

PACKAGING AS A POWERFUL TOOL OF BRAND DIFFERENTIATION

August 2018



Let's begin at the beginning!

chlorophyll believes in first identifying what a brand uniquely stands for, on the basis of customer research and competitive analysis.

It then aligns the brand name, ideantity™ and packaging to this differentiator.

What is an ideantity™?

An ideantity™, a concept trademarked by chlorophyll,
is a visual idea complemented by a brand line.

Together they communicate what the brand stands for.

Think of it as a 'one-second' advertisement!

So what is different about chlorophyll's approach to packaging?

chlorophyll magnifies one big 'own-able' element of the brand or its ideantity™... an element that jumps out of the packaging, grabs the consumer's attention and sticks in her mind!

Here are eleven examples.

Imli Tree

Differentiated proposition: authentic food products that evoke fond memories.

Name: Inspired by a childhood moment: climbing a tamarind tree and eating its sour, tangy fruit (often without the knowledge of one's parents, which made the fruit tastier!)

ideantity™: a tamarind tree with a swing, another symbol of childhood and a sense of total abandon.

The brand line '*Yaad bhare swaad*' succinctly captures what the brand stands for.

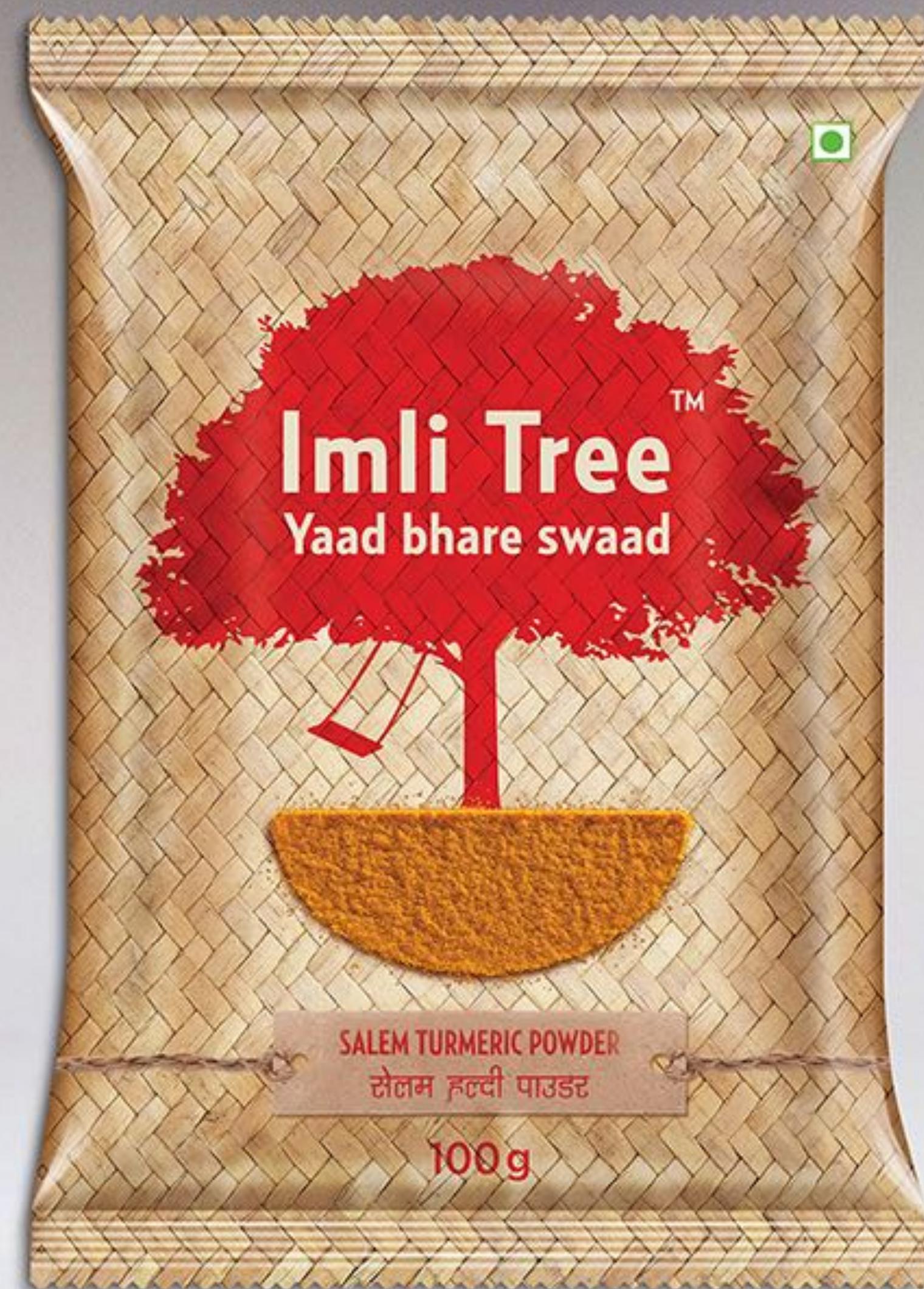


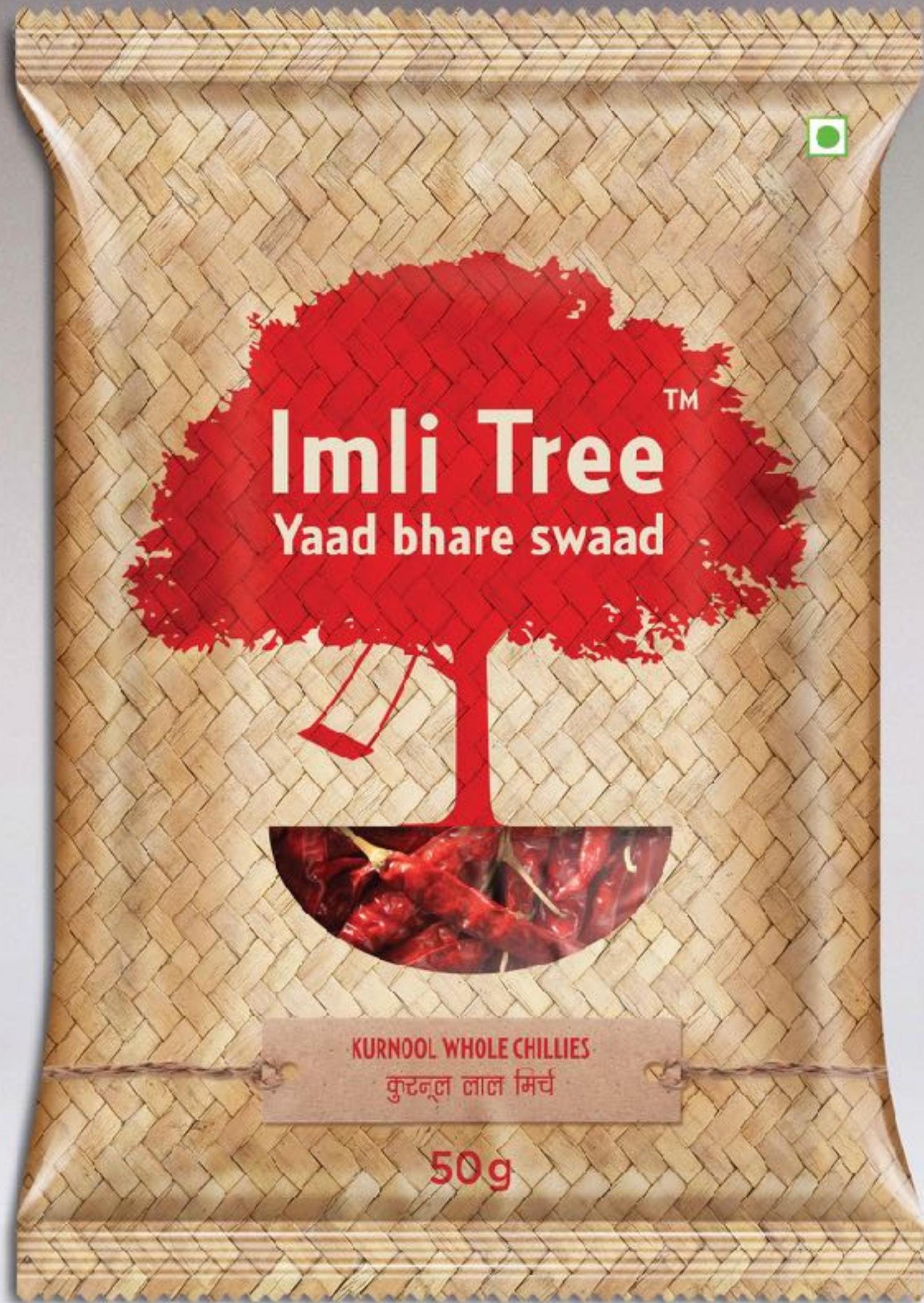
Imli Tree™
Yaad bhare swaad

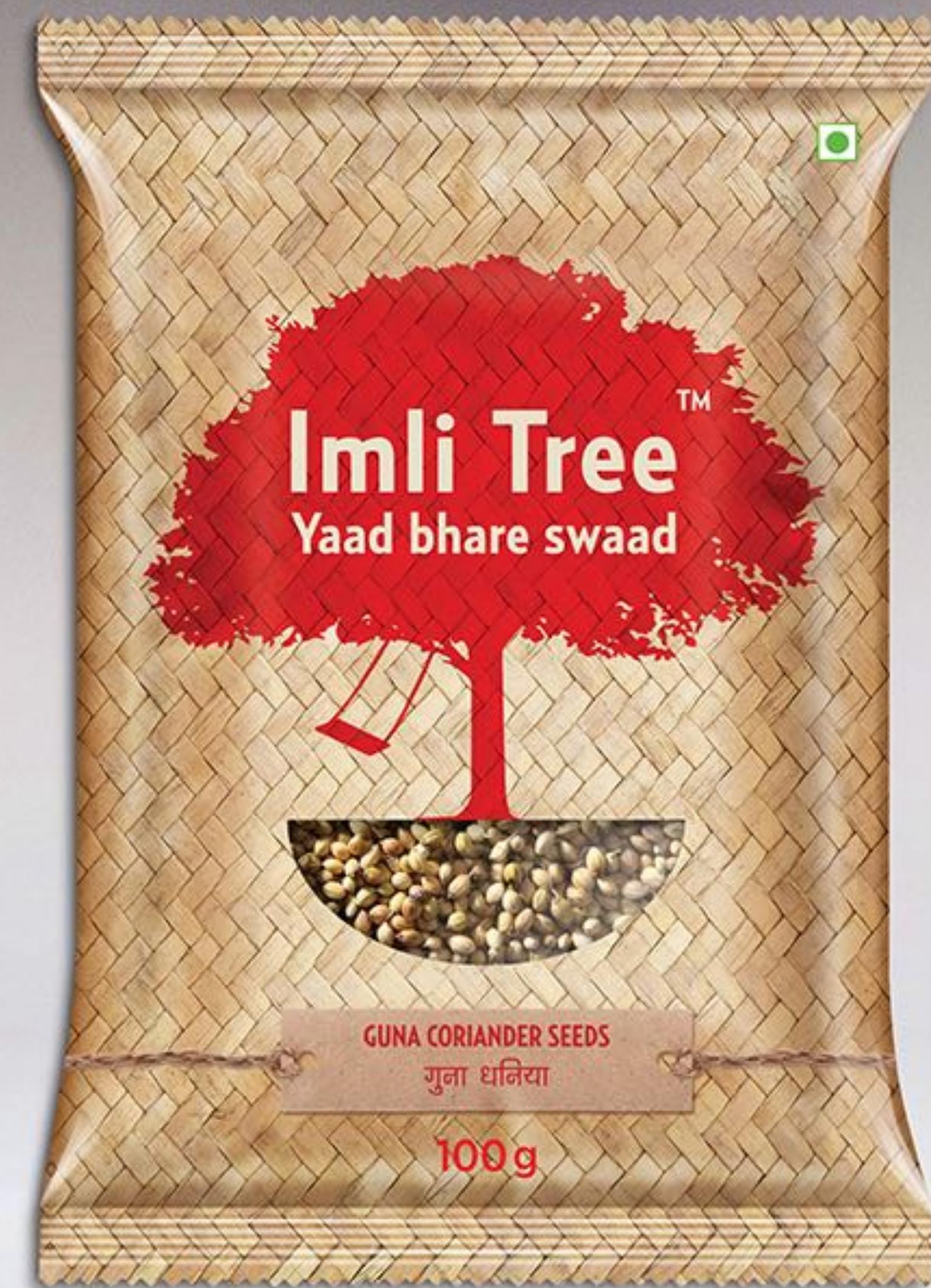
Packaging: the bright red ideantity™ on jute and bamboo backgrounds (that hint at authenticity), creating a stunning contrast of colours.



