



# BUILDING IMPACTFUL BRANDS AND ORGANISATIONS

BS MARKETING INITIATIVE  
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## CRAFTING AN ELEVATED BRAND EXPERIENCE

Brand and media proliferation has changed the brand playground, with success now determined by understanding customers fully, and tailoring the brand experience accordingly

Once upon a time, brand-building was a straightforward affair. There were a handful of mass mediums to choose from, of which you used one or all to build a sense of credibility about your brand. In time, you became a preferred brand among consumers, and everyone lived happily ever after.

The story is a bit more complicated these days. The proliferation of multiple communication mediums has not only made it more challenging for incumbent, big-ticket brands to win over audiences, it has also democratised the brand-building process. The splintering of media has created a more level playing field, allowing new-age brands to grab a slice of mindshare, and carve their own niches among consumers.

In this challenging milieu, creating an aspirational brand that is preferred above all is no easy task, but a few standout brands have managed to do so by being authentic to who they are, and being adaptable to meet the changing demands and expectation of modern consumers. These are the Most Preferred Brands, an exclusive industry-centric platform

conceptualised and executed by Team Marksmen. The 3rd edition of this unique initiative was shaped by insights drawn from an industry-wide consumer study conducted by LeadCap Ventures, with the following brands shortlisted

- Allcargo
- Baggit
- Cambay Tiger
- Candere by Kalyan Jewellers
- CaratLane - A Tanishq Partnership
- Crompton Greaves Consumer Electricals Limited
- Cycle Pure Agarbathi
- Dalda Vanaspati
- Fenesta
- Franke Faber India Pvt. Ltd
- Hisense India

- Honda Motorcycle & Scooter India Pvt. Ltd
- Ikon Professional
- Kissan
- Lotus Herbals
- MG Motor India
- MSP STEEL
- Natural Remedies
- OnePlus India
- Pilot Pens India
- Prominence Window Systems
- REHAU India
- Shapoorji Pallonji Real Estate.
- Smartworld Developers Pvt. Ltd.
- Springwel



## RICH IN HISTORY AND PERFORMANCE

> **G.P. Srivastava, Vice President - Sales & Marketing, PPIN Private Limited (Pilot Pens India),** talks of how brilliant design and ingenious technology make this age-old favourite a writing instrument for the new age

With a rich history spanning over decades, PILOT has gained its reputation for high quality writing instruments in India. With details of precision, innovation, and exceptional craftsmanship in its products, the company has grown rapidly to become pioneers in its domain since its inception.

As one of the premier manufacturers of writing instruments, Pilot's continued expansion has been driven by the continual development of highly innovative and sustainable products that provide unrivalled quality and an amazing writing experience. Its commitment to excellence has made it a trusted brand among its customers.

To respond effectively to recent shifts in the Writing Instruments market, we reaffirmed the Pilot purpose: "Our Creations Inspire Creativity."

Aiming for the PILOT Group's sustainable growth, we also help to resolve environmental and societal issues that will enrich people's everyday lives. In these ways, PILOT will continue to evolve and integrate new ideas into our products as we move forward.

Since its creation in 1918 to modern times, PILOT has continually innovated and pushed the boundaries of the technology applied to writing instruments. This is due to a particularly successful research and development service, an integrated design department, a powerful manufacturing facility, and a sales network spread throughout all parts of India.

The plant is fully automated with minimal human intervention and is designed and developed according to Japanese technical know-how transfer support. The complete focus of the workforce is on safety, quality, and efficiency. As a result, the company is able to deliver products that have enhanced the quality of writing and provided a seamless experience to its Indian customers.

Each product at Pilot has been thoroughly researched through various marketing research activities which includes qualitative and quantitative research & group discussions to have views and feedback from our target and potential consumers on what product line are they looking for when they think of a writing instrument (Pen, Pencil, Markers, etc.), and which they would prefer to be in the market.

Thanks to a very high level of innovation, combined with great industry determination, PILOT has launched successive technologies that have totally changed the face of the writing market.

