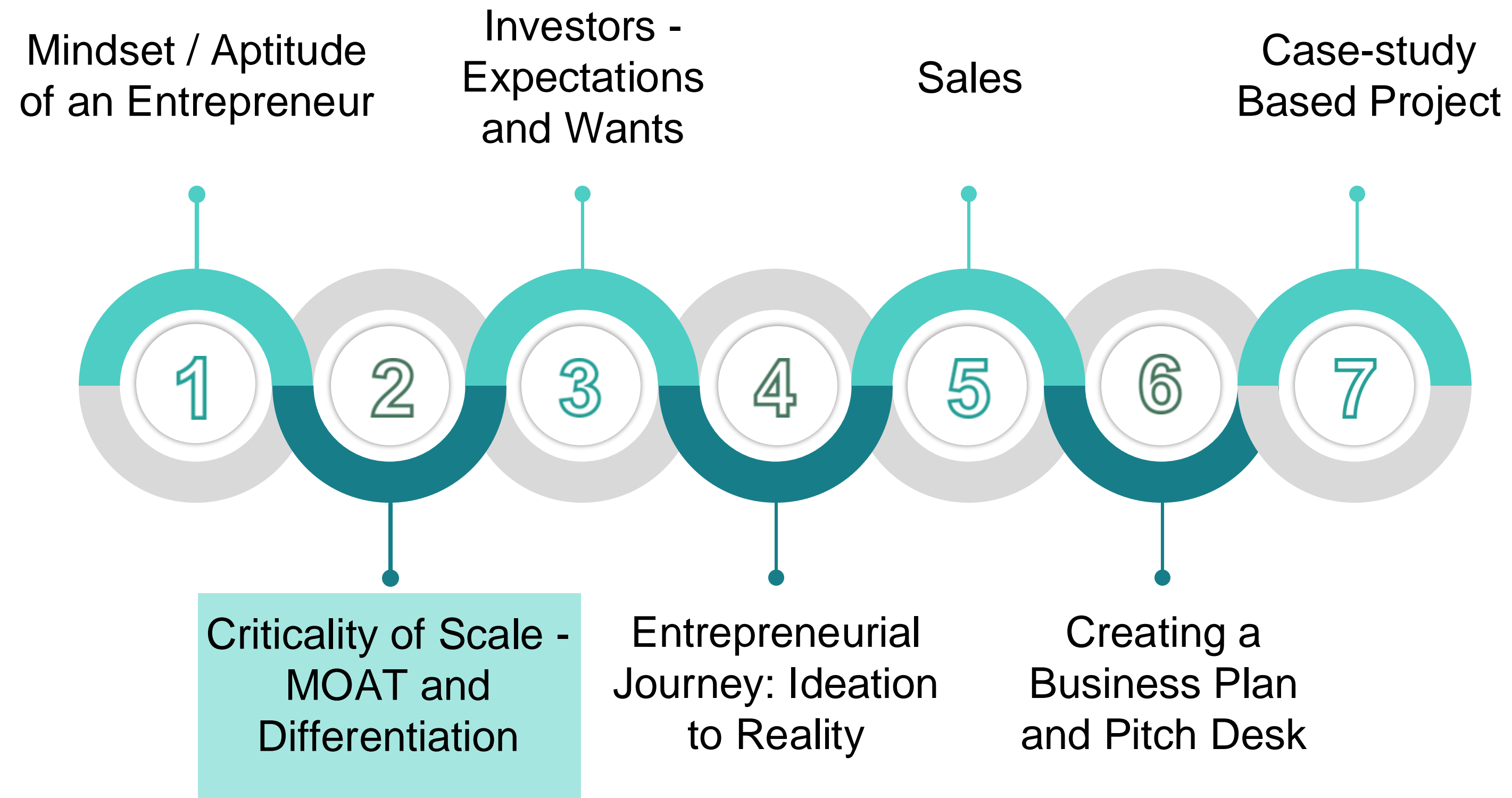


# Semester 1



# Branding

Sanjeev Yamsani



# What is a Brand?



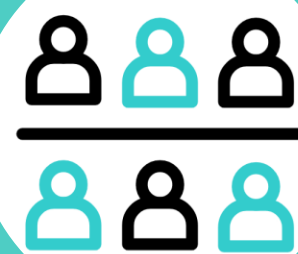
What your customer/market thinks of when he or she hears your brand name?

- It is both factual and emotional



A brand grows stronger when consumers start using it in everyday context/ interactions

- Google it vs. browse it
- Gpay/Phonepe vs. UPI
- FedEx it vs. courier it



The above only happens when customers feel enough of a relationship with a product to use it in their everyday conversations.

This happily reinforce the brand attributes.

- FedEx: Speed and Efficiency

# Brand vs. Marketing vs. Sales

## Brand

A Company's unique identity, character, values, purpose, mission, experience, inspiration, etc.

## Marketing

Focuses on building awareness of the BRAND and interest in a company's products or services

## Sales

Focuses on converting that interest in the company's product or services into a transaction or revenue.

