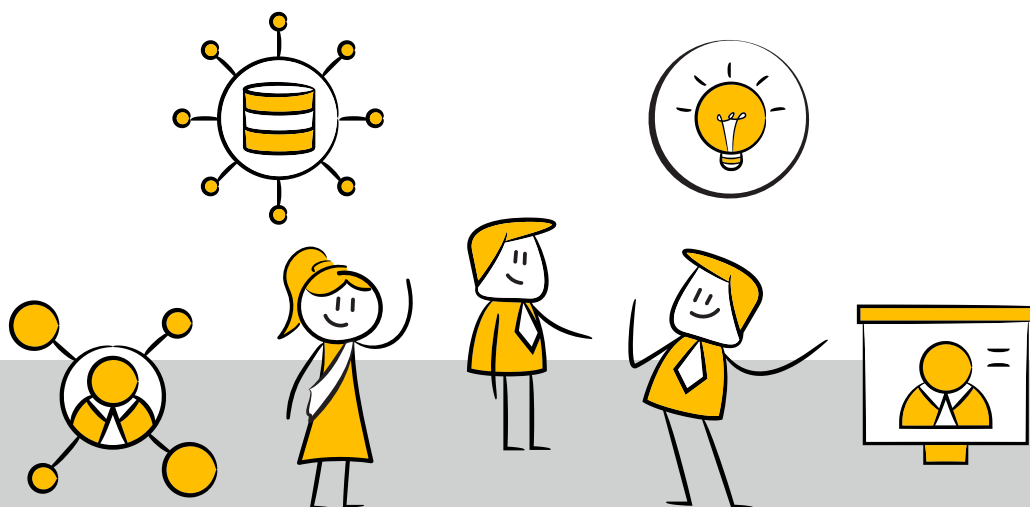


 **R K SWAMY**

BRAND & MARKETING
CONSULTING GROUP

Helping brands & businesses grow





Deeper you go...

‘Fragrance in the flower....oil in the seed...ghee in milk... sugar in the cane... fire in the wood...’

Seeing the hidden truth calls for deep perception and discernment, said Chanakya.

And it has led us to the one rule that we live by: Question everything.

We all know the rising of the tide is not because of the sea.

And yet too often, we take marketing problems for what they appear to be.

We treat symptoms and not causes.

We are prone to blind spotting, seeing everything through the eyes of our own experience, and not with new eyes.

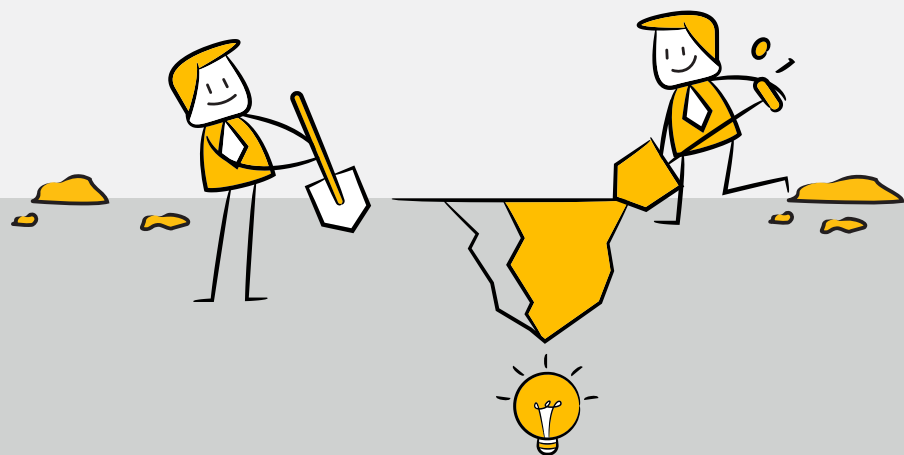
We apply the same solutions and expect different results.

Over the years we have changed many rules of our own game. And helped clients chart new paths to growth and success.

We have stopped them from spending when it wasn't needed. We have emboldened them to abandon global strategies and embrace local directions. We have helped sharpen their marketing tools, shape and reshape their narratives, rethink their playbooks, connect with their consumers and reimagine their brands. We have steered them to raising their valuation. All this with one objective - to improve their performance.

Welcome to **R K SWAMY Brand and Marketing Consulting**. To growing your business by solving your problems with deeper and holistic understanding.

Because deeper knowing is better growing.



What's on the table

Our experience as one of India's largest integrated marketing services groups.

Deep and wide strategic expertise across a vast spectrum of categories.

