# The Eternal Brand Narrative

The Eternal Brand Narrative is a brand experience agency, proposed to be established in Chennai, a bustling cosmopolitan city in South India, also called as the Detroit of Asia.



Fig 2 : Brand Mood Board



Fig 3 : Logo variations

RGB: 183,110,121
#B76E79

RGB: 54,69,79
#36454F

RGB: 255,255,255
#FFFFFF

RGB: 197,139,147
#C58B93

RGB: 164,99,108
#A4636C

**Glacial Indifference Bold - Headings**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**

Glacial Indifference Regular – Body Copy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

# The Problem

The core problem faced by micro and small businesses is growth and ensuring longevity (Marshall *et al.*, 2016). With increased focus in revenue generation, business owners do not focus on differentiation that caters to growth. They also ignore current trends and organisational motivation of carrying the brand story forward. Brand experiences can enable growth by personalized design and strategy. Figure 4 shows the empathy map, derived from primary research that enables expansion on the offering.
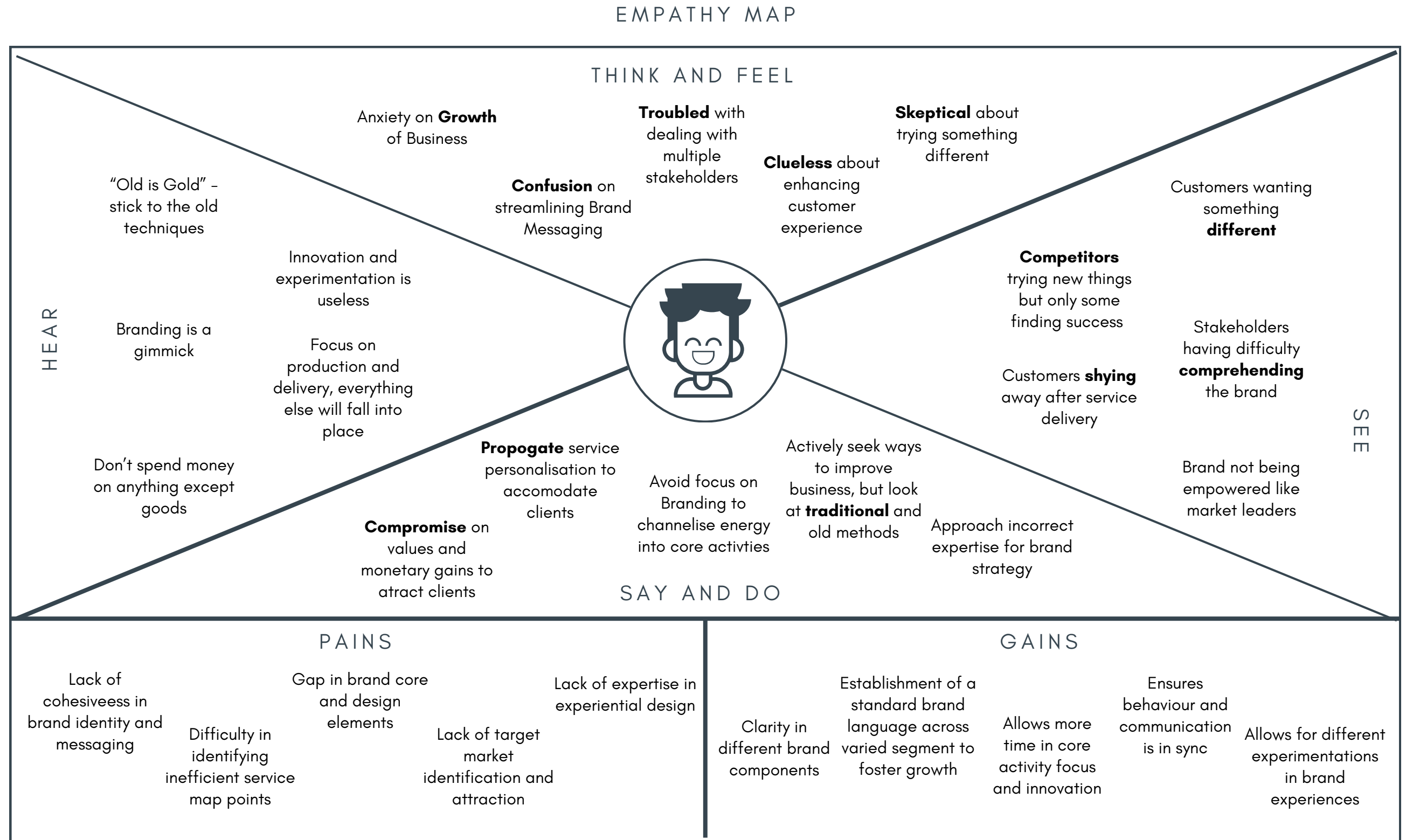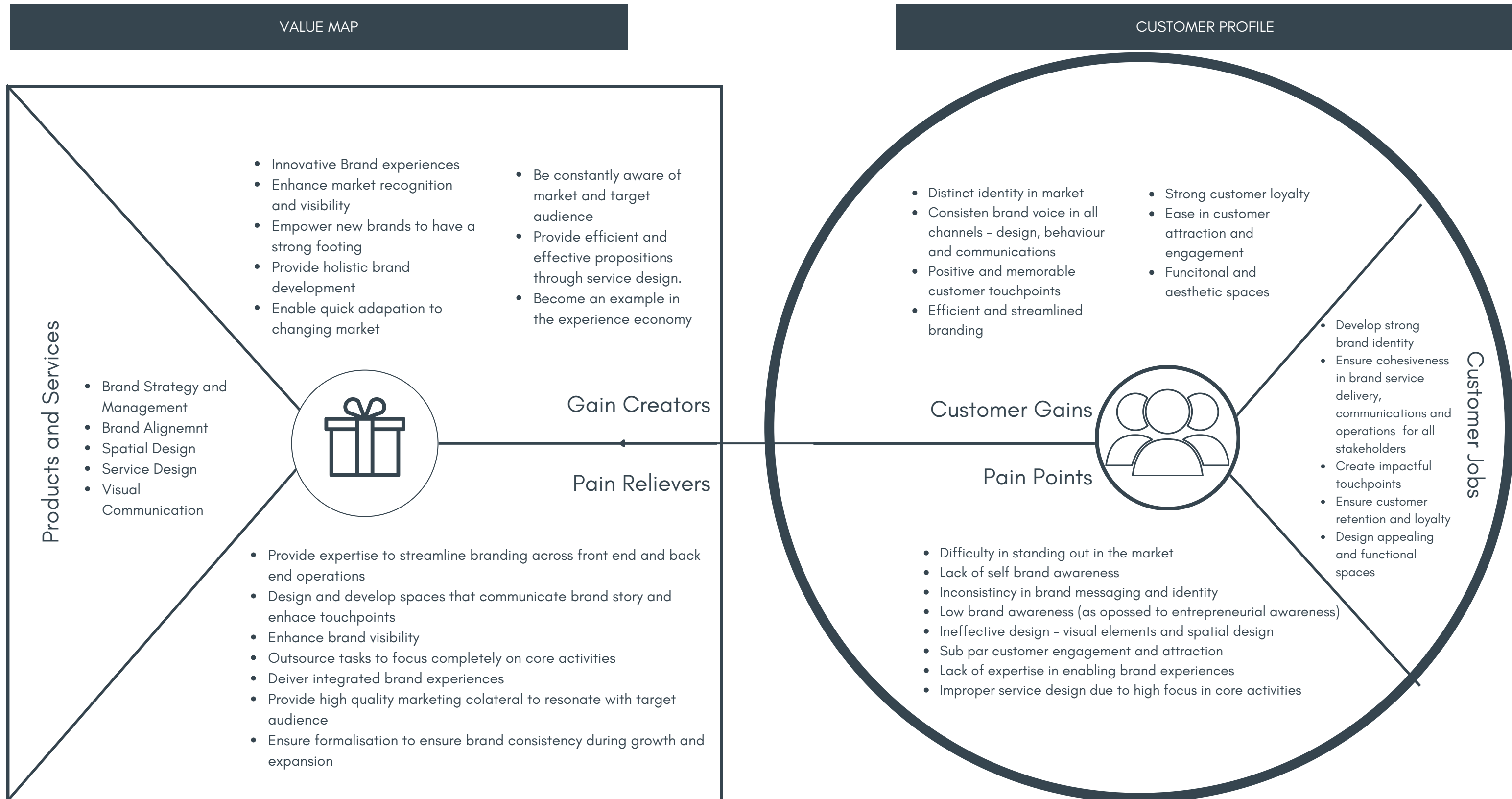
EMPATHY MAP

