

Branding Strategy & Innovation for an Indian Mobile Operator

- **Situation & Challenges**

The client found out that there was a big gap between its image building and product selling efforts, such that branding was clearly divorced from delivery. They wanted to explore 'Experience Branding' as a possible option to resolve the gap.

- **Our Approach**

We presented the case for "Experience branding" for services and shared key insights from success stories in the region. Also, we showcased the importance of aligning delivery with brand promise via tangible and intangible experiences and benefits.

- **Result**

The client launched multiple branding initiatives to turn brand promise into a delivery mode and services were aligned to the brand promise.

