



ZGC is an award-winning independent full-service branding and digital marketing agency in Ahmedabad. The intersection of our principles with practicality gives birth to our solution which creates brand strategies that lead to growth stories.

Strategy

Strategy is the backbone of any brand and we understand that. We are one of the top branding agency in Ahmedabad that chart out the best marketing roadmap for clients. We carefully research the product feasibility before we build a brand strategy.

Design

In this ubiquitous world of brands, designs provide a clutter-breaking image to the brand. We are an award winning branding agency in Ahmedabad with a 360-degree design approach.

Advertising

In the face of the digital boom, it has become imperative to create content that speaks the consumer's language.

Technology

We are an SEO company in Ahmedabad, you can also call us architects and engineers who build impactful digital platforms for brands.

Digital Media

Being a social and digital media marketing agency in Ahmedabad crafting a marketing and communication structure in the social world is essential. We form result-oriented strategies that excel in shaping the desired narratives about the brand in the consumer's minds.

Production

Our production masters are the brains behind some of the most creative and successful brand campaigns.

About Zero Gravity Communications

Branding and digital marketing agency in Ahmedabad.

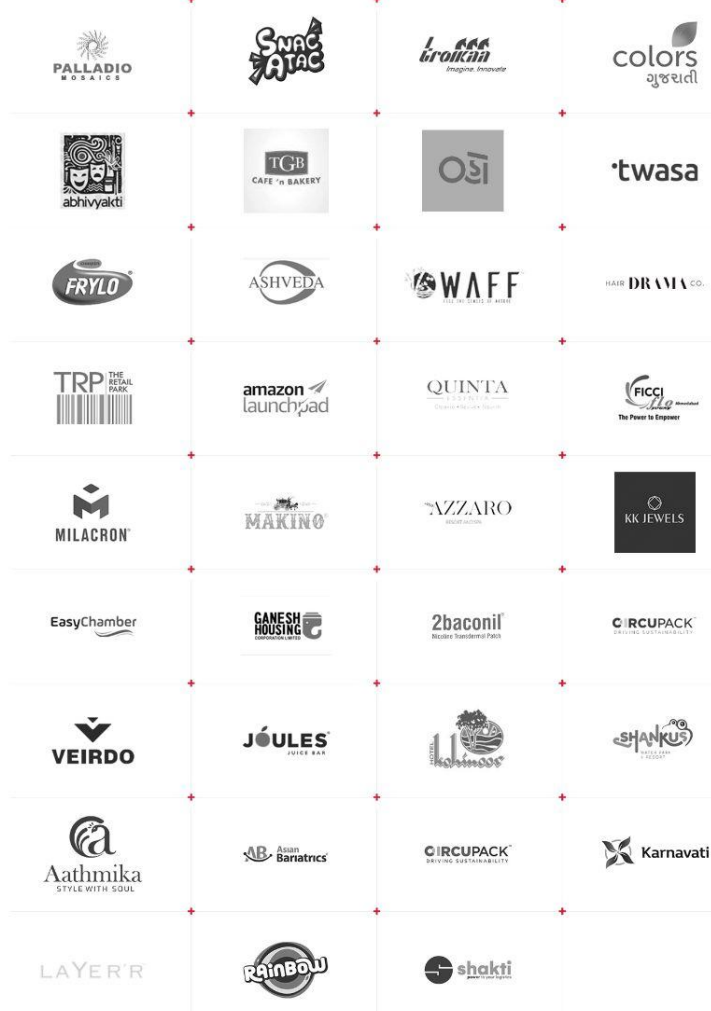
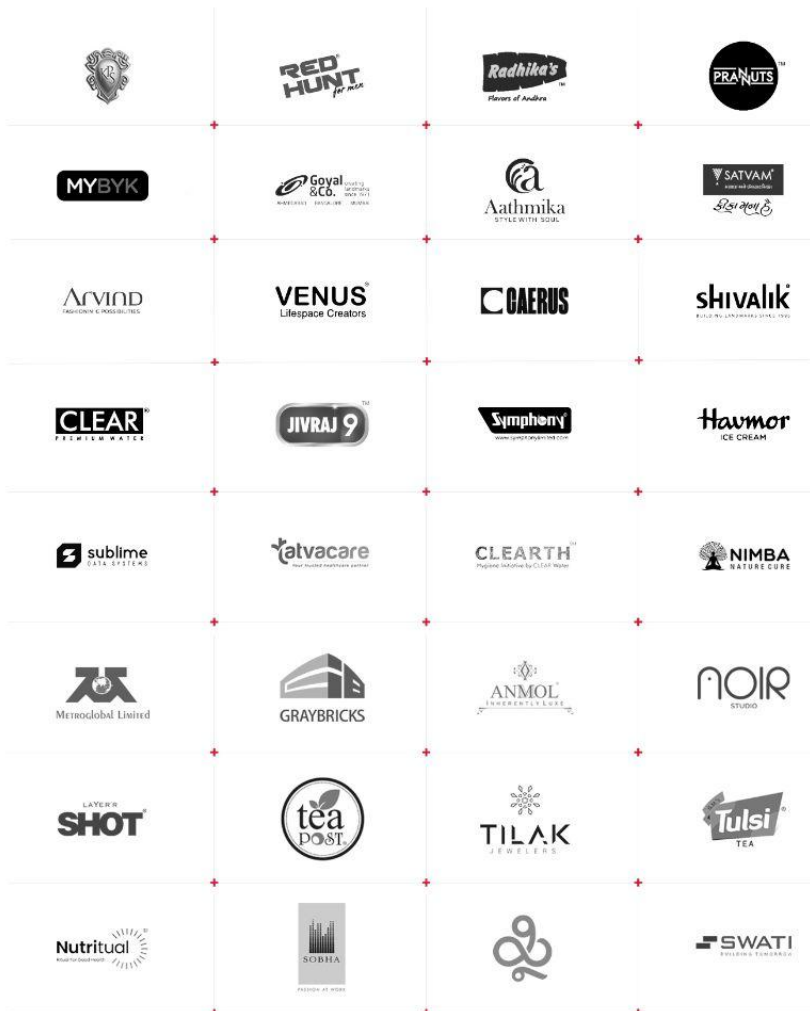
Started in the year 2014, with an idea in mind, fire in the heart and creativity in head, Zero Gravity Communications embarked on the journey with thoughts evolving and it's strength increasing every year.

VISION: The intersection of our principles with practicality gives birth to our solutions/ideas which then go through our practices/ processes.

MISSION: The intersection of our principles with practicality gives birth to our solutions/ideas which then go through our practices/ processes.

VALUES: The intersection of our principles with practicality gives birth to our solutions/ideas which then go through our practices/ processes."

The intersection of their principles with practicality gives birth to our solution which creates brand strategies that lead to growth stories.
Ideate. Execute. Measure.



DOCUMENTATION: EVAIR

- Degree / Major research project
- Declaration by the candidate
- Acknowledgement
- Content
- Initial Research
 - Branding and its different aspects
 - Brief
 - Initial brief
 - Brand
 - Branding
- - Four pillars of branding
 - Brand Identity
 - Brand perception
 - Influences on brand perception
 - Packaging (Type of packaging)
 - Rebranding
- Case Studies of rebranding
- Semiotics
- The process
 - Brand strategy
 - User persona
 - Market Research

- Semiotic analysis of packaging
- case study - 4 companies
- Image of the brand and what it says?
- what is perceptual mapping?
- observations
- what is significance of colours in packaging?
- Types of packaging?
- Materials used in packaging
- Moodboards
- Redefined brief
- Evaire Identity brief
- what is celebrity endorsements?
 - Pros
 - Cons
- Difference in male and Female brand
- The Ideation
 - StyleScapes
- LOGO Iterations
 - LOGO in black and white

- Packaging
 - Elements of packaging
 - colour palette of competitors
 - Flavours and text
 - packaging seedone images
- Final Packaging
 - 10 Flavours
 - Stickers
 - Badges
 - Flavours
 - Instagram posts
 - Environmental graphics
 - On-point sales
 - Recipe flyers
 - Bags, etc. collaterals
- Bibliography

WEEKS

WORK

1 ✓	Introduction Exercise
2 ✓	Research
3 ✓	Research
4 ✓	Research
5 ✓	Logo design + Research
6	Logo design
7	visual identity
8	visual identity
9	Packaging design
10	packaging design
11	packaging design
12	Social media + Packaging design
13	Social media campaign
14	website
15	website
16	website

VRN Lifestyle

VRN Lifestyle is a gujarat based company.
They are manufacturer of chemicals and
chemical products. They are non-government
company (Private company).



Vatsal Vachhani

Co-Founder and Director



Ravi Dadhaniya

Co-Founder and Director



Neeraj Bhensdadia

Co-Founder and Director

How did VRN Lifestyle came into existence?

Back in time when Mr. Neeraj and Mr. Vatsal were residing abroad, taking their flourishing careers forward, they used to frequently send gifts to Mr. Ravi as a token of love. The gifts were majorly high-end perfumes. What Mr. Ravi always wondered was the availability and pricing of these luxury perfumes in India. After researching, he realised that 50% of products were not available here, and the remaining ones were extremely expensive.

Soon he started exploring different possibilities of curating a premium perfume in India, keeping in mind its economical value. Upon the discussion of the idea with Mr. Vatsal and Mr. Neeraj, these three masterminds started researching about the market in depth. After 2 months of rigorous research, they agreed upon the idea.

In 2019, both Mr. Neeraj and Mr. Vatsal came to India to take this idea forward. For the next one year, the three friends entered the market and understood the very minute process of perfumery. They weighed the pros and cons, conducted surveys of approximately 150-200 individuals, considered people's personal opinions, bought perfumes from luxury brands to get a first hand experience of the quality, and recognized the different situations that demand the usage of perfumes.

The whole process of research led to a clear vision of creating fragrances that would go well with different occasions. During the developing stage, 15-20 fragrances were manufactured. After careful consideration, a survey of 300 people, and tons of brainstorming sessions, 3 fragrances were picked out.

A vision to create a unique line of fragrances clubbed with a passion for perfumery, together led to the creation of Upsilon. With a mission to create an enabler that helps you to own your story and be confident, we curated a range of lifestyle perfumes that allows you to express yourself and own up to your story.

FRAGRANCE

PYRAMID

FAST MED. SLOW

Evaporation



Duration



5-15
mins.

Top
Notes

Citrus



Vanilla



Floral



20-60
mins.

Middle
Notes

Floral



Spice



Herbal



>6hrs.

Base
Notes

Herbal



Wood



Spice



UNDERSTANDING FRAGRANCE PYRAMID

Creating a perfume involves many intricate procedures to ensure that the composition and balance of the fragrance is just right. A thorough knowledge of fragrance notes and their topology is essential for perfecting scent compositions that please the senses. Each perfume ingredient has its own special molecular properties as a result of which it assumes a specific role in an olfactory composition. The olfactory pyramid is one of the most well-renowned ways to visualize a fragrance's recipe and life-cycle.

What are fragrance notes?

Perfumes are in essence a fusion of many different chemical compounds. Both synthetic and natural ingredients are utilized for creating a balanced and delightful fragrance. Most perfumers do not disclose the exact, formulaic composition of a perfume, but they do present a breakdown of the identifiable smells that can be detected by wearers. The term 'notes' is used to refer to these ingredients with familiar scents, and they fuse with each other to create scent accords. It is important to note that the notes of a perfume are not literal chemical ingredients, but simply aromatic placeholders for the same.

Top notes, heart notes and base notes make up the olfactory pyramid of any fragrance.

Volatility of a fragrance and its perceived life cycle

If you are someone who wears perfumes habitually, you might have noticed that their scent changes over the course of the day. While this might be surprising at first, it is an important factor to take into note when you are trying to decide whether you love a specific perfume or note.

As mentioned before, perfumes are composed of a variety of compounds that constitute each distinguishable note. However, each of these compounds has a different *level of volatility*, which is why the overall fragrance subtly shifts throughout the day.

The volatility of the different notes in a perfume determine how it dries on the skin and evaporates over time.

Due to our skin's heat, a fragrance slowly dries once we spray it on and then starts evaporating slowly. This is when something, that appears to be rather magical, happens. The different compounds evaporate at different speeds because of their varying chemical compositions. The perfume changes a little every time a batch of 'notes' evaporates, allowing the wearer to identify the different notes. If all the compounds evaporated at the same time, then you would not be able to smell the scent afterwards.

Thus, we can conclude that each perfume comes with a life cycle. The notes that can be immediately identified by the wearer usually tend to be highly volatile, and they evaporate away rather swiftly. These are the top notes. However, they are immediately replaced by further notes, termed heart notes, which diffuse into the scent, retaining its charm. The last layer of notes, commonly known as base notes, usually lasts the longest, and they ensure that the perfume holds on to your skin for as long as possible.

The life-cycle of a fragrance is not complicated to understand at all. A perfume merely cycles through the succession of notes to reach the point where it finally fades away completely. Having said that, the composition of a fragrance can determine the nature of layer transitions. While some perfumes may have notes that jump from one to another in a linear manner without any remnants, others may have overlapping notes that evolve to form memorable accords.

Purpose of the Perfume Pyramid

The olfactory pyramid is a simplistic but effective tool to convey the life cycle of a fragrance to a perfume lover or enthusiast. While knowing the notes of a perfume might be sufficient knowledge to somewhat gauge what a perfume will smell like, it can be difficult to deduce its volatility if they are not aware of the nature of the chemical compounds present in the perfume. In an olfactory pyramid, the different notes are ranked or categorized based on their properties and volatility to mark a distinction between the three layers. Each layer is balanced by the one above it and the duration of each phase varies based on the chemical composition.

Top Notes: 5-15 minutes : The top notes of a perfume, placed at the peak of the pyramid, tend to be the most memorable and vivid for any wearer. They constitute the immediate whiff one gets upon spraying a perfume which means that they are instrumental in forming one's first impression of any perfume. However, they also happen to be the most volatile, so they evaporate the quickest. Since they have lighter, smaller molecules, they bounce off the skin after imparting a strong burst of the fragrance. They last for the first 5 to 15 minutes after spraying a perfume. However, the importance of the top notes is undeniable because they help orchestrate a memorable transition into the second layer, consisting of the heart notes.

Heart Notes: 20-60 minutes : The middle or heart notes come out to play once the top notes have evaporated, and stay for around 20 minutes to a full hour. Often termed as the 'soul' of the perfume, these middle notes create a perfect bridge between the other layers of the perfume and make up about two-thirds of the composition, ensuring that there is no jagged edge to the composition. They tend to constitute the personality of a fragrance, and are evident in the evolution of the scent even after evaporation. One of the more functional aspects of heart notes is that they help suppress the base notes until they are mature enough to emerge and complement the fragrance. They hold on to the remnants of the top notes and slowly introduce the base notes so that the wearer does not have a jarring experience.

Base Notes: 5-6 hours : The base notes might sound trivial, but they are responsible for holding the perfume scent together once the top and middle notes evaporate. Once the middle notes seep into the base notes, they mature enough to emerge and add depth to the perfume. The foundation of every perfume is based on its assortment of base notes because this layer lasts the longest in the fragrance life cycle, 5-6 hours at the very least. These notes start peeking in slowly while the middle notes are evident, and then carry the scent forward by creating unique accords. They tend to be rich, heavy and grounded so that the scent can hold on to your skin longer.

Drawbacks of the Perfume Pyramid : While effective, the perfume pyramid is not perfect. The pyramid serves as a great structure to convey the composition of a perfume visually, so they are more aware of the life cycle of the perfume they are purchasing. However, this common marketing tool is no longer as relevant because perfume composition has become more complicated since it was introduced. Previously, most perfumes adopted the three-tier model, but now perfumes have varying structures. While many still retain the pyramidal structure, they tend to have more than three tiers with more complicated transitions that might not be easily reproducible in an olfactory pyramid. Some experts also argue that this model might be misleading in the long run. A few alternatives to the olfactory pyramid are currently being explored, but none have managed to gain precedence so far.

UPSILŌN

Upsilon : Men's Perfume

What is Upsilon?

A Greek alphabet, transliterated as 'u', Upsilon refers to a path that divides itself into two roads. It is an opportunity for a person to put their doubts aside and take a chance to explore the path that will bring out the best in them. Upsilon's belief aligns with keeping you in the spotlight, it allows you to travel to a realm where you can leave your inhibitions behind.

The fragrances are thoughtfully crafted to compliment your persona while elevating your confidence and charm. Backed by years of research, Upsilon curates the best long-lasting perfumes that embody the elements of earth and the goodness of science. It provides products designed to empower you wherever you are in your journey.

PRODUCTS



EXOTIC RANGE OF PERFUMES

Perfect For All Occasions



SALE



GIFT
COMBO

SALE



GIFT
COMBO

SALE



GIFT
COMBO

SALE



GIFT
COMBO





Upsilon Golden Sand Sports Per...

Rs. 1,399.00 ~~Rs. 1,599.00~~
(Inclusive of all taxes)



ADD TO CART



Upsilon Shooting Star Party Perf...

Rs. 1,399.00 ~~Rs. 1,599.00~~
(Inclusive of all taxes)



ADD TO CART



Upsilon Wild Blue Aqua Perfum...

Rs. 1,399.00 ~~Rs. 1,599.00~~
(Inclusive of all taxes)



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Upsilon Discovery Set Perfume f...

