

$p$ (Toyama)

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Switch to perfection

# The Industry

## *Fluctuating fortunes*

The electrical equipment industry in India is a 1.3 lakh crore industry. With the growth of real estate, the need for electrical equipment is booming as well. The electrical equipment industry in India took a hit during the global recession of 2008. The market growth dropped to 8.57% from 14.6% in the year 2008-09. The market went down after the recession and went into negative growth in the coming years. In the first quarter of 2013-14 the electrical equipment industry saw a growth of 2.2% after a year of negative growth.

The major players in the market include companies like Anchor, Crompton Greaves and Havells. These companies are multi-national and huge, but, the industry still is unorganized and the retailers are scattered.



# The Client:

*A name to reckon with*

Toyama Electric Ltd., is an electrical equipment manufacturer from Bangalore manufacturing world class products with cutting edge technology. With experience of more than two decades in the domestic electrical equipment industry, Toyama has managed to provide high quality products at effective prices. Toyama provides Modular Switches, Switchgears, Lighting controls and Remote Operated Touch Switches to complete Home Automation solutions.

Toyama had its own identity, a logo, a design and more, but it was not organized. There was need for it to be organized, we decided to make it consistent and uniform. By creating a standard format for the usage of the logo and by designing other collaterals, we helped in creating a brand image for

# The Switch:

## *Powering forward*

The previous logo of Toyama was too plain, it felt like it was missing something, the solution was simple: add something to it that would make it visible and attractive. Using the same font and design we created a new identity. After the alteration, the logo appeared on a green background in white font. The colour green went well with the brand as it gives a warm and safe feeling, essentially what a person looks for in switches and other electrical equipment. Also, the colour green distinguished the product from its competitors making it stand out in retail shops.

The logo has a 'T' in it representing Toyama and the circle representing the globe. The horizontal lines give a sense of safety. Along with the logo rework, we also did the basic collaterals for Toyama which included business cards, letterheads, envelopes and more.



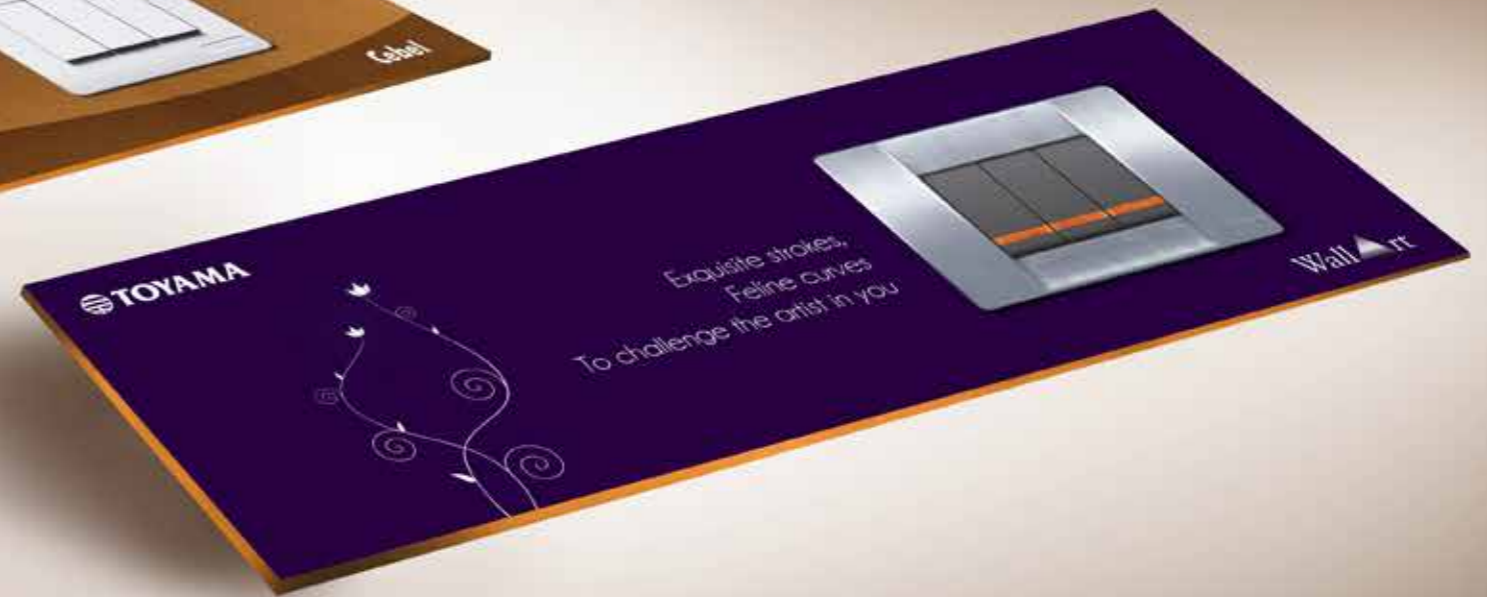


# Wallart:

## *The art*

What everyone wants is a beautiful house and a house has to be complete in every sense. Wallart took care of the switch part of the house. With beautiful designs which are simple and elegant, wallart is the eye candy of switches.

