

It was a task of creating an Ayurvedic cosmetic brand emerging from the passion of a business owner . It was a task of creating close to 100 products from the scratch ranging from skincare, haircare to healthcare and competing with the best in the industry.



CASE STUDY



ABOUT BIO RESURGE

Bio Resurge is a breath of fresh air in the world of Ayurveda. Based on the 5000 year old science of

Ayurveda, their formulations are adopted from sacred ancient vedas and scriptures.

They aim to provide luxury to the masses at affordable prices- the luxury of using products so pure and potent, they show results from a single time usage. Ingredients like flowers, fruits, vegetable and minerals are used to make a pure and natural product which stands out from its competitors.

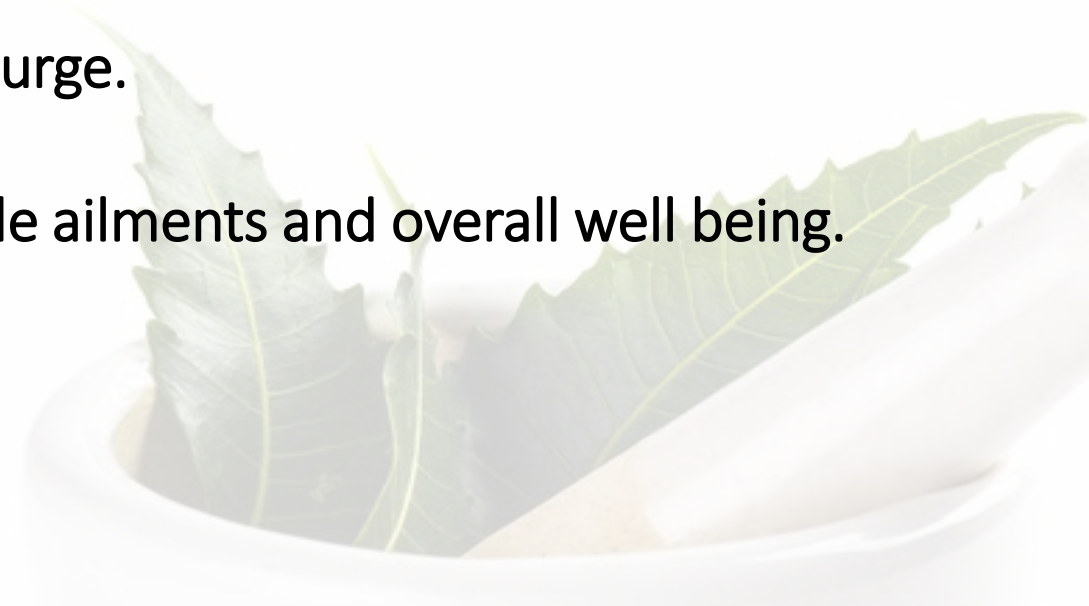
Already a pioneer in its segment in a short span of time, Bio Resurge aspires to have not only a countrywide but a world wide presence.

BRANDS UNDER BIO RESURGE

Anashwara- The skin care category of Bio Resurge.

Padmakesh- The hair care range of Bio Resurge.

Bio Resurge- Health Care range for multiple ailments and overall well being.



FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

Flags Comm had a clearly defined mandate for Bio Resurge. We were the extended wing of the organisation quite literally as we were the first ones to be on board, when company had no one else except the brand owner. Everyone came in much later. We had the most difficult and tedious task of creating a brand from the scratch and making it market ready. We served as the brand's Marketing Agency and in a record time for any agency, we created a brand with such a huge portfolio of products. Areas we looked after:

- Marketing Strategy
- Brand Identity creation
- Sub brand creation
- Packaging Development

INITIAL BRAND CHALLENGES:

- Business owner's vision of creating multiple products was the biggest challenge.
- We wanted to create a new brand but the competitors were well established players
- Biggest challenge was to give the brand identity which was different from the cluttered market.
- Idea was to launch Skin care, hair care and healthcare range together.
- Brand owners had no experience in this industry as their previous and very successful experience lied with totally different sector.
- Marketing budget was always a restriction

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

Flags took upon the complete exercise for Bioresurge , to create a brand which could clearly communicate the essence of the brand, its ayurvedic properties and its miraculous results(as stated by brand owner). Steps followed were:

- First task was to understand the whole idea completely and to test and try all the claims made by the brand owner regarding the products. As a marcom agency it's very important for us to be sure of the brand that we are about to create.
- Flags was a part of all the decisions taken related to the brand/ products and all the boardroom meetings used to take place in our office, as the brand didn't have a corporate office even till then.
- Proper Primary and secondary research was done to understand the industry.
- Product Ingredients were well understood
- Product pricing was strategized in order to launch with strong footprints.
- Look and feel of all the ranges and their sub products was well curated.