Rs. 699.00 ~~Rs. 799.00~~
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The 2 in 1 Combo

Rs. 2,399.00 ~~Rs. 3,198.00~~
(Inclusive of all taxes)



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The 3 in 1 Combo

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Upsilon
Beauty, cosmetic & personal care
Time to #OwnYourStory with our premium and exotic range of #perfumes for Men.
Long Lasting ~ Everyday Perfumes ~ Authentic Raw Materials
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Reviews



Wild Blue



Misc



o X Gagan



o X Vipul



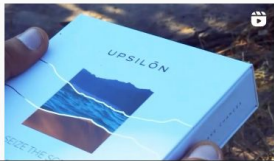
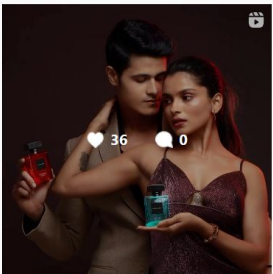
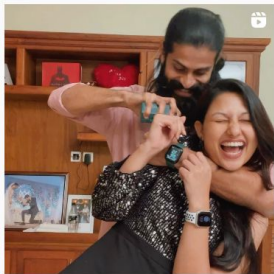
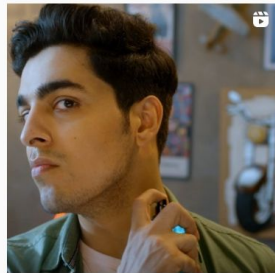
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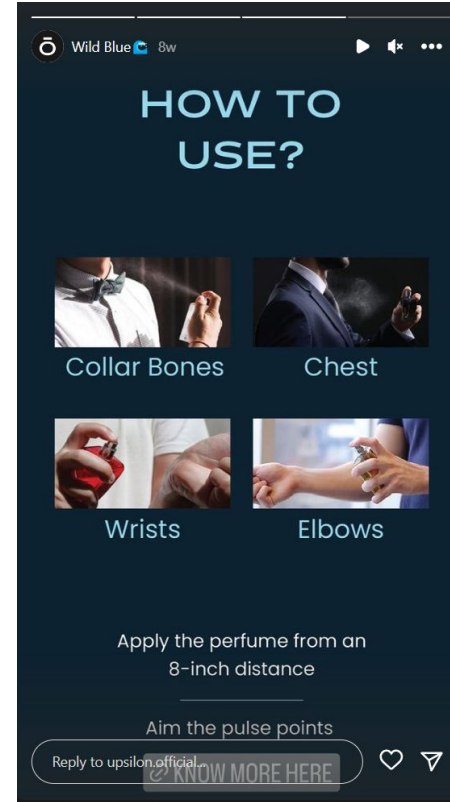
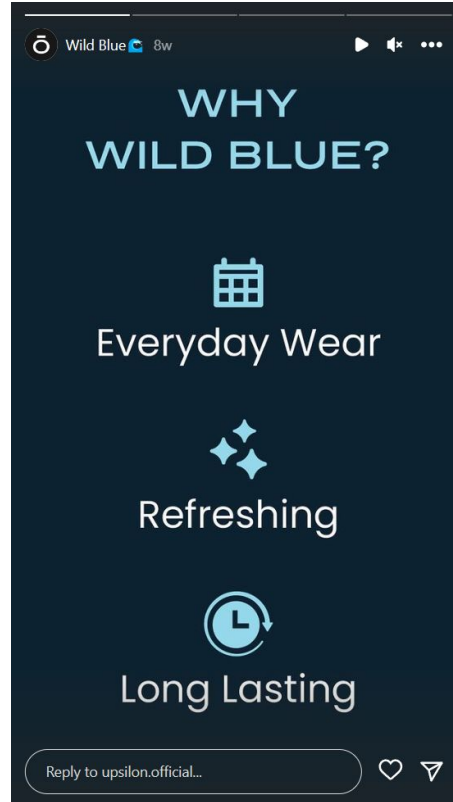
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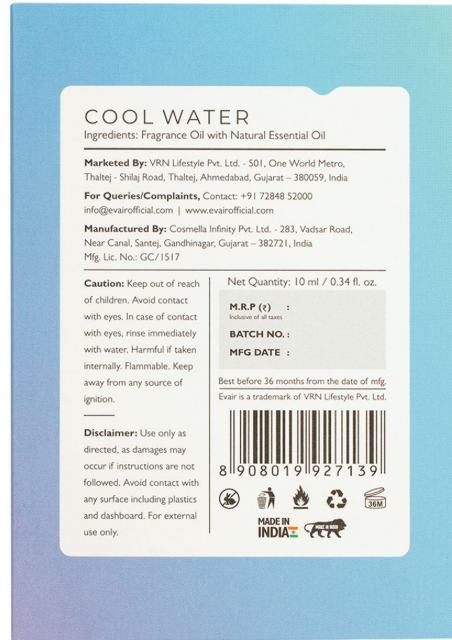
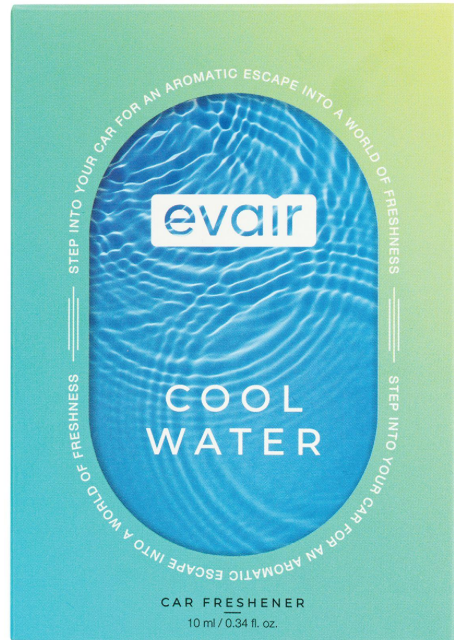
Evair: Car freshener

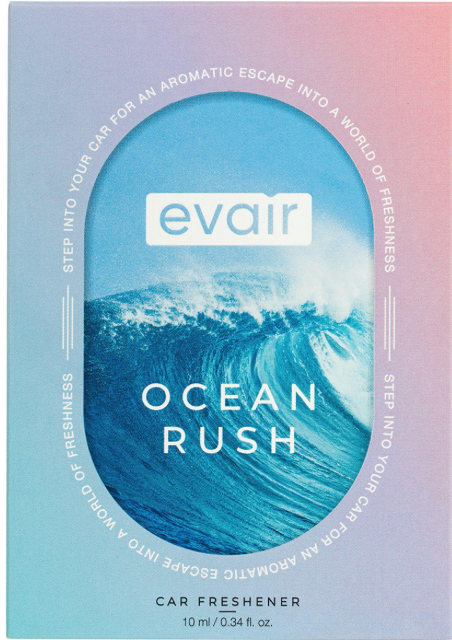
What is Evair?

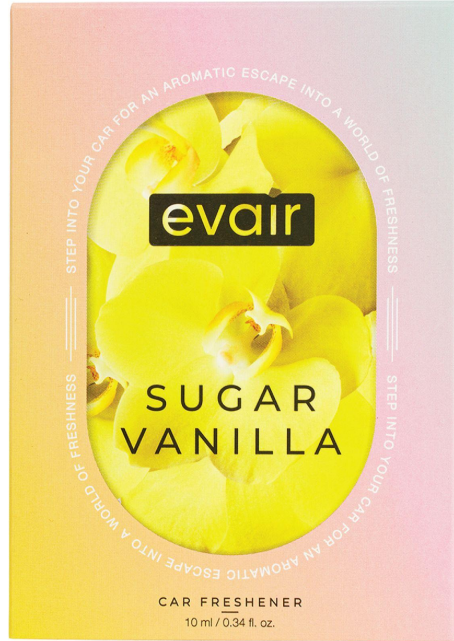
Evair welcomes you to a world of freshness as soon as you step into your car. The name Evair, combining the words "everyday" and "air", is designed to offer an everyday aromatic escape by diffusing a refreshing aroma in the air. Special absorbent technology is used to disperse these flawless fragrances to ensure a calm and lively ambience.

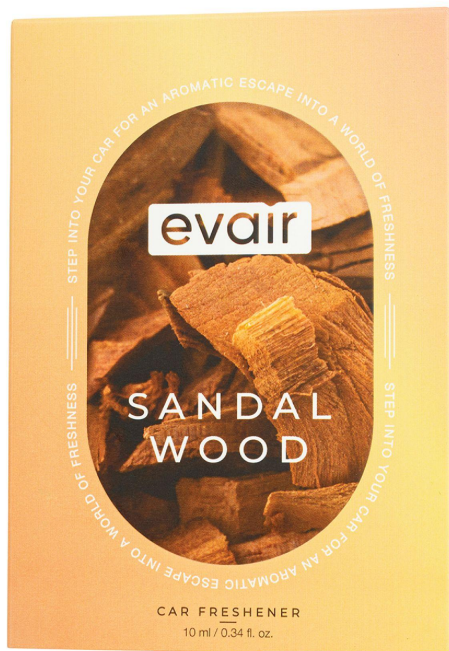
Enhancing your car experience, Evair is a Made-In-India premium car fragrance brand that believes in making your every journey worthwhile. With a range of unique fragrances, it serves as a catalyst for your happiness. Whether you are driving your car on a road trip, going to the office or going on a first date, engulf yourself in an aroma which will help you reminisce the moment once it has passed.

ORIENTAL



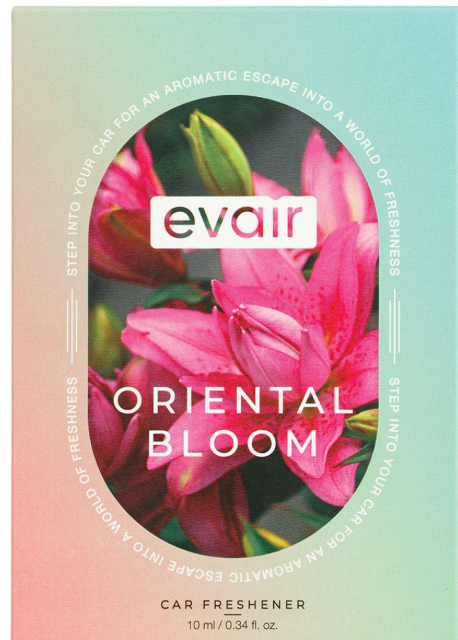


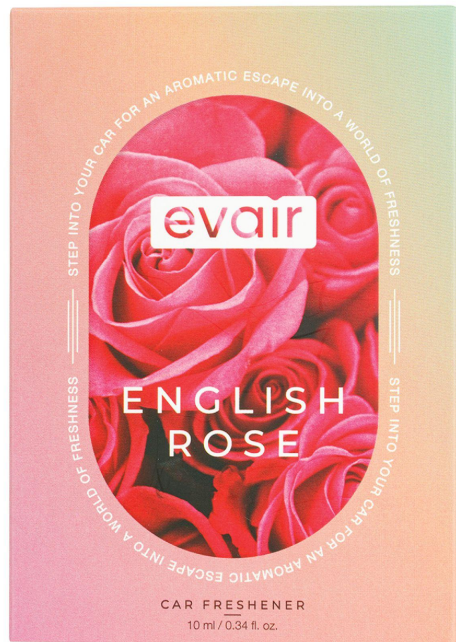


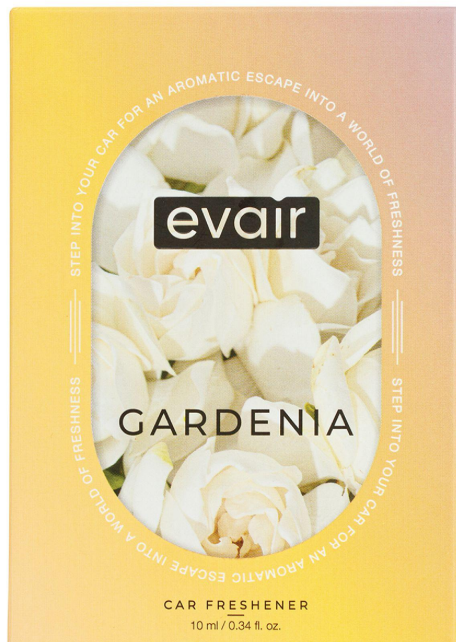


FLORAL

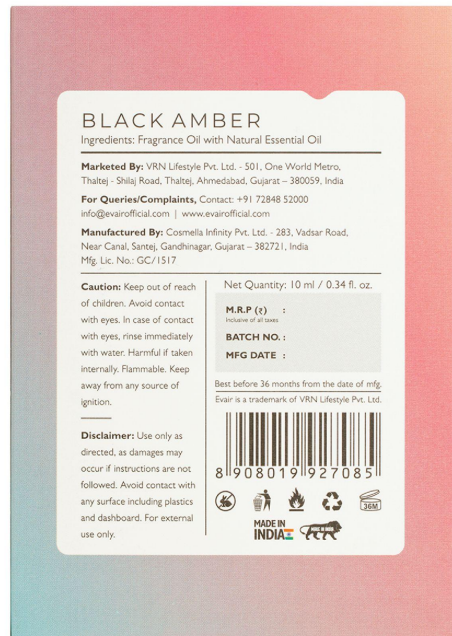
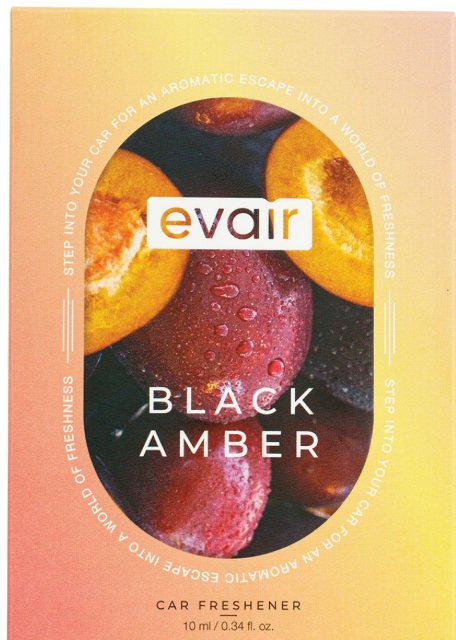


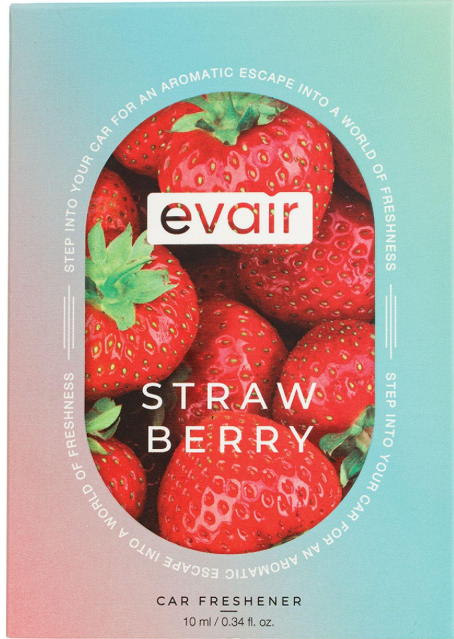




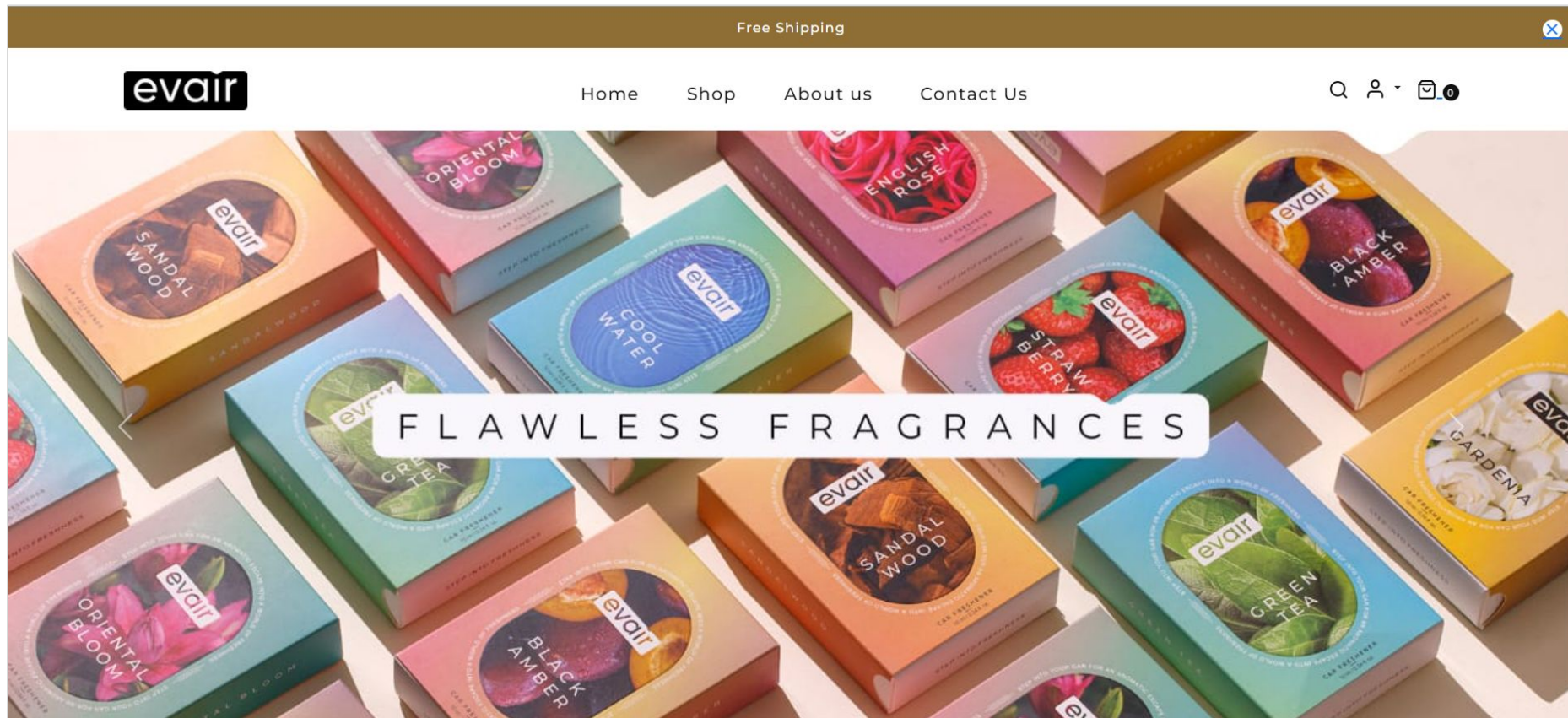


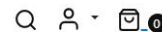
FRUITY





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UNIQUE
FRAGRANCES



LONG LASTING &
LEAK PROOF



AUTHENTIC
RAW MATERIALS



100% NATURAL
WOOD

OUR TEAM



Vatsal Vachhani
Co-Founder and Director

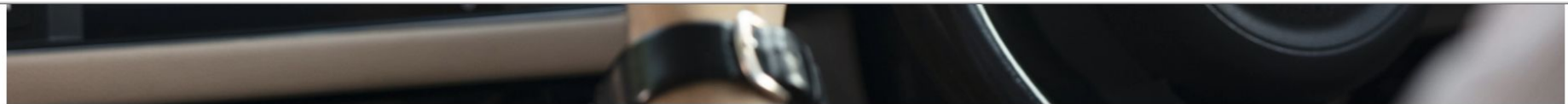


Ravi Dadhaniya
Co-Founder and Director



Neeraj Bhensdadia
Co-Founder and Director





evair

✉ Our Newsletter

email@example.com

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About Us

We have a range of products designed from continuous innovation, bringing the best quality products for you. We have crafted exclusive fragrances in the form of Car Perfumes which will blend with your surroundings to create a fresh and lively ambience; Thus, you can enjoy your drive with utmost merriment!