THINK AND FEEL

Anxiety on **Growth** of Business

**Troubled** with dealing with multiple stakeholders

**Skeptical** about trying something different

**Confusion** on streamlining Brand Messaging

**Clueless** about enhancing customer experience

Customers wanting something **different**

"Old is Gold" – stick to the old techniques

Innovation and experimentation is useless

**Competitors** trying new things but only some finding success

Stakeholders having difficulty **comprehending** the brand

Branding is a gimmick

Focus on production and delivery, everything else will fall into place

Customers **shying** away after service delivery

HEAR

SEE

Don't spend money on anything except goods

**Propogate** service personalisation to accomodate clients

Actively seek ways to improve business, but look at **traditional** and old methods

Brand not being empowered like market leaders

Avoid focus on Branding to channelise energy into core activties

**Compromise** on values and monetary gains to atract clients

Approach incorrect expertise for brand strategy

SAY AND DO

## PAINS

Lack of cohesiveess in brand identity and messaging

Gap in brand core and design elements

Lack of expertise in experiential design

Difficulty in identifying inefficient service map points

Lack of target market identification and attraction

## GAINS

Clarity in different brand components

Establishment of a standard brand language across varied segment to foster growth

Allows more time in core activity focus and innovation

Ensures behaviour and communication is in sync

Allows for different experimentations in brand experiences

*Fig 4: Empathy map*

# Value Proposition

**Products and Services**

- Brand Strategy and Management
- Brand Alignemnt
- Spatial Design
- Service Design
- Visual Communication

### Gain Creators

- Innovative Brand experiences
- Enhance market recognition and visibility
- Empower new brands to have a strong footing
- Provide holistic brand development
- Enable quick adapation to changing market

- Be constantly aware of market and target audience
- Provide efficient and effective propositions through service design.
- Become an example in the experience economy

### Pain Relievers

- Provide expertise to streamline branding across front end and back end operations
- Design and develop spaces that communicate brand story and enhace touchpoints
- Enhance brand visibility
- Outsource tasks to focus completely on core activities
- Deiver integrated brand experiences
- Provide high quality marketing colateral to resonate with target audience
- Ensure formalisation to ensure brand consistency during growth and expansion

### Customer Gains

- Distinct identity in market
- Consisten brand voice in all channels – design, behaviour and communications
- Positive and memorable customer touchpoints
- Efficient and streamlined branding

- Strong customer loyalty
- Ease in customer attraction and engagement
- Funcitonal and aesthetic spaces

**Customer Jobs**

- Develop strong brand identity
- Ensure cohesiveness in brand service delivery, communications and operations for all stakeholders
- Create impactful touchpoints
- Ensure customer retention and loyalty
- Design appealing and functional spaces

### Pain Points

- Difficulty in standing out in the market
- Lack of self brand awareness
- Inconsistincy in brand messaging and identity
- Low brand awareness (as opossed to entrepreneurial awareness)
- Ineffective design – visual elements and spatial design
- Sub par customer engagement and attraction
- Lack of expertise in enabling brand experiences
- Improper service design due to high focus in core activities

*Fig 5 : Value Proposition canvas*

On understanding user needs and existing capacities, the following offerings (Figure 6.) are established to be provided working with varied stakeholders in an agency format.

# SERVICE SEGMENTS

## COMMUNICATIONS

Visual Communication

## DESIGN

Spatial Design

Service Design

Brand Strategy and Management

## BEHAVIOUR

Brand Alignment

*Fig 6 : Offerings*

# LIST OF SERVICES

**BRAND STRATEGY AND MANAGEMENT**

- Brand Audits and Assessments
- Market research and competitive analysis
- Brand positioning and messaging strategy
- Brand architecture and Portfolio strategy

**BRAND ALIGNMENT**

- Customer journey mapping
- Touchpoint optimizationn
- Internal brand training
- Brand guidelines development
- Experience Innovation

**SPATIAL DESIGN**

- Interior design
- Interior Branding and environemntal graphics
- Interactive and experiential spaces
- Event concept and planning

**SERVICE DESIGN**

- Customer research and persona development
- Service design and prototyping
- Service design workshops
- Service monitoring

**VISUAL COMMUNICATION**

- Visual Identity design
- Digital content creation
- Digital marketing and SEO
- Social media strategy and management
- Photography and Videography
- Packaging design

*Fig 7 : List of services*

The list of services (Figure 7) is intended to provide holistic brand experiences, however, it is not pertinent that it will be a package or independent. Depending on user needs, attracting customers and the set of services provided will differ. Entry point services to clients are on the basis illustrated in Figure 8, however, segments in visual communication, aside from photography and packaging design will be cross sold as subscriptions after initial project delivery.

