



The chlorophyll workshops:
clarity and creativity



The chlorophyll workshops are a low-risk investment for organisations that wish to:

1. understand the best and next practices in **branding** *or*
2. understand the role of **creativity** at individual and group level and how to deploy it for greater ROI on time (because ideas are free!) *or*
3. **solve real-life** corporate brand, service brand or product brand-related problems in one single focussed day or two days!

Part One:

Workshops on

brand (*noun*)

and

branding (*verb*)

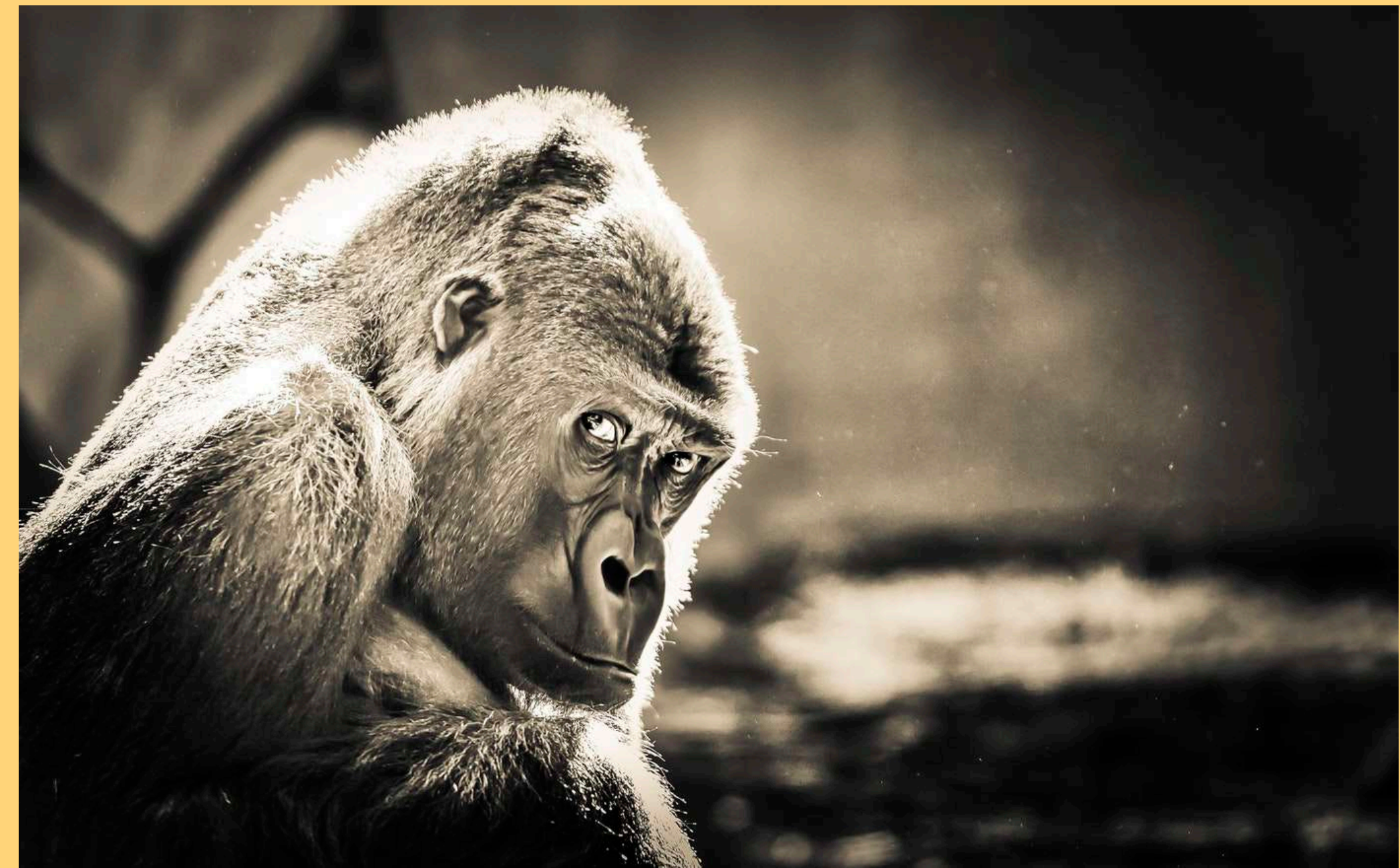
Fact One

“In the past, Asia’s emerging multinationals could thrive without strong brands.