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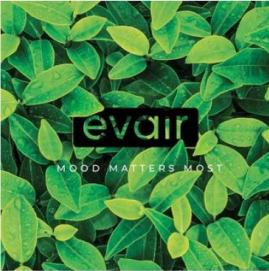
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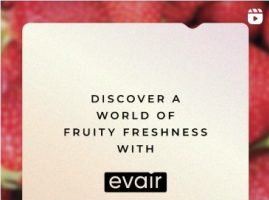








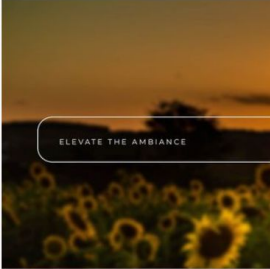




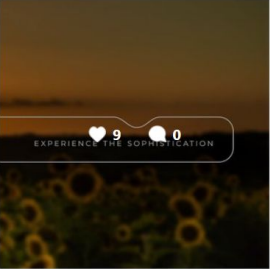


















Brand Vision:

We craft unique aromas to create a pleasant atmosphere during car journey

Target Audience:

Car owners

Car accessories store

People who like fragrance

Who desires new experience all the time

USPs:

Long Lasting

Packaging

Fragrances

Natural oils

Unique Fragrances

Authentic raw material

100% Natural wood

EVAIR Taglines:

Step into freshness

Feel the freshness

Fresh & Fantastic

Smell the charm

Your car companion

Questionnaire

1. Your Name
2. Age
3. City

4. Gender
 - Male
 - Female

5. Do you like fragrances in general?
 - Yes
 - No
 - Sometimes
 - Very specific fragrance

6. Do you own a car?
 - Yes
 - No
 - Have used
 - No, but travels by car

7. Which car do you have?
 - SUV
 - Sedan
 - Hatchback

8. Do you use any car perfume?
 - Yes
 - No
 - Other

9. Which type of fragrance flavours do you prefer?

- Floral
- Oriental
- Fruity
- Strong
- Mild
- Fresh
- Other

10. Why do you use a car perfume?

- Get rid of bad smell
- You like fragrance in general
- To make your car ride pleasant
- To make car moments memorable

11. Which company's car perfume do you currently use?

- Godrej aer car freshener
- Ambi pur car freshener
- Involve car freshener
- Evair car freshener
- Other

12. Why do you use that particular perfume?

- Smell
- Packaging
- Easy to use
- Price
- Other

13. Do you think car fragrance impacts your car journey?

- Yes
- No
- Other

14. What type of fragrance do you prefer?

- Oil based
- Gel based
- Other

15. Do you know about EVAIR car perfume brand?

- Yes
- No
- Have seen or heard

16. What are emotions or words that comes to your mind when you use car perfumes?

- Other_____

17. How do you buy car perfume?

- Online
- Stores
- Car Accessories stores
- Supermarkets

18. Are you ready to explore different fragrance flavours?

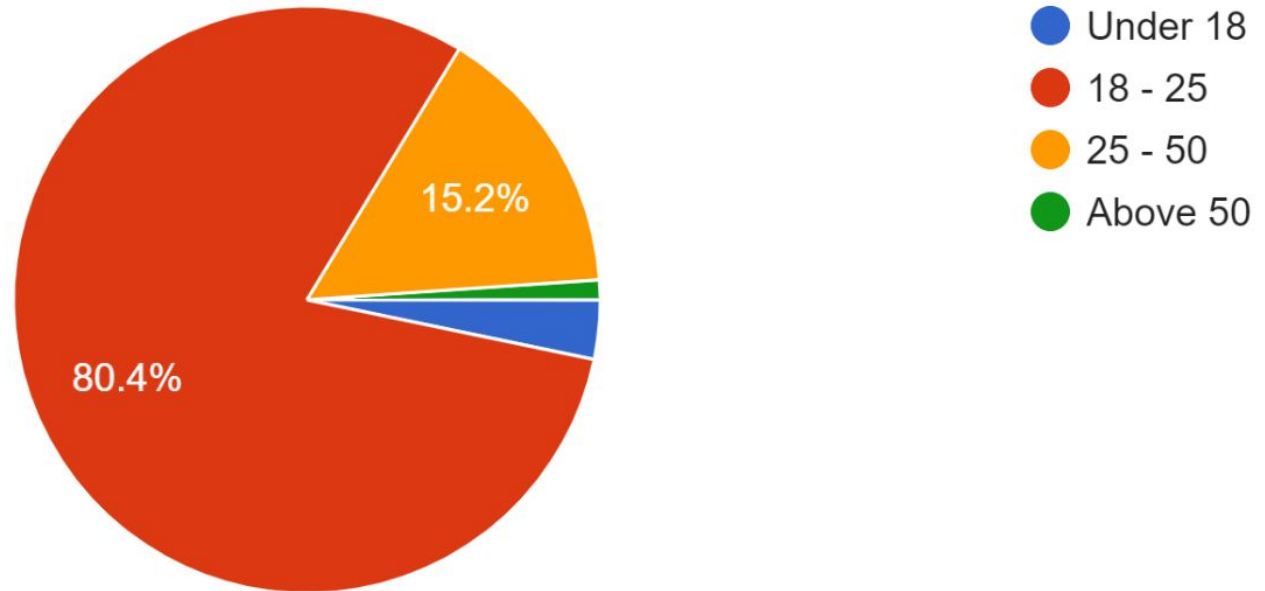
- Yes
- No
- Other

19. Do you follow any perfume fragrance company on any digital platform?

- Yes
- No
- Why not_____

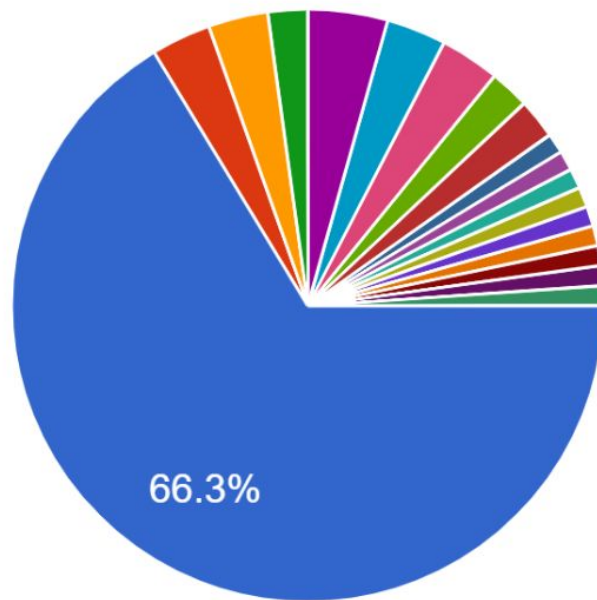
Age group

92 responses



City

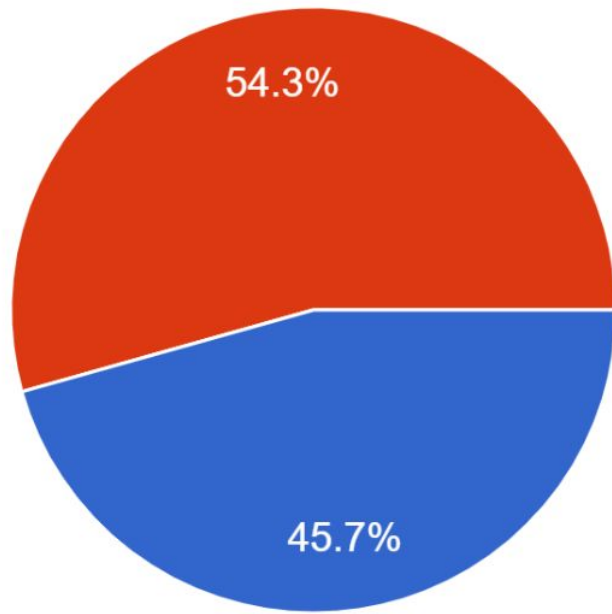
92 responses



- Ahmedabad
- Pune
- Vadodara
- Mumbai
- Jamnagar
- Dhrol
- Rajkot
- Bangalore

Gender

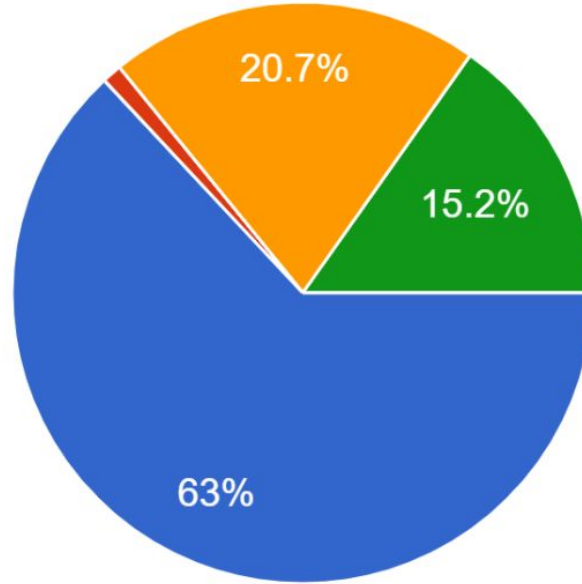
92 responses



- Male
- Female
- Prefer not to say

Do you like fragrances in general?

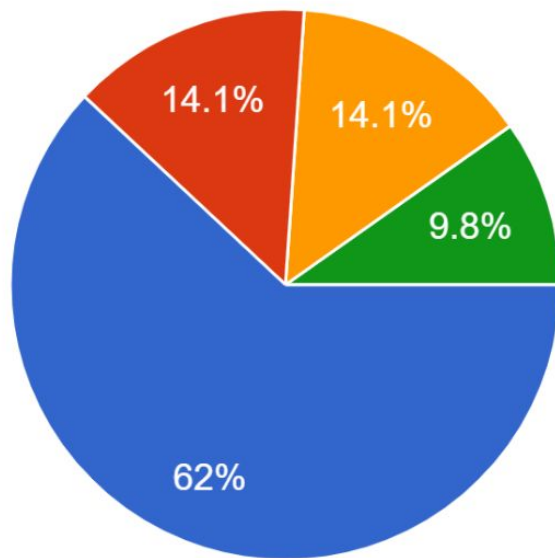
92 responses



- Yes
- No
- Sometimes
- Very specific fragrance

Do you own a car?

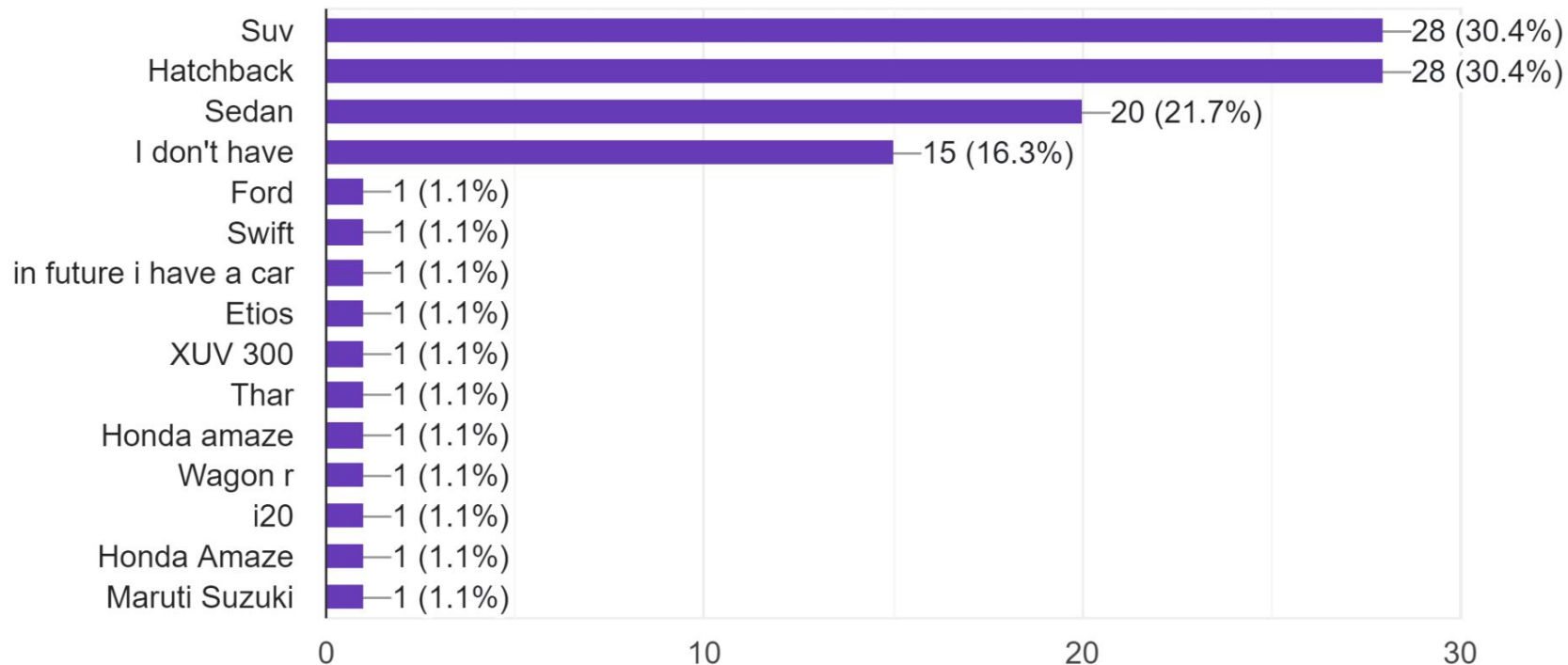
92 responses



- Yes
- No
- Have used
- No, but travels by car

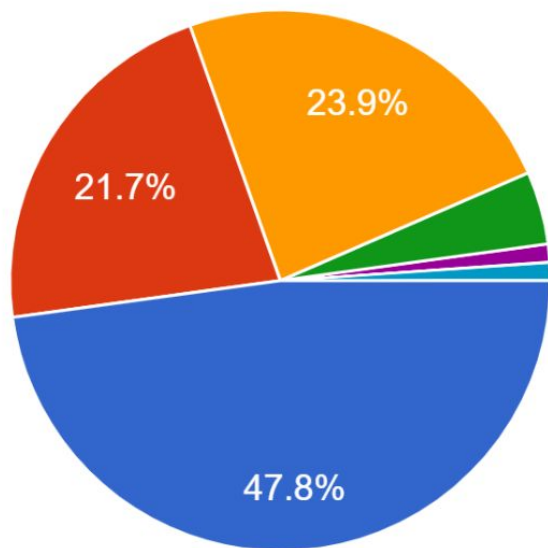
Which car do you have?

92 responses



Do you use any car perfume?

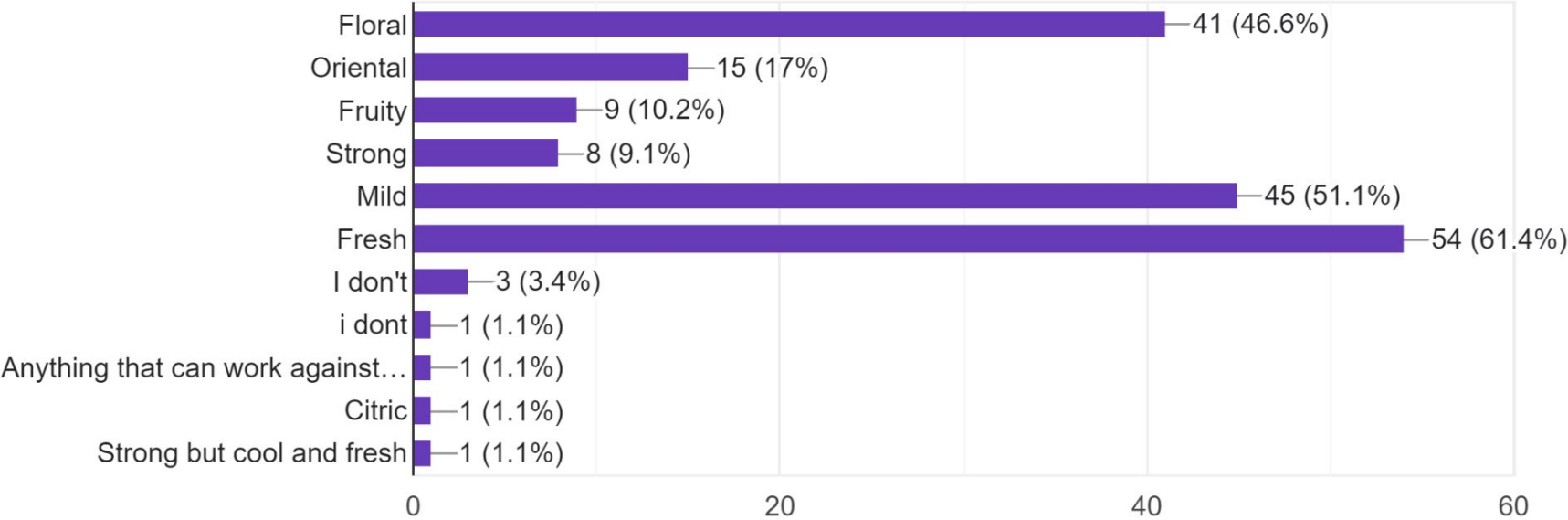
92 responses



- Yes
- No
- Sometimes
- I don't use
- I don't have car
- Don't know it's my dad's car

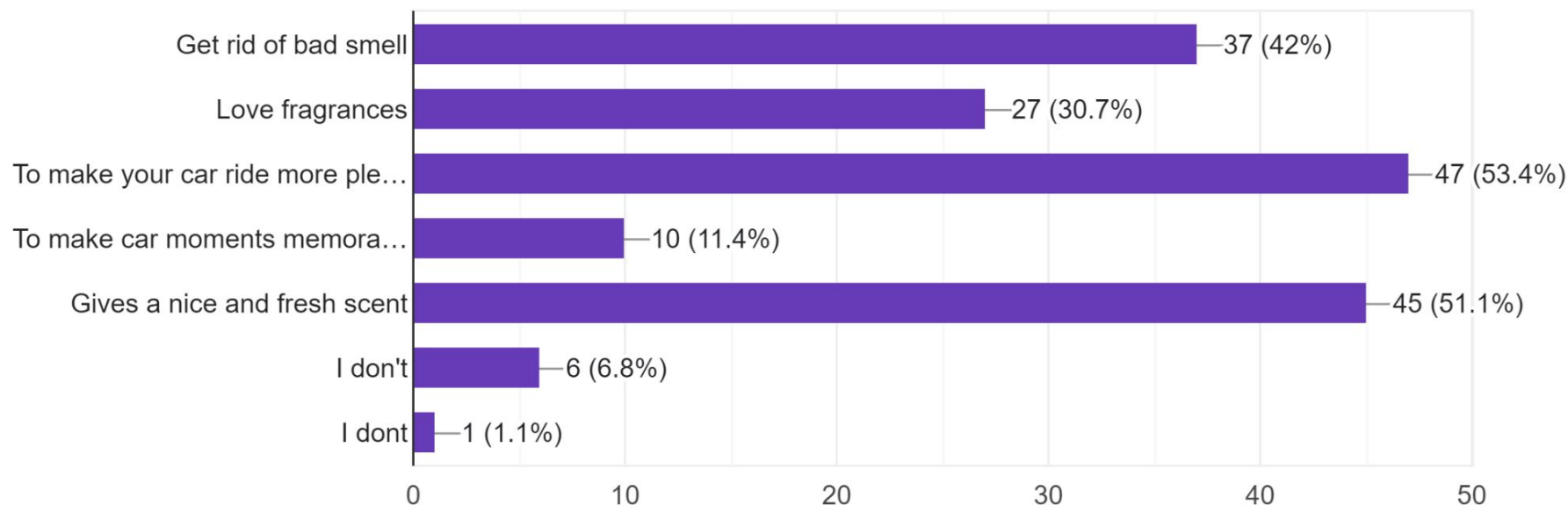
Which type of fragrance flavors do you prefer?