Robust digital prowess with content at scale.

Best in class analytics and marketing tech to gather, interpret and leverage your data.

Leading research capabilities in quantitative as well as qualitative techniques.

All of which leads to effective solutions that truly move the needle.

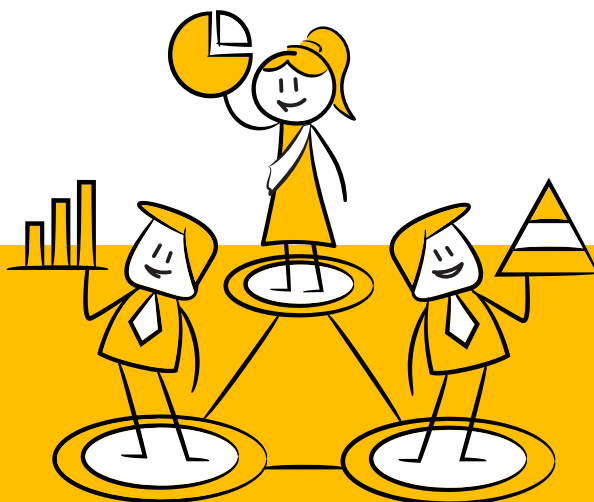
Strategy

Digital & Social Media

Communications

Data Analytics

Qualitative & Quantitative Research



Familiar problems, new eyes

How does all of the above give brand owners an edge, you might ask.

Finding new answers starts with asking new questions. And we question everything from multiple perspectives.

Rarely will you find a team that approaches a problem with a multidisciplinary lens right at the outset. Our breadth of experience equips us to look beyond what is apparent. Because a problem well defined is a problem half solved.

Experience tells us that whenever we aggregate multiple layers of

knowledge gathered from different sources and interpret everything we learn by cross referencing data and different contexts, the hidden part of the iceberg reveals itself.

We sift through chaff, peel off layers, dust off what obscures, put aside the irrelevant, dive deep deep deep, find the gem of truth, polish it to its shiniest shine and let its light guide us to the right strategy and direction.

Old problems need fresh perspectives, which need new eyes...and we have them.



