music and more



Introducing Roger NeckLoop

Roger NeckLoop

Roger NeckLoop is a universal receiver compatible with any hearing aid or cochlear implant with a T-coil. It is worn around the neck by adults, students and children above 8 years old to give access to the complete Roger microphone portfolio and the benefit of Roger technology in noisy situations and over distance.¹



Ease of use

Once connected to a Roger microphone it stays connected. Just switch it on and it lasts for 10 hours.



T-coil compatibility

Roger NeckLoop can be used together with Roger microphones and it is compatible with hearing aids and implants with a T-coil, independent of the hearing device brand.



Can be used with Speech to Text

When connected to a computer, Roger NeckLoop can be used with a speech-to-text application for reading the wirelessly transmitted speech.



Roger On™ & Roger
NeckLoop social

Introducing Roger On- 1

Roger On™ offers next level of hearing performance for

All degrees of hearing loss

Most types of hearing solutions

All listening situations



[Click to download image](#)

Copy recommendation

Facebook/LinkedIn

Do you feel that sometimes your hearing aids needs a boost? Then Roger On™ is for you. It offers next level hearing performance by enhancing speech in noise and over distance. Contact us to discover.

Twitter/Instagram

Do you feel that sometimes your hearing aids needs a boost? Then Roger On™ is for you. It offers next level hearing performance by enhancing speech in noise and over distance. #PhonakRoger #HearingLoss #HearingAids

Introducing Roger On- 2

to support everyday conversations

At work

For social activities

At university



Copy recommendation

Facebook/LinkedIn

Are you looking for a solution that helps in everyday conversations? Look no further, Roger On is here. Whether at work, home or university it allows you to hear speech over distance and in noise. Click here to learn more.

Twitter/Instagram

Are you looking for a solution that helps in everyday conversations? Look no further, Roger On is here. In difficult listening situations it allows you to hear speech over distance and in noise. #PhonakRoger #HearingLoss #HearingAids

[Click to download image](#)

Roger On versatility

Copy recommendation

Facebook/LinkedIn

Do you want an all-in-one solution to take on difficult and ever changing listening situations? Click play to see how versatile Roger On is.

Twitter/Instagram

Roger On is an all-in-one microphone that can take on difficult and ever changing listening situations
#PhonakRoger #Audiology
#HearingLoss #HearingAids



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Roger On at home (IP54)

Copy recommendation

Facebook/LinkedIn

Did you know that Roger On is splash proof? This means when doing outdoor activities or exercise you don't have to worry. Learn more here.

