

Dear friends,

Best greetings!

We are back after a break-but we have made good use of the time to give you a better newsletter making it more branding specific. Your brand is not merely a product, logo or name. Your brand is what the customer(s) think about your offerings-the set of opinions cultivated and influenced by the 'experience' your product gives to them. The better the brand experience, the shinier is the brand. Product name and identity are necessary brand externalities, which positively get associated with a satisfying experience. Marketing, advertising and word of mouth (wom) help in developing and entrenching the brand community-the loyal army of customers and patrons. Product quality and communication best practices together work in development of a brand. They resonate to develop a brand perception that is unimpeachable.

Best wishes
Sandeep S. Sandhu

Opinions
Cultivated and
Influenced



Positioning is all about capturing a space in the mind of the customer. With no hard and fast rules for making positioning statements, what clicks the most works. We analyse positioning statements of two beverage companies - Coca Cola and Café Coffee Day. Made in different genres and different languages, they have one thing in common-both have clicked.

Thanda Matlab vs A lot can happen over coffee

A brand of American origin using a slogan in Hindi

Targeted at general public

Simple and focused

Tells a story

Appeals to the tradition

Overt

Tries to embed the brand name

Impels to taste and have

A home grown brand using a slogan in English

Targeted at the youth/students, hip n happening

Evasive

Makes a promise

Touches the emotion

Subliminal

Merely refers to the product type

Invites to visit

The brand compare by Sanatan Baweja



Brand Toolkit

Brand communications has attained greater importance in context of globalization, concern for environment, splintering of mass markets and rapid development of media and digital technologies. Here is the set of brand toolkit, Celeste can help you with:

1. Logo and corporate identity.
2. Brand guidelines (Brand manual).
3. Internal and external communications, greetings, etc.
4. E-mailers.
5. Customer relationship initiatives.
6. Advertising, PR, direct marketing, marketing promotions, exhibitions.
7. Visual merchandize, branded apparel, signage.

The Brand
Toolkit

- Avinash Attri

The Debate
Rages

WEBSITE OR SOCIAL MEDIA- THE DEBATE RAGES

With social engines firing on all cylinders, we often come across people who think websites have got outmoded; they believe that websites have lost relevance. However, despite social media sites offering advantages like free branding space, a pan-global reach, quick two-way humanized interaction with a loyal community, all is not over with the Web 2.0. Social media has cons too! It remains to be understood that social media does not give you ownership rights. Even the content you post is bound by terms and regulations. On the other hand, your good old website has pros too. Website is still considered to be effective and credible information about the brand. You have full control and ownership of the web property and its content. You can add any number of features and customize website as per your will and convenience. In case you are in retail, you have the option of set up an e-shop as well. So, in the present Web 3.0 scenario, social media is not a replacement but an allied tool in the totality of branding eco-system.

- Bhupinder Arora



Enveloping the Infinite

An Exhibition/Exposition of

Abstract Expressionist Art

at Alliance Française de Chandigarh.

inaugurated by Mr. Vivek Atray (IAS)
(Deputy Commissioner, Panchkula),

It was on view from 18th Feb. to 3rd March, 2015.



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