



## Marketing

Positioning and brand differentiation

## Positioning statement

- *All in one statement*

## Slogans

- *Suggestions*

## Key message


- *Awareness , knowledge, action*

## Moodboard

- *Tonality brand world*

## Visual-Mood

- *1. approach to image world*

*Kyburun*   
*Switzerland*

**FOR** → people with musculoskeletal pain, kybun is → the Swiss shoe manufacturer with its own production in Switzerland,  
**THAT** → produces air-cushion shoes that enable people with more than 50 medical diagnoses to move pain-free → **BECAUSE** a medically proven solution for lasting pain relief has been found thanks to the Swiss air-cushion technology developed by Karl Müller III, whose origin he discovered while walking in Korean rice fields.

Swiss inventor.  
Swiss quality.  
Swiss technology.  
Swiss production.

Implies a gentle and healthy  
walk.

the medical swiss air cushion shoe.

Expresses the health sector. >>> Differentiation  
compared to health shoes.

Technology that is different from  
others and cannot be copied.

Promotes the product.

**kybun**<sup>+</sup>  
Switzerland

Joya

Dr.   
Kybun  
Joya

## Awareness



*Permanently relieves pain when walking and standing.*

## Knowledge



*The shoes with the air cushion technology developed by the Swiss visionary Karl Müller III help with over 50 medical diagnoses.*

## Action

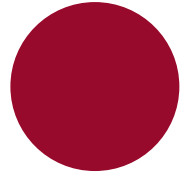


*Get advice from us for a pain-free future. More than one million kybun customers have already done this.*

# kybun – Moodboard

Health

familial



modern



innovative



Pioneer



accurate

Lifestyle

kybun+  
Switzerland

- the medical swiss air cushion shoe.
- Medizinischer Schweizer Luftkissenschuh.

Helps with hip, knee and foot problems.

Legs feel less tired.

Staying mobile up into old age.

**Purpose**

*Provides pain relief in shoes like walking in Korean rice fields.*



Switzerland

Hero

Medically clean

Korea

airy

The medical Swiss air cushion shoe.

**kybun**   
Switzerland



Befreit dauerhaft  
von Schmerzen beim  
Gehen und Stehen.



Karl Müller III  
Erfinder der Luftkissentech-  
nologie und Experte für medizi-  
sche Lösungen.



The medical swiss air cushion shoe.



Die Schuhe mit der vom Schweizer Visionär Karl  
Müller III entwickelten Luftkissentechologie  
helfen bei über 50 medizinischen Diagnosen.  
Mehr unter [kybun.ch](http://kybun.ch)

**kybun**<sup>+</sup>  
Switzerland

The Swiss solution  
against knee pain.



[kybun.com](http://kybun.com)

The medical swiss air cushion shoe.

**kybun**<sup>+</sup>  
Switzerland

Joyya

# Joya – Positioning statement

**FOR** —————> people who are in the middle of life, Joya **IS** —————> the Swiss shoe manufacturer with its own production in Korea that produces —————> **THE** health shoes that provide people with a gentle and relieving walking experience, thus enabling preventive pain-free movement into old age, **BECAUSE** ↪ thanks to Swiss air-cushion technology and a large variety of soles, the best of 30 years of experience in the development and production of health shoes.

# Joya – Suggestion slogan

Healthy shoes

Implies a happy and healthy life.

Healthy shoes. All day – every day.

For everyone and in  
every life situation.

# Joya – Key messages

**kybun**<sup>+</sup>  
Switzerland

**Joya**

Dr.   
Kybun  
Joya

## Awareness



*Permanently relieves pain when walking and standing.*

*Comfortable walking with the unique air cushion technology from Switzerland.*

## Knowledge



*The shoes with the air cushion technology developed by the Swiss visionary Karl Müller III help with over 50 medical diagnoses.*

*The Joya healthy shoe prevents musculoskeletal pain and brings mobility and stylish looks into your life.*

## Action

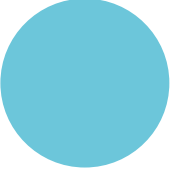


*Get advice from us for a pain-free future. More than one million kybun customers have already done this.*


*Indulge your feet with the unique Joya healthy shoe.*

# Joya – Moodboard

**Lifestyle**





**lively**




**Health**


**familial**



**Walking experience**



**uncomplicated**

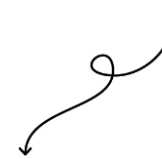


**Comfort**

**dynamic**

# Joya

- **Gesunde Schuhe. All day – every day.**
- **Healthy shoes. All day – every day.**
- Joyful walking. For life.
- The lightness of walking.
- Lightens the load when walking.
- Pure joy of life.
- A lifetime of walking pleasure.



## **Purpose**

*Healthy shoes for more comfort in life.*

# Joya

Healthy shoes. All day – every day.



Healthy shoes.  
All day – every day.



Schuhe die Spass,  
Gesundheit und  
Eleganz vereinen.

Der Joya Gesundheitsschuh beugt Schmerzen am Bewegungsapparat vor und bringt Beweglichkeit, Freude und stilvolles Aussehen in ihr Leben. **Mehr unter [joya-shoe.ch](http://joya-shoe.ch)**

Joya



**Dr.**   
**Kybun**  
**Joya**

# Dr. kybun Joya – Positioning statement

**FOR** —————> people with musculoskeletal pain or who are about to undergo surgery, Dr. kybun Joya is the Swiss health expert —————> **WHO** helps people with everything to do with a healthy musculoskeletal system and finds solutions in a solution-driven, empathetic manner and with medical expertise —————> **BECAUSE** thanks to elastic springy products based on Swiss kybun and Joya technology, it offers the right solutions for over 50 medical diagnoses and preventable surgery.