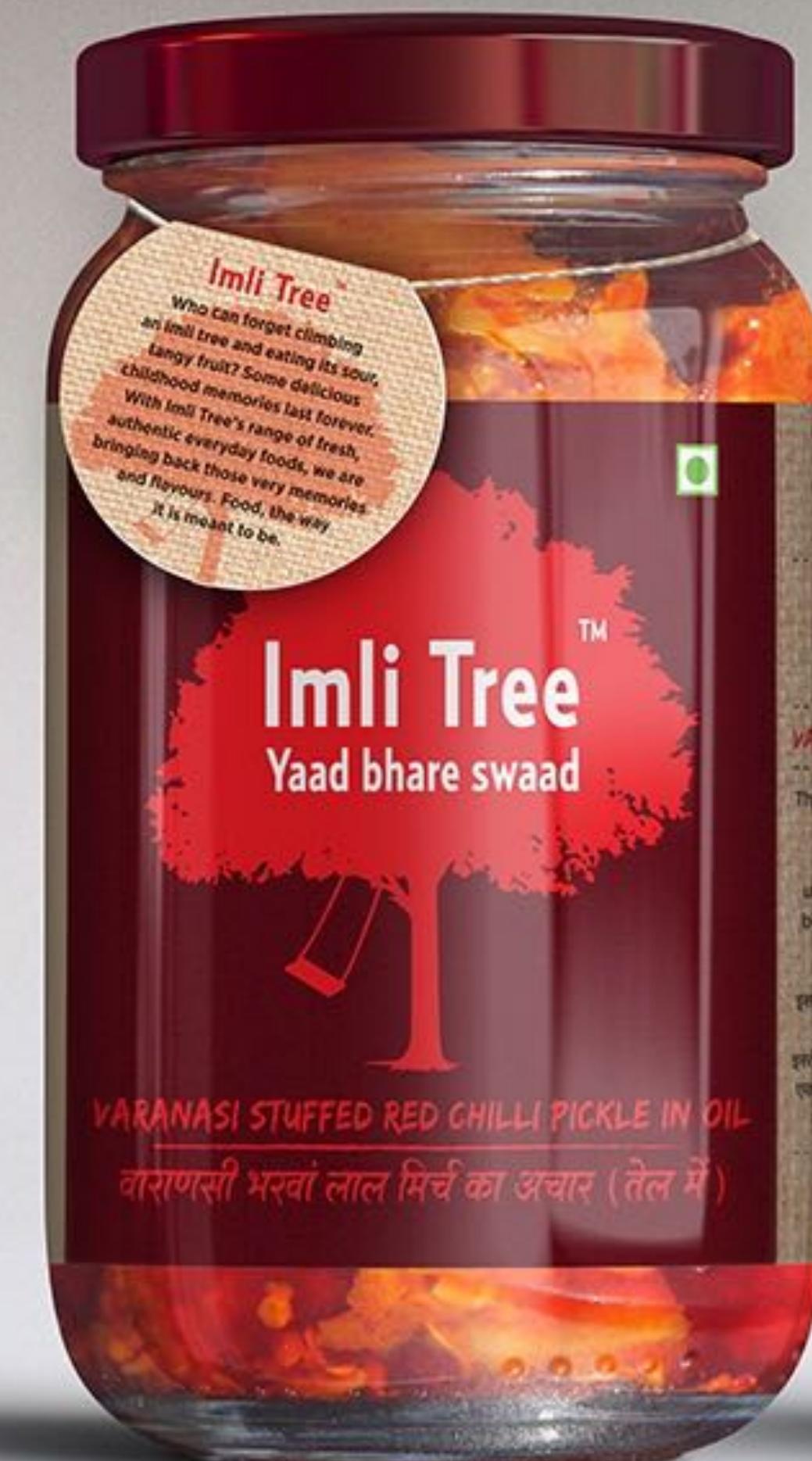












Gubbaara

Differentiated proposition: fun snacks that bring out the mischievous child in you!

Name: Hindi for 'balloon', an object that represents pure, unadulterated fun.

ideantity™: balloon strings that lift the two consecutive b's in the name Gubbaara.

The brand line '*Swaad hai hatke, zubaan pe atke!*' celebrates the snack's unique 'fun-enhancing' taste.

gu**b**aara

Swaad hai hatke, zubaan pe atke!TM

Packaging: a mascot who engages with Gubbaara snacks in cute, mischievous ways!









Tandem

Differentiated proposition: home appliances that save power... without compromising on performance!

Name: a bicycle with seats and pedals for two riders, one behind the other, symbolising the brand's dual benefits.

ideantityTM: the letter 'T' in the name 'Tandem' doubles up as a plus sign. The brand line '*higher performance + lower bills*' sums up the brand's differentiator.



higher performance + lower bills

Packaging: Specific visual associations of each product flow seamlessly from the front of the pack to its sides. A clean, clutter-free look overall.

tandem
higher performance + lower bills

tandemTM

higher performance + lower bills

ALUMINIUM PRESSURE COOKER
PC315002

3L

ENERGY SAVER BASE

ANTI-BULGE

5+1
WARRANTY



tandem

higher performance + lower bills

ALUMINIUM PRESSURE COOKER

PC315002

3L









tandemTM
higher performance + lower bills

Product Name & Model:
Induction Cooker ICG14001
Net Quantity: 1 N
Wattage: 2000W
Voltage/Frequency: 220-240V, 50Hz
MRP: Rs 2999 (inclusive of all taxes)
Month & Year of Manufacturing:
August 2014

Manufactured by:
NMH TECHNOLOGIES
573409, Dharmpur Sar Road Baddi
Tehsil Baddi, Dist Solan 173 205 (HP)

Marketed by:
TPG Wholesale Pvt Ltd
Plot No. 184, DLF Phase 1
Gurgaon 122 016, Haryana, India

Customer Care:
Customer Service Executive
Address same as above - Gurgaon
1800 425 5548 (Toll Free)
093508 72193
Standard call rates apply

Feedback/Complaints:
customerscare@vishalwholesale.co.in

47003893



tandemTM
higher performance + lower bills

INDUCTION COOKER
ICG14001

2000W



Nulife

Differentiated proposition: triple safety (affordability, accessibility, quality) in medical disposables.

ideantity™: the letter 'U' in 'Nulife' completes the medical plus sign along with its other parts.



Packaging: a pattern created by medical plus signs makes the ideantity™ come alive.







Nutec

Differentiated proposition: innovation in medical diagnostics, within everyone's reach.

ideantity™: one of the petals of a flower doubles up as an exclamation mark to hint at something new and innovative.