Pilot products have been available in the Indian market for more than 4 decades, and are immensely popular amongst Students & Corporate professionals. Pilot India is committed to give world-class products & services to all our business partners at all times and in further course of time, Pilot will be introducing more range of products in the Indian market.

Indian consumers will now love the Pilot international quality, which will be far more superior to what they have getting all the years. To back up on latest product innovation, development, and offerings to consumers and to create awareness of new product launches amongst our target consumers, Pilot India will be aggressive w.r.t. its marketing strategies with a heavy focus on Digital Media, Social Media Marketing and BTL activities to give consumers a tangible feel of our product range, which will be focussed at Regional and National level.

Further, ATL Media (Newspaper Ads, Regular PR activities, etc.) will be planned to support BTL activities to ensure our target group (Students, Working Professionals, & Large Corporates) are in constant touch with our brand and to have a top of the mind recall.

For consumers who prefer to shop from stationary and other mode of offline stores, pilot has also planned to create wonderful consumer experiences via in shop and on shop branding and promotions of key retail outlets. This will help our consumers to recognize Pilot brand easily.

To increase more interaction with Consumers of Tier 2 & 3 cities, where the Brand has a lot of potential, frequent

BTL activities like fairs and exhibitions participation is relevant to reach out directly to the consumers in these cities. Fairs & Exhibitions are an integral part of celebrations due to festive seasons which occur in each area/state and the Brand will participate in such fairs to increase touch base and understand their emotions when it comes to Brand Pilot.

Our product range is developed keeping in mind the aspirations of school/college students and new age corporate professionals which is backed by robust system of Supply Chain, Sales & Distribution, and Marketing.

Together, to future-proof and build brand resilience in such a competitive scenario, we would focus a lot on consumer feedback, and regular product evaluation will play a huge role. Pilot will also have promotional activities across all channels, i.e., offline and online, where in these days' consumers have a mix of preference to shop at a large format store and traditional book stores, whereas our GEN-Z consumers prefer to shop online as majority are tech-savvy. Also, we would focus to maintain top of the mind recall with our existing consumer base and create more brand awareness across all the target groups.



## MESSAGE FROM CO-FOUNDER'S DESK



"Building a beloved brand is an endeavour that demands unwavering dedication, substantial investment, and relentless care. In a bustling market brimming with competitors vying for attention, crafting a preferred brand isn't merely a choice; it's a strategic imperative."

**RAJESH KHUBCHANDANI, TEAM MARKSMEN NETWORK**



"We understand the labyrinth of challenges that come with this pursuit: the meticulous attention to detail, the patience through the evolution, and the commitment to excellence. Yet, amid this complexity lies an incredible promise. The rewards, for those who navigate these waters adeptly, are unparalleled."

**AKASH TIWARI, TEAM MARKSMEN NETWORK**



"A captivating brand isn't just a name or a logo; it's a connection, an experience, a story that resonates. It forges bonds, earns trust, and stands as a beacon in the crowded market landscape. This journey demands time, resources, and unwavering dedication, but the potential rewards for the astute navigator are boundless—an indelible legacy, unwavering customer loyalty, and unparalleled success. Such are the success stories enjoyed by the Most Preferred Brands, and we salute their enterprise, resilience, and spirit."

**SHARAD GUPTA, TEAM MARKSMEN NETWORK**

## THE EVOLVING NATURE OF CONSUMER LOYALTY

> *With trends ebbing and flowing, it is vital organisations keep their finger on the pulse of consumers to ensure they deliver consistently, time after time*

In the world of modern consumer-brand relationships, the concept of unwavering loyalty, akin to a lifelong marriage, has become a thing of the past. Today, consumers have shed the traditional confines of exclusive allegiance and are exploring an array of brand options to cater to their ever-evolving desires and preferences. It's a non-monogamous customer world where practicality reigns supreme, and consumers are keen to "play the field."

Despite this newfound openness to multiple brand engagements, one core principle remains steadfast—

consumers demand honesty and reliability from the brands they engage with. Trustworthiness and consistency have become the touchstones of these relationships, whether they are fleeting or long-lasting.

