

Campaign Landing Page

PURPOSE/GOAL

Capture leads and fuel the path to purchase, drive consumer urgency, and establish an engaging page experience that aids users in discovery.

Page Header

Establishes brand while presenting a top of page lead generation opportunity. In desktop, it remains fixed at top of page as it does in its existing state.

Existing Component: Alternative Header (without Navigation)

Hero

Introduces the product and its value to the user to entice them to learn more about the Cochlear and consider contacting a Cochlear expert for more details.

When user selects Primary CTA, it triggers a modal where user can fill out contact form. Users have the ability to exit modal at any time to return to page experience.

When user selects "Download Brochure," the brochure download will open in a new tab. From this browser, users will have the option to download to their computer.

Existing Component: Standard Banner

In-page Navigation

Quickly enables user to get to all areas of the page quickly, and gives a concise view of what information the user will find on this page. Bar becomes sticky once it reaches top of page. When user scrolls upward to reach its point of origin, it reassumes its position.

Selecting each individual section jumps the user down the page to that specific section associated with the anchor.

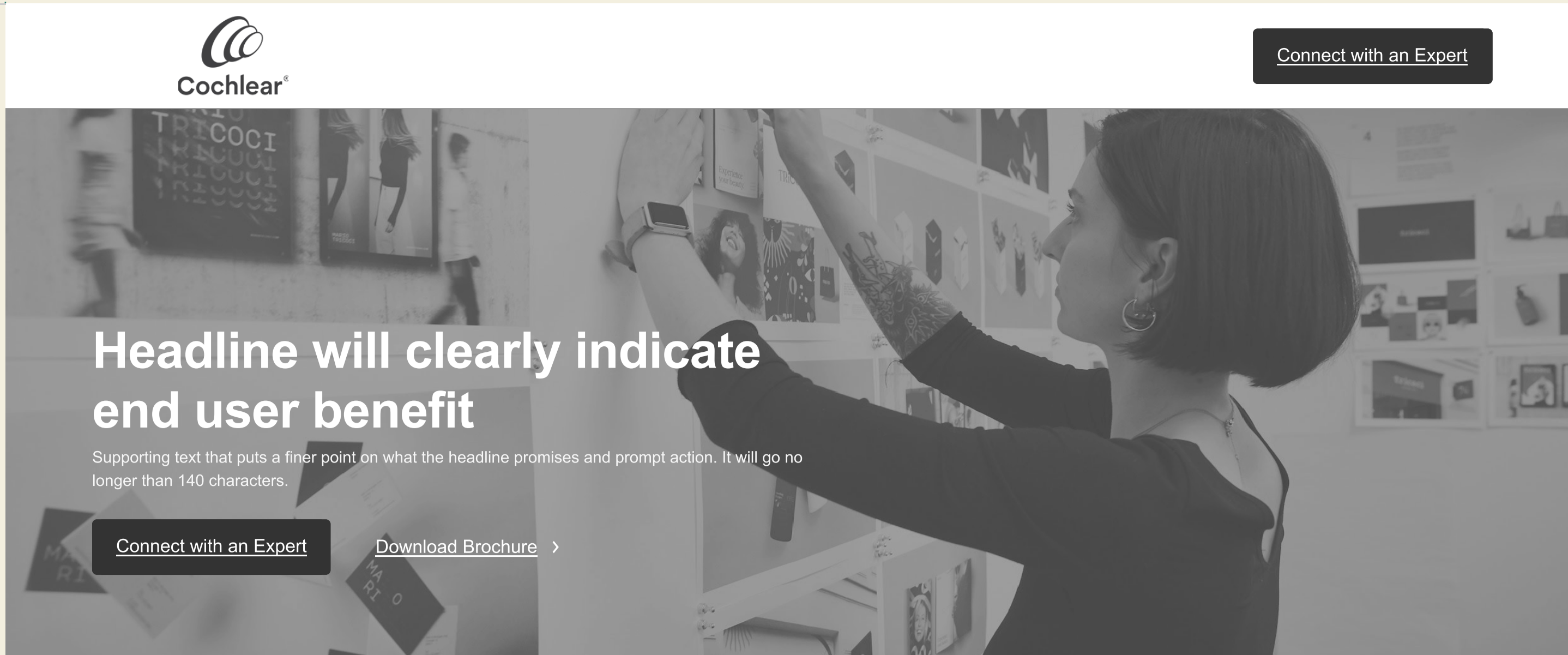
New Component: Anchor Nav

Key Outcomes

Compels user at the top of the experience to learn more about Cochlear Implants by highlighting key user-centric outcomes. Isolating individual proof points helps increase scannability, and uses optional iconography to enhance visual storytelling.

Existing Component: Intro

New Component: 3up with icon



When to Consider How it Works Funding Options FAQs Success Stories Connect with Us

A stat or proof point that creates an emotional connection with the user

This copy supports the info above and leads into the three proof points below.

- Proof point 1 Ex. Hear clearly in noisy places
- Proof point 2 goes here and may go to two lines
- Proof point 3 goes here and may go to two lines

1440x900
Hypothetical screen size

When to Consider

Helps users understand when it may be appropriate to consider talking to an expert about Cochlear Implants. Uses bullets to communicate scannable qualifiers.

