

Excellence has no full stop_____



BRAND & MARKETING
CONSULTING GROUP

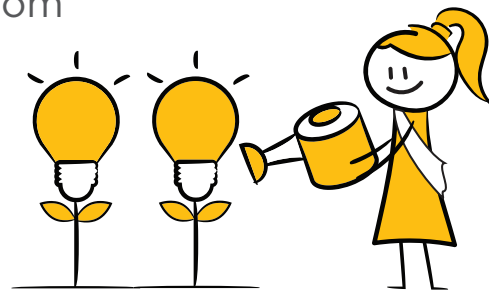
A Service for thoughtful CEOs and Heads of Marketing

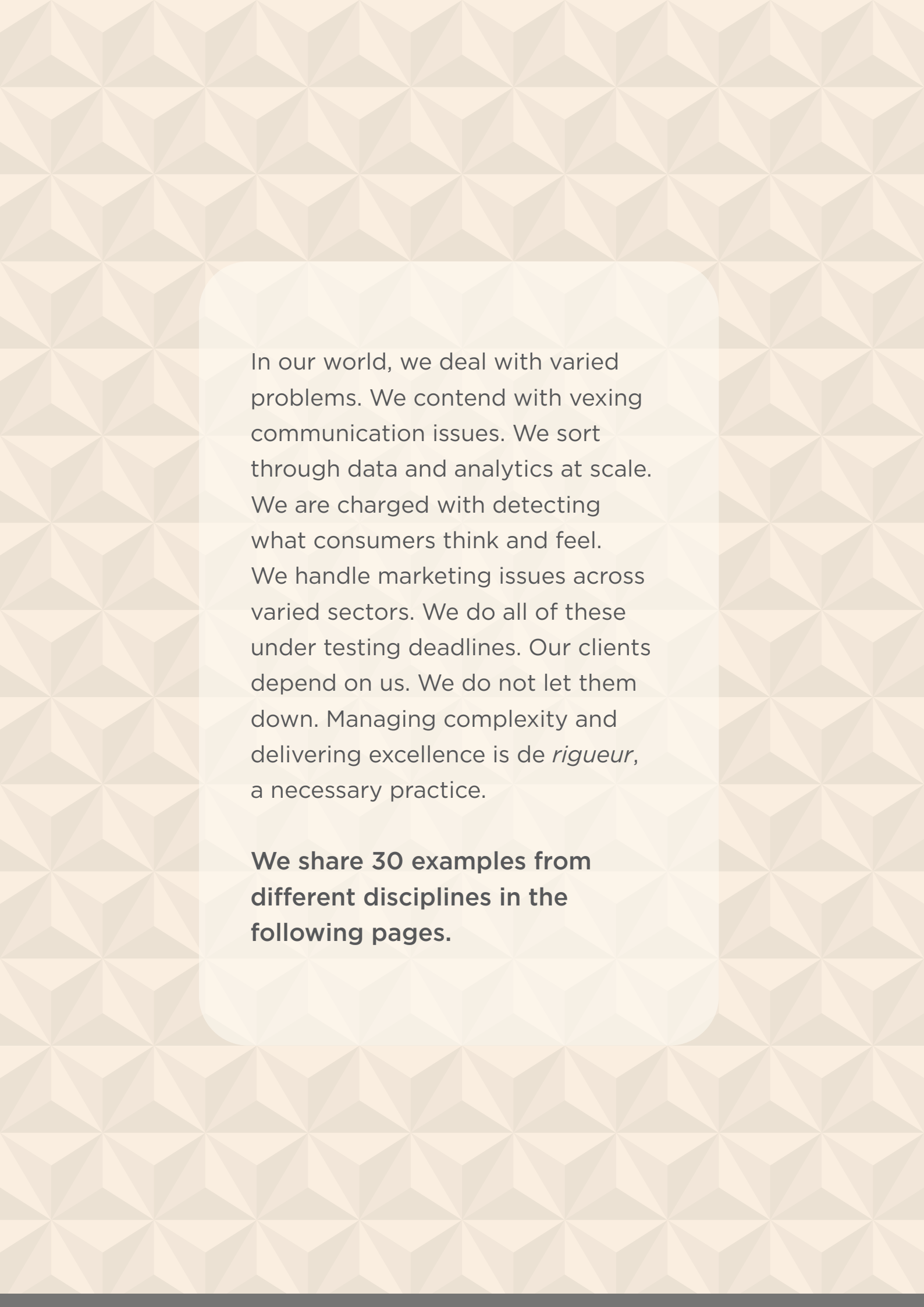
Every category, market and business has complexities. Brand problems are business problems and vice versa.

