

The Secret of this Award-Winning Campaign

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Hearing Aids have moved on!









You Hear With Your Brain, Not Your Ears

Catch hearing loss early, keep your brain sharp and stay connected to your world

Take a **FREE** Hearing Test

and receive a FREE Guide to Reducing Your Risk of Dementia



What happens if I don't have hearing aids?

Dear Mr Sample

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione.

(continued...)

PLEASE arrange a **FREE** Hearing consultation

Nearest T Branch Address 1

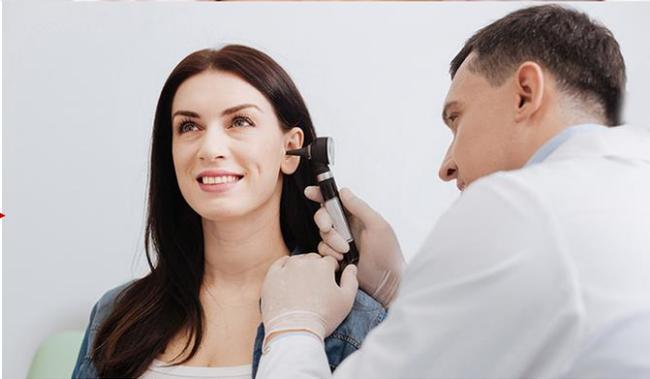
Your Contact Details:

Phone no

Mobile

Other

Please make sure we have your correct telephone number as we need to call to confirm your appointment.