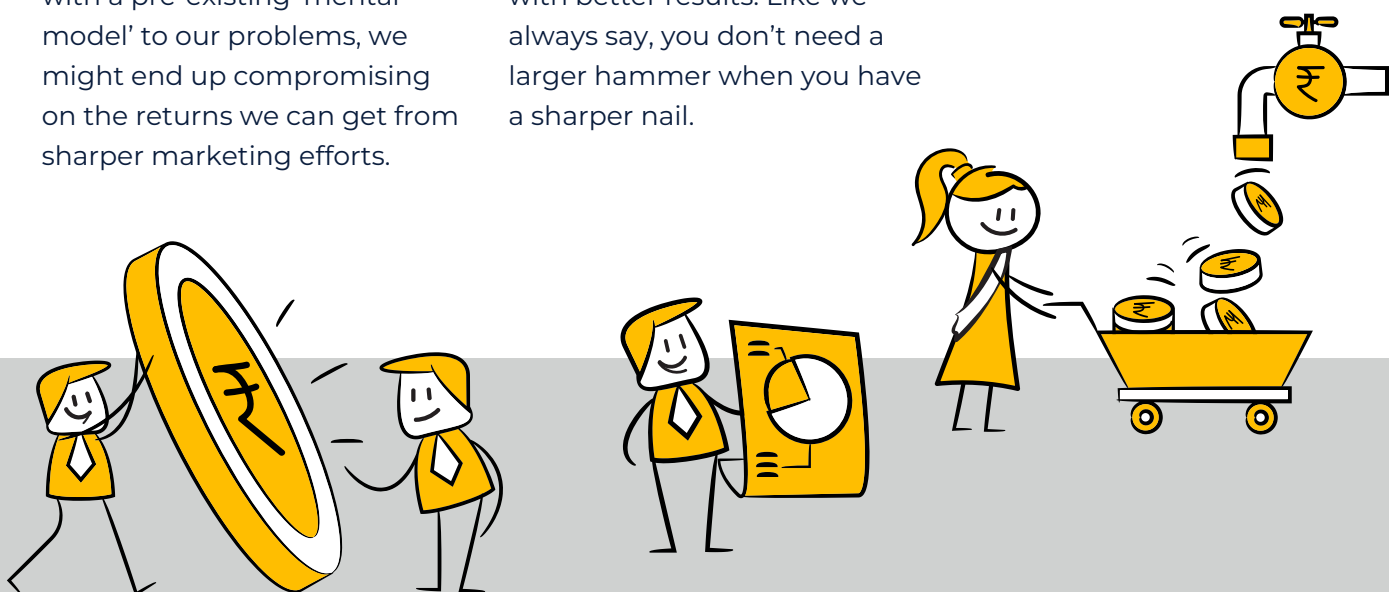
Mindful marketing, heedful spends

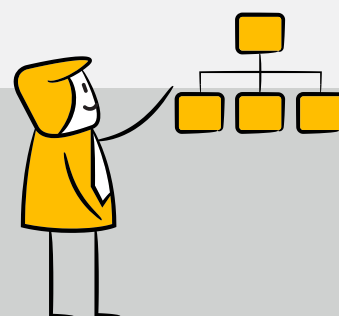
We have seen both large and small brands put their money behind marketing campaigns year after year. And over time if results wane, conventional wisdom might just lead them to putting in some more money behind similar efforts.

The truth is that when we go with a pre-existing 'mental model' to our problems, we might end up compromising on the returns we can get from sharper marketing efforts.

We can avoid this easily with a greater and deeper understanding of real issues that underlie the problems we see on the surface.

Everything we do is purposed towards leading marketers to effective, calibrated, mindful spending on the right efforts with better results. Like we always say, you don't need a larger hammer when you have a sharper nail.





Questions aplenty

How do we acquire new customers/users?

The answers could lie anywhere from identifying growth barriers, improving mental availability of brand, discovering new applications et al.

How do we improve the consumption?

Answers to the question might mean anything from studying consumer journeys to understanding the cues, routines and the rewards that the consumers get which may lead to behaviour change nudges to assessment of newer consumption opportunities.

How do we deal with the Digital ecosystem which has fragmented audiences?

This is a challenge for most companies. The answer could well lie in a careful definition of objectives and defining the role of Digital in that context. Digital activities cannot be an end to itself and that needs to be harmonized with the overall strategy.

How do we increase the portfolio or launch a new brand?

New brands often face cluttered environments and require long term orientation for success. There is a need to understand the complexities.

The requirements of leveraging a brand's equity, ensuring clear separation amongst offerings, enabling consumers to navigate easily are exercises which could yield disproportionate results!

How can I premiumise my brand?

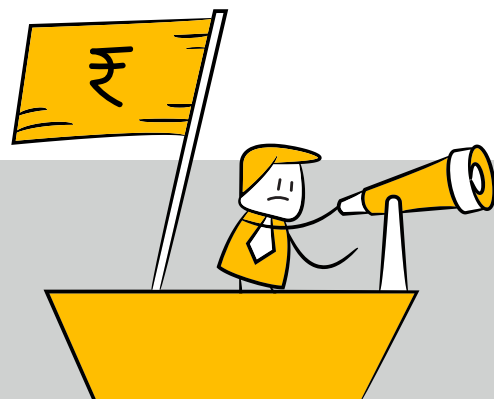
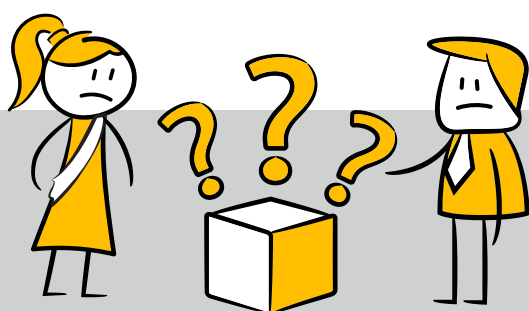
Many marketing programs do not include analysis of pricing effects and its impact. The importance of how price is framed and communicated, its elasticity and consequently the modelling, impact of changes in user imagery etc are often overlooked. These areas may have a significant impact on the brand's profitability.

Our expenses are only mounting. How can we optimise brand spends?

Are we wasting monies on initiatives that are not productive? Are our investments addressing our objectives? Is it possible to model our sales? How does one balance offline and online media expenses?

Yes questions are aplenty.

With the disaggregation of marketing services, the growth of digital and social media, the possibilities that big data, AI and allied technologies are promising the environment is only becoming more



From our archives

When you think of yourself as a tier two brand, it will always be difficult for you to break the ranks. Based on extensive research, we prompted a cement brand to rethink their portfolio into a premium offering. In a span of five years, this strategy improved the brand's bottom line and shareholders' wealth considerably.