Time       Point of cross-selling

— DIGITAL MARKETING ASSETS —

— CONTENT CREATION —

THREE POINTS OF ENTRY

BRAND ACTIVATION
- PROMOTIONAL
- GENERATIVE

DESIGN
- GRAPHIC AND COMMERCIAL
- SERVICE DESIGN
- INTERIOR DESIGN

CUSTOMER EXPERIENCE DESIGN
- BEHAVIOURAL
- PRODUCT LAUNCH AND EVENTS
- TOUCHPOINTS

TANGIBLE REALISATION
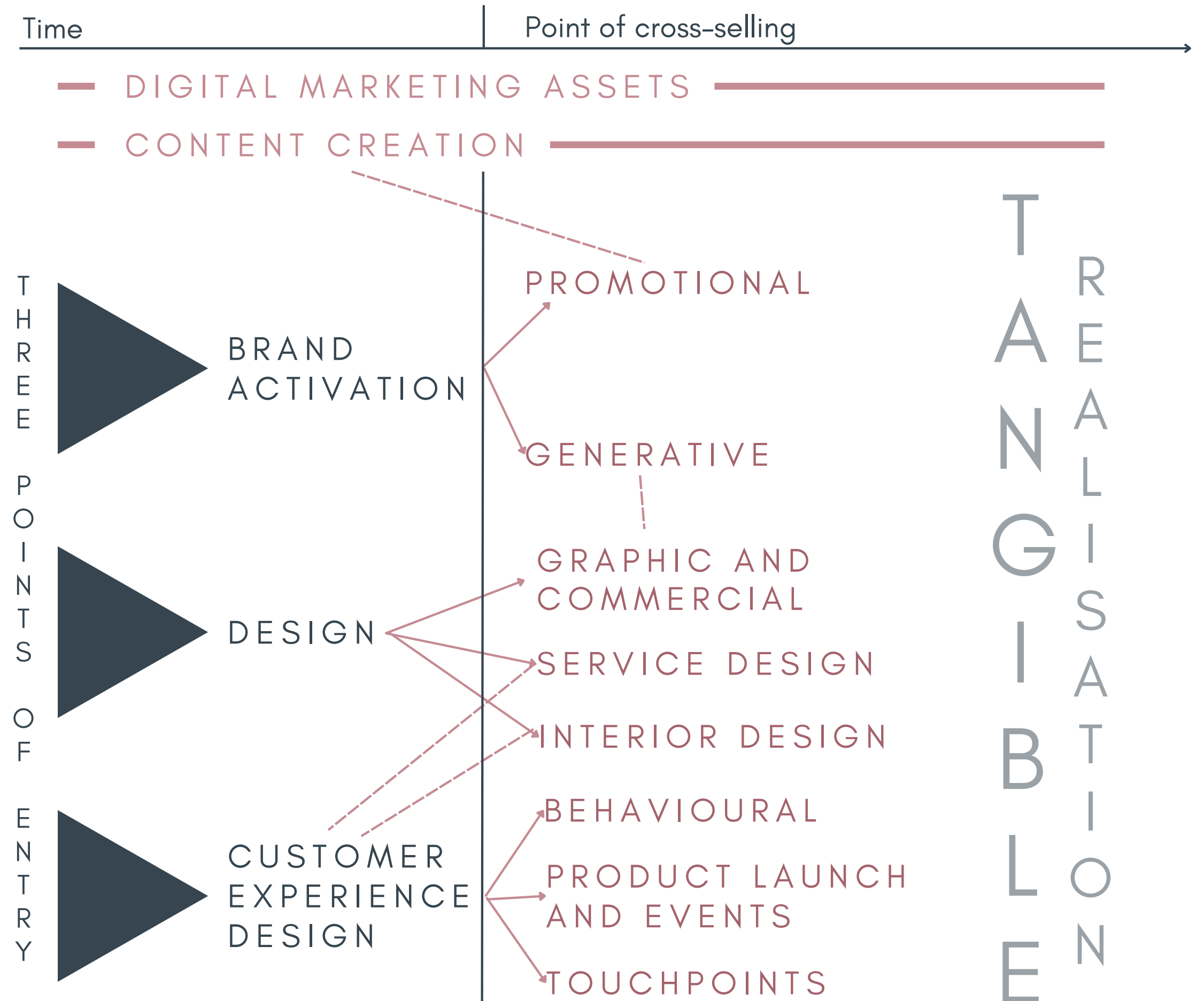
*Fig 8: Point of entry*

## Target Clientelle

The clients are micro and small service providers who are classified into three depending on brand lifecycle. This classification does not restrict or narrow down choice, however, it provides starting points to how strategy will evolve for the brand experiences.

## CUSTOMER SEGMENTS

| STARTER | GROWER | REFRESHER |
|---|---|---|
| Businesses that are just starting out | Businesses that are stuck and are seeking differentiation | Businesses that have been around for a long time and are looking for a change |
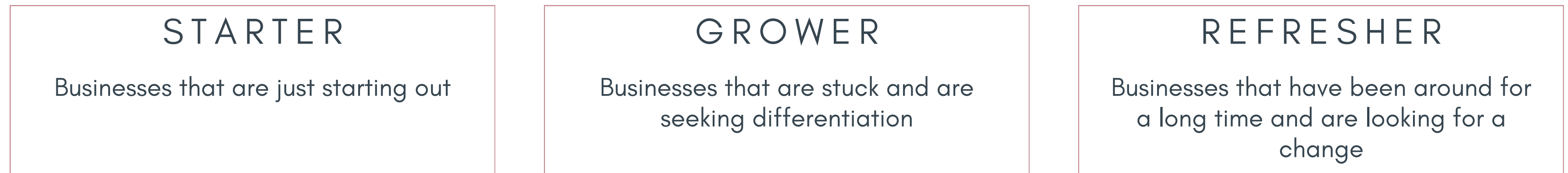
*Fig 9 : Customer segments*

The customer personas have evolved from interviews with potential clients. Taking into consideration the diversity of the Indian population (language, geography, culture) the personas take into account the permeability of brand experience adoption regardless of demographic characteristic.

# Service Mapping

Using the principles of service design thinking and in congruence with micro and small businesses in an agency format, a service map is formualted.

## SERVICE MAPPING

| Stage of interaction | Awareness | Assessment | Consideration | Decision | Delivery | | Use | Retention | Advocacy and Loyalty |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | Planning | Execution | | | |
| **Evidence** | Phone calls, emails, website traffic, published advertising and direct approach (walk-ins) | One on one meetings | Contract(s) and presentations | Signed Contract | Design plans, strategy presentations and prototypes | Physical design outputs, workshops, guideline and strategy means and other service realisations | Product/ Service/ Design/ Strategy Launch | Enablement of subscription based services | Referral communications and enquiries |
| **Customer Journey** | Problem setting or need evaluation. Contact initiated to resolve issue to BX firm. | Explain problem or situation, highlight need | Evaluation of firm and alternatives in relation to performance and price | Decision made, base payment made and nudge for detailed evaluation given. | Decision making between varied options presented | Learn and experience service to cater their target customers | See the plans in practice and get user (their customer) reviews on execued Brand experience | Adoption (or consideration) of subscription services for continuous holistic brand experiences | Customer or stakeholder contact for Brand experiences |
| **Brand Experience Agency Actions** | First point of contact through direct interaction (in-person, telephone or VC's) and digital and physical marketing methods. – To raise awareness of requirement of service. | Base level analysis of brand and client through brief one on one conversations to identify bird eye view problem | Preparation and presentation of contract(s) and budgets to acquire client | Expand on strategy and other service (from list of propositions) planning | Preparation and proposition of multiple options | Properly communicate practices and guidelines with respect to behaviour, design and communication | Actively follow up for maintenance and reviews for improvements | Enable service monitoring, content creation, digital marketing and social media management account holder for client. | Follow up on client, stakeholder and user roster on services and cross-sell |
| **Technology** | Digital maketing and SEO tools – Website – Leads maintenance – Communication tools | Presentation and communication facilitating software | BOQ software and stakeholder management tools | | Design softwares | | | SEO, design softwares and editing. | |
| **Backtage actions** | Marketing colateral development and Contact initiation and maintenance | Sector/Segment/Area specific research to identfy patterns and trends. Problem evaluation to ascertain services to be utilised. | Stakeholder negotiations and estimate retrievals | Ideation and experimentation with creative thinking and service design methods | Engagement with stakeholders on execution dates and inventory | Keep KPI's and contingency plans ready | Compare execution with KPI's and develop baseline guidelines for other projects | Keep record of all activites and methods to avoid repetition and competition amongst different clients. | Follow market entry strategy based on sector |
| **Support processes** | Stakeholder management | Monetary contribution of chosen project to bussiness evaluation | Stakeholder engagement and acquisition | Legal and accounting facilitation | Preparation of contingency plans | Keep stakeholders updated and maintain relationship | | Keep subscription service stakeholders incentivised | Constantly be in contact with stakeholders |

