



JUSTICE

# Branding Proposal

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# Analysis & Data

- \* Cursory market analysis revealed immediate market is in effect monopolised by a few companies, Volcano and Amplify are good examples.
- \* The larger market is saturated by big players in the consumer electronics industry, most of whom have instant brand recognition.
- \* The logo is too close to industry standard and is hence lost in the sterile sea of isometric blues.
- \* There are multiple companies with the same name, however, this has not detracted from search engine visibility.
- \* The aforementioned competitors have experiential consumer-focused marketing. Although that isn't the main business model for Astrum, an appeal to consumer sensibilities will add recognition and credibility to the brand through repetition. resulting in more turnovers on our B2B pipelines.

# Market Research

\* Market sample; 10 people, young adults, Lower to middle class, African decent.

\* Findings:

- Brand Recognition 2/10
- Product merchendising 7/10
- Brand competition 6/10

\* Recommendations:

- The creation of a consumer focused experience with intriguing visuals and communication to engage and reaffirm the brand in the consumer consciousness.
- The use of digital platforms to market products in a consumer friendly way with appropriate links to distribution channels
- Distinguishing the brand by leaning into the meaning of the name (the heavens, planetary bodies, and constellations in latin). Playing on aspiration and innovation as central themes



astrum

A photograph of a white, rectangular earbud case resting on a sandy beach. The case is open, revealing two white earbuds with black stems. The word "astrum" is printed in a lowercase, sans-serif font on the front of the case. In the background, a person's legs and feet are visible as they walk along the shore. The sky above is a vibrant blue with numerous small, glowing yellow and white stars, suggesting a night sky or a celestial theme.

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