In the future, they will need brands just to survive”

Brand and Deliver, The Economist Intelligence Unit report 2010

Fact Two

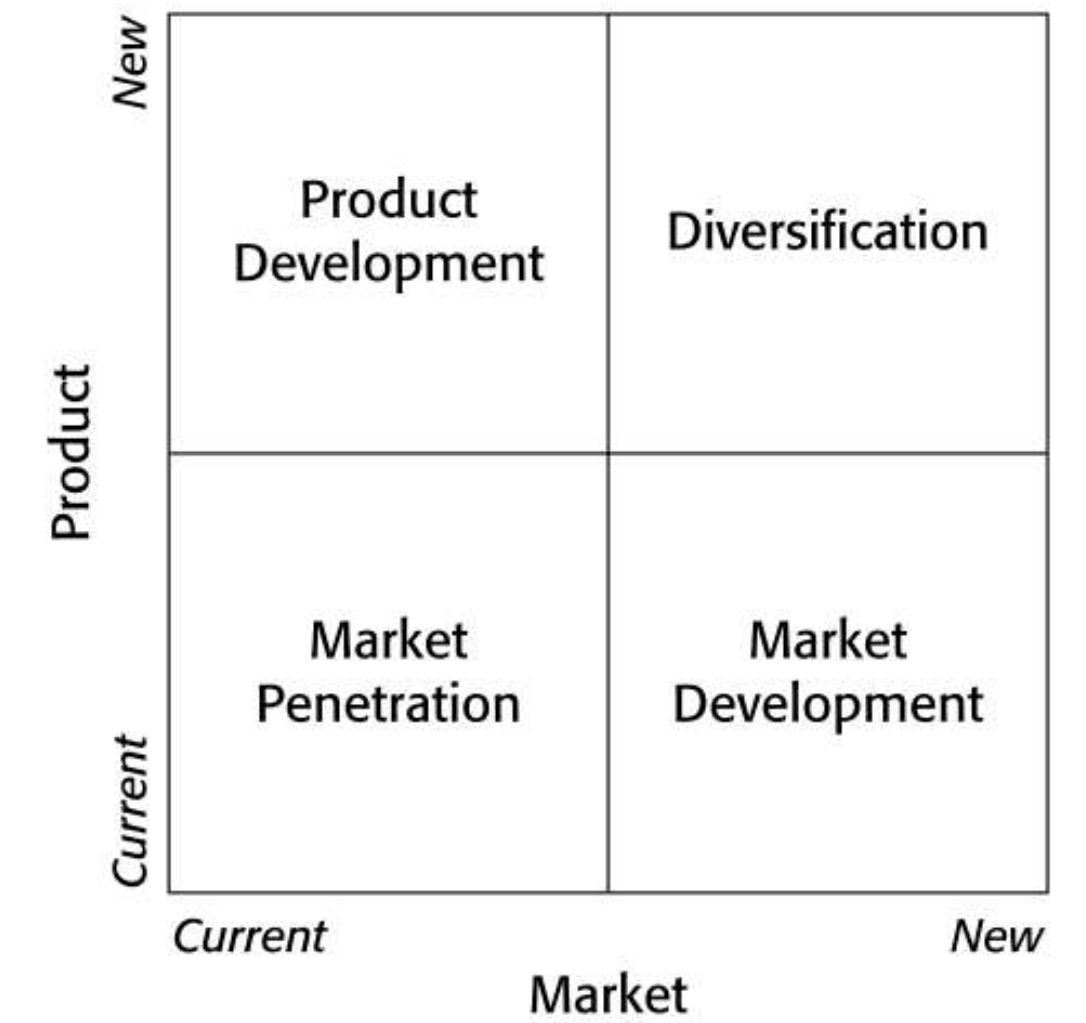


The superficial understanding of branding is 'slapping lipstick on a gorilla and hoping he will pass off as a ballerina'

Here, branding is misunderstood as = brand name + logo + advertising

The famous Ansoff Matrix

Fact Three



The deeper understanding of branding leads to a change in business decisions

Here, branding is correctly interpreted as = a new way of doing business

Summary

Branding is not a marketing tool.

It is a business tool.

Wait a minute...who or what is a chlorophyll?:-)



chlorophyll has been
unlocking the business potential of brands
since **1999**

Over **200** brands differentiated

Over **50** new brands created

The background of the slide is a close-up photograph of several large, vibrant green leaves, likely from a plant like basil, with prominent veins. A semi-transparent green rectangle is centered on the slide, containing white text.

Brand thinking can also be leveraged
to **transform** organisations

chlorophyll has been involved in over **30**
organisational transformations

1. **Creating new** brands: a chlorophyll speciality







Creating value. Sharing value.



