

health campaign.

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health campaign.

scalable cross-geo campaign

SONOVA Marketing | *Germany, UK, US and France*

content concept that could be used across multiple geographies for people with hearing loss. Call-to-action at the end (e.g. “Find out if you're eligible to try a hearing aid for free”).

concept and execution.

creation of a scalable performance campaign platform for **Sonova** and its hearing care brands across multiple markets. Rather than focusing on hearing loss itself, the campaign highlighted the meaningful moments, conversations, and memories that hearing makes possible.

Built around the claim "Have You Heard?", the concept combined emotional storytelling with a clear conversion objective, using a dual-layer message that spoke both to the experience of hearing and the opportunity to explore hearing care solutions. The framework was designed for efficient localisation, allowing markets to adapt messaging while maintaining a unified strategic direction.

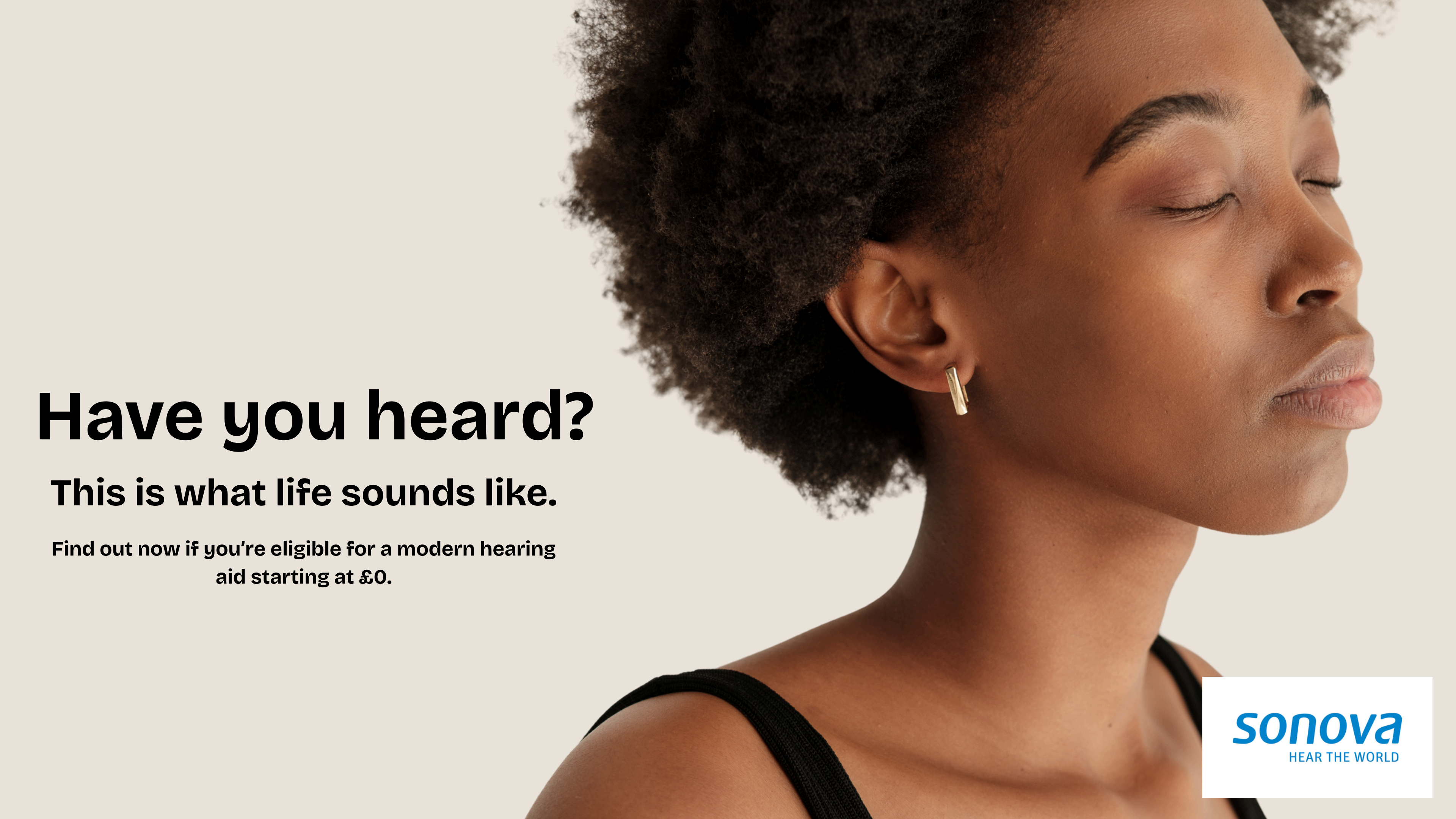
concept and execution.