88 responses



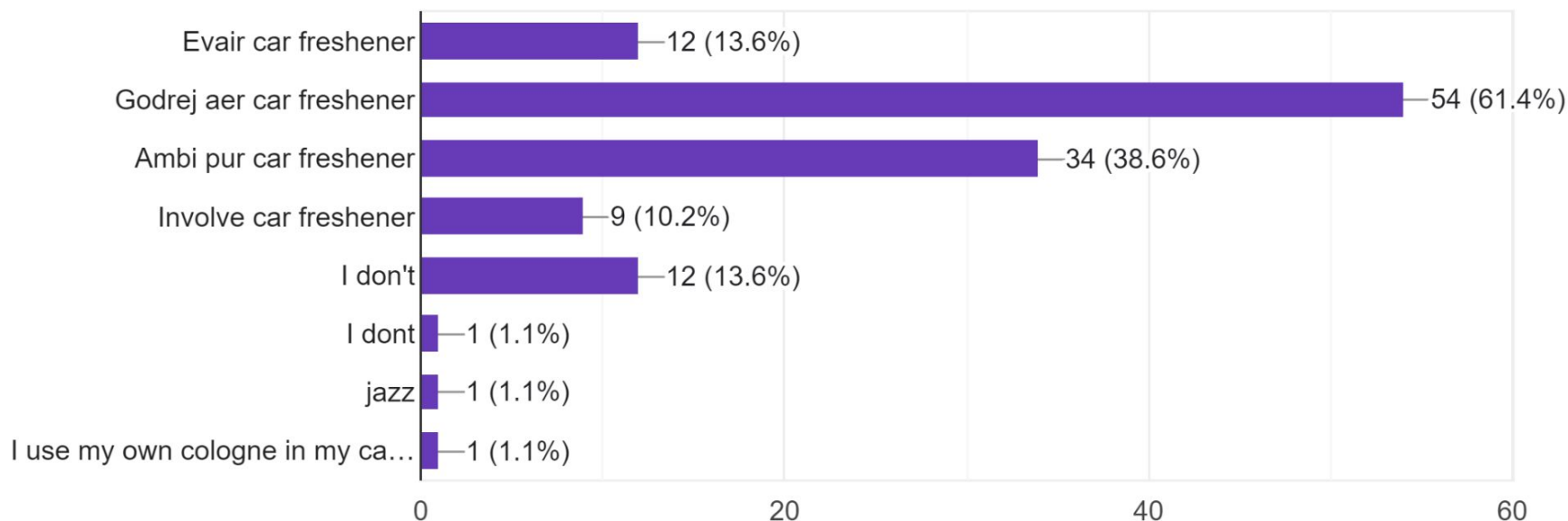
Why do you use a car perfume?

88 responses



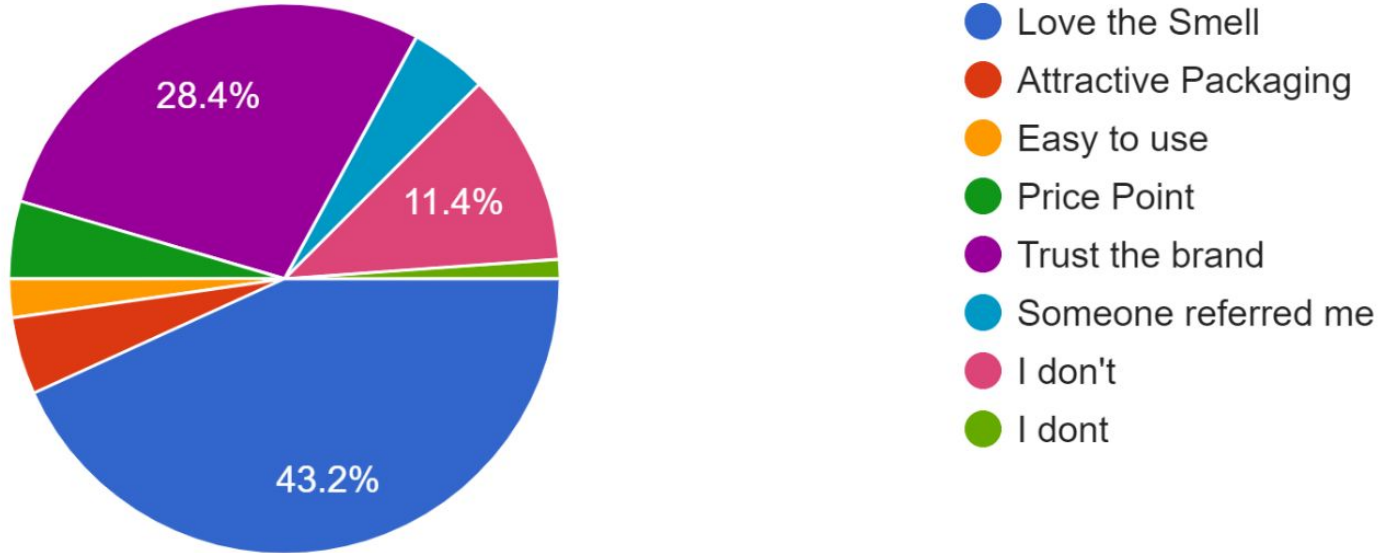
Which company's car perfume have you used?

88 responses



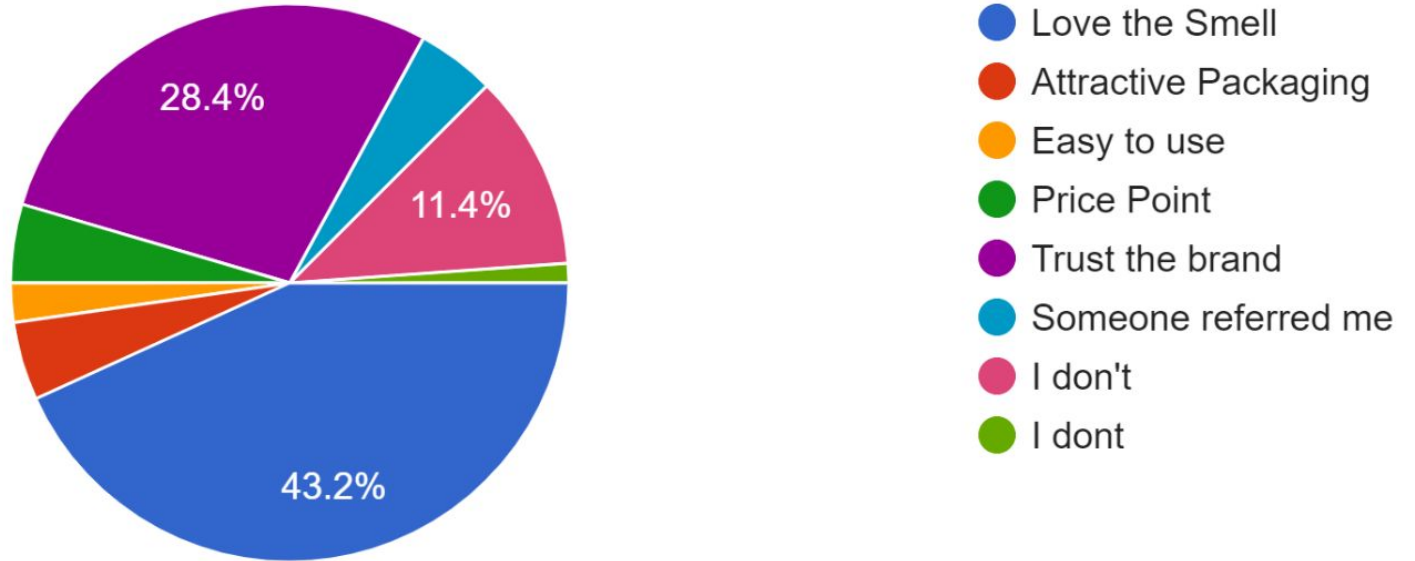
Why do you use that particular perfume?

88 responses



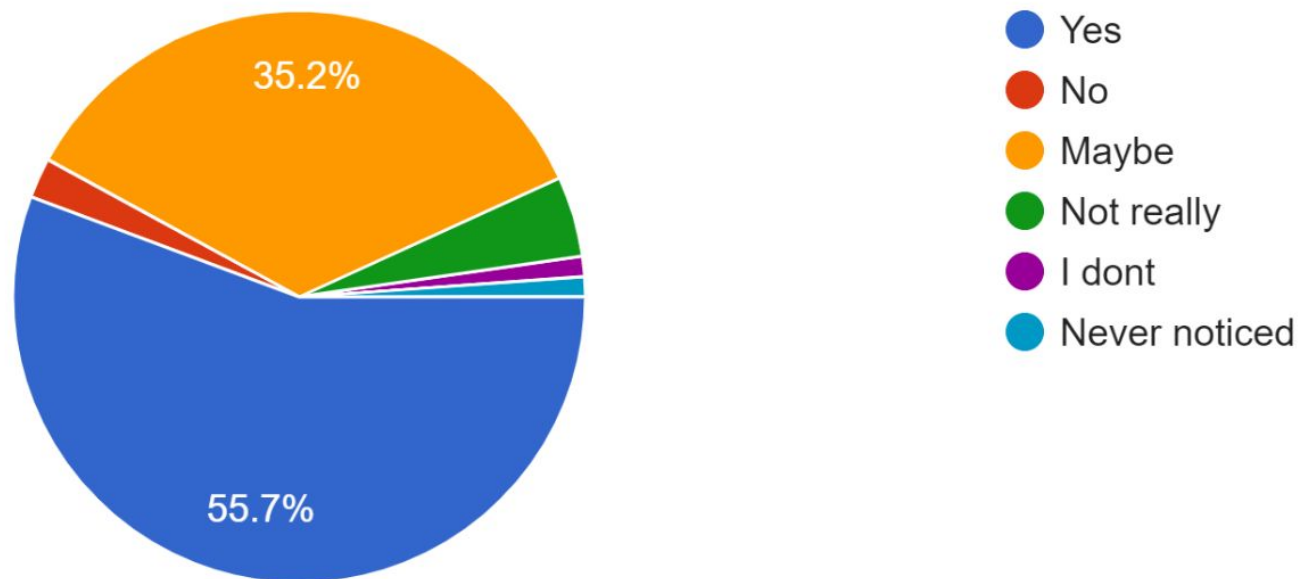
Why do you use that particular perfume?

88 responses



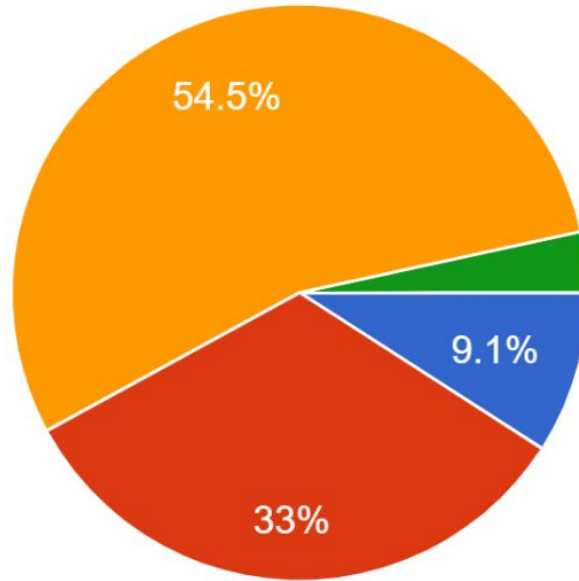
Do you think car fragrance impacts your car journey?

88 responses



What type of fragrance do you prefer?

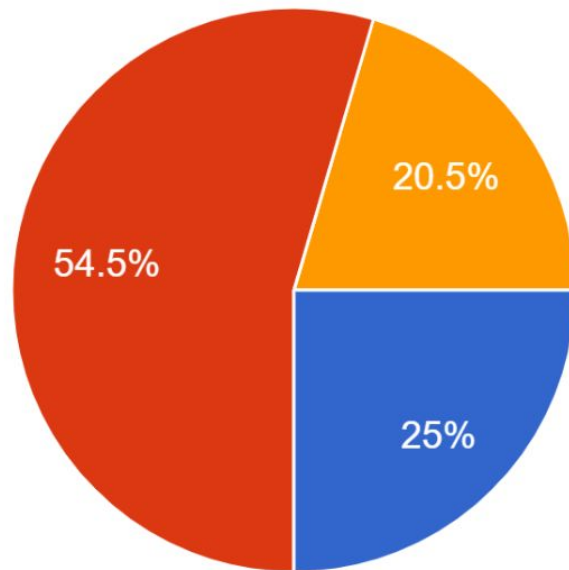
88 responses



- Oil based
- Gel based
- I am not aware of that
- I don't

Do you know about EVAIR car perfume brand?

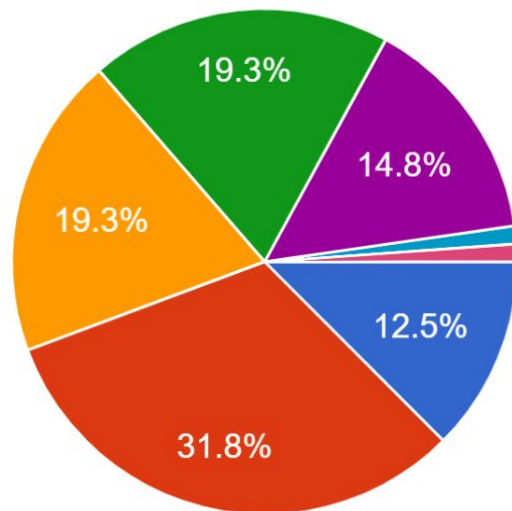
88 responses



- Yes
- No
- Have heard or seen

How do you buy car perfume?

