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BRANDING LORD BRAMHA

Rakesh Premi*

ABSTRACT

Branding is a marketer's tool for creating product differentiation. Some of the finest brands are the result of a carefully structured brand strategy. Despite having all the attributes of a successful brand like differentiation, relevance, self esteem and knowledge, product might skip the attention of prospects. 'Lord Bramha', the creator of the universe is worshiped only at one place in the world, at 'Pushkar' which stands as testimony to rich culture and religious heritage in India but domestic and international pilgrims, ascetics and tourists inflow is declining. In order to build Brand Bramha, let's identify the reasons.

Keywords: Branding, 'poke yoke' branding strategy, Destination branding, choreographed and focused communications campaigns

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