

the
maspar
book

Index

02	Brand Foundation: Vision Statement Mission Statement Core Values Brand Promises	07	Target Audience: Customer Personas Audience Segments TG - Label Mapping	11	Brand Positioning: Competition Positioning Tagline Analysis The maspar Story Brand Positioning Statement
16	maspar Story	29	Brand Voice and Tone: Tone Dimensions Tone Keywords Brand Voice Chart	33	Visual Identity: Logo Formation Colour Theory Logo Usage Typography Shapes & Elements Old Logo Vs New
46	Social Media Guidelines	55	Content Framework: Messaging Framework Differentiated Brand Solutions Content Formats: Offline & Online		
		63	Platform-Specific Best Practices		

brand foundation



Vision Statement

Make maspar the brand of choice for consumers seeking soft home and décor needs - from their cradle until their golden years.

Mission Statement

Position maspar as an accessible luxury brand, catering to diverse tastes, and offering a pleasant experience.

Core Values

We uphold integrity, fairness & empowerment to build trust, respect all stakeholders, and foster a culture of belonging.

Brand Promises

Honesty: We create aesthetically comfortable furnishings for your living spaces, inspired by your lifestyle.

Design Sensibilities: We promise to cater to your design sensibilities, curating a collection exclusively for your taste palette.

Fusion: We promise a seamless fusion of core and fashion collections, empowering you to experiment with your design themes.

Complete Ensemble: Our promise is to offer you a complete ensemble when you walk into a maspar store to help bring your vision to life.

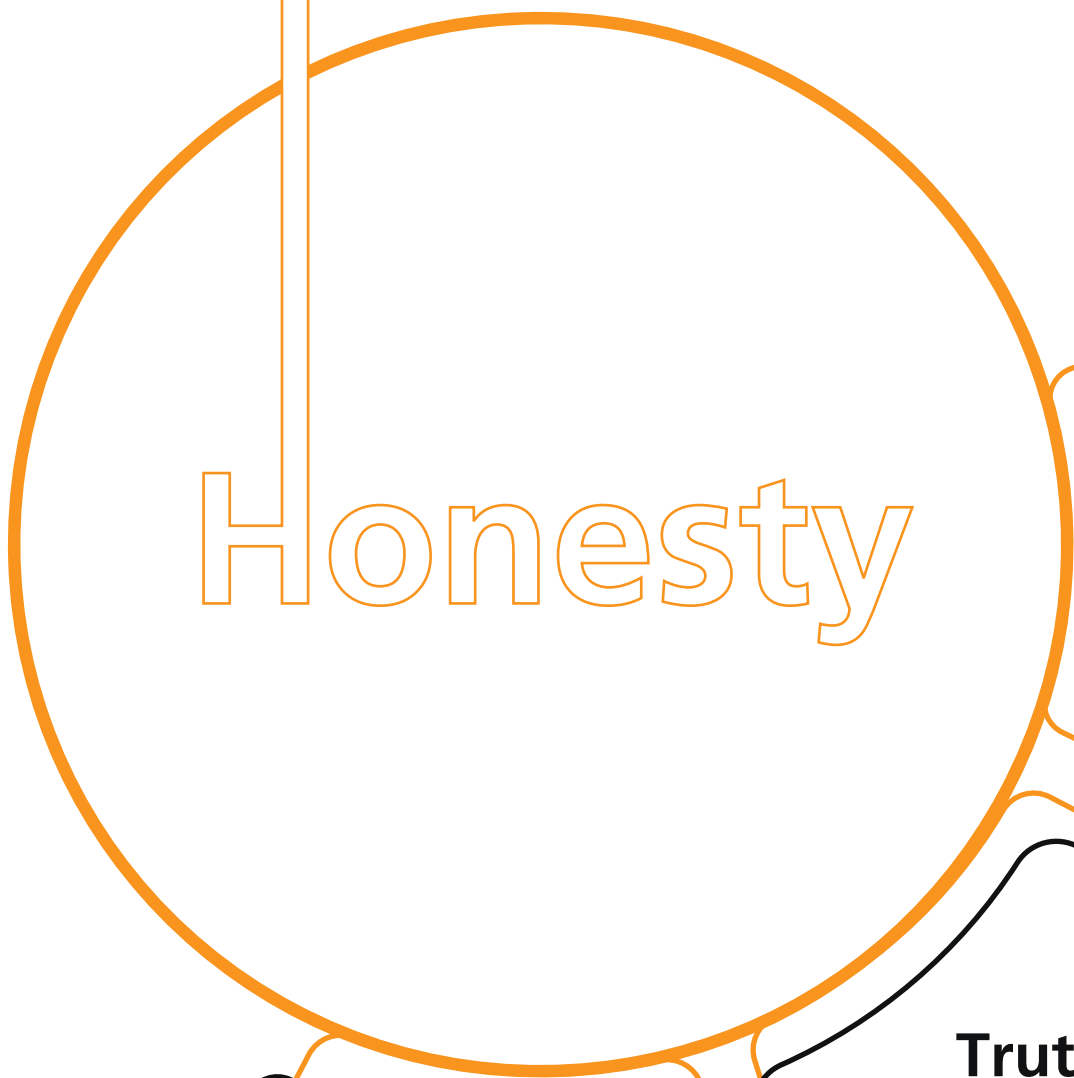
As a brand, we believe that home décor should not only look good but also feel good. We prioritize authenticity in design, materials, and craftsmanship, creating sustainable pieces that genuinely enhance your living space. Our furnishings ensure that they seamlessly fit into your lifestyle.

We recognize that every individual has unique tastes and preferences when it comes to home styling. That's why we curate collections that align with your distinct design sensibilities, offering a wide range of textures, colours and patterns to match your personal aesthetic. Whether you love minimalism, maximalism,

or anything in between, we have something tailored just for you.

Your home should be an evolving canvas where classic elegance meets evolving trends. Our approach blends timeless core collections with fashionable, trend-forward designs, allowing you to experiment and layer different styles effortlessly. This fusion ensures that your space remains fresh, dynamic, and uniquely yours.

We go beyond individual pieces, we curate complete ensembles for every corner or room, allowing you to buy the complete look with ease. Our comprehensive range, put together, ensures your vision comes to life effortlessly.



Honesty

**Belief
Speaking**

"We're here to make you feel good. We do what we do for your comfort and taste."

**Truth
Seeking**

"We seek out truthful insights from your lifestyle to strengthen our beliefs."

**Fostering
Understanding**

"We aim to foster true beliefs in our customers."

“We truly believe in what we do and why we do it.”

maspar rides on its core values and purpose. It's about expressing our genuine belief in enhancing customers' lives through real connections, emphasizing authenticity and sincerity in our mission.

We don't claim our products will magically solve all our customers' problems. Instead, we focus on realistic benefits and acknowledge that home design is a process.

“We seek out truthful insights from our customers' lifestyle to strengthen our beliefs.”

This demonstrates our commitment to understanding our customers' needs and preferences. We're dedicated to market research, customer feedback, and trend analysis, which is used to reinforce and refine our core belief. This aligns with the research projects, emphasizing the importance of accuracy and understanding the real-world context.

We gather customer feedback and use it to improve product design and functionality. Creating a personalized shopping experience that caters to individual tastes and needs.




“We aim to foster true beliefs in our customers.”

This implies transparency in our practices. We provide accurate product information, we're honest about materials and manufacturing processes, and avoid misleading marketing tactics. If our 'Belief Speaking' and 'Truth Seeking' are correctly implemented, then the result is naturally 'Fostering Understanding' within our customer base.

Being honest about the durability of a fabric (Even if it means a customer might choose a more expensive option) aligns with the value of providing long-term comfort and satisfaction.

target audience

Consumer Personas/Segment

	Need State	Behaviour + Platforms	Label Affinity	Design Affinity
<p>50 / Homemaker</p>  <p>Luxury / Bridge to Luxury</p>	Nothing but the best quality for my home	<p>40% Specific Shops</p> <p>40% Online</p> <p>70% Instagram</p> <p>30% Youtube (80% F)</p>	<p>Eternal Treasure</p> <p>Vintage</p> <p>Cotsmere</p> <p>Colorart</p>	<p>45% Solids</p> <p>30% Motifs</p>
<p>40 / Businesswoman</p>  <p>Bridge to Luxury Buyer</p>	Beautiful designs that reflect my style	<p>52% Specific Shops</p> <p>30% Online</p> <p>40% Instagram</p> <p>25% Youtube (80% F)</p>	<p>Rurban</p> <p>Hues</p> <p>Cotsmere</p> <p>Colorart</p>	<p>25% Solids</p> <p>25% Florals</p> <p>20% Abstract</p>
<p>35 / Professional</p>  <p>Occasional Luxury Consumers</p>	Great brand + something that lasts	<p>50% Buy Online</p> <p>35% Specific Shops</p> <p>50% Instagram</p> <p>35% Youtube</p> <p>15% Pinterest (100% F)</p>	<p>Essentials</p> <p>Hermosa</p> <p>Inhouse</p> <p>Accessories</p>	<p>35% Floral</p> <p>30% Solids</p>

Label-TG Mapping

Label	Tagline	Age Group	Persona/Taste Sensibility	Features
Colorart	Color adds life to living.	All age groups	Audience looking for solid colors to add accent or to coordinate the bedding with some solid/ fashion color.	<ul style="list-style-type: none"> Perfect for those who enjoy creating personalized home aesthetics by mixing & matching with fashion collections. Sub-labels cater to different aesthetics: Melina: A nostalgic vintage vibe. Slumber & Voila: Ideal for those drawn to the vivid tones of the Hues collection.
Vintage		35+	Matured audience looking for more classical taste sensibility.	<ul style="list-style-type: none"> A seamless blend of traditional charm and contemporary finesse. Features antique motifs and soft pastel hues for a refined, luxurious appeal. Ideal for those who love timeless aesthetics with a classic touch.
Cotsmere	Cool as cotton, soft as cashmere.	35+	Mature audience seeking ultra-soft, cotton-based products.	<ul style="list-style-type: none"> Designed for the farmhouse look ambience. Designed for those who seek effortless sophistication and refined textures. Harmonious co-existence of modern home style.
Rurban		30+	Group of audience looking for more textures/neutral tones in bedding.	<ul style="list-style-type: none"> Rural+Urban fashion creates an aura of Rurban. Earthy colors, blend of textures in woven/prints with a touch of surface treatments, more towards farmhouse look Comes exclusively in premium boxed packaging, appealing to those who seek exclusivity.
Hermosa		All age groups	Designed for a wider group of audience that prefers floral and geo patterns.	<ul style="list-style-type: none"> A one-stop solution covering all design categories – geometric, floral, and ornamental patterns. Designed for those who appreciate simple yet inventive designs that bring effortless charm to any space.
Hues		25+	Young audience looking for some colorful fusion of geo design element.	<ul style="list-style-type: none"> Thoughtfully curated color stories that blend with diverse home styles. Designed for those who enjoy customizing their spaces with unique, expressive tones & patterns. Geos with fusion of patterns based on the international trends.