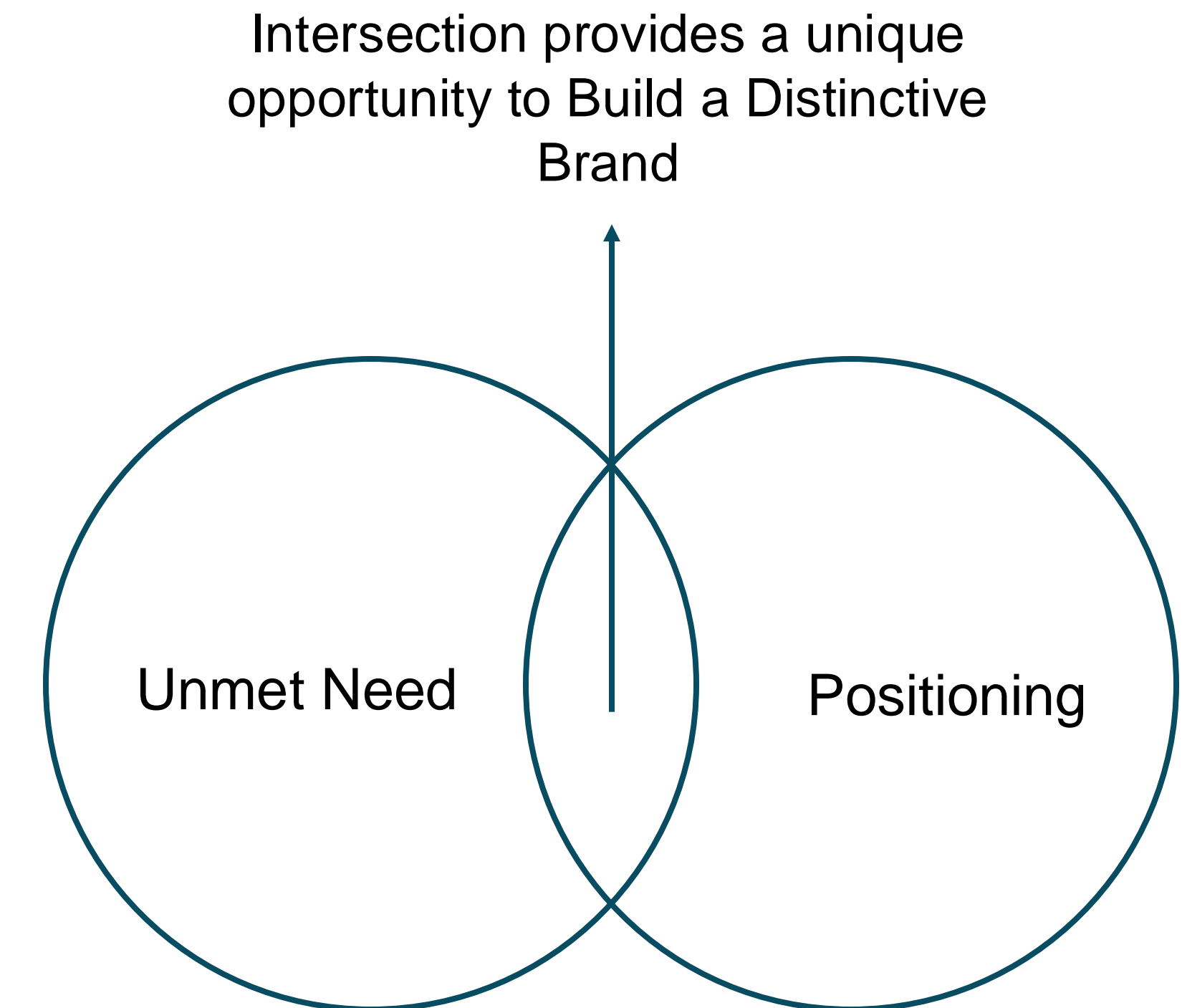


# Why Branding: Gives a Distinctive Positioning

 Captures **attention**

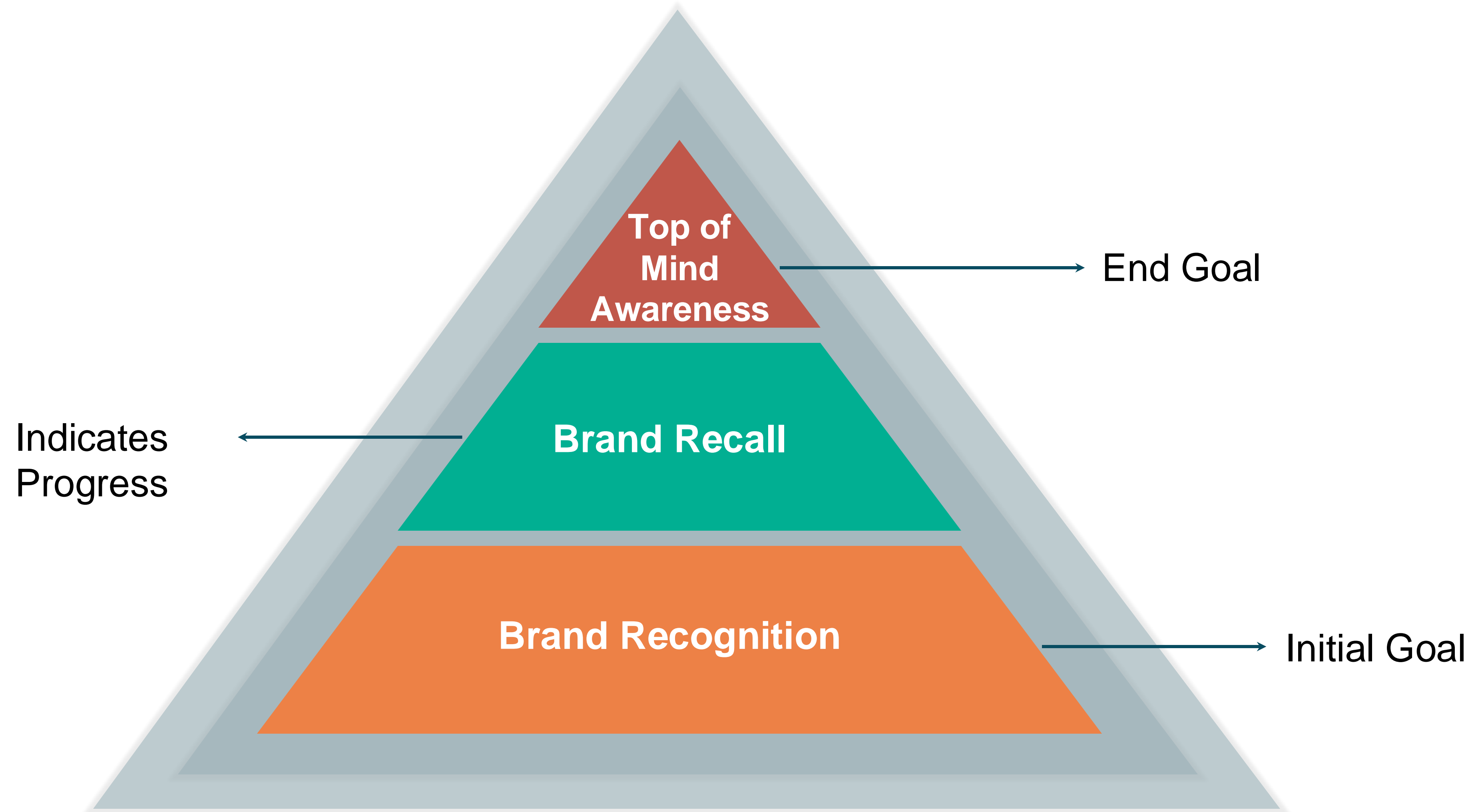
 **Distinctiveness** provides a MOAT

- A successful brand with zero distinctive elements will quickly be copied.
- Distinctive brands claim a space that others will find tough to copy without looking like a second-rate version of the original





# Brand Becoming Synonymous With the Product/Services



Band-Aid, Dyson, and Pampers are examples of how a brand becomes **synonymous** with the product.

# How to Build a Powerful Brand?

- Consistency of **Brand narrative**
- Consistency of **product/service**
- **Longevity**: Continued success in offering a product or service at the desired quality
  - A brand MOAT is not built overnight
- **Communicate** the unique advantages vs. the competition
- **Continued innovation** in the product/service
- Set the **thought leadership** in the industry