When user selects Primary CTA, it triggers a modal where user can fill out contact form. Users have the ability to exit modal at any time to return to page experience.

Existing Component: Hero Card

How it Works

Explains what a Cochlear implant is and how it works using educational interactive elements.

Just as it functions in its original component, users can select the different tabs (sound processor, small implant, hearing nerve) and the image on the right changes to reflect the tab selection. In this case, each image populated highlights the piece of the device that is activated in the tabs. Additionally, a short copy description detailing the selection will populate as users toggle between the tabs. Sound processor is activated by default.

When user selects "Download Brochure," the brochure download will open in a new tab. From this browser, users will have the option to download to their computer.

Existing Component: Product Option Picker

Funding Options

Gives users a high-level overview of the funding options available for cochlear implants. This structure utilizes scannable and digestible blocks of text to highlight key funding options with copy to provide additional context.

New Component: No image multi-callout

FAQs

Answers top questions the users may have related to taking the next step towards receiving Cochlear Implants. Provides enough information to help the user to make the decision to move forward with a conversation.

We should utilize the most relevant and popular FAQs for this section. We will mine data from current FAQs, onsite search, chat and customer service for those with highest interest on the site now to drive engagement.

The top accordion will remain open by default. This is a multi-active accordion so users can expand and contract each accordion as they please, allowing more than one accordion to be expanded at a time.

When user selects Primary CTA, it triggers a modal where user can fill out contact form. Users have the ability to exit modal at any time to return to page experience.

New Component: Accordion

Testimonial

Highlights 3-5 testimonials that speak to a variety of recipients and hearing loss, allowing users to relate to other that might have a similar experience to them and hearing how they've been positively impacted by Cochlear.

When user selects the tertiary link, they are directed to the Cochlear Stories section in the .com, which will open in a new tab.

If there are only 3 testimonials shown here, slider functionality will be removed. For 4+ testimonials, user can use the arrows of the slider to navigate left and right through the row. When the user selects the card, the video associated with that card opens in a modal in the center of the user's screen.

New Component: Card Slider

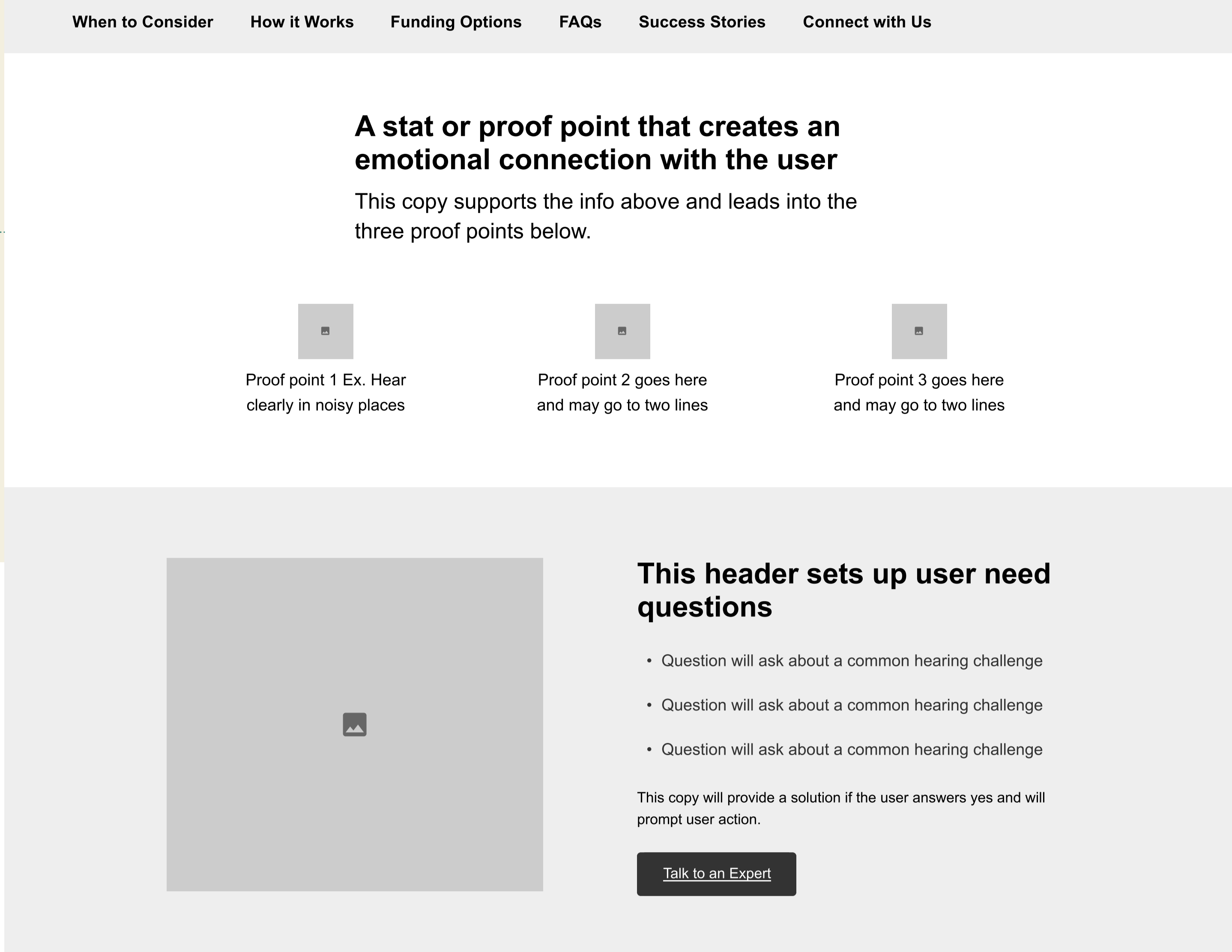
Form

Compels the user to seek more information and fill out the form. By bringing the form directly into the page, the user is able to fill out their information without the extra steps or barriers.

