

Reliance Group



The Reliance Group is one of the great success stories in India. It had a humble start as a textile trading company in 1966 and has since grown to become a \$15 billion conglomerate. Today, the Group is one of India's top three private businesses with a shareholder base that's among the largest in the world. Their flagship company Reliance Communications is the country's largest infocomm company with over 150 million subscribers tapped into a pan-India digital network.

discover

The issue – Growing the brand. The Group was experiencing phenomenal growth in corporate and financial strength, its rapidly evolving businesses, and ever diverse product and service offerings. Its flagship company Reliance Communications was introducing its new third generation (3G) network along with a host of supporting services that would capture the imagination of 'Young India'. It was time for a vibrant new brand language that would support these developments and the evolution to come.

develop

Our solution – We started with the brand identity, leveraging on the master brand's equity to develop a more refined yet powerful monolithic brand structure across all operations. The new communications palette of vibrant colours and imagery now infused the brand with a youthful energy that could carry across all businesses, extending into every aspect of the consumer experience. We also created a 500 page interactive manual to keep one of India's most recognised brands on course.

deliver

Sustainable impact – The Group has seen significant growth in both brand recognition and impact in all its markets. Reliance 3G remains one of the most successful launches in India as well as in the history of Reliance Communications.



Reliance BIG TV



The Reliance Anil Dhirubhai Ambani Group or the Reliance Group is among India's largest conglomerates with over 100 million customers and a shareholder base of nearly 12 million. Its products and services touch the lives of one in 10 Indians everyday, extending from 600,000 villages and 24,000 towns to across 5 continents around the world.

discover

The issue – Establishing a new entertainment brand. The Group wanted to diversify their interests into the media and entertainment industry, an area where they had growing assets and a strong business strategy, but no brand recognition. We were tasked with developing a new brand that would establish Reliance as a prominent player in an entertainment industry stretching from Mumbai to Los Angeles.

develop

Our solution – Starting with a core brand strategy, we identified key attributes that could effectively communicate the entertainment business. Once the brand name was chosen, we developed an identity for BIG based on the principles of 'strength and simplicity' and a brand architecture that covered all areas of the entertainment business like BIG Music, BIG Pictures, BIG TV, BIG Radio and BIG Cinemas. Next we built hundreds of applications for every aspect of the brand experience. These were codified in a 500-page brand manual, the definitive guide to the BIG brand.

deliver

Sustainable impact – The brand BIG changed the country's perception of the Reliance Group, positioning the Group as a vibrant, dynamic company with a deep understanding of the content and entertainment business. Since its launch, Reliance BIG Entertainment has become India's largest entertainment conglomerate. Reliance BIG TV was launched simultaneously countrywide across 20,000 towns and cities and 250,000 villages, with a retailer network of a 100,000 outlets, and is one of the biggest direct to home television operators in India.

