

Branding Footwear Brand in a Specific Flip-Flop Niche

Footwear

The Mission

Deepa wanted to start a separate fashion line for their existing footwear company SoulArt. This new brand will only sell slippers that will have unique designs for their customers.

Our Mission was to create a Brand Name and Brand Message that reflects this vision accurately.

The Outcome

We created brand name and brand message that talk to customers who want to have a unique slippers to reflect their funky personality.

Services

- Brand Strategy
- Brand Name
- Brand Messaging
 - Brand Slogan
 - Brand Positioning

The Impact

Trademark registered without any objection.
1st Result on Google for brand name.
Easy to find on Flipkart and Amazon



The Problem

Why look for solution?

Deepa had existing company in footwear called SoulArt, This was their parent company and they wanted start new brand with new name.

Why not use their company name for brand?

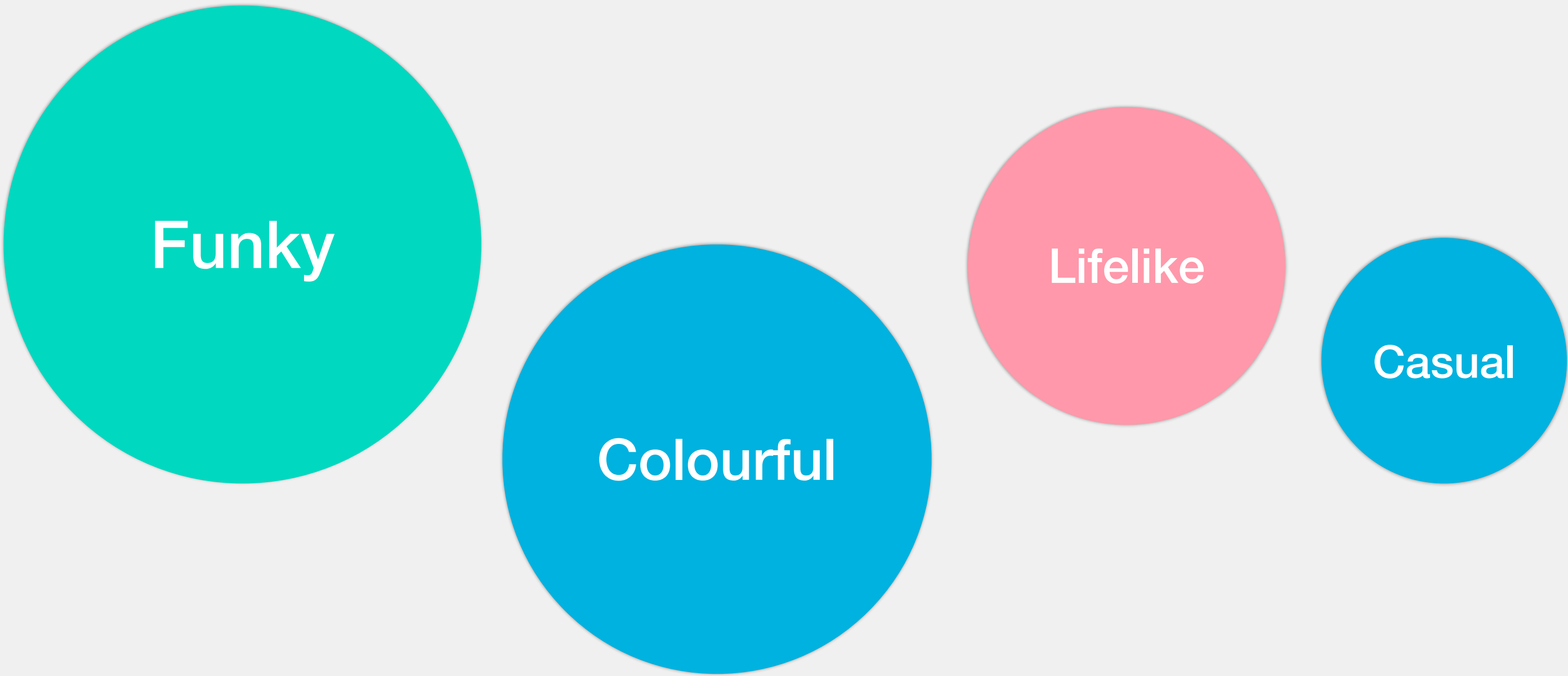
Because they wanted this brand to target very specific customer base that cared for funky look.