A Shapoorji Pallonji – Dilip Thacker Group Venture

New brand



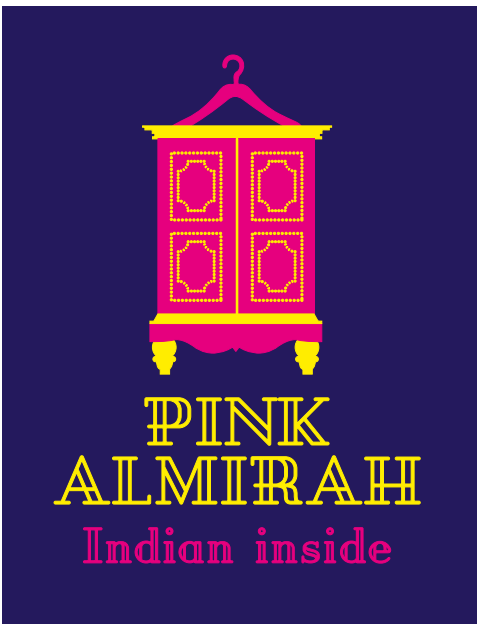
New brand



New brand



Creating retail brands for Vishal Retail





2. Transforming your existing brand

Changing brand strategy, changing brand identity



Changing brand strategy, changing brand identity



Changing brand strategy, changing brand identity



Changing brand strategy only



Changing brand strategy only



TATA MOTORS



TATA POWER



3. **Adapting** your **global** brand to **Indian** market realities & vice versa



Our process and brand models are so adaptable,
they can be customised for any **species** of brand...



Eternal Mewar

*Custodianship unbroken
since 734 AD*

The **world's oldest brand**: 1400 years old!
Combines for-profit
& not-for-profit organisations



India's **first aerotropolis** brand



Nandan Nilekani:
a **belief** brand



"Kenna slow, kenna fast!"

A **tourism** brand



An **NGO**
(Non-Governmental-Organisation) brand

Back to:

Workshops on

brand (*noun*)

and

branding (*verb*)

- The chlorophyll **brand vs branding** workshops clarify the concept of brands and branding by:
 1. Tracing the history of brands and branding disciplines
 2. Teasing out the differences between product brands (Eg: toothpaste), service brands (Eg: a hotel) and corporate brands (Eg: your company)
 3. Explaining out the differences between B2B brands and B2C brands

4. Describing the process of defining brands and aligning business to the definition

5. Understanding issues such as:

relationship between product and corporate brand (brand architecture)

relationship between employer brand and corporate brand

how to create a new brand (creation)

when to change a brand (transformation)

how to adapt a brand to a new culture (translation)

how to make decisions on brand name, logo, colours, brand extension

how to create a new brand experience

Customisation 1

- The chlorophyll brand workshops can be customized by engaging chlorophyll before and after the workshops.
- **These workshops go beyond explaining best or next practices in branding: they actually solve real-life problems of alignment in just one or two focussed sessions!**

Customisation 1

Eg: product brand & communication audit

- The marketing head feels that her brand's communication is not integrated and invites chlorophyll
- Before the workshop, chlorophyll audits the entire brand communication including web and social media.
- At the workshop, it shares the results of the audit as well as the divergence from the brand strategy agreed to by brand owners
- At the workshop, the Group then comes up with solutions to the divergence using a chlorophyll-guided process

Customisation 2

Eg: employer brand & values alignment





- HR Head is worried about confusion on corporate values
- Before the workshop, chlorophyll helps fine-tune the values statements using formal research techniques
- At the workshop, it shares the results on corporate values
- At the workshop, the Group studies the divergence between stated values and various areas of alignment: recruitment process; induction process; rewards and deterrents process; leadership behaviour

Customisation 3


Eg: service brand & values alignment

- Head of retail chain is not confident brand's differentiator is being practised at the floor level
- At the workshop, the Group comes up with ideas on how to align customer-facing behaviour with brand values (using a chlorophyll-guided process)
- Post-workshop, chlorophyll does mystery-shopper audit to check level of alignment between values and practice.