# Stakeholders

Stakeholders engagement and hiring is on three basis:
- Co-creation on project basis for clients
- Regular networking and engagement through meals and knowledge provision
- 'Experiences' focused on engraving The Eternal Brand Narrative's name in their minds.
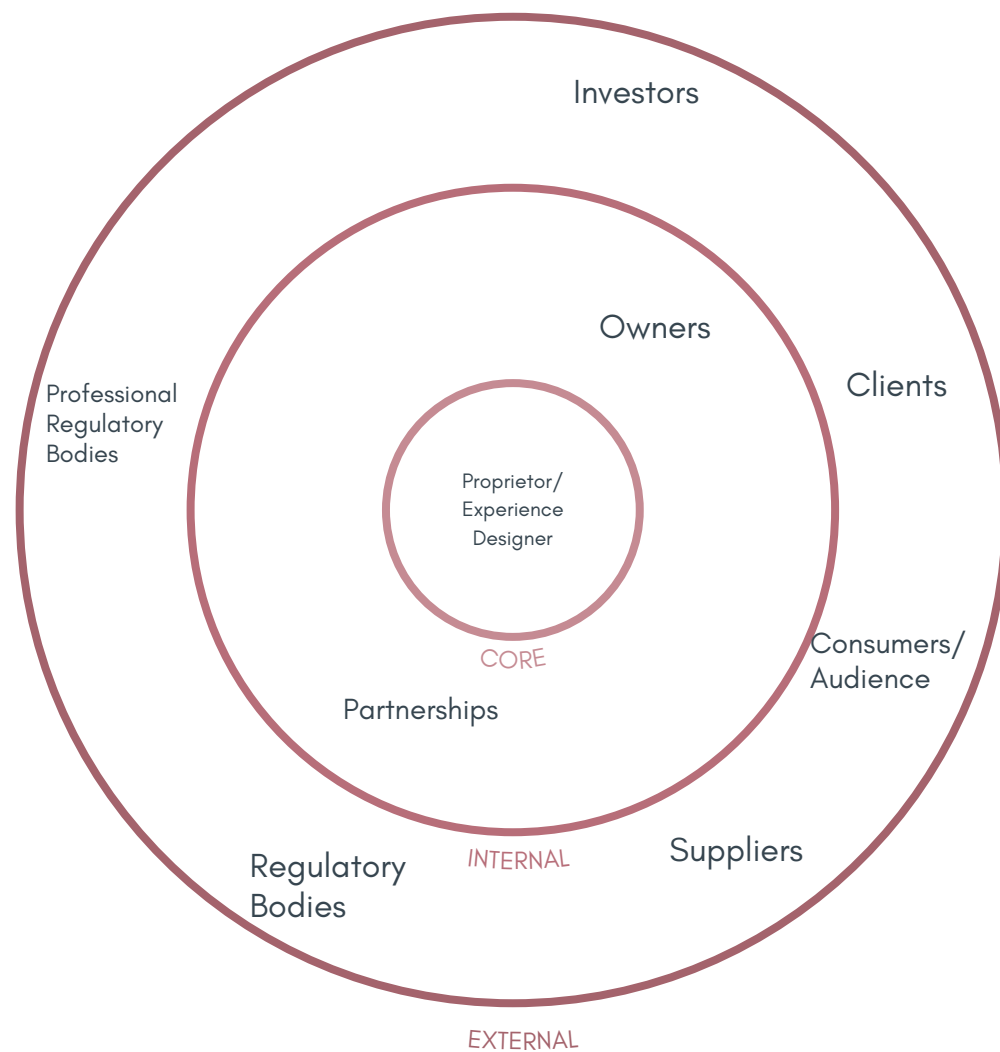
## STAKEHOLDER MAP

