





CASE STUDY

Industry: Outdoor Media • **Organization:** Kaushik Outdoors • **Period:** June 2014 – November 2014 • **Job:** Re-branding and Rollout

ABSTRACT

Kaushik Outdoors is the largest Out-of-Home media providers in the city of Ahmedabad. The company was founded by Mr. Kaushik Shah, present CMD of Kaushik Outdoors, who has more than 30 years of working experience in the field of outdoor media. They have national and international brands as their clientele and are currently one of the leading players in Gujarat with more than 1500 media options across the State.

www.kaushikoutdoors.com

[f/kaushikoutdoors](https://www.facebook.com/kaushikoutdoors)

JOB DETAILS

The client approached us in June 2014 for a complete revamp of their brand identity and a gradual rollout of the new brand image across all mediums – print, outdoor & digital.

CLIENT EXPECTATIONS

Client desired to increase visibility & better positioning of the brand which would in turn lead to increased sales through new customer acquisitions. They never had a professional, thought led and research backed corporate identity development undertaken by any design studio in the past. The idea was to portray the company as more organized and professional as compared to the other competitors in the market.

OUR APPROACH

RESEARCH & OBSERVATIONS

We firmly believe in understanding the business of our clients in as much detail as possible before we take up a task and associate with them. After a series of meetings with the client, we conducted our research whose findings were our 1st step to the plan of action.

We found that the logo can be improved and tweaked to give a better representation of the brand and get more visibility in line to the business the company operates in i.e. Outdoor Marketing. It was a challenge for us to convince them about a probability of making changes to their age old logo. Also, the previous name of the company was 'Kaushik Publicity' which gave an impression of the company operating in the field of publicity which is not the actual case. The company is strictly in the business of outdoor media and has no plans of expanding its services to the field of publicity.

There was also a generic observation regarding the companies in the business of outdoor media being least concerned regarding their identity and representation as it was only the quality, location and count of different media options that generated business for the organisation. "The identity hardly matters" – is what the general perception in the business was. So to make a unique mark it was necessary to develop creative representation for the brand and make an effective roll-out campaign.

THE PLAN

The plan was to create a new logo and a new tag line with a clear message sent out that the brand is reinventing itself to better project an image of its core competencies in branding and marketing industry. Further adding to the revised brand identity it was also about giving a more structured format to the business of outdoor media. Location and the media are the two important aspects which decide upon the rental cost for the media, indirectly the revenue generated by the organisation. So with the identity itself we added the media segments the company offered - as Express, Premium and 3D. This made the product segment well bifurcated making operations smoother and effective.



Old Logo

Revised Logo

OUR DELIVERABLES

We made changes to the logo and the comparison between the old and new logo is visible here. The old logo had the following issues

- Negative spacing leaving very less space to highlight the identity
- Not apt at describing the core competencies of the business

We changed the logo removing the confined background in yellow to emphasize and accentuate the identity. Since the business is predominantly about outdoor media like hoardings, gantry, railway station branding, light pole kiosks etc. we added Express, Premium and 3D to better describe the price segment of the products, giving a more structured format of operations to the company. The exclamation mark has been retained because the logic behind using that was also to view it as the king in the chess piece with a crown on its head symbolizing the current leader status of Kaushik in outdoor media and hoardings industry.

We added the shadow to symbolize the fact that every project undertaken at Kaushik leaves an impact in the minds of the audience. The other change which might not be very easily visible but was a significant one and took the longest time to convince the client was the use of text in slope. We suggested that it would be better to have it written straight but the client's reason was that the slope shows growth and he was very hesitant to accept any changes. The challenge continued in maintaining the angle of the exclamation mark while making the logo (the name Kaushik) straight which was achieved through a series of brainstorming sessions.

We designed the logo for every possible scenario from hoardings, to stationery items to more for the client and it is now their new brand identity. The overall rollout was also accompanied with the special campaign 'Change is Good' to familiarize people with the change process and the new identity of the same company. This was done through various channels like social media and print media. The same vibrancy and zest were carried into all other marketing communications, right down to all internal communication.

We even utilized social media outlets to reach out to our stakeholders to know that we are making a change in our logo and used pictures like the one shown ahead to showcase the change with the "Change is good" campaign. The social media space was also utilized to highlight the creative uses of advertising space provided by Kaushik Outdoors. The clients who hire these outdoor spaces could enhance their campaigns by making 3D or unconventional, yet attractive ads which grab the attention of passers-by and stand out from the competition. The social media channels also worked great in highlighting the premium spaces owned by Kaushik Outdoors and kind of spaces available with the company

CHALLENGES

The challenge was that the company's logo and most decisions are taken by an individual named Kaushik. The direction in which the company would move in and other prominent decisions of rebranding had to be discussed with the CEO who had a certain thought process behind the existing strategy and most strategic business decisions. To convince him about logo changes especially about the slope of Kaushik in the logo was a herculean task. The fact that the implementation of the change would also help the company and will give it better visibility in the market was a major roadblock and we created "Change is good" campaign to ease the transition process.