Solving these issues require capacity to connect multiple dots. It needs capability at scale.

R K SWAMY Consulting Group is multi-disciplined. We have under one roof: Deep understanding of Brands and Branding, Market knowledge, Consumer Insight and Research, Data Analytics, Strategy and Creative Communication. We have proprietary protocols that work. We have decades of experience.

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In our world, we deal with varied problems. We contend with vexing communication issues. We sort through data and analytics at scale. We are charged with detecting what consumers think and feel. We handle marketing issues across varied sectors. We do all of these under testing deadlines. Our clients depend on us. We do not let them down. Managing complexity and delivering excellence is de *rigueur*, a necessary practice.

We share 30 examples from different disciplines in the following pages.

DECODING STYLE, ADDING SUBSTANCE.

Qualitative research threw up a clear shift. Indian women have moved beyond fashion to carefully select and organize a personal style. The direction helped shape a new product philosophy for a leading apparel company - to create multi-occasion athleisure that went from home to work to social occasions.



UNIFYING DATA, DRIVING LIFETIME VALUE.



Fragmented data across viewing and recharge journeys limited customer visibility for a large DTH player. A unified data ecosystem was created on AWS with Tableau reporting, layered with Salesforce CDP and Marketing Cloud for predictive modelling, and automated lifecycle journeys. Result was a 1.5x lift in retention.

REIMAGINING A WELL-KNOWN CATEGORY.

As multiple domestic players geared up to enter the Semaglutide market, the challenge clearly was differentiation. The focus expanded beyond obesity to diabetes. With strengths in metabolic care and physician engagement, the Client's strategy carved a distinctive niche, focusing on a problem.



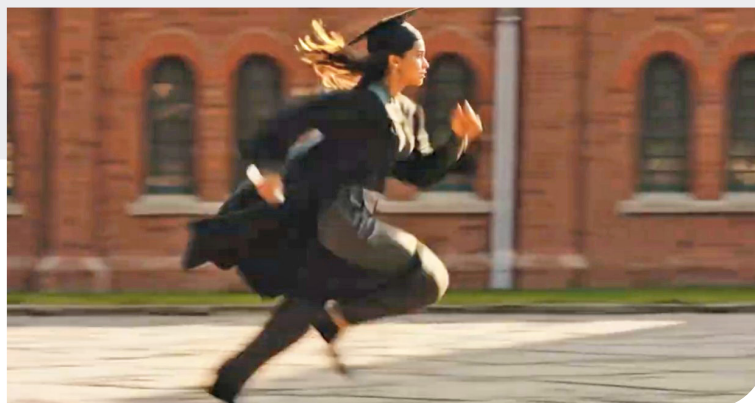
NOTE WHAT'S INSIDE THE WALL.

We are surrounded by it, at home and at place of work. The wires inside the walls, carrying electricity silently. Safety first, said this leading brand of wires. A layer of Green was added to wires. Thus was born a new vocabulary in the category. Worked oh-so-well for the brand.



THE SURGE FROM POWER.

Just another energy producer? Or something bigger? We created a compelling narrative of “Power to Go Faster” positioning a major power producer as a vital part of India’s growth story. We added a credible layer of sustainability, adding power to the message.



SOURCING BUSINESS AT SITE.

For a leading brand of cement, engagement at construction sites was uneven and underleveraged. An analytics-led, stage-based scoring model was created. Sites were prioritized and partner interventions triggered. There was significant generation of Service Requests and consistent quarterly growth.



MAINTAINING THE BALANCE.



Applying chemical fertilisers while maintaining soil health is akin to a batsman who has to score runs and keep his wicket intact. A leading fertilizer brand encourages this balance by using Rahul Dravid to communicate the story of balanced nutrition. The result - happy farmer, healthy soil and bountiful crop.

ONE CATEGORY, THREE TYPES OF CONSUMERS.

In the biscuits category, consumers' choice was based on the moment, not brand. When studied in three large states in the East, the breakthrough came from recognizing that the same moments had different meanings. Consumption could be experience led, habit led or a practical choice. Meaningful strategies followed.



DEEP ANALYSIS. STRONG ANSWER.

