



Manosh R. Sengupta
Brand-Parent. Nurturer. Mentor

'brand-@itude'

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Parenting of Idea Cellular

"Manosh... conceptualized the new brand IDEA in 2002, and defined its character, it's imagery. ... a very capable communications professional with wide exposure to all aspects of communications... has high sensitivity to the business context and business need, and a creative approach to the communications task."

Sanjeev Aga: Former CEO & MD; Current Board Member - Idea Cellular, Aditya Birla Nuvo & Blow Plast / VIP

"I have worked closely with Manosh...have no hesitation in acknowledging his role in masterminding the identity and positioning strategy for Idea, defining its character and imagery.

Manosh, in collaboration with HR Function, formulated key Employee Engagement Properties... instrumental in unifying the Idea Family to the core brand essence.

... ability to bring a fresh perspective..."

Himanshu Kapania: Current MD - Idea Cellular

'Labour Pains... the art of brand-parenting' & 'brand-@itude'

"I love the analogy with the human being.... I love the work. You are trying to synthesize a lot of activity into a coherent whole and it is commendable how well you have done it."

Indranil Mookherjee: Visiting Professor of Marketing at University of Southern California, Pepperdine University & California Lutheran University

"Delightful and solid. Love the description of brand in oh-so-human terms."

Judy Hodge: Creative Director, Urban Mind Share, Boston Area. USA

"Manosh, I couldn't agree more. I particularly share your point of view regarding "brand parenting".

Robert J: Owner Managing Consultant Bee4Brands, Naples, Florida Area

"Manosh, your metaphoric concept is highly valuable.. I wish I could have expressed it myself. It goes beyond the classic in-the-box approach of brand into philosophy of brand... even if it may break some paradigms."

Catlin Lasku: Managing Partner at IBBL Associates

"I believe the models you have built are thoughtful."

Sanjeev Aga: Former CEO & MD; Current Board Member - Idea Cellular, Aditya Birla Nuvo & Blow Plast / VIP

"...interesting analogy! We work with a lot of companies with their branding and visual identity and one of our greatest challenges is to get them to understand how important the branding is and keeping their Identity consistent and intact.

Ray Speakman: Principal and Chief Client Developer, Velocity Design Group.

"Congratulations on developing your own brand philosophy. I like the metaphor of Brand Parenting."

Sumit Roy: Founder Director, Univbrands



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Training Modules:
Labour Pains... the art of brand-parenting
&
'brand-@itude'... in a world filled with choices, give me a reason

CONTEXT: ***Brand, the most vital asset of an Enterprise***

Brands are the cornerstone upon which Organizations are built. As Products & Services continue to get commoditized (technological parity; price competitiveness; distribution ubiquity), the path to salvation lies in creating and strengthening the most vital asset of an Enterprise: its Brand.

The key issue facing every business venture, today, can be summed up in 2 words – 'sustainability' & 'scalability'. And, often, a critical area that gets forgotten in the midst of daily exigencies, is the Brand.

➤ **Workshop: '*Labour Pains... the art of brand-parenting*'**

Philosophy: *It takes a Village to Raise a Child*

In the era of services-marketing, the internal stake-holders (employees) have to take joint ownership (responsibility) of the Brand.

Employees are more than just caretakers... they are parents - brand-parents - responsible throughout its lifecycle of birth, adolescence, maturity, rejuvenation. For this to happen, the brand requires to be nurtured... nourished... parented.

Concept & Design: '*Labour Pains.... the art of brand-parenting*' is a journey of self-discovery that awakens the Participant to the fact that the Brand is not just a Product, or a Service, or a Corporation but a human life-form, governed by the same principles that guides our daily existence - Values, Emotions, Personality and Relationships.

Concepts and models, discussed in this session, are an amalgamation of Manosh's experiences of having parented and nurtured celebrated brands (Idea Cellular; Kingfisher Beer; AT&T; Iodex; Black Dog Whiskey; and many more) for over 24 years.

➤ **Workshop: '*in a world filled with Choices... give me a Reason*'**

Philosophy: '*Attitude... where your Persona meets your Personality*'

The BIG question: while most Organizations are conscious about the significance of a Brand Personality, little has been discussed about its Persona. If Perception is Reality, then Persona is your Identity. The need of the hour is for brand-parents to recognize the importance of this *Personality-to-Persona* journey and deliberate on how best to manage the process.

Concept & Design: '*In a world filled with Choices... give me a Reason*' is built around the concept of '**brand-@itude**', a model that uses contexts & metaphors of a human environment and its ecosystem: the way we live, work, play.

The workshop exemplifies the need for a brand to develop 2 levels of attitude – 'fundamental' & 'transactional' in order to engage with a diverse range of stake-holders. During the course of this interaction, concepts such as, brand-parenting, stake-holder ecology of live/work/play; fundamental attitude & transactional attitudes and some more, are discussed and deliberated upon.



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Methodology:

Each Workshop is a 2 day experiential journey of self-discovery. The sessions are not definitive but explorative and conducted in a 'play-school' manner, mixing concepts with a lot of fun interactions. Experiential insights are gained through a combination of games, activities, questionnaires/exercises. Key concepts are presented and then the participants are encouraged to reflect, debate and derive individual learning in their work context.

The Workshop Experience

Participant Speak:

"very innovative... interactive enough to hold attention"

"the entire idea was innovative"

"the workshop you did was my 1st experience of actual thinking... connects to your audience... fantastic learning"

"amazing thought process... examples were awesome"

"one of the better faculties we have had till date"

"interesting & interactive... very different style. Showed us a true picture"

"your philosophies are quite different... catches attention... you teach us coming down to our level and explaining"

"the experience is really interesting mainly because it goes beyond definitions and bookish knowledge... the method is interesting"

Management Speak:

"I have known Mr Sengupta for around a decade or more now, perhaps from 2000. He has been a passionate brands-teacher As an academic from outside, have also high appreciation of his evolving the concept of IDEA Cellular... as a trainer, Mr Manosh Sengupta have been methodical, passionate and well organized with the necessary impact."

Ujjwal K. Chowdhury: Dean, Management; Director, Media & Design Studies: King's College, Consulting Editor, New Biz Age, Nepal.
Past - Dean, School of Communications - Whistling Woods International.
Director of SIMC & Executive Director of ISB&M

"I consider you to be really gifted and definitely one among those few persons who can instantly leave an indelible mark with a positive impact... I wish that you associate with CG when we launch the Malaysian-affiliated University campus in Nepal."

Roshee Lamichhane: Manager - Business Development: Chaudhary Group, Nepal

"Thank you indeed for your wonderful presentation to our team. It was really useful and interesting to all of us... possibility of conducting such sessions in the coming days for professionals of other companies including ours."

Madan Lamsal: Editor, Publisher & Owner - New Business Age Group, Nepal

"It was our pleasure to have you as guest speaker at our college, our learners have immensely benefited from your session and we certainly look forward for more such sessions and longer association in future."

Biswajit Mukherjee: Chairperson - International Centre for Academics, Nepal

"It will certainly inspire us to be more professional in the years to come. Yes it is just the start of a longer dialogue and our learners did find value."

Amit Giri: CEO - International Centre for Academics, Nepal

"Thank you in deed for coming over and sharing your invaluable thoughts... work together in a continual basis to make King's a model institution of highlighter education of Nepal."

Narottam Aryal: Ececutive Director - King's College, Nepal