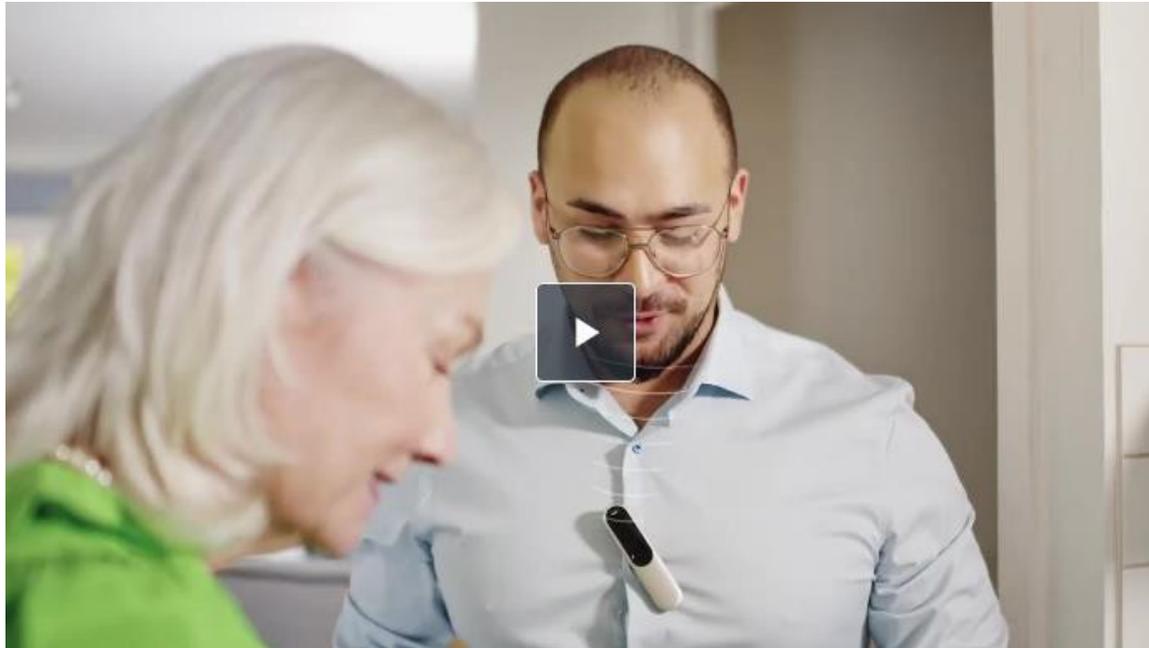
Twitter/Instagram

Roger On is protected against splashes of water so no need to worry when outdoors. #PhonakRoger #HearingLoss #HearingAids #Rogerathome



[Click to download image](#)

Roger On at home (movie)



[Click to download image](#)

Copy recommendation

Facebook/LinkedIn

Birthday parties are a time to enjoy being with family & friends. Make these moments memorable with Roger On. With the ability to distinguish the direction of incoming speech, and automatic selection of the person talking you'll feel supported in conversations. [Click here to discover Roger On.](#)

Twitter/Instagram

Make moments memorable with Roger On, helping you to feel supported in conversations with loved ones.
[#PhonakRoger](#) [#HearingLoss](#)
[#HearingAids](#) [#Rogerathome](#)

Roger On at work (movie)



[Click to download image](#)

Copy recommendation

Facebook/LinkedIn

At work you want a solution that is fully automatic so that you can focus and participate. Roger On switches automatically between different microphone modes depending on if it is used on a table, clipped on clothing or held in the hand. Click to learn more.

Twitter/Instagram

Roger On switches automatically between different microphone modes meaning you can focus on your work and easily participate in meetings
#PhonakRoger #HearingLoss
#HearingAids #Rogeratwork

Roger On at work (pointing mode)

Copy recommendation

Facebook/LinkedIn

Working days are varied and so are meetings. Attaching Roger On to your work folder makes it easy to point the microphone towards whoever is speaking during a conversation. This is thanks to the new clever pointing mode feature. Learn more here.

Twitter/Instagram

Attaching Roger On to your work folder makes it easy to point the microphone towards whoever is speaking during a conversation #PhonakRoger #HearingLoss #HearingAids #Rogeratwork



[Click to download image](#)

Roger On at University (movie)



[Click to download image](#)

Copy recommendation

Facebook/LinkedIn

Every lecture and class as its own set of challenges, especially for people with hearing loss. Whatever environment students are in, Roger On allows you to hear not only the lecturers but other students. Click here to discover Roger On .

Twitter/Instagram

Every lecture and class as its own set of challenges, especially for people with hearing loss. Whatever environment students are in, Roger On allows you to hear both lecturers and students #PhonakRoger #HearingLoss #HearingAids #Rogeratschool

Roger On at University (workshop)

Copy recommendation

Facebook/LinkedIn

Group workshops are a regular part of life at university. Place Roger On in the centre of table to keep up during these lively conversations. It selects the person who is talking and automatically switches from one talker to the other. [Click to learn more.](#)

Twitter/Instagram

Place Roger On in the centre of table to keep up during group workshops. It selects the person who is talking and automatically switches from one talker to the other [#PhonakRoger](#) [#HearingLoss](#) [#HearingAids](#) [#Rogeratschool](#)



[Click to download image](#)

Roger On at work (app)

Copy recommendation

Facebook/LinkedIn

In meetings conversations can take place in a group or one-on-one and quickly change from one to the other. With the new myRogerMic app you can easily control your microphone settings according to your needs. [Learn more here.](#)

Twitter/Instagram

Switch quickly from group to one-on-one conversations with the new myRogerMic app, allowing you to easily control your microphone settings. #PhonakRoger #HearingLoss #HearingAids #Rogeratwork



[Click to download image](#)

Roger On at University (online)

Copy recommendation

Facebook/LinkedIn

Digital interaction is the new normal, presenting a challenge to those with hearing loss. Roger On makes it easier to communicate as you only need to plug it into the computer to hear online classes without missing a word. Click to find out more.

