

Since, 1995, SAMSIKA® Marketing Consultants has strategised through its Brand Shaastras® by creating and developing Brand Communication® Strategy (Creative and Media) for various clients successfully, in a cost effective manner. Some of the successful and popular Brand Communication® Strategy examples like Monginis, iBall, Kisna, Sosyo, Wellness forever and Stockholding are shown below.



Monginis Communication Strategy

SAMSIKA® devised a customer orientation and positive perception management strategy for Monginis. The SAMSIKA® devised communication strategy yielded excellent results. The entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign was strategized by SAMSIKA®, ensuring complete visibility and awareness of Monginis on television, radio and in other media, emphasizing "Go ahead. Celebrate."



Wellness Forever Communication Strategy

SAMSIKA® devised the entire media strategy for radio in an extremely cost effective manner using Jagdeep Kapoor's Brand Mantra® "Kum Kharcha, Jyada Charcha®". Mr. Kapoor scripted the jingle



DIAMOND JEWELLERY

Kisna Communication Strategy

SAMSIKA® devised the entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign. This ensured high visibility, coupled with relevant awareness for the brand Kisna on television, in print and in other media.

To be successful Mr. Jagdeep Kapoor insists on working with 100% dedication. SAMSIKA®'s systems have worked wonders for the Kisna brand which continues to grow. I do not have to convince anyone to take up SAMSIKA®'s services because with the accurate and systematic implementation of SAMSIKA®'s strategies and systems, Kisna has achieved healthy growth in trials, repeats, sales and market share.

Mr. Ghanshyam Dholakia
Director, H. K. Jewels Pvt. Ltd. (Kisna)

iBall Communication Strategy

SAMSIKA® strategised the entire communication plan, from selecting communication partners and devising the creative brief (based on the SAMSIKA® Brand Naamkaran and Brand Positioning Statements) on the media plan and execution of an impactful, cost effective, media campaign, including TV. Brand ambassador Kareena Kapoor was used to endorse iBall Andi Smart Phones and iBall headsets and speakers.



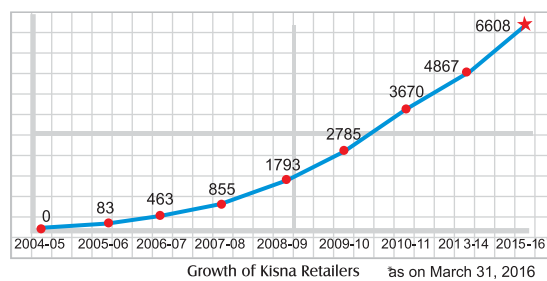
Stockholding Communication Strategy

SAMSIKA® devised the entire media strategy using various media vehicles like Television, Radio and Social Media. Radio Campaigns were started on 10 leading FM Channels in more than 200 radio stations across the country. The Television Advertisements were started on 46+ leading Business, News and Entertainment Channels. Mr. Kapoor crafted the creatives.



Sosyo Communication Strategy

SAMSIKA® strategized the entire communication plan, including the creative strategy, the media plan and the execution of an impactful cost effective media campaign including National television, Local Radio channels, Outdoor and Print Media.



For a list of other great brands built by SAMSIKA® turn the page →

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