

Brand Strategy and Consulting

Carefully crafted brand strategy is imperative for a successful marketing launch.

We provide companies with the right inputs to ensure that your brand is current with the times and geared for success.

Here is one case study to showcase our work:

RevAyur Herbals

We were approached in 2004 by a local manufacturer of quality herbal supplements. The manufacturer had 50 products, each with its own unique brandname. The only consonance between all these brands was the name of the manufacturer itself.

We ensured that the client realised that without an umbrella brand marketing 50 different products would be a tough job. We were then given the go ahead to create this umbrella brand.

The result was "RevAyur", with a tagline "Revive, Rejuvenate, Rejoice." - this product has streamlined the marketing efforts of the company in the herbals division. Revenues under this brand have grown 500% since 2004.

We offer offsite and onsite consulting worldwide.

Please contact us today or get started right now by purchasing our standard startup package [\$500] which includes upto 3 hours of consulting: