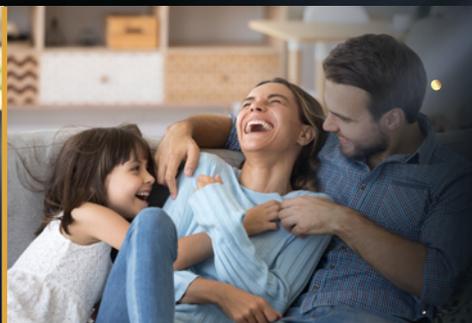




RAYOVAC

HEARING HEROES™

2023



RAYOVAC Hearing Heroes Campaign Toolkit

Get behind our RAYOVAC Hearing Heroes Campaign

RAYOVAC, a brand of the world-leading hearing aid battery manufacturer* Energizer, is asking the hearing care community to join its celebration of the industry as part of World Hearing Day 2023.

The RAYOVAC Hearing Heroes campaign showcases the transformational work of the hearing care industry across the globe by creating a platform that allows the hard-of-hearing community to nominate their Hearing Heroes who have gone the extra mile. Nominees will then be celebrated in an online Hall of Hearing Heroes and across social media channels. This toolkit of resources has been created to help you spread the word across your networks.



Our 'Big Hearing Survey' 2022 revealed that

73%

of respondents said wearing hearing aids had a positive impact on their lives, so as well as celebrating the transformational work of the hearing care community, we hope to inspire more people to benefit from the potentially life-changing difference that getting their hearing professionally checked can make.

How to celebrate a Hearing Hero

Between 3rd March and 14th April, we want the hard-of-hearing and hearing care community across the world to visit rayovac.eu/hearing-heroes/nomination where they can fill in a simple form to tell us **why their chosen nominee is a Hearing Hero to them**. Whether it is a hearing care professional, a hearing aid designer or a hearing practice receptionist, we would like to **celebrate everyone who has gone the extra mile to help the hard-of-hearing community**.

They might want to let us know about their hero's commitment to helping them and their family, the difference their work has made to life, and any additional support they've received. There is also an option to add a brief video to explain further the reasons for their nomination, and to offer our Hearing Heroes a personal thank you.

After the nomination deadline, **all nominees will be featured in our online Hall of Hearing Heroes**, which will be revealed during **Deaf Awareness Week on 3rd May**, after which each individual Hearing Hero will be given a **digital badge to share the accolade** on their own social media channels.

REMEMBER, ALL NOMINATIONS MUST BE SUBMITTED ONLINE BY **14TH APRIL 2023!**

What can you do to support the campaign?

After a difficult few years, during which the world's hearing specialists had to fundamentally change the way they work and navigate many challenges, we'd like your help to ensure all patients and customers know about this opportunity to champion the work of the global hearing care community, and thank them for all they do.



Why support the campaign?



Because the hearing care community transforms and improves lives



We should all celebrate a job well done and those going the extra mile



It gives you an opportunity to recognise outstanding colleagues, peers and friends



Help spread some feel-good factor in the industry

How to support the campaign

Let your individual contacts and wider network know about RAYOVAC Hearing Heroes, and that nominations are open from **3rd March until 14th April**. You can support the campaign by:

Posting a blog article on your website using our press release

Post Blog Article

rayovacportal.com/downloads/article

Sending an email to your customers, friends and peers sharing the weblink

Share Now

rayovac.eu/hearing-heroes

Add a banner to your email signature

Add Banner

rayovacportal.com/downloads/email-banners

Sharing our ready made social media graphics on your business or personal social media channels

Share Graphics

rayovacportal.com/downloads/social-content

Use our digital poster on your waiting room screen

Use Digital Poster

rayovacportal.com/downloads/digital-poster

Signing up to our newsletter to stay up to date with everything Rayovac Hearing Heroes

Sign Up Now

rayovac.eu/hearing-heroes/#subscribe

Connecting with **RAYOVAC** on **Facebook**, **Twitter** and on **LinkedIn** and reshare our posts

Using the **#RAYOVACHearingHeroes** and **#WorldHearingDay** hashtags so we can find and share your posts

Don't forget to tag us on **LinkedIn**, **Twitter**, **Facebook** and **Instagram** - **@HearWithRayovac**. You can also link your post to the official RAYOVAC campaign website at rayovac.eu/hearing-heroes

Discover more about the campaign at: rayovac.eu/hearing-heroes

If you have any questions about this toolkit, media enquiries or would like to discuss anything further about the campaign, get in touch with us at habmarketing@energizer.com.