

A FACE IN THE MARKETPLACE

Landor Mumbai's award-winning Managing Director, Lulu Raghavan talks Branding.

What is Branding?

Your brand is what you want your business to stand for in the minds of your desired customers.

Customers create the meaning for your brand based on how they experience your product or service through every touchpoint – your name, identity and colours, the UI/UX of your website, your product and how it works, the packaging, the retail space and so on.

We'll take you through the journey of entrepreneur Shradha Aggarwal, and her ambition to create the best, 100% natural, preservative free brand of gourmet snack foods in India.

Your Brand's DNA

1. Purpose

A succinct and motivating reason for the company to exist.

Miss Chhotee's has a two-pronged brand purpose - to transport consumers to exotic lands through their taste buds.

to serve fresh, preservative free gourmet snack foods to urban Indians on the go.

A quick exercise to define your purpose is to write your obituary in less than 140 characters. Let's say your business was phenomenally successfully but then it had a sudden death. What would your customers be saying? What would they miss the most? Get your team to do this as well. Search the answers for clues on how to articulate your purpose.

A clear purpose will galvanize your team and engage your customers.



2. Positioning

Your relevance to customers in a way that is different from competitors. A defined positioning distills who you are and what you uniquely offer.

Fill in the blanks: For ___ type of customers, only my brand offers/does/provides ___, because we ___, giving our customers the benefit of ___.

Miss Chhotee's is a 100 % natural, preservative free brand of gourmet snack foods in India. It is for customers who care about eating healthy, in a market characterized by me-too brands. The brand raises the bar with carefully crafted, authentic recipes that are 'TRUE TO ORIGIN.' Miss Chhotee's gives customers the experience of international flavours at home. The ingredients are pure and sustainably sourced.

3. Personality

If your brand were a person, what kind of person would it be? A defined personality helps you create a more human brand that your customers can relate to. It can help you differentiate yourself from the competition.

A quick exercise is to list a battery of potential attributes and pick the top three that truly describe you.

With brand traits like Natural, Quirky and Authentic, Miss Chhotee's is a human personification of the entrepreneur herself.

4. Presence

How does your brand carry itself in the marketplace? Make your brand speak from the heart – synchronise its visual and verbal identity with its core purpose.



For Miss Chhotee's we visually translated 'TRUE TO ORIGIN' by looking at patterns that were intrinsic to the art and architecture of each country in which the products originated.

Using the fresh ingredients of each recipe we created food art. We drew inspiration from Florentine art for pesto and Mexico weaves for salsa. Miss Chhotee's Curry Mayonnaise motif was inspired by Gaudi's mosaic and Spanish tiles.

Each pattern became the package and 'TRUE TO ORIGIN' featured proudly on the label. The brand communicates its authenticity with words like 'No Preservatives'. The consumer experiences the brand story from package to palate.

5. Perseverance

On and On. As the market and consumer evolves so does your brand. Branding never sleeps.

When it launched in 2012, the brand created an innovative category in Indian retail. Concepts like Piri Piri sauce and Kale chips were very new. Shradha created awareness through food pop-ups, Embassy carnivals and product samplings. Today, Miss Chhotee's has evolved from a natural sauce brand to a line of preservative free, gourmet snack foods. Its hot-selling products are Kale Chips, Pita Chips and Lavash Crisps, in addition to the condiments, sauces and dips.

Success

Miss Chhotee's went on to win Communication Arts, CII Design Excellence and Kyoorius awards.

The integrated brand experience helped it grow from within. From Delhi, Miss Chhotee's has expanded to Noida, Gurgaon, Chandigarh, Bombay and Bangalore. The startup has also grown its product line from an initial offering of 6 sauces to nearly 20 different products – 7 sauce flavours, 5 dips and 6 types of chips with more to follow.

With healthy quick meal solutions, the brand has transformed the food consumption culture of urban India.

Building your brand is like raising a child. You need to give it an identity and values, constantly nurture and shape it, and persevere every day.