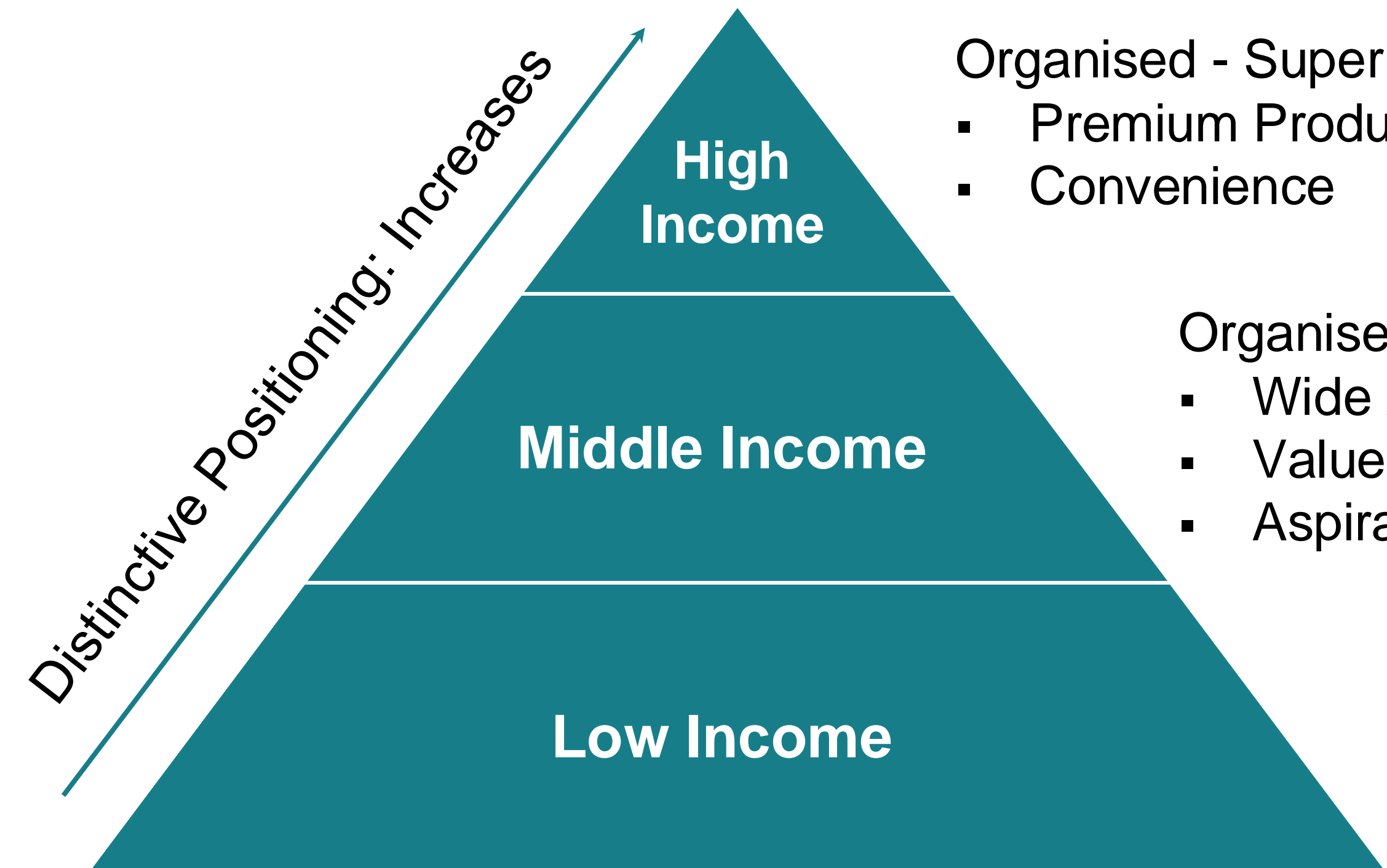


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# Grocery Retailing



# Grocery Retailing: Segmentation



Organised - Supermarkets, Large Format Stores and Online

- Premium Products
- Convenience

Organised - Supermarkets, Large Format Stores and Online

- Wide Assortment
- Value Pricing
- Aspirational/Urbanisation

Unorganised - Kirana stores

- Neighbourhood store with a potential Credit Line



# Grocery Retailing: Brand Positioning

## Offline

- Dmart: Everyday Low Price and Large Format Stores
- Nature's Basket: Retailers Premium Global Products

