

BRANDING

Integrated Livelihood Support Program(ILSP) | Hilans

Anshika Chaurasia | Tanaya Lal | Tavleen Chohan

The Framework

BRAND AUDIT

MARKET ANALYSIS

Competitive analysis

Positioning

Market Survey

BRAND ANALYSIS

Heatmaps

SWOT Analysis

Gaps and
Opportunities

MEASURE

BRAND DESIGN

Core

Identity

Communication

VALUE

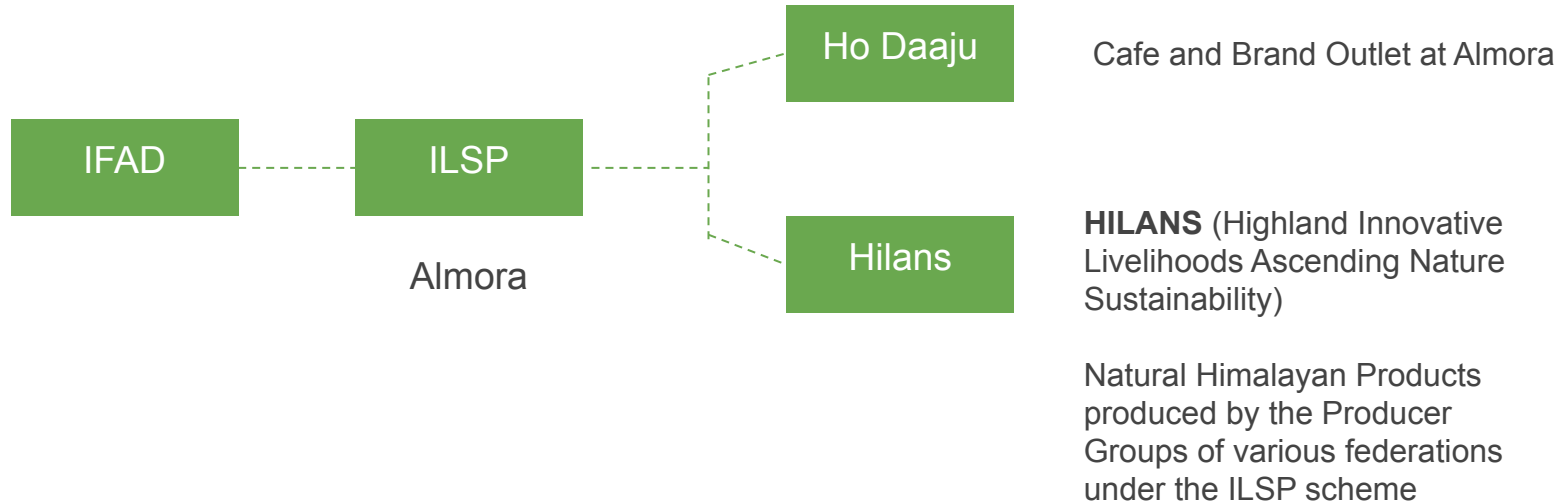
BRAND MANAGEMENT

Brand Sustenance

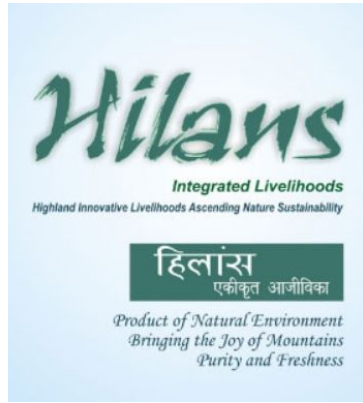
Brand Relationships

ENHANCE

Brand Overview | Hilans



Brand Overview | Hilans



Market Analysis



Market Analysis | Case Study | Benchmarking



PAPER BOAT

Launched : 2013
Hector Beverages
Products : Beverages
which invoke the traditional
indian flavours

USP

Storytelling
Nostalgia
Packaging

PACKAGING

Unique shape (Flexible spout pouch)
Matte colours
Represents contents

Graphics:

illustration of the primary fruit or content
highlights the brand name and tagline
“**drinks and memories**”, a
clean-yet-nostalgic image, a paper boat
floating on water.



STORYTELLING

The brand name “Paper Boat” is reminiscent
of playing with paper boats as a childhood
memory , keeping with the company’s
marketing strategy that revolves around
nostalgia



Market Analysis | Case Study | Benchmarking



WHOLE FOODS

Launched : 1980

An American multinational supermarket chain exclusively selling organic products.

500 stores (USA & UK)

USP

Retail Experience
Customer Engagement
Quality Assurance

RETAIL EXPERIENCE

Emotionalising the shop experience
Premium & Elite shopping Experience
Shop architecture
Product Display



CUSTOMER ENGAGEMENT

Aspirational Lifestyle / Brand Value
Effective **communication**
Loyalty Programs
Customer experiences cooking classes, wine & beer tasting, happy hours, value added online content, educational offerings



WIN A SEAT IN 6SQFT'S COOKING CLASS
at the WHOLE FOODS MARKET CULINARY CENTER!



© jackrusselladoption.org

Market Analysis | Case Study | Benchmarking



ORGANIC INDIA

Launched : 1997
Organic Herbal and
Ayurvedic Health Products.
Global presence in 40
countries

USP

Certification
Organic & Ayurvedic
Product range

CERTIFICATION

Organic India have taken a number of certification that assures the quality of products that they are providing. They have their own curated certification : EARTH SEER.

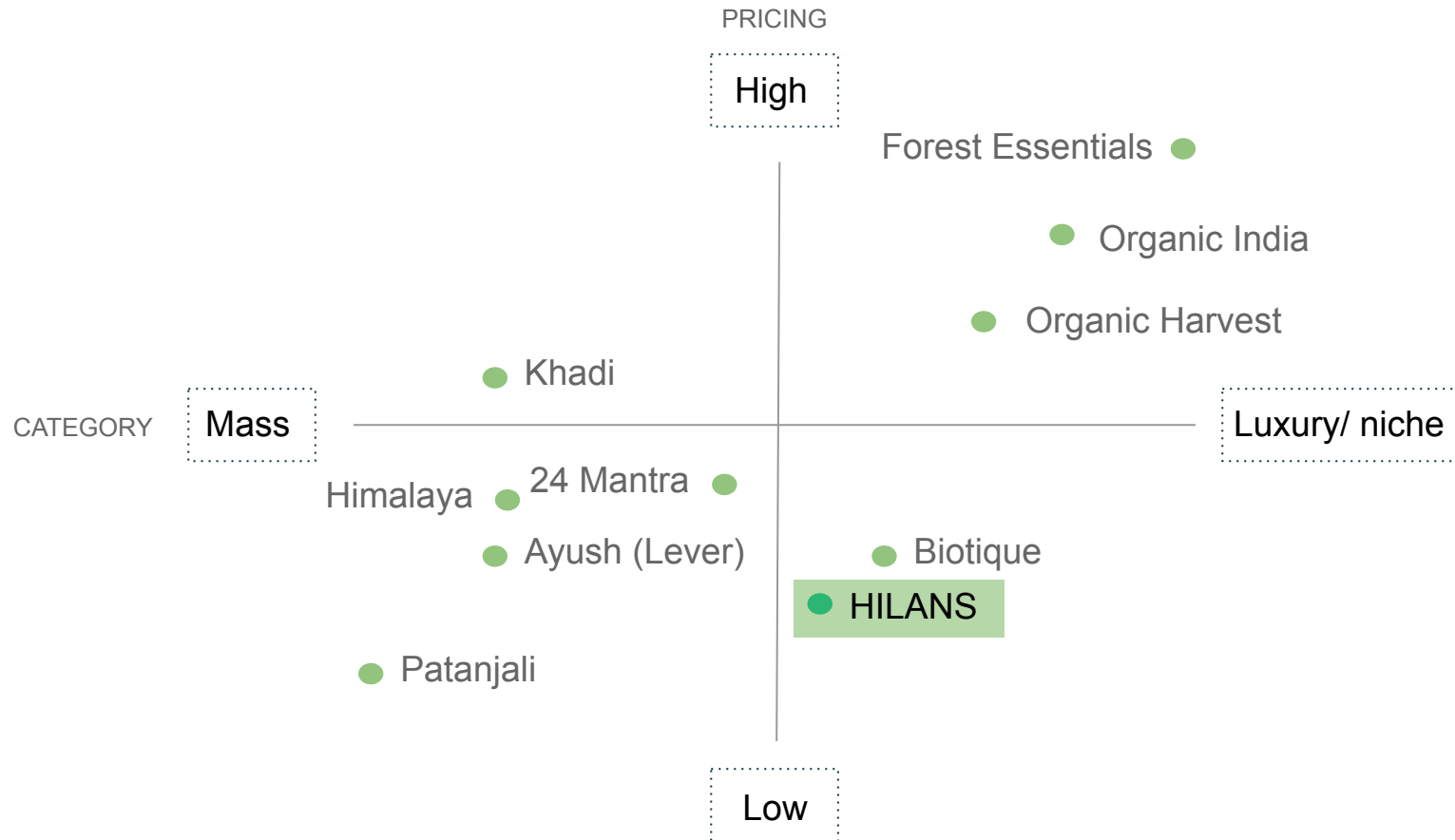


ORGANIC & AYURVEDIC PRODUCTS

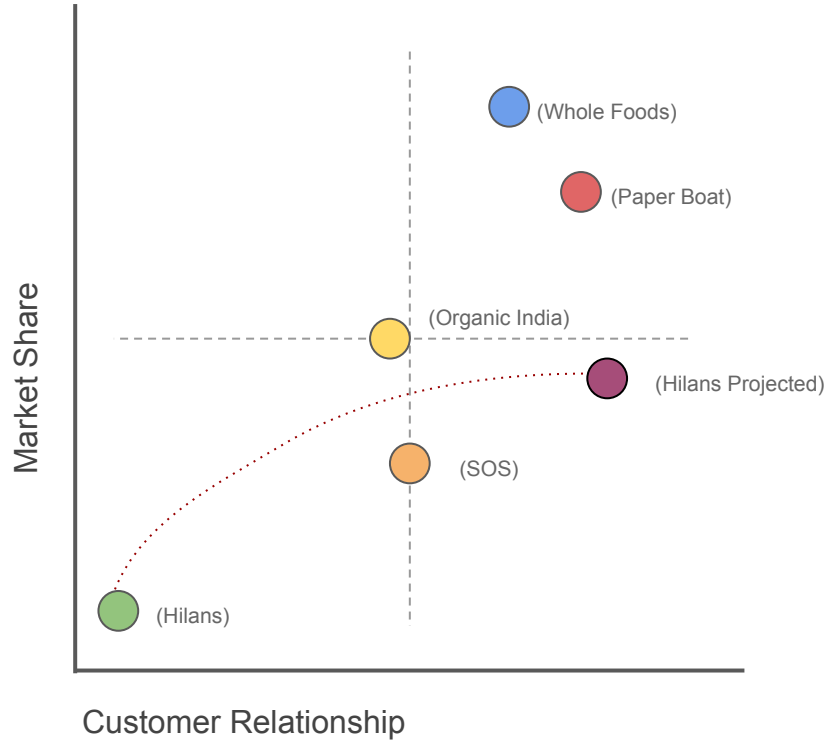
Organic India was working on organic & ayurvedic products long back in 1997 even before people were talking about social & environmental responsibility. They have good relationship with the farmers who work for them and make sure that the farmers get maximum profit.



