In April 2004, Sandeep Parasrampuria and Rakesh Shah of Best IT World approached SAMSIKA® to fulfil the dream of building a brand in the computer peripheral category. They wanted to establish a new brand and develop a growing business with various products, distinctly identifiable in the portfolio. SAMSIKA® devised the following strategy over the next eleven years.

iball
Your eyeball view
Our technology new.

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!

21822

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!'

Segmentation Strategy
After good growth in the computer peripheral category, SAMSIKA® has recently devised the brand segmentation strategy for iBall mobile phones.

- SAMSIKA® strategised the launch of iBall SENIOR (with large fonts, loud sound, and an alarm for SOS) for the senior citizen segment with the positioning '**Old is Bold**'.
- SAMSIKA® has strategised the launch of an iBall tablet with the Brand Naamkaran '**iBall Slide**', and the Brand Positioning '**Enjoy the ride**' with the brand ambassador Kareena Kapoor.

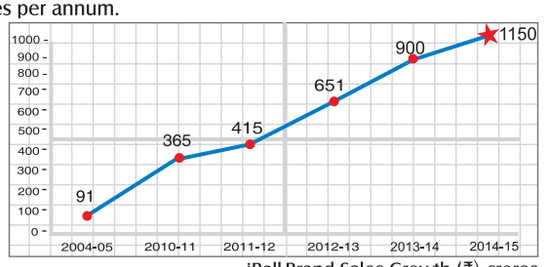
Communication Strategy
SAMSIKA® strategised the entire communication plan, from selecting communication partners and devising the creative brief (based on the SAMSIKA® Brand Naamkaran and Brand Positioning Statements) on the media plan and execution of an impactful, cost effective, media campaign, including TV. Brand ambassador Kareena Kapoor was used to endorse iBall Andi Smart Phones and IBall headsets and speakers.

700

Sales Training
The entire 700 strong sales force of iBall was trained by SAMSIKA® in over 27 sales systems. The major customization was to make the sales force view iBall as an FMCG product and not just an IT product which led to quadrupled sales growth, gaining market leadership in tablets.

Sales Systems and Distributors Strategy
Best IT, the company behind the iBall brand, was a developing organisation where sales systems and distribution strategy were almost non existent. SAMSIKA® devised a national distribution strategy, with 21822 channel partners along with robust sales systems which have led the company to quantum jump sales turnover to ₹1150 crores per annum.

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. Kapoor's immense experience in branding and marketing we are getting practical results.
Mr. Kapoor is a very practical marketing person. He understands the pulse of the Indian Market.
- Mr. Sandeep Parasrampuria, Managing Director, iBall



iBall Brand Sales Growth (₹) crores

SAMSIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIKA® iBall has earned ₹ 1971

SAMSIKA® marketing consultants pvt. ltd.

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

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