



## **Branding Solutions by Connoisseur Hub**

Connoisseur Hub acts as an Entrepreneurial Consultant and Advisor to MSME's, SME's, Start-ups and Individuals in various sectors such as Banking/Insurance/IT/Event Management/Print Media/Music & Film Production Houses/Financial Firms/Individual Branding/Real Estate/NGO's/Educational Institutes/Health, Wellness and Beauty Industry/Telecommunications/Manufacturing Units and Packaging Units, etc...

Consulted companies are running successfully in the market.

Connoisseur Hub is a talent pool of Entrepreneurs & Consultants (Doctorates/Research Associates, Innovators etc.) where a Company or an Individual gets customized One Stop Solution according to their work and profession.

### **Mission**

To support the vital social and economic contributions of small businesses by nurturing entrepreneurship and helping individuals build their own business & fulfill their dreams providing all training and consulting services under one roof.

### **Vision**

To Build Strong Relations & Expertise's experimenting Entrepreneurship & Expanding our potential in this competitive & challenging world to keep our clients at the pinnacle.

Branding Solutions offered by us are mentioned below:

#### **· Brand Strategy**

Brand strategy is the foundation for building a strong brand. Strategy is addressing the fundamentals, positioning, purpose, differentiation and experience. Developing the brand strategy involves rigor, processes and evaluation. It is the ability to focus on the essentials and getting the brand matrix right.

1. Brand Positioning
2. Brand Repositioning
3. Branding Strategy
4. Brand Architecture

#### **· Brand Design**

Creating a design that expresses a brand in a compelling and powerful way is at the heart of corporate identity. The identity of the brand is the most visible symbol representing the very values of the brand. Design has the ability to make your brand visible, more differentiated and competitive. Design needs to bring alive the strategy and enhance the desired imagery of the brand.

1. Brand Identity Design
2. Print Design
3. Packaging Graphics
4. Environmental Graphics

#### **· Corporate Branding**

Corporate branding is a very nascent practice in India. The culture of branding among many corporates is present but in a very limited manner. Only the large and noteworthy companies in India have invested extensively in infusing a brand culture.

1. Corporate Identity Development
2. Corporate Brand Strategy
3. Corporate Visual Identity
4. Corporate Brand Guideline

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Team Connoisseur Hub

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#### · Internal Branding

In a highly competitive world with me too product and service offerings, an internally aligned brand can produce results that are better than the competition. The perceived value of the organization/brand to be more customer-centric is a differentiator that many cannot ignore. Therefore, every employee, every touch point, every interaction becomes critical and they all speak and deliver the same value.

1. Tactical Level
2. Strategic Level

#### · Brand Management

The custodianship of a brand should go well beyond the marketing department. It is important that the brand is aligned across all the key stakeholders who are managing and helping build the brand.

1. Brand Maintenance
2. Brand Manuals
3. Brand Templates
4. Artworks

#### · Digital Services

Consumers are seeking exciting brand stories and they are doing so digitally. We understand this need and the need of the brands to meet their consumer's expectations. Hence we are in a constant endeavor to create innovative and engaging solutions for our clients on the digital platform

1. Branded Content and Advertising
2. Website and UI Design
3. SEO & Website Analytics
4. SEM & Social Media Advertising
5. Application Development

Consultants for the same are highly qualified and experienced in their domains. Creative and Innovative approach adapted. First 30mins consultation is free of cost.

Important Links for your Reference:

1. <http://www.connoisseurhub.com/>
2. <https://www.facebook.com/connoisseurhub.ch>

Looking forward for the Value Addition Tie-up with you. Kindly fix up a meeting so that we can discuss on the same in detail.