

In a herd, it's not easy to make a mark.. It takes a lot of effort to create a differentiation to stand out in the market full of alike.

That's when a plywood business group made up its mind to make a difference!

CASE STUDY



ABOUT MINIMAX

Minimax is 20 year old plywood company in Yamuna Nagar, Haryana. Their vast knowledge about wood products has enable them to deliver products that hold non-paralleled finishing & details. To enhance the utility & feasibility of their products, they cautiously compare the raw material mix with the application of products. Further, their Moulded Designer Doors are highly appreciated by the clients owing to their incredible style, better strength, no wrapping bending, smooth surface, etc. They have a large & full facility infrastructure to support the manufacturing activities to run at a fast pace.

FLAGS COMMUNICATIONS ROLE IN THE ORGANIZATION

Flags Comm came on board as a Marcom agency for the brand as the primary objective was the brand revamp and launch of a new product. Areas we looked after:

- Marketing & Advertising
- Product Launch
- Digital Marketing

INITIAL BRAND CHALLENGES:

- Yamuna Nagar is full of plywood companies, it was important to have a very refreshing identity and appearance
- Brand image was very desi and required complete revamp
- Most of the sector was unorganised
- The brand wanted to compete with the giants ruling the market

HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

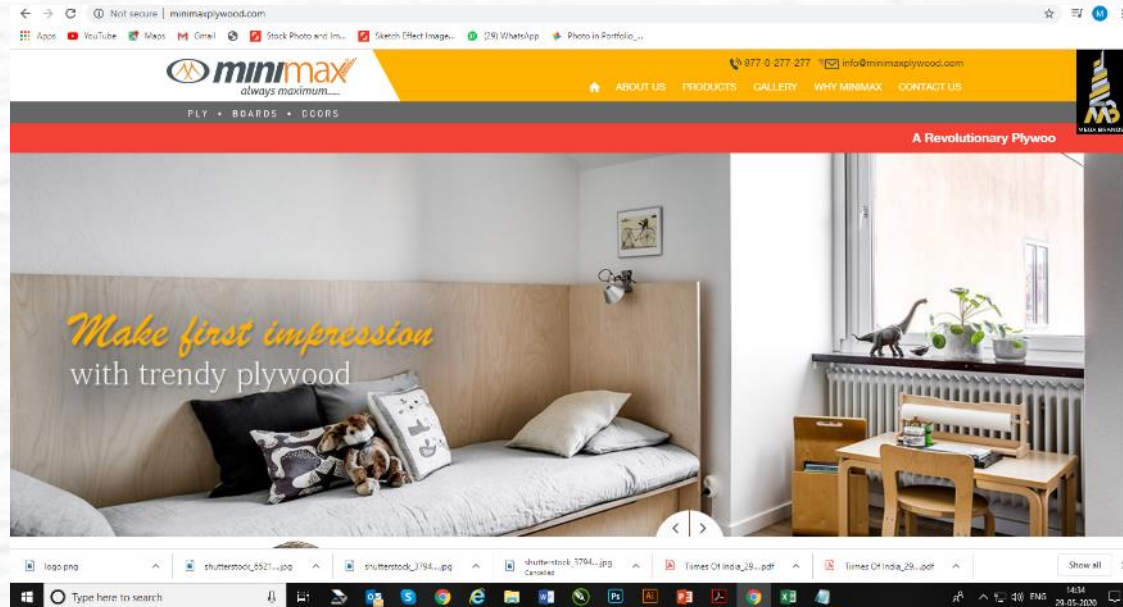
As an integrated MARCOM agency, Flags took upon the complete exercise for Minimax to give it a fresh make over. Steps followed were:

- Thorough Understanding of the sector
- Understanding the current positioning of brand
- Transforming the brand look and feel
- New Product Launch
- Crafting customised marketing strategies according to the needs of the market and need of the sector

B2C & B2B COMMUNICATION

First task in hand was to create a corporate look for the brand. It was important to make brand visually appealing to attract customer eyeballs.