BRAND LAUNCH PREPARATION

For a cosmetic brand, this is one of the most difficult phase as in one go multiple products need to be readied and launched.

- Brand identity for Bioresurge was carefully made to support all the segments .
Leaf of 'peepal tree' was made the brand symbol as there is nothing more sacred and purer than that. Leaf also signifies growth, mortality and many other prosperous synonyms and hence it served best for the brand vision. Tagline 'Redefining lives' again resonated fully with the brand mission.



- When we started understanding the products and the ingredients used, we were sure of one thing that this can't be a non-expensive range. The products will be competing with the to-the- edge brands like Kama Ayurveda and forest essentials etc..
- Decision was taken to have sub –brands under Bio Resurge.
- The teams visited various outlets of the likes of above mentioned brands and collected a lot of information. Number of products, number of sku's, price range, different kind of ranges, brand outlook, everything was well studied
- After multiple discussions, the decision was taken on having three separate ranges. Skin Care, Haircare range and Healthcare range

- After much deliberations, Skin care range was named Anashwara which literally translates to immortal. Ayurveda equips you with the knowledge to have timeless youth and ageless beauty. And Anashwara was created to provide you with exactly that
- Hair care range was named Padmakesh, meaning goddess Lakshmi's unparalleled gorgeous tresses.
- Health care range had the name of Bioresurge which was self-explanatory for the product line. All the products under this again had separate nomenclature.



- Brand Photoshoot was done with a completely new thought process. It was traditional yet modern.
- Since the brand owners were confident that it is an age old Ayurveda compositions, a strategic decision was taken to have bold 'grounded to roots' brand outlook.

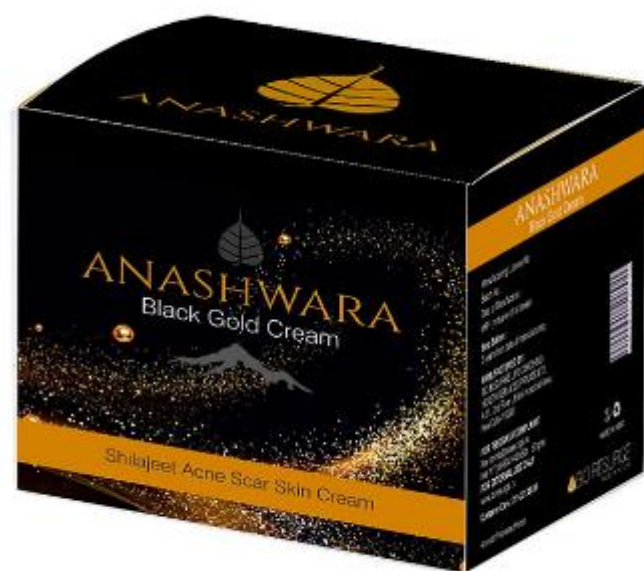






- Then started the humungous packaging task. Anashwara had around 40 products under it and all different from each other. We had to not just design the packaging, but also had to decide the jar/ bottles for the same. It will be dispenser style, squeeze bottles, Doppler, glass jars, plastic jars etc..., all these decisions were taken by flags considering the practicality and usage .







- There were 8-10 products under Hair care range and similar exercise was carried out.





- Healthcare range had multiple products ranging from general wellness to ailment specific. It also had kids range and the number of products again ranged around 30 plus.









- Entire launch strategy was derived. Call was taken whether a product should be made the hero or the entire segment should be highlighted. 'Feel the difference from day one' was the worked upon campaign
- Decision was taken to launch the brand in UP market considering the population of the state.

B2B PRE LAUNCH COMMUNICATION

B2B communication material was prepared to reach out to channel partners.


- Separate Product catalogue was prepared for healthcare range which had syrups capsules, tablets etc and their specific detailing.
- Entire B2B kit was prepared for the sales force assistance.



ARTHOSURG-OA


Effective Management of Osteo-Arthritis

Tablets



Doses : 1-2 Tabs twice a day along with luke warm water or milk.

Each tablets contains :	
Bosweliya serrata (Shallaki) Ext.	250 mg.
Moringa olifera (Sahjan) Ext.	100 mg.
Valeriana walchii (Tagar) Ext.	050 mg.
Tinospora cordifolia(Giloy)Ext.	050 mg.
Muktashukti Bhasam	200 mg.
Trikatu Ext.	050 mg.
Boerrhavia diffusa (Punernaba)Ext.	050 mg.
Trikatu Ext.	050 mg.

