

The Brand Essence.



Sonova corporate vision

- At Sonova, we envision a world where everyone enjoys the delight of hearing and therefore lives a life without limitations

Sonova corporate values

- We care
 - We drive innovation
 - We strive for excellence
 - We take accountability
 - We build the best team

The Phonak brand story

Since 1947, Phonak is dedicated to preserving social, emotional and physical life quality by opening new acoustic worlds. We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. Today we offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.



Our brand essence

The Phonak Brand is a key source of current and future competitive advantage. This page explains and defines who we are and what we stand for. By ensuring that our actions match our words, we will truly deliver on : We are passionate about creating hearing solutions that change people's lives to thrive socially and emotionally.



Our brand promise

Together, we change lives

"Together" encompasses the breadth of people touching Phonak, where all the working towards developing innovative hearing solutions. Our brand promise forms an emotional connection between Phonak and the consumer, building a mutual trust in the benefits of our hearing solutions.

A brand's promise is an extension of its purpose, mission and positioning. At its core, it should define the entire business.



Our brand positioning

For people who live with energy and passion, Phonak is the only brand that is continuously pioneering hearing solutions that improve well-being.



A brand's positioning statement exemplifies how a company connects with its target, differentiates from the competition, and represents a long-term brand identity.



Our brand values



Passionate

We are committed to understand the challenges faced by people who live with hearing loss, and to improve the quality of their lives.

We measure our success by the positive impact our technologies have on creating life-changing solutions that allow everyone to thrive socially and emotionally. This is what truly inspires and motivates us. This is our passion.



Engaging

We are dedicated to engaging the voices of those around us.

We listen intently to the hearing care professionals who contribute their deep knowledge and unique insights to our joint mission. And by giving a voice to all those affected by hearing loss, we help them to both, hear again and to be heard.



Pioneering

We are keen to be the driving force in hearing care.

We envision a future without boundaries, and challenge the limits of technology with our innovative solutions. We will continue to take on the impossible in our quest to offer hearing solutions that change lives for the better.

Our personality

Determined

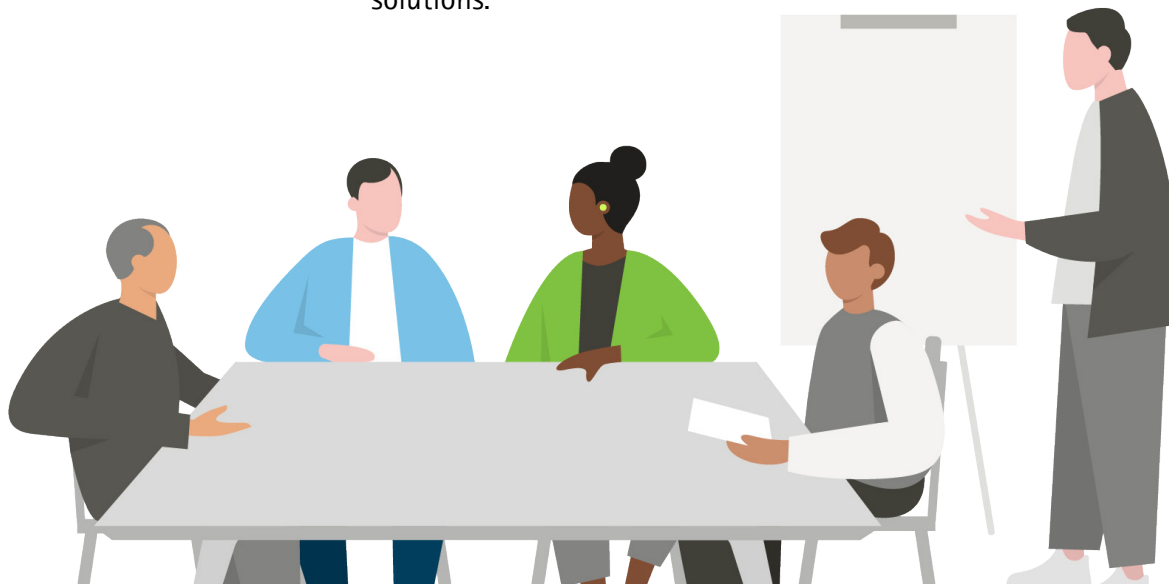
We are resourceful, drawing upon our knowledge and relationships to drive our mission forward.

Forward thinking

We are visionaries in the most practical sense. Leveraging over seventy years of experience and knowledge, continuously pioneering the next generation of hearing solutions.

Vibrant

We are the person in the room you are drawn to – appealing, charismatic, knowledgeable and lively, but never overbearing.



Well-Hearing is Well-Being

Hearing well goes beyond the ability to simply hear sounds clearly. It's linked to a greater state of social-emotional, cognitive and physical well-being. This bigger picture, with taking action to treat hearing loss as a catalyst for well-being, is what we refer to as "Well-Hearing is Well-Being".

Why this brand philosophy?

We wanted to create a narrative that coherently communicates, unites and explains the uniqueness of the Phonak audiology, technology and the brand and helps us to change the conversation from "hearing loss as a sensory problem" to "hearing care as a vital part of healthy living".

- Well-Hearing is Well-Being will influence the Phonak brand experience, communication and innovations.
- It turns relevant science into a meaningful story to ultimately become a meaningful brand.
- Growing evidence shows that taking steps towards hearing well (by preventing, detecting, and treating hearing loss) can lead to noticeable improvements in well-being.*

We want to lead the hearing healthcare industry in the scientific discussion that one's overall well-being is critically linked to one's ability to hear well in multiple dimensions: social emotionally, cognitively and physically.

Our tone of voice

Confident

As the industry's leading provider, we take pride in being able to speak with confidence and expertise. Our tone is compelling, eloquent and concise.

Energized

At Phonak, our brand essence is 'life is on'. Our voice always strives to embody this optimistic spirit and passion.

Inspiring

We are committed to helping people thrive socially and emotionally. Our communications encourage and empower people to improve the quality of their lives.



Phonak brand guidelines

Phonak brand platform

The Phonak brand portal serve as a guide for everyone affiliated with the company to support you in your everyday work in order to build a consistent and therefore strong brand.

For general questions related to the Phonak brand and brand design, please contact:
branding@phonak.com