Brands & branding workshop clients

1.  Analyzing the meaning of the US brand in India and aligning brand development to that meaning
2.  Building the contraception brand portfolio
3.  Understanding the corporate brand and using communication to align it globally
4.  Understanding the relationship between employer brand and corporate brand

Brands & branding workshop clients

4.  Largest business house in Bangladesh: using group creativity to solve brand problems

5.  : Helping a challenger telco brand in Nepal create a strategy to beat the public sector giant

Part Two:

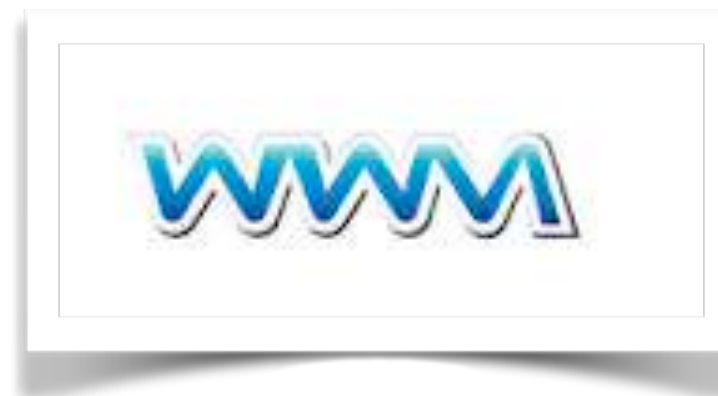
Workshops on

creativity

chlorophyll also offers workshops on creativity:

1. The definition of creativity: physical, mental, spiritual levels
2. Barriers & facilitators
3. Creativity for problem solution
4. Group creativity to solve real-life problems: using a technique called Synectics

chlorophyll has conducted “creativity for problem-solution” workshops for international teams of:



Part Three:

Workshops on

**innovation, design thinking and culture
transformation**

chlorophyll innovation lab:

In 2017, chlorophyll created chlorophyll innovation lab, India's first dedicated brand innovation collective. It consists of 800+ innovators from around the globe.

The lab has created its own innovation dash™ methodology that helps solve complex problems in a very short time interval.

The process is a unique amalgamation of design thinking, the theory of constraints model, root cause analysis techniques, product design algorithms and rapid prototyping.

- The chlorophyll innovation dash™ can be used to solve any clearly defined business problem. Here are some specific use cases:

1. **Increase adoption or sales** of a product or service
2. **Develop new and innovative brand offerings** within the current business constraints
3. **Create a start-up mindset** within large corporates and develop a framework for innovation thinking
4. **Help create large earned-media** ideas for a business to connect with its consumers
5. **Generate unique data insights** and cross-connections from big data available with a business
6. **Help identify the core consumer trends** that can shape a brand's product/service

- The chlorophyll innovation dash™ was used to create:



India's most innovative water heater (feature set defined in 1.5 days)



An employee engagement program for innovation-led solution creation



Increase the number of full marathoners via the world's first 'Inspiration medal'



A program for five different agencies to work together for integrated brand building



A totally differentiated customer experience for Mumbai's first food mall



Increase fund raising exponentially via sport partnerships



Drive adoption of tinting machines to grow the emulsion paint business

How long does the innovation dash™ take?

The workshop usually takes 1.5 days.

However, it can be customised based on the problem definition to even deliver results in just six hours!

How is this different from a 'brainstorming session' or an ideation workshop?

1. Brainstorming sessions follow an open-ended thinking process where ideas not added to each other to create integrated solutions. This process focusses on a mix of convergent and divergent thinking to arrive at executable solutions.
2. Most ideation workshops are from the brand's perspective. This process approaches everything from the consumer's perspective.
3. Most brainstorming sessions happen with domain experts and there tend to be intrinsic blinders which hinder unique innovations. This process involves innovators from different walks of life who bring in a new perspective to the thinking process.

Some reactions

ADITYA NATH JHA, Global Brand Manager, Infosys

“In a large company, the flame of individual creativity often gets brutally extinguished when faced with the howling winds of quarterly targets, inflexible processes and general conformity.

Kiran's workshops kindled those flames again. Above all, he made the participants believe that they are capable of ideas, creativity and innovation.”



MATT LUMB, Integrated Communication Manager, P&G International Operations

“We really appreciated your thought provoking talk around creativity and ideas as the opening address for our global meeting held in Delhi, India.

The feedback from our team indicated they wished we could have given this even more time in the agenda for QnA and to discuss further given your relevant and provocative content.

We appreciated your willingness to tailor the content to better meet the needs of our group and flexibility in fitting with our agenda.

Our global meeting was judged a huge success and your opening address played a key part in this.”



SHANTANU DAS GUPTA

Vice President: Corporate Affairs and
Strategy, Asia South, Whirlpool

"88% of the participants provided feedback: out of the 11 parameters, chlorophyll scored above 90 on four, and above 80 on five more!"



MAKARAND KHATAVKAR
Managing Director / Head, HR
Deutsche Bank AG

"We have internal guidelines that prevent us from giving written testimonials. That said, I am happy to share my positive experience about your workshops...feel free to share my reference/mobile phone." +919820851555



Thank you

