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Effective Corporate Branding in India by Maria Gini

Article published on May 14th 2012 | Photography

Corporate branding in India is a fast developing area of creating a corporate image. While it is a given that multinational companies have understood the significance of powerful corporate branding, in India it is still not fully understood. Part of the reason is niche marketing, which leaves a corporate house unwilling to divert funds towards an exercise aimed at developing a strong corporate image. Yet effective corporate branding in India can help the same niche marketers become the market leaders.

One way of creating a powerful corporate brand in India would be to ensure that it is unique in its originality and simplicity. To do so effectively it makes sense to seek the services of an expert brand designer India. However, the one issue you need to take a call on is whether you want to create a corporate brand in India which is identifiable with certain products and services or whether you want to leave a certain leeway in terms of diversification. The latter concern is a critical one as any company which intends to survive for an appreciable length of time definitely needs to be able to adapt to fast changing environment.

A savvy brand designer India will tell you that an illustrative brand design would be appropriate for the former kind of company. It does take up a lot of time and effort to create an illustrative brand design which is not always wholly justified by the kind of reaction it might evoke in a casual viewer. A simple example would be an image of a half eaten apple the brand designer India would point out. Most people would today associate it with one of the most innovative electronics company. Yet there are many to whom such an image would have canonical connotations.

Most of all you need to deal with the kind of experienced brand designer India who understands the nuances of local sensibilities. What might be a source of amusement in European or American contexts might actually spark off a controversy or even a riot in India. The last thing you want is that your efforts to strengthen corporate branding in India turn counter-productive and create a negative association.

Article Source:
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Dreamscapes offers corporate branding in India that specializes in brand building in India, photographer in Delhi, a brochure designer in Delhi, corporate film makers in delhi, a documentary filmmaking, restaurant menu design and corporate branding services in India.

Article Keywords:
brand designer India, corporate branding in India, brochure designer in Delhi, documentary filmmaking

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