local market adaptation and audience segmentation

- regional language and cultural adaptation
- real people from each market used as protagonists to increase relevance, authenticity, and cultural resonance
- combination of locally relevant imagery and universal emotional triggers

multi-format storytelling

- social media: snackable videos, Reels, and TikToks designed without voiceover, relying instead on ambient sound and on-screen copy. videos begin in silence before gradually introducing sound to reinforce the campaign message.
- OOH: posters and digital screens featuring striking imagery, campaign claim, supporting message, and clear offer proposition.
- interactive digital experience: a short "sound check" hosted on the website or app, inviting users to identify 3–5 everyday sounds featured in the campaign world (e.g. ocean waves, children laughing, birds singing), creating an engaging bridge between awareness and hearing care consideration.

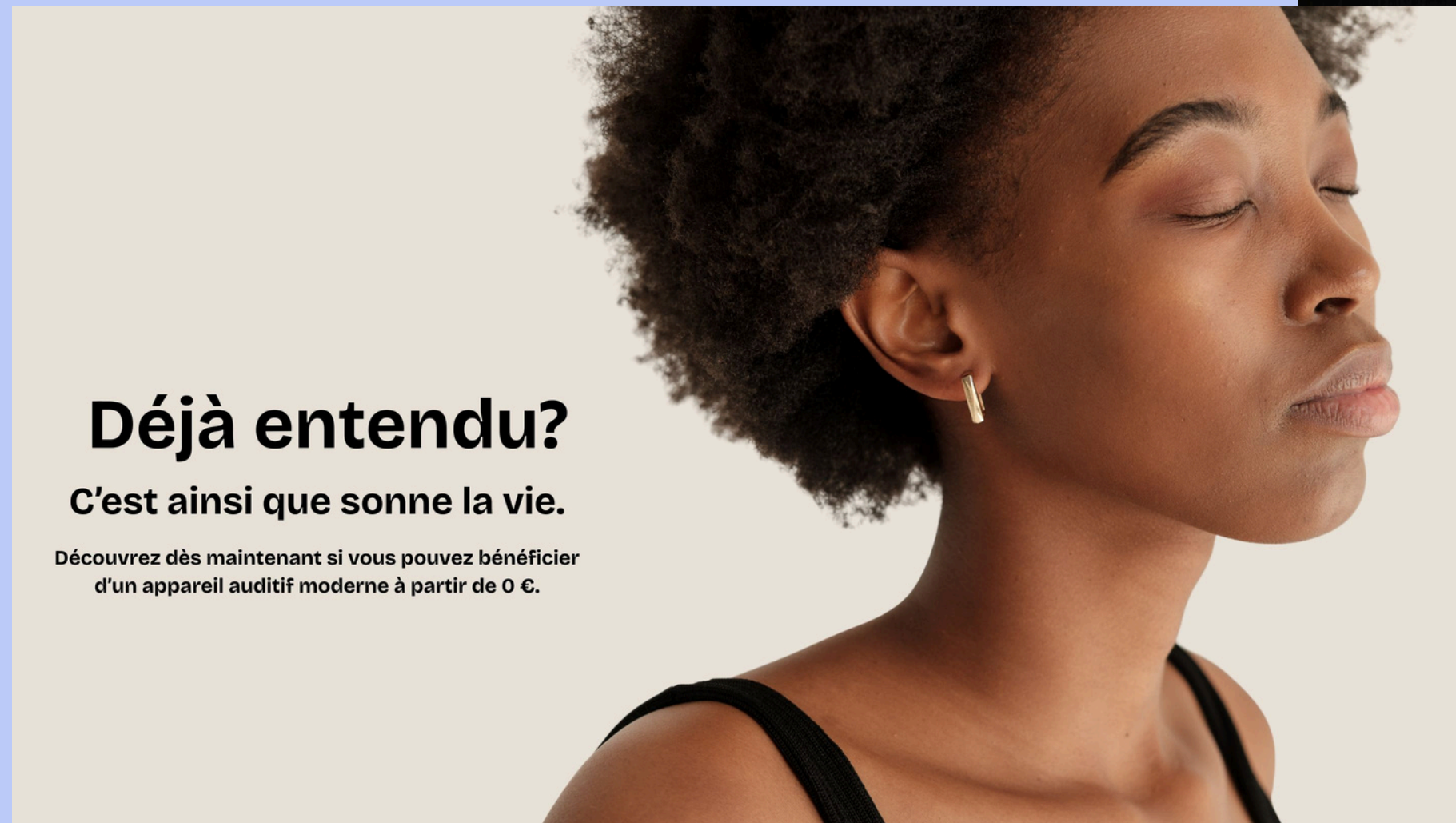


Have you heard?

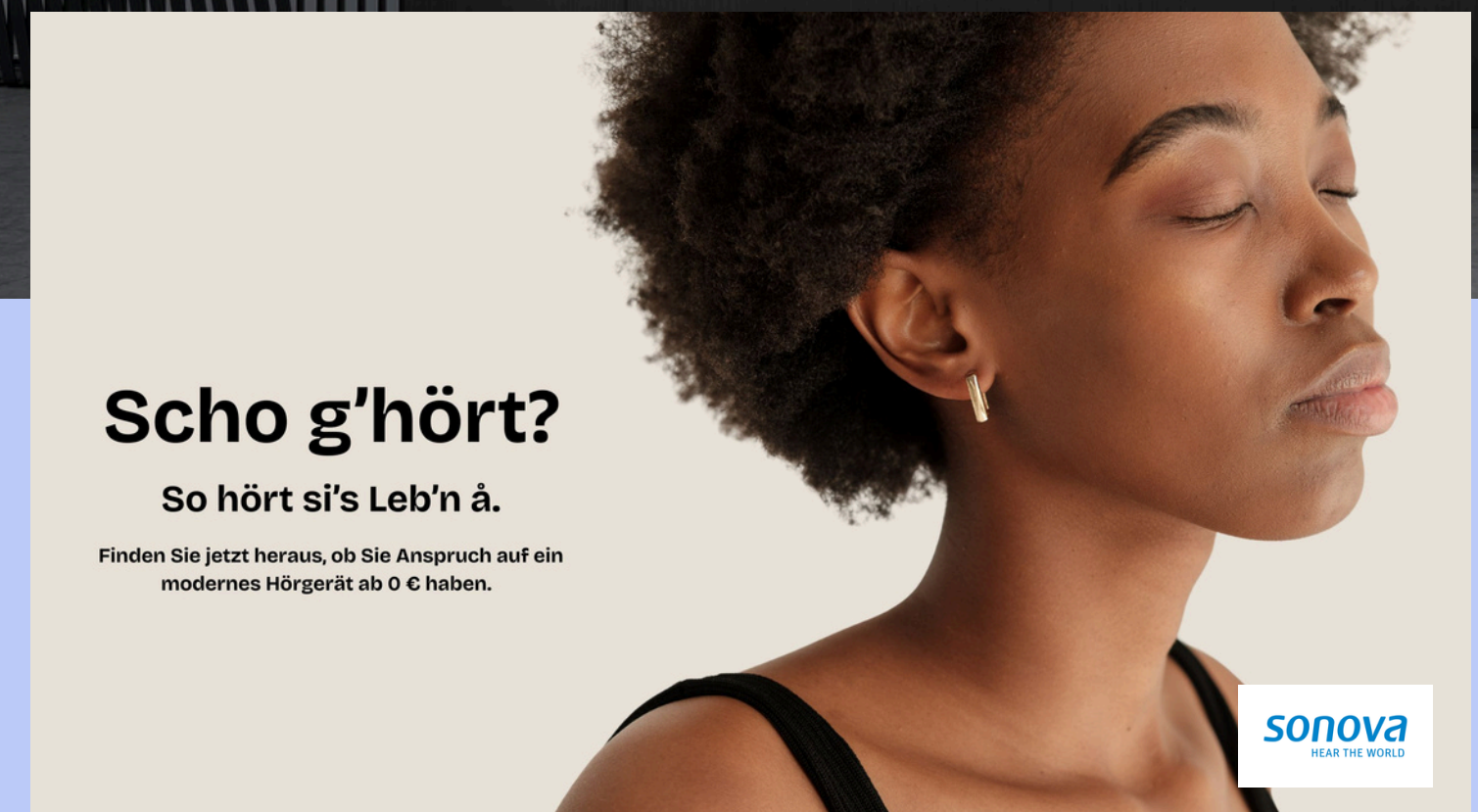
This is what life sounds like.