A legacy cement brand was increasingly viewed by the market as an ordinary plastering cement. Conversations across the board – consumers, influencers, trade, management, employees – followed. Brand architecture was recast. Premium load-bearing performance was brought to the fore. The result was renewed credibility and distinctiveness in a crowded market.



DECODING SECURITY.

A CCTV is not just a device. It reduces anxiety, is a status symbol and a deterrence tool. These were the findings of a study that also identified the archetypes - Incident-led adopters, Anxiety-led planners and Social followers. Sharp insights that led to a robust launch strategy for a new brand.

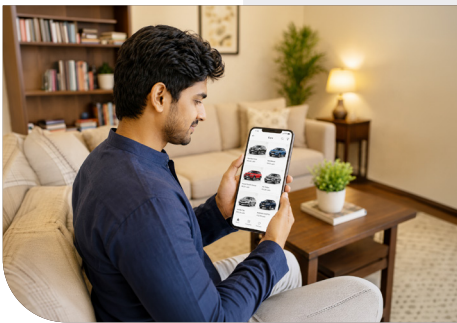


EMPOWERING FRONTLINE CAREGIVERS.

In emerging African markets, pharmacists lacked structured training leading to inconsistent care and missed early interventions. For a leading brand of painkiller, we created a bilingual (English + French) website-based learning ecosystem. The storytelling-led course built counseling quality, and stronger pharmacist advocacy.



WINNING WITH PRECISION.



For a new EV launch, AI-led segmentation and automated journeys on Salesforce were used with precision. Personalised communication activated high-intent cohorts across the funnel. Lead-to-Enquiry was up 2x, enquiry-to-booking went up 1.7x.

HONEST IS GOOD.

A legacy Dairy brand needed a unifying thought to define its diverse portfolio. The core philosophy jumped out from our conversations - “Sacha Achaa”. A simple promise of purity and goodness in every product. An engaging multimedia campaign articulated this powerful promise.



ENHANCING EMPLOYEE LOYALTY.



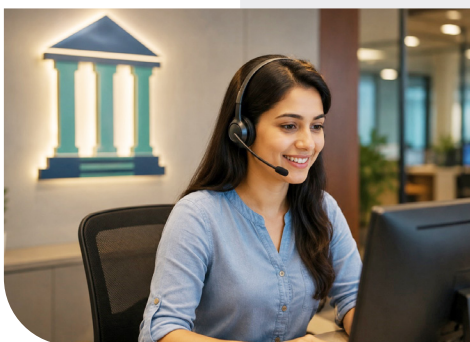
A major insurance company set out to strengthen employee engagement. A special study revealed a critical gap between high job satisfaction and low advocacy, and mismatches between employee expectations and benefits offered. The company restructured its benefits strategy, driving higher employee loyalty and productivity.

MEDIA DRIVES DISTRIBUTION.

A leading brand faced the issue of lack of trade interest in the North. The solution was both Consumer and Trade facing. Kaun Banega Crorepati was sponsored. Mr. Amitabh Bachchan gave brand gift hampers on nine occasions to the participants while explaining the benefits. The Brand gained trust across the board.



BEYOND SURVEYS INTO REAL INSIGHT.



A BFSI brand faced high dissatisfaction. The reasons were unclear. A contact-centre led listening program powered by VOC analytics was activated, with callback automation, and journey diagnostics. It threw up insights that directly improved customer journeys and agent performance. CSAT score improved over 10%.

SAVE ELECTRICITY, SLEEP WELL.

Air-conditioning plus regular fan vs. new Smart fan – which one saves electricity and leads to better sleep? In-home placement of the new Smart Fan in consumers' homes gave strong measurement. The 'factual data' of electricity consumption and 'perceptual data' on sound sleep answered the question.



PERSONALIZATION DRIVES TRANSACTIONS.



For a leading payments app, newly launched services like VISA, Savings, and content offerings saw limited adoption. Behavioural segmentation with personalised campaigns based on activity, spend, and deposit patterns were undertaken. There was a big boost in transactions, VISA activations, and growth in Savings volume.

BUILDING BRANDS FOR THE DIGITAL SHELF.

Online grocery shopping demands more than availability. It requires discoverability and persuasion. For a leading food brand, the portfolio was recrafted with distinctive visual identities, sharper packaging narratives and compelling product stories. Transforming every listing into a high-conversion brand experience.



THE FACE OF A FRIEND.