Twitter/Instagram

Plug Roger On in to your computer to hear online classes without missing a word #PhonakRoger #HearingLoss #HearingAids #Rogeratschool



[Click to download image](#)

Roger On at University (app)

Copy recommendation

Facebook/LinkedIn

At university conversations are constantly changing from one-on-one, to groups, to lectures. Thanks to the new myRogerMic app clients can switch the settings of the Roger On easily from a distance to suit their needs. Learn more here.

Twitter/Instagram

At university conversations are constantly changing, thanks to the new myRogerMic app clients can switch the settings of the Roger On easily from a distance #PhonakRoger #HearingLoss #HearingAids #Rogeratschool



[Click to download image](#)

Roger On at University (breaks)

Copy recommendation

Facebook/LinkedIn

In noisy situations such as breaks in between courses, Roger On helps you to stay connected with your classmates. Simply point it at the conversation you want to focus on. Contact us to find out more.

Twitter/Instagram

In noisy situations Roger On helps you to stay connected with your classmates. Simply point it at the conversation you want to focus on
[#PhonakRoger](#) [#HearingLoss](#)
[#HearingAids](#) [#Rogeratschool](#)



[Click to download image](#)

Roger On at work (MTN)

Copy recommendation

Facebook/LinkedIn

Unique to Roger is its ability to connect multiple microphones in a network. In a large meeting it strengthens your participation because you hear speech from both the presenter and participants. Simply place one or several Roger Table Mic II on the table and clip the Roger On to the speaker. [Learn more here](#)

Twitter/Instagram

Hear better in meetings with a multiple microphone network. Simply place one or several Roger Table Mic II on the table and clip the Roger On to the speaker #PhonakRoger #HearingLoss #HearingAids #Rogeratwork



[Click to download image](#)

Roger On at home (table mode)

Copy recommendation

Facebook/LinkedIn

During gatherings at home it can become difficult to hear when background noise is increased. Roger On is the new microphone dedicated for such a situation. It provides stereo sound and the ability to recognize if speech is coming from the left or the right side making it easier to participate in conversations. [Click to discover.](#)

Twitter/Instagram

During noisy gatherings at home use Roger On to recognise where speech is coming from, making it easier to participate in conversations
[#PhonakRoger](#) [#HearingLoss](#)
[#HearingAids](#) [#Rogerathome](#)



[Click to download image](#)

Introducing Roger NeckLoop



[Click to download image](#)

Copy recommendation

Facebook/LinkedIn

With the new universal receiver Roger NeckLoop, you can access Roger performance whenever you need in noisy situations and over distance. It works with all hearing aid brands and is compatible with all Roger microphones. [Learn more here](#)

Twitter/Instagram

With the new universal receiver Roger NeckLoop, you can access Roger performance whenever you need it. It works with all hearing aid brands and is compatible with all Roger microphones
[#PhonakRoger](#) [#HearingLoss](#)
[#HearingAids](#)

Roger NeckLoop at home

Copy recommendation	
Facebook/LinkedIn	Regardless of the manufacturer of your hearing aids or cochlear implant, as long as your device has a T-coil, you will be able to stay connected with your loved ones! Use the universal receiver Roger NeckLoop in combination with a Roger microphone to hear conversations! Click to find out more.
Twitter/Instagram	Regardless of the manufacturer of your hearing device, as long as they have a T-coil, you will be able to stay connected! Use the universal receiver Roger NeckLoop in combination with a Roger microphone to hear conversations! #PhonakRoger #HearingLoss #HearingAids #Rogerathome



[Click to download image](#)

Roger NeckLoop speech-to-text

Copy recommendation

Facebook/LinkedIn

Read automated captions in real-time from the voice of your teacher or peers! Just connect the Roger NeckLoop to your computer and let it do the job. Learn more here.