Investors

Owners

Clients

Professional Regulatory Bodies

Proprietor/ Experience Designer

CORE

Partnerships

Consumers/ Audience

INTERNAL

Regulatory Bodies

Suppliers

EXTERNAL

*Fig 10 :Stakeholder map core to external*

## SALIENCE MODEL

POWER

DORMANT

INVESTORS

LEGITIMACY

DISCRETIONARY

OWNERS

CONSUMERS/ AUDIENCE

REGULATORY AND PROFESSIONAL BODIES

DOMINANT

DEFINITIVE

PROPRIETOR CLIENTS

DANGEROUS

DEPENDANT

SUPPLIERS

DEMANDING

URGENCY
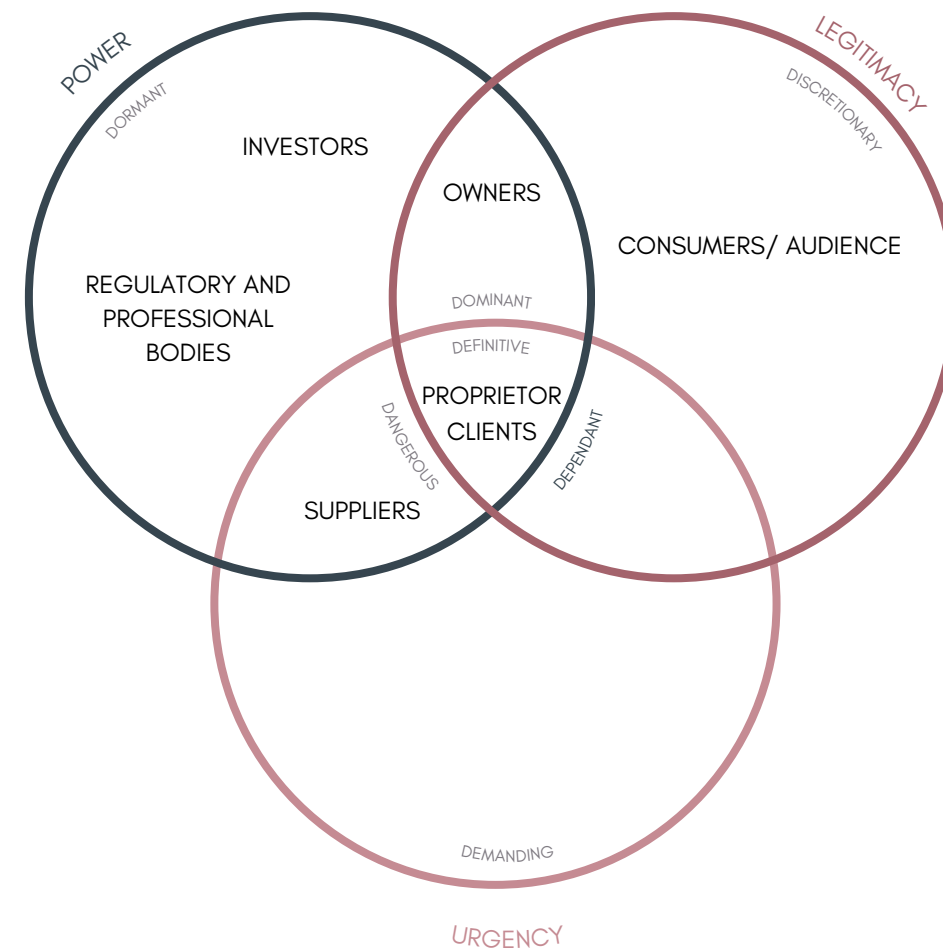
*Fig 11: Salience Model for Stakeholder analysis*

## STAKEHOLDER INFLUENCE MAP

HIGH

OWNERS

PROPRIETOR

KEEP SATISFIED

INVESTORS

MANAGE CLOSELY

CLIENTS

PARTNERSHIPS

POWER

SUPPLIERS

MONITOR

REGULATORY BODIES

KEEP INFORMED

CONSUMERS

AUDIENCE

PROFESSIONAL REGULATORY BODIES

LOW
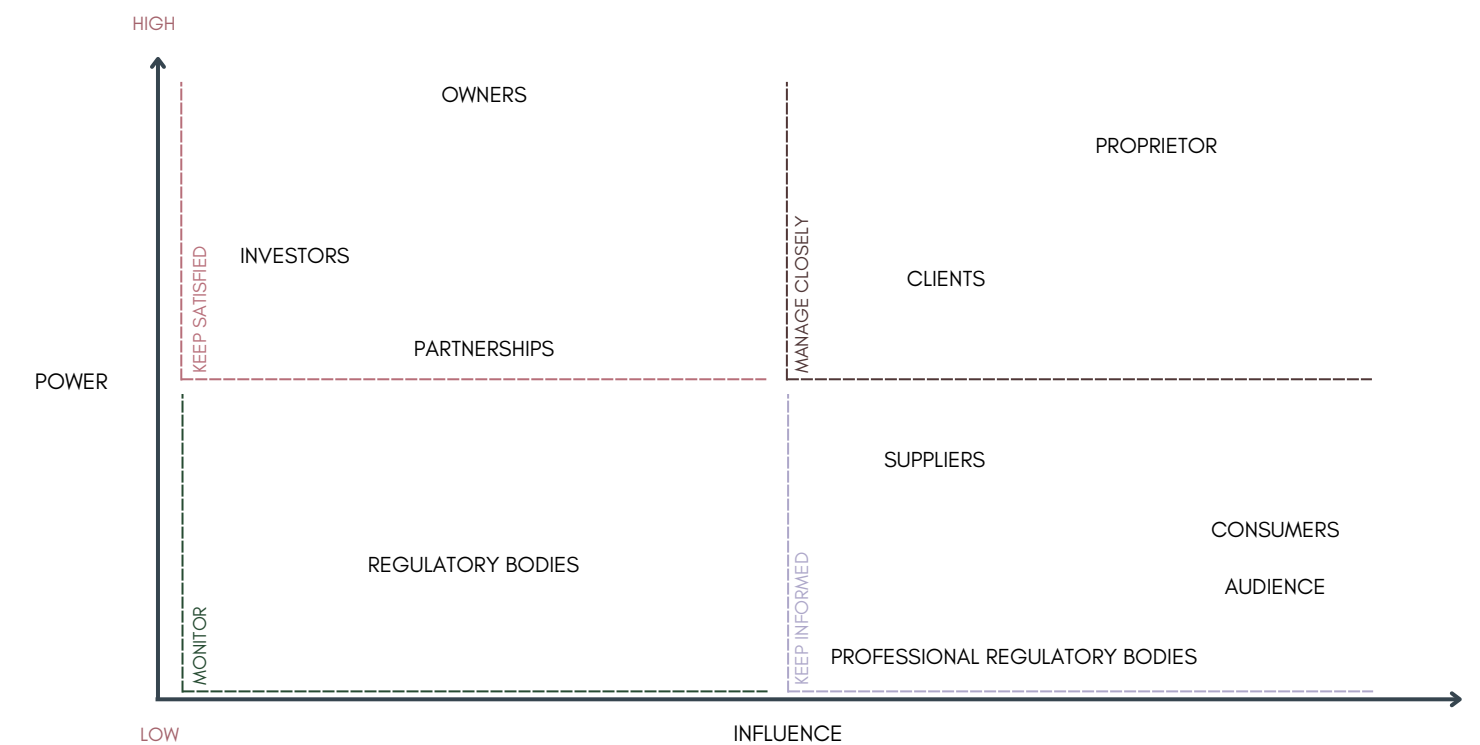
INFLUENCE

*Fig 12 : Stakeholder Influence map*

The Salience model (Figure 12) is project dependant, depending on output, delivery and kind of stakeholder that helps.

# LIST OF STAKEHOLDERS

| Stakeholder Category | Specific Categories |
|---|---|
| | |
| Clients | |
| Partners and Suppliers | Digital Marketers<br>Built-in design support<br>• Interior design<br>• Exibition Design<br>• Spatial Design<br>Graphic designers<br>• Packaging and Print<br>• Identity and Typography |
| | Technology providers |
| Investors or Owners (Entrepreneur) | • Financial Support<br>• Business Support |
| Audience | |
| Regulatory Bodies | • National and State government<br>• Chennai metropolitan development Authority<br>• Chennai Corporation<br>• Tamilnadu Pollution control board<br>• Directorate of industrial safety and health |
| Professional Regulatory Bodies | • Advertising Standards Council of India<br>• Event and Entertaianment Management Association<br>• Indian Society of Advertisers<br>• Public Relations consultants Association of India |