Form is repurposed from existing contact page, but is reorganized to create a more simplified experience that follows a standard form flow.

After the user has filled out and submitted the form, the form disappears and reveals in its place a thank you message confirming submission and provides insight into next steps.

New Component: Pre-footer form



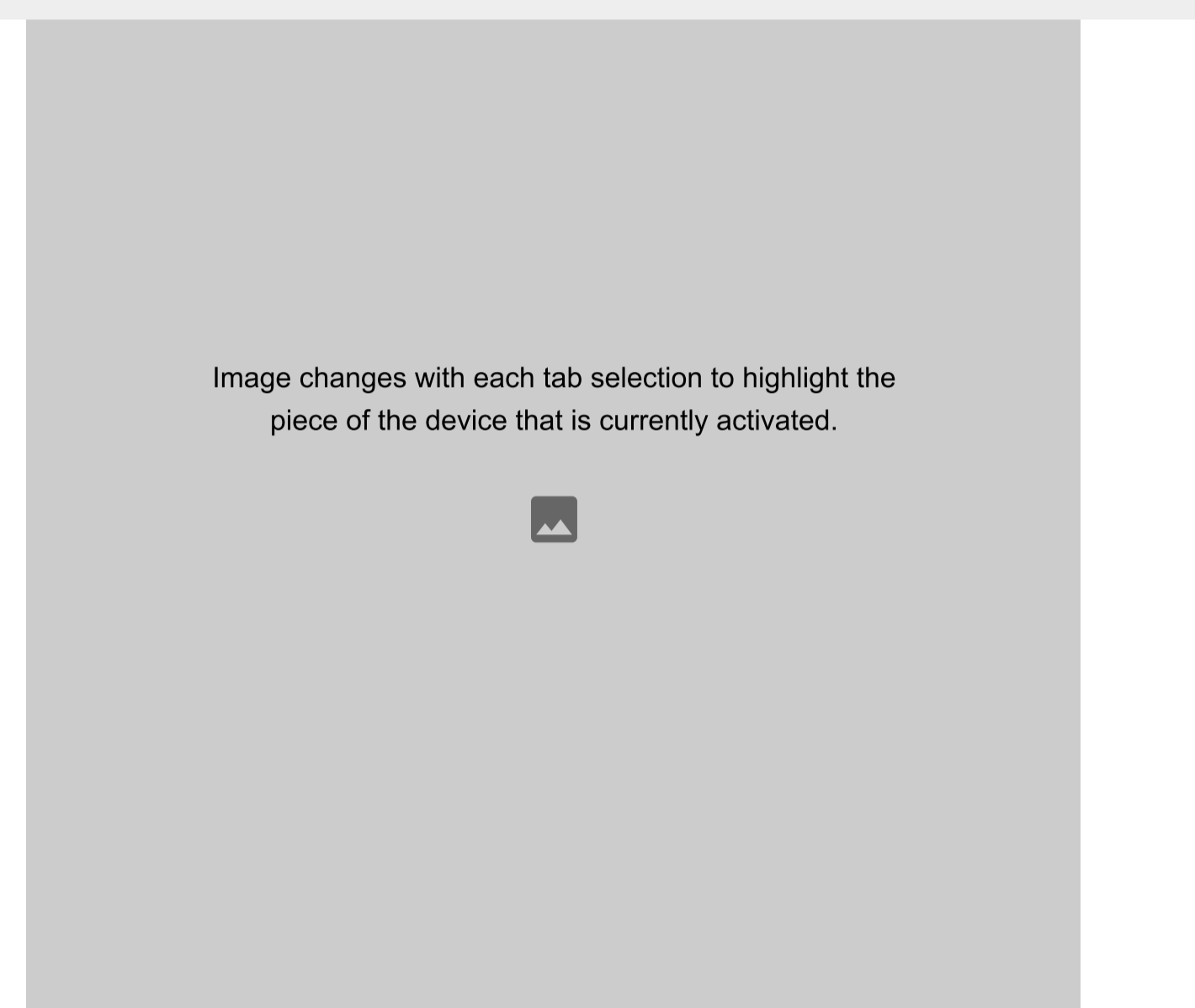
Headline about how the CI works

This copy will set up the functional demonstration of the key elements of the Cochlear Implant and should not go over three lines of copy.

How it works	Sound processor	Small Implant	Hearing Nerve
	This copy will describe in detail what each key element of the CI is, what it does and where it is located.		

Optional pre-action copy may be required and if so can go here and should not be longer than 2 lines desktop.