Twitter/Instagram

Read automated captions in real-time from the voice of your teacher or peers! Just connect the Roger NeckLoop to your computer and let it do the job.
#PhonakRoger #HearingLoss
#HearingAids #Rogeratschool



[Click to download image](#)

Roger NeckLoop + Roger On at University

Copy recommendation

Facebook/LinkedIn

Lectures at school can be difficult for students with hearing loss. Roger NeckLoop in combination with Roger On can help. Simply pair with the new Roger On microphone to hear speech over distance. Discover Roger here.

Twitter/Instagram

Lectures at school can be difficult for students with hearing loss. Pair Roger NeckLoop with Roger On to help hear speech over distance. #PhonakRoger #HearingLoss #HearingAids #Rogeratschool



[Click to download image](#)

Roger NeckLoop + Roger On at home

Copy recommendation

Facebook/LinkedIn

We know even with hearing aids you can still experience hearing difficulties while participating in social gatherings. Roger NeckLoop together with Roger On provide the solution to hear in noisy situations. Click to find out more.

Twitter/Instagram

Eliminate hearing difficulties whilst socialising. Roger NeckLoop together with Roger On provide the solution to hear in noisy situations. #PhonakRoger #HearingLoss #HearingAids #Rogerathome



[Click to download image](#)

Roger NeckLoop + Roger On at work

Copy recommendation

Facebook/LinkedIn

At work you don't want to focus on your hearing. You want to focus on your job! Using a Roger system consisting of the Roger NeckLoop and the new Roger On microphone makes it possible. Learn more here.

Twitter/Instagram

At work you don't want to focus on your hearing. You want to focus on your job! Using a Roger system consisting of the Roger NeckLoop and the new Roger On microphone makes it possible.
#PhonakRoger #HearingLoss
#HearingAids #Rogeratwork



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Roger On™ & Roger
NeckLoop web/email assets



Information to your hearing aids with useful data

Get an update on hearing aids & not just Phonak



New Roger™ solutions for better understanding in noise and over distance

Dear "add clients first name",

Welcome and thank you for opening this newsletter, which we hope will help you keep you updated on the latest news and provide you with vital tips.

In this e-mail we will focus on solutions for situations where noise and distance affect hearing and understanding speech can be challenging.

Phonak has a portfolio of microphones and receivers, called Roger™ that are designed to provide improved speech recognition over distance and in noisy environments^{1,2}. The Roger technology reduces distracting background noise while transmitting the speaker's voice directly to your hearing aids, supporting you in conversations that truly matter at work, in lectures, and during social activities.

Phonak is now launching a new microphone, Roger On™.

Welcome!



The benefit of using Roger

Roger is designed to improve hearing in situations with background noise or a distance to the speaker. The microphones function by picking up the voice of the speaker and wirelessly transmitting it to your hearing aids.

Users prefer Roger systems

A recent study shows that 100% of test participants preferred using a Roger system³ compared with hearing aids alone.³ The study, a HINT (Hearing In Noise Test) included a selection of different brands of hearing aids.



Introducing Roger On

Roger On is a microphone dedicated for all conversations that occur in background noise and over distance. With its ability to distinguish the direction of incoming speech and Pointing mode 2.0, you will have the flexibility to focus on the conversations that truly matter.

Roger On gives you the flexibility to focus on conversations...



Roger On in real life

Roger On can be used in a variety of different conversations and situations. See how you have the flexibility to hold the microphone in your hand, place it on a table or ask the person talking to wear it.



[Learn more...](#)



Ease of use with myRogerMic app

You can adjust microphone settings according to the environment and the situation. You can also change the microphone mode, modify beam steering, and mute or unmute the microphone from a distance.

Do you want a free trial or to know more?

