



IDENTITY

“The strategies suggested by Vantage helped us to attract and retain more customers and conquer a competitive market.”

Introduction

The textile industry continues to be the second largest employment generating sector in India. Over the years, Indian textile industry has taken great strides in terms of investments, increasing market size, collaborative technology and skill development. Our client owns a government recognized export house that specializes in manufacturing, weaving, designing and printing a wide array of fabrics.

They are one of the few production houses that possess long-standing knowledge and decades of practical experience working in the textile industry. They export widely to the European market, constantly investing in new technology and equipment to stay competitive.

Our client came to us for help in building his personal brand so he could establish strong liaison with clients.

Challenges

The development of the South Asian textile industry has been remarkable over the last few decades. With increasing technological innovations, the industry has witnessed phenomenal growth. However, new opportunities bring new challenges as well.

As a personal brand, our client's biggest challenge was to overcome the image created in the minds of customers due to unethical industry practices. The lucrative but mercurial nature of the fabric trade meant that many businesses implemented unethical practices to stay competitive.

Newly established competitors leveraged short-sighted networking practices to draw clients who were eventually disgruntled due to the lack of follow through on the part of the supplier. Not only did our

client refrain from 'big talk' they were strong believers in ethical practices - but this meant that the 'flashier' players ended up with more clients. The challenge was to remain authentic, portray ethical policies and still stay competitive in a cut throat industry.

Solution

In a three-hour brainstorming session with the client, we collaboratively came up with the following recommendations:

- A.** Establish a unique brand strategy that reflected their ethical values.
- B.** Craft strong, direct messaging, voice and tone that client could use during remote as well as personal communications to ease client fears.
- C.** Create a great website and personalized brochure for the client.

Implementation

We designed a unique visual brand to reflect the client's open, honest values and set them apart from the competition. Strong messaging was created and we helped the client come up with the core values of responsibility, Integrity, Accountability and Elegance so they could address client concerns from the very first meeting.

A brochure was designed to include samples of their product, providing a personal, tactile touch - and allowing clients to physically assess the quality of client's fabric.

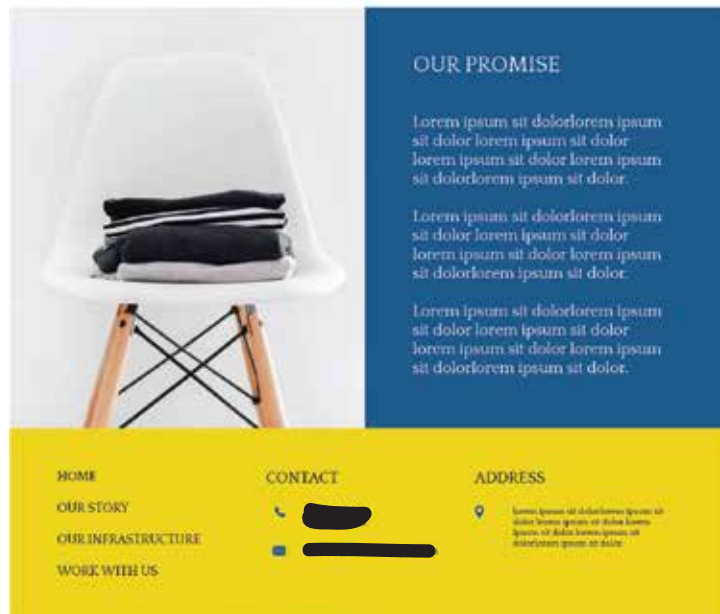
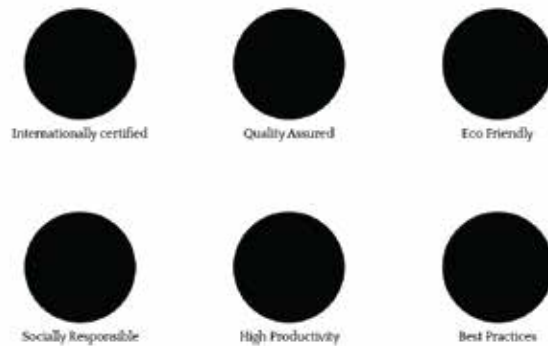
Results

Our efforts were rewarded when customers responded positively to information about our best practices, design, printing, stitching and packaging capabilities and our thorough quality checks on all of our branded materials. This resulted in the client closing new customers!

*Brand name was named after client himself.

BENEFITS

The client was able to get more attention at their annual industry expo by reaching out to clients with their brochure a few weeks in advance, then following up with a call. By the time they met these clients in person, they had already checked out their website, and finding that the information in all their materials was coherent, clients were able to trust them better, and also make faster bulk purchasing decisions. All-in-all, a far-sighted brand strategy helped the client thrive in a tough market without having to resort to unethical brand theatrics.



Above (right) is a screenshot of their homepage reflecting a clean, direct interface. Since their brand was trying to convey a message of clarity and direct communication, we wanted to create a bright, minimalist visual brand. The client's competitors were using haphazard visual identities, some of them using colors and fonts that clashed with each other (see the tiles to the left). Our first step was to create a clean, bold color palette to represent client values. The client's color palette is circled at the bottom.