



Marketing & Branding Revamp

Understanding customers' experience with the Brand¹

Background to the Project

The Client, a Chennai based jewellery brand, established in the early 90s are renowned for their diamonds & precious stones and their unique craftsmanship. Since before the pandemic, the brand had been experiencing low footfalls and the promoters believed that the brand was not aligned to the changing customer needs and preferences. They desired to revamp their marketing and branding strategy to further establish their market presence and cater to Gen X, the millennials, and the Gen Z alike.

ECG conducted a Brand Experience Study to understand the Client's customers' Brand Experience Journey. To gain deeper insights into the competition and the experience and expectation from jewellery brands, ECG also engaged with women consumers across the city of Chennai.

ECG Approach

Our team engaged with **60** of **our Client's customers** and **44 women consumers** residing in Chennai to understand their experience with the **product, service, purchase experience, awareness levels, brand perception and their expectations**. ECG had also developed a specifically curated questionnaire to understand the perceptions of the brand's **Management team**. The feedback from the Client's Customers and the women consumers on each of the above aspects were categorized and analyzed to highlight individual insights as well as their inter-dependencies. These inputs were further dissected and analyzed **demography-wise**. Based on the inputs gathered across the various stakeholders and our **Secondary Research**, we presented the **ECG Brand Health Scorecard** along with our **Key Insights and Recommendations** for the business.

ECG's Brand Health Scorecard (*illustrated below*) was plotted using both **quantitative** and **qualitative** data/responses under **7 dimensions of brand** – **awareness, perception, preference, comparison, recall, loyalty and advocacy**.

ECG Brand Health Scorecard*

	Primary Quantitative Research	Primary Qualitative Research	Social Media	Secondary Research	Client Perception
Brand Awareness	✓				
Brand Perception					
Brand Preference		✓		✓	
Brand Comparison					
Ad Recall					✓
Brand Loyalty					
Brand Advocacy					

*Illustrative Only

Key Insights

The **Customer insights** conveyed the **overall goodwill** for the brand, their **long-established relationships**, the **products that they value** from the brand, the **reasons why** they value their association with the brand, their **brand expectations**, their **exposure to other brands** and **comparison of the client's brand vis-à-vis other brands**.

The **Consumer insights** conveyed their "**outsider**" **view** of the brand, their preferences of jewellery in terms of **type of jewellery in association with occasion, periodicity of buying, total spend per year, jewellery brand preferences, reasons for preference, expectations from any jewellery brand**, etc.

Project Outcomes

Based on the Key Insights, ECG recommended action points for 5 focus areas – **core competency, communication & engagement, showroom revamp, product portfolio** and **alternate channels** to enable the Client to formulate their Marketing & Branding Strategy.

Project Timeline

The project was undertaken between March and May 2022.