# Market Entry

Current market conditions favour establishment of new businesses in India as indicated in the PESTLE (Figure 13) and SWOT analysis (Figure 14). With immense support from local and national governments to start businesses (India 2024; Tamil Nadu, s.d), and current demand for experiences, starting the brand experience agency in the upcoming financial year (April 2025), proves as a perfect time in capturing the opportunity.
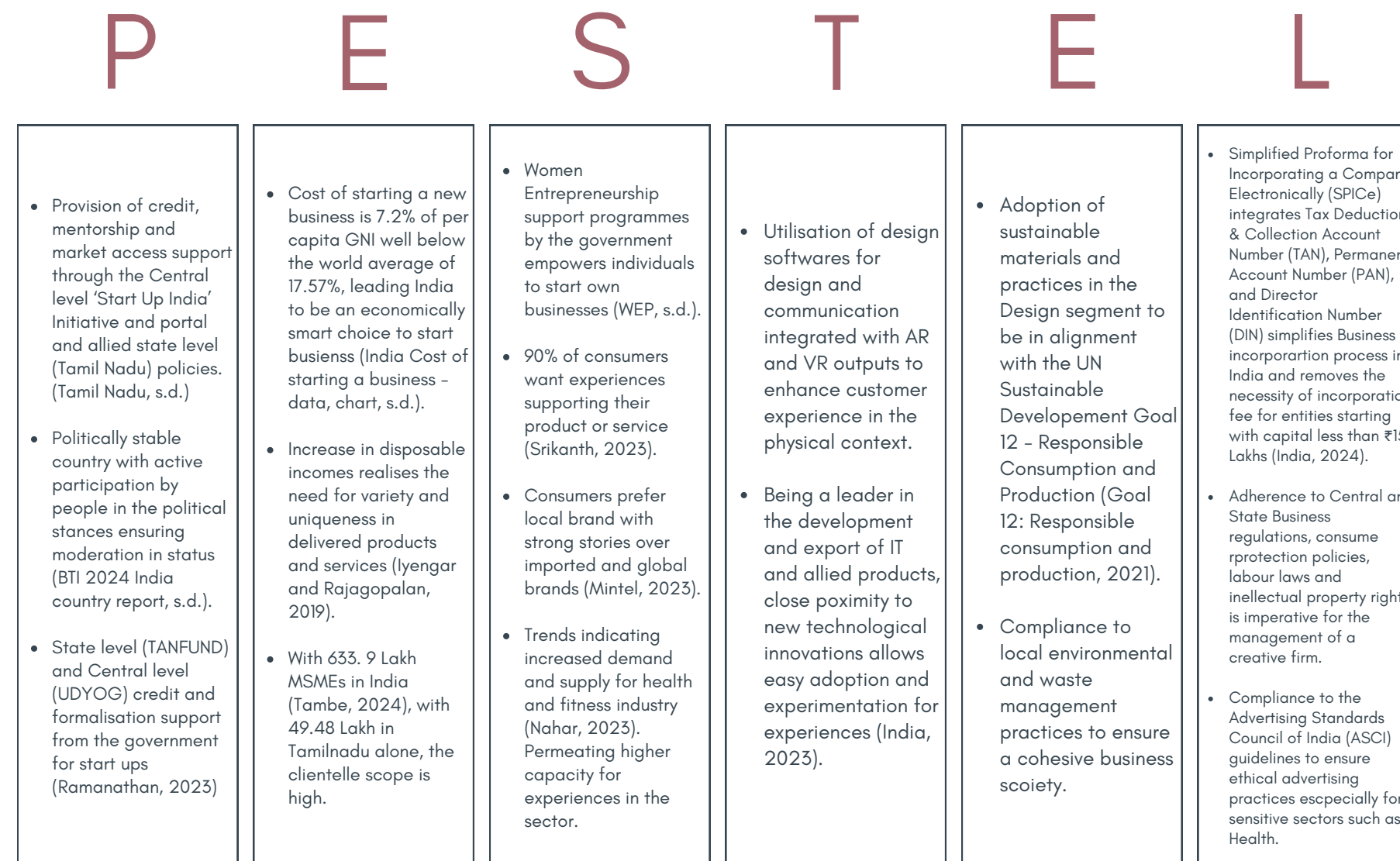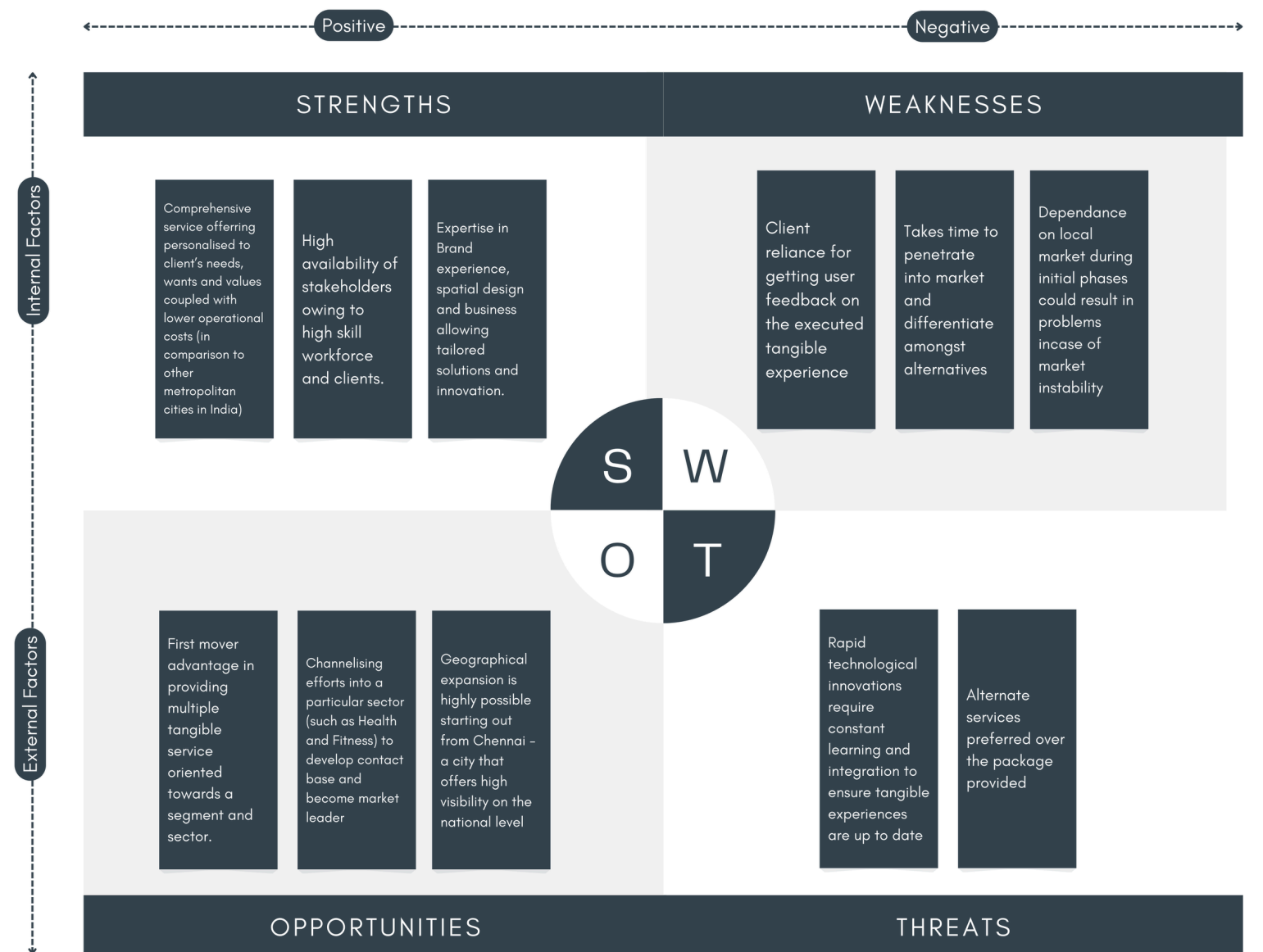
## P E S T E L