A luxury auto maker was in trouble having built a large factory and sales not picking up at all. We went to the basics of the brand and held a mirror to what it stood for. With renewed product introductions and a holistic strategy that included on-ground outreach, the brand turned around never to look back.

A new edible oil brand launch in a crowded market. Limited resources. We scanned the market and arrived at a pertinent long term position. We found an incisive low cost way to put the story across. The brand is today the leader in its category, commanding a good premium in a commodity sector.

The Air Conditioner market has over a dozen brands. We helped an MNC brand direct their efforts with a sharp product led strategy, contrary to its global positioning. The brand is a leader in the super premium category.

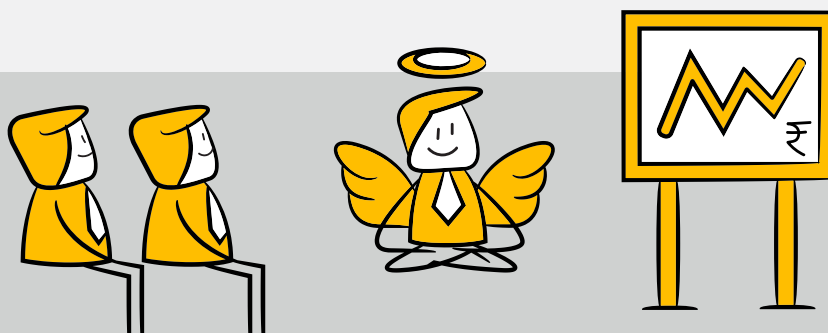
India has made rapid strides in financial inclusion, the idea that everyone should be part of the financial ecosystem and structure. The most dramatic step was the government's effort to bring every household into the banking fold. The strategy to push this forward, and the resultant execution is among the finest examples of such activity anywhere in the world.

The consumer durables sector is among the most competitive. The Korean brands had invested heavily and beaten back the leading Indian brands. In this milieu, we helped relaunch an old brand focused on product and service innovation. The results were gratifying with substantial value creation for the owners.

A leading MNC petcare brand was facing a challenge to replicate its international strategy in India. Our work on habits and behaviour change strategies helped redefine brand objectives and guided a multi-pronged marketing program that led to an India specific product and sizeable growth.

Large national institutions do not necessarily regard themselves as a "brand". In many respects, they are. Their names evoke feelings. When a leading institution asked us to enquire into their organization purpose, we undertook a massive study among their stakeholders across the country, including top leaders. The result and summary was so surprising that it forced the leaders to look at themselves with a fresh pair of eyes.

Customer Experience is an important principle in today's marketing world, particularly given the varied manner by which the customers interact with the brand/company. Mapping the customer journey is crucial to determining the points of interaction. For a leading financial institution, we mapped over a hundred customer journeys, for their various products and services. Something that led to a serious rethink of the marketing plans.



The team



VIJAY GOPAL (CEO)

An Electronics Engineer by qualification, Vijay has done his postgraduation in management from IIM, Ahmedabad. He is also an SMP post-graduate from the Omnicom University and has trained at the Marketing Sciences Department in BBDO New York.

With over 35 years of experience, he has been steering strategy teams across the company for the better part of his tenure. His strengths in problem detection and behaviour change strategies have reaped rich dividends for his clients.



S NARASIMHAN (DIGITAL)

An Economics graduate with an MBA in Marketing, Narsi brings a strategic, data-driven mindset constantly studying the Digital ecosystem. He has built some of the country's most acclaimed digital platforms, including one for a FMCG major and another for an auto major. Grounded in the reality of what is practical, Narsi brings a special capability to the Consulting team.



SAGARIKA GUPTA (INSIGHTS)

With a Masters in Business Administration, Sagariika has 15+ years of consumer research experience in leading agencies like Nielsen and Kantar. Her excellence has been honed while servicing the Market Research needs of clients across vast and varied categories from FMCG to Automotive. Her expertise lies in Brand Tracking and Brand Image studies.



PRASAD KOTHARI (DATA ANALYTICS)

With a MS from University of Arizona and BE from VJTI, Prasad comes with 20 years of experience in data science and AI delivering value to clients across Asia, Europe and US. He oversees the creation of data infrastructure, including datalake and feature stores, and implements unified customer views that serve as the foundation for advanced analytics. Prasad is deeply involved in designing and deploying machine learning and deep learning models, driving measurable improvements.



If you are seeking answers

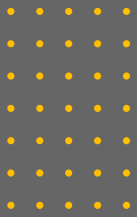


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