

Web Content

Home Page:

A strong brand can be a company's most valuable asset and a key differentiator in the company outperforming competition. That is by recruiting the right talent to work for the organisation; customers preferring the company's products and services; attracting investment and participation at favourable terms from stakeholders and the community.

However, a brand's strength, like rich topsoil can erode so gradually one doesn't notice until it's almost gone.

As a business leader do you worry about whether your 'intent' of building a strong brand is being converted into a 'sustainable business reality'?

We encourage you to reflect on some real business challenges:

- Does the organisation in general understand the company as a brand as distinct from its products and services?
- How do you develop and prepare a brand to enter a new market or another product category?
- How do you establish and sustain a brand that makes a solid contribution to the bottom-line?
- How do you optimise building long-term brand equity versus tactical short-term sales?
- Are you compromising your marketing investment by focussing too much on mass media because there is lack of effective segmentation?

We work with business leaders to provide clarity of focus, leading to guidance and process on how to establish, sustain and build strong brands. We are not an advertising agency. We are a practice that creates new brands, strengthens existing brands or reinvents ailing brands.

About Us:

We understand business dynamics differ across industries. We also acknowledge the role brands play varies across customer segments. However, in today's business environment of rapid change and short product lifecycles, all brands remain under pressure and need to innovate to remain relevant and competitive.

We believe every company has something that their competitors don't. The challenge being to identify, develop and communicate that one thing and make it outstanding.

We do this by:

- Facilitating the definition and ensuring a common understanding of the business and brand strategy within the organisation:
- Building a commitment to a shared vision linked to business strategy, organisational culture and values within the organisation.
- Aligning and motivating the organisation to deliver on its brand promise relentlessly.
- Implementing specific action plans and monitoring progress of the programs
- Evaluating performance against, agreed brand and commercial parameters, with emphasis on, what is working well and areas that need refinement.

Simply put, brand:architects improve the ROI (Return on Investment) on brand expenditure by delivering effective, measurable brand solutions.

Our Services:

Our approach to building brands relies on some introspection and then creatively aligning the 'voice of the consumer' with 'the voice of the businesses'. We achieve this by focussing on consumers, employees and channel partners and not being just communication centric.

Brand Building Services

- Align business and brand strategy in underperforming entities
- Define the consumer promise i.e. market segmentation, entry methods, pricing, channel strategy etc
- Develop robust 'brand architecture' in organisations with multiple offerings
- Create branding, brand identity, brand positioning, house styles & brand implementation manuals
- Development of communication and sponsorship strategy, as well as, consumer and trade promotions

Brand Evaluation Services:

- Undertake Brand and Visual Identity (VI) Audits
- Evaluate effectiveness of marketing spend across communication channels and consumer touch points
- Undertake independent objective assessment of value derived by your marketing team from design, communication and advertising agencies
- Evaluate and mitigate brand risks during brand rationalisation or M&A activity
- Monitor Corporate Social Responsibility (CSR) initiatives including compliance to business standards

Brand Competency & Training Services:

- Develop and conduct internal employee engagement, communication and brand training sessions to embed brand values in staff behaviour
- Facilitate and lead brand strategy sessions, as well as, marketing planning processes
- Provide training to marketing, sales, channel and customer facing staff to live and deliver the brand promise

People:

Chief Brand Strategist

Deepak graduated from Delhi University with an Economics (Hons) degree and a MBA degree from Kingston University, UK. He began his working career in advertising in India working on a number of industrial conglomerates and FMCG product categories.

In 1996, he moved to the client side and worked for Royal Dutch Shell plc in Middle East, Europe and South East Asia.

Deepak headed corporate and marketing communications for Shell's retail operations in Sultanate of Oman based in Muscat for four years.

He then moved to the UK to work in Shell's global brand management team. Here he led the development of global turnkey consumer promotions to exploit Shell's sponsorship of Ferrari in F1 (from the racetrack to the road) to promote fuels and lubricants in more than 40 countries.

He then headed global brands & communications for Shell's LPG business with responsibility for brand strategy, advertising, marketing and internal communications. Here, as key participant and work-stream leader at board level, he isolated, evaluated and mitigated brand risk for a proposed divestment to PE investors across 33 countries.

He relocated to Hanoi as Chief Operations Officer to review Shell's LPG business and develop a restructuring strategy for its joint venture in Vietnam, before returning to India.

Deepak set up brand:architects in October 2008.

Clients:

Strengthening and positioning the brand in India for a **top five global executive search company**. Articulating a consistent brand promise, establishing brand policy, guidelines, and execution of brand and communication initiatives. Support with thought knowledge creation and internal branding.

Testimonials:

"Out of the world practical examples. Please call him back for a longer session" - *Integrated Marketing Communications Session*

"The communications part was excellent, informative, a great orator & teacher." - *Integrated Marketing Communications Session*

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