The brand line '*Innovation for everyone*' completes the communication.



Innovation for everyone!

Packaging: a dramatic magnification of the exclamation mark
from the ideantity™.







First Crop

Differentiated proposition: the freshest, purest farm produce, chosen with great care.

Name: the word 'First' in 'First Crop' hints at the freshest produce.

ideantityTM: the letter 'P' in the name 'First Crop' doubles up as a woman's fingers... fingers that pick the purest products for consumers!

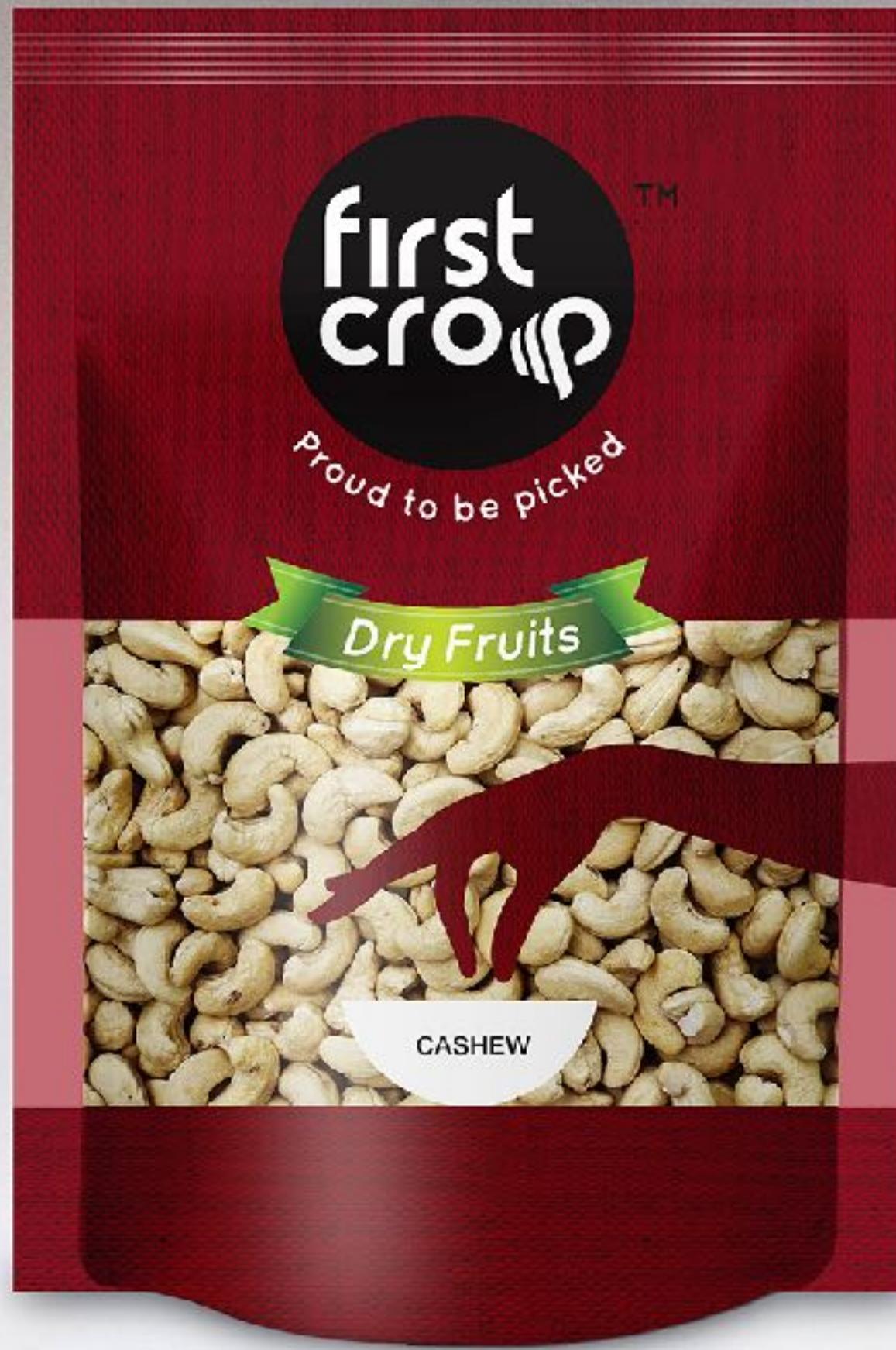
The brand line '*Proud to be picked*' suggests that the grains have to compete with each other for the top spot!



Proud to be picked

Packaging: a woman's delicate, graceful hand, picking
the finest farm produce.







Home Ninja

Proposition: effective protection against germs and dirt.

Name: Home Ninja. A warrior who protects homes against germs and dirt.

ideantity™: the letter 'J' in 'Ninja' doubles up as a sword!

**HOME
NINJA**

THE GERM FIGHTER

Packaging: the illustration of a zesty Ninja brandishing a sword, ready to attack germs and dirt!