Label-TG Mapping

Label	Tagline	Age Group	Persona/Taste Sensibility	Features
Eternal Treasure		30+	Purposly made as gifting product on the wedding occasions.	<ul style="list-style-type: none"> • A luxury collection inspired by trousseau traditions, featuring a color palette drawn from iconic wedding fashion statements. • Comes in a premium box, adding a touch of sophistication and grandeur to gifting.
Luxica		30+	Matured audience seeking luxury bedding style.	<ul style="list-style-type: none"> • High-end luxury bedding inspired by classic Greek patterns, offering a clean and minimalistic aesthetic. • Crafted for those who appreciate the finer things in life, blending comfort with grandeur.
Signature		All age groups	Brand conscious consumers.	<ul style="list-style-type: none"> • Sophisticated line. • Flaunting values in a way that showcases both elegance and minimalism.
Serene Haven		35+	Mature audience, exploring innovative fibre blends to achieve an ultra-soft, skin-friendly touch and feel.	<ul style="list-style-type: none"> • Fusion of techniques with blend of new fibres/yarns to get minimalisitic yet a classy look.
Little maspar		0-10	Infants	<ul style="list-style-type: none"> • Designed with unlicensed characters – unique, artistic, and imaginative, avoiding overused cartoon imagery. • Non-cartoony aesthetics – sophisticated yet playful. Soft, child-friendly fabrics that ensure comfort and safety.

brand positjoning

Competition Positioning Analysis

Brand	Market Presence	Product Range	Price Positioning	Target Audience
Linen & Company	Strong presence in Europe and Asia	Bedsheets/ Bedding & Linen	Mid to premium	Upscale consumers
West Elm	Mumbai, Hyderabad, Gurgaon, Pune	Bedding & bath, pillows, kitchen, outdoor & garden	Mid to premium	Style-conscious homeowners
Pottery Barn	Mumbai, New Delhi	Furniture, bedding & bath, cushions, lighting, kitchen	Mid to high-end	Families and individuals seeking quality
H&M Home	Across India	Clothing, bedding & blankets, dining	Mid range	Young adults and budget-conscious buyers
Zara Home	Global presence	Bedding, clothing, dining, kitchen, bathroom	Mid range	Trendy consumers

Competition Positioning Analysis

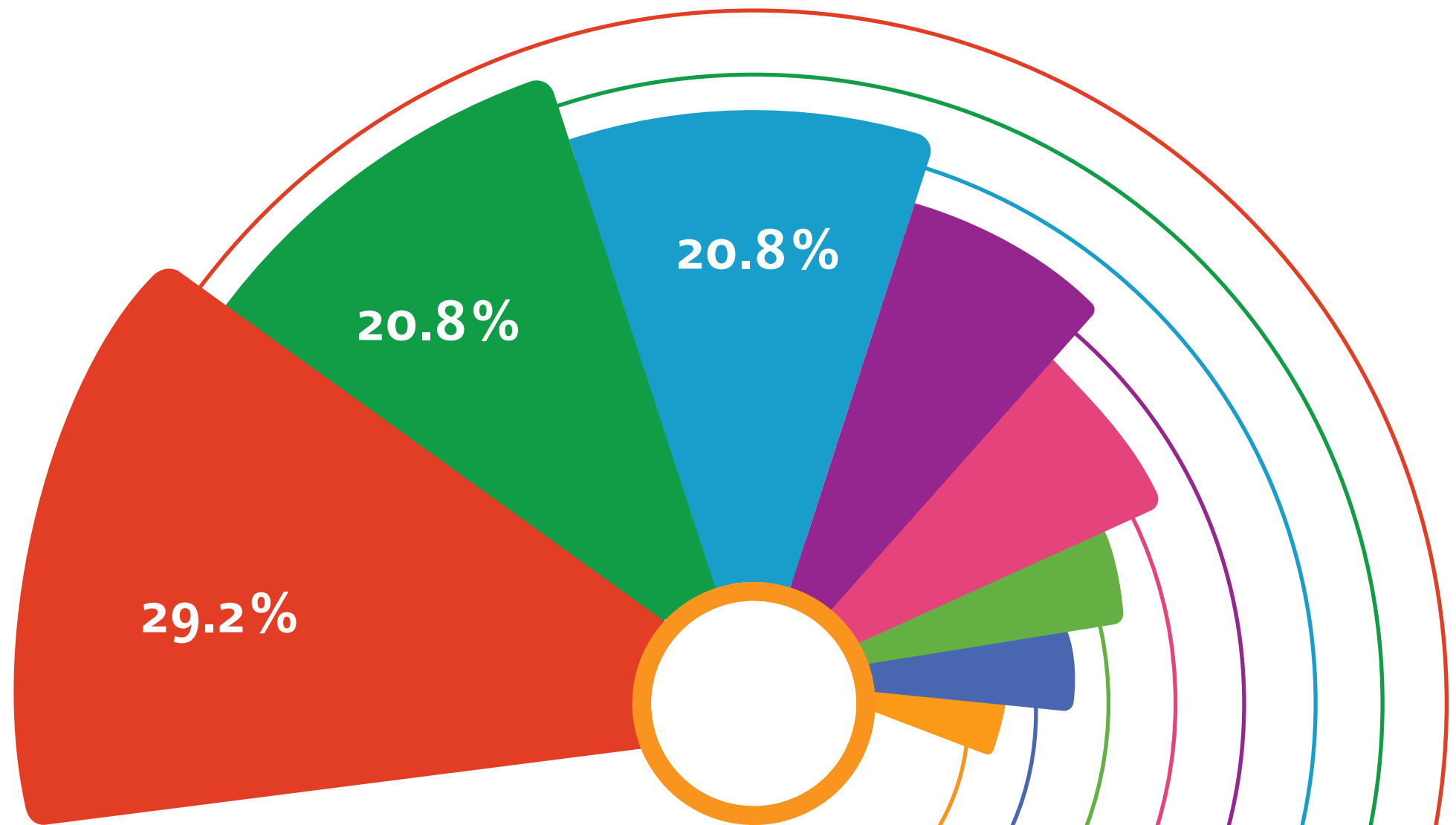
Brand	Market Presence	Product Range	Price Positioning	Target Audience
Spread Home	Across India	Bedding, pillows, quilts, towels, bath accessories, home décor	Mid to high-end	Homeowners, young professionals
Address Home	Nagpur, Ludhiana, Surat, Chennai	Linen, tableware, décor, candleware, lighting, furniture	Mid to premium	Affluent consumers
Sarita Handa	New Delhi, Mumbai & Ahmedabad	Cushions, bed linen, furniture, lifestyle, home décor	High-end	Affluent consumers
Anna Simona	Mumbai	Home décor and textiles	Mid to high-end	Design-conscious consumers
Saphed	Mumbai	Clothing, sheets, pillowcases, duvet covers, curtains and table linen	Mid-range	General consumers

Competition Positioning Analysis

Brand	Market Presence	Product Range	Price Positioning	Target Audience
Shades of India	Delhi	Clothing, home & linen	Mid to high-end	Ethnic and modern decor enthusiasts
Raymond Home	Well-established, also exports globally	Home textiles including bed and bath linens, upholstery	Mid range	Affluent consumers seeking luxury home textiles
D' Decor	Strong distribution network serving over 1,000 retailers across the country	Curtains, upholstery fabrics, sofa fabrics, and other furnishing materials	Mid to premium	Urban middle to upper-class consumers
Portico New York	Key player in the home furnishings sector over the past decade	Bed linen, bath linen, kitchen linen, mattresses, rugs, and various furnishings	Mid to premium	Urban middle to upper-class consumers
Spaces	Present in 20,000 stores across 600 district	Bed linens, bath linens, kitchen linens, and soft furnishings	Mid to premium	Urban middle to upper-class consumers

Which of these TAGLINES is right for a Premium / Luxury Home Linen Brand:

24 responses



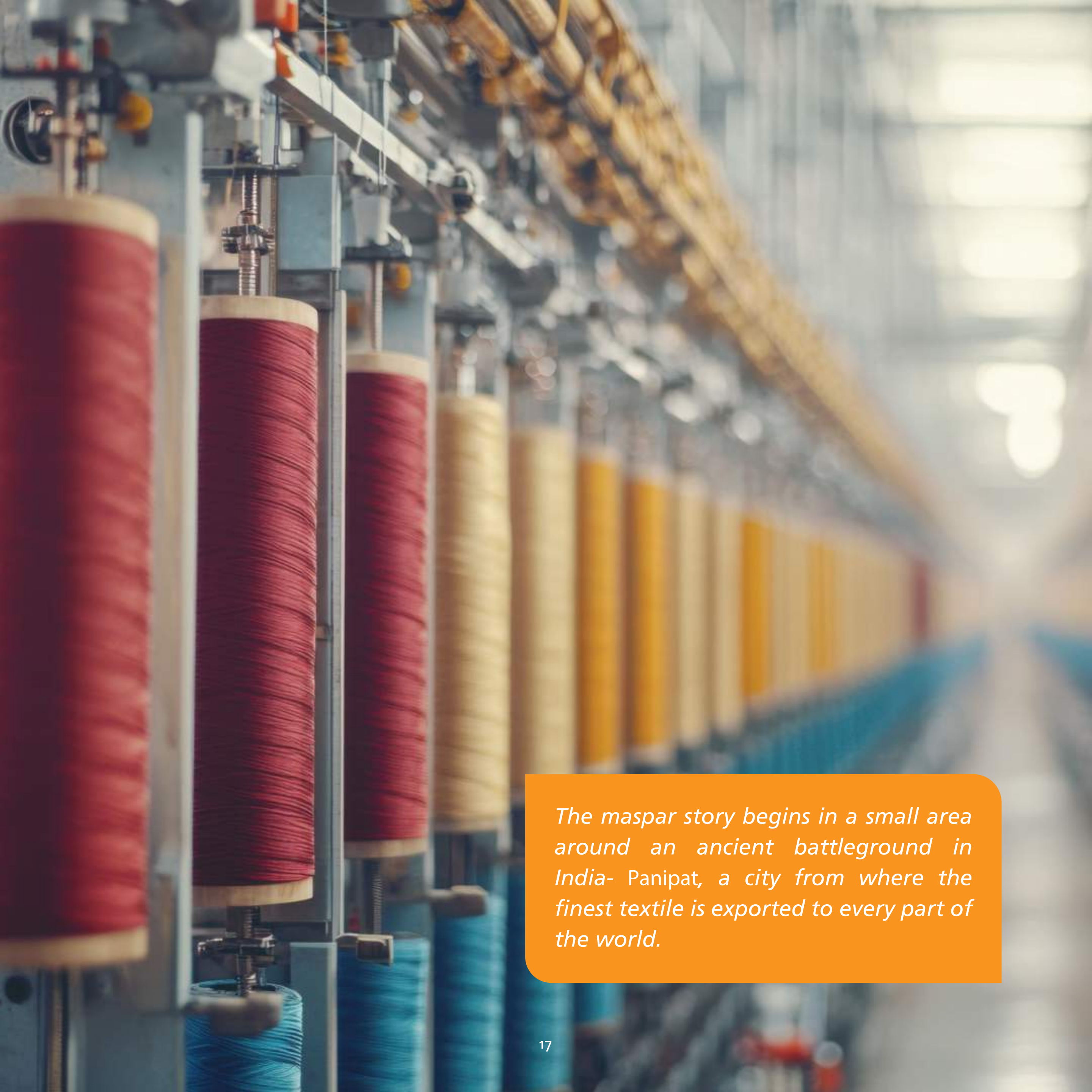
- Where Stories Come Alive
- Celebrate India
- Elevate Your Sanctuary
- Touch Perfection
- Discover the Softer Side of Life
- Designs for Living
- Happy Homes
- Live Beautiful

'Live Beautiful'



*Aspirational
Emotionally uplifting
Inclusive
Lifestyle oriented*

the maspar story




The maspar story begins in a small area around an ancient battleground in India- Panipat, a city from where the finest textile is exported to every part of the world.



maspar was born out of a vision to transform traditional Indian homes into contemporary sanctuaries filled with colour, texture and modern design, to fulfil the evolving taste of India. And today, the brand is beautifying homes and spaces across the globe.