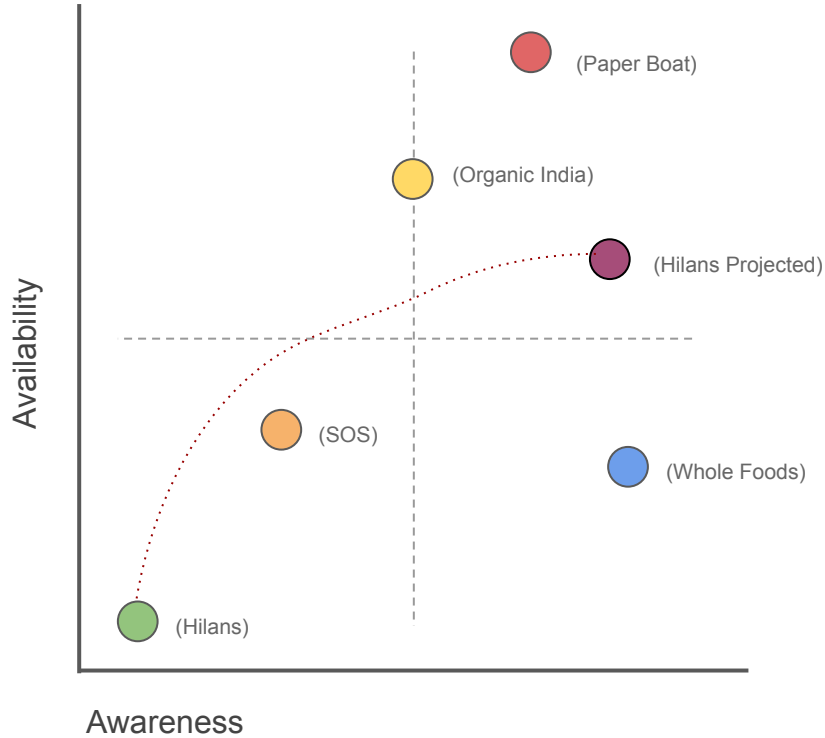
Market Analysis | Positioning



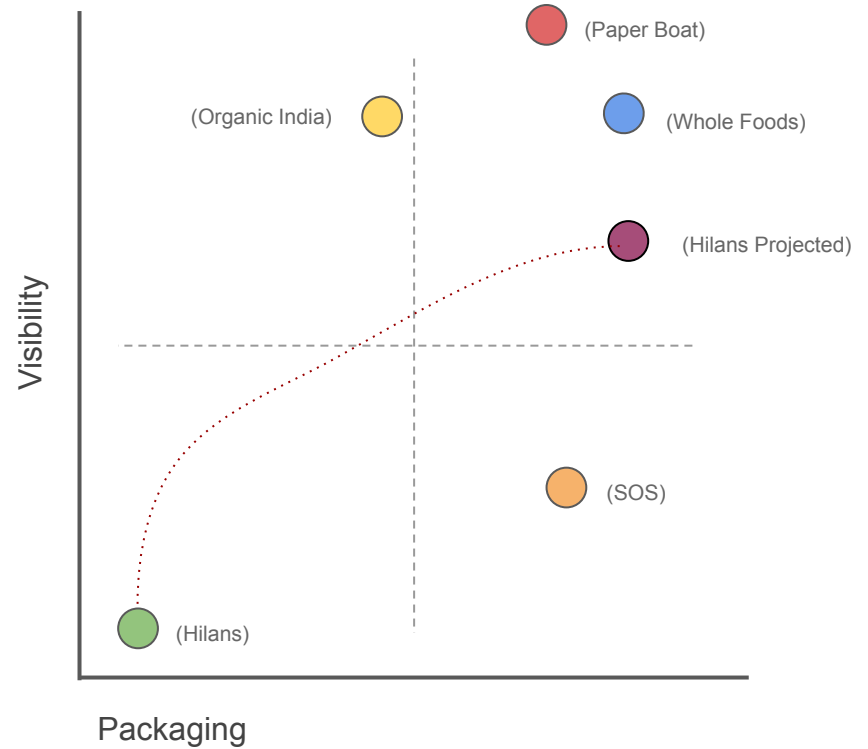
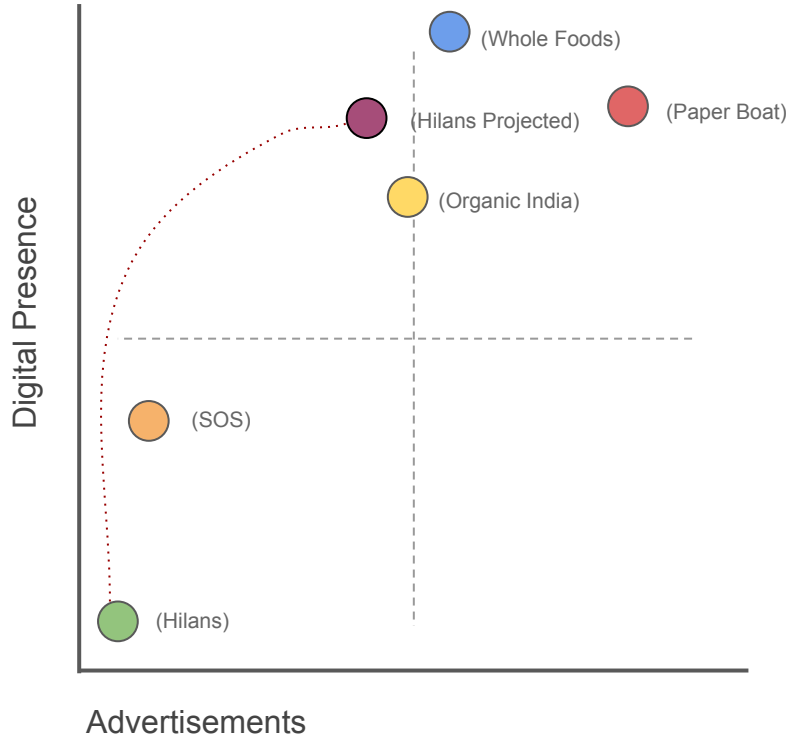
Market Analysis | Competitive Analysis



Market Analysis | Competitive Analysis

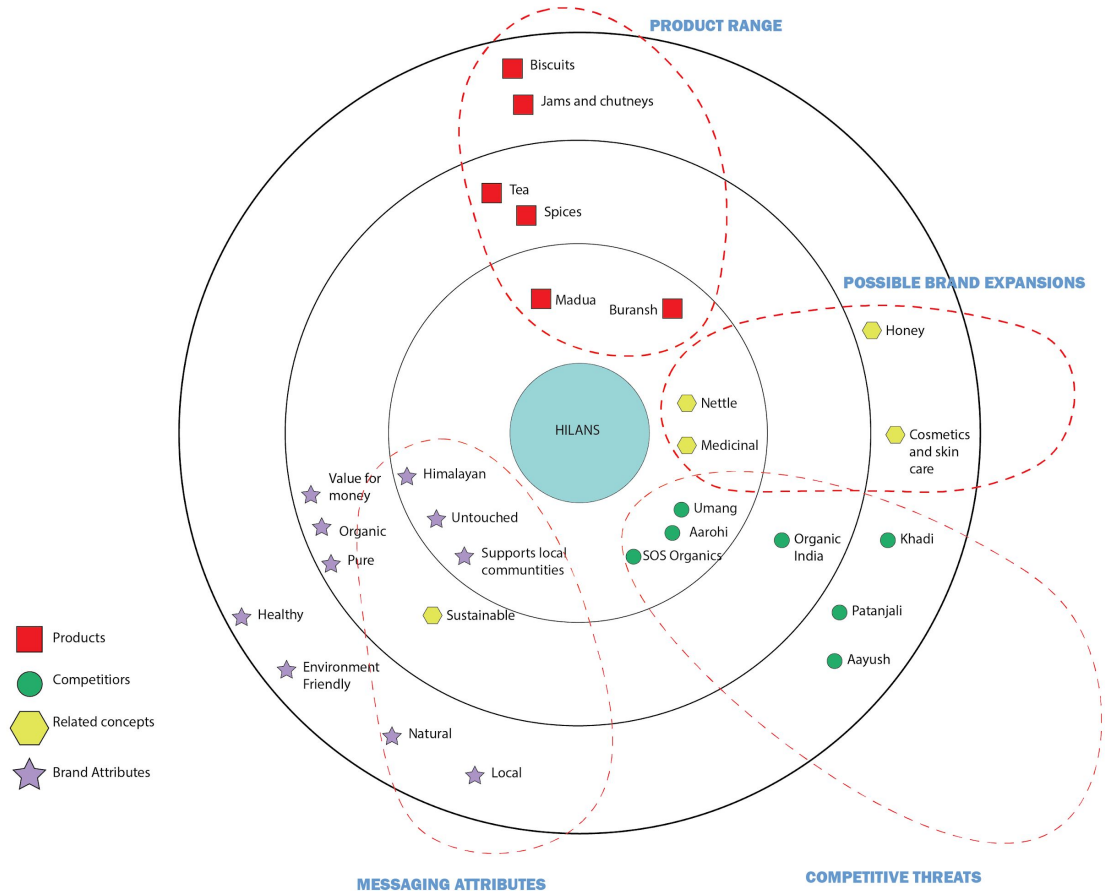


Market Analysis | Competitive Analysis



Market Analysis | Positioning Overview

The map helps us look at the brand Hilans from a macro perspective. The map looks at Hilans in different layers : moving outwards from the primary to secondary and eventually to the tertiary propositions of the brand.



Market Analysis | Customer Survey

We conducted a market research to understand purchase motives and behaviour among 25 consumers of organic products between the age 21-55, mostly from Tier 1 cities

PURCHASE CHANNELS

81% General Stores
71.4% Online

WHY ORGANIC/ NATURAL?

Health Benefits
Quality Environment
Ethical Reasons

WORD ASSOCIATION - '*Organic/ Natural*'

Unadulterated Pure Expensive Healthy Ethical
Safe Non-Toxic Wholesome Clean Handmade
Sustainable Chemical-free Trustworthy Earthy
Eco-friendly Raw Trending Less shelf life

BASIS OF BRAND SELECTION?

