

Oticon Generated Awareness Through Multi-Channel PR



CHALLENGE

- Introduce Opn[®], Oticon's most advanced hearing aid, targeting old and new users and drive screening tests for consumers 55+

LHS SOLUTION

- Created multi-channel media relations program (business, trade, technology)
- Promoted digital focus through videos, TV spots, press releases, MAT release, infographic, Harris survey, executive training, audiologists' media relations guide
- Targeted three local markets with media relations program – patient and physician pairs

RESULTS

- 349 million+ circulation/ audience reach
- Achieved 4x spend in ad value
- Print, broadcast and online coverage included: *NY Times*, *NPR*, *CBS This Morning*, *GMA*, *Today*, *USA Today*, *Medical Device Daily*, *local media and trades*