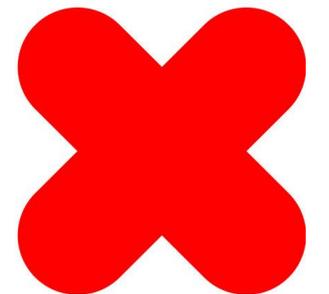
Unshakable Controls

A

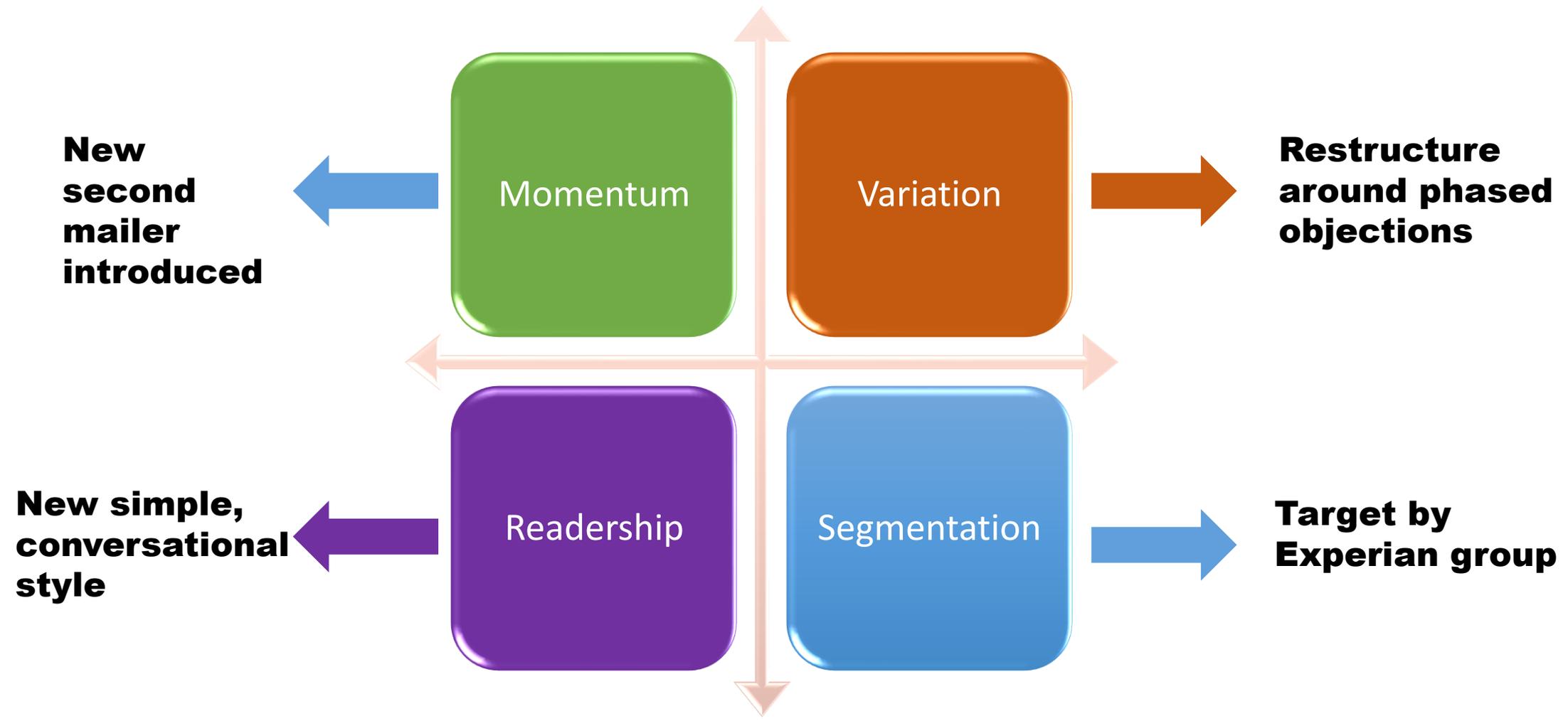


CONTROL

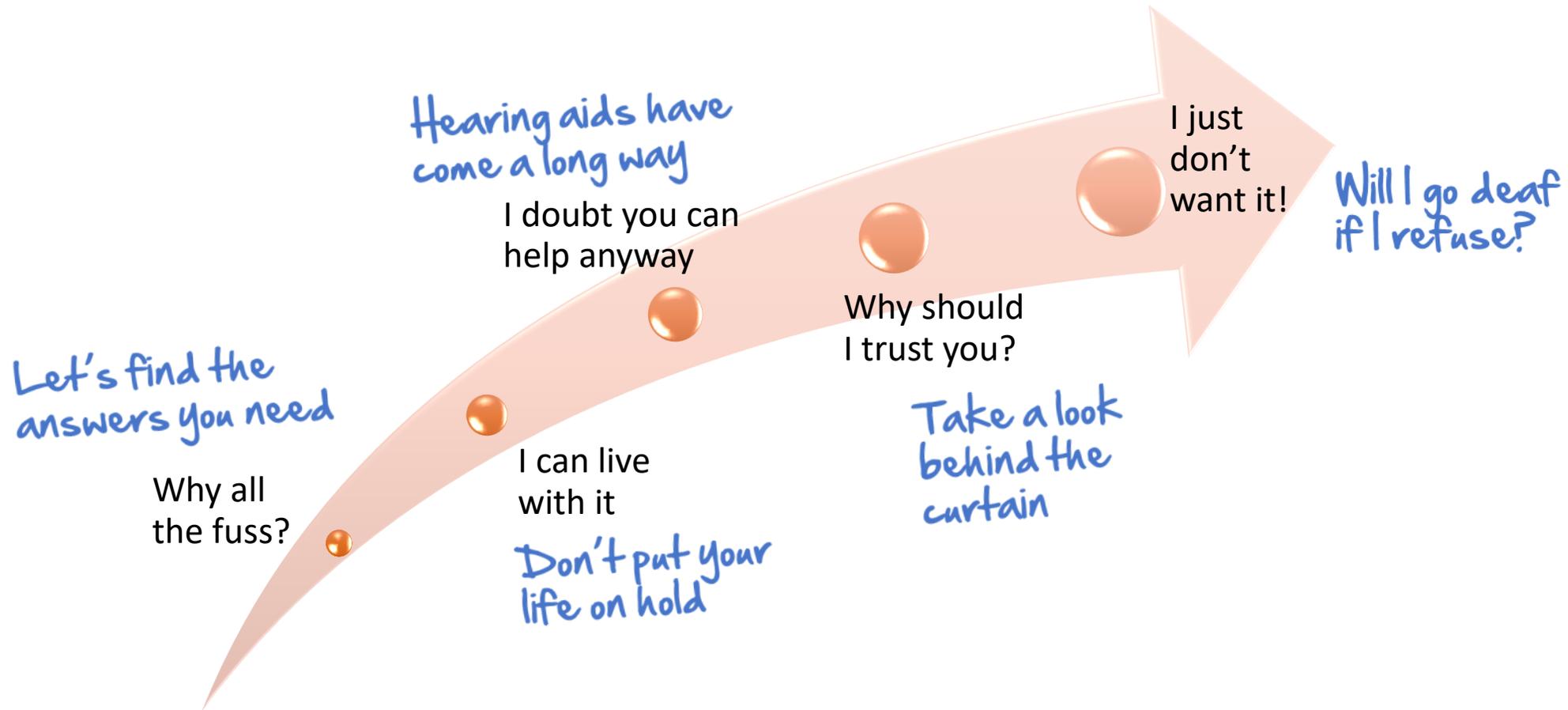
B



TEST



Handling objections



Segmentation



A City Prosperity	A01	World-Class Wealth	Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs
	A02	Uptown Elite	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
	A03	Penthouse Chic	City suits renting premium-priced flats in prestige central locations where they work hard and play hard
	A04	Metro High-Flyers	Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities
B Prestige Positions	B05	Premium Fortunes	Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves
	B06	Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions
	B07	Alpha Families	High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development
	B08	Bank of Mum and Dad	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
	B09	Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status
C Country Living	C10	Wealthy Landowners	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners
	C11	Rural Vogue	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work
	C12	Scattered Homesteads	Older households appreciating rural calm in stand-alone houses within agricultural landscapes
	C13	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs

D Rural Reality	D14	Satellite Settlers	Mature households living in expanding developments around larger villages with good transport links
	D15	Local Focus	Rural families in affordable village homes who are reliant on the local economy for jobs
	D16	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations
	D17	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns
E Senior Security	E18	Legacy Elders	Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions
	E19	Bungalow Haven	Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly
	E20	Classic Grandparents	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening
	E21	Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes
F Suburban Stability	F22	Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home
	F23	Family Ties	Active families with teens and adult children whose prolonged support is eating up household resources
	F24	Fledgling Free	Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home
	F25	Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations

Segmentation Mosaic Shopper Segments | Panels

F01 Jessica Main Equivalent: M31 2.51%

Who We Are

- Age: 18-26 (33.0%, 334)
- Number of children in household: D (75.3%, 114)
- Interest in fashion: High (42.5%, 131)
- Overall spend: Average (19.7%, 100)
- Brand status of stores used: Mid-market (41.5%, 110)
- Household affluence category: Average (47.3%, 151)