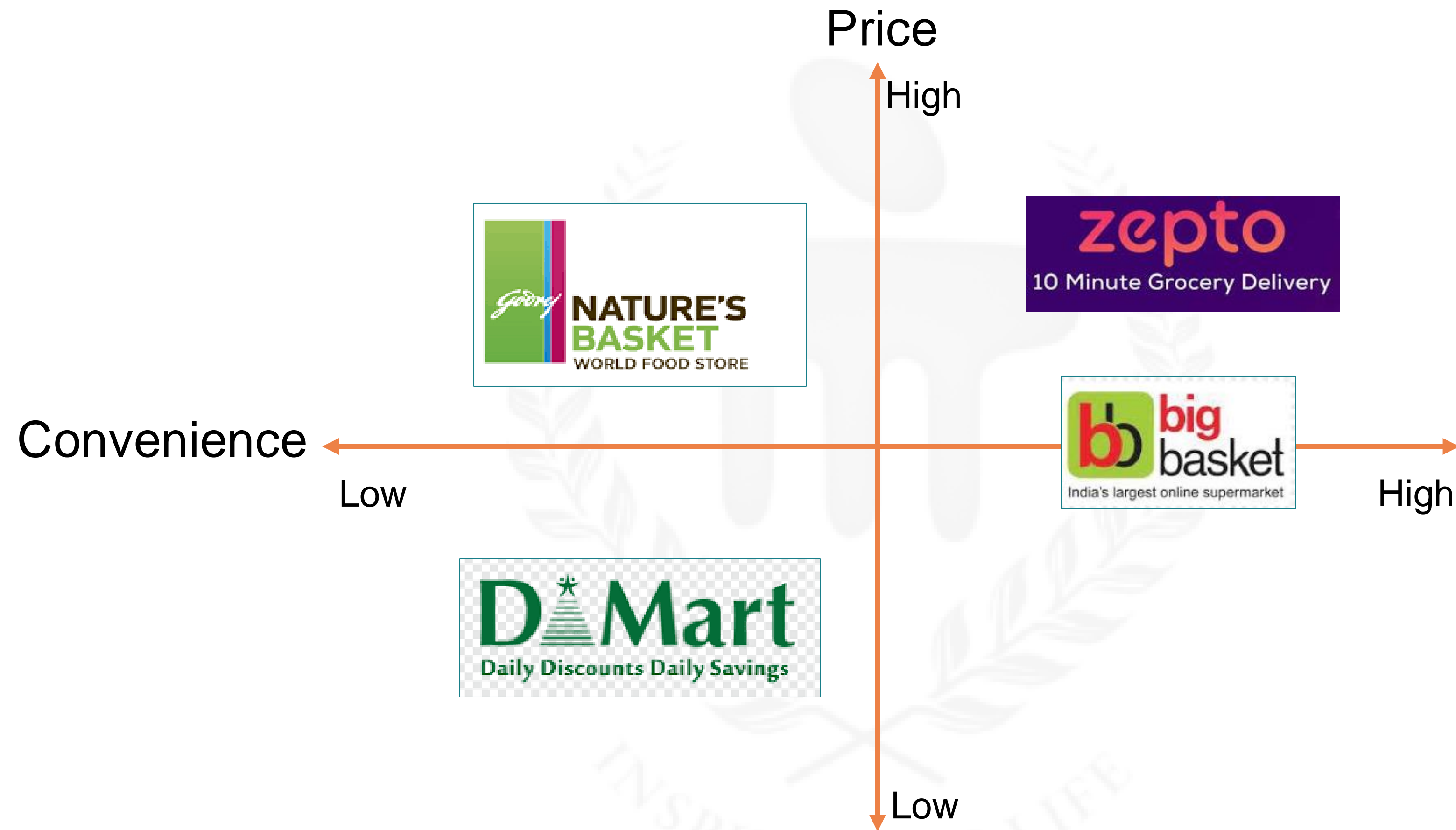
## Online

- BigBasket: Largest Online Retailer (Value Conscious)
- Zepto: 10 minutes Delivery of Everyday essentials (Convivence)