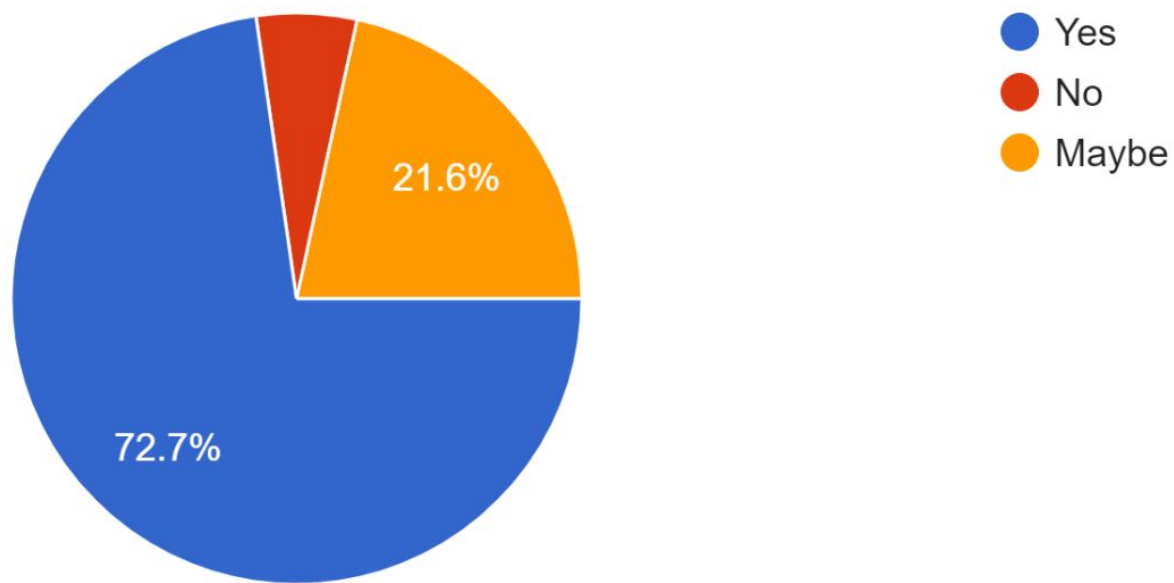
88 responses



- Online
- Supermarkets
- Car accessories store
- General Stores
- I don't
- I dont
- I don't use car perfume, I use my own cologne. I buy them online

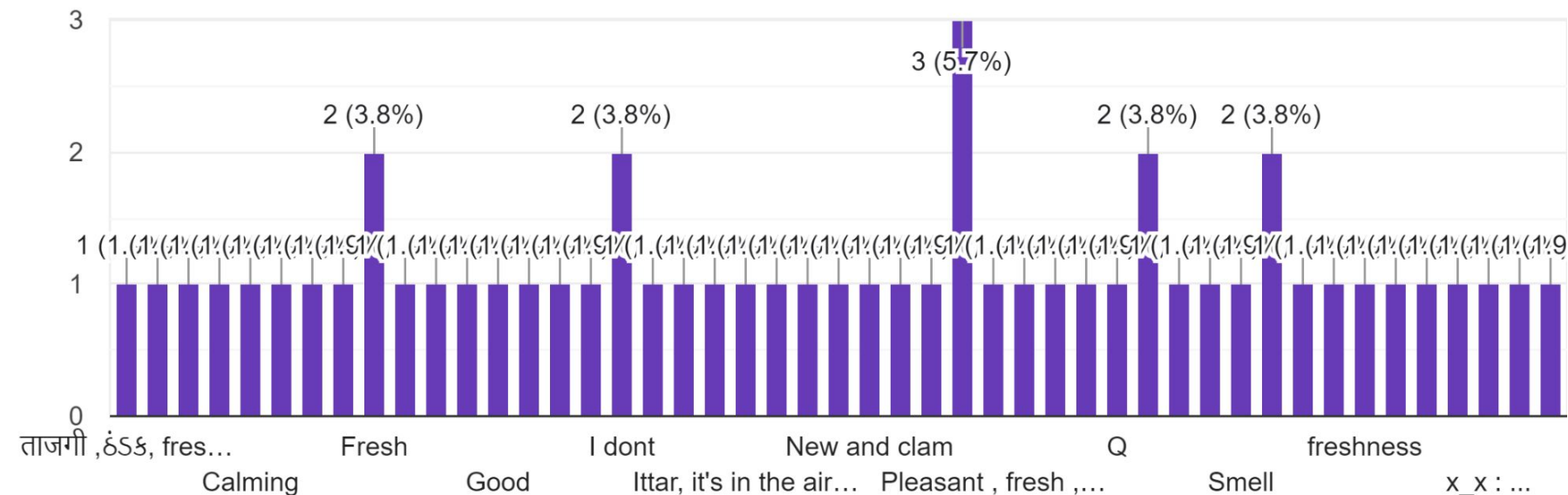
Would you like to explore different fragrance flavors?

88 responses



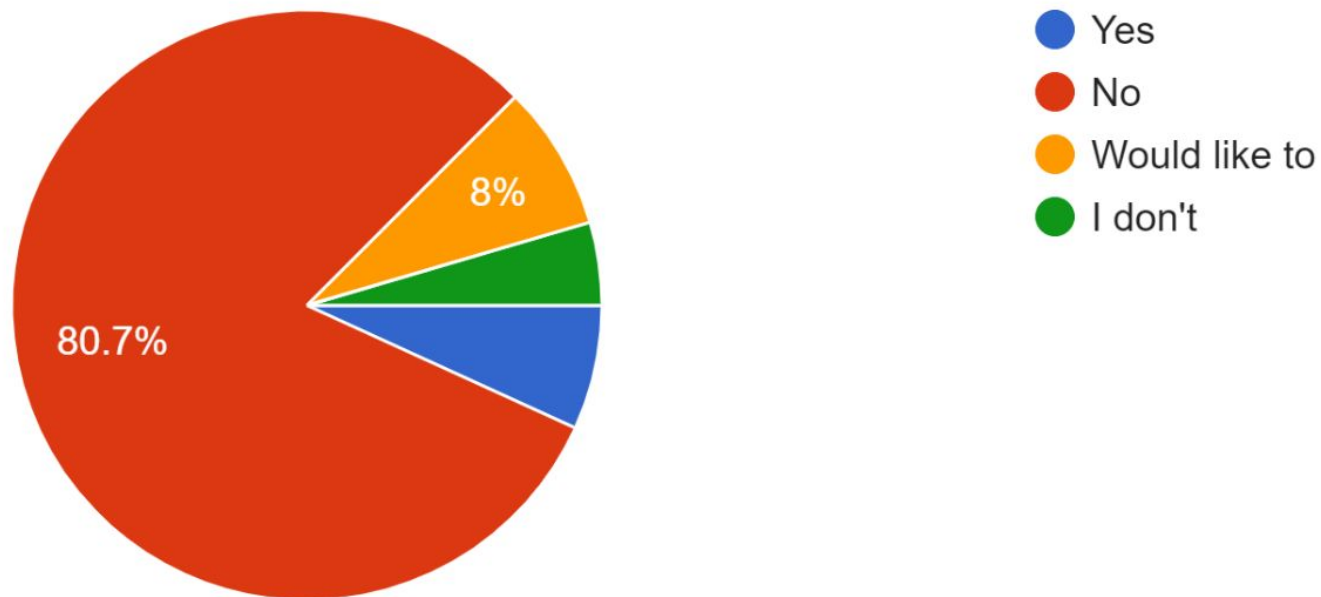
What are emotions or words that comes to your mind when you use car perfumes?

53 responses



Do you follow any perfume fragrance company on any digital platform?

88 responses





Godrej aer twist

Long Lasting

Spill-proof Car Freshener

MRP: 399 Rupees

Amazon: 287 rupees

Jio Mart: 371 rupees



Godrej car fragrances.

Twist and click your way into
better drives, with amazing fragrances
that last up to 60 days.



UNO aroma

Long Lasting

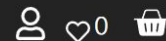
Essential oil in wooden bottle lid

MRP: 599 Rupees

Amazon: 299 rupees

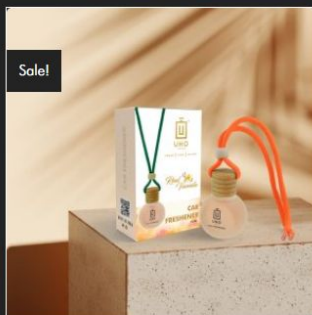
Jio Mart: 299 rupees



[Home](#)[Products ▾](#)[Shop](#)[Pure Perfume](#)[Gifting](#)[About Us](#)

CAR FRESHENER |

Sale!



Uno Aroma Car Freshener (Real Vanilla)

~~₹299.00~~ ₹259.00



Sale!



Uno Aroma Car Freshener Combo (Real Vanilla)

~~₹710.00~~ ₹499.00



Sale!



Uno Aroma Car Freshener Combo (Active Fresh)

~~₹599.00~~ ₹299.00



Sale!



Uno Aroma Car Freshener Combo (Active Fresh)

~~₹720.00~~ ₹499.00



Welcome to Uno Aroma

Waiting for www.unoaroma.com...

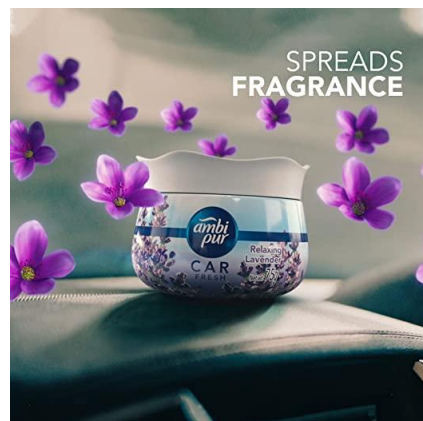




Ambi Pur

Long Lasting
Spill-proof Car Freshener

MRP: 299 Rupees
Amazon: 240 rupees
Jio Mart: 299 rupees





HAIR
CARE



ORAL
CARE



FABRIC
CARE



SKIN
CARE



WOMEN'S
GROOMING



MEN'S
GROOMING



AIR
CARE



INTERNATIONAL
PORTFOLIO

[VIEW ALL](#)

Shipping & Return Policy [Consumer Care Number 6290580080](#)

Search for products/blo



Pack of 2

Ambipur

Ambi Pur Moodtherapy
Collection Home Gel Relax
Unwind pack of 2



₹598

BUY NOW



Valentine Special

Ambipur

Ambi Pur Moodtherapy
Collection Home Gel Loves
Bouquet pack of 2



₹598

BUY NOW



For Long Drive

Ambipur

Ambi Pur Car Freshener Gel –
Relaxing Lavender 75 g



₹299

CHOOSE OPTIONS





Aromapure Car Perfume FRAGRANCE FLAKES

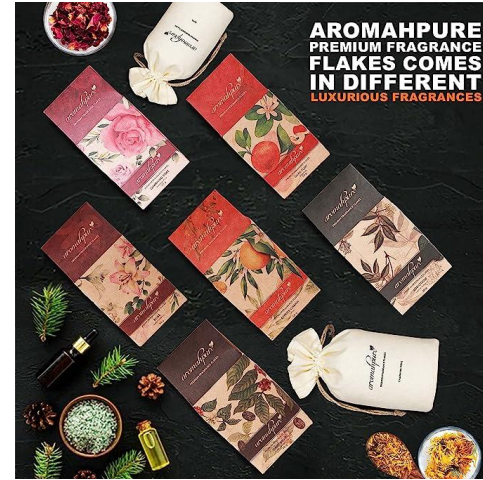


- ✓ Natural Leather and Tobacco essential oil
- ✓ Adds Luxury to your Car Perfume
- ✓ Consistent for 30 days
- ✓ Not harmful, does not contain- CFC, gas & ammonia
- ✓ Non toxic, made from grains and grain flakes

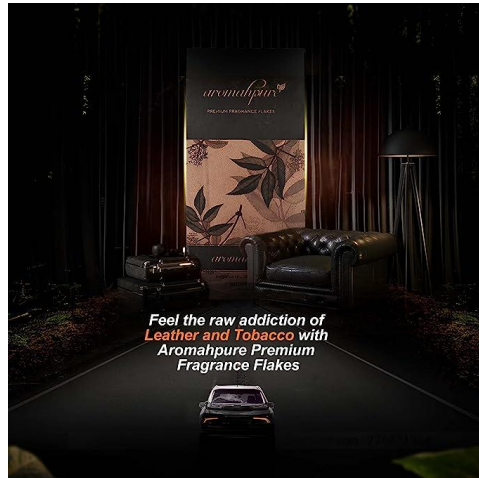
Other Car Perfume FRAGRANCES



- ✗ Chemical based oil
- ✗ Common car perfume
- ✗ Diminishes before time
- ✗ Harmful, includes- CFC, gas & ammonia
- ✗ Toxic, made from harmful chemicals



AROMAHPURE PREMIUM FRAGRANCE FLAKES COMES IN DIFFERENT LUXURIOUS FRAGRANCES



Feel the raw addiction of
Leather and Tobacco with
Aromahpure Premium
Fragrance Flakes



WORLD'S FIRST PREMIUM FRAGRANCE FLAKES CAR PERFUME

Relieve your
mind and body with
**Aromahpure Premium
Fragrance Flakes
(ADDICTION)**



Rear View
Mirror

ADD LUXURY TO YOUR CAR

Center
Console

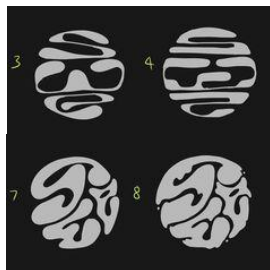
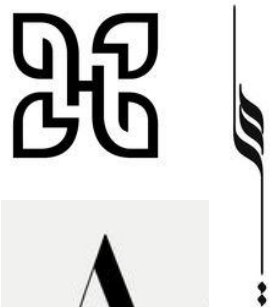
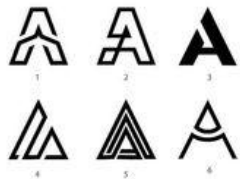
LOGO WORD ASSOCIATION :

EVAIR = EVERYDAY AIR

AIR
EVERYDAY
CONTINUOUS
FLOW
FRAGRANCE
PACKAGING
MEMORIES
CAR
VEHICLE
TRAVELLING
EXPLORE
SURROUNDING
SPECIAL MOMENTS
ATMOSPHERE
ADVENTURE
FREEDOM
AIR GAS MOLECULES
COMMUTE
DAILY
ROUTINE
REMEMBRANCE
FRESHNESS
CHARM
COMPANION
FANTASTIC
UNIQUE AROMAS
NATURAL WOOD
ESSENTIAL OIL
LONG LASTING
PERFUME
BOLD
ELEGANT
ROYAL
PREMIUM
MINIMAL

FLORAL
NATURE
CALM
NOTES
EXPERIENCE
INNOVATION
LIVELY
AMBIENCE
LIGHT-HEARTED
CHEERFUL
GAIETY
MERRIMENT
FUN
DIFFUSING
JOURNEY
REMINISCE
BALANCE
FLOWER

Air
Car
Freshness
Perfume
Premium
Minimal
Floral
Balance
Molecules
Flow
Drop



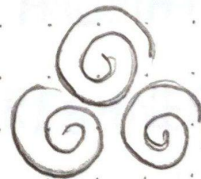
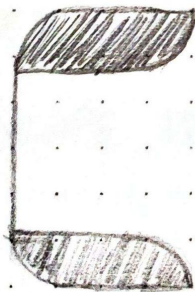
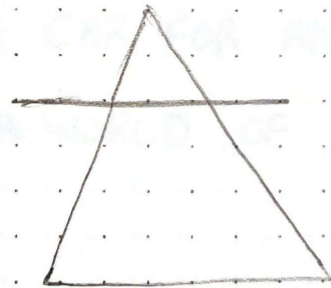
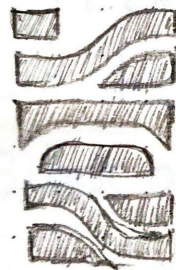
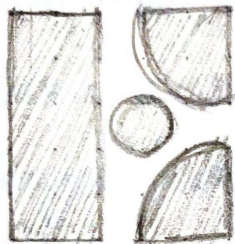
Continuous, Everyday, Air, Routine, Flow, Freshness

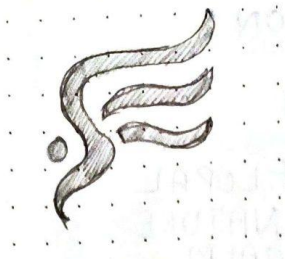
EV AIR

EV AIR

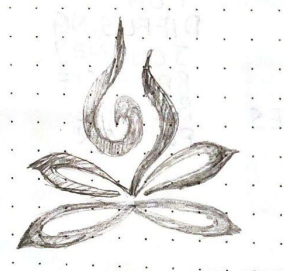
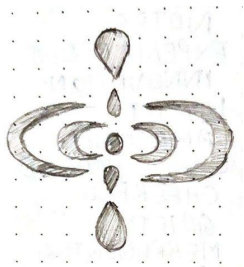
EV AIR

EV AIR

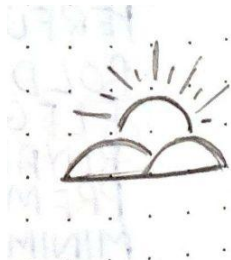




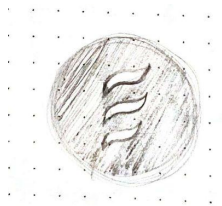
EVAIR



EVAIR



EVAIR



EV AIR

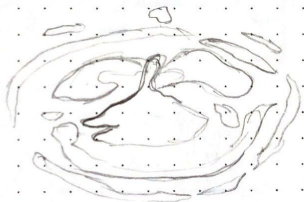
EV AIR

EV AIR

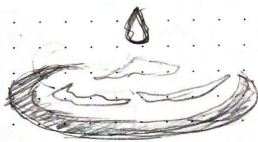
✓ EV AIR

✓ EV AIR

EV AIR



EV AIR



EV AIR

EV AIR

EV



EV AIR



EV AIR

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EV AIR

EV AIR

- Air molecule
- seat font
- car wheel

EV AIR



EVAIR



VAIR

EVAR

EVair

EVAIR

EVAIR



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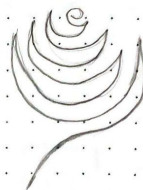
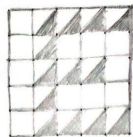


EVAIR

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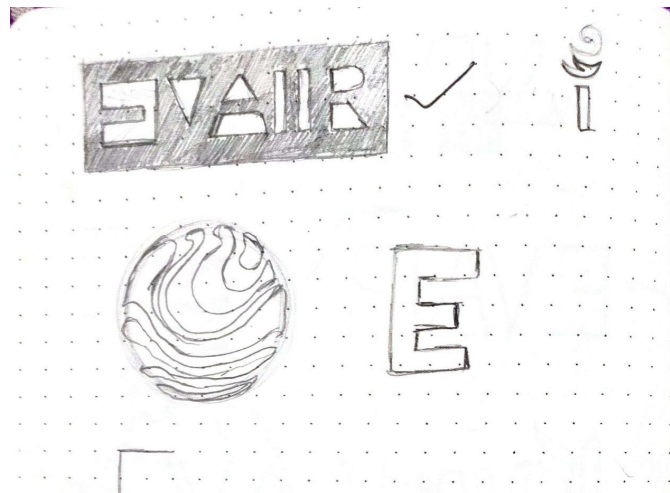
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EVAIR



EVAIR

The word 'EARGA' is rendered in a tall, thin, modern sans-serif font. The letters are black and have a delicate, almost ethereal quality. Behind the letters is a soft, oval-shaped background featuring a detailed floral illustration. The flowers are in various shades of pink, red, and blue, with green leaves and stems. The overall composition is centered and balanced.

MODERN SANS SERIF FONT
BY MUKSAL CREATIVE

Reason behind using glass bottles?

What is fragrance pyramid?

What is different notes in fragrances?

What is the problem statement?

What is the difference between an air freshener and a perfume?

How much time ago company was launched?