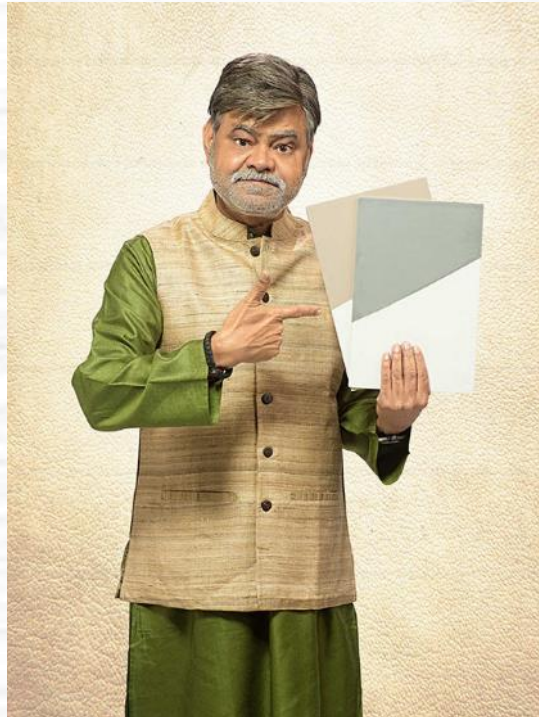
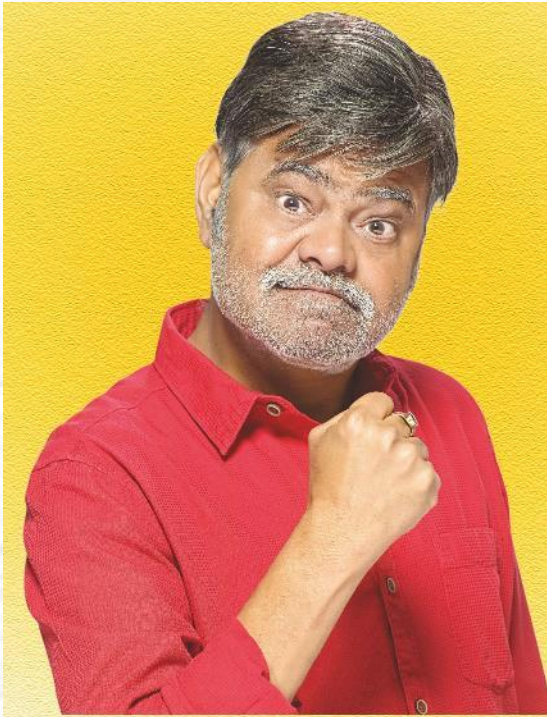
- Brand corporate look was completely refreshed.
- Website, Corporate Movie, Brand identity.. everything was being worked upon



- After this came a task of launching a new plywood which was a new innovation to be introduced in the market
- Product was named as Multifit: A plywood that is a perfect fit for one's multiple requirement.
- 'The Carpenters choice' was the product tagline which was finalised after much deliberation as carpenters are one of the biggest influencers when it comes to selecting the plywood



