

Co-creating Brands with Consumers

Which is the world's most powerful medium? In a world where conversations travel like wild fire, where an sms / tweet makes its way to you faster than television, we realize that the world's most powerful medium is 'word-of-mouth' - the consumer.

The challenge is to get the consumer to pass your message - to make your brand 'word-of-mouthable' by the consumer.

To achieve this, it is imperative to co-create your brand with the consumer. To find the Obvious Emotional Truth that your brand must own, so that the consumer will happily pass on the message.

Seagull's 'Wings 4 Profit' process involves customers at every stage of brand creation. In the Brand Challenge stage, in-depth interviews and focus group discussions reveal the profit opportunities and key emotional drivers in consumers. Evaluation and analysis of Obvious Emotional Truths in the Brand Wings stage reveals the Obvious Emotional Truth your brand must own. The Branding Idea (also called the organizing idea) is infused in every element of the Brand Flight Map to ensure word-of-mouth by consumers.

When consumers desire a natural and fresh product, it is essential that your packaging needs to convey 'fresh' - [God's Water](#) is a good tender coconut water packaging example. When consumers desire to contribute in a responsible manner to a social cause, it is important that your brand delivers on this emotion - the [Akshardaan](#) initiative is a good example. With more and more urban women choosing to have a single child, it is essential to cater to their concerns about the risk in pregnancies - our Motherhood Simplified program.

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