Channels and Technology

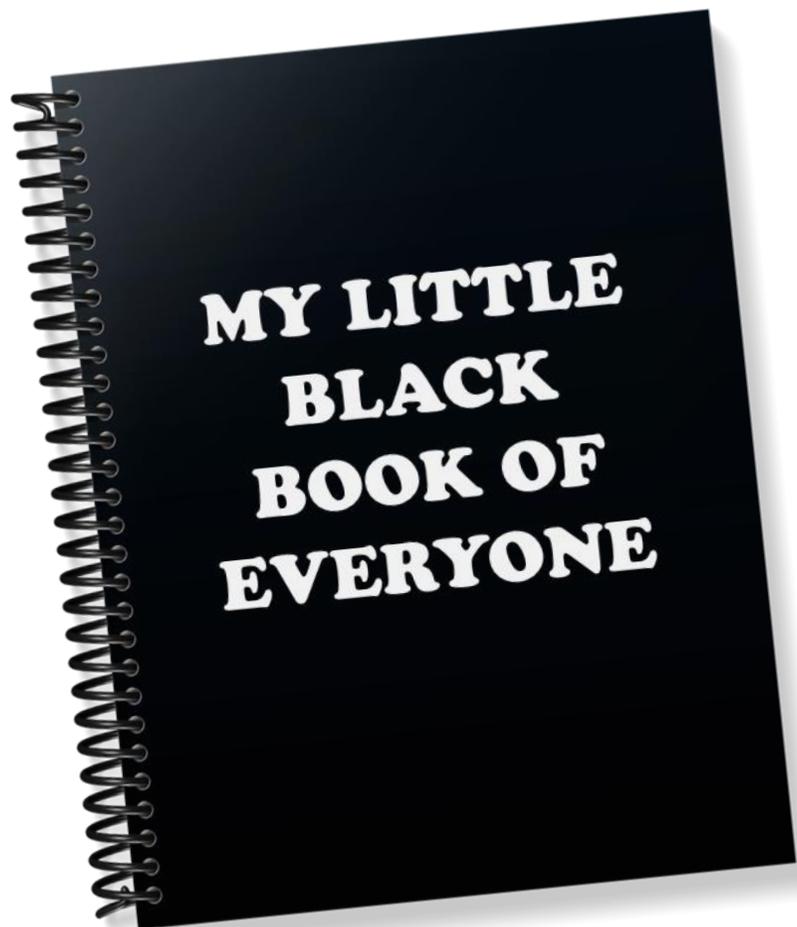
- 131 (Mobile)
- 102 (TV)
- 116 (Laptop)
- 71 (Smart TV)
- 134 (Tablet)
- 92 (Smartphone)

