

Expert's Take

What's in a Logo

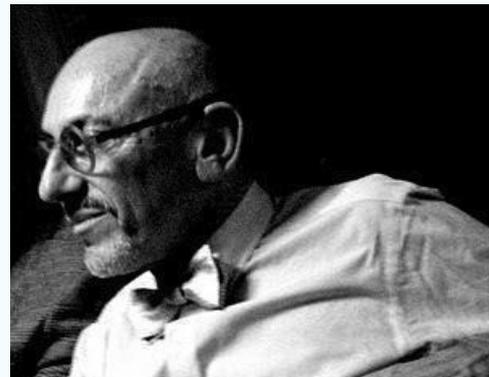
Brands and branding have not come very far in 100 years in the paint category. There is a mistaken presumption that names, slogans and marketing schemes are hugely important with regard to branding. This has been promoted by the people whose job is to purvey such devices.

This assessment comes from Stanley Moss (info@diganzi.com), globally acclaimed brand guru. Moss is CEO and general secretary of The Medinge Group, a Sweden-based international think tank on branding, and founder of US-based brand consultancy Diganzi. In a career spanning 40 years, he has helped shape brands such as Coca-Cola, The New York Times, UC Berkeley and Intel. His motto is to 'influence businesses to become more human and humane', and his practice revolves around the expression of humanistic values in the brand discipline. We asked Moss for his views on new logo design.

Moss has reservations about what can be achieved by tinkering with a brand, that too a legacy brand.

"The notion that brand = product is outdated. It is simply not true! Brand is about vision and values, while marketing and advertising are about product."

Moss explains that in real life consumers evaluate brands on criteria other than pretty little pictures and clever phrases. "Brands are built on reliable and understandable value statements, and the product backs up these values."



a 'rascal red' personality isn't a bad one as one may have first assumed."

Apart from TVCs, AkzoNobel is trying to leverage the characters of popular Hindi soap operas by utilising in-serial placements and vignette genres of brand communication. Vignette is a standalone TVC based on a serial's theme, yet not a part of the actual serial. The company recently tied up with *Yeh Rishta Kya Kehlata Hai* and *Iss Pyar Ko Kya Naam Doon*, both from Star Plus, and *Saas Bina Sasural* from Sony, where the lead pairs were shot in their production settings, and created vignettes. Jain says, "We conducted an empirical study that led us to Sony and Star Plus. We found that we can reach our target customers through these general entertainment channels. And, once we narrowed down to them, we chose to go with the serials with the highest TRPs. The outcome was that we had well known characters communicating the brand's message that each personality can shine with Dulux colours."

Jain explains that the primary target audience of Dulux is younger people with a modern progressive outlook. The company knows that the digital sphere is where it can get terabytes of traffic of people who are going to get their home painted, or consumers who have limited emotional affinity with paint brands. The company is, therefore, rapidly

building up its new media platforms, and has roped in New Delhi-based online marketing solutions provider Olive e-Business Pvt Ltd as its digital partner. Olive has developed micro sites, tools and applications for Dulux. These include a paint calculator for its website and Facebook application; Splash micro site and Facebook application; Store Locator with Google mapping; Colour Click integration; Dulux Decorator Centre help bar for its website; and the Dulux Velvet Touch trends micro site.

Besides, AkzoNobel India has just launched an English iPhone app called Dulux Colour Schemer, which enables consumers to decide colour schemes from the Dulux colour range and select its products.

This hyperactivity of the company is beginning to have effects at the grass roots. It has aroused interest levels among customers, who are now pushing Dulux dealers to come up with answers about the attributes of the brand. "We are noticing that the customers are taking more interest in Dulux. They want to know more about the specifics and services," confirms New Delhi-based Harbans Lal (duluxpaintstudioc75@gmail.com) of Multan Building House, a multi-brand paint dealer for over 20 years. For the past four years, Lal has earmarked 550sqft within his shop for the Dulux Decorator Centre, where customer

service includes free advice from colour consultants who have been positioned there by the company.

Another Dulux Decorator dealer from Kolkata, Sandip Chandra (duluxpaintstudios19@gmail.com) of Rang Birang, is also witnessing an increased interest in Dulux among young paint buyers who wish to take their own decisions rather than depending on traditional painters. Chandra says buyers are engaging more with his team at the retail outlet, spending more time discussing colour options, and enjoying the paint buying process like never before. He adds that customers are coming with families, since paint selection is often a joint decision. He, however, realises that techniques of retail management are required to successfully market any well known brand to young and educated customers, and hopes that training on this front could be forthcoming from his principals. "We hope the company can help us hone our skills in managing stores and customers, so that we can improve our realisations and profitability."

The Dulux initiative is indicative of where the paint industry is headed, and how its leaders are engaging with buyers individually, listening to them, talking to them, all in the hope of endearing their brand to them.

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