

Branding Audit — boAt Lifestyle (India)

Introduction

Before starting any branding project, the first step is research. This audit focuses on boAt Lifestyle, an Indian

Current Visual Identity

boAt uses a bold logo, often in black or red. The typography is sharp and tech-oriented. Colors are vibrant, c

Consumer Touchpoints

Website, app interface, packaging, advertisements, and social media all serve as branding mediums. The br

Competitive Comparison

Key competitors include Noise, JBL, and pTron. Compared to others, boAt has a stronger lifestyle identity b

Strengths

- Strong brand voice
- Recognizable logo and color palette
- Influencer-driven campaigns that resonate with Gen Z

Weaknesses

- Inconsistent logo placement and scale
- Typographic hierarchy lacks refinement
- Visual overload in some marketing assets

Opportunities

- Unify packaging design with stronger grid and typographic clarity
- Revisit logo placement for consistency
- Build a more structured brand guide for internal and external creatives

Summary Insights

boAt's brand is powerful and energetic, yet it can benefit from a cleaner, more cohesive visual structure. Thi