



A CONCEPT STARTUP THAT
HELPS COMPANIES IN

Strong Brand Identities and Visual Communication

20
25

Driving Growth and Engagement



~Rahul Hegde

Introduction



A strong brand identity and visual communication are crucial for establishing trust and securing a brand's position in the market, which in turn makes the brand more memorable and encourages customer loyalty. Through effective branding and positioning, a brand can set itself apart from competitors, connect with its intended audience, and convey its unique value, thereby creating a positive perception in the market



HOW WE CAN ENHANCE BRANDING FOR BETTER SALES

- **Enhancing Brand Appeal:** Create eye-catching package designs that make products stand out and attract customers.
- **Creating Memorable Experiences:** Design stores that offer unique and engaging experiences, encouraging customer loyalty.
- **Marketing and Advertisement:** Create eye-catching marketing campaigns that emphasize the brand's unique points and maintain consistent visuals across all platforms to ensure a clear, memorable message, boosting customer interest and loyalty.
- **Driving Customer Engagement:** Use strategic designs to boost customer interest and keep them coming back.

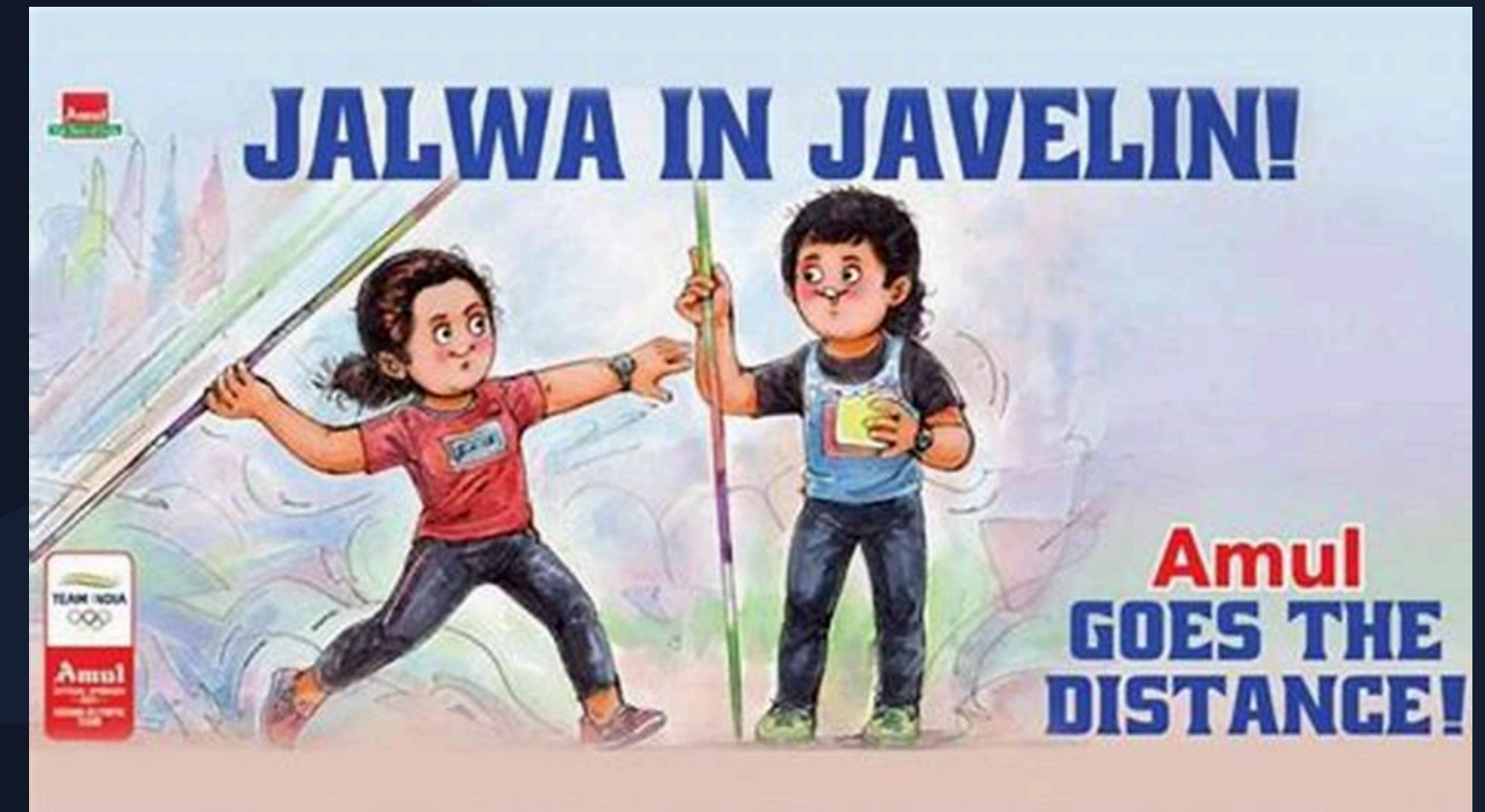


Marketing Case Study



Here's how Amul exemplifies each of these brand positioning strategies:

1. **Boosting customer engagement:** Amul creates friendly ads that are heartwarming and topical, reflecting the day's news.
2. **Craft compelling brand stories:** Amul's campaigns weave engaging stories around its products, showcasing tradition and innovation.
3. **Increase trust on the product:** Amul emphasizes quality and purity, consistently reinforcing trust in its dairy products.
4. **Developing consistent brand message:** Amul maintains a unified message of being the "Taste of India," ensuring consistent brand communication.



TARGETED MARKET

- India: The packaging design services market in India is estimated to be around USD 1.5 billion, with a year-on-year growth rate of approximately 11.46%.
- World: The global packaging design services market is approximately USD 47 billion, with a year-on-year growth rate of around 3.5%.

Marketing and Packaging Design companies

1. Buttercup Advertising

- Estimated Annual Runrate: ₹50–70 million

2. DesignerPeople

- Estimated Annual Runrate: ₹60–80 million

3. Elephant Design

- Estimated Annual Runrate: ₹55–75 million

4. GCD Studio

- Estimated Annual Runrate: ₹45–65 million

HOW WE CAN STAND OUT



**COMPETITIVE
PRICING**



**INNOVATIVE
IDEAS FOR
BUILDING
COMMUNITY**



**FASTER
SOLUTIONS**



**ONE STOP
SOLUTION FOR
MARKETING
BRANDING
AND PACKAGING**



Thank You



So Much



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