



## **BRAND BOOK: A REFERENCE BOOK FOR THE TECHNOLOGY INVESTMENT DECISION MAKERS IN THE COUNTRY**

A brand speaks about an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. Your brand is the symbol of your business.

Every brand makes a promise. But in a marketplace in which consumer confidence is low and budgetary vigilance is high, it's not just making a promise that separates one brand from another, but having a defining purpose.

Additionally, technology and society are evolving faster than businesses can naturally adapt. This sets the stage for a new era of leadership, which is converging the three sectors – Marketing, Technology, Management (MARTECH). They are however now converging to create consistent, unified customer experiences. The average percentage of a CMO's budget allocated for MARTECH has jumped from 22% to 29% in 2018.

**People at times make decisions based on their emotions. Developing an emotional branding strategy helps form the very fabric of your corporate identity.**



Find details in the 8th Edition - Top 25 Brands in Indian ICT Industry

Half of digital transformation initiatives have stalled, and this will force firms to pivot away from the large-scale strategies they were so fixated on in 2018. In result, Marketers need to find new ways of enriching their first-party data.

The 2019 issue will focus on the Brand Mapping Strategy of the corporates

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