CASE STUDY – SPECSAVERS HEARCAR

OBJECTIVE

PROMOTING HEARING CENTRES IN PARTNERSHIP WITH THE NHS IN DIFFERENT PCT AREAS NATIONWIDE

RESEARCH RESULTS:

Reaching relevant audiences through Healthcare:
• 16% of respondents currently own hearing aid
• 21% of respondents have become aware of deterioration in their hearing recently

Delivering significant recall in the Surgery environment:
• 36% unprompted awareness
• 50% overall prompted awareness

A third of respondents would consider/ action after seeing this advertising:
• 22% would recommend a hearing test for someone else
• 16% would book a test for themselves
• 55% would consider going to Specsavers through the NHS to get a hearing aid