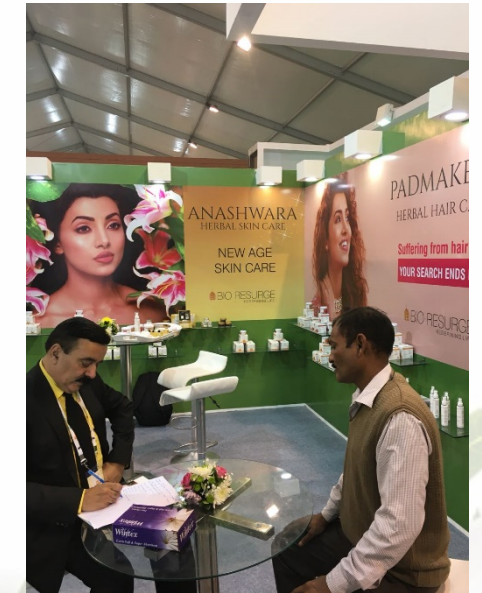


- Act as strong analgesic & Powerful Anti-inflammatory agent due to shallaki, sahjan.
- It also reduces swelling, morning stiffness.
- It increases muscle strength hence improve grip strength.
- Moringa & Mukta Shukti provide calcium & magnesium, hence beneficial in Osteo-Arthritis.
- It is a powerful Immuno-modulator & hence improve condition of synovial cavity & stop progression of disease.
- Reduces Stress & Anxiety.

www.bioresurge.in

BIO RESURGE
REDEFINING LIFE

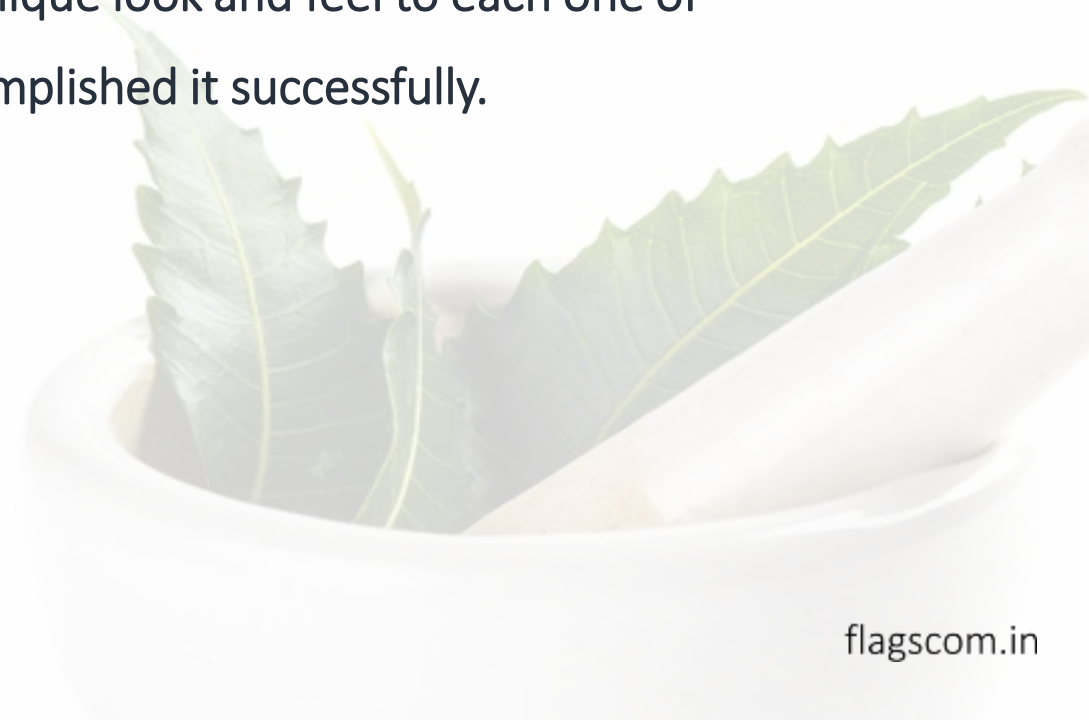
- Multiple brand communication material was made to reach out to B2B channel partners.
- Brand was launched in Ayush exhibition and the entire concept was designed by Flags



- Many other exhibition participation followed globally too.

ACHIEVEMENT/ SUCCESS STORY

- Flags takes immense pride in creating three different brands for the B2C market
- The holistic involvement that we had with the brand from day one helped in creating a lot of clarity for the owners.
- Creating multiple packaging's and also giving unique look and feel to each one of them was surely not an easy affair but we accomplished it successfully.



FLAGS COMMUNICATIONS MADE THE BRAND READY TO ROLL
OUT IN THE MARKET IN A MUCH SHORTER SPAN AND THEN IT
WAS HANDED OVER TO BRAND OWNERS FOR FURTHER
PLANNING....



The choice of bringing Flags Communications onboard was natural as both the companies are energetic. They bring unique approach and hold years of experience in handling brands successfully. Together, we have commenced on a great journey of brand building and making it one of the best available brands in the category.

Vinod Aggarwal, chairman, Bio Resurge

THANK YOU

LET'S CONNECT @ 0931005585