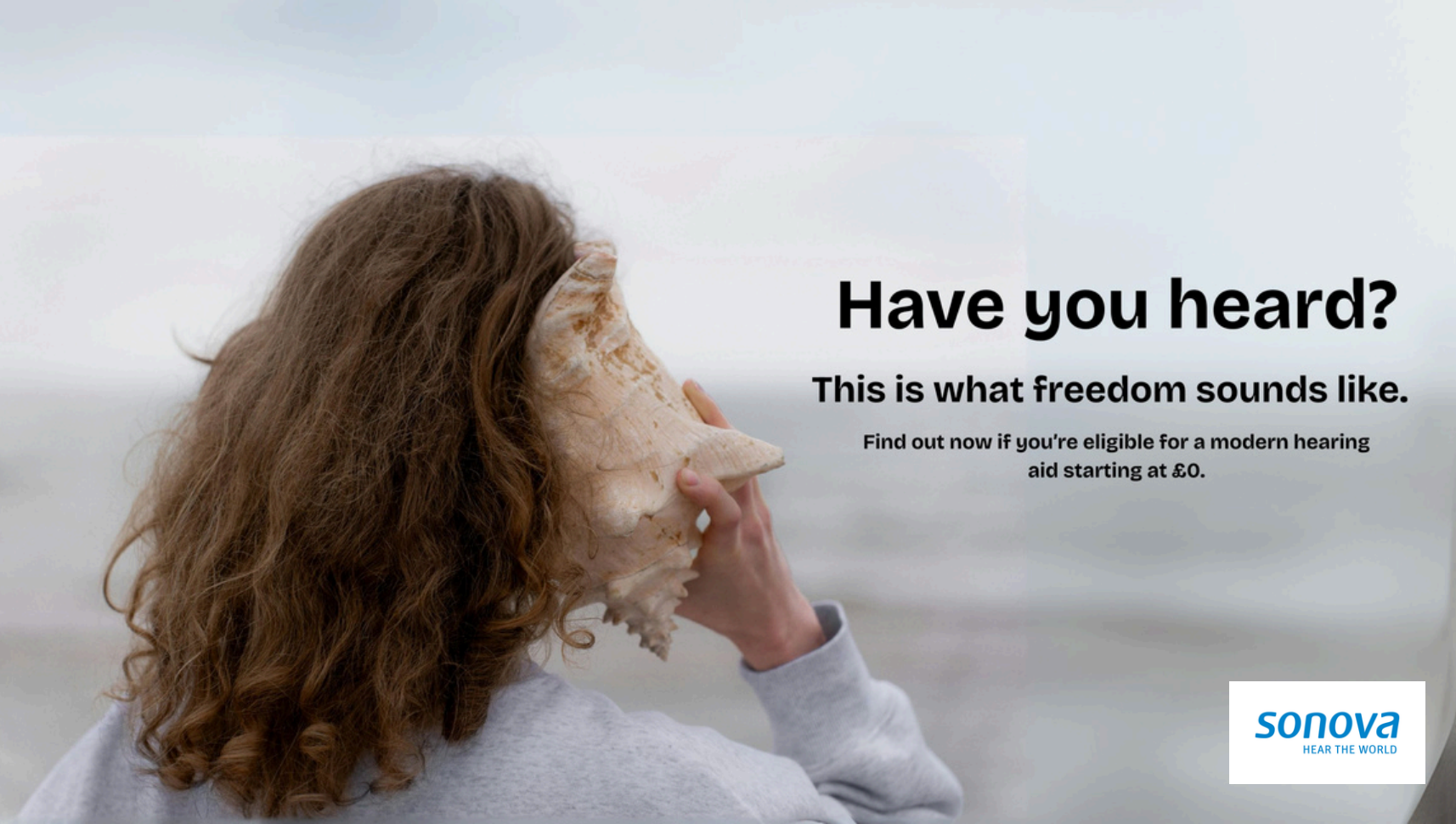
Find out now if you're eligible for a modern hearing aid starting at £0.