# Grocery Retailing: Brand Positioning



# Zepto: 10 Minute Delivery



Convenience



Everyday Essentials



**Brand Expansion:**

Attempting to bring other categories under 10 Minute Delivery

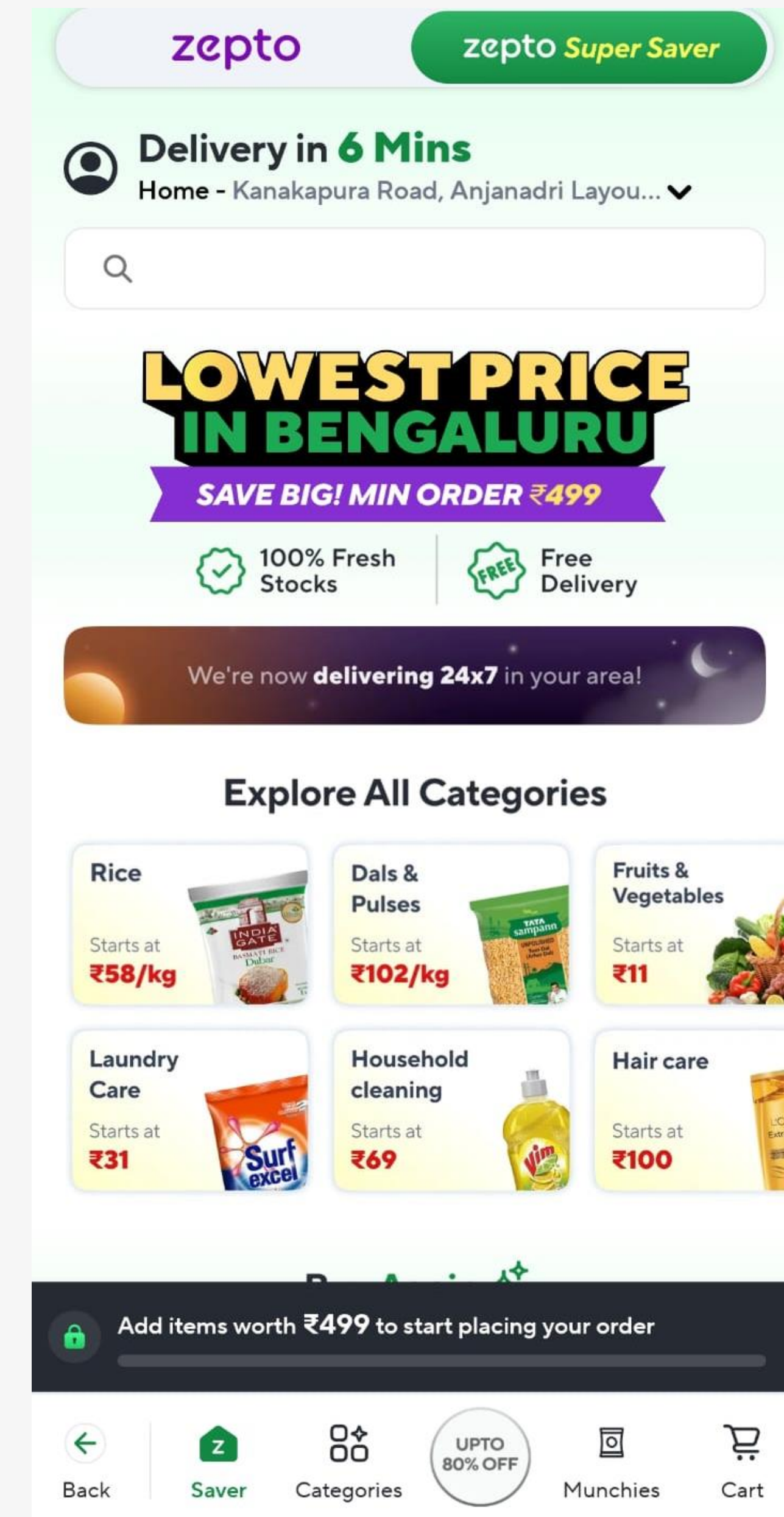




# But?

## Is ZEPTO Changing the Brand Positioning too soon?

## And WHY??








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boat Lifestyle

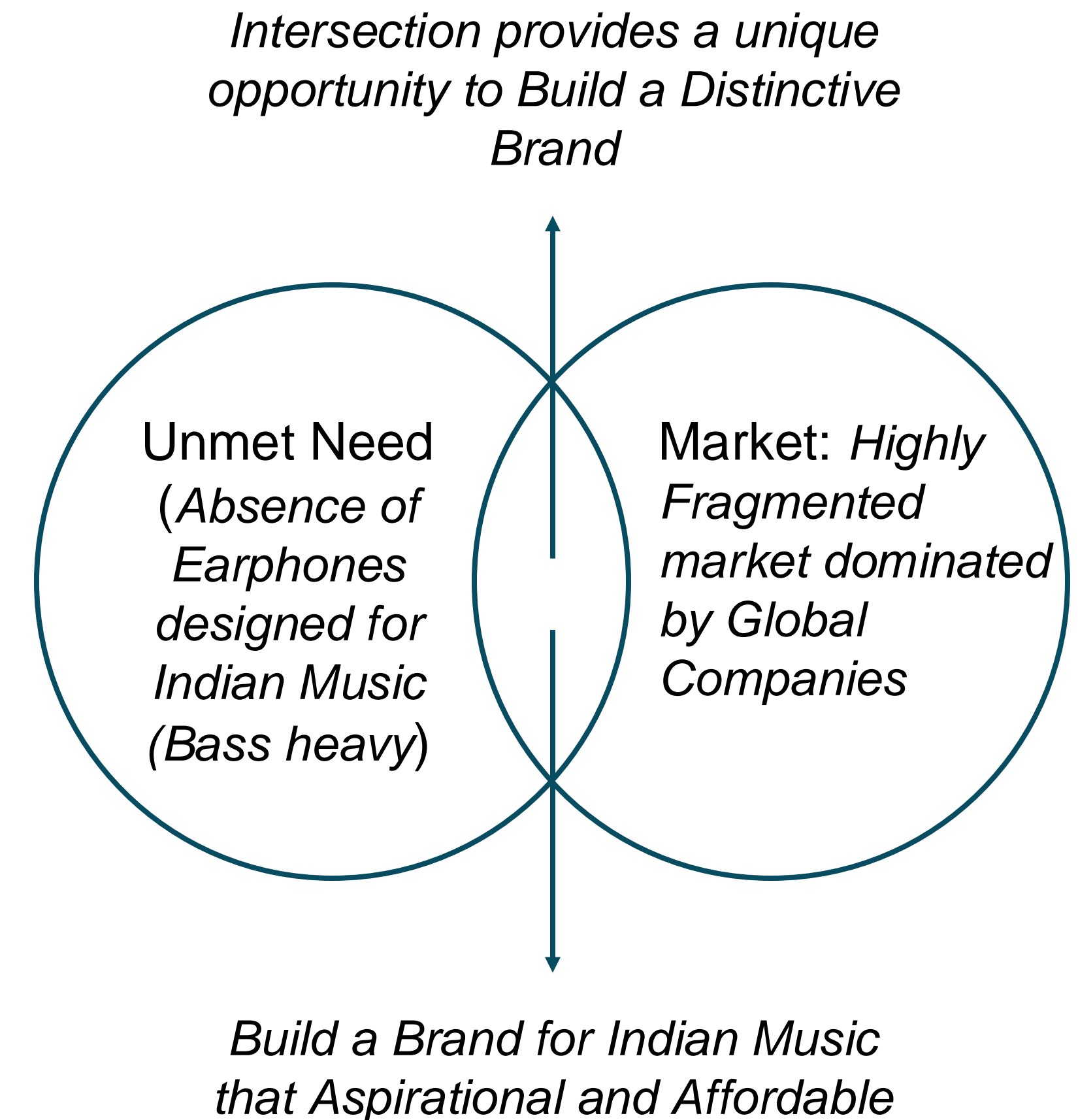


# Brand boAT: Distinctive Positioning

 **Segment:**  
Millennials and GenZ

 **Segment Behavior:**

- Unique Shopping Preferences (Urbanisation drove towards Organised and Online)
- Considered Reviews and Recommendations
- Aspirational



# boAT: Distinctive Positioning

➤ Aspirational (Digital First Approach)

Affordable

Innovative

- For Indian Music (Bass Focused)

Reliable Products (2 years Warranty)

Small Innovations and Improvements

- Material for Indian consumers (warm climate, sweat, sturdy, durable etc.)