Perfumes have a stronger scent than cologne, due to their higher concentration of essential oils and are generally less expensive. Cologne on the other hand is mostly marketed towards men, however they are unisex, and a lot of women enjoy using cologne rather than perfume.

Eau De Parfum Meaning

Eau De Parfum translates as perfume water and it contains a more concentrated amount of the fragranced oils that define a scent. It should contain over 15% of essential oils and its increased purity attracts an increased price tag.

What is the difference between perfume and eau de parfum?

Perfume, also known as “essence” or “extract” is the most concentrated preparation, with a percentage between 15 and 30% of raw materials diluted in alcohol. This preparation does not contain water. Eau de parfum has a percentage of essences between 10 and 15%.

Competitors:

Godrej aer freshener

Ambi pur fresh

UNO aroma

Ester car perfume

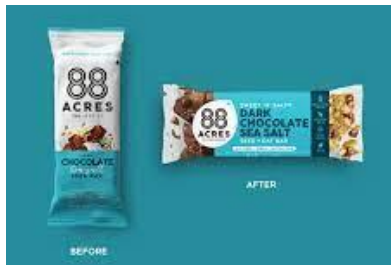
Bliss car perfume

Campure

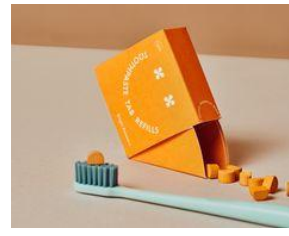
Aromahpure

EVAIR Taglines:

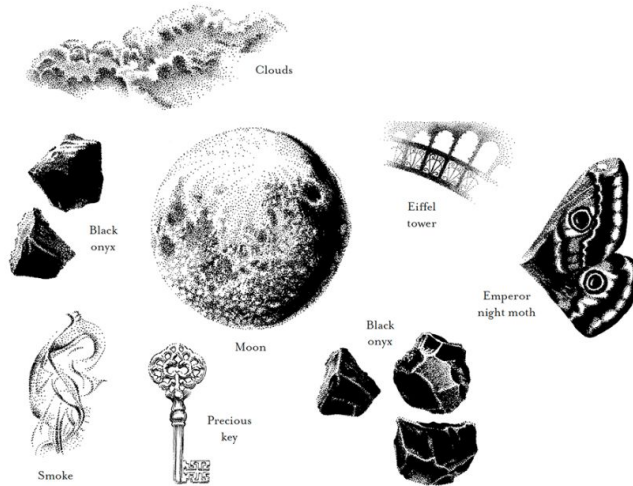
- Drop of Freshness
- Feel the air
- Fresh. Fruity. Calm
- Experience Aroma







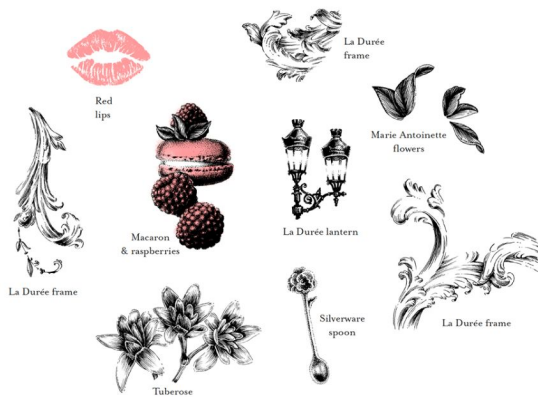


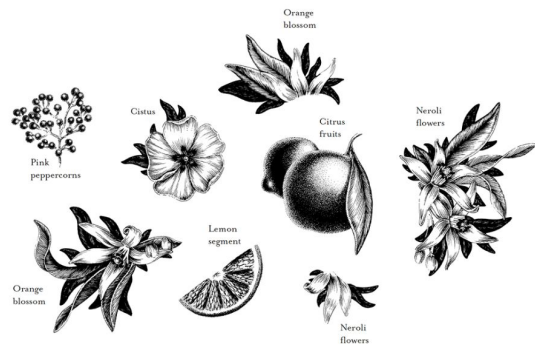




Save

MADEL





HOTEL DE VILLE





Buncher Georgia

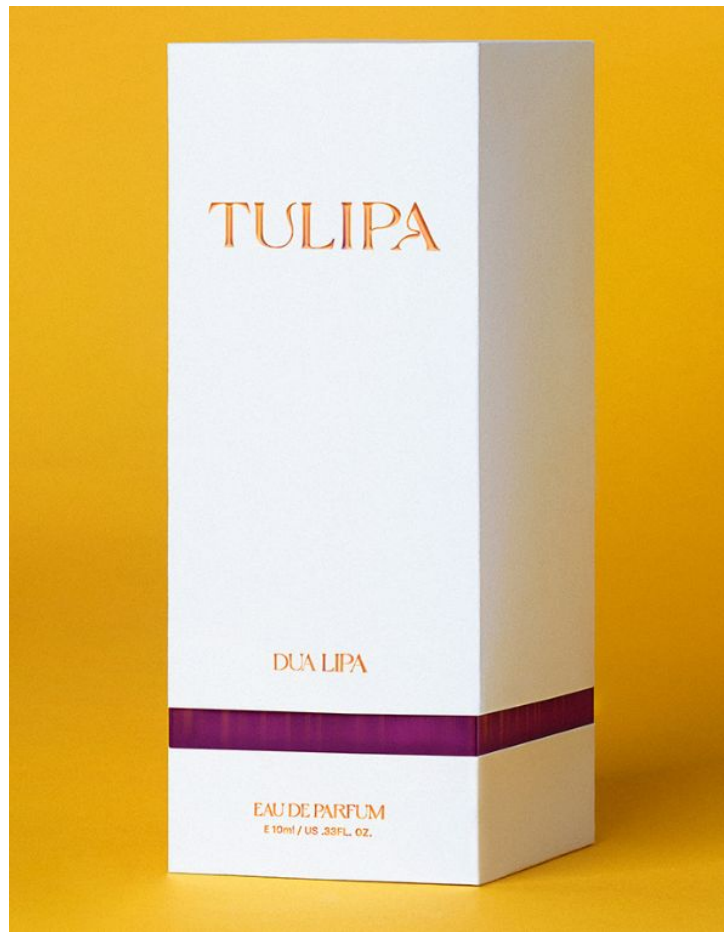
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890

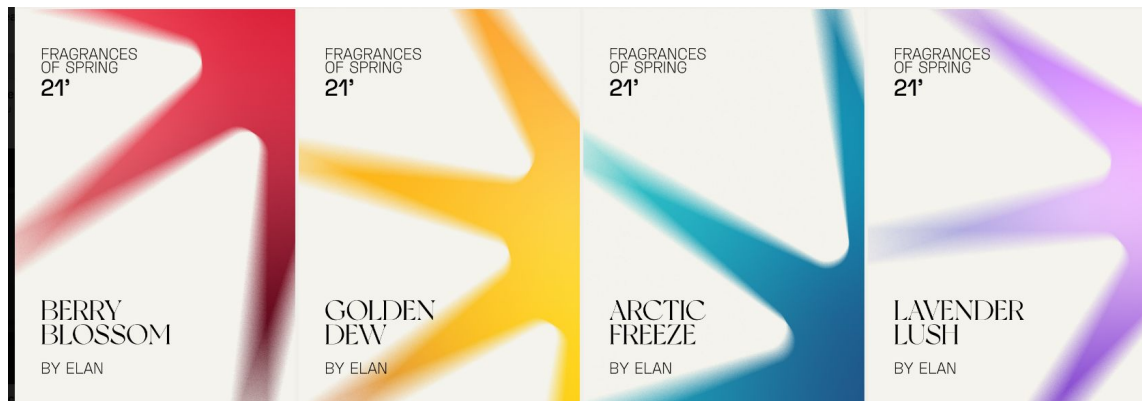
SF Pro Display Regular

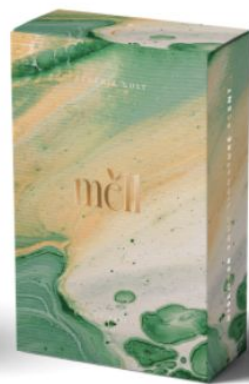
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890



TULIPA







What is a brand?

A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed.

Branding is the process of creating and disseminating the brand name, its qualities and personality. Branding could be applied to the entire corporate identity as well as to individual products and services or concepts.

Well-known advertising copywriter and ad agency founder David Ogilvy defined a brand as: "the intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised."

It's not creative until it sells
What is a brand?

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You can consider a brand as the idea or image people have in mind when thinking about specific products, services, and activities of a company, both in a practical (e.g. “the shoe is lightweight”) and emotional way (e.g. “the shoe makes me feel powerful”). It is therefore not just the physical features that create a brand but also the feelings that consumers develop towards the company or its product. This combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated.

A product can be easily copied by other players in a market, but a brand will always be unique. For example, Pepsi and Coca-Cola taste very similar, however for some reason, some people feel more connected to Coca-Cola, others to Pepsi.

Let's illustrate this again with our water example. The product sold is water, but in order to convince people to purchase a particular water, companies developed different water brands, such as Evian, Perrier, Fiji or Volvic. And each one of these brands provides a different meaning to the product water:

Branding definition

What is it?

“Branding is endowing products and services with the power of a brand” (Kotler & Keller, 2015)

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not.

The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.

Who does it affect?

1. Consumers: As discussed above, a brand provides consumers with a decision-making-shortcut when feeling indecisive about the same product from different companies.
2. Employees/shareholders/third-parties: Besides helping consumers to distinguish similar products, successful branding strategies are also adding to a company's reputation. This asset can affect a range of people, from consumers to employees, investors, shareholders, providers, and distributors. As an example, if you don't like or don't feel connected to a brand, you would probably not want to work for it. However, if you feel like the brand understands you and offers products that inspire you, you would probably desire to work for it and be part of its world.

How can it be done?

Companies tend to use different tools to create and shape a brand. For example, branding can be achieved through:

- Brand definition: purpose, values, promise
- Brand positioning statement
- Brand identity: name, tone of voice, visual identity design (which includes the logo design, color palette, typographies...)
- Advertising and communications: TV, radio, magazines, outdoor ads, website, mobile apps...
- Sponsoring and partnerships
- Product and packaging design
- In-store experience
- Workspace experience and management style
- Customer service
- Pricing strategy

In our example of branding water, packaging design and advertising are perhaps the most powerful tools used by marketers: Packaging design is the silent salesman that will grab busy consumers' attention in-store. It informs consumers about the product's properties and visually differentiates the brand from the competition on-shelf.

An interesting example is Fiji Water, which managed to create a bottle design that perfectly reflects the brand's values: purity is reflected through transparency effects, and nature is perceived through the image of tropical flowers and leaves in the background.

However, it would be good for the brand to consider glass packaging instead of plastic. This would be more aligned with the natural image they portray and be better for the planet. Packaging is not just about design. The materials chosen can also have an impact on brands.

Advertising is a powerful tool to create and shape a brand universe as it is very visual and tells a story about the product/company. Here are some examples of branding water through advertising:
Evian makes you feel young:

Conclusion

In very simple words, a product is what you sell, a brand is the perceived image of the product you sell, and branding is the strategy to create that image.

Amazon Prices

Flipkart Prices

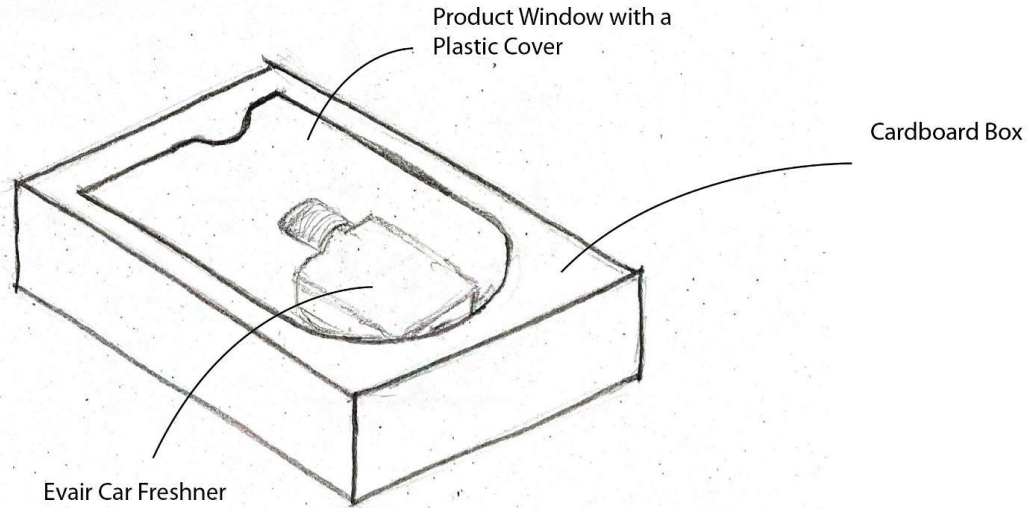
Online Website

Evair Official Website

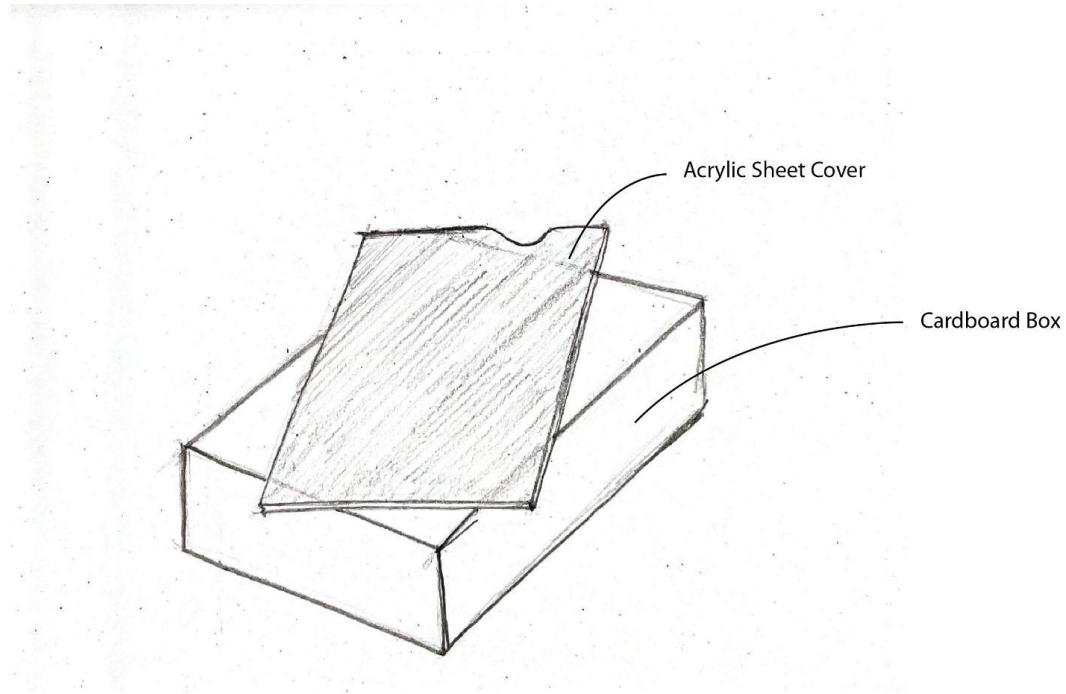
Social Media Post

Plastic Packaging



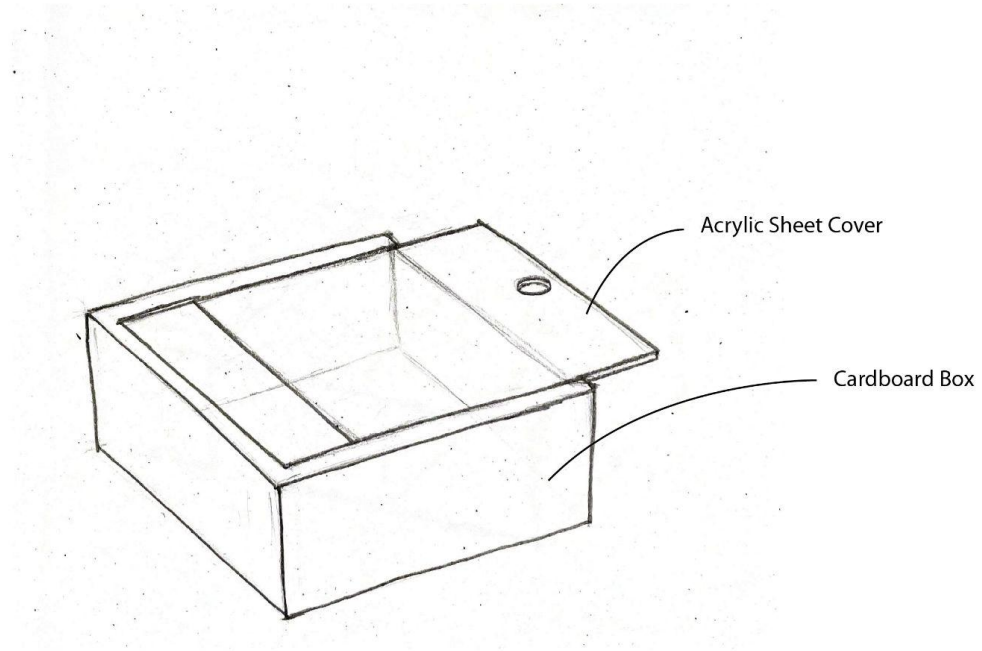


Cardboard Paper Box : Gardient color according to fragrance colors
Product Window : To make the bottle easily visible to the audience



