



About

Brands of Desire is a strategic brand consulting and design company specializing in branding solutions right from the inception of the brand to its launch and ensuring the it is applied correctly across all business communication. An imperative part of our work is to ensure that your brand is capable of arousing a set of positive emotions whenever someone thinks of your brand. A diverse portfolio of clients has helped gain a well-rounded understanding of the branding industry.

Vision

Our vision is to become India's first multinational brand consultancy and design company. We aim to be the front runners in branding and design innovation, setting trends globally.

Our single most important mission is to provide our customers world-class business to business branding solutions helping them become brands of desire in their operating environment.



Promise

We'll make your business stand out from the crowd. You are a great company with super products. You know that and we want all your stakeholders to know that too. New prospects, existing customers, your employees and potential hires, the stock market & large investors, the best vendors, and leading distributors. Your business needs them all to grow your topline and bottomline. We'll help you create an environment that will attract and retain them. We will give your business a 'Brand' competitive advantage through our core values -

Quality, Transparency and Continued Support

Clients

Over the years Brands of Desire has been successful in turning around and launching brands for large companies across a variety of industries such as Technology, Hospitality, Healthcare, Software, Manufacturing, Power, Retail, Logistics, Real Estate, Travel, Internet Portals, Telecom, Security, Defense, Financial Services, Automotive, Non-Profit Organizations, Legal, Infrastructure, Textile among others.

Services

Brands of Desire Specializes in a variety of branding services required at the various stages of an organization. These include the following -

Naming

- Product brands
- Company brands
- Group brands
- Technology brands
- Process brands

Brand Strategy

- Brand Audit
- Brand Core
- Mission & Vision
- Product/Service Positioning
- Brand Positioning
- Brand Promises
- Tagline
- Brand Philosophy
- Brand Architecture
- Brand Portfolio Optimization
- Brand Roadmap

Brand Identity (sensory)

- Visual
 - Logo
 - Color Palette
 - Typography
 - Symbology & Iconography

Ambient Scenting

Brand Manuals

- Brand Book
- Identity Guidelines
- Editorial Guidelines
- Collateral Guidelines

Brand Mascots

- Concept & Naming
- Mascot Design
- Mascot Usage

Print Collaterals

- Marketing
 - Business Stationery
 - Brochures
 - Corporate Profile
 - Brand Profile
 - Leaflets
 - Product Catalogues
 - White papers
 - Case Studies
 - Presentation
 - Welcome Kits
 - Point of Sale Collaterals

Internal Branding

- Internal Branding
- ID Cards
- Space/Environment Branding
- Uniform Design
- Front office documentation
- Back office documentation

Packaging

Digital Branding

- Corporate Websites
- E-Commerce Portals
- Other Web Portals
- Audio/Video

Software Design

- Brand Training
- For Individuals
- For Organizations

Brand Launch

- Brand Launch Planner
- Activities/Events
- Advertisements
- Media Coverage

Brand Custodianship

- Collaterals (on need basis)
- Brand Audits (fixed intervals)
- Brand Training (fixed intervals)
- Documentation Updates (fixed intervals)

Brand Building

- Events
 - Self Events
 - Participation in Expos
 - BTL Events

Digital Marketing

- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Email Marketing

Advertising

- Print
- TV

- Digital
- Out of Home

PR

- Print
- TV
- Digital

Brand Support

- Protection
- Print
- Production
- Brand Valuation