Example Destinations

- Stratford
- Harrow
- Subton

ConsumerView | 1,09M | 80K | 1123 | 2014 | Find out more



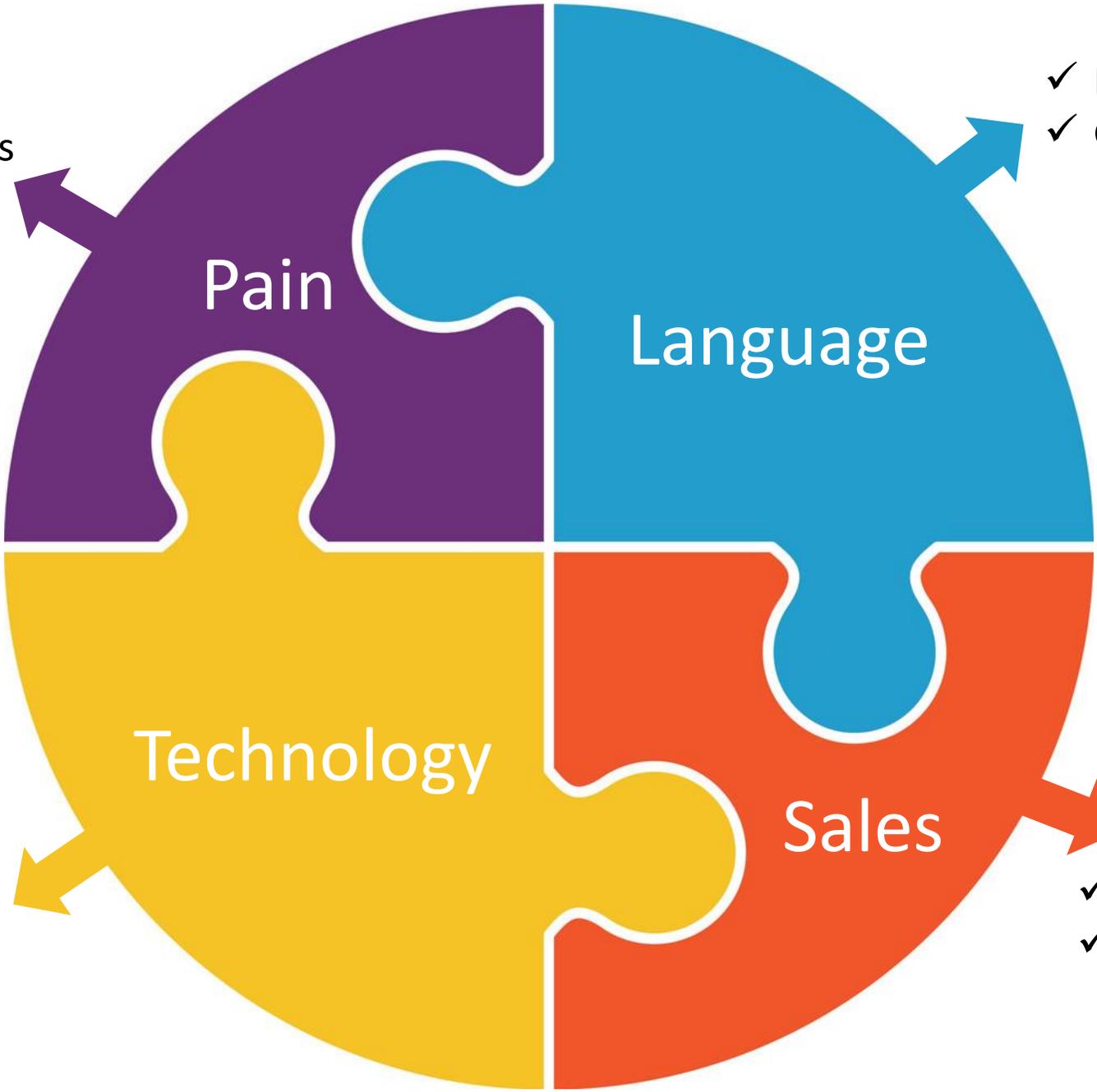


Community
Bosses Characters
Celebrities Associates
Schoolmates
Family Clients Hobbyists
Neighbours
Friends
Students
Colleagues



Variables per avatar

- ✓ Impact of hearing loss
- ✓ Emotional need for improvement



- ✓ Formality level
- ✓ Grammar protocols

- ✓ Technophile or technophobe?
- ✓ Gadgetry or experience?

- ✓ Commercial attitude
- ✓ Inner sceptic

Some people with hearing loss will struggle on for years. Even when they find out we can treat it, they won't take a test. Because they're too busy at work. Or it's too much hassle. Or they'd sooner not face up to it.

Does that sound familiar?



Sad to say, there are people with hearing loss who struggle for years without treatment. Often because they're wary of taking a hearing test.

Some say they're too busy with work or childcare, so they keep putting it off. Some fear that the test itself will be an ordeal. While others worry that they'll learn something they don't want to know.