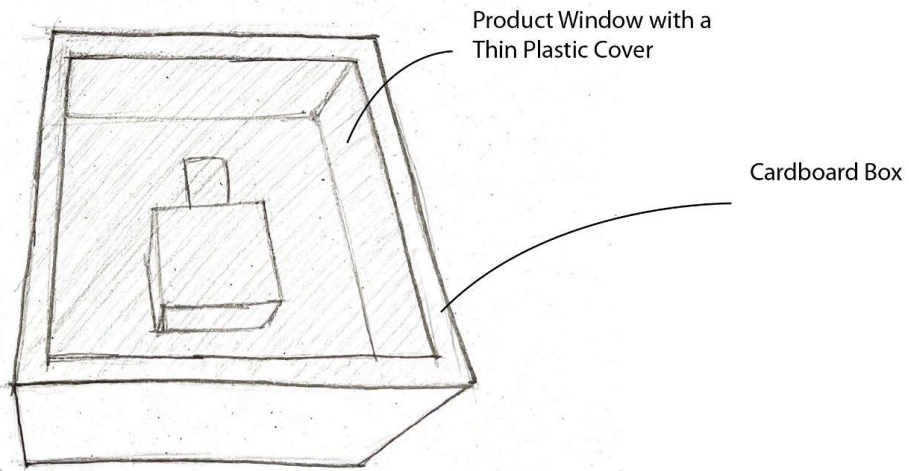
Cardboard Paper Box : White color box

Acrylic Sheet Cover : With Gradient color according to fragrance colors



Cardboard Paper Box : White color box

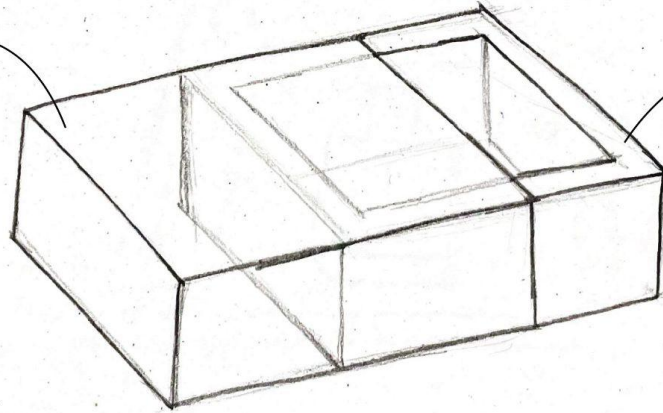
Acrylic Sheet Cover : With Gradient color according to fragrance colors



Cardboard Paper Box :gradient color on the box
Open plastic product window

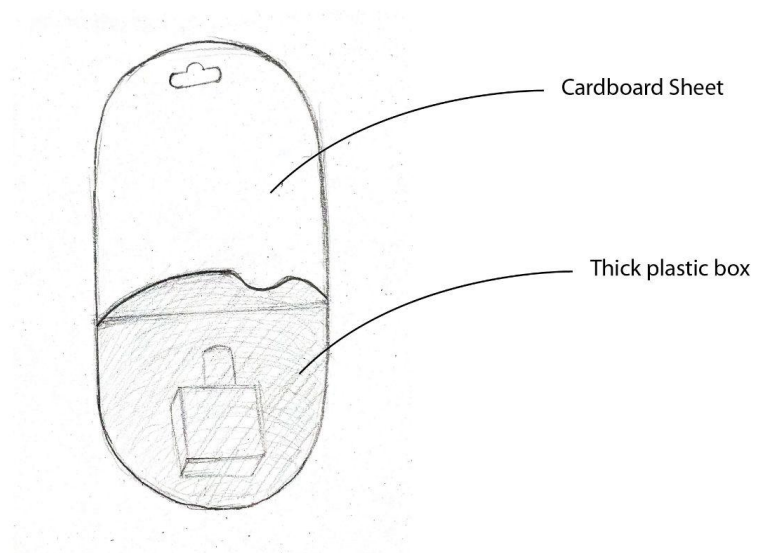
Thick Plastic Box Cover

Cardboard Box



Cardboard Paper Box : White color box

Thick Plastic Box Cover : With Gradient color according to fragrance colors



Thick Cardboard Paper Sheet
Thick plastic box for the product

ORIENTAL BLOOM

Ingredients: Fragrance Oil with Natural Essential Oil

Marketed By: VRN Lifestyle Pvt. Ltd. - 501, One World Metro, Thaltej - Shilaj Road, Thaltej, Ahmedabad, Gujarat - 380059, India

For Queries/Complaints, Contact: +91 72848 52000
info@evairofficial.com | www.evairofficial.com

Manufactured By: Cosmella Infinity Pvt. Ltd. - 283, Vadsar Road, Near Canal, Santej, Gandhinagar, Gujarat - 382721, India
Mfg. Lic. No.: GC/1517

Caution: Keep out of reach of children. Avoid contact with eyes. In case of contact with eyes, rinse immediately with water. Harmful if taken internally. Flammable. Keep away from any source of ignition.

Disclaimer: Use only as directed, as damages may occur if instructions are not followed. Avoid contact with any surface including plastics and dashboard. For external use only.

Net Quantity: 10 ml / 0.34 fl. oz.

M.R.P (₹) :
Inclusive of all taxes
BATCH NO. :
MFG DATE :

Best before 36 months from the date of mfg.
Evair is a trademark of VRN Lifestyle Pvt. Ltd.



1
Unscrew
the wooden lid



2
Remove the
plastic cap



3
Screw the
wooden lid back on



4
Turn the bottle
over for 5-10 seconds



5
Hang it on the car
mirror

Repeat step
4 once every week

evair

evair



CAR FRESHENER

10 ml / 0.34 fl. oz.

ORIENTAL BLOOM



ORIENTAL BLOOM

Ingredients: Fragrance Oil with Natural Essential Oil

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Hang it on the car mirror

Repeat step 4 once every week

evair

evair

STEP INTO YOUR CAR FOR AN AROMATIC ESCAPE INTO A WORLD OF FRESHNESS

SUGAR VANILLA

STEP INTO YOUR CAR FOR AN AROMATIC ESCAPE INTO A WORLD OF FRESHNESS

CAR FRESHENER

10 ml / 0.34 fl. oz.

ORIENTAL BLOOM

evair

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evair

ORIENTAL BLOOM

ORIENTAL BLOOM

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evair

evair



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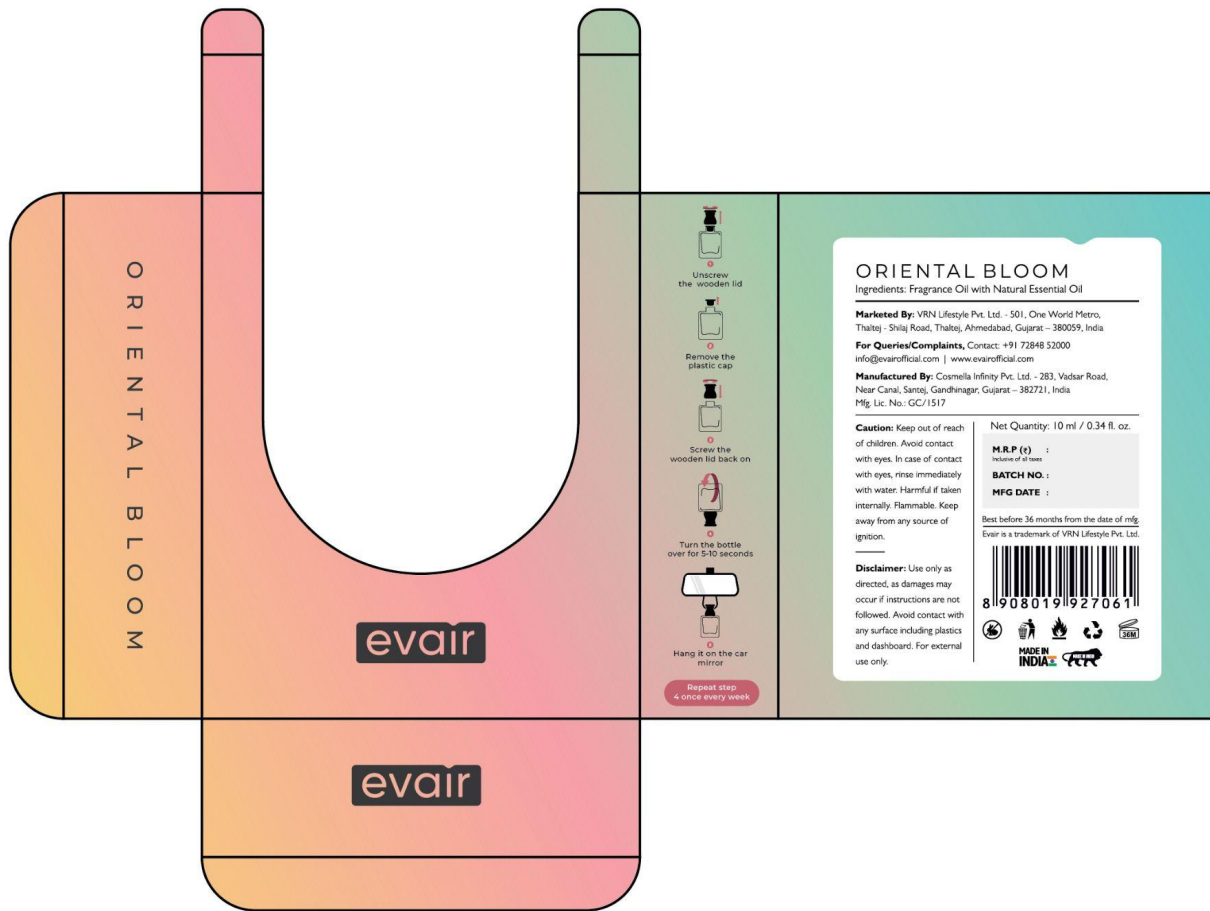
BATCH NO. :

MFG DATE :

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Evair is a trademark of VRN Lifestyle Pvt. Ltd.



MADE IN INDIA



ORIENTAL BLOOM

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evair



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ORIENTAL BLOOM

Ingredients: Fragrance Oil with Natural Essential Oil

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8 908019 927061



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STEP INTO YOUR CAR FOR AN AROMATIC ESCAPE INTO A WORLD OF FRESHNESS



CAR FRESHENER

10 ml / 0.34 fl. oz.



ORIENTAL BLOOM

Ingredients: Fragrance Oil with Natural Essential Oil

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8 908019 927061



MADE IN INDIA



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MADE IN
INDIA



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THE SWEET SCENT OF
ADVENTURE
AWAITS YOU



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REVITALISE YOUR SENSES WITH
AN ESSENCE
OF NATURE



evair

CRUISE YOUR WAY
WITH A HINT OF
HEAVEN IN THE AIR



evair

TAKE YOUR SENSES ON A
FRAGRANT
JOURNEY



evair

AROMATHERAPY
ON THE GO



evair

EXPERIENCE THE
EARTHY AROMA
IN EACH BREATH



evair

A SWEET SCENT TO
MAKE YOUR
DRIVE
PLEASANT



evair

MAKE YOUR
RIDE AN INDULGENT
TREAT FOR
YOUR SENSES



evair

SURROUND YOURSELF
WITH A
SOOTHING
SCENT



evair

INVIGORATE YOUR
MOOD WITH THE
SCENT OF
TIDAL WAVES



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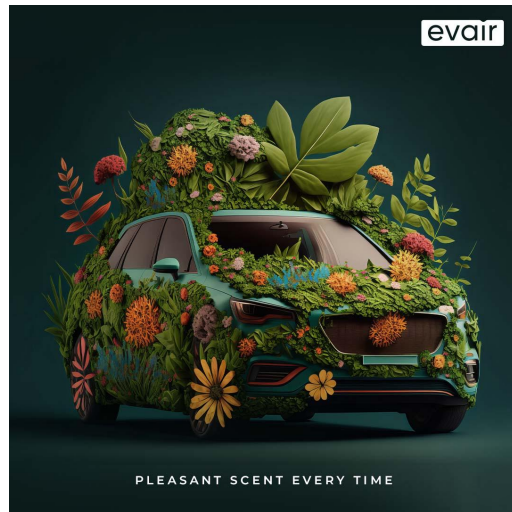
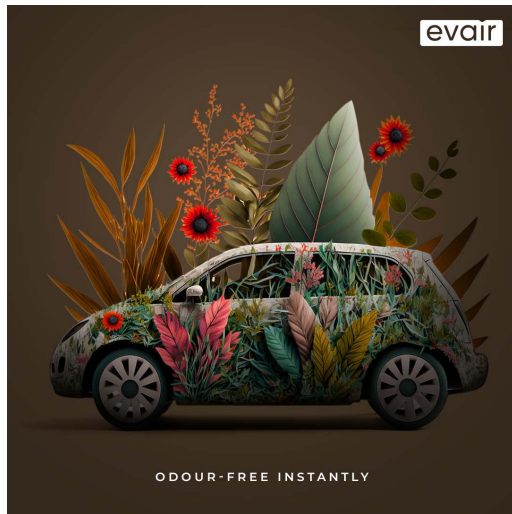


FRESH
AROMA

INFUSES
ENERGY



OCEAN
RUSH



evair



#MOODMATTERSMOST

NO DRIVE
IS LONELY WHEN
YOU HAVE A

FRAGRANT
PARTNER

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#MOODMATTERSMOST

ENHANCE YOUR
DRIVING EXPERIENCE
WITH AN

AROMATIC
MATE

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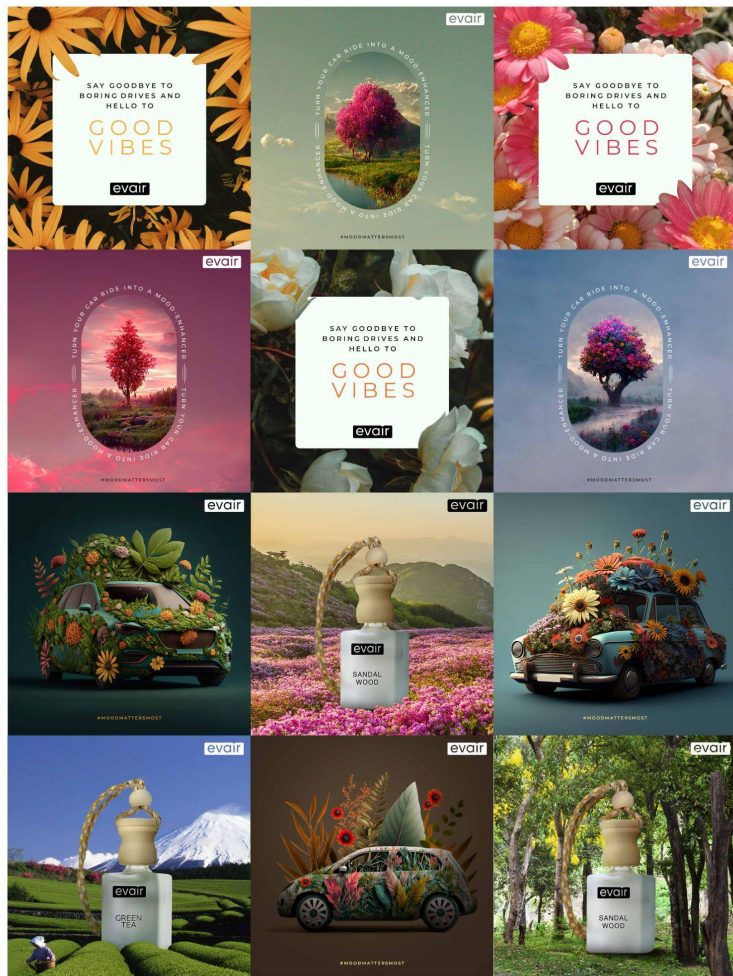


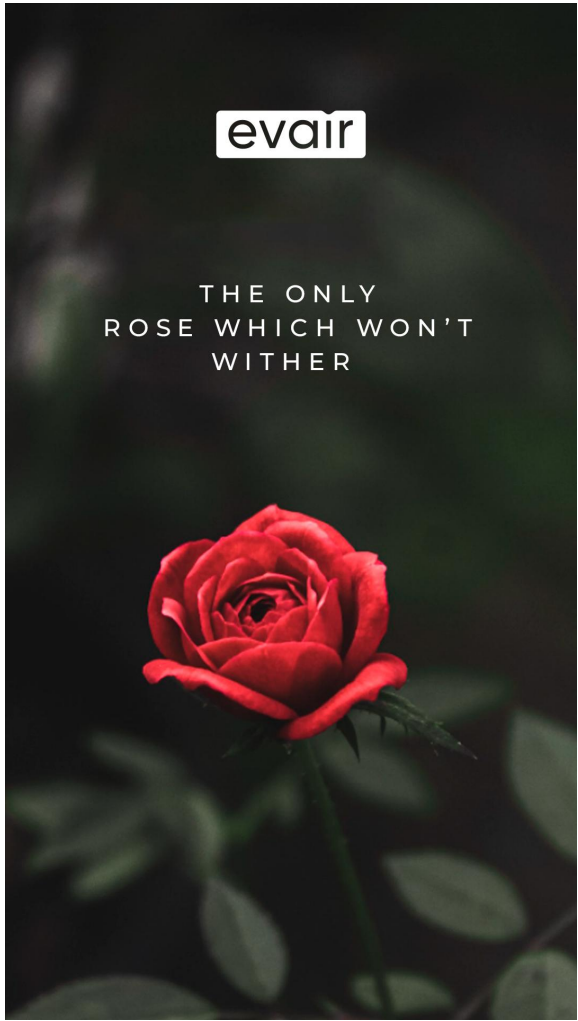
#MOODMATTERSMOST

SAY GOODBYE
TO BAD ODOUR
WITH AN

EXEMPLARY
SCENT

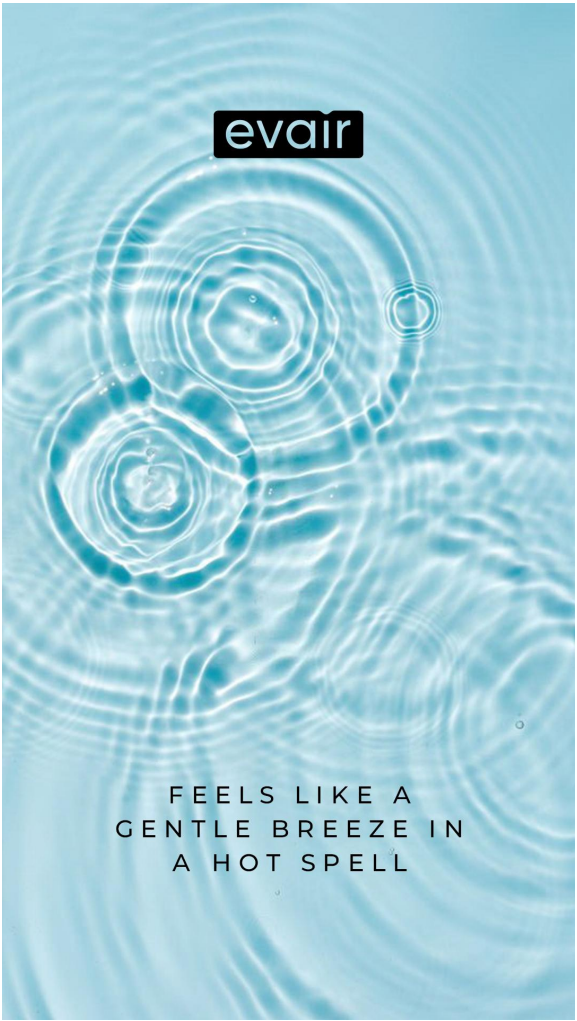
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THE ONLY
ROSE WHICH WON'T
WITHER



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FEELS LIKE A
GENTLE BREEZE IN
A HOT SPELL



evair

AN EARTHY
AROMA TO ENCHANT
YOU

A low-angle shot of a flowering branch with many small, white, pom-pom-like flowers against a clear blue sky.

evair

A SWEET
SCENT TO SOOTHE
YOUR NERVES

A low-angle shot of a flowering branch with many small, bright yellow flowers against a clear blue sky.