To find out more, please contact xxxxxxxx or email n.n@company.com

Kind regards

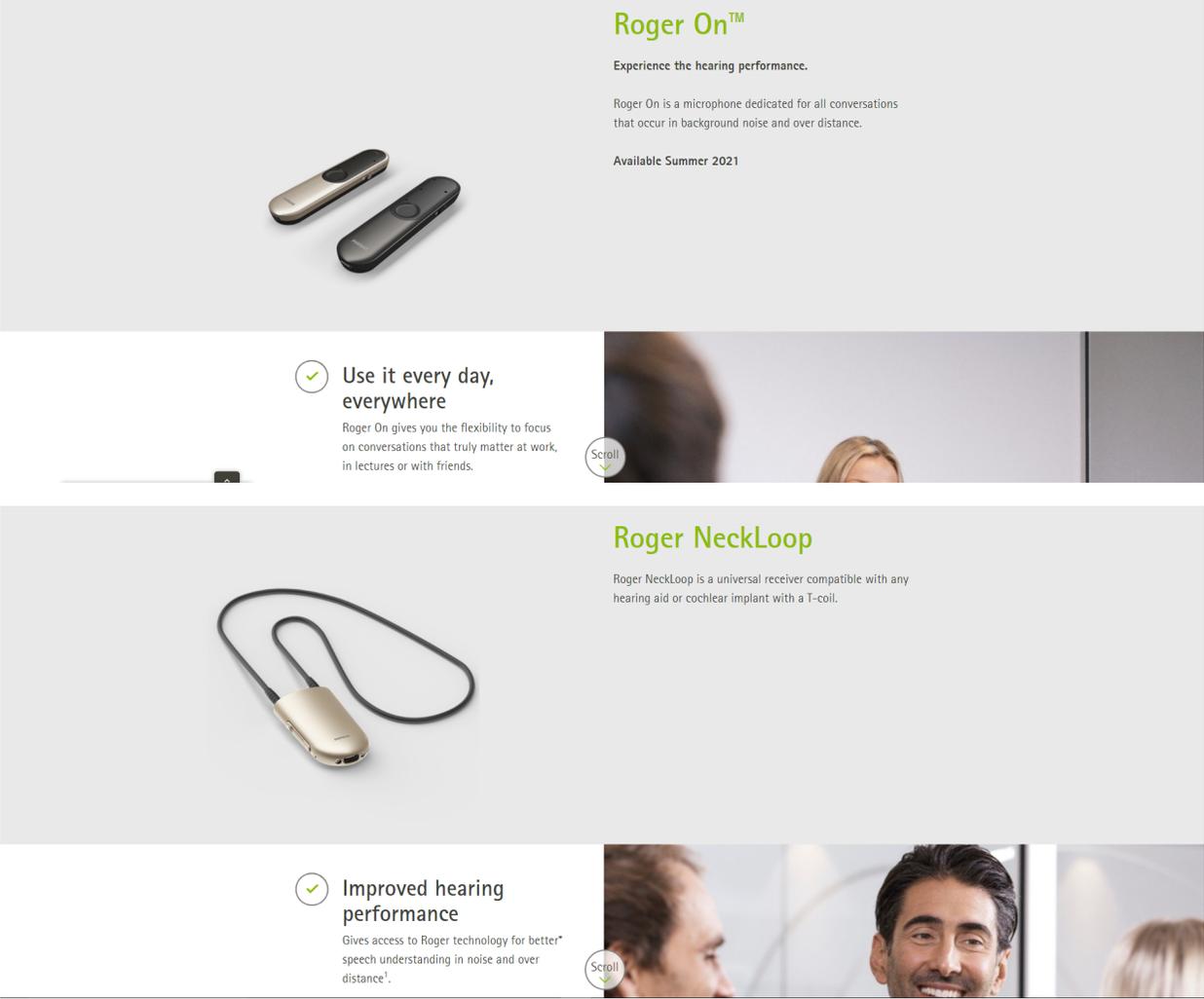
Audiologist name

1. Trillo-Bonau, L. (2020) Benefits in Speech Recognition in Noise with Remote Wireless Microphones in Group Settings. J Am Acad Audiol, 2020 Jan; 31(8): 634-631
2. Trillo-Bonau, L. (2014) Comparison of speech recognition with adaptive digital and FM remote microphone hearing assistance technology by listeners who use hearing aids. American Journal of Audiology, 23(2), 201-210.
3. PHN reference to source "Speech Improvement using Roger Headset with different brands of hearing aids".

Roger On & NeckLoop web

Keeping the content up to date on your site helps build trust between you and your customers. It also allows you to host more in-depth information for customers to click through to from your social & email marketing.

