

# How Whistl used JICMAIL to identify new responsive audiences for Specsavers

Client: Specsavers Audiology

Agencies: Whistl



## The Challenge

Hearing loss can be a painful subject, both for the sufferer and for those around them struggling to get their words heard. Accepting hearing loss and then acting on it can be a long and drawn out process which can take anywhere from seven to ten years and it remains a sensitive subject for close family members throughout, with this trend particularly pronounced among men.

While Specsavers is the leading high street optician in the UK, awareness of its status as the number one high street audiologist is relatively low in comparison. A campaign was required to raise awareness of Specsavers' expertise in audiology, by normalising hearing loss and breaking down the barriers that lead to sufferers accepting that their hearing is deteriorating. With only one in three of those with hearing loss wearing hearing aids, the opportunity to normalise their usage was huge.

A sensitive, personal and engaging approach was required as part of a multi-channel campaign. What better channel than Door Drops – a medium delivered straight into people's homes with precision post code targeting?

**When you're ready, we're here**

Specsavers is home to the very latest in hearing technology and you can expect the same expertise and value you'd get when you see us about your eyes.

**Our prices always include:**

- Two digital hearing aids
- Aftercare for life
- Four years supply of batteries\*
- Choice of fitting styles
- 90-day money-back guarantee
- Four-year warranty

\*Excludes rechargeable hearing aids, which come with either appropriate charger unit or rechargeable batteries.

**Get free NHS hearing services at Specsavers**

You'll be glad to hear we're accredited to provide NHS hearing services in many areas across England. So if you live in one of these, you could get a hearing test, two NHS digital hearing aids and full aftercare, free from your local Specsavers.

Check whether we offer NHS provision in your area - visit [specsavers.co.uk/hearing](https://www.specsavers.co.uk/hearing) or call 0800 077 8659

It couldn't be simpler to make a change to your hearing. To book a free hearing check, call 0800 085 7970 or [specsavers.co.uk/hearing](https://www.specsavers.co.uk/hearing)

Specsavers Audiologists

**"Sue told Roy she liked exotic plants"**

How good is your hearing?