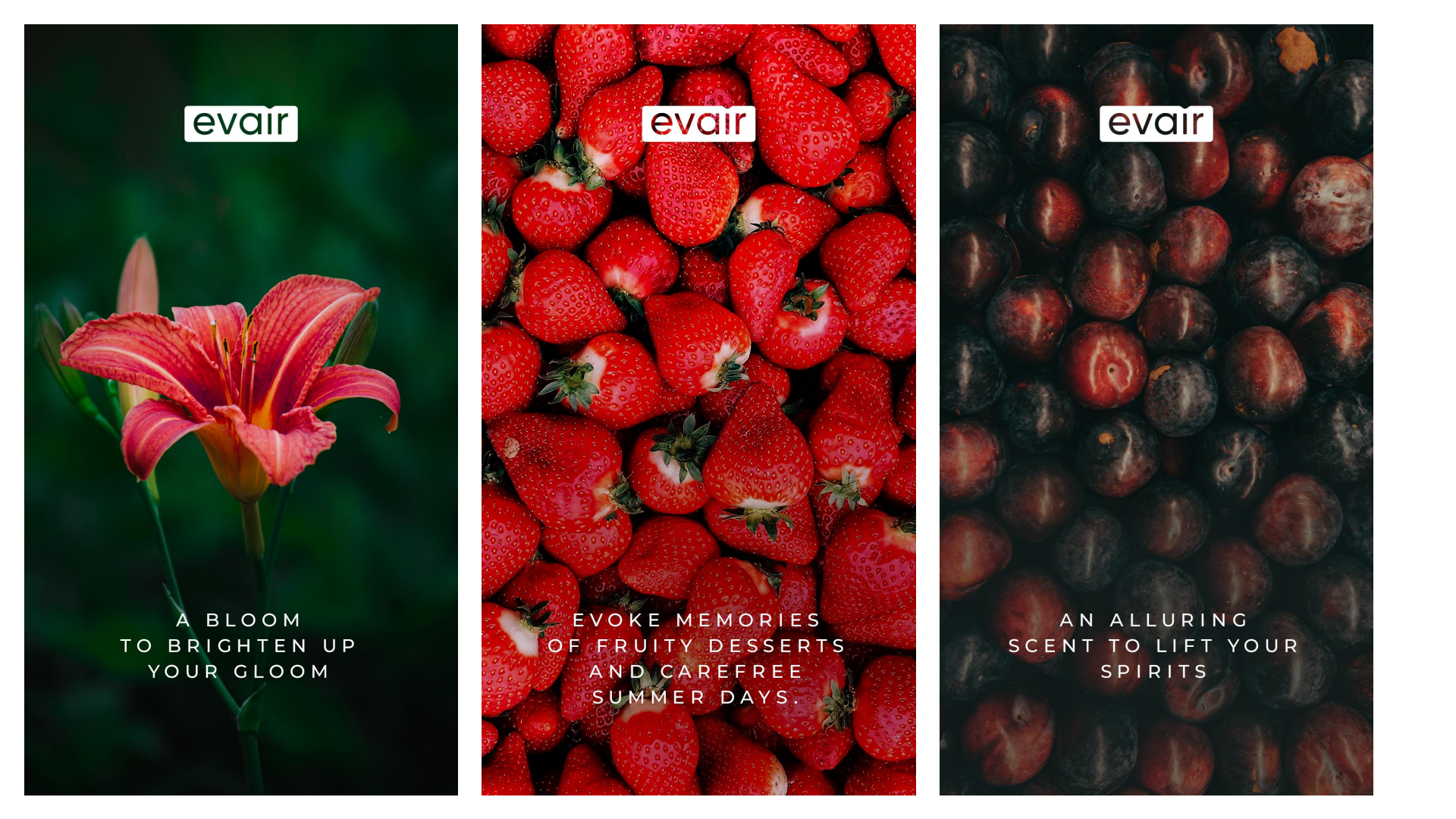
evair

A SUGAR
RUSH FOR YOUR
RIDE

A landscape view of a tea plantation on rolling green hills, with a misty or foggy atmosphere in the background.

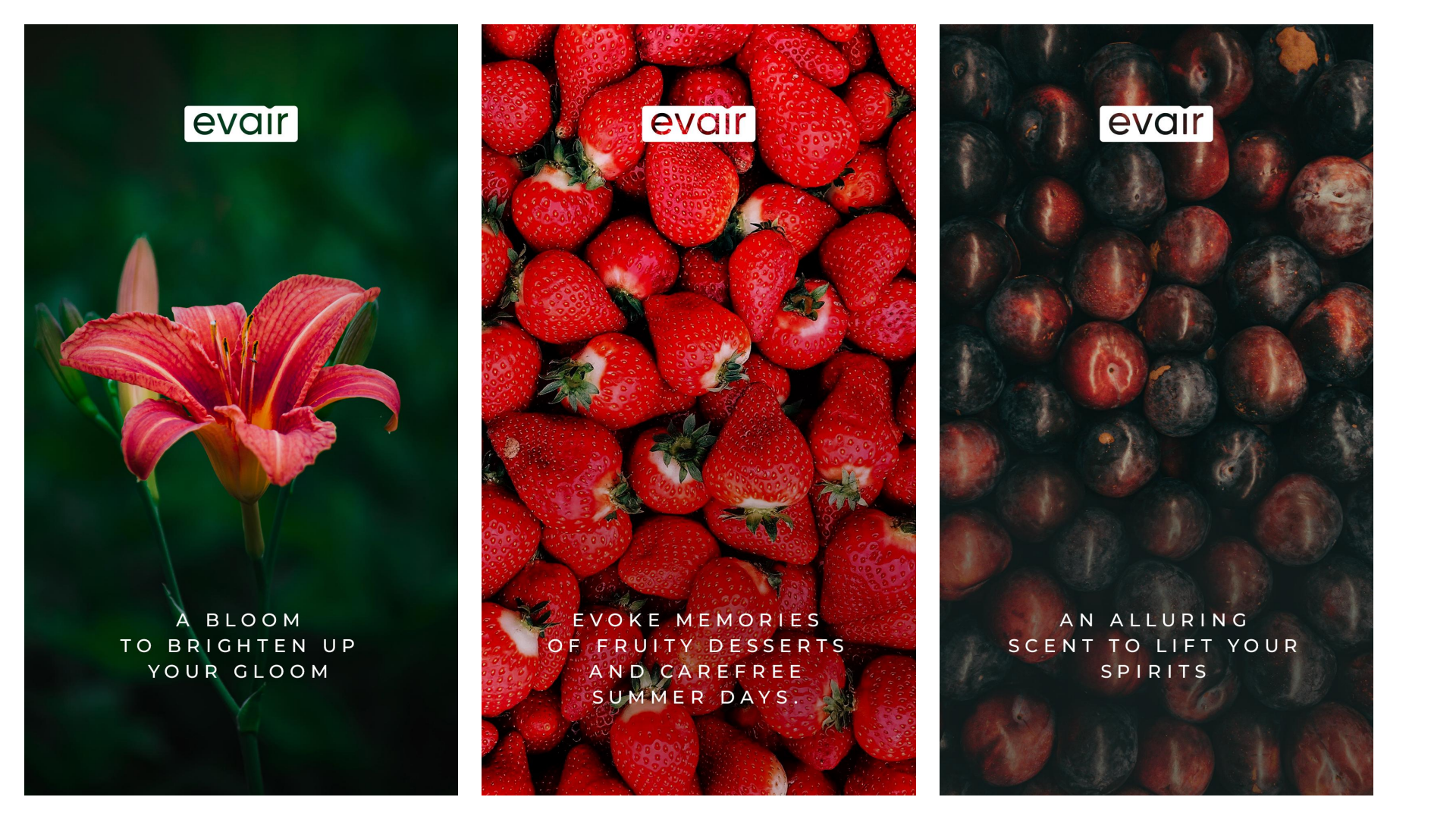
evair

A VIAL
CONTAINING NATURE'S
ESSENCE

A close-up photograph of a single pink lily flower with yellow centers, set against a dark green, blurred background.

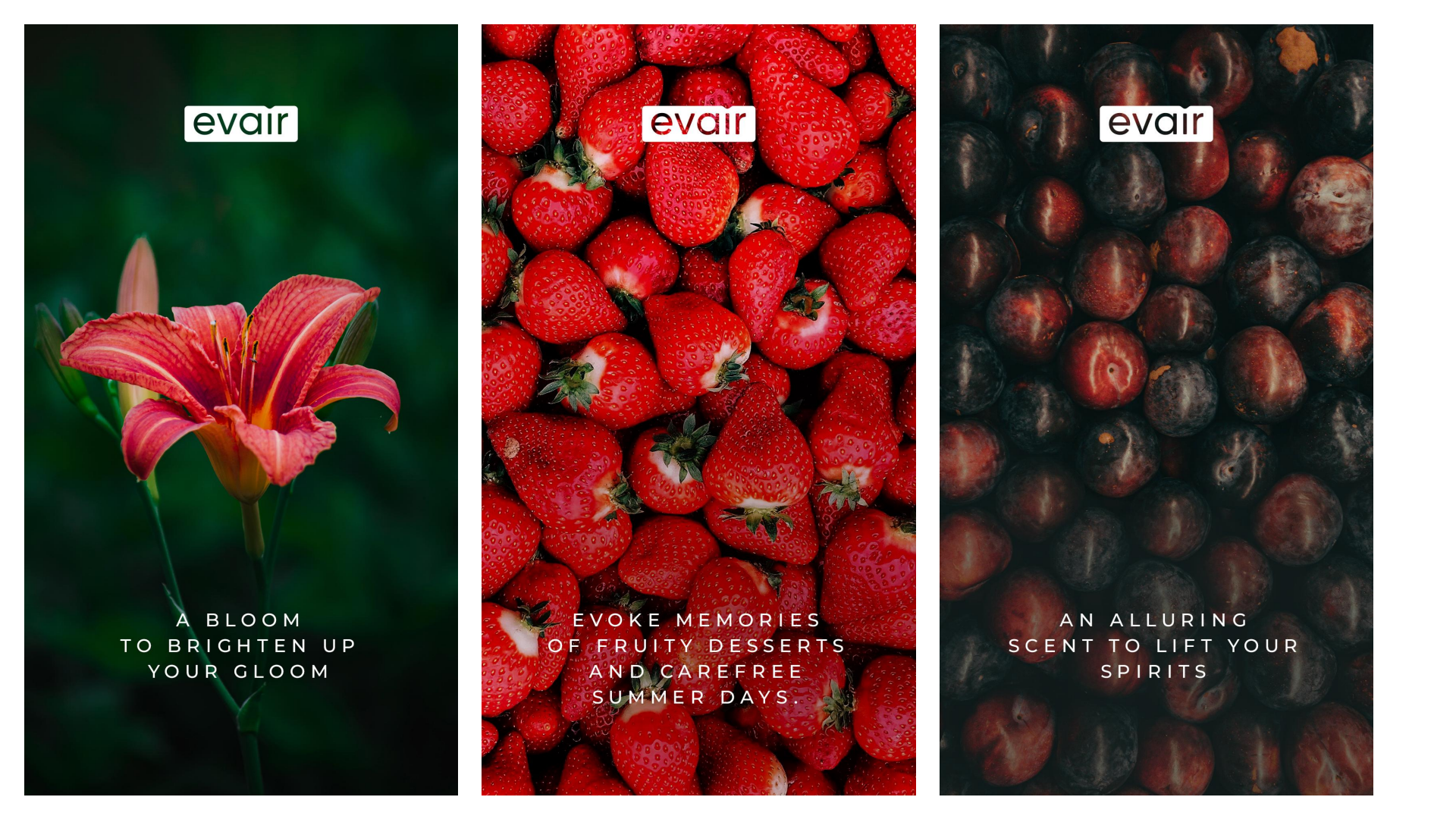
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A BLOOM
TO BRIGHTEN UP
YOUR GLOOM

A close-up photograph of a dense pile of fresh, red strawberries with green leaves, covered in water droplets.

evair

EVOKE MEMORIES
OF FRUITY DESSERTS
AND CAREFREE
SUMMER DAYS.

A close-up photograph of a dense pile of dark, ripe blackberries, showing their characteristic segmented texture.

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AN ALLURING
SCENT TO LIFT YOUR
SPIRITS

evair

FRAGRANCES THAT
EXUDE **ELEGANCE** AND
SOPHISTICATION



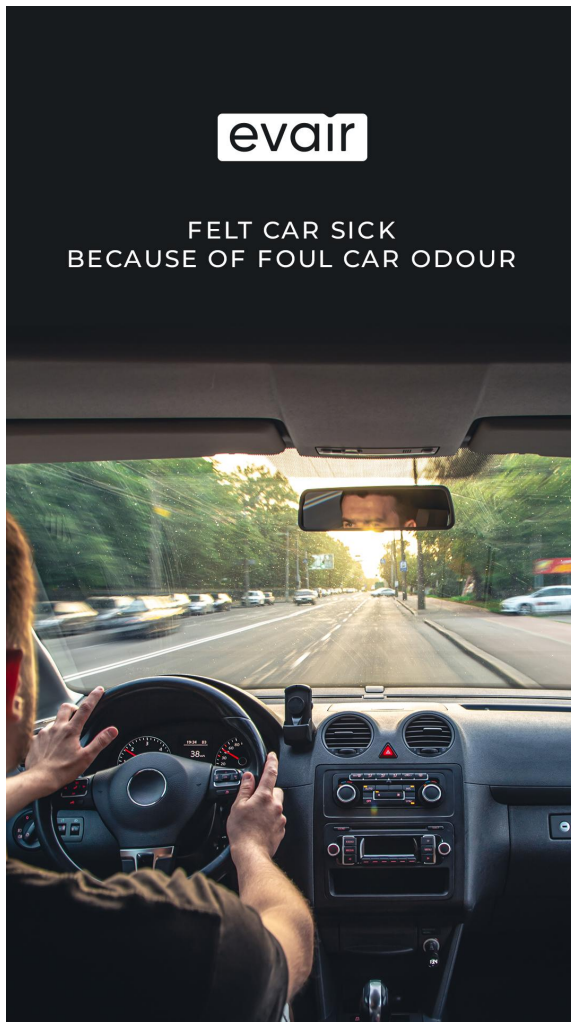
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FLIPPED OUT
WHEN A FRIEND SPILT
WATER IN THE CAR



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FELT CAR SICK
BECAUSE OF FOUL CAR ODOUR



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BOUGHT A CAR FRESHENER
AND REGRETTED
IT BECAUSE IT SMELLED BAD



evair

CLEANED
THE FOOTWEAR
BEFORE ENTERING
THE CAR



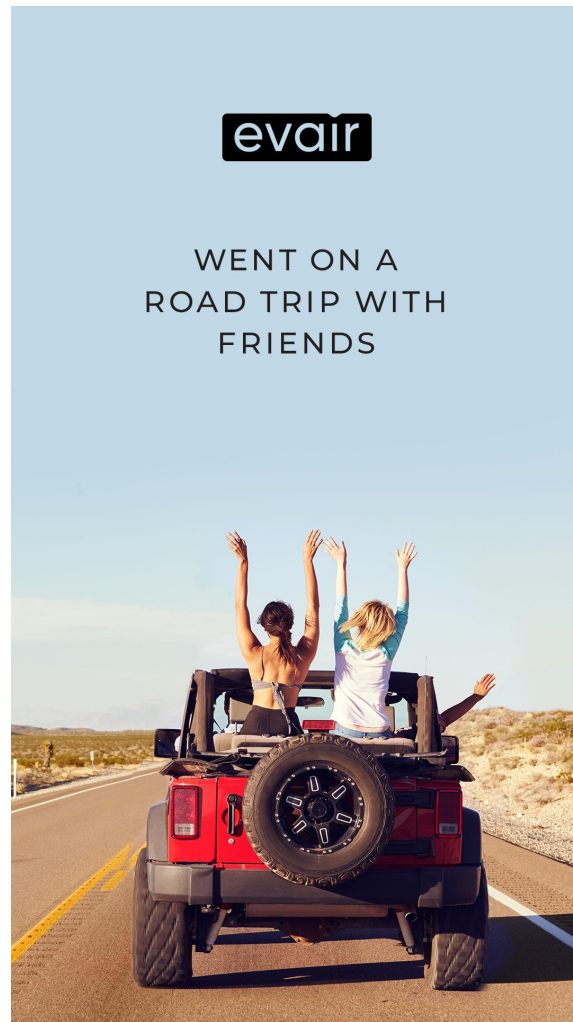
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GOT PRAISED
FOR A FRAGRANT CAR



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WENT ON A
ROAD TRIP WITH
FRIENDS



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LECTURED
A FRIEND FOR EATING
IN THE CAR



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SLEPT IN THE CAR



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FLIPPED OUT
WHEN A FRIEND SPILT
WATER IN THE CAR