To improve SEO make sure you personalise copy suggestions to ensure you're not providing the same information as another local provider. Ensure you add quick and easy call to actions allowing customers to quickly leave their details or call you at the click of a button. What's more ensure you check your site is optimised for mobiles and tablets.



The screenshot shows a website layout for PHONAK products. The top section features the 'Roger On™' product, described as a microphone for better hearing performance in noisy environments. Below this is a testimonial: 'Use it every day, everywhere' with a checkmark icon and a 'Scroll' button. The middle section features the 'Roger NeckLoop' product, described as a universal receiver compatible with hearing aids or cochlear implants. Below this is another testimonial: 'Improved hearing performance' with a checkmark icon and a 'Scroll' button. The background of the bottom section shows a smiling man in a professional setting.

Roger On™

Experience the hearing performance.

Roger On is a microphone dedicated for all conversations that occur in background noise and over distance.

Available Summer 2021

✓ Use it every day, everywhere

Roger On gives you the flexibility to focus on conversations that truly matter at work, in lectures or with friends.

Scroll ↓

Roger NeckLoop

Roger NeckLoop is a universal receiver compatible with any hearing aid or cochlear implant with a T-coil.

✓ Improved hearing performance

Gives access to Roger technology for better* speech understanding in noise and over distance¹.

Scroll ↓

Guide to social media

Facebook- Paid ads

Although Facebook ads can be very effective, it is important to note that this platform is everchanging. Certain changes can impact the performance of your ads. What will not change is that Facebook favours businesses that focus on providing quality content.

Facebook advertising is a 'push' marketing strategy, unlike AdWords or paid search engine marketing, you may be engaging with people who currently have little interest or knowledge in hearing loss or hearing aids. Hence, its really important to make sure your ads and copy are optimised to capture attention, and use a slightly softer message and call to action to prompt engagement. This also reinforces the importance of targeting your Facebook Advertising to ensure its efficiently reaching your target market, and avoid overspending.

Benefits

- You can decided who to target very precisely by choosing: age, gender, location, education, religion, interests, politics, job title, marital status, etc.
- Facebook's real time analytics let you to see how well your ads perform.

Setting up a Facebook page

If you don't have a Facebook page setting one up for your business is straightforward. First go to the link below:

<https://www.facebook.com/business/learn/set-up-facebook-page>

Once you have set your page up click on the link "Create an Advert". This will start the process of building your Facebook campaign. You will be asked to select a marketing objective which in our case is "Generating leads". These are leads you will follow up with and book appointments to introduce Serenity Choice.