One step taken in 1930,
and a nation changed forever.

In the spirit of change, this is our step.



Express | Premium | 3D

For Hoardings | Gantries | Unipoles | Signages | Railway Station Branding

Kaushik Publicity

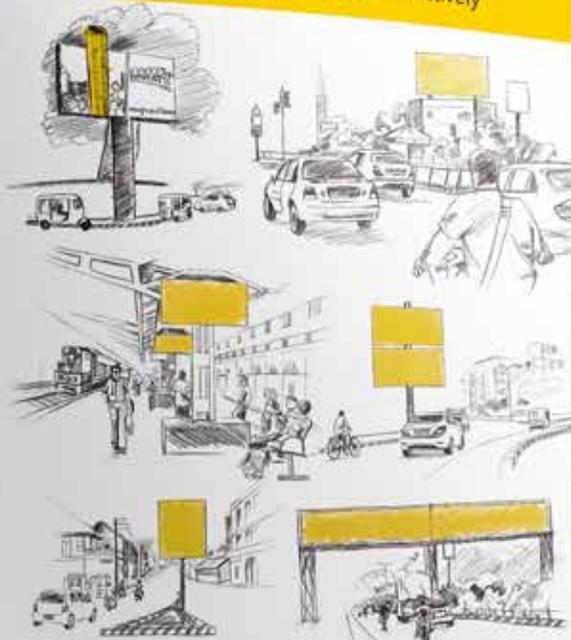
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Why invest in Outdoor Marketing?

It cannot be 'turned off' | Builds brand's stature
Delivers advertising message effectively



Services offered:

Hoardings | Gantries | Unipoles | Signages | Railway Station Branding

Kaushik
Outdoors

Export | Premium | 3D

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Kaushik
Outdoors
Express | Premium | 3D

! **Launching a New Phase**

☎ 88 66 00 33 34



Medium: Gantry
Location: Ahmedabad Airport

Kaushik
Outdoors
Express | Premium | 3D

For more details
☎ 88 66 00 33 34

The outdoor publicity professionals



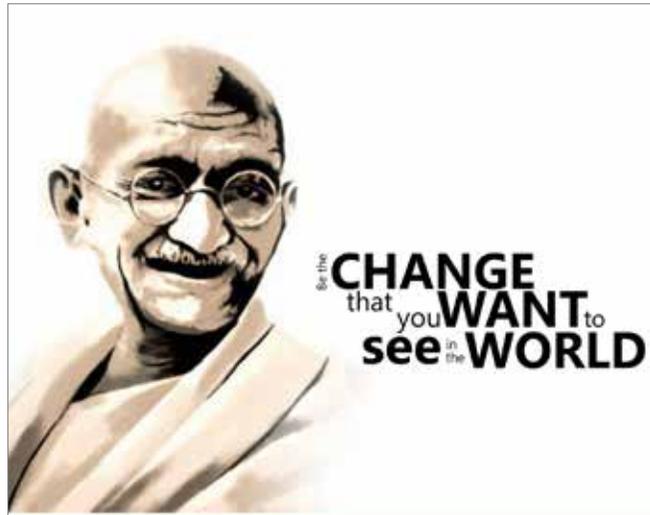
TV Channels are Flipped Newspapers are Crumpled The Hoarding Stays

Book an Outdoor Space: Hoardings, Gantries, Unipoles, Signages and Railway Station Branding.

Kaushik
Outdoors
Express | Premium | 3D

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Be the **CHANGE** that you **WANT** to see in the **WORLD**

