



CLIENT

A leading global financial security company

THE CHALLENGE

Prior to launch of one of their products in India, the client wished to socialize the product across the lender system and their channel partners, to obtain alignment, as well as gain insights on product positioning, training and sales implementation.

OUR APPROACH

Brandscapes conducted 360 degree immersions for the product in a sequential manner. At the end of the first stage we produced a product brochure with explicit positioning and branding. The product was then taken live to the market through training & implementation by the client's sales channel partners.

Through observations and follow up interactions with stakeholders, we were able to evaluate potential opportunities and threats for the new product.

THE WINNING INSIGHTS™

The study revealed the need to establish direct lines of communication with potential customers, to create a pull, and to counter the lender partner's customer-unfriendly practices.

THE RESULTS

The client got a good understanding of how to market the product & how it would perform on a national scale launch. We also provided them with insights on how to maintain a sustainable relationship with their lender partners.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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