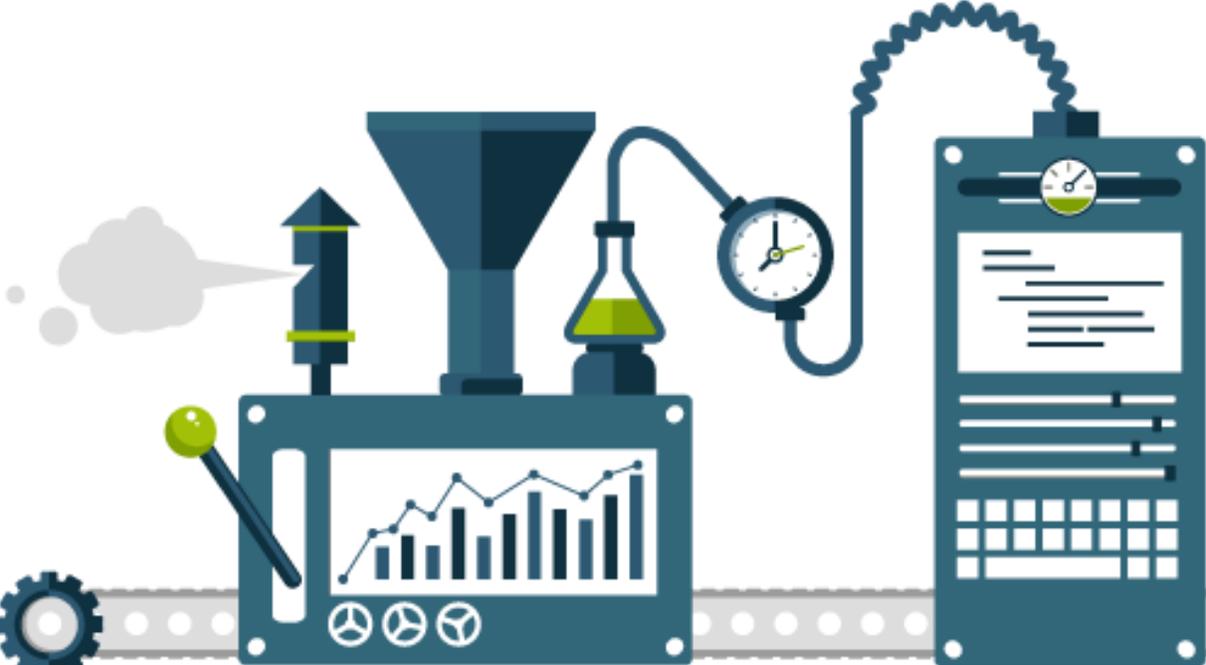
If you feel you're in this situation, please take a moment to read this.



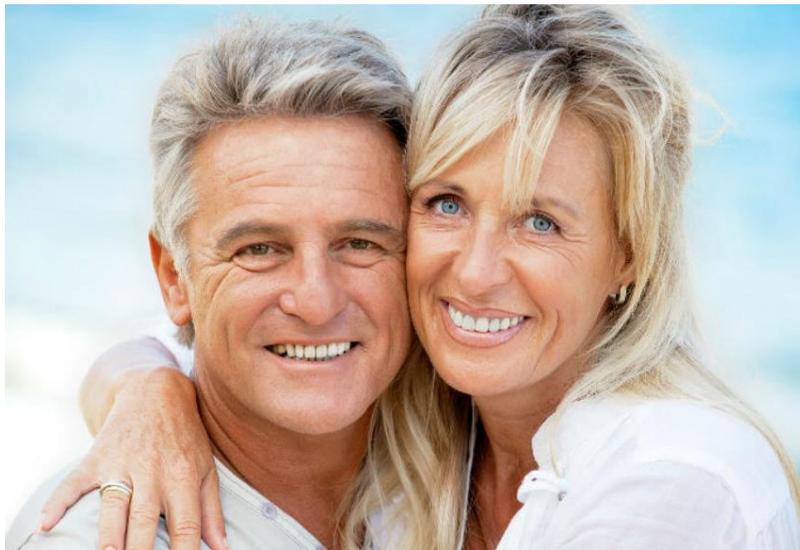
5-Step Sequence

Generic series +
14 x segments

75 letters



Selling a lifestyle



“The test was only an hour out of my day. And it’s given me back the chance to work and live the way I’ve planned. No compromising on leisure or holiday choices, and no plans for early retirement!”

So no doubt at all in my mind – it was time well spent”



