

Since, 1995, SAMSIKA® Marketing Consultants has strategised through its Brand Shaastras® by creating and developing Brand Naamkaran® Strategy (Brand Names) and Brand Positioning for various clients successfully. Some of the successful and popular Brand Naamkaran® and Brand Positioning examples like iBall, Kisna, Siva, Seau, Sosyo, Kashmira, Monginis and École Mondiale are shown below.



DEVELOP • NURTURE • GROW

Brand Naamkaran®

SAMSIKA® recommended the brand name **École Mondiale**. It is a French name that means World School.

Brand Positioning

SAMSIKA® recommended the brand positioning statement "Develop. Nurture. Grow." for École Mondiale

Brand Naamkaran® & Positioning

Instead of the client's existing brand names like ikey and iSound, SAMSIKA® devised a strategy to have **one mother brand, iBall**, which has become well entrenched in the minds and hearts of consumers today. SAMSIKA® recommended the brand positioning statement **'Your eyeball view, Our technology new.'** for the complete brand family. SAMSIKA® gave the following distinct category names and positioning statements.



iBall Full Wood Speakers
'Wood Sound. Good Sound.'

iBall Lappie
'lappie time... happie time'

'iBall Slide'
'Enjoy the ride.'

iBall Clarity Headsets
'Sun, sunao, gun, gunao...'

iBall Nirantar UPS
'No loss, Boss!'

Brand Positioning Statement

SAMSIKA® recommended the Brand Category **'The Cake Shop'** for Monginis. SAMSIKA® endorsed with the Brand positioning **'Go ahead, Celebrate'**

Brand Naamkaran® and Positioning

SAMSIKA® recommended the brand name 'Kisna' with the Brand Positioning Statement **'Jagao Vishwas Pyar Ka, Pao Vishwas Parivar Ka'**.

Later, the popular 'Siva' was launched and SAMSIKA® gave the Brand Name.

SAMSIKA® gave the Brand Positioning **'Satya hai, Sunder Hai'**.

Brand Naamkaran® and Brand Positioning

SAMSIKA® recommended positioning for their **Kashmira** Brand as the **'Masala Jeera, of the New Era.'**

Further SAMSIKA® recommended enhancing the Brand Positioning of their brand **Sosyo** through the line **"No Seasons, Many reasons, to drink"**

SAMSIKA® also launched their mineral water brand and gave the Brand Naamkaran **S'eau** and gave the Brand Positioning **"Fresh Refresh"**



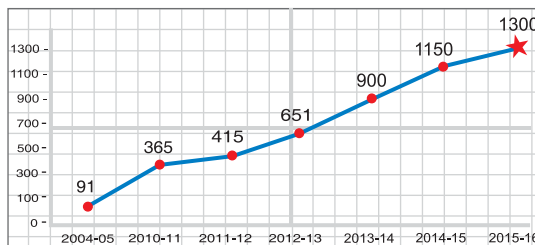
VVS REAL DIAMOND JEWELLERY

Jagao Vishwas Pyar Ka,
Pao Vishwas Parivar Ka



BIG COLLECTION

Satya Hai, Sunder Hai



Example of Brand Naamkaran® iBall Sales Growth (₹) Crores

We were not confident while taking marketing decisions and felt the need for professional guidance on branding and marketing activities. SAMSIKA® suggested we go with a single brand strategy and then iBall was chosen. It was the biggest decision we took based on SAMSIKA®'s suggestion and it has helped to bring iBall to this stage. Due to Mr. Jagdeep Kapoor's immense experience in branding and marketing we are getting practical results. Mr. Jagdeep Kapoor is a very practical marketing person. He understands the pulse of the Indian Market.

- Mr. Sandeep Parasrampur, Managing Director, iBall



For a list of other great brands built by SAMSIKA® turn to the last page of this issue