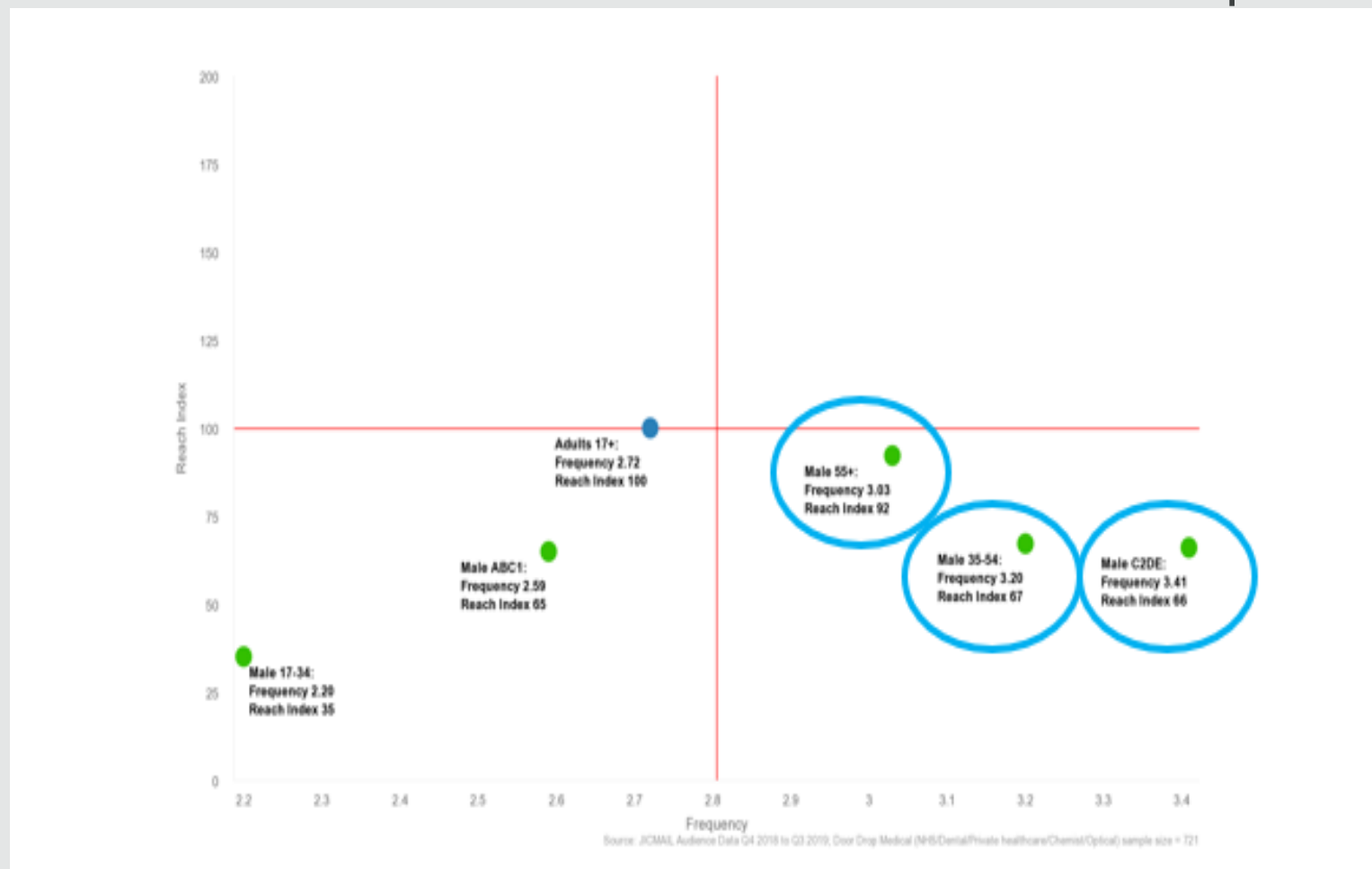
Specsavers Audiologists

## The Approach

A bespoke four-page leaflet was created to educate consumers on how to recognise hearing loss; the improvement in everyday life driven by accepting hearing loss; along with the service and products available through Specsavers.

Data from JICMAIL – the MRS award-winning media planning currency for door drops and direct mail – provides unique insight that supports the rationale for selecting door drops to supplement the TV, print and out-of-home elements of the campaign. By cross-referencing data on how likely core target audiences – men aged 55+ and C2DE men - are to be targeted with medical door drops against frequency of interaction (i.e. mail engagement), interesting mail exposure data emerges.

# Potential new audiences for Medical Door Drops



The x-axis shows how the likelihood of receiving door drops; the y-axis shows the interaction door drops.

This means the bottom right quarter shows target segments who are interacting more frequently with mail receiving less than average.

**This shows potential new audiences for Medical Door Drops**

Both groups under-index for likelihood to be exposed to mail, yet both are showing above average interaction rates. In other words, both groups are under-targeted by brands in this sector, yet they are showing that they are highly receptive to the small number of door drops they do receive. C2DE men are 34% less likely than the average UK adult to be targeted with medical door drops, yet look at what they do receive 3.4 times a month on average. The same trend was even noted among 33-54 year old men – an important future target audience for whom hearing loss needs to be normalised before they reach the typical age when things start to deteriorate.

Once the channel rationale has been accepted, it is down to the job of the creative to engage, inspire and drive. The door drops featured a fun, striking image with a “pants / plants” mis-hearing joke which tied in with TV Sponsorship and press campaigns. Building on the Specsavers “Should’ve gone to...” heritage and understanding the opportunity for humour to engage, the creative spoke the language of sufferers and non-sufferers alike while communicating key information on the Specsavers audiology offering and support. JICMAIL data has shown that the door drop content that 55+ year olds interact with most frequently are informative updates and entertaining information (interacted with 3.9 and 3.8 times a month on average respectively). It was clear that the Specsavers creative delivered on both of these fronts to create a highly memorable campaign.

## The Outcome

Awarded a bronze medal in the DMA awards for best use of unaddressed print, the results of the campaign were clear to see.

A double-digit year on year uplift in response rates were recorded along with uplifts in brand consideration and an ROI ranked ahead of TV and out-of-home by econometric measure. The Specsavers’s campaign was demonstrable proof that door drops are not simply a response medium, but as proven by JICMAIL, make a significant contribution to above-the-line planning KPIs.

JICMAIL data has shown that the 3.8 million door drops that landed will not just have been seen by one person each, but will have in fact been shared in the home and reached nearly 4 million people according to industry benchmarks. In addition, each of these people will have interacted with what they received (either reading, putting in the usual place, passing on to someone else etc) 2.7 times over the course of a month. In total therefore 10.8 million campaign impressions were delivered by door drops – in other words nearly 11 million opportunities for Specsavers to imprint its brand messaging in the minds of consumers in their homes.

The Specsavers campaign represents a healthy combination of creative wit, good planning and unquestionable effectiveness, with each point supported in full by transparent industry approved planning data from JICMAIL.

**DMA Awards: Best Use of Unaddressed Print – BRONZE WINNER**

[www.jicmail.org.uk](http://www.jicmail.org.uk) [admin@jicmail.org.uk](mailto:admin@jicmail.org.uk)

**JIC  
MAIL**

Mail Media Metrics