



How does one create a unique brand for an organisation within a vertical that's set in its ways?

The Fragrance and Flavour industry is a burgeoning market. Many companies purchase and utilise enormous amounts of raw materials everyday but face the problem of excess stock due to the dynamic nature of this industry. FnFsurplus.com wanted to open an online marketplace for surplus raw materials, finished goods, packaging materials, and capital goods which would cater to the ever-changing needs of buyers and sellers.

For establishing a successful website, the company would need a branding strategy that would, in the mind of its users, provide absolute clarity and leave no doubt in reference to what it does. As an advertising agency in Chennai, SingylStroke was chosen to brand the company due to its expertise in a wide array of services including branding; video, brochure, and website design.

Branding a company that is unique to an industry and making its name immutable to other companies within the same vertical can prove to be a difficult task, given the B to B nature of the industry. A host of exercises were planned and executed including brand discovery, creation and maintenance. A name and a tagline, keeping in mind that both had to be lucid and accurate, was made. A logo that reflected the purpose of the company was designed. A user-friendly and interactive website, which would enable users to enter information and other things necessary for making virtual exchange possible, was drafted. From the communication standpoint, a video that would be crisp, engaging and explanatory was produced. This was also used as a vehicle for marketing. Brochures, flyers and print ads were also created as marketing collaterals.

FnFsurplus.com (<http://fnfsurplus.com/>) is currently running live as a successful e-commerce platform in the Fragrance and Flavour industry.