They did brain storming themselves but they were not satisfied with the names they came up with.

1. Brand Strategy

Overview

Deepa wanted her brand to reflect following qualities.



Her client base mainly consist of people who are on **vacation**, and have funny colourful character to them and want to express it through their **unique style**.

This slippers are part of their identity used to show that they are **fun**, **carefree** and **funky**.

Client Profiling



Helping people to find their unique look.

This vision is like a guideline to help them ask them self in every decision whether this decision is helping people find their unique look, if not they drop the idea and if it is then they forwards with it.

This is how you build brand consistency, by sticking to your brand vision and making all decision base in it.

Brand Vision

ShopWave is professionally run
International Shipping Solution, that
Provides a Easy to use solution to
buy from India and Ship it to
Anywhere.

Simplified Positioning

2. Brand Naming & Tagline

StepHues

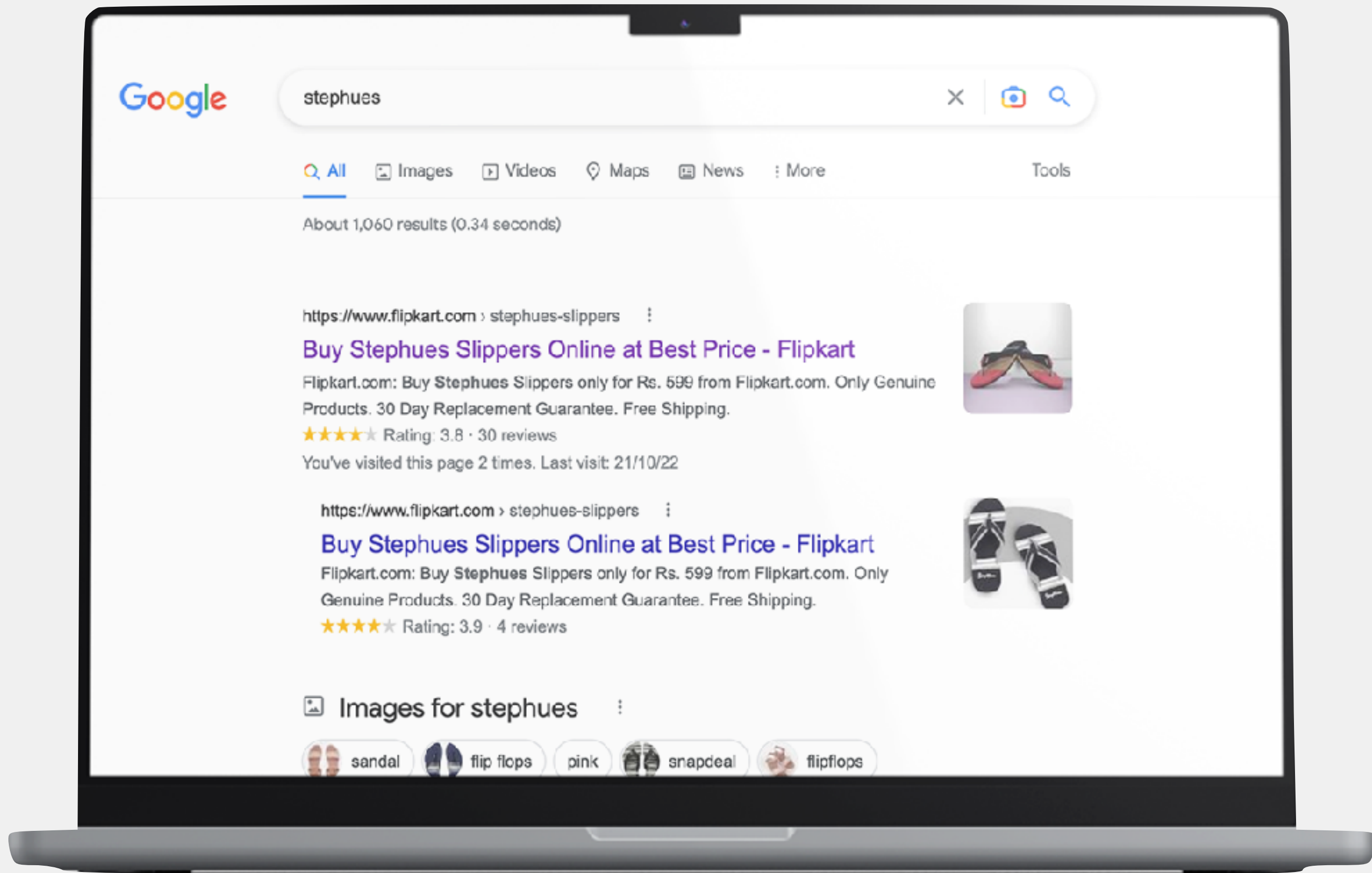
StepHues is created from the concept that with every **Step** you take you will see different **Hues**(colours) of life. it represent the colourful and artistic design they offer to refract the **unique style of their customers.**