Full Bloom

Proposition: jams, teas and ketchups that deliver unparalleled freshness and flavour.

Name: represents the freshness of the ingredients used in each product, almost 'picked in full bloom'.



Flavours at their best

Packaging: vibrant, stylised illustrations of tea-pickers and fruit-pickers carrying the freshest produce!





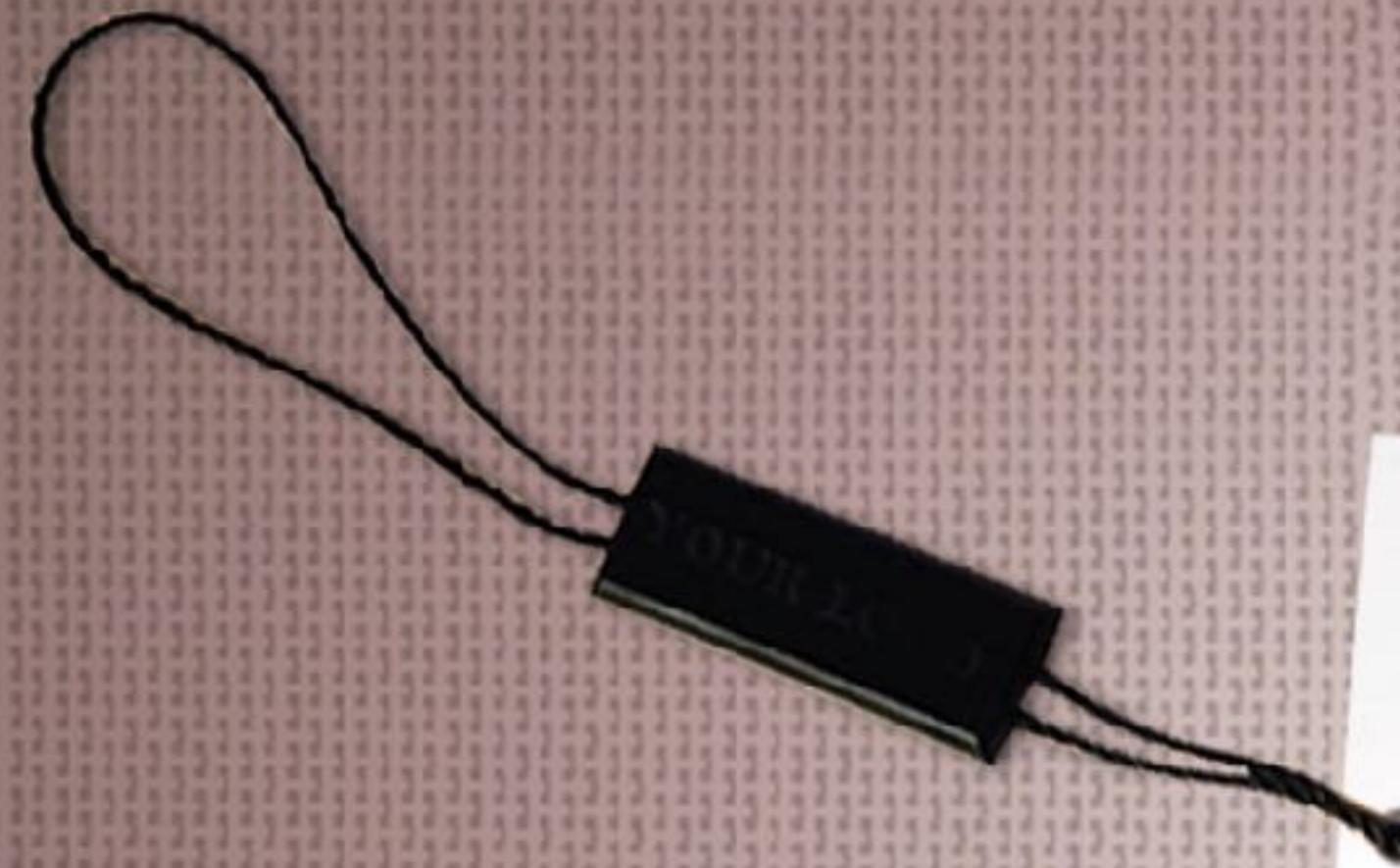




Vishal Fashion

The background: Vishal Mega Mart launched ten in-store fashion labels across age and gender.

The objective was to create ten distinct brands on the basis of differentiated propositions.



DRIFTWOOD

Maximum style. Minimum effort.

For those who glide from one trend to another,
floating along like a piece of driftwood on water.
For style icons who get noticed without having to try,
Casual wear that stands out every day.



DRIFTWOOD

- Lab tested to meet industry standards of colour durability and shrinkage
- Returns accepted within 14 days with your bill, no questions asked
- Customer care: +91 93508 72193

Men's semi formals:effortless
style



The road the world wants you to take has no adventure.
Adventure is in going just a bit off the path, a bit slanted.
It's time to make an unexpected statement.



