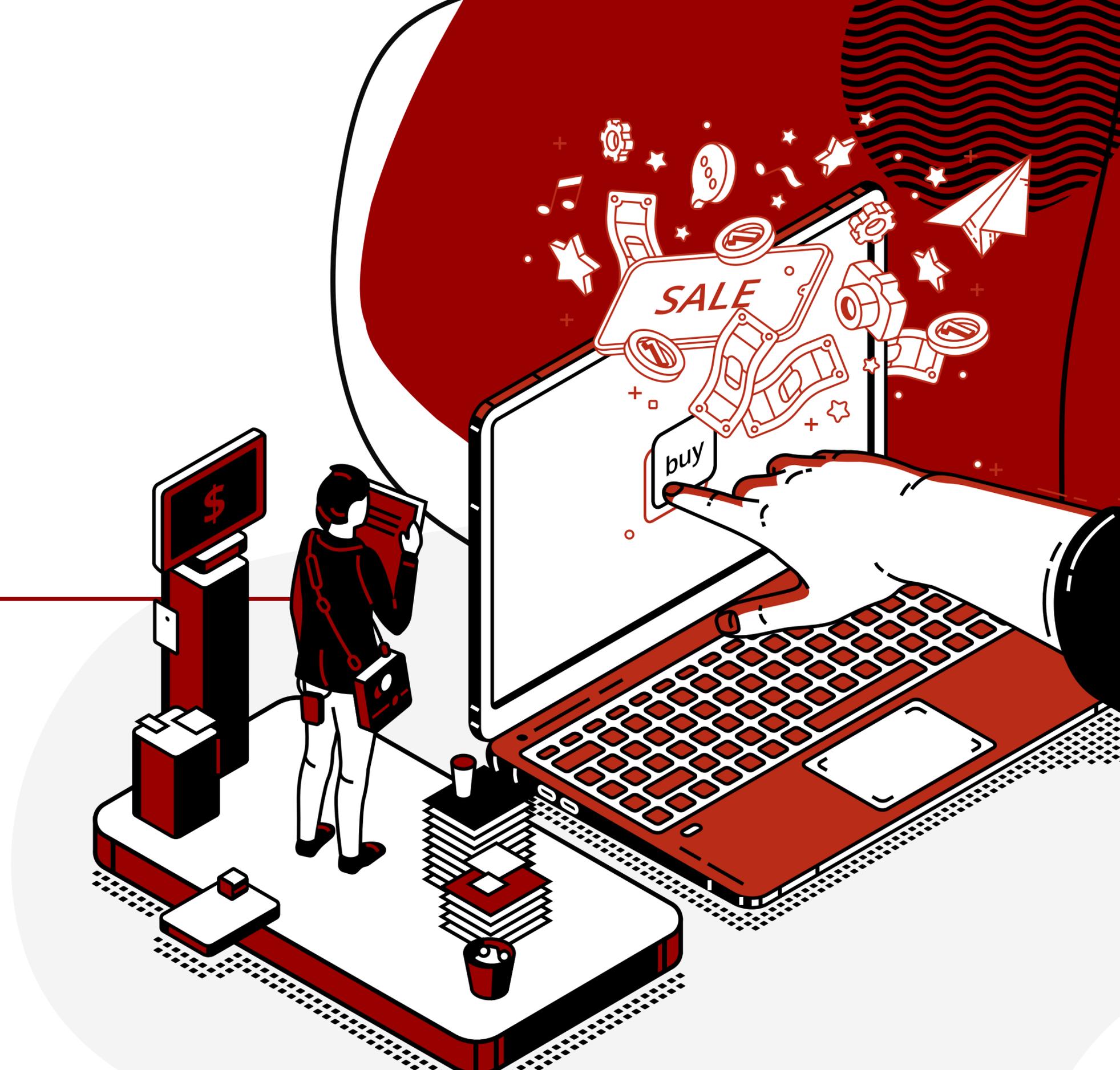


THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.