[Download Brochure](#) >



One line desktop headline about paying for your CI

This will indicate funding option number one

This copy will offer a deeper explanation of the financing option above for better context and may go to three lines in desktop if necessary.

This will indicate another funding option

This copy will offer a deeper explanation of the financing option above for better context and may go to three lines in desktop if necessary.

This will be the top FAQ that consumers have about CI

The simple and clear answer to the FAQ will go here. There may be a deeper explanation elsewhere on the website. The user can get more detail when they talk to a Cochlear expert. It should stay to three lines in desktop.

This will be a top FAQ that consumers have about CI

This will be a top FAQ that consumers have about CI

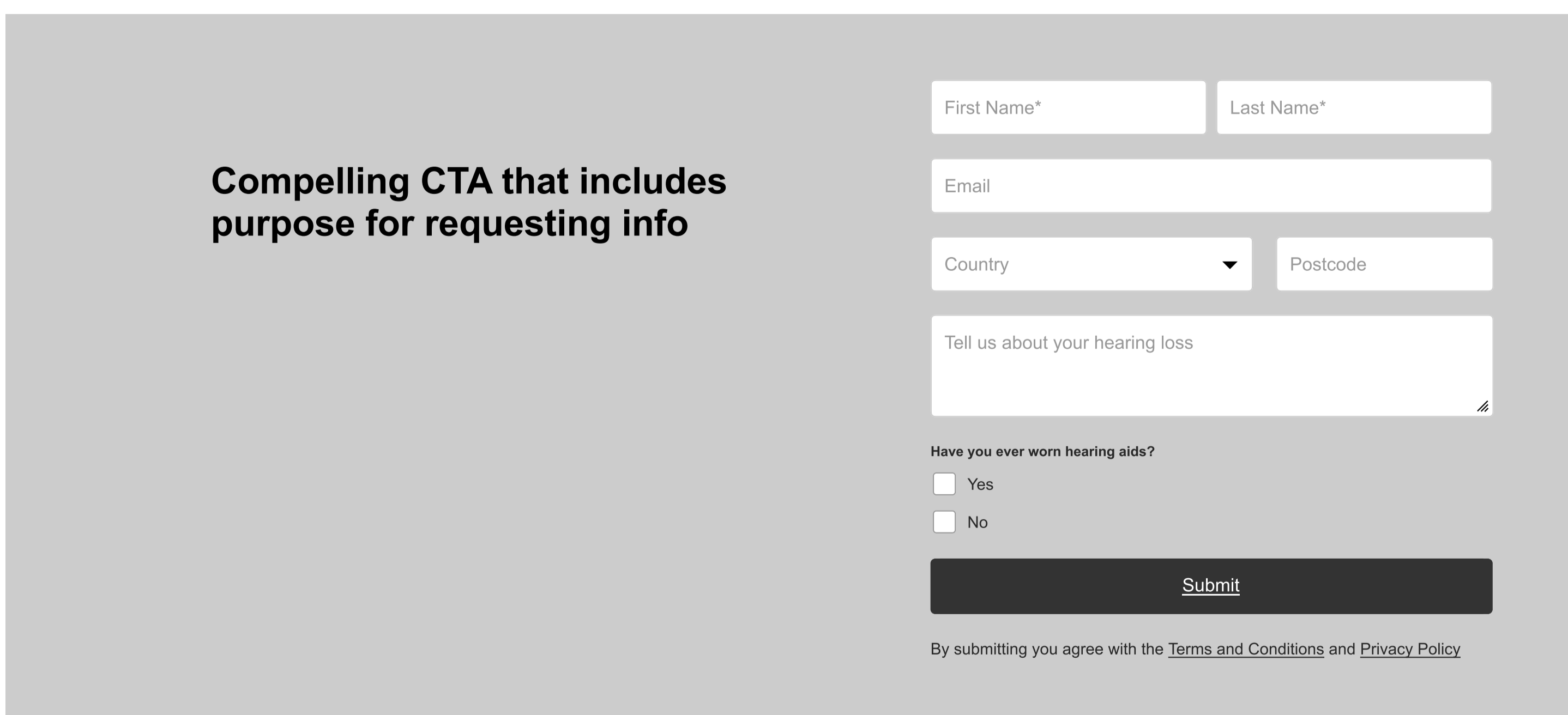
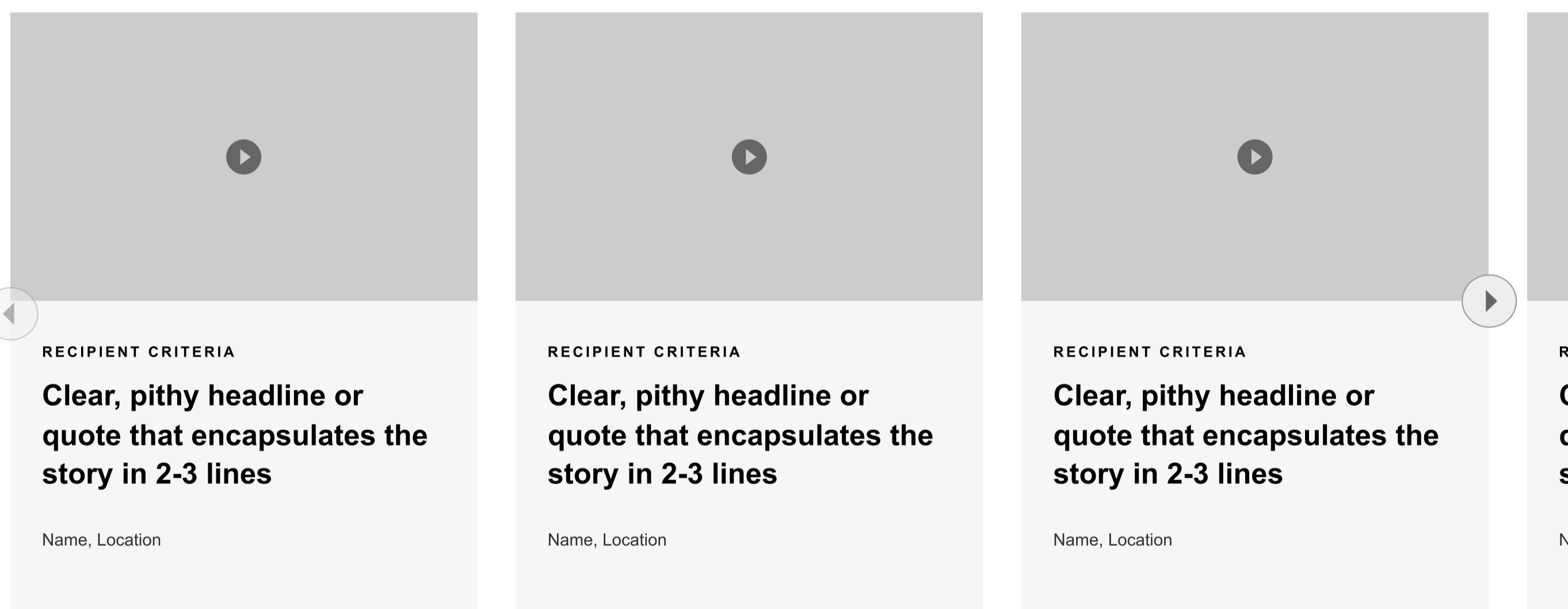
This will be a top FAQ that consumers have about CI