Each maspar product starts its journey with the finest raw materials, meticulously tested for perfection. From dyeing and weaving to rigorous processing and finishing, every step reflects an unwavering commitment to excellence.



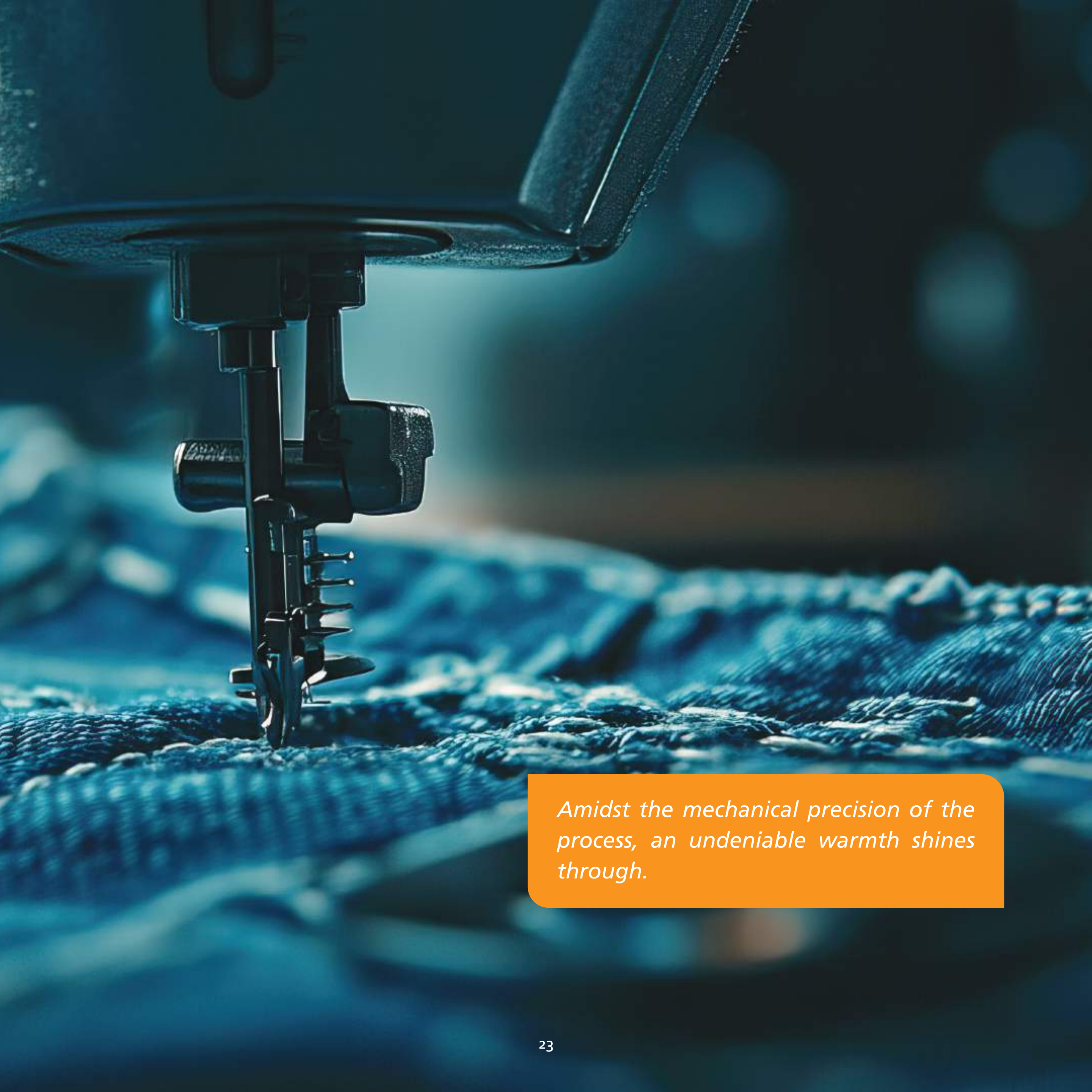
At its core lies a delicate balance of precision and passion, where cutting-edge techniques meet the skilled hands of artisans.



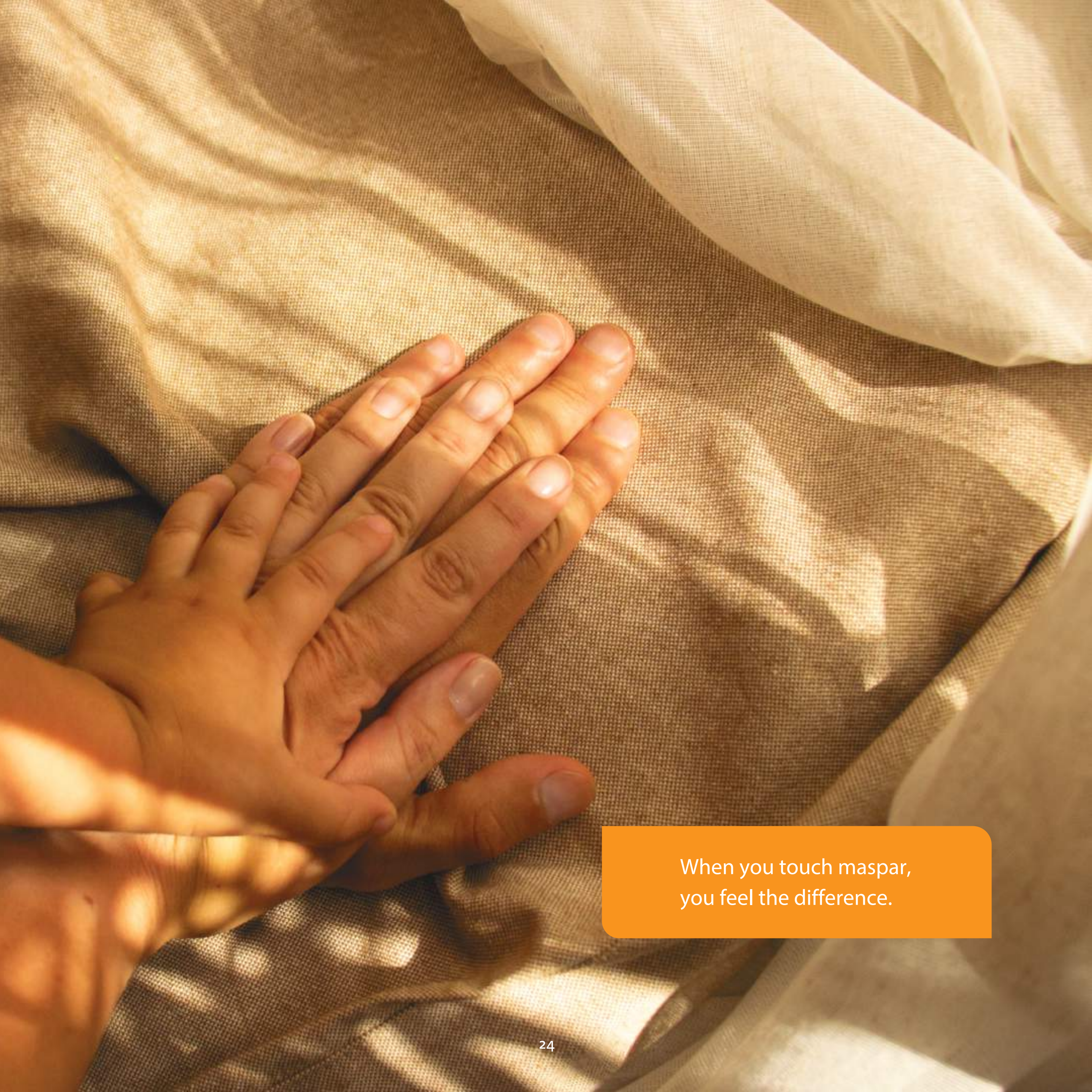
Every piece is a masterpiece, a kaleidoscope of colours, a medley of textures, and a testament to exquisite craftsmanship.

More than just fabric, maspar weaves stories of dedication, warmth, and human connection. It's the pride in every fold, the joy in every design, and the unmistakable feeling of "I'm home."





Amidst the mechanical precision of the process, an undeniable warmth shines through.



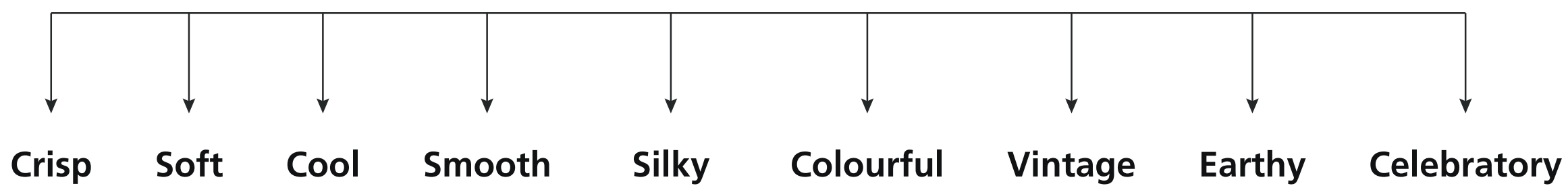
When you touch maspar,
you feel the difference.

maspar = feeling



home

A **home** is an experience shaped by emotions, memories, and personal comfort. The tagline **'It's a Feeling'** captures this profound connection, seamlessly transitioning from human emotions to the sensory experience of products: crisp bedsheets; vivid prints; smooth pillows & duvets, soft towels & throws etc.



brand voice & tone

Tone Dimensions

	+3	+2	+1	0	+1	+2	+3	
Serious		■						Funny
Formal				■				Casual
Respectful	■							Irreverent
Enthusiastic		■						Matter-of-fact

maspar's tone focuses on a balance that highlights professionalism and emotional connection.

Serious (+2):
It maintains a moderate level of seriousness to convey trustworthiness and sophistication.

Formal (0):
Keeps a slightly formal approach, ensuring a professional yet approachable feel.

Respectful (+3):
Highly respectful, emphasizing customer care and appreciation, which aligns with creating a welcoming and considerate brand experience.

Enthusiastic (+2):
Shows a good amount of energy and positivity to reflect a passion for home fashion and design.

maspar avoids being too casual, irreverent, or overly humorous. Instead, it focuses on maintaining a refined, elegant and heartfelt connection with its audience.

Tone Keywords

Caring

Authoritative

Conversational

Matured

Formal

Honest

Friendly

Informative

Nostalgic

Passionate

Romantic

Respectful

Professional

Serious

Smart

Sympathetic

Trendy

Trustworthy

Casual

Cheerful

Coarse

Conservative

Dry

Edgy

Funny

Humorous

Irreverent

Matter-of-fact

Playful

Provocative

Quirky

Sarcastic

Snarky

Unapologetic

Upbeat

Witty

The tone dimension chart provides a clear framework of keywords that represent maspar's brand voice. This contrast-based approach helps brand custodians distinguish the desired tone (**highlighted in orange**) from tones that do not align (**shown in black**).