sonova
HEAR THE WORLD



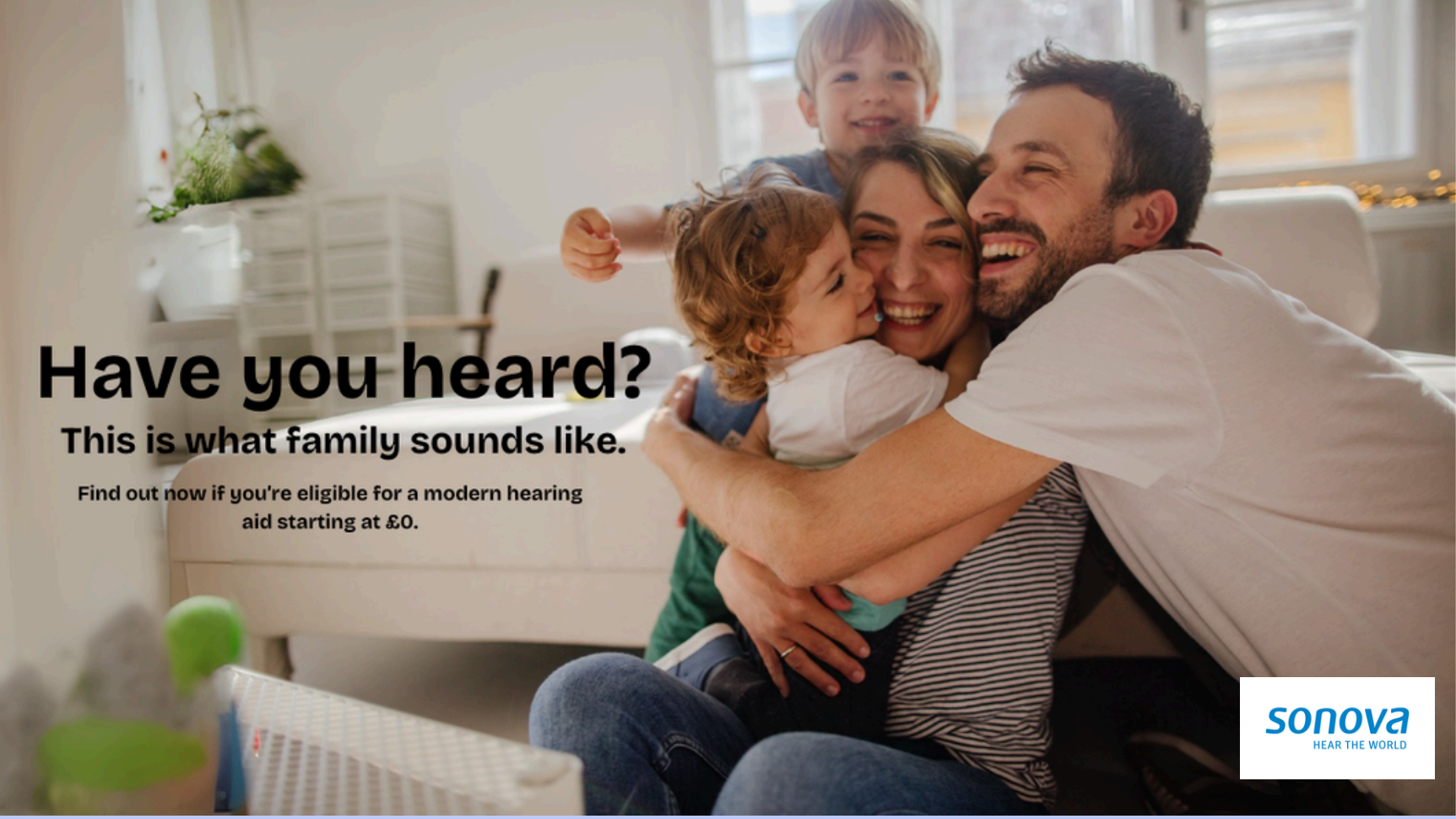
**Localisation across languages
 and regional dialects**