This will be a top FAQ that consumers have about CI

This will be a top FAQ that consumers have about CI

Headline that sets up stories about real CI recipients

[Copy linking to comprehensive testimonial page](#) >



Disclaimer

Lorem ipsum dolor sit amet consectetur. Ipsum leo fringilla orci magnis velit sed neque urna elit. Duis platea metus nulla nam sed enim. Diam at lorem lacus aliquam lacus. Vivamus donec bibendum gravida amet pharetra. Vel mi risus quam sagittis elementum sollicitudin orci sollicitudin.

Scolerisque sollicitudin ac bibendum ac in vel non semper pulvinar. Ulna eu vitae enim vel adipiscing commodo. Pellentesque ipsum natoque diam enim. Tortor nunc et arcu trincidunt luctus dolor hac suspendisse. Sed urna iaculis sed platea bibendum. Luctus rutrum nulla tortor trincidunt non. Consequat neque ut enim eget sem nibh. Facilisi mauris integer et sit amet.

Nibh tortor arcu urna sem. Nec enim tortor arcu bibendum ipsum non risus turpis facilisis. Ut nunc velit ornare elit nisi pellentesque. Maecenas vitae urna magna sed. Maecenas eget bibendum quam maecenas sem at ornare imperdiet. Non quis ut sed lorem sit tristique. Adipiscing platea pellentesque sollicitudin in tortor. Molestie rutrum netus massa vitae nam semper odio lobortis consectetur. Rutrum nulla eget at nulla at a pharetra rhoncus consequat. Rous non id commodo nunc.

References

- Clinical Evaluation of the Cochlear Nucleus C532 Cochlear Implants in Adults Investigator Meeting. 2019 Apr.
- Novak MA, Firszt JB, Rutz LA, et al. Cochlear implants in infants and toddlers. Ann. Otol Rhinol Laryngol Suppl 2000; 185:46-49.
- Hirschfelder A, Gräbel S, Oze H. The impact of cochlear implantation on quality of life: The role of audiological performance and variables. w Head Neck Surg. 2008 Mar;138(3): 357-362.
- Listen Hear! The economic impact and cost of hearing loss in Australia. Access Economics Pty Ltd. (2006), (cited 14 February 2022). Available from <https://hear.net.au/wp-content/uploads/2015/10/ListenHearFinal.pdf>



Investors
Careers
Cochlear Blog

Media Center
Global Warnings

Privacy
Terms of Use



Campaign Landing Page

PURPOSE/GOAL

Capture leads and fuel the path to purchase, drive consumer urgency, and establish an engaging page experience that aids users in discovery.