- The orange words represent the essence of who we are and the voice we aim to maintain.

- The black words indicate tones that we consciously avoid in our communication.

The brand voice should always revolve around the orange-highlighted words to create a cohesive and authentic customer experience.

*Who we are

* Who we are not

Brand Voice Chart

Voice Characteristics	Description	Do's	Don'ts
Honest/ Trustworthy/ Informative	We communicate with sincerity, building trust with our audience. We believe in open communication, reflecting our commitment to ethical practices and genuine relationships.	<ul style="list-style-type: none"> - Keep the communication clear and accurate - If something goes wrong, own up to it and explain how you're going to fix it 	<ul style="list-style-type: none"> - Don't use jargon or overly complicated terminology - Don't use misleading claims - Don't try to obscure or downplay important details - Don't dismiss or ignore concerns; Address criticism constructively
Authentic/ Professional/ Serious	We stay true to our heritage and values, fostering a sense of reliability and consistency. We take pride in our long-standing presence and expertise in the industry.	<ul style="list-style-type: none"> - Ensure all communication reflects the brand's principles and beliefs - Share insights and knowledge related to home fashion and décor 	<ul style="list-style-type: none"> - Don't chase short-lived fads that may compromise the brand's timeless appeal - Don't use language that feels forced or insincere - Don't use inconsistency in messaging
Refined/ Respectful	We are understated rather than loud or flamboyant.	<ul style="list-style-type: none"> - Maintain an air of elegance and timelessness - Use easy to understand language 	<ul style="list-style-type: none"> - Don't use slang or overly casual expressions
Authoritative	As a legacy brand, we convey a sense of authority and knowledge in the home fashion space.	<ul style="list-style-type: none"> - Sound confident & assertive - Showcase expertise & experience 	<ul style="list-style-type: none"> - Don't aggressively promote products; focus on providing value
Emotional: Warm/ Inviting/ Friendly/ Caring	We are approachable and inclusive with a friendly tone that strengthens our connection with our audience.	<ul style="list-style-type: none"> - Adopt a conversational tone - Show empathy and understanding - Respect your audience's boundaries 	<ul style="list-style-type: none"> - Don't use overly formal or technical language - Don't use language that excludes or alienates certain groups of people - Don't use sarcasm or irony
Inspirational/ Smart/ Trendy	We inspire customers to create beautiful and stylish homes.	<ul style="list-style-type: none"> - Use evocative language and imagery to paint a picture of the lifestyle the brand represents - Showcase aspirational yet attainable home décor - We are contemporary 	<ul style="list-style-type: none"> - Don't be overly prescriptive or dictatorial - Don't focus solely on unattainable luxury - Don't neglect the practical aspects of home décor - Don't reflect 'ethnic' anywhere

visual identity

Logo Formation



maple leaf:
Symbol of unity and strength. The maple leaf represents the interconnectedness of all living beings and the environment.

artistic muse:
The mapleleaf's symmetrical shape and graceful veins have inspired artists, and can be found in art forms, textiles, and architectural designs.

maspar:
A brand born from family names, yet designed for the world.

It's A Feeling:
The tagline 'It's a feeling' evokes an emotional resonance with the brand, seamlessly intertwining the sensory experience of the fabric with the depth of human emotion.



Standing by a window, we saw the **beauty of a leaf**. Amidst the vastness of nature, there smiled a small leaf- the maple leaf, the one that flew to us carrying a tale along with it. Its veins whispered stories of art, of form, of freedom. Its ruffling sounded like the song of nature. Its brilliant, fiery orange colour reminded us of golden sunrises and dusky horizons, of warmth that lingers with each new morning, each new beginning.

It was in its full glory when it turned... danced... twisted... folded into the air. We witnessed this beautiful piece transforming, taking the shape of a bird, a soaring spirit, flying into the boundless sky... finding a place, a belonging, a home.

And when this leaf, this bird, its home came together, maspar was born.

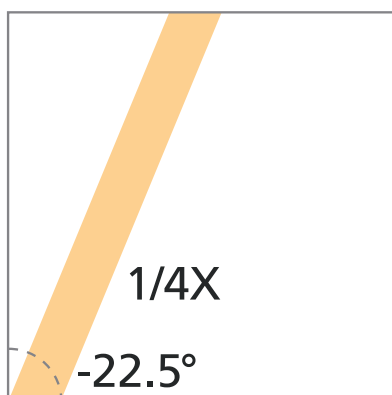
maspar is a family, a legacy. Each letter carries a story, each syllable a connection.

maspar is a lineage, a vision, a dream crafted not for one family but for the world.

Today, when you experience maspar, you experience an emotion. You feel at home where sunlight touches your skin, where moonlight tells a story, where every thread is woven with love and care.

You feel it. You live it.





Space angle between leaf and brand name

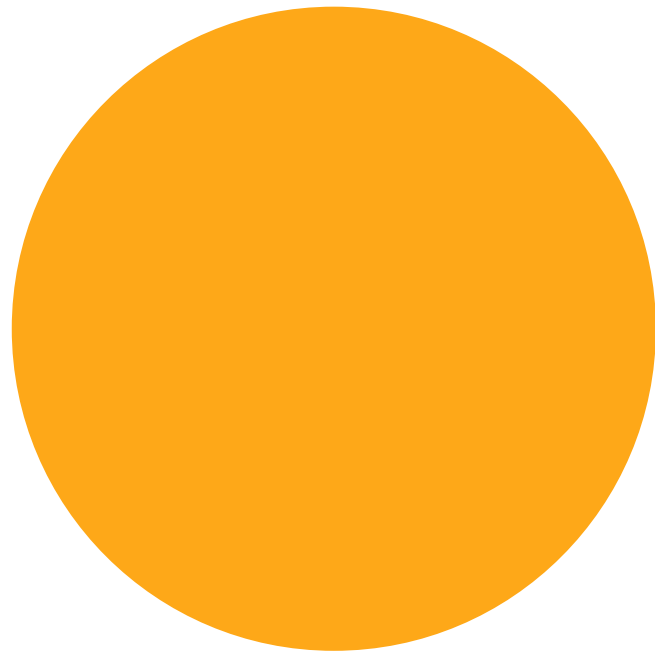


Clear area around the logo should be maintained as shown

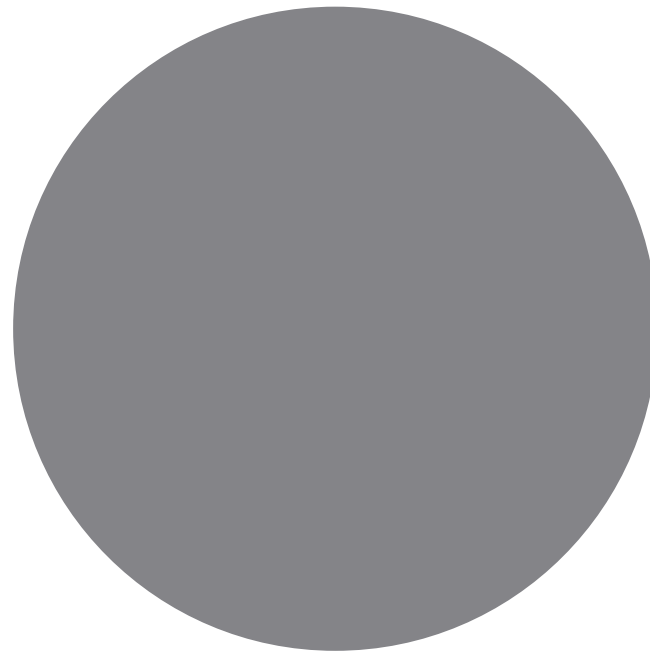
Colour Theory



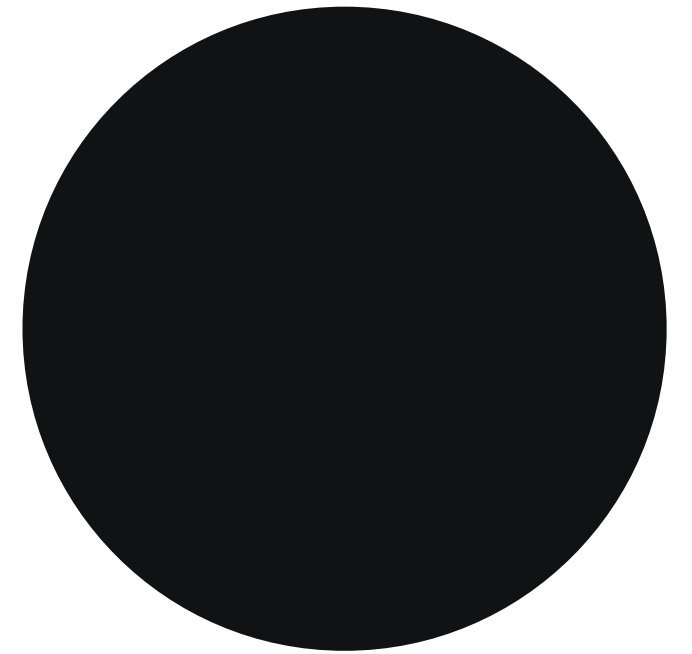
A **sunrise over a serene horizon** inspires a vibrant palette rooted in renewed mornings, mirroring the promise of new beginnings - the gentle warmth of the first sunbeam on your skin, and the soft glow of dawn filtering through the curtains. The gentle interplay of light and shadow connotes many shades of our day. Together, these elements harmonize to inspire a palette that evokes vitality, warmth, and the beauty of mornings.



This colour conveys power by capturing the rich hues of a sunrise. It embodies the strength and beauty of the day, creating an ambiance of vitality and bold sophistication.



Grey evokes a sense of sophistication and neutrality, providing a versatile backdrop. Its calming and balanced nature creates a sense of tranquility and relaxation, essential for a comfortable home environment.



Reflects the stillness of dawn and the depth of serenity when you shut your eyes to absorb the first light of morning. It symbolises introspection & balance, adding a sophisticated grounding element to interiors.

