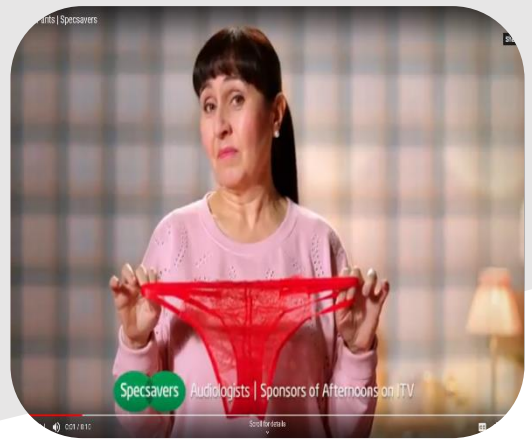




Specsavers



Campaign Objective

In addition to their optometry service, Specsavers are also the UK's leading high-street audiologist, however, awareness of this service was poor. To counter this position the retailer sought to understand more about its audience to increase its presence. By using research there was an understanding that the communication would also need to break down some of the target audiences' resistance to accepting hearing problems and wearing an aid, normalising it as an issue.

Focus groups were used to develop the communication style, to ensure that while hearing issues are a sensitive and serious subject, humour could be established as a way to disarm consumers and relax them into talking about hearing concerns. Using historical audience data an intelligent insight approach was used maximised impact to the recipients and the performance of the printed channel. The customer data was modelled and regional customer profiles, to boost relevance on receipt with the target prospects.

The Creative Solution

Hearing loss can be a traumatic time for sufferers, so the message needed to quickly engage with the consumer and be relatable, allowing them to open up and consider the need and benefits. A four-page multi-page leaflet was chosen to inform prospects of Specsavers' expert service. The content drew on learnings from ongoing focus groups.

Hearing problems were synonymous with lost youth - even though many participants felt young. This youthful humour - fitting with the retailer's tone of voice - was established as a route to engage prospects. The door drop took consumers on a journey to a call to action: risqué humour (plants misheard as pants); striking images; engaging family by discussing everyday problems with levity; and a "no one will ever know" approach explaining how technology has made aids smaller.

The Campaign Results

- The campaign reached 3.8 million households over a 7 week period
- Receiving 1,727 calls; +32% on the 2018 results
- Door drop channel ranked above the TV & out of home. Door drop media helped to normalise hearing health.
- The campaign built long-term consideration of the service.
- Evolved from 2018 a page reduction from 8 to 4 pages, cut print costs & still improved brand consideration by 15% and purchase intent by 10%.
- The campaign results were reflected in the DMA 2019 Bronze Award



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