



astrium

# 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 merchandising 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

The image features a deep blue night sky filled with numerous white stars of varying sizes. Large, fluffy white clouds are scattered across the scene, particularly concentrated along the left and right edges, with some clouds appearing in the foreground. Centered in the middle of the image is the word "astrum" in a white, lowercase, sans-serif font. The letter 'a' is stylized, containing a small white five-pointed star within its counter. The overall composition is balanced and evokes a sense of space and astronomy.

astrum







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