Colour Palette

C	0
M	40
Y	100
K	0

R	249
G	165
B	26

PANTONE 1365 C



100% 80% 60% 40% 20%

C	0
M	0
Y	0
K	60

R	128
G	130
B	133



100% 80% 60% 40% 20%

C	0
M	0
Y	0
K	100

R	35
G	31
B	32

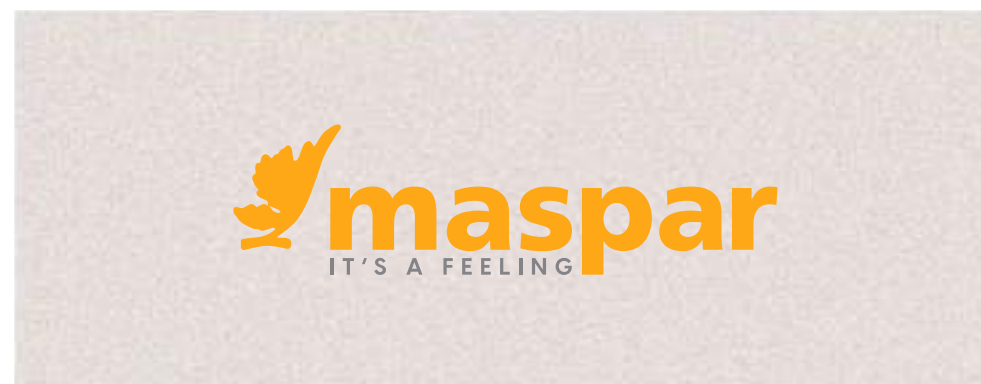
PANTONE Black C



100% 80% 60% 40% 20%

Logo Usage

Use on colour background



Logo Usage

Incorrect use



Typography

Frutiger Linotype light

Frutiger Linotype bold

Frutiger LT55 Roman bold

Frutiger LT45 light

Frutiger LT75 black

Frutiger Linotype LT75 black

Aa

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

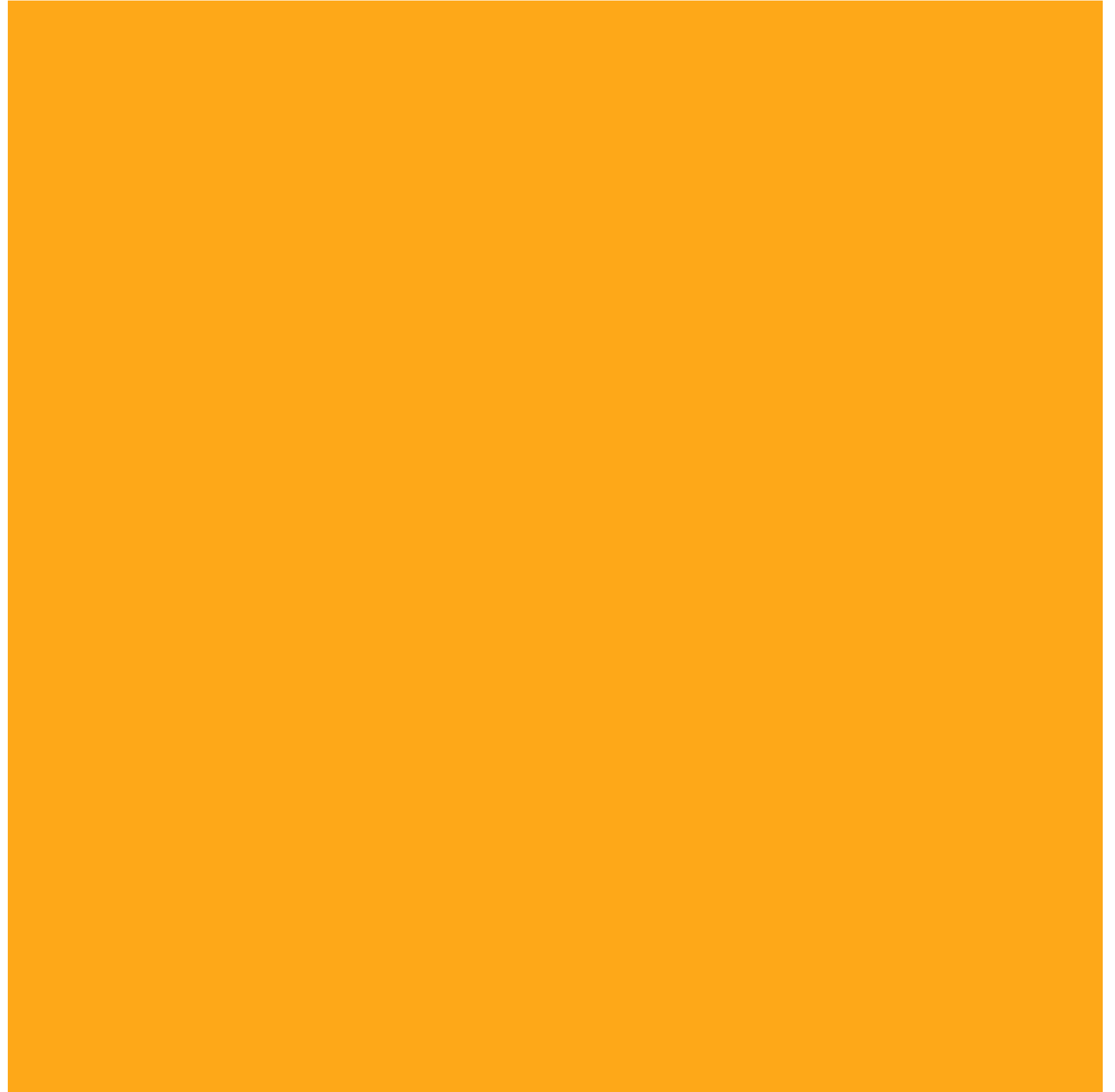
parstuvwxyz

1234567890

Aa

Shape Usage

**Print/ e-collaterals
will always be square**

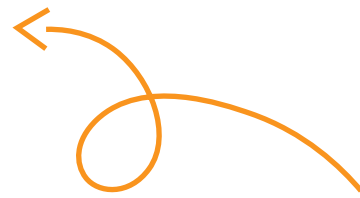


Shape/ Graphic

Graphic elements should consistently be derived from the **contours of the maple leaf**

The **angle/size** of the leaf contours **can be shifted**

No use of gradients



Old Vs New

Old Logo



New Logo

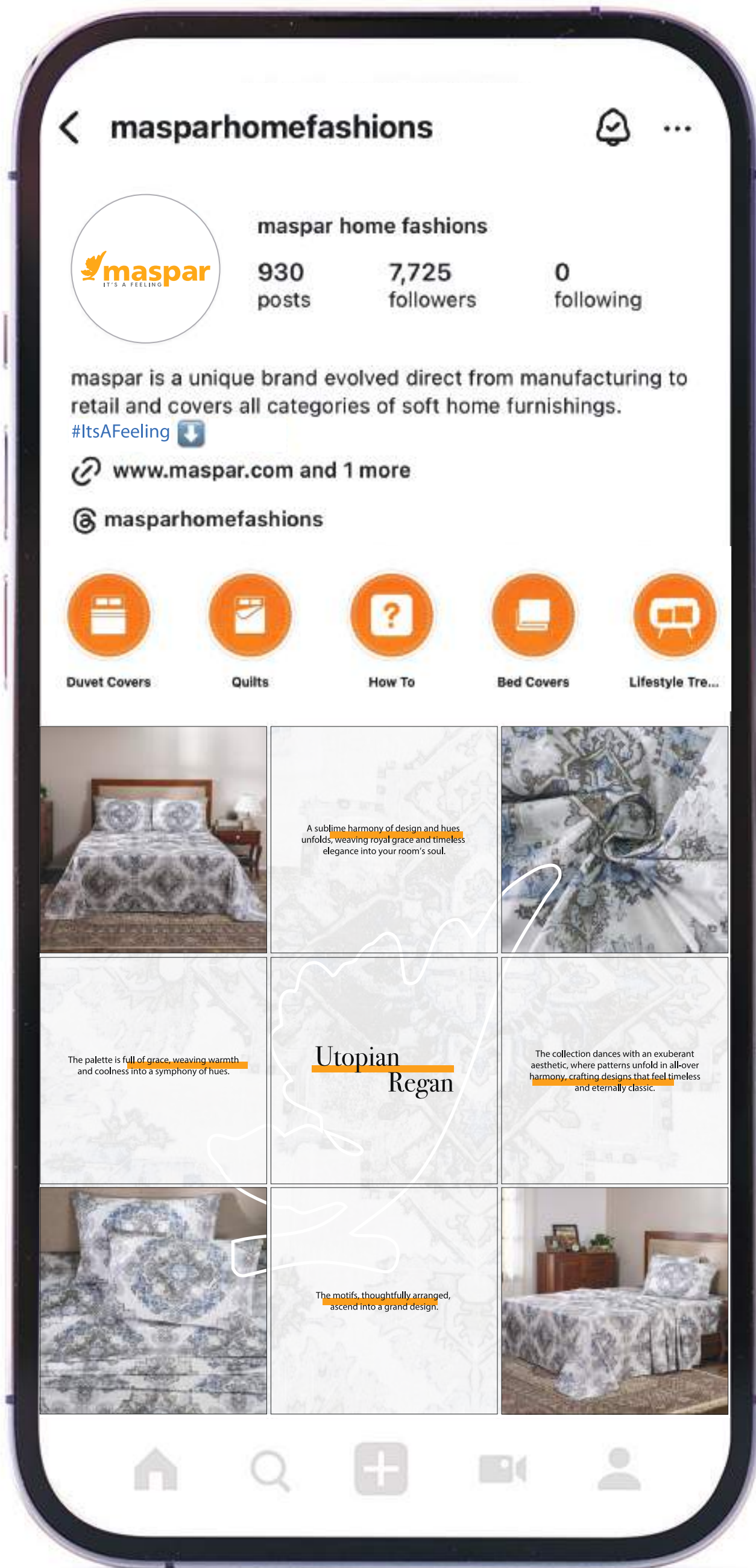


- Removed the box for an airy feel to connect with free-flowing emotions
- Moved the leaf to the left for better balance
- The tagline revamped from functional to emotional, using a font from the same family for consistency

social media guide | ines

Social Media Visual Guardrails

Static	Video
Product: Full blown image for 100% product visibility	Micro videos to not exceed 15 sec
No text on the image. Text posts will be part of the grid(IG).	Long format video Instagram: 60 sec YT: 60 sec - 120 sec
IG Grid colours for collection posts- background colours will be inspired by collection colours	Graphical elements/patterns as per the brand guidelines can be used on the video
No logo on the image	Logo to appear on the last frame
No graphical elements/ filter to be used on the image	
Grid colours for brand communication/contextual or festive communication will be brand primary/secondary colours	
Logo to go only on promotional posts/contests/ CTA-led posts (E.g. Founder's Week, Big Deal etc.)	