New You in Every Step

In brand strategy we realise that the main vision of their company was to **Help people find their unique look**, so we went back and forth with a couple of brand taglines and finalised on **New You in Every Step**.

Brand Tagline

3. Impact



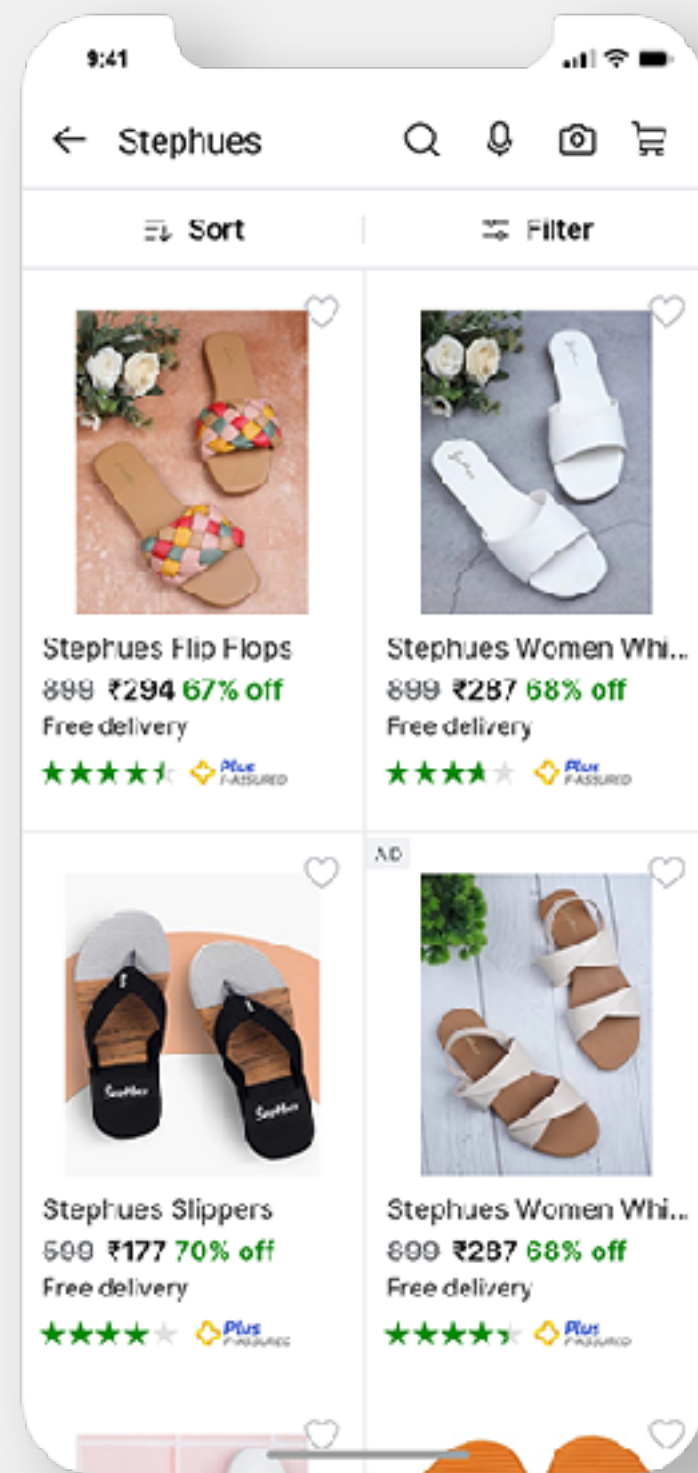
