

Contact:

Daya Kingston,

N & D Communications Pvt. Ltd.,

59, G N Chetty Road,

T Nagar, Chennai 600 017.

Phone : 91-44-28156597 Telefax : 91-44-28156598

E mail : daya@ndcindia.com

Launching a Powerful Brand Image for *i-FLO!*

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N&D Communications is proud to have been awarded the creative duties of *i-Flo* Salt. This new account is an exciting and challenging one as the entire brand has to be built bit by bit from ground level onwards. The brand positioning, brand strategy, brand launch, advertising and promotions were included.

i-FLO Salt is the maiden FMCG brand from GHCL a leading salt manufacturer in India, who packs salt for all the major brands in India and Abroad. This iodised and refined salt is being launched across South India and the challenge for N&D was to build a clearly defined brand image in the minds of the target audience. It would have five variants.

The USP of *i-FLO* is that beyond the usual Iodised and Crystal Salt, it offers speciality salts like herbal, low sodium and double fortified salt. N&D planned a strategy where the flagship brand *i-FLO* Refined Iodised Salt, would be launched first with a strong accent on its health benefits and the other variants *i-FLO* Herbal Salt, *i-FLO* Low Sodium Salt, *i-FLO* Double Fortified Salt and *i-FLO* Crystal Salt piggybacking on it.

N&D also planned to position it as a healthy salt for the family. The core benefit of bringing health to the family would be highlighted in the tagline. To complement this, a family of 4 were to be the face of the brand. This would build trust and an emotional attachment. Marketing collaterals and POP material would also be designed to carry the brand forward. The launch would be planned after the market research studies were carried out. This new account is a big feather in N&D's cap.

The Media Plan for *i-FLO* Refined Iodised Salt consists of ads in vernacular magazines, brand integration into cookery shows and a time ticker in the electronic media. *i-FLO* Herbal Salt was launched with a radio campaign on FM which was built around storylines like a teacher-student, politician-audience, Doctor-friend, Chef-audience and also a peppy jingle.

*N & D Communications is a Chennai based new media-advertising agency that provides consolidated Creative and Branding solutions for the Product, Corporate and Service Industries. For more details about us please visit our site at www.ndcindia.com and for the brand *i-Flo*, visit www.iflo.in*