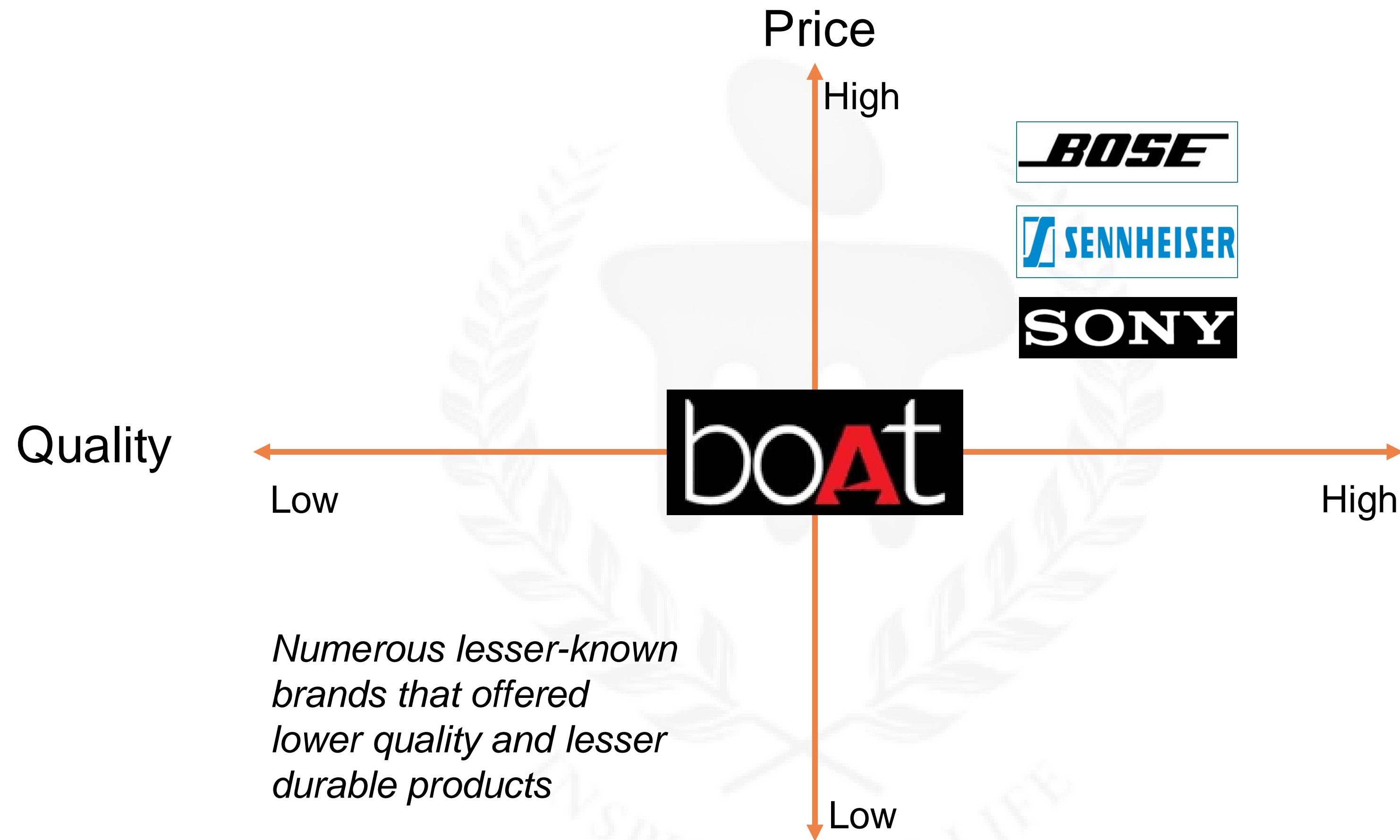


The logo for boAT is displayed in a large, white, lowercase font. The letter 'A' is stylized and colored red, while the other letters are white. The background is a dark gray with a faint, repeating pattern of the boAT logo.

