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# 5 TIPS FOR CREATING A HOLISTIC BRAND EXPERIENCE





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# BEYOND THE VISUAL

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Your brand's visual identity is just the tip of the brand iceberg. The true foundation lies in its core values, purpose, promise, mission, and communication strategy. Make sure you define the foundation of your brand to keep it consistent across all touchpoints.





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# CONSISTENCY IS THE KEY

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A holistic brand experience can be delivered when your core messaging is consistent across all consumer touchpoints. From online to offline, ensure your brand stands for the same brand purpose.





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# STORYTELLING THAT CONNECTS

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This tip stands true no matter which media you choose. As a famous Ad Man says and I quote, “You tell me a fact, I’ll learn. But you tell me a story and I’ll remember”. A strong brand story, built on core values, purpose, and promise, fosters connections with your audience.





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# HOW STRONG IS YOUR EMOTIONAL APPEAL

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Indian art lists 9 Ras or emotions - Love, comedy, sorrow, anger, heroism, terror, disgust, surprise and peace. A compelling story and a holistic brand experience is one that appeals strongly to one or more of these emotions making it easy and worthy for consumers to remember.





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# CONSUMER AT THE CORE

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Along with customizing the message for your customer, it also includes identifying - Is the consumer ready for your message yet? Is the customer in the right mindset to receive your message? If no, it is important to be considerate. The messaging should not shout out loud at the customer rather give them a brand experience in a manner that fits their mindset.





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BRANDING IS AN  
INVESTMENT IN  
YOUR  
BUSINESS'S  
FUTURE.