Have you heard?
This is what freedom sounds like.
Find out now if you're eligible for a modern hearing aid starting at £0.

sonova
HEAR THE WORLD

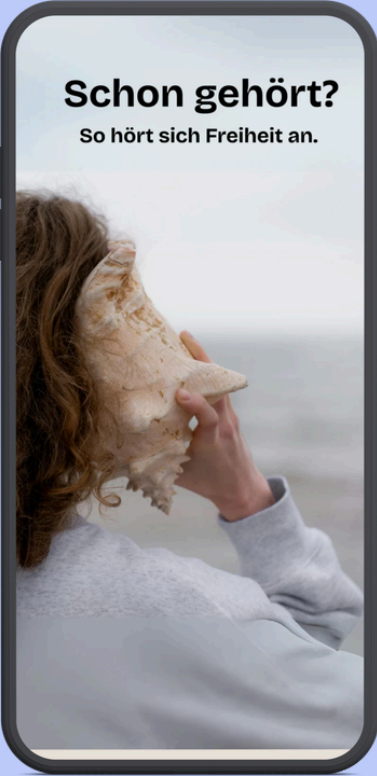


Have you heard?
This is what family sounds like.
Find out now if you're eligible for a modern hearing aid starting at £0.

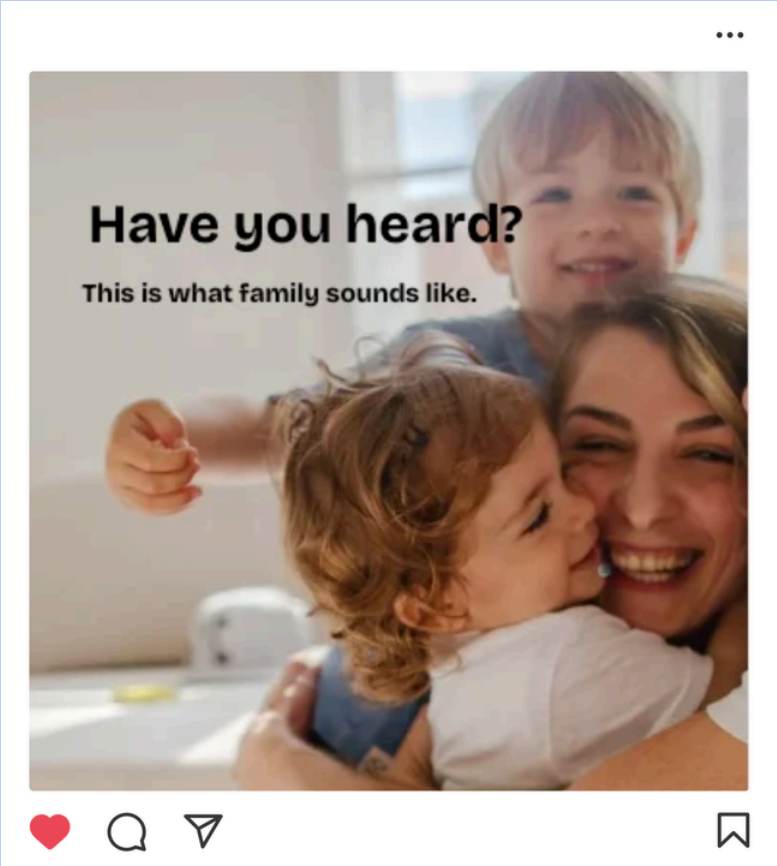
sonova
HEAR THE WORLD



Schon gehört?
So hört sich Abenteuer an.