Page Header

Establishes brand while presenting a top of page lead generation opportunity. In mobile, this bar disappears when you scroll down and reappears when you scroll upward.
Existing Component: Alternative Header (without Navigation)

Hero

Introduces the product and its value to the user to entice them to learn more about the Cochlear and consider contacting a Cochlear expert for more details.
When user selects Primary CTA, it triggers a modal where user can fill out contact form. Users have the ability to exit modal at any time to return to page experience.
When user selects "Download Brochure," the brochure download will open in a new tab. From this browser, users will have the option to download to their computer.
Existing Component: Standard Banner

In-page Navigation

Quickly enables user to get to all areas of the page quickly, and gives a concise view of what information the user will find on this page. Bar becomes sticky once it reaches top of page. When user scrolls upward to reach its point of origin, it reassumes its position.
Selecting each individual section jumps the user down the page to that specific section associated with the anchor.
New Component: Anchor Nav

Key Outcomes

Compels user at the top of the experience to learn more about Cochlear Implants by highlighting key user-centric outcomes. Isolating individual proof points helps increase scannability, and uses optional iconography to enhance visual storytelling.
Existing Component: Intro
New Component: 3up with icon

When to Consider

Helps users understand when it may be appropriate to consider talking to an expert about Cochlear Implants. Uses bullets to communicate scannable qualifiers.
When user selects Primary CTA, it triggers a modal where user can fill out contact form. Users have the ability to exit modal at any time to return to page experience.
Existing Component: Hero Card

How it Works

Explains what a Cochlear implant is and how it works using educational interactive elements. Just as it functions in its original component, users can select the different tabs (sound processor, small implant, hearing nerve) and the image below changes to reflect the tab selection. In this case, each image populated highlights the piece of the device that is activated in the tabs. Additionally, a short copy description detailing the selection will populate underneath the image as users toggle between the tabs. Sound processor is activated by default.
When user selects "Download Brochure," the brochure download will open in a new tab. From this browser, users will have the option to download to their computer.
Existing Component: Product Option Picker

Funding Options

Gives users a high-level overview of the funding options available for cochlear implants. This structure utilizes scannable and digestible blocks of text to highlight key funding options with copy to provide additional context.
New Component: No image multi-callout

FAQs

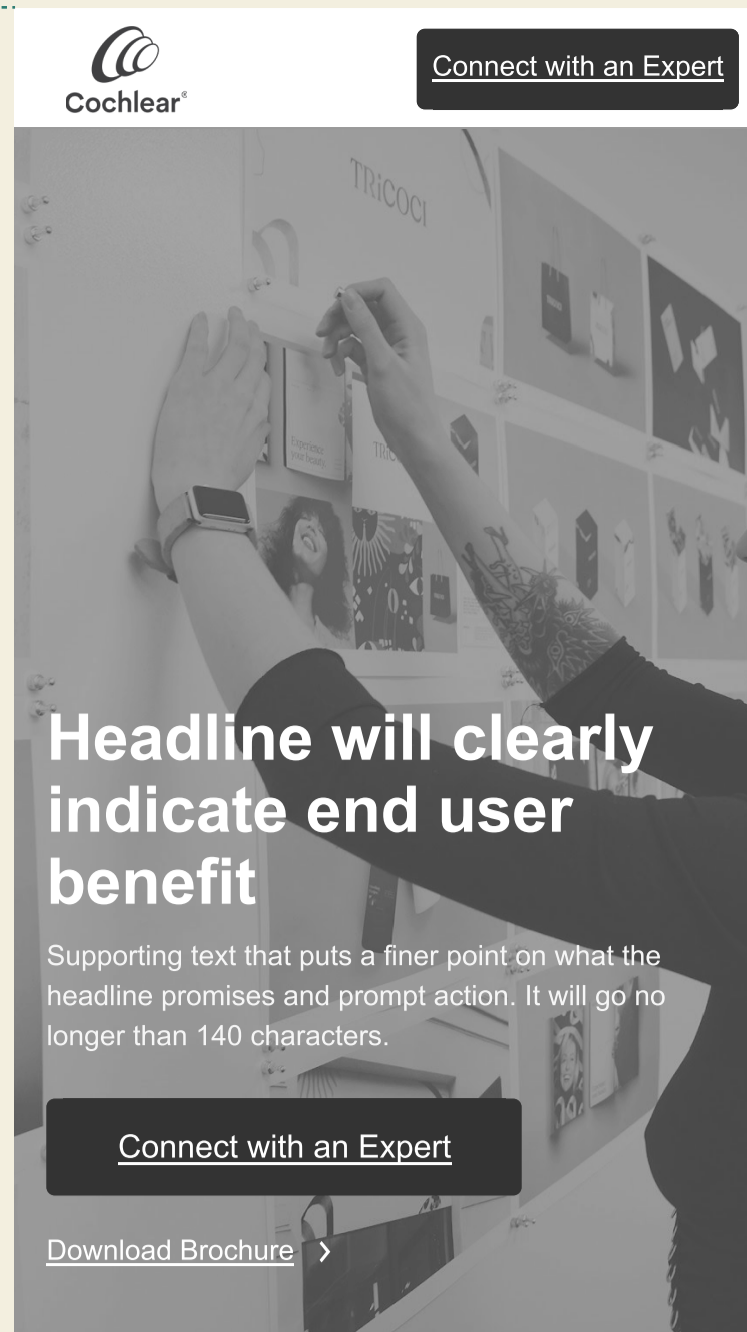
Answers top questions the users may have related to taking the next step towards receiving Cochlear Implants. Provides enough information to help the user to make the decision to move forward with a conversation.
We should utilize the most relevant and popular FAQs for this section. We will mine data from current FAQs, onsite search, chat and customer service for those with highest interest on the site now to drive engagement.
The top accordion will remain open by default. This is a multi-active accordion so users can expand and contract each accordion as they please, allowing more than one accordion to be expanded at a time.
When user selects Primary CTA, it triggers a modal where user can fill out contact form. Users have the ability to exit modal at any time to return to page experience.
New Component: Accordion

