

## Branding Goals — boAt Lifestyle (India)

### Startup Overview

boAt Lifestyle is a youth-focused Indian electronics brand offering stylish, affordable audio and wearables. T

### Brand Personality

Three key adjectives: Bold, Trendy, Energetic.

boAt should evoke excitement, confidence, and a sense of belonging for the 'boAthead' community. The em

### Design Style & Inspiration

Design should be vibrant, edgy, and consistent across channels. Inspiration sources include:

- Bold typefaces and loud color blocks (Red, Black, Electric Blue)
- Urban streetwear aesthetics
- Competitor gaps: Brands like JBL use minimalism, giving boAt room for expressive and disruptive designs.

### Target Audience & Market Position

Primary: 16–30-year-olds in urban and semi-urban India

Secondary: Budget-conscious users who value style and identity

Position: Mid-range pricing, aspirational yet accessible tech lifestyle brand

### Brand Positioning Statement

Our brand identity will be bold and energetic, targeting Gen Z and millennials, with a focus on vibrant, expres

### Goals & Problem-Solving

- Improve brand consistency across digital and physical touchpoints
- Refine typography for readability without losing character
- Establish clear visual hierarchy and scalable logo usage
- Unify tone across social media and packaging