Benefits
Availability/ Visibility
Word of mouth

WORD ASSOCIATION - '*Himalayan*'

Pure Natural Untouched Pristine Clean
Less Quantity Medicinal Fresh Authentic
High Quality Safe Organic Cooling nature
Certified Tested Healthy Hand-crafted

PURPOSE OF PURCHASE

75% Personal Consumption
25% Household Purpose

Market Analysis | Customer Persona

The Woke Millennial



25 yo/ Female

Design Professional

Delhi

Earns 10L pa

Values

Altruism, Concern for nature, independent thought and action

Goals

Eating and living healthy while saving the environment and being a responsible consumer

Psychological Response Elicited

Egocentric Fulfilment : Understand the importance of a healthy and sustainable lifestyle

Brands purchased

Organic India, Forest Essentials, Khadi Naturals

Average Usage

Purchase the essentials once in a month

Preferred channel of purchase

Online
Multi brand convenience stores

Awareness channel

Blogs, ads on the internet, referrals

Purchase Motives

Concern for the economy
Supporting causes
Healthy lifestyle

Purchase Barriers

High price premium
Lack of availability
Lack of time to purchase

Market Analysis | Customer Persona

The Nurturer



38 yo/ Female

IT Professional

Bangalore

Earns 25L pa

Values

Benevolence (Enhancing welfare of others), ecology (harmony with the universe), Protection and welfare of nature

Goals

Making sure she and her family lead a healthy lifestyle; ensuring the safety of family and nature

Psychological Response Elicited

Need to Nurture : To provide a healthy living to the family and help the communities

Brands purchased

Organic India, Organic harvest, Two Brothers Amorearth, local NGO products

Average Usage

Weekly and daily purchases

Preferred channel of purchase

Convenience stores
Farmers Market
Online

Awareness channel

Referrals (whatsapp groups), online ads, newspaper ads

Purchase Motives

Health and nutritional concerns
Superior taste
More wholesome
Concern for environment

Purchase Barriers

Lack of availability
Insufficient marketing
Skepticism of certification

Market Analysis | Customer Persona

The Eco Grandpa



65 yr/ Male

Retired Army
general

Chandigarh

Earns 15L pa

Values

Altruism, Spirituality (inner harmony and unity with nature), Benevolence (Enhancing welfare of others), Protection and welfare of nature

Goals

Living a healthy, retired life, and connecting to the nature through yoga and traditional indian living

Psychological Response Elicited

Need to stay fit and enhance life

Brands purchased

Patanjali, Ayush,
Organic India, Khadi

Average Usage

Occasional purchases

Preferred channel of purchase

Convenience stores

Awareness channel

Traditional ads
Referrals
Brand presence in stores

Purchase Motives

Health and nutritional concerns
Superior taste
More wholesome
Nostalgia

Purchase Barriers

Lack of availability
Insufficient marketing
Skepticism of certification
Lack of knowledge about certain brands
Satisfaction with current food source

Market Analysis | Customer Persona

The Yogini



29 yo/ Female

Yoga Instructor

Pune

Earns 10L pa

Values

Ecology (harmony with the universe),
Spirituality
Independent thought and action

Goals

Living a healthy life, practicing a healthy diet, setting an example for others and recommending practices to them, maintaining a self image

Psychological Response Elicited

Need to Inspire: To inspire others to follow a healthy life path

Brands purchased

Organic India, Forest Essentials, Niche local organic brands, local NGO products

Average Usage

Weekly and daily purchases

Preferred channel of purchase

Convenience stores
Farmers Market
Online

Awareness channel

Instagram, Referrals, Brand PR activities

Purchase Motives

Luxury
Trend-setting
Health and nutritional concerns
Concern for environment

Purchase Barriers

Lack of availability

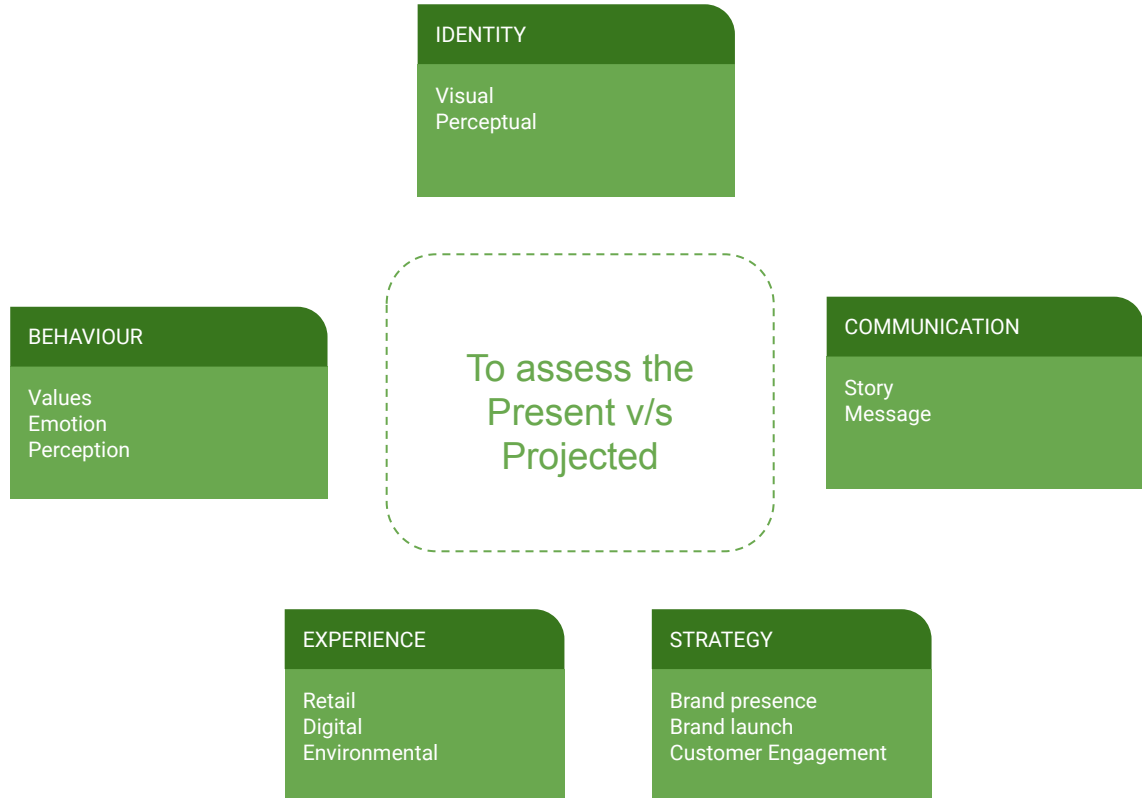
Brand Audit



Brand Audit | Hilans

The Brand Audit was done to examine Hilans as a brand : **it's strength, current position in the industry** compared to its competitors, strategy, **consumer perception and effectiveness.**

It helped us assess the current and desired position, value and attributes of the brand.



Brand Audit | Parameters

IDENTITY	COMMUNICATION	STRATEGY	EXPERIENCE	BEHAVIOUR
Brand Name Persona Product Name Logo, Icons, Wordmark Visual Colour style Topography Illustrations Packaging Certification Size Product Packaging Label Wrapping Promotion	Message Story Tagline Descriptors Key message Service Definition	Brand Launch Brand Ambassadors Customer engagement Brand awareness Strategy Touch Points Sustainability Strategy	Digital experience (email, website, blog etc) Environment (internal, external signages, flags, banners) Exhibits & Trade shows Point of purchase Retail Point of Sale Display Merchandise Experience	Mission Vision Value Guiding principle (beliefs, culture) History Customer Pledge (Guarantees etc.)

Brand Audit | Identity



Brand name: HILANS (Highland Innovative Livelihoods Ascending Nature Sustainability)

Brand persona : CAREGIVER

Altruism, compassion, patience, empathy

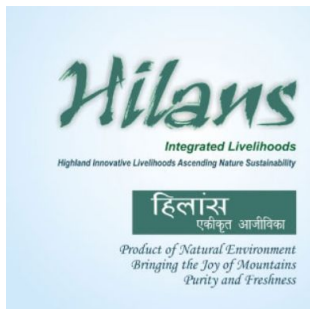
Hilans = green pigeon, himalayan kokila - associated with culture and nature, indicator of healthy environment, the cycle of seasons,

Hilans, the brand - related to **purity, happiness, women empowerment.**

KEY WORDS : *Authentic, Healthy, Himalayas, Community Participation, Sustainable, Livelihood, Purity, Freshness, Natural.*

Brand Audit | Identity

LOGO (Combination of an Icon and Wordmark):



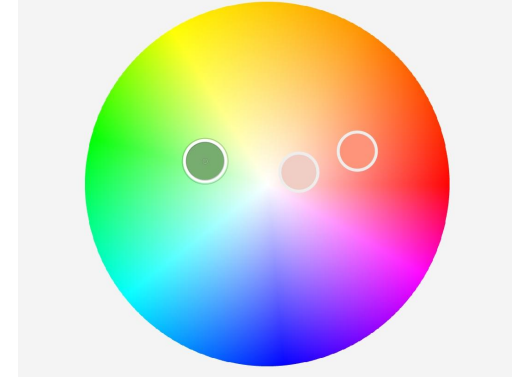
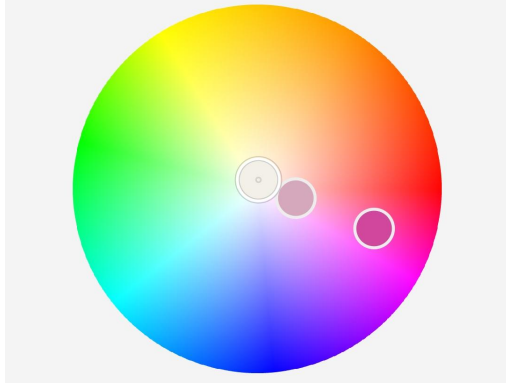
The logo of Hilans is the Kokila Green pigeon perched on a branch of Buransh against the mountain setup of Uttrakhand.

- The logo is rather complex
- Not easy to replicate. (Not Versatile)
- Too many components (Kokila, Hills, farming, Buransh)
- Not memorable or relevant.
- Does not forward the message of the brand (Except for the hills in the backdrop).
- Not adaptable to black and white.

Brand Audit | Identity

COLOUR:

The colour scheme is Inconsistent and needs improvement.



Brand Audit | Identity



PACKAGING

Packaging is not in sync with the Brand's identity (Heavy use of plastic)

Only Certification: FSSAI

The Label lacks information about the product details and its benefits.

Brand Audit | Communication

Descriptors



Key Message

- *Enable rural households to take up sustainable livelihood opportunities.*
- *Fresh & Natural produce from Almora, Himalayas.*

Tagline

Integrated Livelihood

Service Definition

:

Livelihood Products

- What Hilans is not clear and often misinterpreted.
- Doesn't resonate what they are wanting to sell.
- Customer does not find value in it.
- Does not convey the overall essence of brand.

Brand Audit | Behavior

Mission



To generate Sustainable livelihood to community through local business development

Vision



Enable rural Households to take up sustainable livelihood opportunities integrated with wider economy

Value



To empower local farmers to have sustainable business opportunities through their livelihood products.

- There is no distinction between the ILSP and Hilans mission.
- It doesn't what the brand is offering to its customers.
- What is distinctive about the brand from its local competitors like Umang, Aarohi etc.
- What is in it for all stakeholder is not defined

Brand Audit | Behavior

Guiding Principles

- *Propagate the Pride of Almora.*
- *Empower farmers of Almora*
- *Sustainable business opportunities*

- Are the people of Almora aware of it. How much do they resonate with it?
- The brand does not speak of it. It is more about ILSP than Hilans

Guiding Principles

No history in written

- There is no history written about how the brand took birth, where is it coming from it on website or physical form.