In this transformative landscape, brands must adapt and embrace this new reality. The focus has shifted from securing lifelong commitments to building meaningful connections by respecting consumers' changing needs and delivering exceptional experiences, even in short-term interactions.

At the root of this wave of change are changes in consumer behaviours and mindsets. The rise and rise of digital over the last decade and more has seen consumers shift consumption to these channels, and while they have been easier to access, the challenge now is to break through and capture their mindshare.

We asked a trio of industry experts to weigh in with their thoughts on loyalty, the modern nature of relationships with consumers, and more. A brief excerpt of their thoughts are encapsulated below.

## INDUSTRY PERSPECTIVES



"Most companies believe in keeping their strategies towards product centric. We at Pilot Pens believe that consumers come first, only then can you attract and retain loyal customers. 93% of consumers who make repeat purchases with the organisation do so because they get excellent customer service from the company. As Bill Gates rightly said, your most unhappy customers are your biggest source of learning. We believe in this philosophy, we need to be connected to our customers and their feedback all the time, only then we can retain loyal customers."

**G.P. SRIVASTAVA**  
Vice President - Sales & Marketing | PPIN Private Limited



Customer preferences are highly subjective. Each customer has unique preferences, dislikes, predispositions, and tastes. Brands must be cognizant of the fact that they need to consider those customer preferences because they will eventually help you to develop your product strategy. This, in turn, will help you in determining the customer's pain points, and assist you in resolving their concerns.

**VENESA BAR**  
VGM- Corporate Communications | Shriram Finance Limited



Balancing personalisation and privacy is vitally important. It's important to give consumers what they need, and not bombard them just because you have a product to sell once you have their information. It's also important to take only the information you need, and not seeking so much information as to make consumers apprehensive about sharing information. It's about being ethically responsible, establishing that trust with your customers.

**SHIVPRIYA GOWRI**  
Director | KPMG

## STATS: INDIAN CONSUMER LOYALTY



- 74% of Indian consumers say they are loyal to their favourite brand because of a **personal connection**, compared to 59% of the consumers surveyed globally
- Approximately **81%** of Indian consumers say their loyalty is driven by **product quality**, compared to 74% of consumers globally
- 74% of Indian consumers say their loyalty is driven by **value for money**, compared to 66% globally

According to research by Epsilon

## SUSTAINABILITY AND INNOVATION: TWIN GROWTH PILLARS

> **Bhavana Bindra, MD SOA, REHAU,** highlights the untapped opportunities the brand is looking to explore to strengthen its market position

In the dynamic landscape of furniture and building solutions, REHAU India, with 25 years of local industry experience, has worked on several growth opportunities. At the heart of our growth lies our focus on innovation, bolstered by strong engineering capabilities from our German roots, commitment to sustainability, and extensive customer focus.

The Indian furniture and building solutions market is unique and poses different challenges and opportunities than what we see in other parts of the world. One such unique aspect is the low share of organised players in Indian market.

Through extensive collaboration with our partners, we've cultivated matured solutions spanning Edgebands, Acrylic Laminates, Solid Surfaces, Plumbing and Drainage solutions, and even Radiant Heating and Cooling solutions. With more strategic collaborations, we aim to create synergies to expand our reach as well as enhance our credibility in the market.

Innovation being a key pillar across our offerings and efforts, we have continuously created solutions that push the envelope. These developments include introducing new materials, streamlining production processes, increased durability of products, all the while offering more choices to customers.

Sustainability is another cornerstone in our strategy. With an increasing focus on environmental consciousness, REHAU is intensifying efforts to develop eco-friendly products and processes. Our commitment goes beyond meeting regulatory standards; we aim to resonate with the growing base of environmentally conscious consumers seeking sustainable solutions.

Another area of efforts has been our increasing focus on retail customers. With this comes the natural need of augmenting digital communication channels. And while it is an exciting journey, it comes with its own challenges with our extensive product portfolio, channels, and new

target customer segments. The result of these efforts across areas ranging from product expansions, new product developments, geographic expansion, inorganic investments, and strategic partnerships has been the exceptional growth the brand has experienced over time.

