

THREE MONKEYS: EYES CHECKED. TEETH CHECKED. HEARING CHECKED



ABSTRACT

This idea links a simple message to the iconic Three Wise Monkeys symbol to raise awareness of the need for regular hearing health checks: “Since others can tell that I’m not hearing well, it’s just being *wise* to check your hearing like eyes.”

The clever mnemonic is reinforced by a hearing-friendly interpretation of the three wise monkeys (hear no evil, see no evil, speak no evil) that helps to establish routine hearing checks as part of the already recognized wellness routine that includes getting one’s eyes and teeth checked on a regular basis.

The mnemonic and visual reminder suits a variety of mediums, including print and broadcast advertisements, websites, billboards, bus posters, and cinema trailers.

The potential for the three monkeys to become mascots of healthy hearing - not unlike the internationally popular Mr. Tooth icon - creates additional opportunities to bring the hearing health mnemonic into popular culture. The simple message and mascot could be showcased at major national/international events as oversized balloons (Macy’s Thanksgiving Day Parade) or major health conferences and health legislator/regulatory meetings. Billboard campaigns, public transportation posters, washable street graffiti and gobos (optical light projections in the sky) all provide

avenues to bring the mnemonic and Wise Monkeys symbol into the popular vernacular.

To track the effectiveness of the awareness project, it may be possible to collaborate with Survey Monkey. Survey Monkey has more than 12 million users worldwide and may be enlisted to support the hearing health initiative.

RATIONALE

Mnemonics and graphic representations have been used effectively by many national and international causes including such well-recognized campaigns as: National Parks Service's *Only You Can Prevent Forest Fires* (Smokey the Bear) and the National Crime Prevention Council's *Take Bite Out of Crime* (McGruff, the safety dog).

Mascots, when used properly, have been shown to be viable tools in awareness-building on public health issues, even at local levels. A Minnesota non-profit managed care group developed a mascot to encourage annual health checks, resulting in doubling the visits to the group's website.

The internationally recognized three wise monkeys symbol translates well across many cultures, languages and age groups to visually communicate hearing health as part of a regular healthcare message.

GOAL(S)

- Create awareness of hearing health as a routine part of general healthcare
- Popularize a hearing health mnemonic and graphic/mascots to reinforce hearing and hearing health awareness

AUDIENCES

Adults and seniors most at risk for hearing loss

Younger adults and children who can benefit from hearing health and hearing preservation awareness

EXECUTION

Phase 1 - PREPARATION (8 months)

Work with advertising copy writer/agency to fine tune mnemonic for translations to other languages/cultures

Develop and trademark a distinctive three wise monkeys symbol that will be consistently used throughout all campaign elements

Create a complete branding kit with graphic elements of the wise monkeys, the hearing health mnemonic and the overall campaign

Develop a targeted media campaign that utilizes advertising and public service media channels for print, broadcast and online media

Secure endorsement for the campaign from hearing health and related healthcare organizations (dental/medical/optometry) in regions targeted for the campaign

Phase 2 - IMPLEMENTATION (year 1 - and beyond)

Launch the new campaign worldwide in four major markets in four regions

Campaign will include:

Unveiling event for new advertising - print ads, PSAs, billboard, balloons, etc.

Media blitz in four markets with overlay of national advertising in select outlets such as network TV, nation news publications, international newspapers and major health-oriented and news websites

Distribute camera-ready and customizable print and broadcast advertising, PSAs and informational materials for use by hearing care professionals, hearing-health organizations and advocacy groups

Continue to exploit all available public service and select paid advertising opportunities to build momentum for the campaign

DELIVERABLES

10 million impressions worldwide via editorial and paid media

Endorsement of 10 influential healthcare organizations in 10 markets

Baseline awareness of concept (prior to launch) with increase of 15-20% awareness by end year 1