Facebook- Organic ads

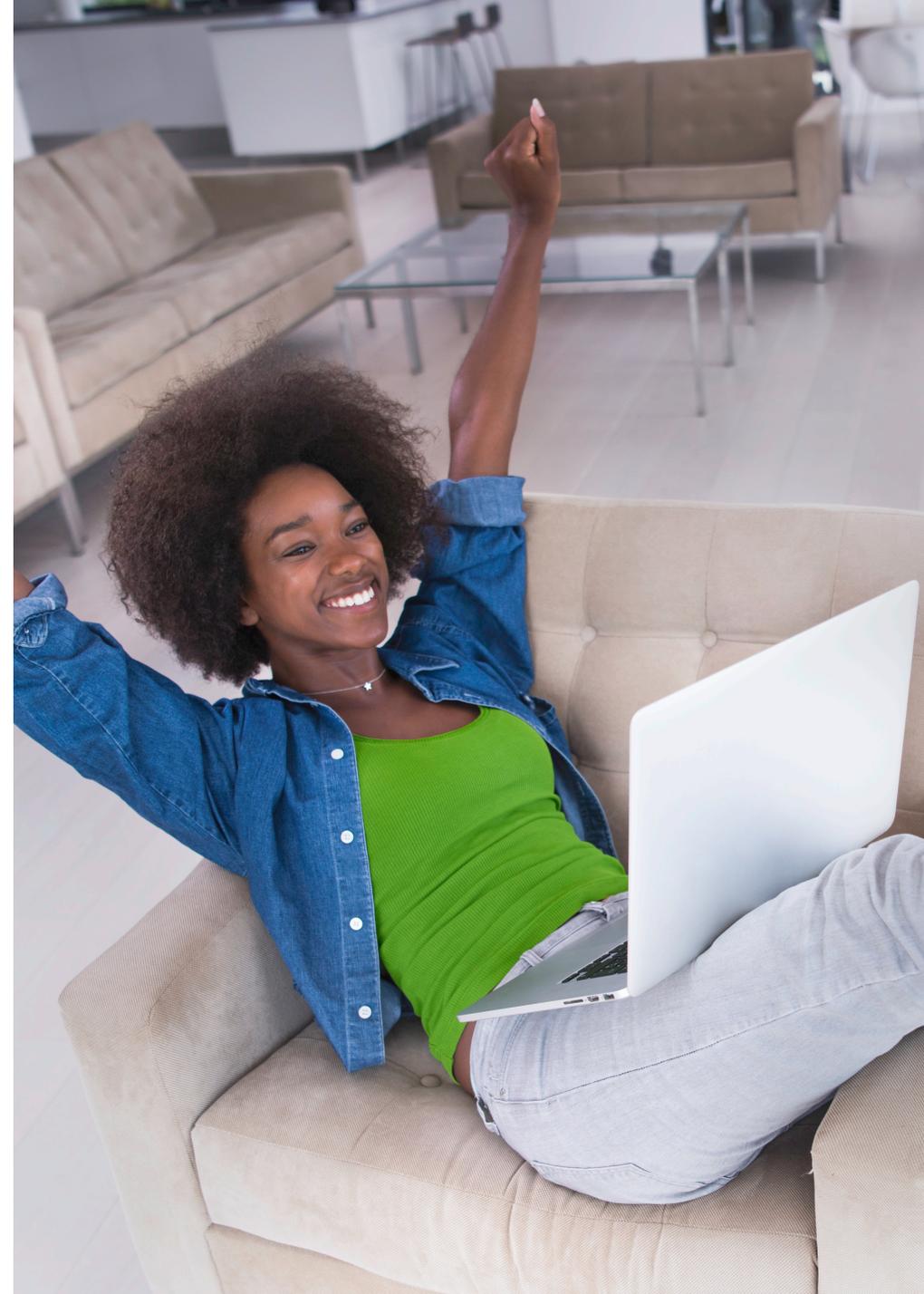
Paid Facebook ads are a great tool for targeting specific customer groups and generating leads. However we would encourage also creating organic Facebook content that can engage with existing customers, as this can often help a page look more legitimate and build trust with potential customers.

Benefits:

- Free, easy and simple.
- Builds brand awareness.
- Allows customers to feel engaged.

Tips:

- Spend some time at the start of each month planning your social content and scheduling when you want posts to go out, a small amount of time at the start of the month can mean less worry for the remainder of the month.
- Encourage existing customers to like your page.
- Try to respond to all feedback whether positive or negative.



Facebook- Organic ads

Whilst Facebook is the most widely used social network, it's important to consider the benefits of marketing on alternative sites such as Instagram, Twitter and LinkedIn.

Marketing through a variety of these sites can help improve your websites search rankings and improve the reputability of your business.

Twitter benefits:

- More popular among the affluent.
- Enables you to share short and to point the content.
- Great for answering customer concerns in real-time.

Tips:

- Can help you to reach business professionals.
- Enables you to become an expert in your field by sharing your knowledge and helping others to find solutions.



LinkedIn benefits:

- Can help you to reach business professionals.
- Enables you to become an expert in your field by sharing your knowledge and helping others to find solutions.

Tips:

- Share content about your personal experience with Serenity Choice, what you like/don't like, how easy has fitting been etc.
- Remember than LinkedIn is less 'social' than other sites, so keep content professional and not personal.

Instagram benefits

- 1 billion monthly active users.
- Can reach a potential new, younger audience.
- Can share more personal content such as you at work, meeting customers etc.

Tips:

- Instagram's main user base are aged between 18-29, target your advertising to benefits of Serenity choice that may appeal to them.
- Make sure each post is visually appealing.
- Use Hashtags on each post to ensure your content is seen by users that you want to see your posts.
- Consider trying to find an 'ambassador' or influential blogger with an interest in hearing care, this could even be one your customers, to help spread awareness.

Together,
we change lives