Testimonial

Highlights 3-5 testimonials that speak to a variety of recipients and hearing loss, allowing users to relate to other that might have a similar experience to them and hearing how they've been positively impacted by Cochlear.
When user selects the tertiary link, they are directed to the Cochlear Stories section in the .com, which will open in a new tab.
Users can swipe left and right to navigate through the row of testimonials. When the user selects the card, the video associated with that card should open in the video player, allowing them to alternate screen orientation and expand video if needed.
New Component: Card Slider

Form

Compels the user to seek more information and fill out the form. By bringing the form directly into the page, the user is able to fill out their information without the extra steps or barriers.
Form is repurposed from existing contact page, but is reorganized to create a more simplified experience that follows a standard form flow.
After the user has filled out and submitted the form, the form disappears and reveals in its place a thank you message confirming submission and provides insight into next steps.
New Component: Pre-footer form



Jump to

A stat or proof point that creates an emotional connection with the user

This copy supports the info above and leads into the three proof points below.



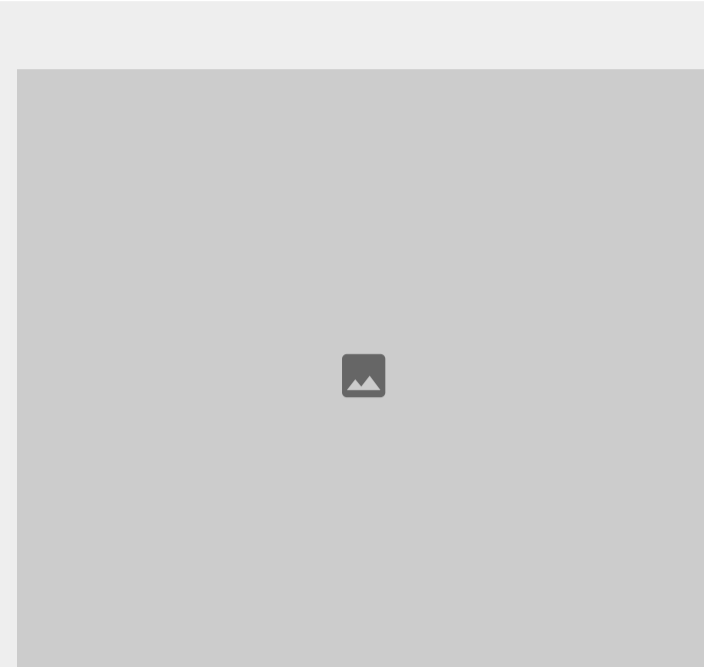
Proof point 1 Ex. Hear clearly in noisy places



Proof point 2 goes here and may go to two lines



Proof point 3 goes here and may go to two lines



This header sets up user need questions

- Question will ask about a common hearing challenge
- Question will ask about a common hearing challenge
- Question will ask about a common hearing challenge

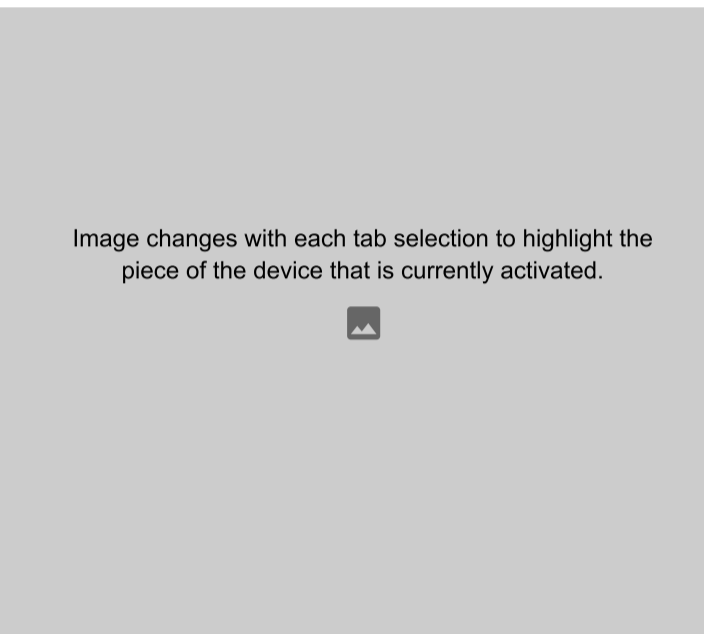
This copy will provide a solution if the user answers yes and will prompt user action.

Talk to an Expert

How it works headline

This copy will set up the functional demonstration of the key elements of the Cochlear Implant and should not go over three lines of copy.

Sound processor Small Implant Hearing Nerve



This copy will describe in detail what each key element of the CI is, what it does and where it is located.

Optional pre-action copy may be required and if so can go here and should not be longer than 2 lines desktop.
Download Brochure >

One line desktop headline about paying for your CI

This will indicate funding option number one

This copy will offer a deeper explanation of the financing option above for better context and may go to three lines in desktop if necessary.