A product so graceful needed a package design that grabbed the customers' eye instantly. The colour violet was the solution, the colour brought about a sense of elegance and the design represented the beauty of the product itself.









# Cebel:

## *The strength*

Cebel is a range of switches from Toyama which is durable and reliable, the idea was to create the identity for Cebel in a way that shows that the product is highly durable.

The packaging of Cebel represented strength and reliability, the wood pattern on the packaging conveyed that.





# TOROS

EXTREME PROTECTION

# Toros:

## *The power*

As the name suggests, Toros is a brand that is powerful and has high resistance. How to create an identity for a brand like Toros was the big question.

The solution was a mascot, a figure that represented strength and safety, a superhero to save you from harsh electrical fluctuations. That is how Toros was born.

The black packaging gave the product a dark strong feel and made the mascot shine in turn making an effective communication of the product type and quality. The mascot communicated the message that words could not. It spoke to those who could not understand words. We didn't stop at that, we marched further, designed collaterals like retail communication, price list and more.





# zeycan

Sleek modular switches



# Zeycan:

## *The simplicity*

Zeycan is a series of switches which are sleek modular and beautiful. In a world where size zero is very happening nobody wants a huge dull switch in their home. That gave rise to Zeycan. The logo had to represent beauty and modularity. By using the combination of a dull grey and a bold orange as the colours and using a font that was playful yet sophisticated, the logo we created described everything the product represented.

Once the logo was designed, the next stage was the packaging. It was decided that the packaging would stay plain while highlighting the logo and the product. This was done because the product was plain and simple and did not represent art unlike Wallart.



# TOUCHART

# TouchArt:

*Touching perfection*

As the name suggests, TouchArt is a brand TouchArt is Toyama's flagship product and everything related to TouchArt had to be perfect. The name by itself represents beauty, technology and art.

The logo had to be very modern, using sophisticated font and colours like black chrome and green we designed a logo that did justice to the product. With the logo we also designed all the collaterals like display boards POS boards of TouchArt.



# Generic Packaging: *The branding*

Apart from individual product packaging and branding, we also took care of general packaging, branding and collaterals of Toyama. We redid all the collaterals and designed unique POS boards for Toyama apart from those for the individual products.

For Toyama, we designed a unique pricelist to attract customers, which proved very effective and stood apart from the rest in the retail outlets. We also designed Toyama's retail format, Visiting Cards, letterheads and other collaterals.





# Exhibition Stall:

## *The showcase*

We went with full scale exhibition of Toyama products, creating Display Boards, Pillers, CEC Centres of all Toyama products designing specific sign boards for products like WallArt, TouchArt, Cebel, Toros, Home Automation and more.

When it was time to showcase Toyama products to the world, it was time for us to show what we were

# Xperience Centre:

## *The experience*

We designed a unique way to learn about Toyama products, what we call “Toyama Xperience Centre”. It was never done before and the customers got to know the products before they bought them. This was well received.

The Xperience centre led to more innovative ideas which took the marketing strategy of Toyama to a whole new level.



Left



Left -1



Right -1



# Van Xperience Centre:

## *The mobile*

The Toyama Xperience Centre was a huge success which gave us an option to explore. The question was 'What is the next move?' The answer was in the question, 'Move'. Go mobile! This led to the concept of Van Xperience centre, it was the perfect solution. People could experience the products on the move, it was a win-win solution.

After we helped Toyama create the Van Xperience Centre, we created a special design for the Van, both interiors and exteriors. The Van branding was intended to create awareness about the product to the general public.



# The Result:

## *Going the distance*

With just a pinch of right marketing, we were able to project Toyama for what it represented, quality, design and reliability. Toyama as a brand got a new identity which was well received and the customer base expanded.

The Xperience centre led to more innovative ideas which took the marketing strategy of Toyama to a whole new level.