

Brand Summary

boAt Lifestyle is a trendsetting Indian consumer electronics brand known for stylish audio products and wearables.

Target Audience

Young adults aged 16–30, primarily in urban and semi-urban areas. Audience values affordability, personalization, and social media presence.

Key Competitors

1. Noise
2. JBL (India)
3. pTron
4. Realme TechLife
5. Boult Audio

Competitor Branding Insights

- Noise: Minimal and clean, tech-driven appeal with focus on smartwatches and fitness. Color palette: white, grey, and blue.
- JBL: Global appeal, bold orange palette, consistent premium feel, typography is heavy and geometric.
- pTron: Budget-friendly but lacks strong brand character. Visuals are mixed, often generic.
- Realme: Youthful, often yellow-black branding, stylish and energetic with mobile ecosystem branding.
- Boult: Premium-leaning visuals, black-dominant theme, uses motion-based graphic elements.

Differentiation Strategy for boAt

- Maintain bold energy but streamline visual identity for consistency.
- Enhance packaging and web UI to match premium aspirations.
- Use a color scheme with Red, Black, Electric Blue, and gradients.
- Improve typography structure: bolder, readable sans-serif fonts for digital use.

Mood Board Notes (Visual Elements)

- Color Palettes: Deep red, black, electric blue, neon green (for accents).
- Typography: Bold sans-serifs like Montserrat, Barlow, or Exo 2.
- Logos: Strong logotypes, minimalist letterforms, icons with sound/motion motifs.
- Textures: Urban grunge, geometric patterns, digital glitch elements.
- Imagery: Concert crowd silhouettes, fitness action shots, fashion-leaning lifestyle visuals.

Next Steps

Mood board to be created using Canva/Photoshop. Visual inspirations will be collected from Behance, Pinterest, and Instagram.