Full blown image for 100% product visibility

No text on the image. Text posts will be part of the grid. (IG)

No logo on the image

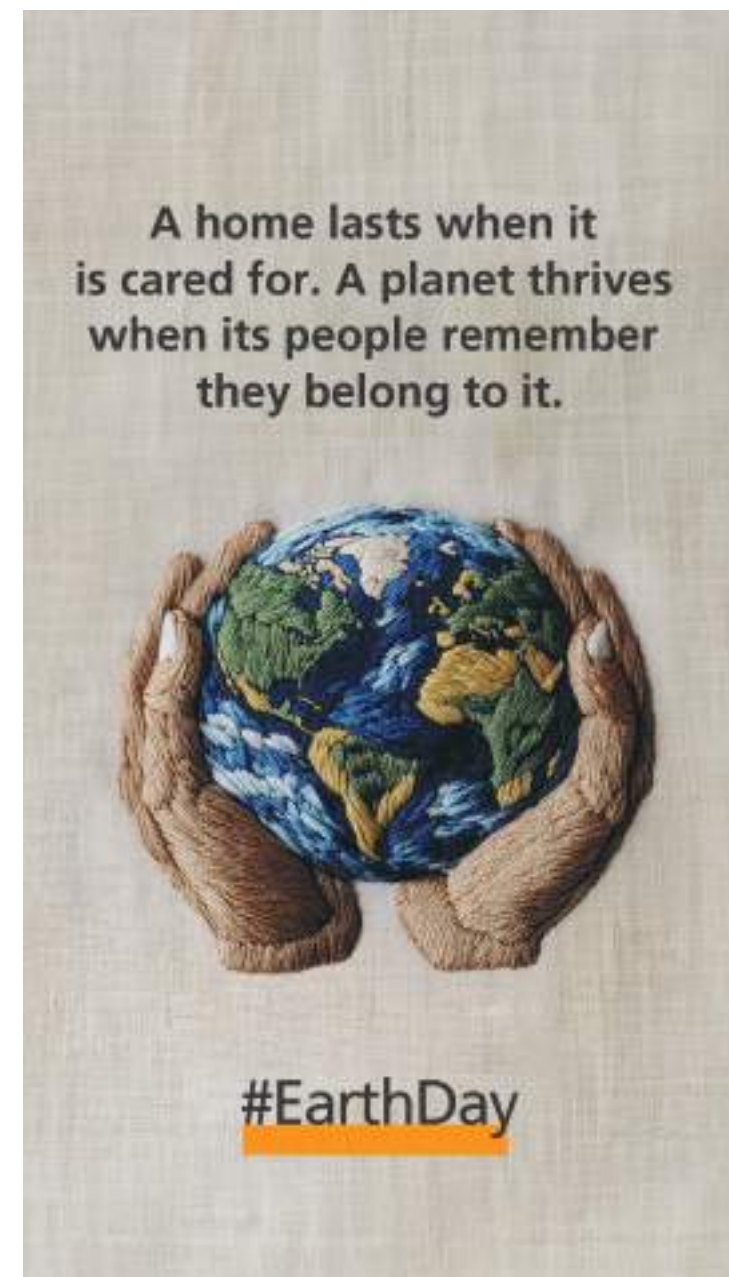
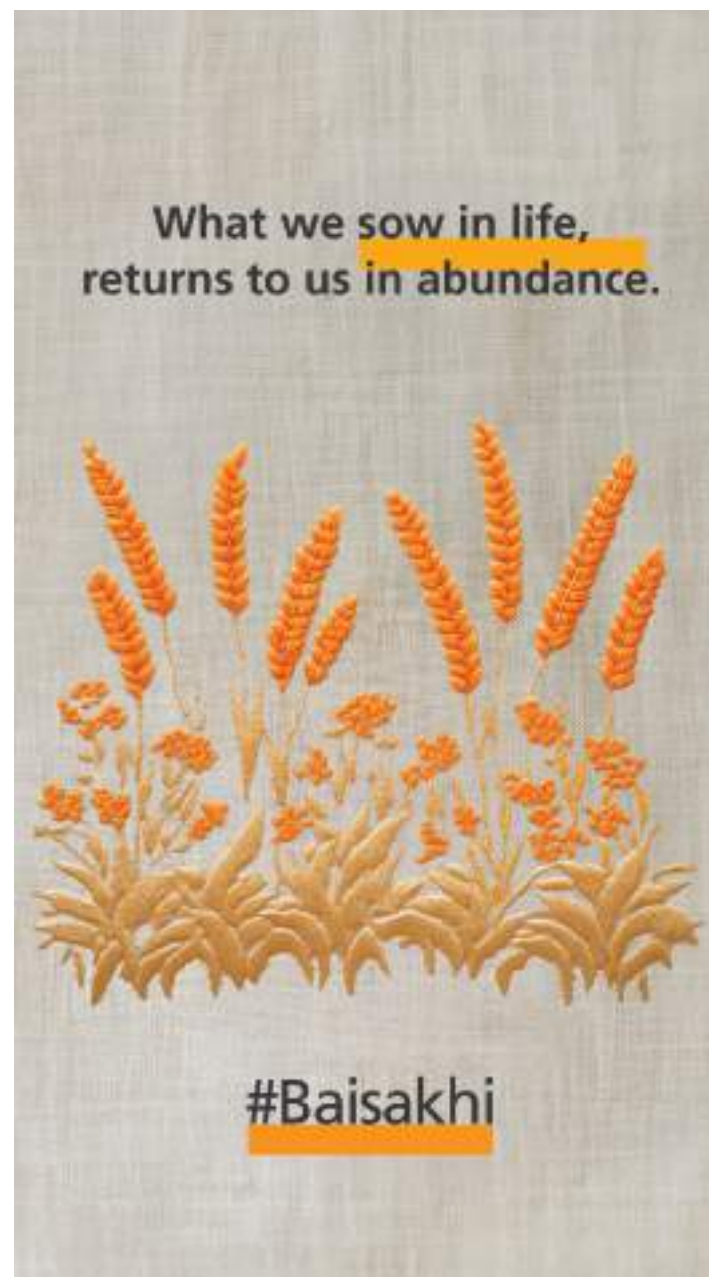
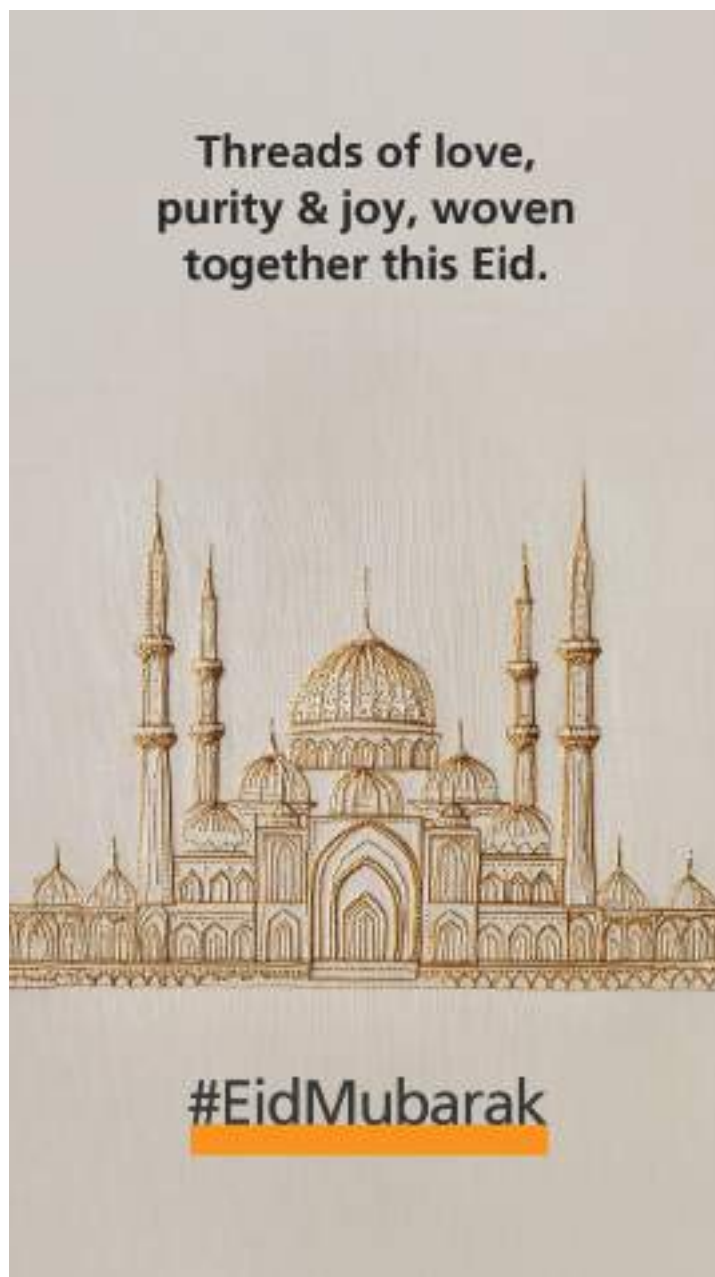
No graphical elements/ filter to be used on the image

IG Grid colours for collection posts- background colours will be inspired by collection colours

Grid colours for brand communication/contextual or festive communication will be brand primary/secondary colours

Logo to go only on promotional posts/ contests/ CTA-led posts(E.g. Founder's Week, Big Deal etc.)

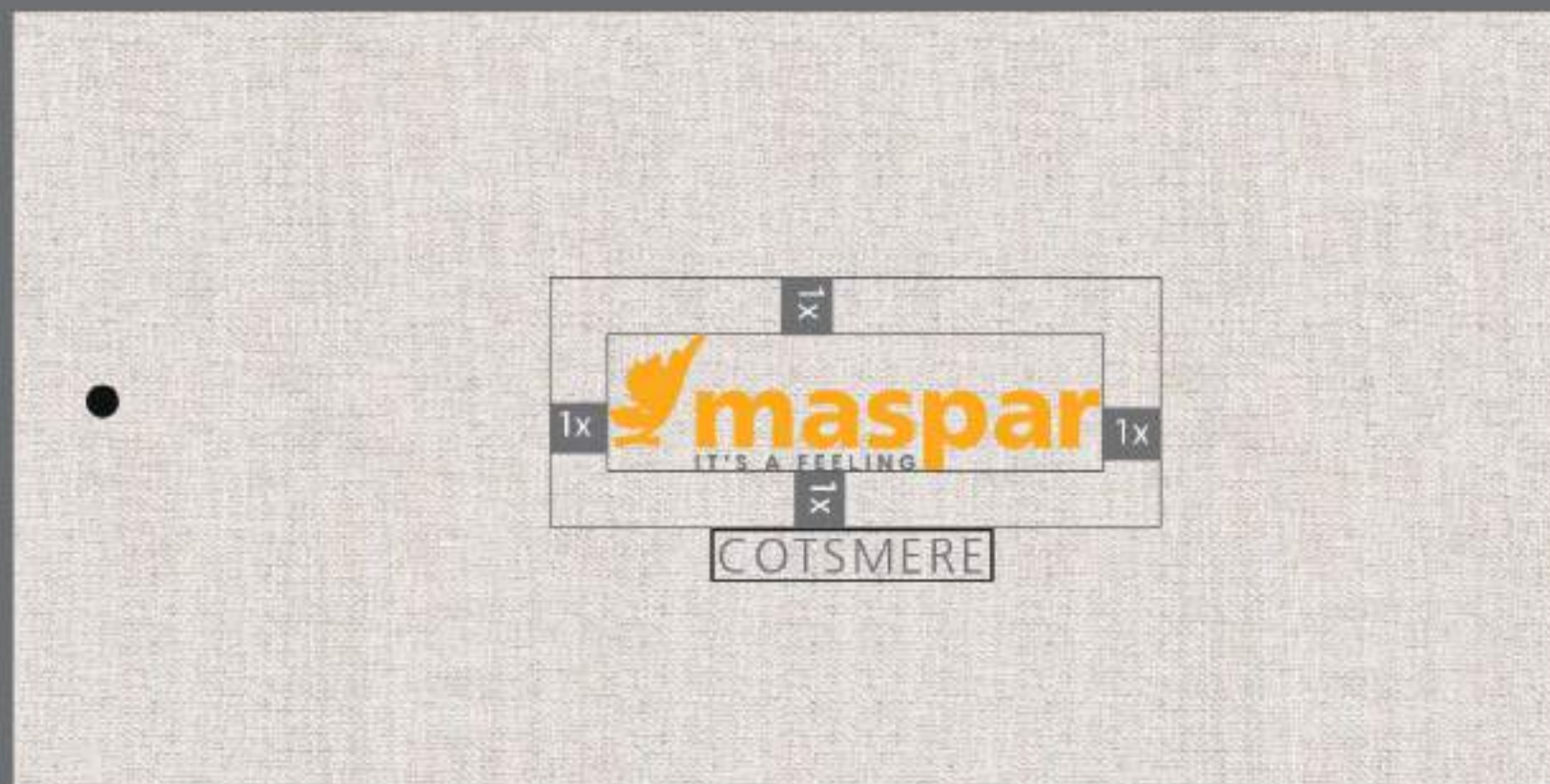
Social Media Topicals



- Topical content can be presented in static or video formats.
- Product integration will not be forced into topical posts.
- Typography-driven designs with minimal use of visual element/motifs.
- Maintain brand consistency with the thread weaving effect in all designs.

