

In April 2004, Sandeep Parasrampuria and Rakesh Shah of Best IT World approached SAMSIIKA® 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. SAMSIIKA® devised the following strategy over the next seven years.



Brand Naamkaran & Positioning

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

Sales Training

The entire 400 strong sales force of iball was trained by SAMSIIKA® 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.

Segmentation Strategy

After good growth in the computer peripheral category, SAMSIIKA® has recently devised the brand segmentation strategy for iball mobile phones.

- SAMSIIKA® 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'**.

- SAMSIIKA® 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 Hrithik Roshan.

Communication Strategy

SAMSIIKA® strategised the entire communication plan, from selecting communication partners and devising the creative brief (based on the SAMSIIKA® Brand Naamkaran and Brand Positioning Statements) on the media plan and execution of an impactful, cost effective, media campaign. This has led to high visibility and relevant awareness for the iball brand in television, print and other media.



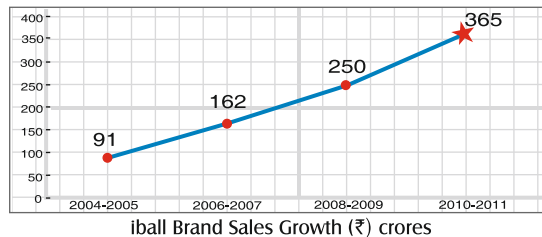
400%

Sales Systems and Distribution Strategy

Best IT, the company behind the iball brand, was a developing organisation where sales systems and distribution strategy were almost non-existent. SAMSIIKA® devised a national distribution strategy along with robust sales systems which have led the company to quadruple sales turnover of ₹ 365 crores per annum in a few years.

We were not confident while taking marketing decisions and felt the need for professional guidance on branding and marketing activities. SAMSIIKA® suggested we go with a single brand strategy and then iball was chosen. It was the biggest decision we took based on SAMSIIKA®'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, Director, Best IT World (iball)



SAMSIIKA® to Sales Ratio

For every ₹ 1 spent at SAMSIIKA® iball has earned ₹ 1515



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



To market, to market, to build a big Brand ?



Hold our hand.



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| Sales Systems | Marketing Plan | Sales Force Training
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