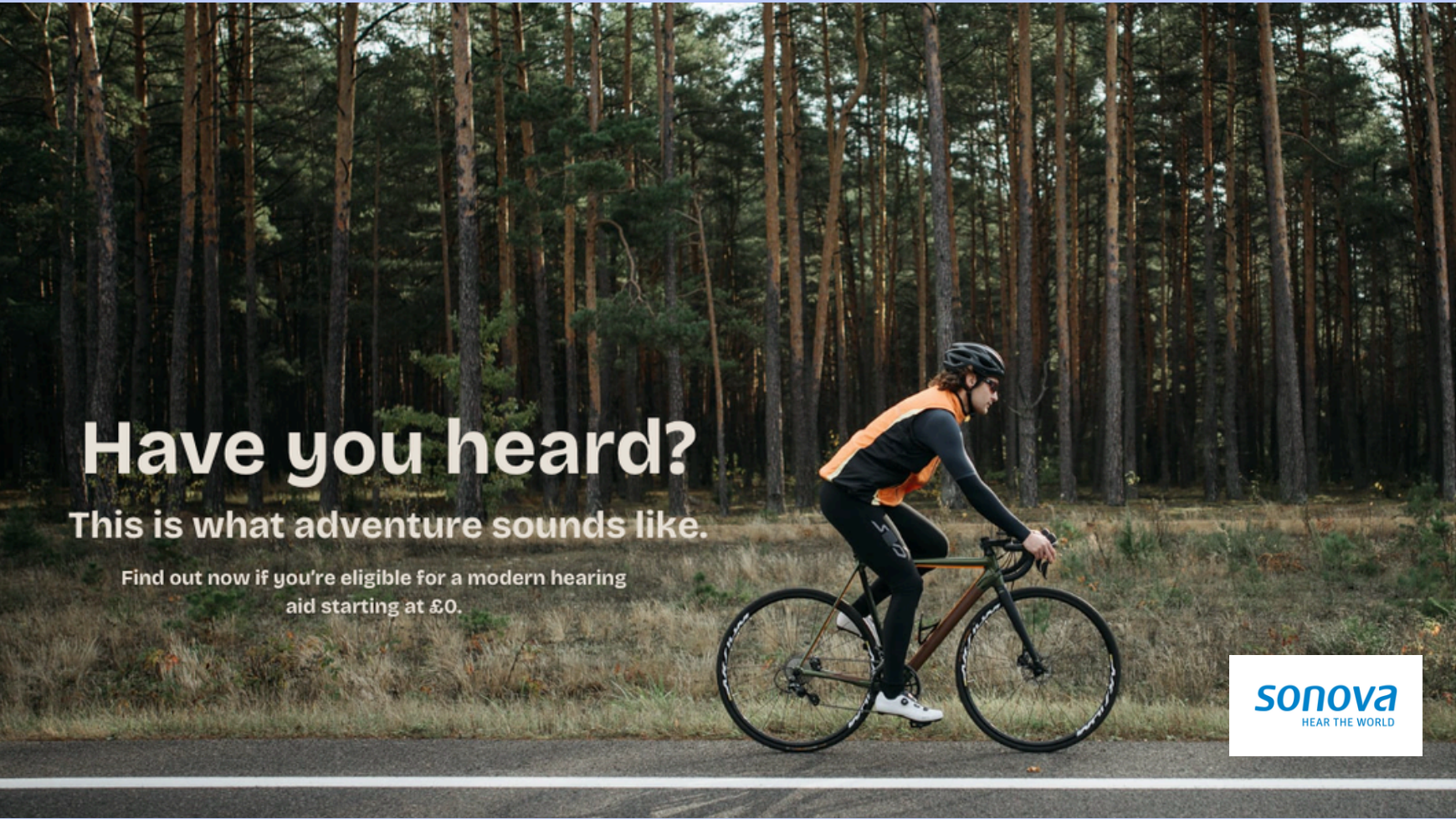


Schon gehört?
So hört sich Freiheit an.



Have you heard?
This is what family sounds like.

❤️ 💬 📌



Have you heard?
This is what adventure sounds like.
Find out now if you're eligible for a modern hearing aid starting at £0.

sonova
HEAR THE WORLD

SVENJA BUCK LEYMANN

thank you.

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