- Lab tested to meet industry standards of colour durability and shrinkage
- Returns accepted within 14 days with your bill, no questions asked
- Customer care: +91 93508 72193

Pre-teen boys: break the rules



No two handprints
are the same.
In its own special way,
each says something different.
So dress your children
in this bright range
of kidswear and watch them
make an impression.



- Lab tested to meet industry standards of colour durability and shrinkage
- Returns accepted within 14 days with your bill, no questions asked
- Customer care: +91 93508 72193
- Also available on www.myvishal.com

Pre-teen girls: make a unique statement



Infants and kids: stand out

Denims: customized for your lifestyle





Women's casuals: get noticed

'Black Tie' is a dress code.
A code for men of class,
men with exceptional taste.
Men like you. Shirts, trousers,
blazers, ties and of course,
the black tie itself.



- Lab tested to meet industry standards
- of colour durability and shrinkage
- Returns accepted within 14 days with your bill,
- no questions asked
- Customer care: +91 93508 72193

black tie
Look the part

Men's formals: a *class apart*



Women's ethnic wear: twist on tradition



Women's essentials: feel
special

Indigo

Differentiated proposition: the most surprising answers in the world of paints!

ideantity™: a zebra with unusual multicoloured stripes, instead of just black and white ones.

The brand line 'Be surprised!' completes the communication.



INDIGO
Be surprised!

Packaging: a dramatic celebration of the zebra stripes resulting in true and total differentiation in the paint category.

chlorophyll used versions of the stripes to create a tiered brand architecture: silver, gold, platinum. vAcross over 25 products!



INDIGO

Be surprised!

METALLIC EMULSION

PLATINUM SERIES







Om

Differentiated proposition: a new take on tradition in the world of jewellery.

ideantity™: a stylish, contemporary interpretation of the 'OM' symbol.



Packaging: the ideantity™ on a gorgeous, lustrous pearl white background.