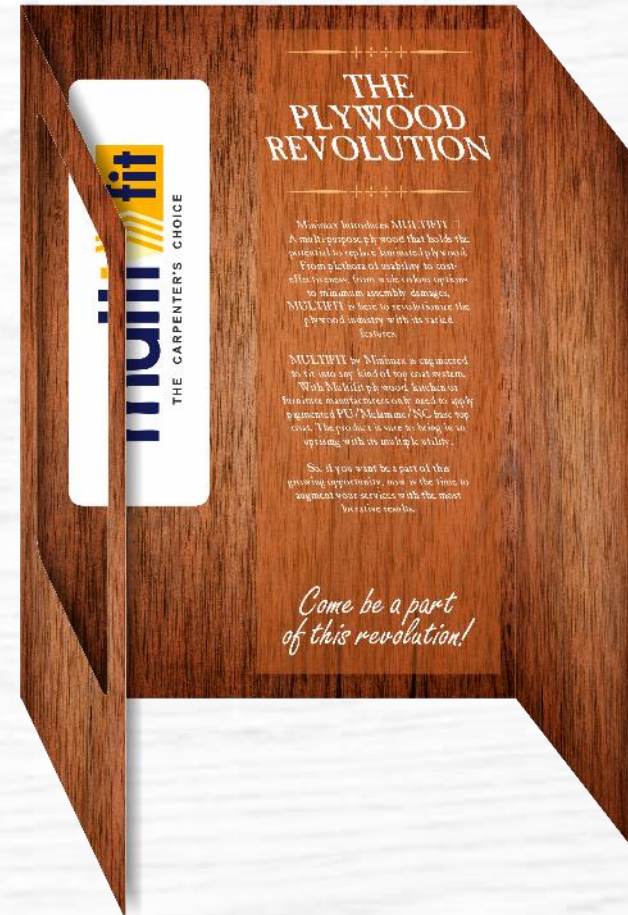
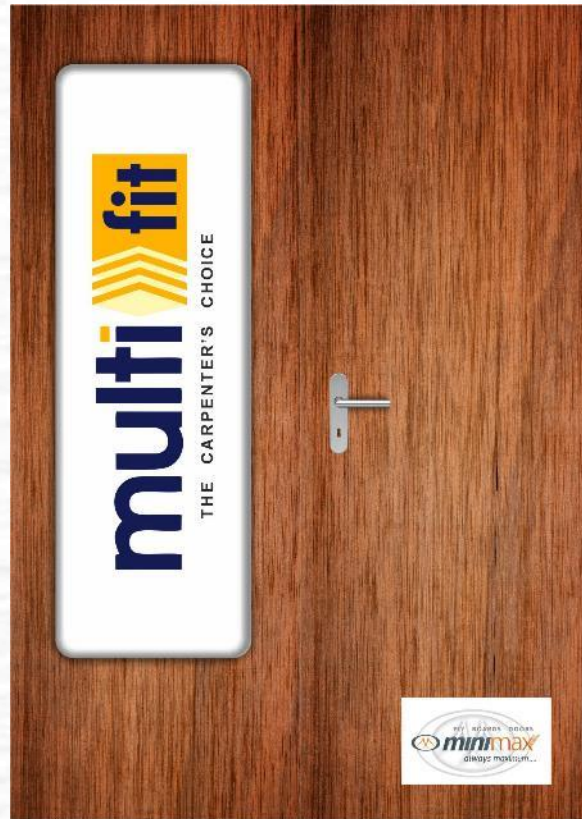
- Brand Ambassador Sanjay Mishra was proposed as he could attract the masses in the market. It was a first time any manufacturer in Yamuna Nagar associated with a celeb.
- Entire Brand photoshoot was done with the products in Mumbai



- Multifit launch happened in the most reputed industry exhibition and show



- Outdoor mediums like hoardings and Dealer boards were planned
- Direct Mailers were planned to communicate with the stakeholders



- A full fledged strategy was created to develop new markets in different parts of the country.
- Target oriented sales approach was crafted for creating new network of dealers, channel partners, stockists etc.
- Entire Brand calendar was planned , keeping in mind the products and the corporate outlook

JANUARY 2018
पौष / माघ २०७४

mini max
always maximum....
A government and ISI:G approved Company
PLY • BOARDS • DOORS

SUN	14	28	
MON	1	15	29
TUE	2	16	30
WED	3	17	31
THU	4	18	
FRI	5	19	
SAT	6	20	
SUN	7	21	
MON	8	22	
TUE	9	23	
WED	10	24	
THU	11	25	
FRI	12	26	
SAT	13	27	

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माघ / फाल्गुन २०७४

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SUN	11	25
MON	12	26
TUE	13	27
WED	14	28
THU	1	15
FRI	2	16
SAT	3	17
SUN	4	18
MON	5	19
TUE	6	20
WED	7	21
THU	8	22
FRI	9	23
SAT	10	24

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DECEMBER 2018
कार्तिक / अग्रहन २०७५

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SUN	9	23	
MON	10	24	
TUE	11	25	
WED	12	26	
THU	13	27	
FRI	14	28	
SAT	1	15	29
SUN	2	16	30
MON	3	17	31
TUE	4	18	
WED	5	19	
THU	6	20	
FRI	7	21	
SAT	8	22	