Logo Applications

Labels/Packaging



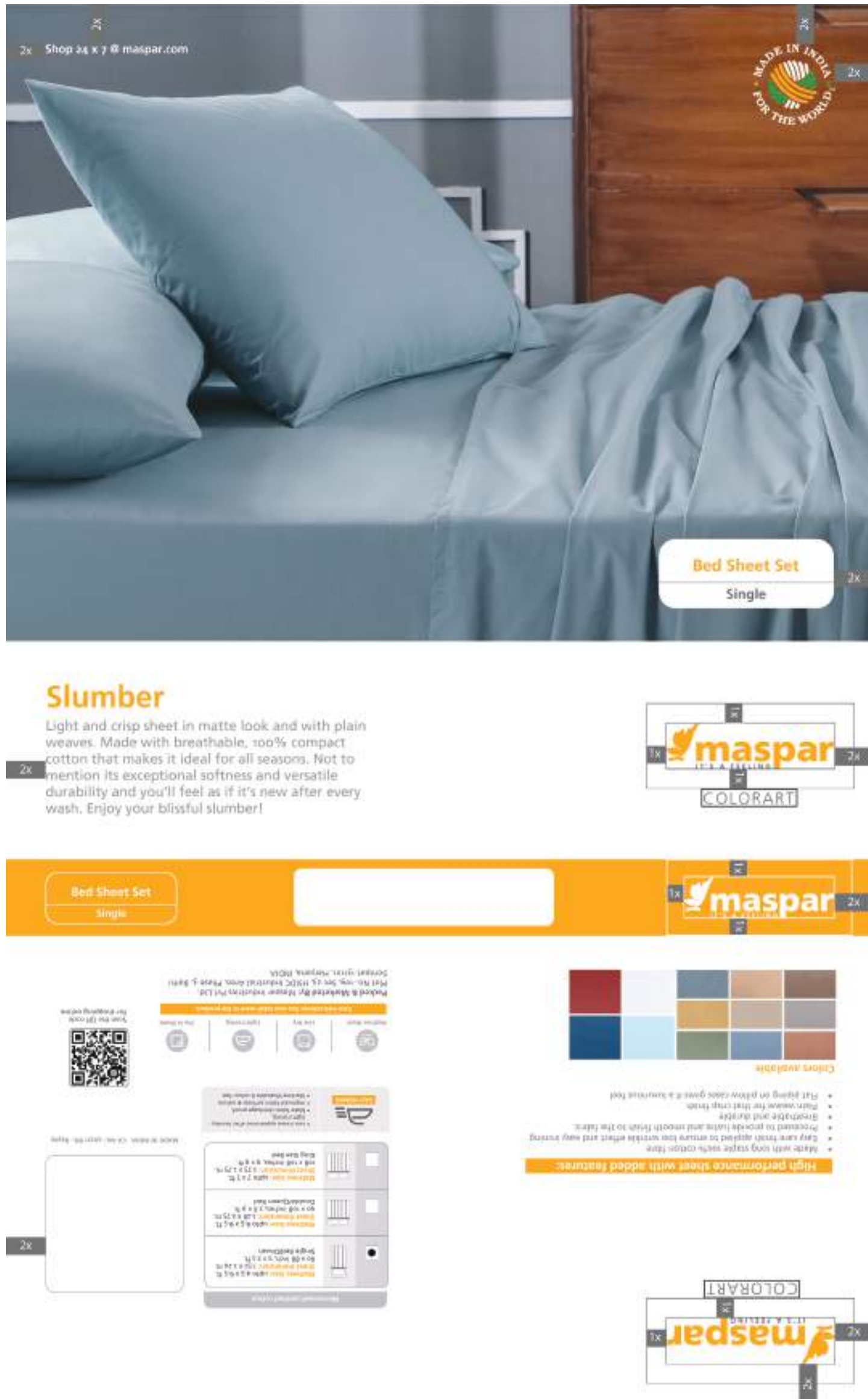
8 Pcs Quilt Set

- 1 pc. of Quilt (265 x 228 cms)
- 2 pc. of Pillow Sham (50 x 75 cms)
- 1 pc. of Bed Sheet (275 x 275 cms)
- 2 pc. of Pillow Case (50 x 75 cms)
- 1 pc. of Cushion Cover (45 x 45 cms)
- 1 Box (46 X 46 X 23 cms)



MRP : 25999

Labels/Packaging

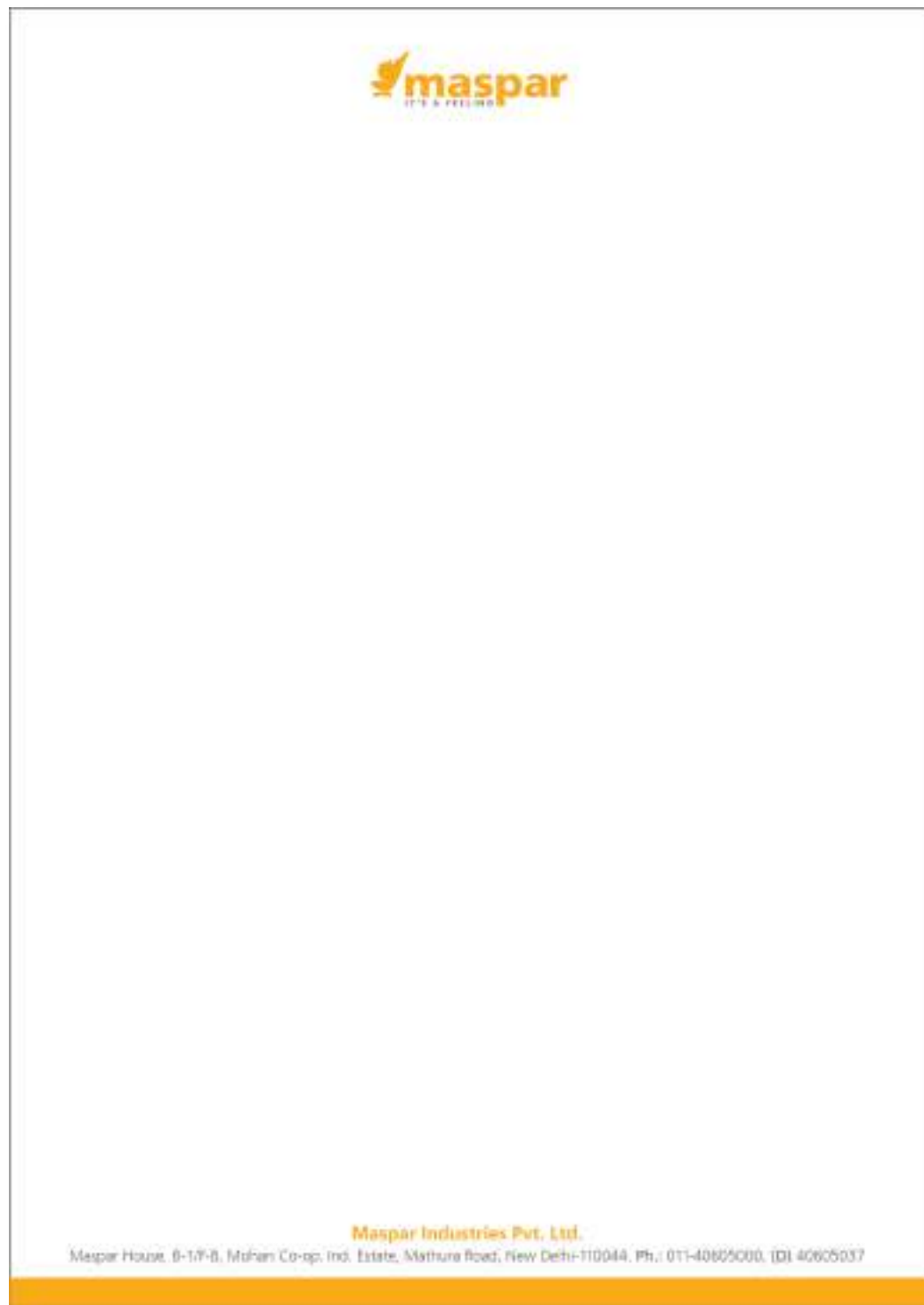


- The safe area for the logo on packaging would be 2x around the cutting margin.
- The safe area for the logo on the packaging with a fold will be 1x.
- The safe area around the Made in India logo will be 2x from the top & right.

