

## Branding Submission Summary — boAt Lifestyle

### Submission Overview

This submission compiles branding research for boAt Lifestyle, including competitor analysis, mood board d

### Included Files

- Competitor Analysis Report: Competitor\_Analysis\_and\_Mood\_Board\_boAt.pdf
- Mood Board: (to be attached separately as PNG or shared via Canva/Behance link)
- Branding Goals: Branding\_Goals\_boAt\_Lifestyle.pdf
- Initial Audit: Branding\_Audit\_boAt\_Lifestyle.pdf

### Key Insights Summary

boAt's current branding is bold and energetic but suffers from inconsistency across touchpoints. Competitors

### File Naming Convention

All files are saved with the format: Branding\_[Section]\_boAt.pdf

Ensure mood board PNG or link is saved as: Mood\_Board\_boAt.png or Mood\_Board\_boAt\_Link.txt

### Next Steps

Use these research documents to begin logo sketches, visual identity design, and application to mockups and