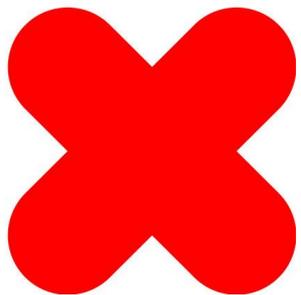


A B C

A



B

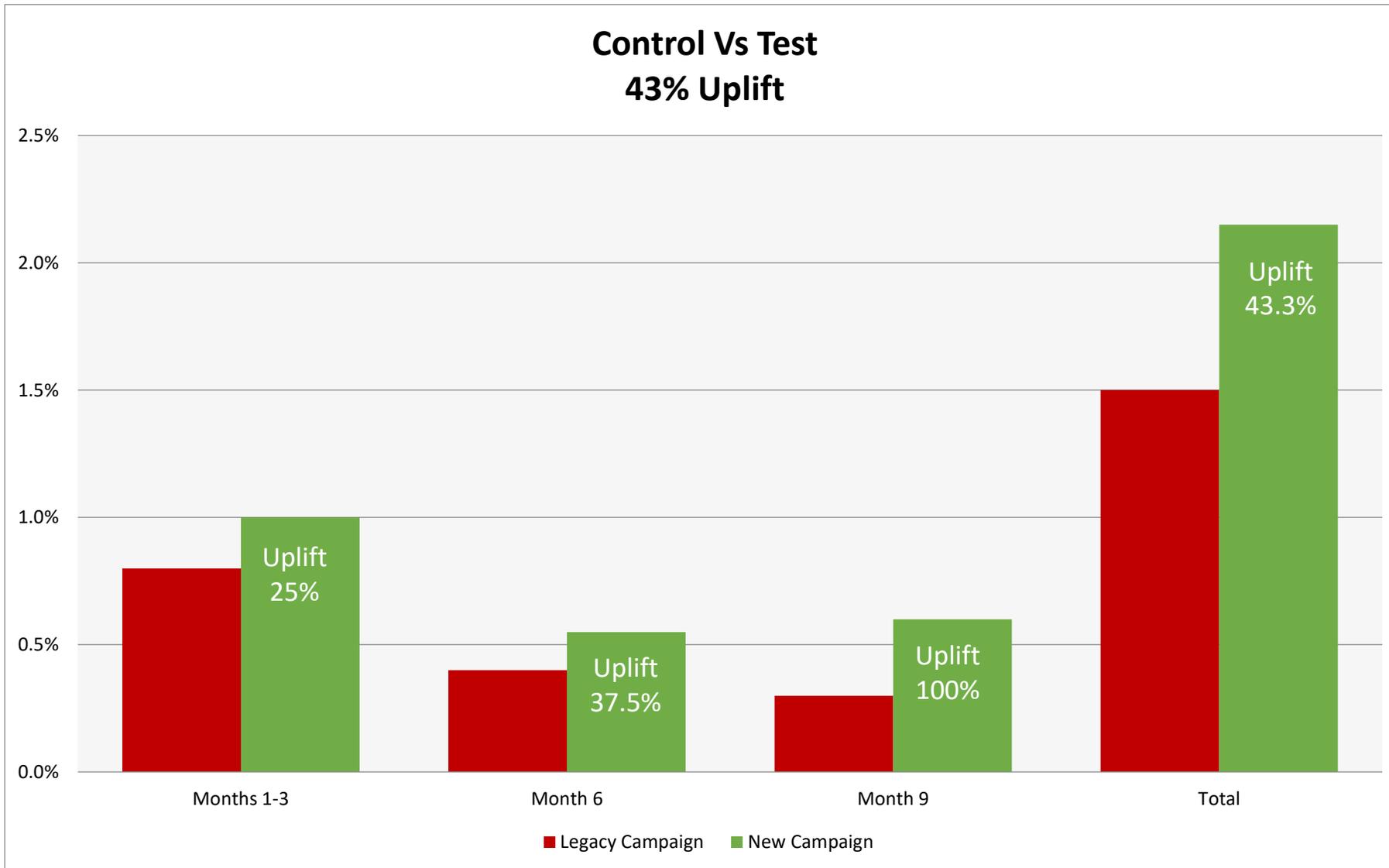


CONTROL

TEST



The 42k Split Sample



About COPY

- ✓ Extended Series
- ✓ Range of Objections
- ✓ Tight Segmentation
- ✓ Personal Motives
- ✓ Language & Sensitivities
- ✓ Black Book Method
- ✓ Not a device – a lifestyle
- ✓ Blind User Testing

About CLIENTS

Every business needs your help
Agencies don't have a monopoly
Your pedigree isn't everything
Work your referral network!
Become your client's strategist
**The big contract is a chance to
raise your game and create a
new normal**

THANK YOU

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