**P**
- Provision of credit, mentorship and market access support through the Central level 'Start Up India' Initiative and portal and allied state level (Tamil Nadu) policies. (Tamil Nadu, s.d.)
- Politically stable country with active participation by people in the political stances ensuring moderation in status (BTI 2024 India country report, s.d.).
- State level (TANFUND) and Central level (UDYOG) credit and formalisation support from the government for start ups (Ramanathan, 2023)

**E**
- Cost of starting a new business is 7.2% of per capita GNI well below the world average of 17.57%, leading India to be an economically smart choice to start busienss (India Cost of starting a business – data, chart, s.d.).
- Increase in disposable incomes realises the need for variety and uniqueness in delivered products and services (Iyengar and Rajagopalan, 2019).
- With 633. 9 Lakh MSMEs in India (Tambe, 2024), with 49.48 Lakh in Tamilnadu alone, the clientelle scope is high.

**S**
- Women Entrepreneurship support programmes by the government empowers individuals to start own businesses (WEP, s.d.).
- 90% of consumers want experiences supporting their product or service (Srikanth, 2023).
- Consumers prefer local brand with strong stories over imported and global brands (Mintel, 2023).
- Trends indicating increased demand and supply for health and fitness industry (Nahar, 2023). Permeating higher capacity for experiences in the sector.

**T**
- Utilisation of design softwares for design and communication integrated with AR and VR outputs to enhance customer experience in the physical context.
- Being a leader in the development and export of IT and allied products, close poximity to new technological innovations allows easy adoption and experimentation for experiences (India, 2023).

**E**
- Adoption of sustainable materials and practices in the Design segment to be in alignment with the UN Sustainable Developement Goal 12 – Responsible Consumption and Production (Goal 12: Responsible consumption and production, 2021).
- Compliance to local environmental and waste management practices to ensure a cohesive business scoiety.

**L**
- Simplified Proforma for Incorporating a Company Electronically (SPICe) integrates Tax Deduction & Collection Account Number (TAN), Permanent Account Number (PAN), and Director Identification Number (DIN) simplifies Business incorporartion process in India and removes the necessity of incorporation fee for entities starting with capital less than ₹15 Lakhs (India, 2024).
- Adherence to Central and State Business regulations, consume rprotection policies, labour laws and inellectual property rights is imperative for the management of a creative firm.
- Compliance to the Advertising Standards Council of India (ASCI) guidelines to ensure ethical advertising practices escpecially for sensitive sectors such as Health.

*Fig 13 : Pestle Analysis*



*Fig 14 : SWOT Analysis*

**SWOT** (Positive / Negative, Internal Factors / External Factors)

**STRENGTHS**
- Comprehensive service offering personalised to client's needs, wants and values coupled with lower operational costs (in comparison to other metropolitan cities in India)
- High availability of stakeholders owing to high skill workforce and clients.
- Expertise in Brand experience, spatial design and business allowing tailored solutions and innovation.

**WEAKNESSES**
- Client reliance for getting user feedback on the executed tangible experience
- Takes time to penetrate into market and differentiate amongst alternatives
- Dependance on local market during initial phases could result in problems incase of market instability

**OPPORTUNITIES**
- First mover advantage in providing multiple tangible service oriented towards a segment and sector.
- Channelising efforts into a particular sector (such as Health and Fitness) to develop contact base and become market leader
- Geographical expansion is highly possible starting out from Chennai – a city that offers high visibility on the national level

**THREATS**
- Rapid technological innovations require constant learning and integration to ensure tangible experiences are up to date
- Alternate services preferred over the package provided

The Competitive landscape is ascertained by agencies and specialists that opt for a single service proposition as opposed to packaged provisions. Likewise, the focus on a brand-based strategy for execution is limited, as in the hospitality sector (Chekuri, 2024). Figure 15 showcases the current landscape in and around Chennai. The aim within the first 3 years of incorporation is to become a contender, before slowly moving along the X-axis to become a leader.

Market entry is a three pronged plan:
- Attract the first customer base or neophiliacs
- Develop strong stakeholder roster
- Aim to meet business structure and project goals



COMPETITIVE ANALYSIS

CONTENDERS | LEADERS

Think Place
Frog.co
Think Design
Brew My Idea
Design Qube
Studio J
Bizoppo
Banana Brand Works
Icarus
Roaish
Design Foundry
Whoamama
Spoint
Creative Studios
The Pixelate
Krysta design

MARKET SHARE

NICHE | HIGH PERFORMERS

SATISFACTION

Legend:
- Creative Agencies
- Branding: Fully digital
- Branding: Digital + physical elements
- Spatial Designers
- Service Designers

*Fig 15 : Competitive Landscapes*

# The First customers

| WHO | CHANNELS | FRONT ACTION | RESULT |
| --- | --- | --- | --- |
| Starter firms | Digital marketing | Pitch service potential, sample service proposition and pricing strategy | Project based client engagement |
| Grower firms | In-person communication | | |
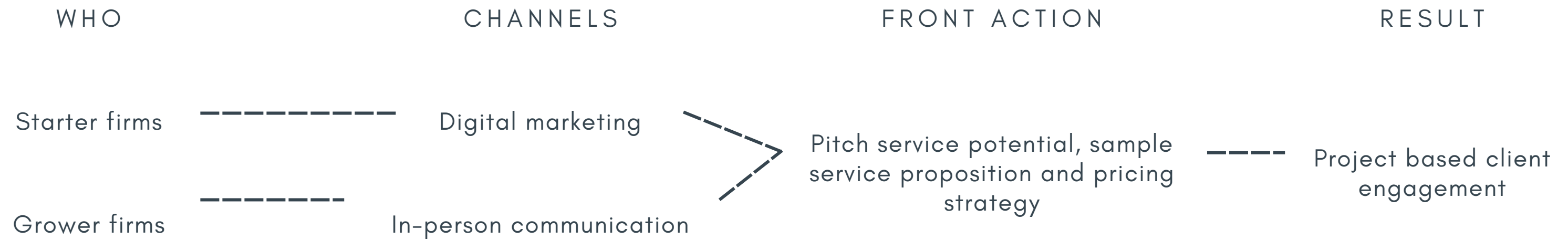
*Table – Attracting first customers*