Hope for healing  
without surgery.



Healing



**Walk away from surgery.**

# Dr. kybun Joya – Key messages

**kybun**<sup>+</sup>  
Switzerland

**Joya**

Dr.   
Kybun  
Joya

## Awareness



*Permanently relieves pain when walking and standing.*

*Comfortable walking with the unique air cushion technology from Switzerland.*

*Reduces musculoskeletal pain in the long term and enables you to live a sporty, healthier and longer life.*

## Knowledge



*The shoes with the air cushion technology developed by the Swiss visionary Karl Müller III help with over 50 medical diagnoses.*

*The Joya healthy shoe prevents musculoskeletal pain and brings mobility and stylish looks into your life.*

*Elastic springy products with world-renowned kybun technology help with over 50 medical diagnoses.*

## Action



*Get advice from us for a pain-free future. More than one million kybun customers have already done this.*

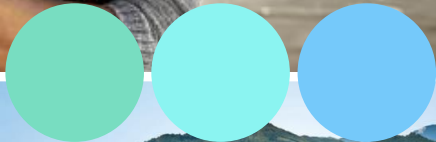
*Indulge your feet with the unique Joya healthy shoe.*

*Come to us for an individual consultation. Turn your back on pain and start enjoying life.*

# Dr. kybun Joya – Moodboard

Health

emphatic



familial



Solutions

solution-driven

walking<sup>+</sup> together worldwide

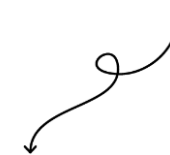
Expertise

empiric



Dr.   
**Kybun  
Joya**

Walk away from surgery.



Purpose

*Elastic springy products for pain-free movement.*

Lifestyle




... all products

kybun International Meeting 2022

A medical illustration of a human back and neck. The spine is highlighted in a glowing yellow color, indicating a focus on spinal health. A green rectangular box is drawn around the neck and upper thoracic spine area. A hand is shown touching the neck, suggesting a physical examination or therapy. The background is a soft, light gray.

Therapieren  
statt operieren.

Dr.   
Kybun  
Joya

***Kybun***   
*Switzerland*

Joya

Dr.   
**Kybun**  
**Joya**

# Key messages

**kybun**<sup>+</sup>  
Switzerland

**Joya**

Dr.   
Kybun  
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## Awareness



*Permanently relieves pain when walking and standing.*

*Comfortable walking with the unique air cushion technology from Switzerland.*

*Reduces musculoskeletal pain in the long term and enables you to live a sporty, healthier and longer life.*

## Knowledge



*The shoes with the air cushion technology developed by the Swiss visionary Karl Müller III help with over 50 medical diagnoses.*

*The Joya healthy shoe prevents musculoskeletal pain and brings mobility and stylish looks into your life.*

*Elastic springy products with world-renowned kybun technology help with over 50 medical diagnoses.*

## Action



*Get advice from us for a pain-free future. More than one million kybun customers have already done this.*

*Indulge your feet with the unique Joya healthy shoe.*

*Come to us for an individual consultation. Turn your back on pain and start enjoying life.*



# Visual-Moods



# Levels of communication

**Dr. kybun Joya**  
**Walk away from surgery.**

**kybun+**  
Switzerland

**Joya**

**Dr. Kybun Joya**

**1. level**  
**Image & promise**

the medical swiss air cushion shoe.

Healthy shoes. All day – every day.

Walk away from surgery.

**2nd level**

- Air cushion technology
- Pain indications
- Hero Shot
- Super Step (new CGI image)
- Founder Story KM III

- Air-cushion technology
- Complaints
- Comfort
- Sole diversity
- Founder story KM IV & Claudio Minder

- Pain indications
- Consultation
- Products
- Solutions

**3rd level**  
**Learn**

- Information to reduce pain indications
- Range
- Experts and customer testimonials
- Swiss shoe production / know-how

- Information on the benefits of sole diversity
- Assortment
- Testimonials from celebrities and customers

- Expert knowledge
- Experience
- Advisor/Consultation
- Advantages:
  - Avoid surgery
  - Reduce health insurance costs
  - Testimonials from kybun & Joya
  - Applications from top-class sport



**Purpose «Why»**

Experiencing the feeling of walking barefoot in shoes on a Korean rice field.

**Brand promise**

Quality. Pioneer. Lifestyle. Unique.

**Values**

familiar. innovative. modern. accurate.

**Offer**

Swiss air cushion shoes.

**Slogan**

The medical Swiss air cushion shoe.



**Purpose «Why»**

Healthy shoes for more comfort in life.

**Brand promise**

Walking experience. Comfort. Health. Lifestyle.

**Values**

familial. uncomplicated. lively. committed.

**Offer**

Health shoes from Joya.

**Slogan**

Healthy shoes. All day – every day.



**Purpose «Why»**

Elastic springy products for pain-free movement.

**Brand promise**

Expertise. Health. Solutions. Lifestyle.

**Values**

familial. emphatic. empirical. solution-driven.

**Offer**

Advice and expertise, kybun shoes, Joya shoes, training materials, mats, socks, soles, accessories, etc.

**Slogan**

Walk away from surgery.