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- Trade magazines advertisements were designed to reach to the right target audience



The advertisement features a man with a beard and mustache, wearing a blue and white checkered shirt and blue jeans, sitting on a white stool. He is holding a large, white, rectangular door panel with a curved design. The background is a repeating pattern of the word "multi" in a light blue font. The text "mini max" is visible in the top left corner, with the tagline "always maximum..." below it. The main headline reads "Presenting multi fit THE CARPENTER'S CHOICE". Below this, a yellow banner states "FIRST TIME IN INDIA... A REVOLUTIONARY PLYWOOD". The text "The new Multifit Plywood is here is set aside all the hassles adhered to any normal plywood. Gone are the days when you had to use solvent base system in order to get good prime base plywood. Multifit is sure to offer you the perfect balance of ease and class." is followed by two sections: "Why MULTIFIT?" and "Product Range". The "mini max" logo is repeated at the bottom left. The company name "Minimax Metals & Plywood Pvt. Ltd." is at the bottom center. Contact information for the registered office and works is provided at the bottom right. The footer includes "A GOVERNMENT & MNC APPROVED CO." and "RECOATED PLYWOOD AND DOORS".

mini max
always maximum...

Presenting
multi fit
THE CARPENTER'S CHOICE

FIRST TIME IN INDIA...
A REVOLUTIONARY PLYWOOD

The new Multifit Plywood is here is set aside all the hassles adhered to any normal plywood. Gone are the days when you had to use solvent base system in order to get good prime base plywood. Multifit is sure to offer you the perfect balance of ease and class.

Why MULTIFIT?

- UV Coated
- Easy Application and Installation
- Environment Friendly
- Available in all Thickness and Designs
- Carpenter Friendly
- Time and Cost Saving

Product Range

- Re-Coatable Plywood
- Backer Grade Plywood
- Prime Solid Wood Carving Doors
- Prime Flush Doors

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always maximum...


Minimax Metals & Plywood Pvt. Ltd.

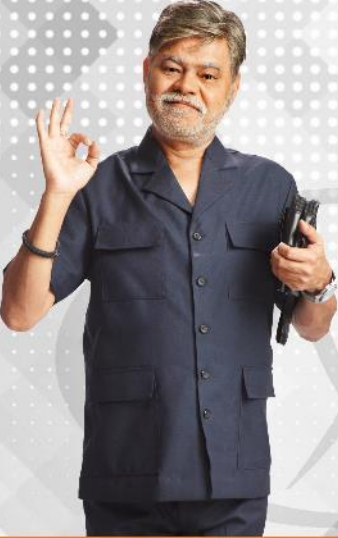
Registered Office : Old Court Road, Jagadhri - 135 003, HARYANA, (India)
Works : Village Todarpur, Khazuri Road, Opp. HP Petrol Pump, Yamuna Nagar, - 135001, Haryana (India)
Tel. : 01732-234088, +91-977-0-277-277 • info@minimaxplywood.com • www.minimaxplywood.com


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always maximum.....




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From
8th March–12th March, 2018


Venue
Hall no. 3 UL, Bangalore
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**AN
INNOVATION
LIKE NEVER
BEFORE**



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WITNESS FOR THE FIRST TIME

THE PLYWOOD REVOLUTION IS HERE AT...

 **india
WOOD**

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ACHIEVEMENT/ SUCCESS STORY

- Minimax could achieve what it wanted and for the purpose they approached
Flags was fulfilled
- It created a differentiation for itself in the cluttered market
- Multifit was successfully launched and it got the recognition and acceptance too
- Finally brand could convey to the market that it's one of the serious players and is here to stay and evolve.

FLAGS COMMUNICATIONS WAS ON BOARD FOR A PURPOSE
AND THAT PURPOSE WAS WELL ACCOMPLISHED. WORK GOT
OVER BUT THE RELATIONSHIP STILL CONTINUES.

THANK YOU

LET'S CONNECT @ 09310055885