Process of Doordarshan Broadcast Branding:

Branding for "Doordarshan," a significant and established entity, involves a comprehensive and multifaceted approach. This process, spanning from research to implementation, aims to create a cohesive and resonant brand identity. Let’s delve into these steps in detail:

**In-Depth Research and Market Analysis (Step 1 and 2)**: The branding journey begins with an exhaustive research phase, essential for understanding Doordarshan's history, audience, market position, and competition. This step involves analyzing audience demographics, preferences, and viewing habits, alongside a thorough study of competitors. It's crucial to understand Doordarshan's legacy and how it has evolved over time, to ensure the brand refresh resonates with both existing and new audiences.

**Strategic Brand Positioning (Step 3)**: With insights from the research, a strategic brand positioning is developed. This involves defining Doordarshan’s mission, vision, values, and unique selling propositions (USPs). The goal is to articulate what sets Doordarshan apart in a crowded media landscape, aligning its brand strategy with audience expectations and market trends.

**Logo Redesign and Evolution (Step 4)**: The logo is a pivotal element of Doordarshan's identity. The redesign process involves a careful balance between modernity and heritage. The new logo should reflect Doordarshan's evolution while retaining elements that are familiar and nostalgic to its audience. This involves exploring various design concepts, color schemes, and typographies that capture the essence of Doordarshan in a contemporary manner.

**Comprehensive Brand Identity Development (Step 5)**: Beyond the logo, the brand identity includes a wider range of visual and communication elements. This step involves developing a consistent design language for all brand materials, including stationery, marketing collateral, on-air graphics, and digital platforms. The design language should be versatile, scalable, and reflective of the brand's core values and personality.

**Mockups and Real-world Application (Step 6)**: Creating realistic mockups is crucial for visualizing how the branding elements will look in various applications. This includes on-air graphics, merchandise, digital platforms, and outdoor advertising. These mockups help stakeholders understand the brand's visual impact in real-world scenarios and ensure consistency across different mediums.

**Brand Guidelines and Documentation (Step 7)**: To maintain consistency, comprehensive brand guidelines are developed. These guidelines serve as a manual for applying the brand identity across various platforms and contexts. They detail the usage of logo, color palette, typography, imagery, and provide direction on the brand's tone of voice, messaging, and communication style.

**Digital and Social Media Strategy (Step 8)**: In the digital age, a robust online presence is vital. For Doordarshan, this involves revamping its social media strategy to engage more effectively with its audience. This includes creating content that resonates with its diverse viewer base, leveraging multimedia formats, and engaging in two-way communication. The strategy should align with the overall brand identity and aim to position Doordarshan as a forward-thinking, viewer-centric broadcaster.

**Implementation, Launch, and Feedback (Step 9)**: The final step is the implementation and launch of the new brand identity. This involves updating all touchpoints, including the broadcasting network, digital platforms, and marketing materials. A well-planned launch strategy is crucial to create buzz and ensure a positive reception. Post-launch, collecting feedback from audiences and stakeholders is essential to gauge the effectiveness of the rebranding and make iterative improvements.

Throughout this extensive process, the goal is to rejuvenate Doordarshan's brand, making it relevant and appealing to contemporary audiences while honoring its rich legacy. The process is iterative, requiring constant evaluation and adaptation to ensure the brand stays dynamic and resonant in an ever-evolving media landscape.