A friendly brand mascot for a leading bank, designed to simplify conversations around cyber fraud awareness and to promote key banking products. By giving the institution a relatable face, customer engagement and brand recall were enhanced. Showing that Banking communication can be engaging.



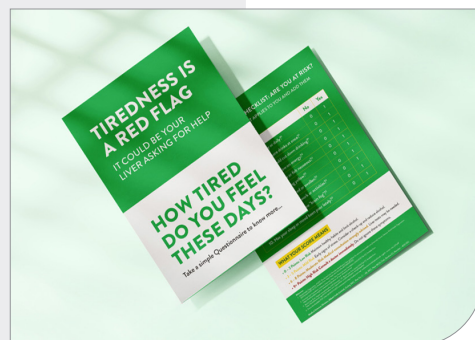
BREAKING THE ILLUSION.

A leading brand of edible oils faced a tricky market situation - competitor packs that looked like a full 1 litre but contained lesser oil. A high-visibility campaign, led by a trusted celebrity, brought the issue to the forefront. Eventually, the Government issued guidelines standardizing pack volumes and weights.



LOOKING BEYOND THE OBVIOUS.

It is well known that alcohol affects the liver. On World Liver Day, we urged physicians to suspect alcohol-related liver disease (ALD) early. Often under detected, the common fatigue can be a red flag that warrants deeper evaluation. By highlighting this, we promoted timely diagnosis and proactive intervention.



SUPER TARGETING.



The most premium air conditioner brand needed an impactful media platform that eliminated wastage. The budget was relatively low. Association with IPL during the beginning of the hot season, specifically on Connected TV adopted by the affluent, was the answer. The audience was covered most efficiently.

MAKING DISCIPLINE EXCITING.

Investing lacked appeal for younger audiences for a leading BFSI brand. Financial learning was converted to games, along with behavioural nudges. This resulted in stronger engagement and improved understanding of disciplined investing. The 83% lift in lump sum investing, and increase in SIP share was rewarding.



SHAPING A CATEGORY.



Nebulisation therapy has inconsistent practices limiting outcomes. We saw an opportunity to transform not just adoption, but the therapy itself. Through SmartClinics, rolled out at scale, we trained healthcare providers, drove protocol standardization and improved quality of care. We helped a brand shape a category.

CORE BENEFITS, SHARPER POSITIONING.

For a leading travel insurance company, Research showed that international travelers clearly prioritized core protection like hospitalization, accidental death, and flight cancellations. Other benefits were only add ons. The insights helped refine product positioning, optimize feature bundling, and sharpen communication.



SPECIALLY CURATED FOR LEADERS.



When the industry gathers to recognize the leaders, the event experience has to be befitting. We delivered a bold creative design, immersive storytelling and meticulous execution – to celebrate excellence with impact. The winners walked tall, the evening etched in their minds.

REFRAMING TO IMPROVE OUTCOMES.

Epilepsy care faces fragmented knowledge, evolving classifications, and hesitation in addressing sensitive aspects. For the Epilepsy Conclave 2025, we developed 10 high-impact, storytelling-driven scientific modules. This content transformed complex science into actionable clarity, enabling confident, multidisciplinary decisions and richer clinical dialogue.



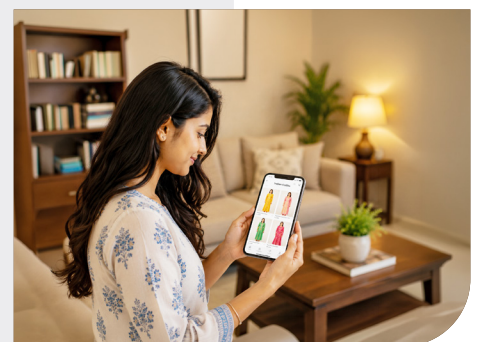
CRUISE FOR FAMILY BONDING.



International holiday planning is more the domain of women than men, irrespective of the cost. A special study further revealed that Indian travelers are redefining vacations as a path to wellness. A leading cruise liner sharpened their positioning and created special travel packages to bring the family together.

TURNING DORMANT USERS INTO REVENUE GENERATORS.

A leading retail brand had a large inactive base with fragmented data. The data was unified and automated lifecycle journeys built with behaviour-led triggers across channels. A good number of the dormant users came back and contributed to 8% of the revenue.





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STANDS THE
TEST OF
TIME*

53 Years

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