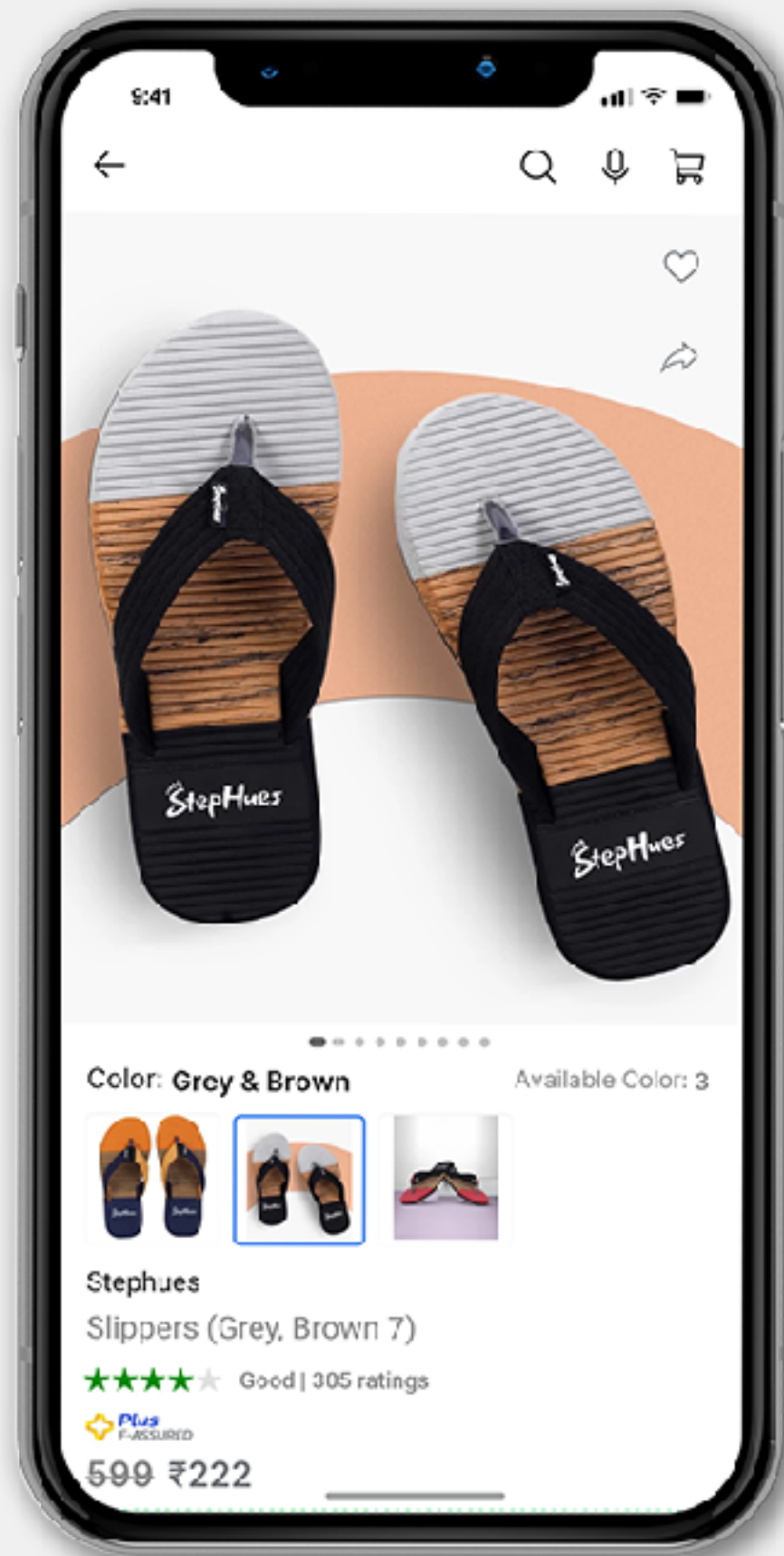
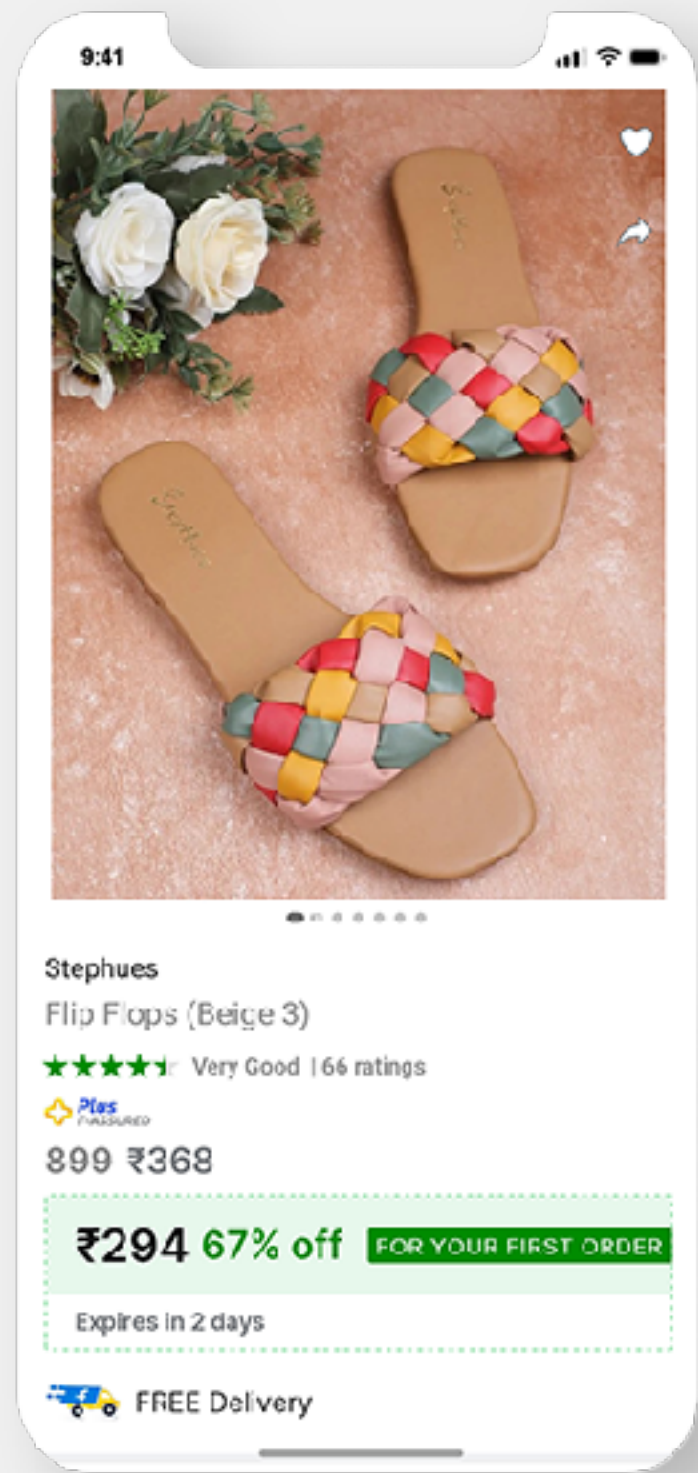
Easily Found on Google





TM Registration





Flipkart



Flipkart Live Products

LumiScale