Customer Pledge

No Customer Pledge

- There is a need of customer pledge to build trust on its customer.

Brand Audit | Strategy

Brand Launch

ILSP Initiative - Branding	
Hilans Brand Promotion	Launch of Hilans Products
Buyer-Seller Meet organized under the aegis of DIC Almora on 20 th October, 2018	
ILSP Pavillion was inaugurated by Shri JE Goverdhan, High Commissioner of Mauritius	
Attended by buyers like Iq Hotels, TRIFED, Himadri, Khaddar, Trade India, Fitbit, Himoli amongst others	
MoU worth Rs 1 Cr were signed with TRIFED to buy Honey, Manduwa Biscuits and other local products	Apple Jam, Apple Chutney and Mustard Oil by High Commissioner, Mauritius
Hilans Stall at Buyer-Seller Meet	Improving Branding and Labeling
 Inaugurated by Shri JE Goverdhan, High Commissioner, Mauritius	 Creative Writing Competition on Children's Day

Hilans Kisan Outlet & Cafe
Inaugurated by Kumanu Commissioner Sir in presence Of DM sir and CDO sir on 03 th January, 2019


Launch is only limited to Uttrakhand, specifically Almora.

Brand Audit | Experience

Brand Ambassadors

Currently none

Customer Engagement



- No particular activities for customer engagement
- Facebook page exists, but is not updated regularly - Hilans is not looked at as a separate brand but as a part of ILSP

Brand Awareness Strategy

:

None

Sustainability Strategy

:

None

Brand Audit | Experience

Brand Touch Points

- *Hilans outlets*
- *Ho Daaju Cafe*
- *Outlet in Dehradun Secretariat*
- *Website*
- *Social media page - Facebook*
- *Federation offices*
- *Exhibition and trade shows*

- Brand TouchPoints can be made more engaging and attractive for customers
- Lack of online presence.



Brand Audit | Experience

Digital Experience

- *Present website*
- *Present on Facebook*
- *Present on YouTube*

- Content needs to re-evaluated and well designed based on the proposed mission, vision, values, story & identity.
- Content on social media platform are not regularly updated and appealing to customer. No social media strategy.

Point of Purchases

*Retail, Online, Trade shows,
Events etc*

- Right now the POPs are either out of visibility or not appealing enough to attract customers
- The point of purchase must attract & engage customer and induce desire in them to buy the products.

Brand Audit | Heatmap

The heatmap as a tool enabled us to analyze and clearly understand the areas which either have a positive or a negative outcome at present, and in turn identify parameters or areas that need inputs or work.

BRAND AUDIT - Heatmap

	Poor Result
	Requires Attention
	Room for improvement
	No big issues identified
	Good result

Brand Audit | Heatmap

Brand Persona	Does the brand have a persona?	Is the persona is communicated well?	Does the persona match the product range?	
Trends	Is the brand aware of the trends in the market?	Does the brand cater to the trends?	Does the brand set any trends?	
Organization	Does the organization have a clear core idea	Can you explain what your company does and what makes it different from its competitors in a couple of sentences?	Does everyone involved in the organization share similar feelings about what the core idea is	Does the outside world understand what your company stands for, and how it differs from its competitors

Communication Strategy		
Brand Launch	Does the brand have a launch strategy?	Does the launch have an outreach?
Brand Ambassadors	Does the brand have any ambassadors?	Are the brand ambassadors able to communicate and propogate the brand values?
Customer engagement	Are there any customer communities?	Are there any channels for customer engagement?
Brand awareness Strategy	Is there a specific brand awareness strategy?	Does the brand awareness strategy take into consideration the target audience?
Touch Points	Are the touch points visible and accesible?	Are the touch points sufficient?
Sustainably Strategy	Does the brand have a sustainability strategy?	Is the sustainability strategy communicated well?

Brand Audit | Heatmap

Brand Definition					
Content Marketing					
Mission	Does this company have a mission?	Is the mission of the company well communicated?	Does this company do what it mission says?	Is this mission apt for this company?	Is it different is it from its competitor?
Vision	Does this company have a vision?	Is the vision well communicated?	Does this company do what it vision says?	Is this vision apt for this company?	Is it different is it from its competitor?
Value	Has the company defined its value?	Is the value well communicated?	Does it stand for its value?	Is it different from its competitor?	
Positioning	How well they have positioned themselves in the market?	How different have they positioned themselves from their competitors?			

Message + Story				
Tagline	Do they have a tagline?			
Discriptors	Do they have an apt description for their brand?			
Key messege	Is the company's key message defined?	How well defined is it?		
Sevice Definition	Have they defined their service?	Does everyone in company know what service do they provide?	Is theservice catering to company's need?	
Guiding principle (belifs, value, culture)	Do they have a guiding principle?	how well is it communicated to the team?	How well is the team/company following it?	How well is it being communicated to customers?
History	Have they communicated their history to their customer?			
Customer Pledge (Guarantees etc.)	Do they have a customer pledge?			
Brand family & Umbrella/ Products				

Brand Audit | Heatmap

Identity			
Name	Is there any confusion between the names of your corporation and one or more of its brands?	Does the organization name provide a satisfactory umbrella under which all activities can incorporate?	Is the brand name memorable?
Product name	Is the product name well understood?		
Social Handle	How well designed is their social handle?	Is their social handle active and updated regularly?	
Logo, Icons, Wordmark	How well designed is their logo, icons & workmark?	Does it reflect what it stands for?	Is it memorable and unique?
Visual	Does the org have effective set of visual elements?	Do the visual elements work according to a well understood and coherent system?	Is it memorable and unique?
Colour style	Is the colour of brand representing what the brand offers?	Is it reflected in all the visuals that they make for the brand?	
Typography	Is their consistency in their typography?		
Illustrations	Are the illustration catchy enough for the customers?		

Brand Audit | Heatmap

Experience			
Digital experience (email, website, blog etc)	Is there a dedicated website for the brand?	Does the online channel communicate the values, mission, etc.?	Does the brand provide a holistic digital experience?
Environment (internal, external signages, flags, banners)	Does the environment communicate brand values?	Are all the elements of the environment cohesive in telling the brand story?	
Exhibits & Trade shows	Does the brand participate in exhibitions?	Do these exhibitions help expand the clientele?	Do exhibitions help build awareness?
Point of purchase	Are the points of purchase accesible?	Do the points of purchas exist in the target consumer areas?	Is there enough information about the brand at the points of purchase
Nametags	Are the nametags informative?	Do the nametags convey te brand promise, value and tagline?	Do the nametags convey the story of the producer?
Vehicles	Do vehicles have the same branding language?	Do vehicles help in increasing awareness and access to the brand?	

Brand Audit | Heatmap

Packaging TC						
Certification	Does it have distinctive certification?	Does it represent the Brand Value?	Does it enable the brand to be credible?	Does it create awareness about the brand?		
Size	Is it easy to store/ export?	Does it offer variety?	Is it user-friendly?	Is it cost-effective?		
Product Packaging	Is it sustainable?	Does it convey the Brand message?	Is the quality good?	Is it transportation friendly?	Does it stand out?	
Label	Does it put forward the Brand values?	Does it provide honest product information?	Does it appeal to the customers?	Does it stand out?	Does it have a proper information architecture?	
Wrapping	Is it travel-friendly?	Does it offer variety?	Does it catch attention?	Is it in sync with the Brand identity?	Does it have an utility aspect?	
Promotion	Does it engage/ connect with the customers?	Does it create a buzz/ awareness about the products?	Does it convey the Brand's USP?	Does it build Brand equity?	Does it stabilize/ increase the sale?	Does it build a positive brand image?

Retail TC				
Point of Sale	Is it accessible for the customers?	Does it help monitor sales?	Is the channel efficient?	Does it provide Loyalty points/ gift cards?
Display	Does it provide instant information?	Does it stand out/ gain attention?	Does it increase brand value/ awareness?	Does it promote sales?
Mechandise	Is it in sync with the brand?	Does it help the customers to have a smooth experience?		
Experience	Is it in sync with the brand?	Does it provide the customers with an unique experience?		

Brand Audit | SWOT Analysis

Strengths

- Produce from **Himalaya**, Almora
- **Natural, fresh, pure** products
- Use **traditional way** of Himalayan farming
- Sustaining livelihood of **local farmers** of Almora
- Have **better reach** for communication strategy (Government Program)
- Brand is working for a **good cause, empowering women** of Almora

Opportunities

- Branding as **premium products** with strong brand identity
- Taking products of almora to **metro cities**.
- Selling products through **stories**
- **Increasing visibility** by making attractive packaging
- Using local crafts of the region
- **Collaboration with other similar brands** to increase reach/touch points
- Communicating **Health benefits** of Almora products

Weakness

- Brand **message not conveyed**
- **Packaging** is not attractive
- **Weak brand Identity**
- Differentiating factor from competitors is missing
- **Perception/Attitude** of customer towards government products
- Could not build **trust & authenticity** among customer

Threats

- **Better packaging of Competitors**
- Competitors present in the market long before & hence **have better hold on market**
- **Organic Products** market
- **FMCG sector**

Brand Audit | Analysis



GAPS

- Brand Value, Mission and Vision is neither well established nor communicated.
 - Emotional & Functional Benefit missing.
 - The story is not crafted/ communicated.
 - Weak Packaging (Brand's value missing, color palette is vague and inconsistent, & lacks important information.)
 - Different ILSPs have different brand strategies for Hilans, leading to identity dissonance.
- Brand awareness is low.
 - Does not connect to its customers.
 - Weak social presence.
 - Customer engagement is weak.
 - No mention of their USP.
 - Brand touchpoints are inefficient.
 - Logo, Identity and Wordmark are complex and not visually appealing.

Brand Audit | Analysis



INSIGHTS

- Customers are more likely to engage with a brand that enables them to give back to the society & the environment. (Perceived Altruism)
- If the Brand's mission/ vision does not create a value for its customers it fails to appeal to them.
- Customers tend to bond and engage with the Brands that communicate a story.
- Urban consumers look for simpler, authentic and healthier alternatives in the adulterated environment.
- Creating a sense of ownership amongst the stakeholders creates commitment to excellence & responsibility towards the Brand.

Brand Design

Redefining Hilans



Brand Design | Why It's Required



LOCAL COMMUNITY

- Promote sustainable livelihood for the locals.
- Provide them with a sense of ownership.
- Financial Stability.
- Increase employment.
- Create awareness about their work.



CUSTOMER

- To make the Pure Himalayan living accessible to all.
- To promote local and healthy practices for a better living.
- To provide them with a sense of authenticity and simplicity in their fast paced lives.
- To nourish and nurture better lifestyle.
- To connect them to their roots and rich cultural practices.

Brand Design | Who are we doing it for?



AGE: (21- 27) (28-42) (43- 75) Woke Millennials, Family Oriented, Eco Grandparents



ECONOMIC: Medium to High buying capacity.