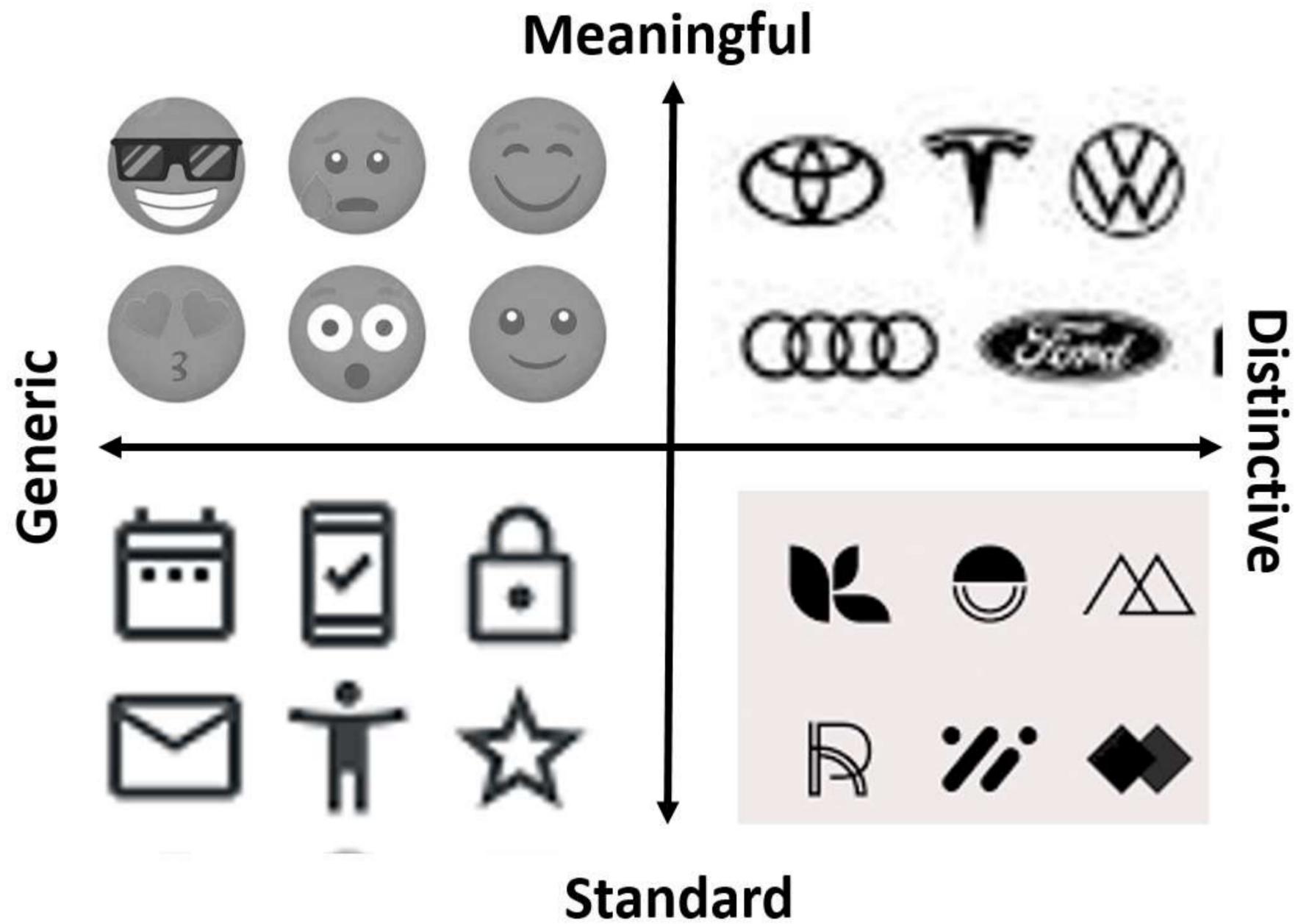


Meaningful & Distinctive

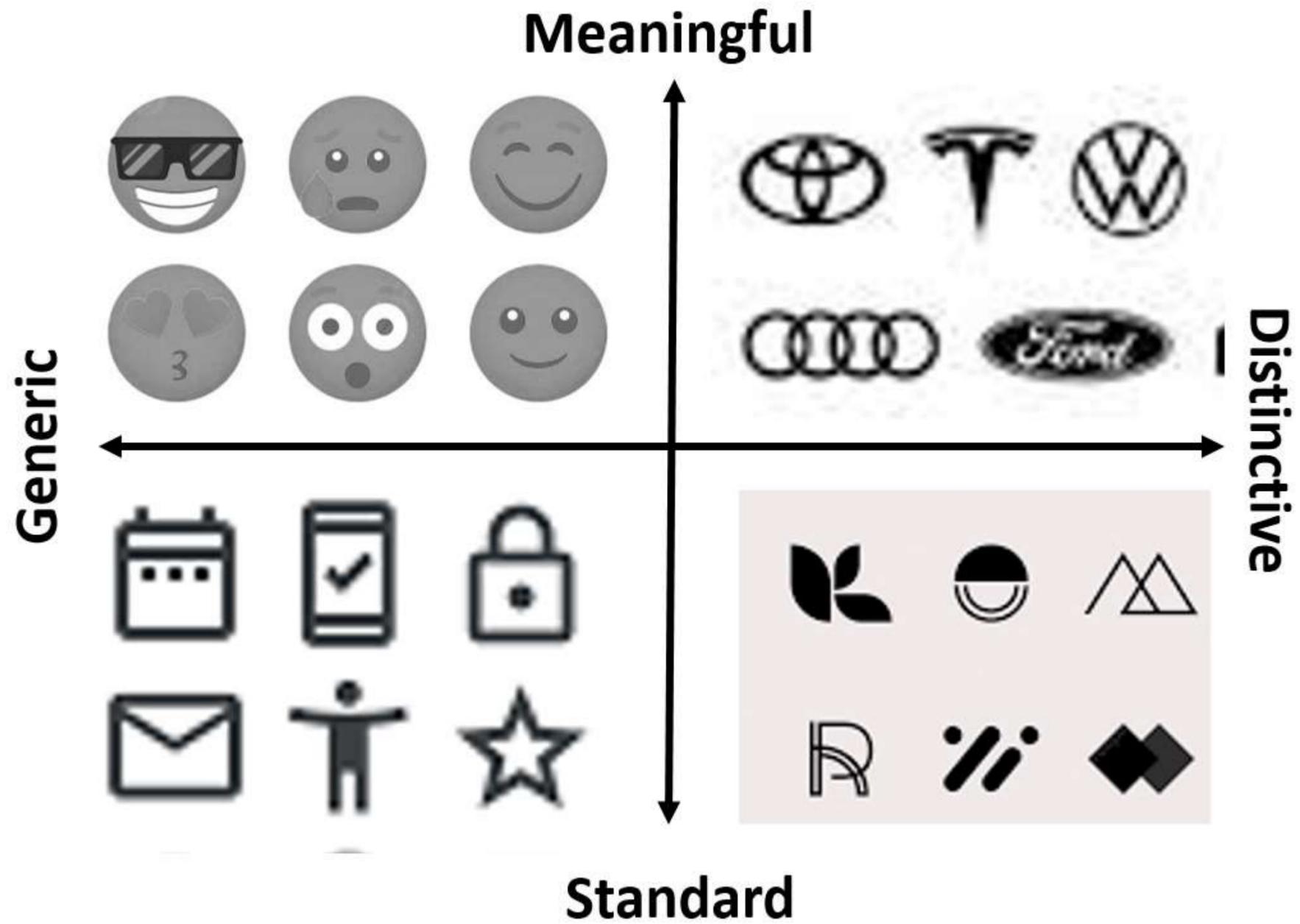
Packaging Design



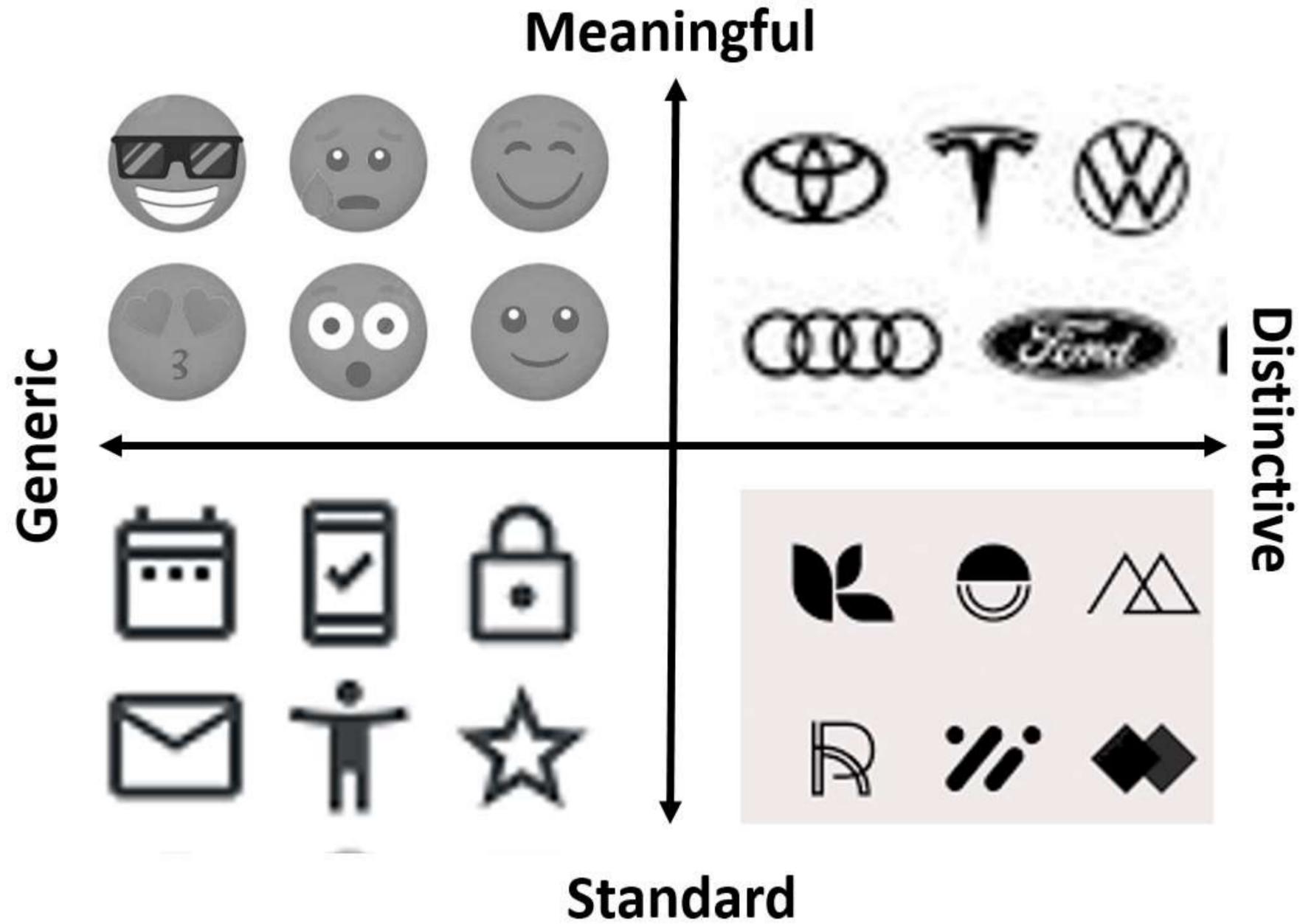
Key Brand Assets



Key Brand Assets



Key Brand Assets



The Design Brief

1. Weed out assets that are neither meaningful not distinctive.
2. Accentuate assets that are both meaningful & distinctive
3. Add meaning to assets that are distinctive but not meaningful.
4. Take an asset that is already meaningful and make it more distinctive
5. Finally, add more assets!

#1. Weed out assets that are neither meaningful not distinctive.



#2. Accentuate assets that are both meaningful & distinctive



#3. Add meaning to assets that are distinctive but not meaningful.

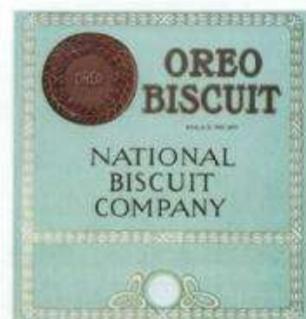


#4. Take an asset that is already meaningful and make it more distinctive

1912



1915



1931



1963



1951



1937



1973



1998



2012-TODAY



#5. Finally, add more assets!



Packaging Design as Strategy



Cadbury Dark Milk



Thank You !