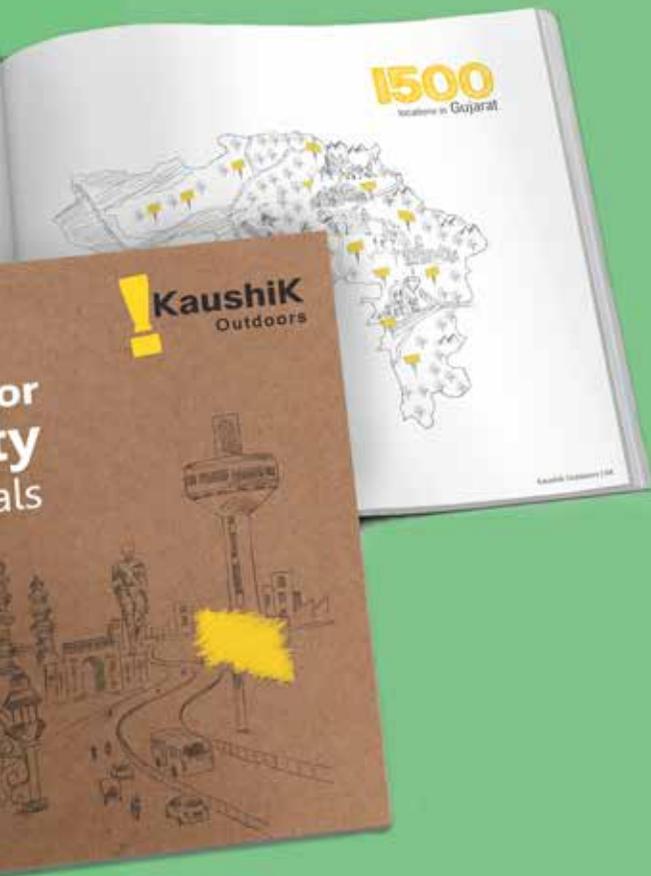
The outdoor publicity professionals

Kaushik
Outdoors
Express | Premium | 3D

Aim for the Right Target

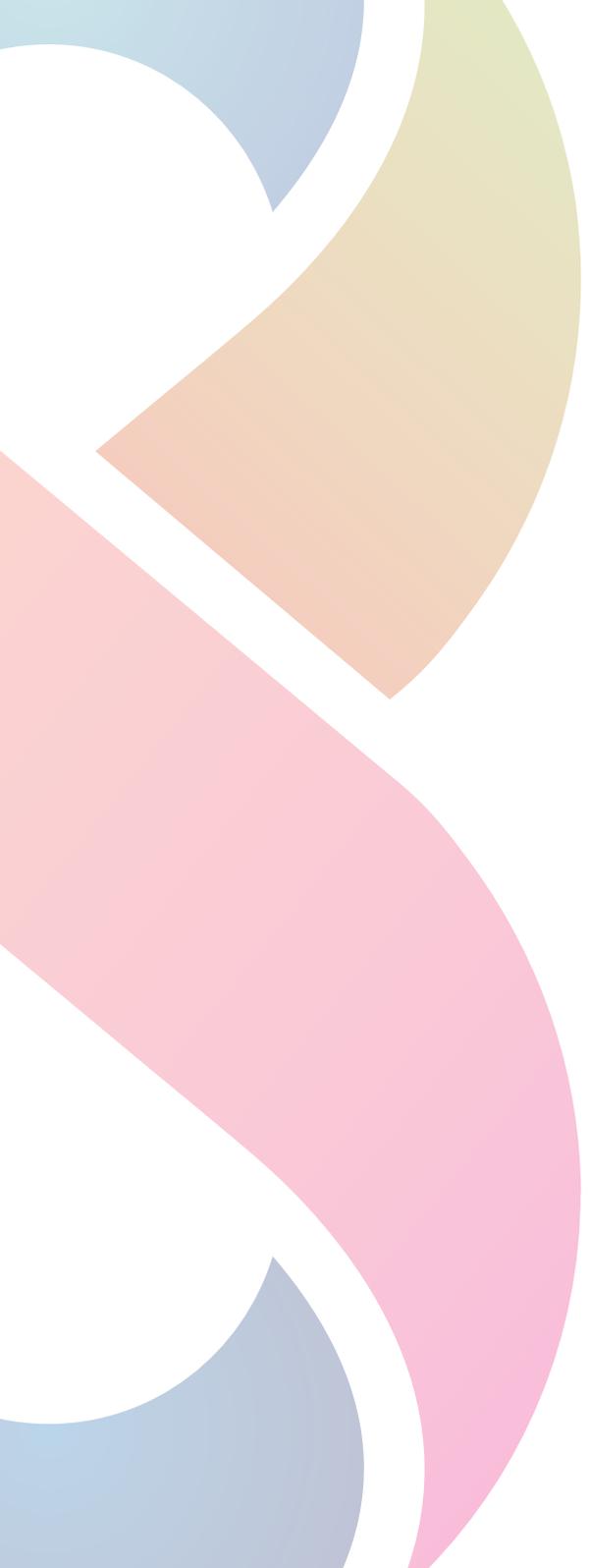


Kaushik
Outdoors
Express | Premium | 3D



CONCLUSION

Kaushik Outdoors has achieved great success through this revamp of their corporate identity and has established itself as an outdoor media company which projects its image better than the competitors. The project we undertook for the company was a roaring success and received much praise.



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