PLACE: Metros + Tier 1 cities

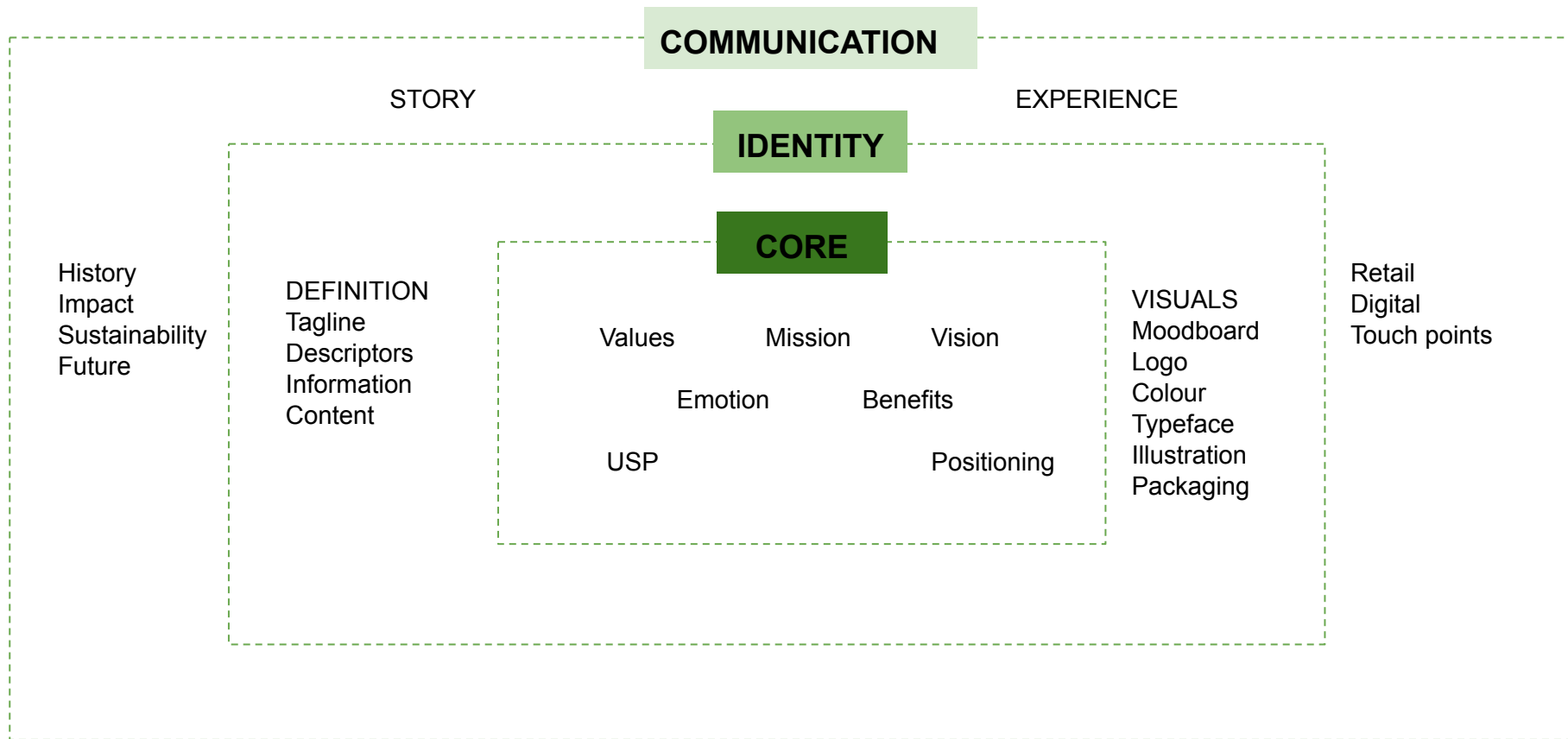


GENDER: Mostly Women (More decision making power in terms of household purchases.)



LIFESTYLE: Urban Living + Conscious living

Brand Design | How we are doing it?



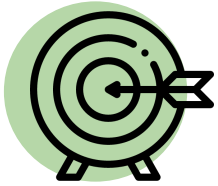
Brand Design | Core

USP Pyramid

What is Hilans offering?

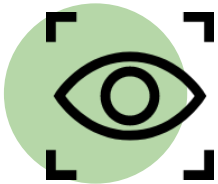


Brand Design | Core



MISSION

To make the local communities of Uttarakhand self- sustainable while promoting a healthy living.



VISION

To make superior and sustainable Himalayan living accessible to the world.

Brand Design | Core



VALUE

- To strengthen and support the local communities by generate a sustainable livelihood via local business development.
- Commitment to give our customers Superior Quality, Natural and Authentic products while protecting our environment.
- Preserving & promoting the local Himalayan culture, craft and practices.
- Creating a profitable opportunities and partnership for our stakeholders.

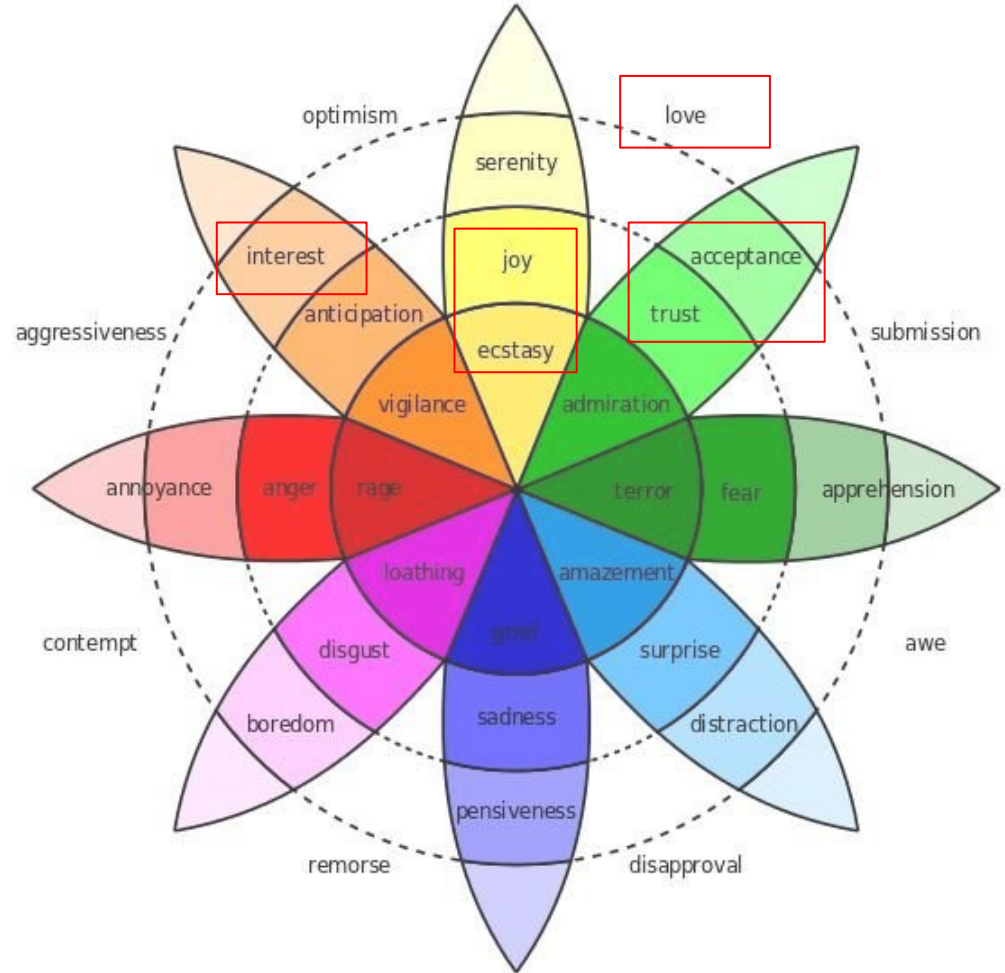
Brand Design | Core

Emotional Mapping

Plutchik's wheel of emotions

It is important for a brand to **convey emotions** in order to **attract and create strong bond** with its customers.

Hence we mapped the emotions that Hilans as a brand would convey.

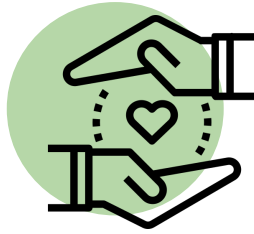


Brand Design | Core

Brand Emotion:



Caregiver



Nurturing

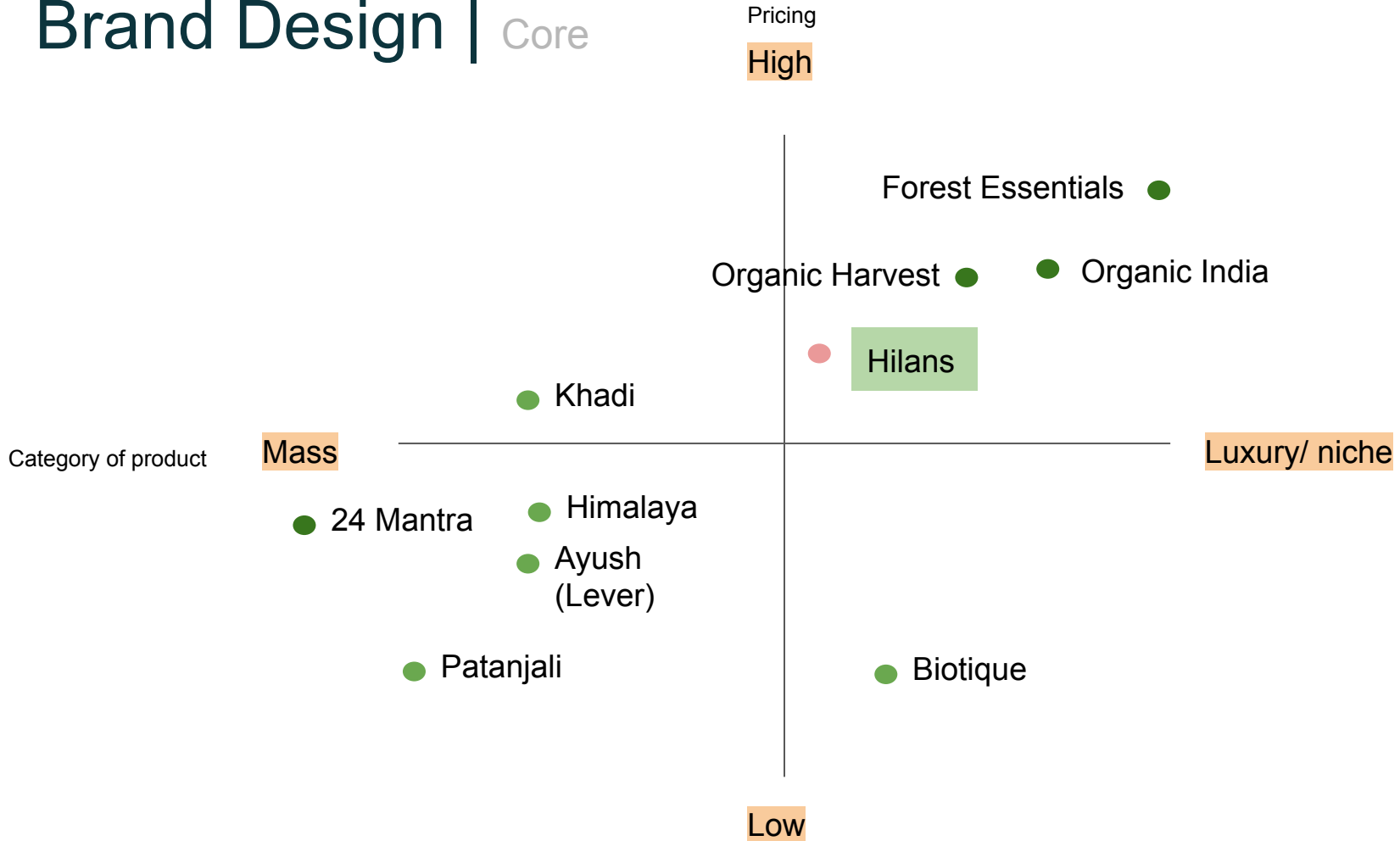


Pure

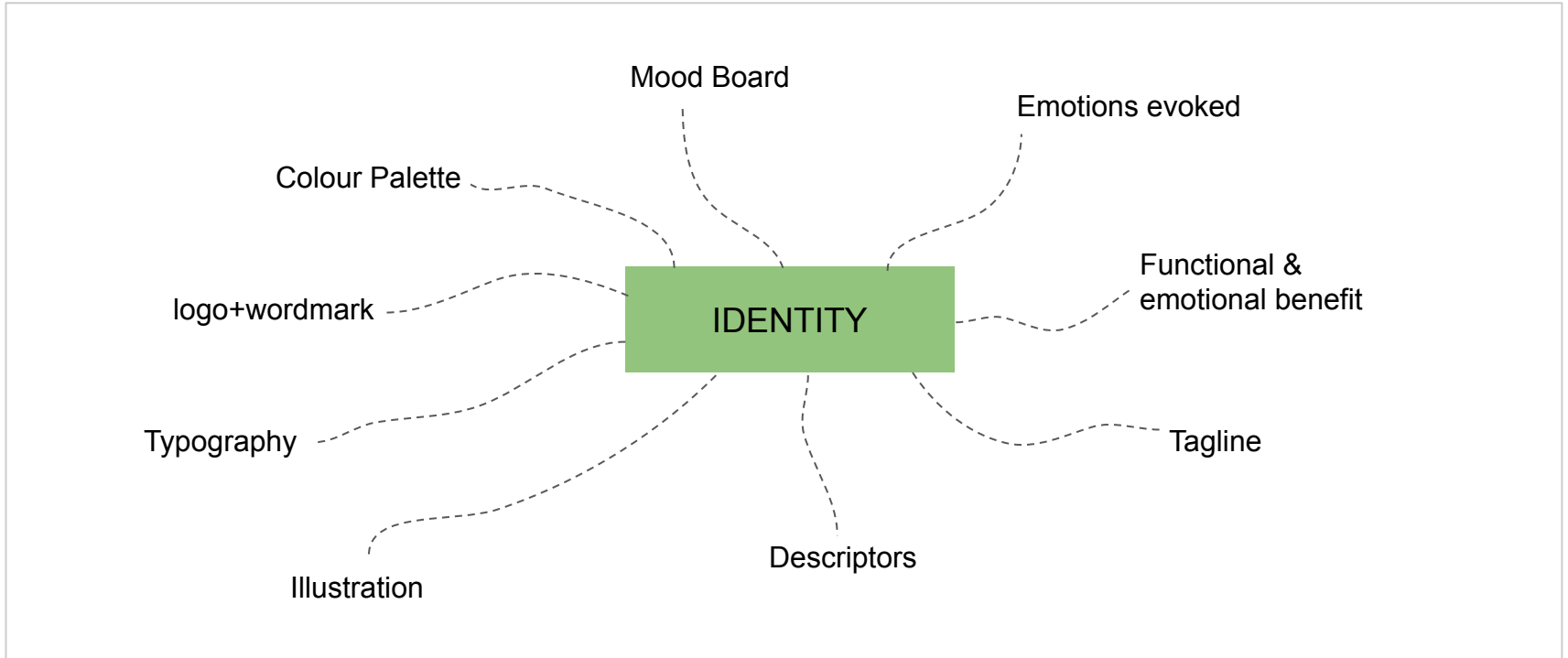


Authentic

Brand Design | Core



Brand Design | Identity



Brand Design | Identity - Moodboard



Warmth
Natural
Authentic
Love
Purity



Brand Design | Unification of Identity

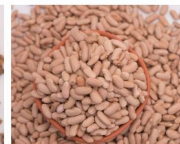
Observation

Currently ILSPs operating in different districts have their own organizational procedures and design their own creatives and identities.

Objective

Creating a strong, singular identity of Hilans across the different ILSPs so that there is a unified brand meaning and resonates with the customers all across.

हिलांस - एक उच्चस्तरीय संगठन



Brand Design | Identity - Tagline

Essentially Himalayan

Brand Design | Identity

LOGO



Mountains



Leaf



Bird



Inspiration taken from organic forms of Aipan Art, an art & craft form from almora region of Uttarakhand



H I L A N S

Essentially Himalayan

Brand Design | Identity

COLOUR



HEX CODE

#2BB673

#A97C50

TYPOGRAPHY

Essentially Himalayan

H I L A N S

Cavier

Gotham Medium

Brand Design | Identity

HOW BRANDS USE COLOR

 **ogilvydo**



Yellow

to show that they're fun, friendly, optimistic, confident and to grab attention, but also to warn



Brown

to show warmth and dependability



Green

to show youthfulness, refreshment, care for the environment, organic, growth and as a call to action



Purple

to seem rich, luxurious, creative and nostalgic



Red

when they want to be seen as powerful, passionate, exciting or to create urgency



Orange

to energise, seem playful, rejuvenate, to create a sense of haste and to seem affordable



Black

To signify luxury, exclusivity, sophistication, authority and to encourage impulse purchases



Blue

to appear calm, honest, logical, caring and trustworthy



Pink

to signify sweetness or sexiness depending on the shade



White

To signify purity, cleanliness, simplicity and freedom



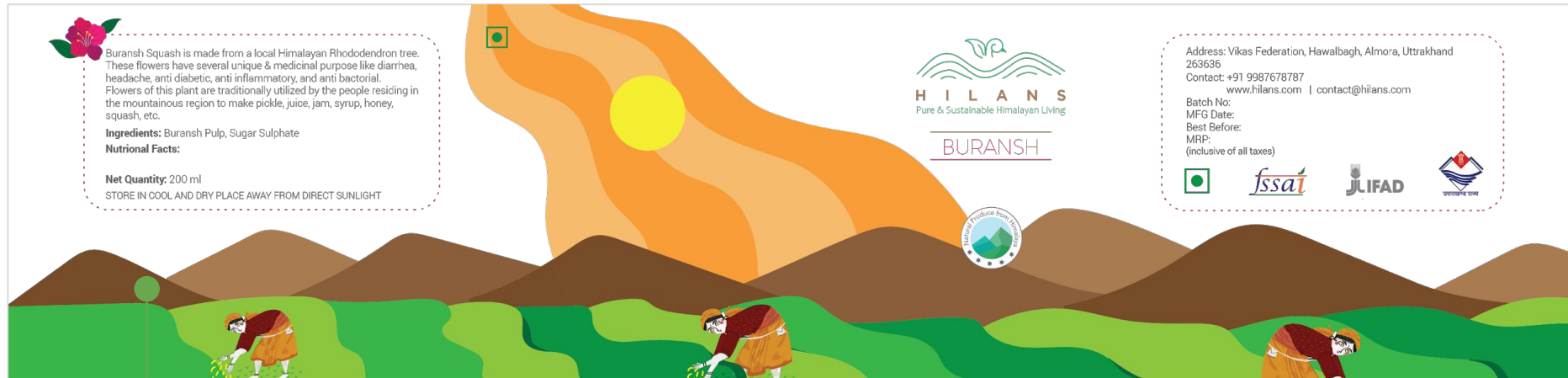
Natural, Freshness, care, environment



Warmth

Brand Design | Identity

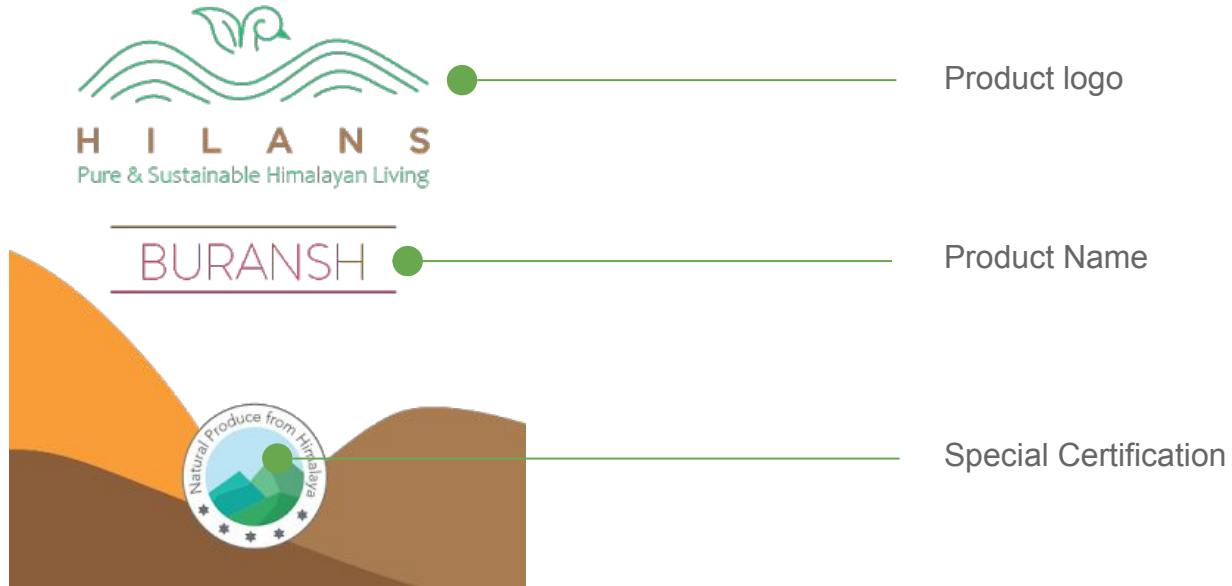
PACKAGING



- Showing hills and farmers working on the plots with farmers working on plot of land. Giving an impression of Almora farmers life.
- Making illustration vibrant and lively (warmth) yet clean (purity) and sophisticated.

Brand Design | Identity

PACKAGING



Brand Design | Identity

PACKAGING



Buransh Squash is made from a local Himalayan Rhododendron tree. These flowers have several unique & medicinal purpose like diarrhea, headache, anti diabetic, anti inflammatory, and anti bacterial. Flowers of this plant are traditionally utilized by the people residing in the mountainous region to make pickle, juice, jam, syrup, honey, squash, etc.