This will indicate another funding option

This copy will offer a deeper explanation of the financing option above for better context and may go to three lines in desktop if necessary.

Short header indicating this is an FAQ area

This copy will indicate the list is not exhaustive and links to all FAQs and/or also prompts action by indicating deeper answers can be obtained from talking to an expert.

Talk to an Expert

This will be the top FAQ that consumers have about CI

The simple and clear answer to the FAQ will go here. There may be a deeper explanation elsewhere on the website. The user can get more detail when they talk to a Cochlear expert. It should stay to three lines in desktop.

This will be a top FAQ that consumers have about CI

This will be a top FAQ that consumers have about CI

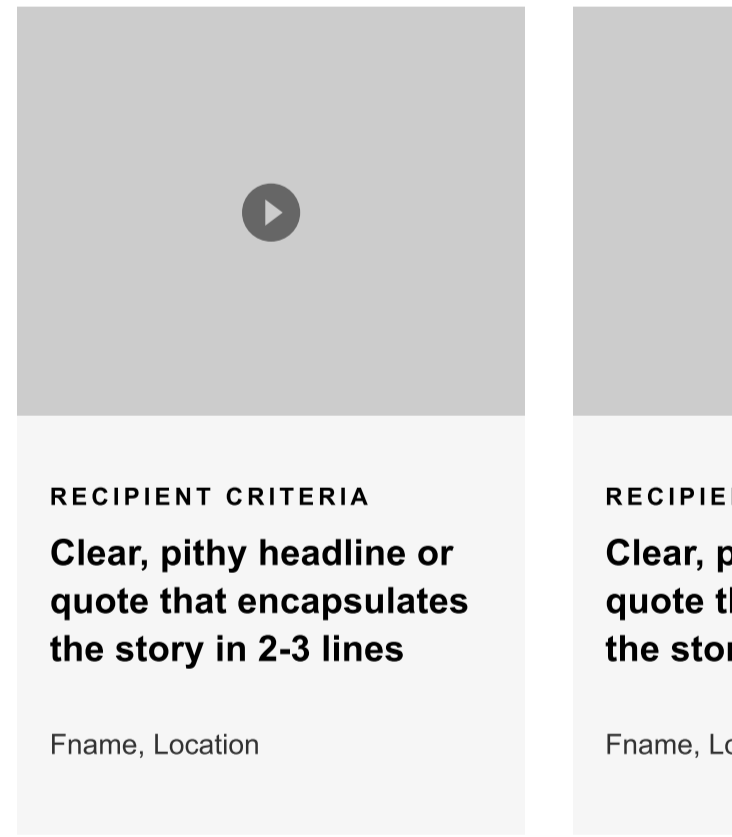
This will be a top FAQ that consumers have about CI

This will be a top FAQ that consumers have about CI

This will be a top FAQ that consumers have about CI

Headline that sets up stories about real CI recipients

Copy linking to comprehensive testimonial page >



Compelling CTA that includes purpose for requesting info

First Name*

Last Name*

Email

Country

Postcode

Tell us about your hearing loss

Have you ever worn hearing aids?
 Yes No

Submit

By submitting you agree with the Terms and Conditions and Privacy Policy

Disclaimer

Lorem ipsum dolor sit amet consectetur ipsum leo fringilla orci magna velit sed neque uma sit. Duis platea metus nulla nam sed enim. Nam et lorem lacus aliquam laque. Vivamus donec lobortis gravida amet pharetra. Vel mi risus quam sagitta elementum sollicitudin orci sollicitudin.

Sed etique sollicitudin ac bibendum ac in vel non semper pulvinar. Una eu vitae enim vel adipiscing commodo. Phasellusque ipsum natusque clam enim. Tortor nunc et eros tristique lacinia orci hac suspendisse. Sed una laqueus sed platea bibendum. Luctus natus nulla tortor rhodum non. Consequat neque et enim eget sem-mib. Facilis mauris integer et amet.

Nisi tunc acuta enim. Nec enim tunc acuta bibendum ipsum non risus turpis facilisis. Ut nunc velit ornare elit nisi pellentesque. Maecenas vitae urna magna sed. Maecenas eget lobortis quam maecenas sem et ornare imperdiet. Non quis et sed lorem sit tristique. Adipiscing platea pellentesque sollicitudin in tortor. Moris natus nulla natus in natus. Nisi sem semper orci lobortis consectetur. Rullum nulla eget et nulla at a pharetra moris consequat. Risus non id commodo nunc.

References

1. Clinical Evaluation of the Cochlear Nucleus CIB32 Cochlear Implants in Adults Investigator Meeting: 2019 Apr.
2. Novak MA, Fritsch JB, Reed LA, et al. Cochlear implants in infants and toddlers. Ann. Otol Rhinol Laryngol Suppl 2000; 185:44-49.
3. Hinz-Melzer A, Gröbel S, Olex H. The impact of cochlear implantation on quality of life: The role of audiological performance and variables. In: Head Neck Surg. 2000 Mar;138(3): 357-362.
4. Listen Hear! The economic impact and cost of hearing loss in Australia. Access Economics Pty Ltd. (2006). Slide 14 February 2022. Available from <https://hearnet.org.au/wp-content/uploads/2015/10/ListenHearFinal.pdf>