# Engaging with stakeholders

| WHO | CHANNELS | FRONT ACTION | RESULT |
| --- | --- | --- | --- |
| Partners | In person or telephone contact | Stipulate service proposition, roles and pay rates | Ready contact for project execution |
| Suppliers | | | |
| Audience | Content creation | Highlight value of experience | Pressure on businesses (target customers) to create experiences |
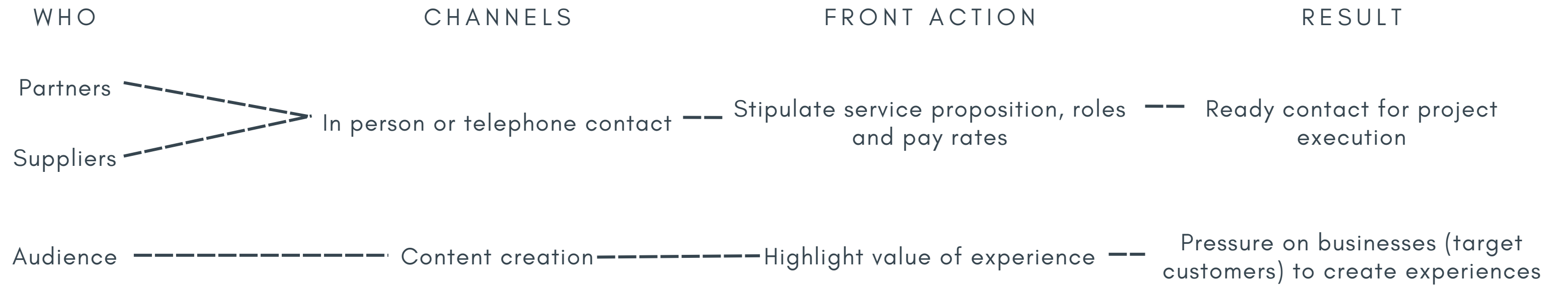
*Table  - Stakeholder association plan*

# Project and Business goals

|  | YEAR 1 | YEAR 2 | YEAR 3 |
|---|---|---|---|
| Business | Sole Proprietorship – Incorporated | | |
| Employees | None – only proprietor | 1 | 2 |
| Sqft of spatial design projects targeted | 4,000 | 15,000 | 25,000 |
| Hours of brand strategy and service design projects targeted | 60 | 90 | 120 |
| Target Consumers | First customers – micro | First customers – micro and small | Micro and small across target segment |
| Location | Co-working space | | |

*Table – Business and project goals*

The goals are the base for financial projections led by pricing and break even analysis. The goals are placed as bare minimum but achievable to be prepared for contingencies and the worst possible conditions.

# Financials

The price is ascertained on existing market rates, break even analysis and the sample project proposition. Taking into account the market entry plans and business goals, breakeven is seen in year 2.

PRICE LIST

| S.no | Item | Pricing (INR) | | Pricing (GBP) | |
|---|---|---|---|---|---|
| 1 | Standard hourly rate | ₹ 2,000.00 | | £ 18.69 | |
| 2 | Spatial design per sq.ft rate | ₹ 400.00 | | £ 3.74 | |
| 3 | Market research and competitive analysis package | ₹ 50,000.00 – | ₹ 2,00,000.00 | £ 467.29 – | £ 1869.16 |
| 4 | Brand strategy for activation package | ₹ 1,00,000.00 – | ₹ 2,00,000.00 | £ 934.48 – | £ 1869.16 |
| 5 | Brand guidelines development | ₹ 25,000.00 – | ₹ 50,000.00 | £ 233.64 – | £ 467.29 |
| 6 | Event concept and planning | 8 – 10 % of total cost | | | |
| 7 | Service design cost per hour | ₹ 2,000.00 | | £ 18.69 | |
| 8 | Digital marketing and content creation | ₹ 12,000.00 – | ₹ 25,000.00 | £ 112.15 – | £ 233.64 |
| 9 | Packaging design | ₹ 20,000.00 – | ₹ 40,000.00 | £ 186.92 – | £ 373.83 |

*GBP to INR rates are taken as £1 = ₹107.00 as of 5th July 2024 (1 GBP to INR – British Pounds to Indian Rupees exchange rate, s.d.)*

*Table – Price List*

The initial plan for capital and incorporation is to bootstrap with personal funds. Cashflow for projects will be enabled through credit from suppliers and personal funds. Adoption of a strong business financial base through a company credit card and bank account will be immediately established after legal incorporation of the firm.

# Business Model Canvas

Planning for the business enabled production of the business model canvas (Osterwalder and Pigneur, 2013). This exercise highlighted the importance of networking and relationshp management as a key activity for the entrepreneur. Combining this, with market entry goals, business progress can be smoothly ensured.

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITIONS | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS |
|---|---|---|---|---|
| Inbuilt design support; Interior, exhibition and spatial design<br><br>Graphic designers; packaging, print and identity<br><br>Digital marketers<br><br>Financial and Business Support | Brand Expereince consulting<br><br>Stakeholder management<br><br>Customer relationship management<br><br>**KEY RESOURCES**<br>Brand Management and Interior Design background<br><br>Roster of potential clients<br><br>Roster of vendors and suppliers | Tangibility<br><br>Experience<br><br>Individualisation | Personalised consulting services<br><br>Long-term account management<br><br>Regular updates and feedback<br><br>**CHANNELS**<br>Direct sales – face to face interactions calls<br><br>online marketing<br><br>partnerhsips with creatives | Starters – Freshly established or establishing businesses<br><br>Growers – Businesses willing to expand and grow; stangnat at the moment<br><br>Refresher – Business trying to change course |

| COST STRUCTURE | REVENUE STREAMS |
|---|---|
| Administrative and operational overheads<br><br>Marketing and advertising costs<br><br>Brand experience enablement (events, design, space) costs | Consulting service fee<br><br>Revenue sharing with partners<br><br>Subscriptions from continuous services<br><br>Project based pay what you want fee |

*Fig 16: Business Model Canvas*

# Pitch Deck

The pitch deck in the form of a recorded presentation (link) is intented to be a service proposition introduction for 'The first customer' and act as a marketing tool for the Eternal Brand Narrative.

https://www.canva.com/design/DAGLWHTRR3c/CgngmStBUtcSc42Ft0UiGg/view?utm_content=DAGLWHTRR3c&utm_campaign=designshare&utm_medium=link&utm_source=recording_view

# Sample Service Propostion

To show how the possible outlook will be, the sample proposition is presented through a narrated presentation (link), detailing out brief, process, output and price points. The presentation depicts the client's brand language, needs and possible deliverables. The Client is 'Vows and Wows' an intimate wedding planning company based in Chennai.

https://www.canva.com/design/DAGKNaONgHU/JZfA7eSYTHm6qRbCat_6mQ/view?utm_content=DAGKNaONgHU&utm_campaign=designshare&utm_medium=link&utm_source=editor

# List of Illustrations

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