Ingredients: Buransh Pulp, Sugar Sulphate

Nutritional Facts:

Net Quantity: 200 ml

STORE IN COOL AND DRY PLACE AWAY FROM DIRECT SUNLIGHT

Illustration of the product (major raw materials)

Medicinal Properties of the product

Ingredients used to make the products
Nutritional values.

Quantity of product

Warning

Brand Design | Identity

PACKAGING



Address of where the product is coming from

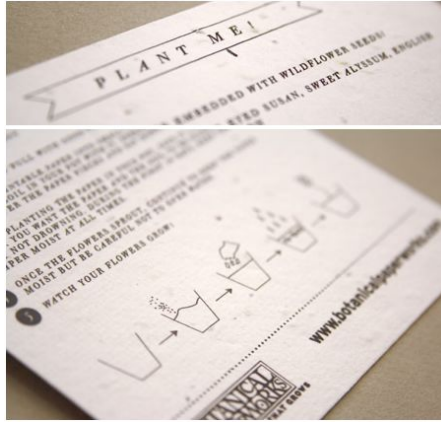
Contact details for better reach

Other important details

Important certifications & associations

Brand Design | Identity

PACKAGING



Seed in Packaging Boxes

Paper can have seeds that can be planted. These seeds would be of **crops that grows in Almora/ Uttrakhand** and could be sustained at other places too if planted.

People of Almora can make these papers for packaging that can **generate employment** for the people of Almora. So wholistally that product comes from Uttrakhand

Brand Design | Identity

PACKAGING

Spout Packaging for Liquids.

Why?

The spout pouches are very **light in weight** and are very **easy to transport** which save a lot of cost required for transportation.

They have very **little environmental impact** compared to glass and PET bottles.

They offer many **eco-friendly** benefits for example they have only **10% carbon footprint**.



Brand Design | Identity

PACKAGING

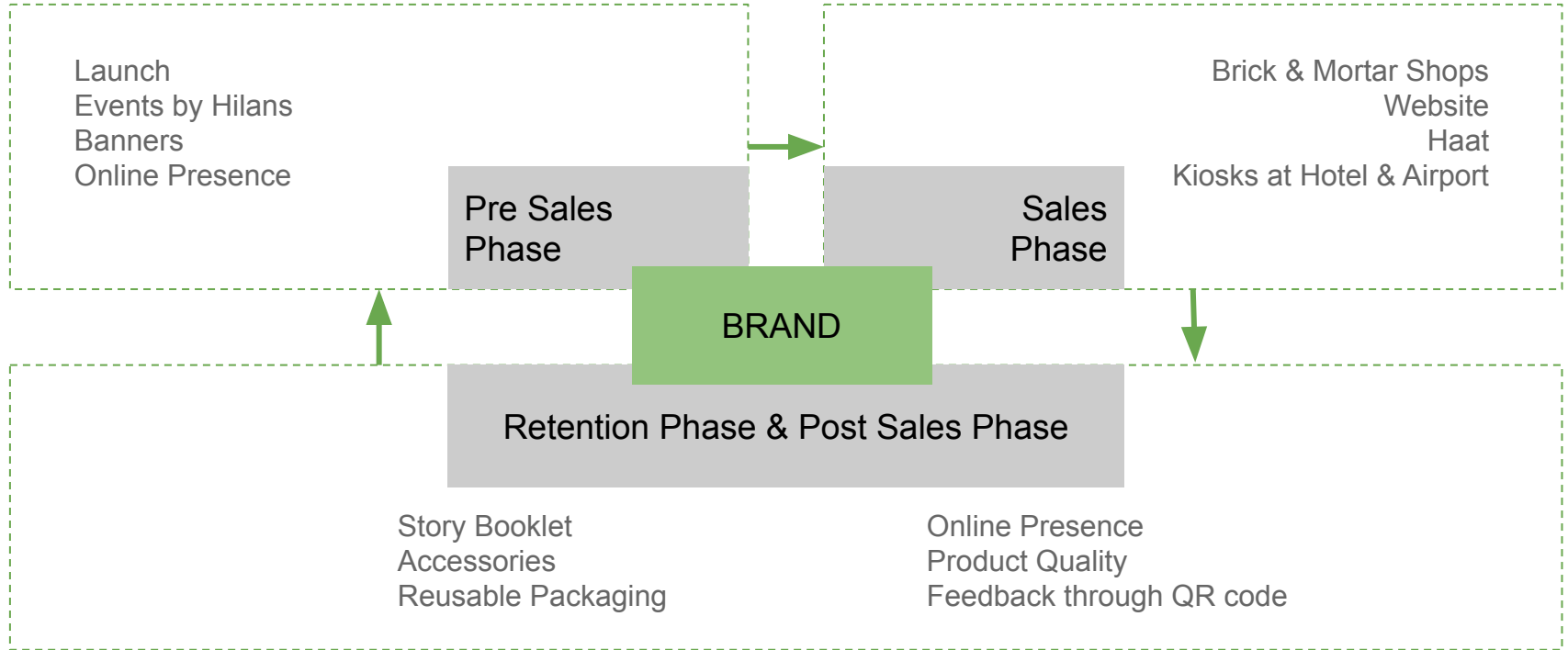
An alternative Packaging Design Idea that is made up of **Bamboo**.

Why?

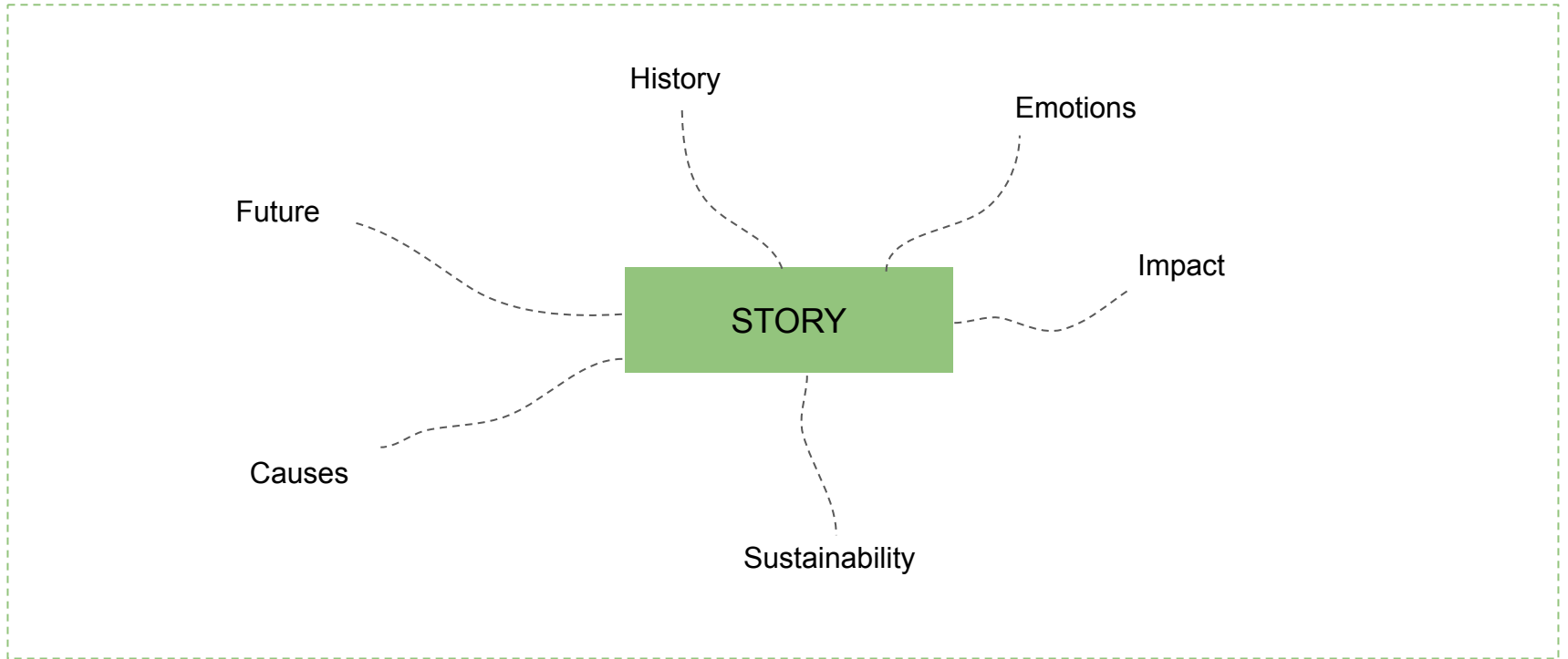
Bamboo craft is the **strength** of people of Uttarakhand and can be leverage upon by creating **employment opportunities** and **taking craft of Uttarakhand to all over India**



Brand Design | Identity



Brand Design | Story



Brand Design | Story



Address: Vikas Federation, Hawalbagh, Almora,
Uttarakhand- 263636

Contact: +91 9874526387

www.hilans.com | contact@hilans.com

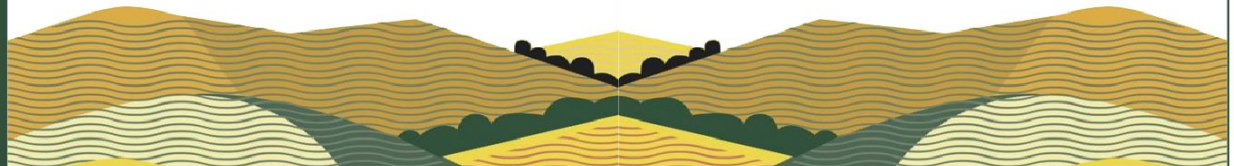
WHY BUY HILANS?

A brand that holds the soul, the rootedness, the beauty of Uttarakhand, at its heart.

A brand that brings together the choicest, the most authentic and natural products from Uttarakhand.

HILANS is a chance to make a difference. A brand built on purpose, a brand that has relentless agents of change working towards uplifting the less-privileged people of Uttarakhand, empowering women, and conserving the environment by reviving natural farming practises among the local community and helping them in resource management.

Pride | Local | Superior Quality | Natural | Livelihoods | Empowerment



Brand Design | Story

THE STORY OF HILANS

Hilans, or the Himalayan green pigeon, is an indicator of joy, simplicity, purity, and a healthy environment in the Kumaon region.

Much like the Hilans bird, the women of Uttarakhand are symbolic of Uttarakhand's natural balance. The Pahadi women form the backbone the agricultural ecosystem of Uttarakhand. With large scale migration of the men to the cities or other states due to a serious lack of employment opportunities in the region, the women of the families took up the arduous task of balancing their household work along with agricultural tasks, maintaining household finances and educating their children.

The ILSP (Integrated Livelihood Support Project) enables these rural households to take up sustainable livelihood opportunities integrated with the wider economy by making them partners in this initiative and providing a channel for them to generate maximum profits for the natural, pure and fresh farm produce under the brand Hilans. Hilans gives the local village women an opportunity to come together, train and become financially independent.



Pushpa Devi,
Farmer, Prerna Federation
Proud Hilans Partner

"Being associated with Hilans has given us assured returns on our hard work in the fields, enabled us to be financially independent and given us a platform to come together and share and solve our issues with our other sisters."



