

Real Stories Instead of Staged Images: How bachmaier is bringing a fresh perspective to hearing protection with “Ready?”

A new marketing campaign helps hearing care professionals present custom-made hearing protection in a way that’s emotionally engaging, relatable to everyday life, and effective for sales.

Bischofswiesen, August 6, 2026 – Custom-made hearing protection is one of the fastest-growing segments in the hearing care industry. Whether it’s riding a motorcycle, attending concerts, traveling, focusing on work, getting a restful night’s sleep, or participating in water sports—the range of applications is becoming increasingly diverse, and awareness of preventive hearing protection is steadily rising. At the same time, the potential in specialty stores often remains untapped because many end customers are unaware that customized solutions exist for precisely these everyday situations.

With its new marketing campaign “Ready?”, bachmaier GmbH is helping hearing care professionals raise the profile of hearing protection right where purchasing decisions are made: in the midst of people’s daily lives.

From product to life situation

The campaign deliberately takes a different approach than traditional product communication. Instead of focusing on technical features or filter ratings, “Ready?” tells stories from everyday life.

Questions like “Ready for riding fun?”, “Ready for goosebumps?”, “Ready for focus?” or “Ready for water fun?” immediately create an emotional connection and highlight the added value that custom-made hearing protection offers in various life situations.

The campaign organizes the product range into four categories – protect, fidelity, comfort, and water – making the key applications clear at a glance.

“People don’t buy hearing protection because they need a specific filter. They want to ride their motorcycles more relaxed, enjoy music, sleep better, or spend carefree time in the water. This is exactly the attitude toward life we wanted to highlight,” explains Fabian Kubicke, CEO of bachmaier® GmbH.

Authenticity instead of artificial perfection

While AI-generated images are becoming increasingly common in marketing, bachmaier® made a conscious decision to take a different approach. For “Ready?”, only real people were photographed and filmed in real-life settings. The images depict everyday situations – authentic, emotional, and relatable.

“We didn’t want to develop a campaign that simply explains products. We wanted to tell stories that people can relate to. Because that’s exactly where successful consulting begins,” says Kubicke.

Nine months of production on actual locations

The campaign was developed over a period of about nine months. Numerous photo and video shoots took place in Germany and Austria – including at Alpine passes, in workshops, at festivals, in swimming pools, and many other locations.

The authentic visual style forms the foundation of the entire campaign and creates a direct connection to the target audiences' everyday lives.

A marketing package for specialist retailers

With 'Ready?', bachmaier® is providing its partners not just with a campaign, but with a comprehensive marketing concept.

The campaign package includes, amongst other things, shop window posters and display posters, leaflets, roll-ups, social media templates, website and online content, as well as digital advertising materials. All materials follow a consistent visual style and are tailored to the four product ranges and the various areas of application.

This allows hearing care professionals to use the campaign flexibly in their shops, on their websites or on social media, and to present hearing protection in an eye-catching way across all channels.

"Hearing protection isn't sold on the basis of decibels or filter ratings. It's sold through emotions and stories that people can relate to. It is precisely these stories that our "Ready?" campaign tells," emphasise Anne Hotzler and Benjamin Laimgruber from the marketing and design team at bachmaier® GmbH.

Available now

The full "Ready?" campaign is now available to bachmaier® partners. All marketing materials can be easily ordered or downloaded via the marketing portal or the accessories shop. For further information, visit: pro.bachmaier.de.

Hearing innovations from the Alps

Based in Bischofswiesen, bachmaier GmbH is a developer, manufacturer and service provider of hearing-related products. With a total of 90 employees, the company has been developing and manufacturing bespoke products for the hearing aid sector, the hearing protection sector and the music industry for 40 years. bachmaier® now operates production facilities in Germany and Hungary and supplies audiologists, hearing protection manufacturers and earmould laboratories across Europe with professional equipment.

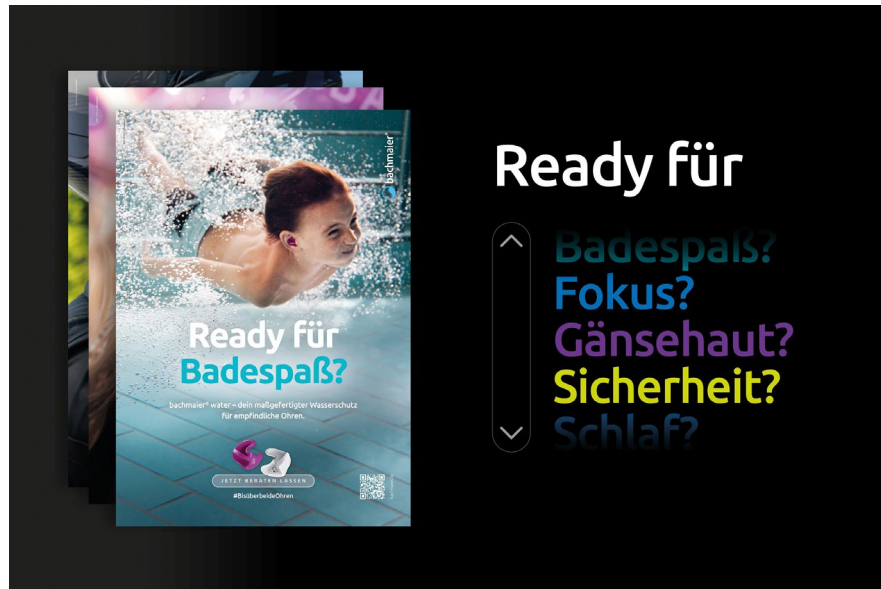
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Photo:

Four product ranges, eight areas of application and countless real-life stories. The new 'Ready?' campaign helps hearing care professionals to present bespoke hearing protection in a way that resonates emotionally and relates to everyday life.

Photo credit: bachmaier®



Ready für

Badespaß?
Fokus?
Gänsehaut?
Sicherheit?
Schlaf?

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Bis über beide Ohren.