

# Audiology South

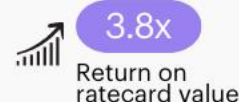
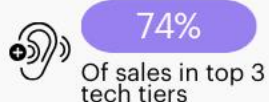
## CASE STUDY

### Overview

Audiology South, an independent hearing centre, launched a targeted campaign to spark interest for its latest AI-powered Oticon hearing aids. The campaign aimed to educate potential customers on the technologies available and convert interest into sales, particularly in the top two technology tiers.

### Strategy

To effectively reach and engage the target audience, the campaign leveraged a high-frequency radio strategy exclusively on terrestrial platforms. This ensured strong local engagement and reinforced brand presence. NZME secured paid media placements while also maximising value through bonus airtime, marking a strategic budget allocation. The campaign messaging highlighted the benefits of AI-powered hearing aids, positioned Oticon as the market leader, and directed consumers towards more advanced hearing solutions.



### Results

The campaign delivered strong results, delivering close to four times return on investment. Fully booked clinic appointments throughout September and early October provided measurable insights into the success of the campaign. Sales in the top two technology tiers rose extensively, demonstrating a clear shift in consumer preferences. Effectively leveraging terrestrial radio and optimising media spend reinforced Oticon as a market leader and drove meaningful consumer action in the direction of AI-powered hearing aids.



*"The NZME team have a strategic and creative approach to our campaigns and are invested in ensuring they're successful. It was great to work with Glenn on the scripting and audio for this campaign, and he did a fantastic job bringing our concept to life."*

-Rebecca Sheppard, Marketing Specialist at Audiology South

## Audio Ad



**AUDIOLOGY SOUTH**  
Hearing Health Professionals



**NZ ME.**  
NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

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