



Branding Strategy

Building a Timeless
and Trustworthy
Digital Brand



Date: July 2025





Launching EchoFi in Nepal

Objective: Radiance Skincare aims to redefine natural beauty with sustainable and effective products.



Context: Rapid digital adoption and rising smartphone penetration among Nepali youth (18–30) are driving TWS (True Wireless Stereo) demand.



Product: Mid-range wireless earbuds with long battery life, deep bass, and sleek design at NPR 2,800–4,200.



Target Market ↗ Overview



- Demographic Focus: Urban Nepali youth (18–30), especially college students, young professionals, and entry-level tech workers.
- Geographic Focus: Kathmandu Valley, Pokhara, Biratnagar – cities with highest digital adoption.
- Psychographics: Trend-sensitive, aspirational, digitally active, value-conscious but brand-aware.

User Segmentation

Segment	Description	Needs
 Campus Hustlers	Students in colleges, schools	Affordable, stylish, long battery
 Fitness Buddies	Gym-goers, joggers, dancers	Sweat-resistant, secure fit, bass
 Young Workers	Early-career professionals, remote workers	Comfort, mic clarity, long-lasting
 Casual Gamers	Light gamers & streamers	Low latency, immersive sound

Market Research Insights



Top Sellers:

- boAt Airdopes, Xiaomi Redmi Buds, Realme Buds

User Pain Points:

- "Battery dies too soon during long commutes."
- "Mic doesn't work properly in local traffic noise."
- "Looks cheap—feels like a toy."

Gaps Identified:

- Lack of locally relevant mid-range TWS with solid design + audio + durability.

Opportunity:

- Build a brand that “understands Nepali youth needs”.

EchoFi Product Offering – SonicPods

- Product: EchoFi SonicPods
- Price: NPR 4,999–6,999
- Features:
 - 1.8 hr playback | 36 hr with case
 2. IPX5 rating | Dual-mic ENC
 3. Voice assistant | Bass boost
- Visual: Product breakdown or comparison chart

Branding Layer on EchoFi

- Brand Essence: "Echo Your World"
- Positioning: Affordable innovation with performance appeal
- Identity: Vibrant, bold, modern – youth-first
- Visual: Logo, font, color palette, tagline

Launch Strategy

- Distribution:
 1. Online: Daraz, SastoDeal, EchoFi website
 2. Offline: Retail tie-ups in Kathmandu & Pokhara
- Pricing: Penetration pricing + festival discounts
- Promotion Channels: YouTube reviews, TikTok influencers, Spotify audio ads
- After-Sales: 12-month warranty, 24x7 chat support, 3 service hubs

Marketing Campaigns

- Campaign 1: “Sound Without Limits”
- Objective: Create pre-launch buzz
- Tactic: Influencer unboxings + early access for students
- Goal: 100K reach in 30 days
- Campaign 2: “EchoFi Campus Champions”
- Objective: Drive youth engagement
- Tactic: Campus ambassador program in 10 colleges
- Goal: 2,000 trials | 500 conversions

Contingency Plan (Plan B)

- Low Sales: Boost discounts, partner with ISPs & telcos for bundles
- Brand Unfamiliarity: Focus on "Made for Nepal" stories and user testimonials
- Service Complaints: Real-time ticketing + more service centers
- Product Pivot: Launch entry-level “EchoFi Lite” model if demand shifts

Key Metrics to Track

Category	Metrics
Awareness	Social media reach, brand recall
Engagement	Influencer views, website traffic
Sales	Channel-wise sales, conversion rate
Customer Experience	NPS, service response rate
Loyalty	Repeat purchases, app engagement

Building Brand Equity

- Youth Identity: Relatable campaigns, music collabs, memes
- Emotional Connect: Use of local language, storytelling ads
- Consistency: Logo, packaging, and digital voice across channels
- Trust: 1-year warranty, student discounts, quality-first commitment
- Future Roadmap: Expand into wearables (EchoFi Pulse), collaborate with Nepali creators



**Thank
You**