boAT: Now in India



# boAT: Positioning



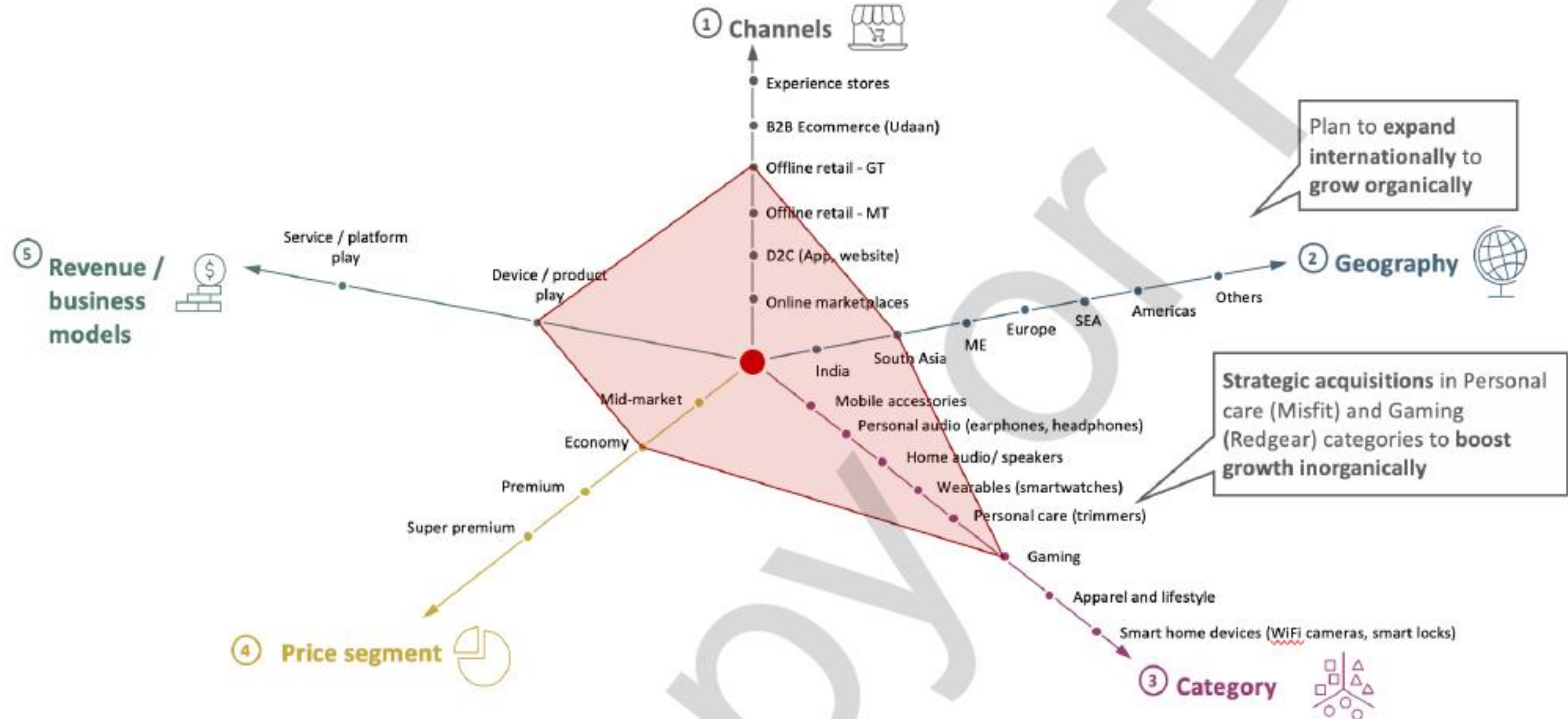
# Building the boAT Brand

- Company positioned as a Lifestyle brand to appeal to younger consumers
  - Not an electronics positioning
- ‘boAthead’ Community: Used Social Media Channels effectively
  - “New-Age India”: Portrayed as rebellious, unapologetic and fearless group
- India: Bollywood, Cricket and Music
  - 3 things that constantly sell in India
    - Onboarded Hardik Pandey, and other celebrities
    - Co-sponsored Lakme Fashion Week





# boAT: Avenues of Expansion



Source: Company documents.

# boAT: Opportunity in India

	FY20	FY25E
Consumer electronics	\$37 billion	\$72 billion
Lifestyle accessories*	\$1.7 billion	\$6.8 billion



Source: Created based on company documents

Note: Lifestyle refers to segments in which boAt operates.



# Global Brand vs. Multi-National Brand

## Global Brand

- A Product or Service that bears a shared brand identity system that is recognised, accepted and sold in most or all parts of the world
  - Consistent logo, visual identity, strategic positioning, and core story throughout the globe
  - Although marketing execution can vary across markets
  - Differences in Products, Pricing, Packaging, distribution, advertising and promotional strategies

## Multi-National Brand

- Operates in fewer markets or regions
- Has more variation across the markets it operates in:
  - Brand Identity
  - Strategic Positioning
  - Visual Expression





# How Will boAT Position its Brand in Other Markets

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The background features a smooth gradient from a light tan on the left to a dark brown on the right. Large, semi-transparent circular arcs are visible on the left side, and a thick white arc curves across the top right. A solid orange circle is positioned in the bottom right corner.

**HAPPY LEARNING!**