Store Branding



Stationery



Letter Head

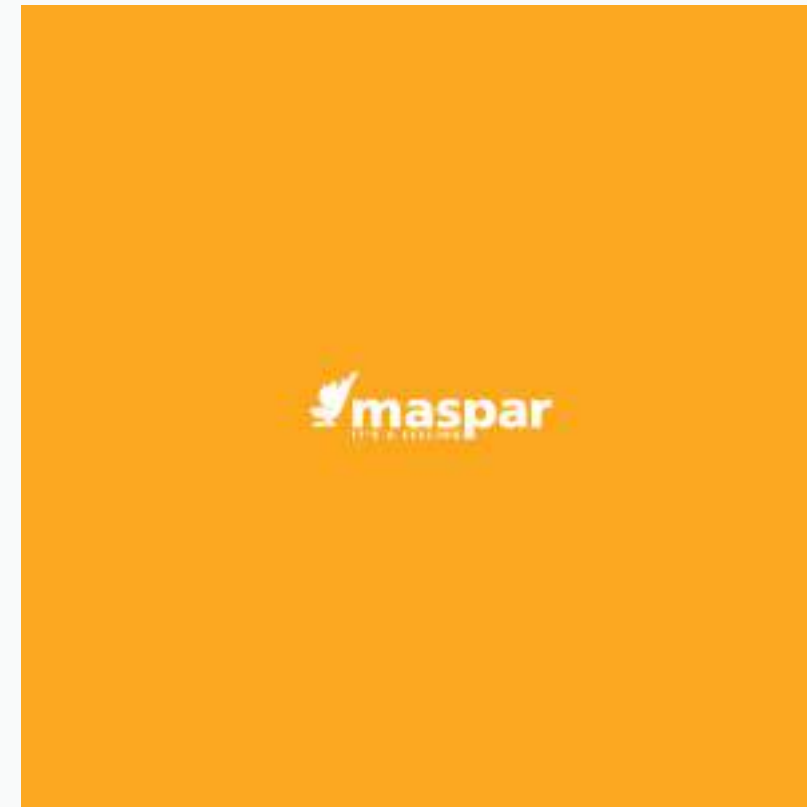


ID card



Envelope

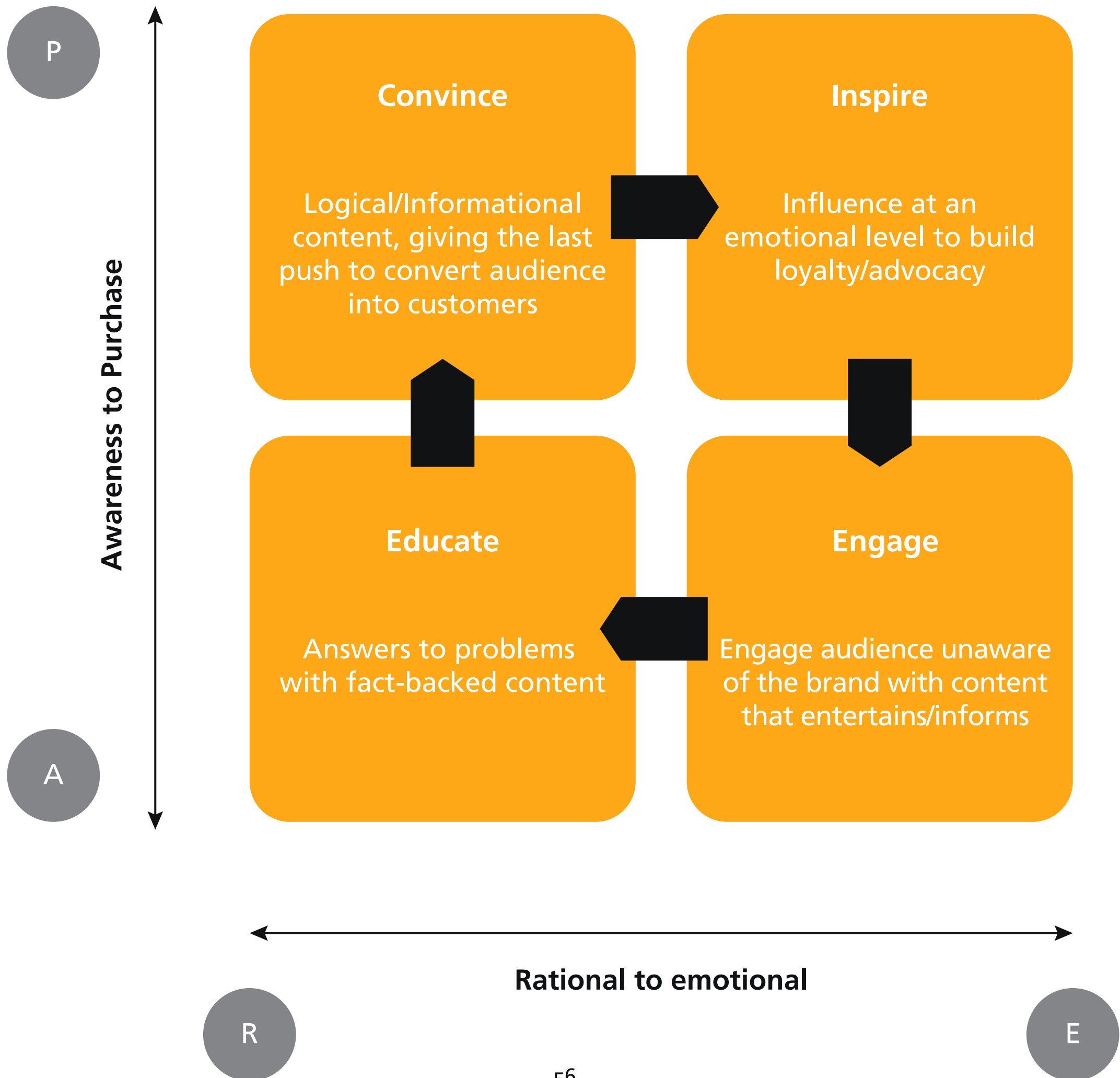
Stationery



Visting card

content framework

Messaging Framework



Convince

Logical/Informational content, giving the last push to convert audience into customers

Offline:

Testimonials/Customer Reviews: Positive feedback from satisfied customers displayed in-store or in print materials.

Limited-Time Offers/Promotions: Creating a sense of urgency and encouraging purchases.

Online:

- **Product Reviews/Ratings:** Encouraging customers to share their experiences online.
- **User-Generated Content:** Showcasing how customers use and style the brand's products in their homes.
- **Landing Pages:** Dedicated pages with persuasive content and calls to action for specific products or promotions.

Inspire

Influence at an emotional level to build loyalty/advocacy

Offline:

- **Stores/Flagship Stores:** Creating an immersive brand experience with inspiring displays.
- **Lookbooks/Style Guides:** Showcasing curated collections and design ideas.
- Collaborations with **Experts/Influencers:** Leveraging their expertise and reach to inspire customers.

Online:

- **High-Quality Product Photography/ Lifestyle Imagery:** Featuring the products in real-life settings to create an emotional connection.
- **Behind-the-Scenes Content:** Sharing the brand's story, values, and design process to build a deeper connection with customers.
- **Social Media Campaigns:** Inspiring content that aligns with brand values and resonates with the target audience.

Educate

Answers to problems with
fact-backed content

Offline:

- **Product Catalogues:** Detailed information about products, materials, and care instructions.
- **In-Store materials.**
- **Brochures/Flyers/E-mailers:** Informative content about brand.

Online:

- **Blog Posts:** Articles on home decor trends, interior design tips, and product guides.
- **Infographics:** Visual representations of product features, comparisons, and benefits.
- **How-To Videos:** Tutorials on product assembly, maintenance, and styling.

Engage

Engage audience unaware of the brand with content that entertains/informs

Offline:

Mall branding

Print ads

Online:

- **Email Newsletters:** Sharing regular updates, promotions, and exclusive content to keep customers engage.
- **Performance marketing ads**

Differentiated Brand Solutions*

Offline:

Corporate Collabs: Corporate spaces experience high footfall from employees, clients, and visitors. Furnishing these areas with maspar branded soft furnishings turns them into live showrooms, subtly reinforcing brand recall.

Pop-up Stores: Installing pop-up stores in flea markets during festive seasons can be a strategic move for maspar, especially in areas where we don't have permanent stores.

'Mood Board Studio' for Custom Looks: Let customers mix and match products (furniture, wallpapers, cushions) in a physical mood board setup to visualize their dream space.

Online:

Digital Innovations: Shoppable Storytelling via interactive stories or mini-films featuring a relatable character redesigning their space with the brand's products, with clickable links for direct purchase.

AI-Powered Virtual Stylist: A tool that recommends products based on uploaded pictures of a customer's home, matching colors, themes, and preferences.

Interactive 'Choose Your Mood' Experience: Customers pick a mood, vibe, or occasion (cozy, vibrant, festive, minimal, etc.), and the platform curates a customized home styling look with matching products.

*The solutions listed here are only for directional purposes.

Offline Assets			Online Assets	
Catalogue/ Booklets	<ul style="list-style-type: none"> • Core catalogue • Colorart • Catalogue • Seasonal/ promotional/ retailer booklets 	Standard size: 9x9 inches	Shoot	<ul style="list-style-type: none"> - One per quarter/ half yearly/ yearly - Shoot by maspar's in-house production team - Shoot supervision & editing by Crescent team
Retail/ POS	<ul style="list-style-type: none"> - Easel Standee - Poster - Shelf talkers - Shelf labels 	As per space availability	Banners	<ul style="list-style-type: none"> - Promotional - Contextual/ Festive
New Store branding	<ul style="list-style-type: none"> - Facade - In-store posters - Ambient branding in malls (escalators, elevators etc.) - Easel Standee (2x3 ft) 	As per space availability	Social Media	<ul style="list-style-type: none"> - Platforms: Instagram, Facebook, YT, Pinterest, WhatsApp - maspar logo only on videos - Statics will always be full-blown image without the maspar logo and copy
Events	HGH/ SIS etc. <ul style="list-style-type: none"> - Stall branding - Invite/ E-mailers - Leaflets 	TOI, HT (supplements), Ludhiana Times Half pg/ quarter page ad	Performance ads	<ul style="list-style-type: none"> - Clear & big images - Concise text with clear CTA
Print	<ul style="list-style-type: none"> - Promotional ads - Store launch ads 		DVCs	<ul style="list-style-type: none"> - Have narrative-first approach - Aim to inspire, uplift, provoke a thought - Storytelling over extravagant production
Vouchers	<ul style="list-style-type: none"> - Cash gift vouchers (to buy) - Promotional vouchers (on purchase) 	Standard size	Influencers	<ul style="list-style-type: none"> - Prioritize quality over follower count - Partner with credible experts, not just paid promoters - Align influencer values with brand ethos - Focus on authentic storytelling that resonates
Packaging	<ul style="list-style-type: none"> - Inserts - Tags - Outer packaging 	Square packaging	E-mailers	<ul style="list-style-type: none"> - Contextual - Promotional launches
Merchandise	<ul style="list-style-type: none"> - Table top calendar - Diary 			

platform
specific
best
practices

Instagram Best Practices

- **Post Regularly:**
Stick to a schedule of 1-2 posts daily to keep your audience engaged.
- **Share Stories Daily:**
Post 1-2 interactive Stories using polls, questions, or stickers to boost visibility and engagement.
- **Write Engaging Captions:**
Use unique, personality-driven captions with CTAs and relevant hashtags to spark interaction.
- **Diversify Content Formats:**
Mix Reels, carousels, and static posts for a dynamic and interesting feed.
- **Maintain Visual Consistency:**
Use a unified color palette and fonts to reinforce your brand identity.
- **Engage Actively:**
Respond promptly to comments and messages to build loyalty and foster relationships.
- **Optimize Hashtags:**
Use a balanced mix of popular and niche hashtags to maximize discoverability.
- **Encourage User Content:**
Promote and share follower-generated content to boost authenticity and community spirit.

Facebook Best Practices

- **Post Consistently:**
Share 3-5 posts weekly to maintain engagement without over saturation.
- **Leverage Video Content:**
Use live videos or short clips to highlight product features and boost interaction.
- **Host Events:**
Create Facebook Events for webinars or shows to encourage RSVPs and shares.
- **Engage in Groups:**
Participate in relevant groups to share insights and connect with like-minded followers.
- **Run Targeted Ads:**
Use Facebook Ads to reach precise demographics aligned with your product.



X Best Practices

- **Tweet Frequently:**
Post several times a day (5-10 tweets) to maintain visibility in followers' feeds due to the fast-paced nature of Twitter.
- **Use Hashtags Strategically:**
Incorporate 1-2 relevant hashtags per tweet to increase reach while keeping the message clear.
- **Engage in Real-Time Conversations:**
Participate in trending topics or discussions related to the automotive industry using relevant hashtags.
- **Share Visual Content:**
Include images or videos in tweets as they significantly increase engagement rates compared to text-only posts.

LinkedIn Best Practices

- **Share Industry Insights:** Post articles or insights related to home furnishing industry that can position you as an expert in the field.
- **Network Actively:** Connect with other professionals in the home furnishing sector, engage with their content, and participate in discussions.
- **Post Thought Leadership Content:** Share your experiences or lessons learned from your journey as a home furnishing influencer to inspire others.



YouTube Best Practices

- **Optimize Video Titles and Descriptions:** Use keywords relevant to the home furnishing industry in titles and descriptions for better searchability.
- **Create Playlists:** Organize videos into playlists based on themes (e.g., product reviews, home furnishing tips) for easier navigation by viewers.
- **Encourage Subscriptions and Engagement:** Remind viewers at the end of videos to like, comment, and subscribe for more content.

