



PROENGAGE CASE STUDY

DEVELOPING BRAND STRATEGY TO STRENGTHEN BRAND VISIBILITY



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PARTNER NGO: UDAYAN CARE, DELHI

PROJECT SUMMARY

The scope of the work involved in creating brand awareness and draw a branding and digital strategy to grow the NGO Partner's database with potential donors and volunteers.

BACKGROUND OF PROENGAGE VOLUNTEERS

Aruna Vaidyanathan, Senior Consultant from Tata Consultancy Services and Sonu Purohit, Service Manager from TATA Communications like being part of TATA legacy, they have inherited the great values and zest to give back to society in whatever way they can.

Aruna and Sonu have great interest and passion for volunteering. When they heard about the Pro-bono volunteering opportunities with Tata Sustainability Group, they felt it was the best platform to try it.

ABOUT NGO PARTNER

Registered in 1994 as a Public Charitable Trust, Udayan Care has been providing care, protection and education to vulnerable children and higher education opportunities to girls for the last 21 years and is now present in ten cities in India. Although recognized for their work within the field, particularly in the area of child rights through service delivery, Udayan Care is not a top of mind recall brand name for people not directly associated within this field and they aimed to create branding and digital strategy.

PROJECT DETAILS

The project commenced in January 2016 with a few brainstorming sessions. The NGO team explained to the volunteers the necessary requirements. Aruna and Sonu prepared presentations, suggesting a way forward for the NGO. They undertook a strategy planning exercise. During this exercise, the Aruna and Sonu realized that the branding strategy is a very specialised field and getting an external agency would be critical. They contacted several agencies who would do the required work at an effective cost and selected one of the best agencies in India. By April, they kicked off the project with the agency. The project was split into 4 phases-creating a brand strategy, visual identity, guidelines for brand usage and the website.

CHALLENGES FACED :

The biggest challenge volunteers faced was time management. They wanted to do their best for the project but their tight work schedules and other pressing priorities sometimes made things quite difficult. Couple of things helped Aruna and Sonu overcome their time crunch challenge, by drawing inspiration from the Udayan Care team wherein despite challenges faced by the NGO, their staff worked tirelessly and with no complaints.

“ I had expected it to be a shorter engagement and I had also not expected it to be this rewarding. Not only did it give me the satisfaction of doing something meaningful, it also helped plug some gaps in my experience as a marketing and communications professional.
- Aruna Vaidyanathan ”

“ I've learnt that people will forget what you said, people will forget what you did but people will never forget how you made them feel. It also helps you take a pause amid the race of life to introspect and find a cause to keep moving.
- Gaurav Kumar ”