Wagga Wagga

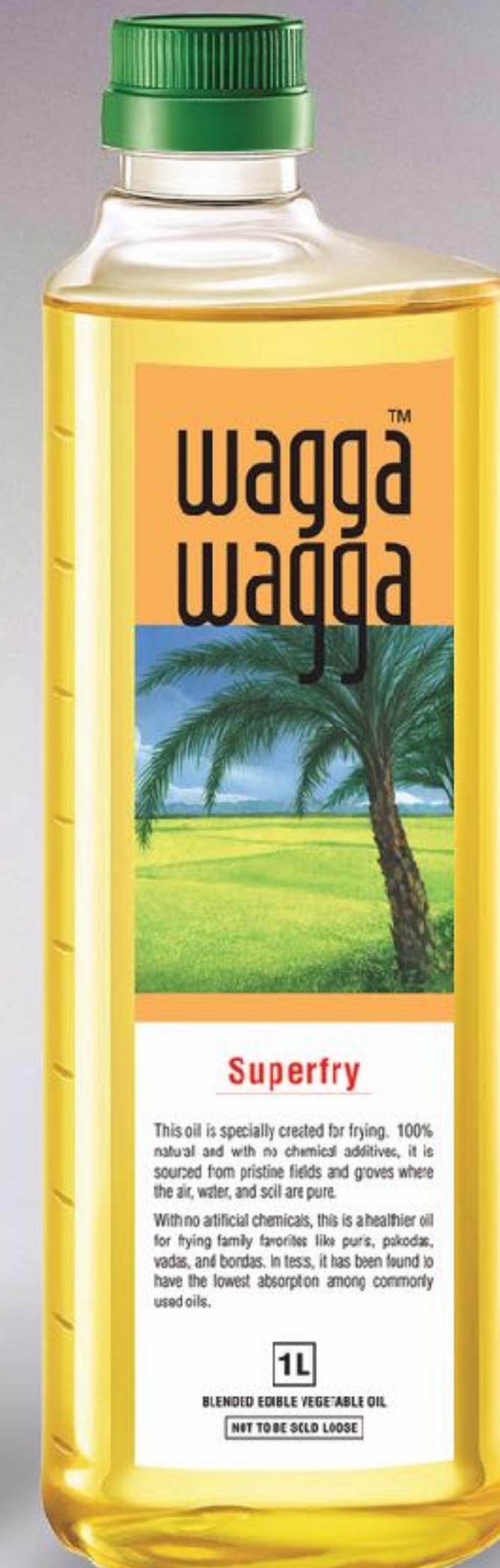
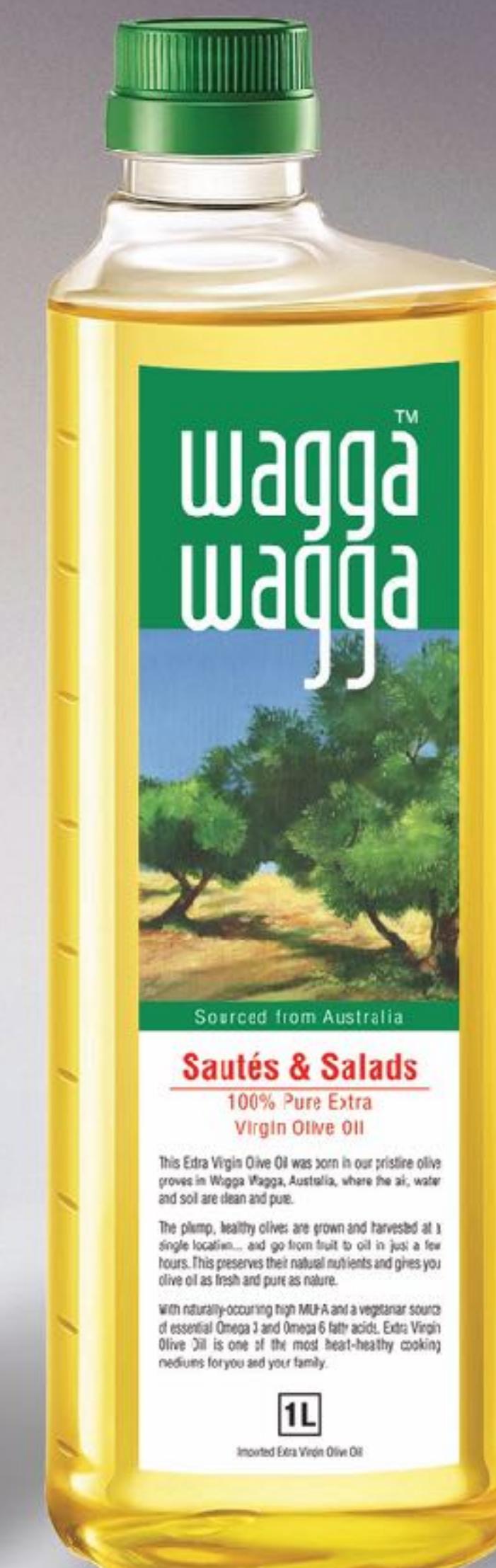
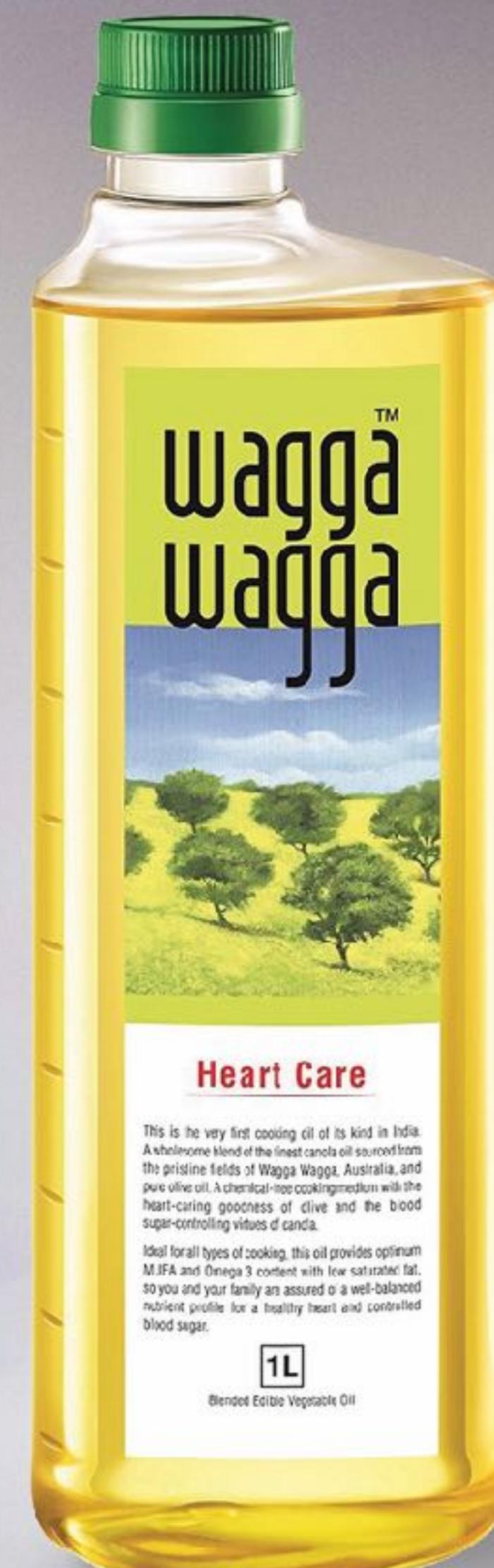
What the brand stands for: Ultimate source purity.

Cooking oil born in the pristine pastures of Wagga Wagga in Australia where the air, water and soil are totally pure.

TM

wagga
wagga

Packaging: gorgeous paintings that capture the source purity of each of the four product variants separately, and take the consumer on a guided tour of Wagga Wagga's verdant landscapes!



THANK YOU



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