CORE VALUES

To strengthen and support the local communities by generate a sustainable livelihood via local business development.

Commitment to give our customers Superior Quality, Natural and Authentic products while protecting our environment.

Preserving & promoting the local Himalayan culture, craft and practices.

Creating a profitable opportunities and partnership for our stakeholders.

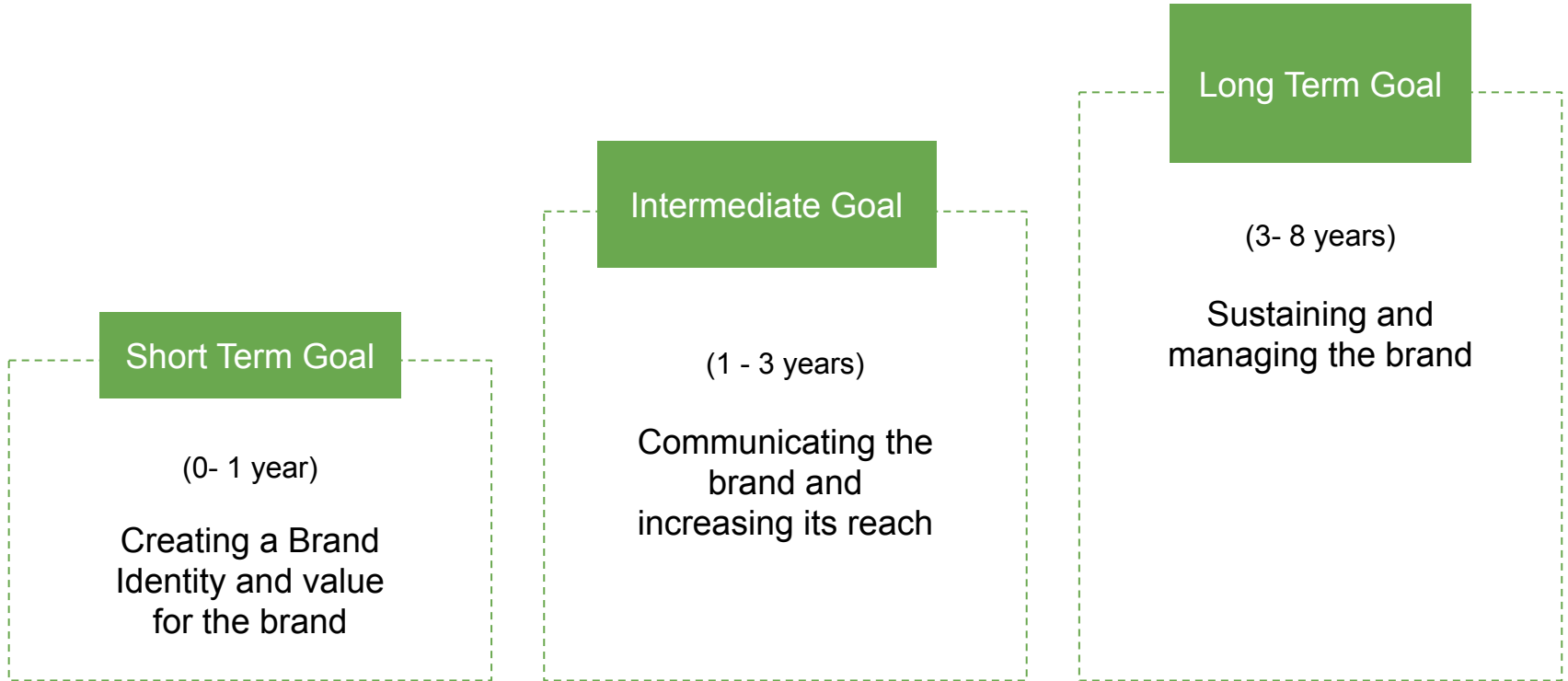


Brand Management

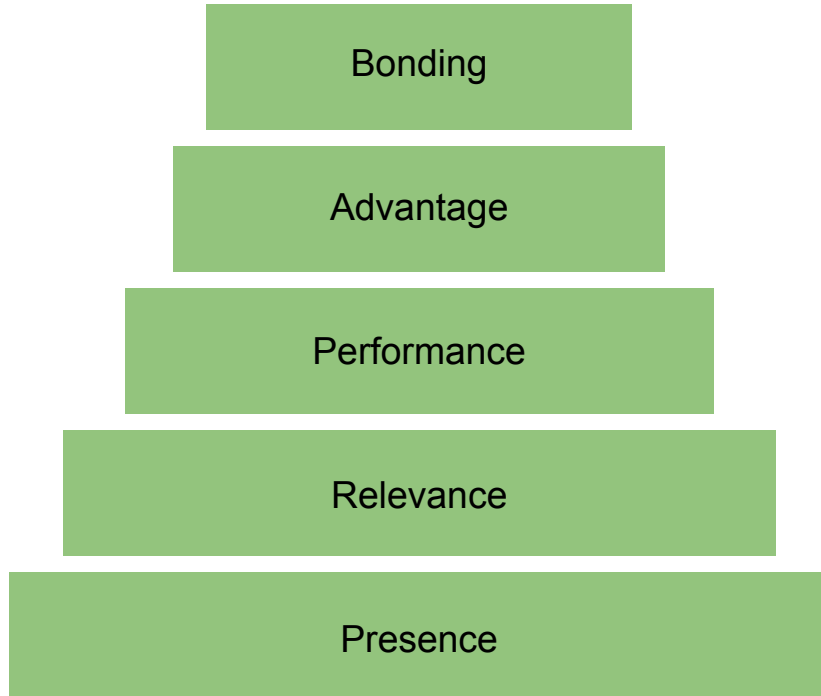
Enhancing Hilans



Brand Management | Framework



Brand Management | Brand Dynamics



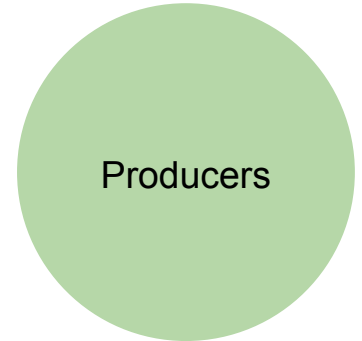
Producers own the brand and become the brand ambassadors and promoters

Producers believe they receive a better price for their produce, while enhancing their livelihoods

Hilans is providing producers a platform for increasing profits

Producer groups and farmers feel it is important to be a part of the federations contributing to Hilans

Hilans is present among all producer groups



Brand Management | Brand Dynamics



Brand Management | Framework

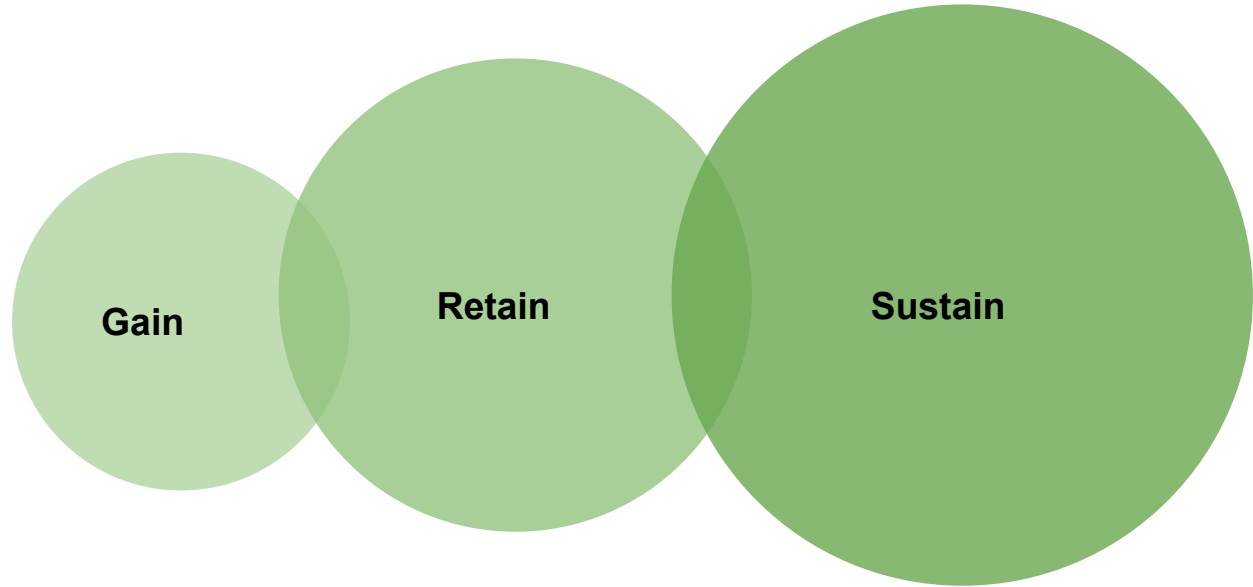
We developed a framework to “manage” the brand once the value has been created.

This was looked at in 3 phases :

Gaining customers

Retaining customers

Sustaining the brand value for its stakeholders



Brand Management | Framework

GAIN



LAUNCH

First, Kainchi Dham Fair, May (Origin)
Then, Event at Delhi (Audience)

[The Women from PGs should go and promote their story of empowerment]

ANSWER



Position Hilans as an answer to the adulterated, inauthentic and fast paced lives at metros and tier 1 cities.

GIVE AWAY



At the end of the event Sample tastings, Miniature giveaways along with a small sales kiosk.

B2B



Tie up with restaurants (3-5 star) for spices and other ingredients.

(Dehradun, Delhi and other nearby regions)

KIOSKS



Hilans Kiosk at Airports (Domestic and International)

Gift packs.

Brand Management | Framework

RETAIN



CUSTOMER INTIMACY

Loyalty programmes for regular buyers. Free samples over a certain amount of order, free delivery above 1000/- purchase, Mails, Season greetings, etc.



ALIGNMENT

Value that is put forward to the customers should be imbibed in every employee for alignment via training programmes and events.



ANNUAL REPORT

Annual report to assess and map the progress and to make the PGs aware of their contribution and impact. Also, a sense of appreciation and recognition.



COMMUNITY

Social Media Communities, share stories, updates, recipes, experiences, etc.

Brand Management | Framework



ECOTOURISM

Homestays clubbed with Brand as a strategy to make the customers/ visitors experience Hilans and it's essence.

Source of Supplement Earnings as well.

Experience: Local communities, meals, adventure activities, trekking and tours. (Complete Package)

Each stay to be brought under a body to make sure it meets the standards and is professionally run.

Each home to have a cook and a butler and Hilan products.

Aid employment at grassroot level.

SUSTAIN



OWNERSHIP


Essential to create a sense of ownership amongst the women.

Increases their responsibility towards the brand as they feel valued and a part.



Shri Kamla Devi
श्रीमती कमला देवी
Pragati Federation
प्रगति सहकारिता


Business Partner at
Hilans.
हिलान्स भागीदार




Empowering people by making them informed



Using **brand story** as a leader



Instead of pushing the product into the market, we're **pulling people to the brand**



Aligning brand to the location : highlighting values and qualities of the product derived from the place

THANK YOU!

