Report on

Designing for Brand Consistency Across Social Media: Challenges and Strategies at Wonderif

By

Simeen Srabani

Student ID: 20104028

An internship report submitted to the BRAC Business School (BBS) in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School (BBS)

Brac University

January 2024

Declaration

It is hereby declared that

1. The internship report being submitted is an original work of mine while completing a degree at the BRAC University.

2. The report in no way contains materials that have been published previously, or has been worked on by someone other than myself.

3. This report does not contain any material which has been accepted or submitted for any other degree at a university or another institution.

4. All main sources of information and help have been acknowledged.

Student's Full Name and Signature:

Simeen Srabani

Student ID: 20104028

Supervisor's Full Name and Signature:

Dr. Ekramul Islam

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Ekramul Islam
Lecturer
BRAC Business School (BBS)
BRAC University
66 Mohakhali, Dhaka-1212
Subject: Submission of Internship Report for the completion of "BUS400 – Internship" as registered in the semester of Fall, 2023.

Dear Sir,

I am hereby submitting the internship report required for the completion of my Bachelor of Business Administration (BBA) degree. Within this report, the outcome of my ongoing employment at Wonderif Studio Pvt. Ltd. has been showcased. Wonderif is a branding and design studio based in Dhaka, Bangladesh, where I have completed my internship in the position of Intern, Branding and Design. This report also includes a small research on the relevant topic as per the specific proposal you had approved, being, "Designing for Brand Consistency Across Social Media: Challenges and Strategies at Wonderif."

I hope that this report will be up to the standards of your prescribed academic standards.

Sincerely yours,

_____

Simeen Srabani
Student ID: 20104028
BRAC Business School
BRAC University
Date: January ___, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Wonderif Studio Pvt. Ltd. and the undersigned student at Brac University. Therefore,

1. The employee understands and agrees that the confidential information constitutes trade secrets of the employer and the employer has taken all reasonable precautions to protect the confidentiality of such information.
2. The employee agrees not to share said confidential information for the benefit of any person other than the employer.
3. All agreements shall be governed by the laws of the People's Republic of Bangladesh.

_____   _____

Signature of the Employee   Signature of the Employer

Simeen Srabani   Mohammed Faisal Omar

_____   _____

Print Name   Print Name

                          MD, Creative Director

_____   _____

Date   Title

                          _____

                          Date

Acknowledgements

Executive Summary

This internship report is written by an ongoing full-time employee of Wonderif Studio Pvt. Ltd., holding the position of Intern, Branding and Design, whose main responsibilities entailed assisting in making consistent design for different client brands. The organisation is a branding and design agency, which offers a wide range of services, including strategic brand identity design, UI/UX design, content design, print design etc. to its clientele.

This study intends to delve into the topic of design that resonates with brand consistency on social media and the relevancy of it. Both qualitative and quantitative research approaches were taken for the purpose of conducting this research which helps indicate the correlation between brand identity and visually pleasant design that is consistent among multiple social media platforms. Wondeif Studio aims to help brands that want to make heads turn and steal the limelight with impeccable brand identity and cater to their audiences' desires.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Simeen Srabani

ID: 20104028

Program: Bachelor of Business Administration (BBA)

Major/Concentration: Marketing

1.2 Internship Information

1.2.1 Student's Information:

- Designation: Intern, Branding and Design
- Employment Period: 3 months (October 1, 2023 - January 1, 2024)
- Company name: Wonderif Studio Pvt. Ltd.
- Department: Marketing and Design
- Address: 84, Arambagh, Dhaka 1000

1.2.2 Company Supervisor's Information:

- Name: Mohammad Faisal Omar
- Position: Managing Director, Creative Director

1.2.3 Job Responsibilities

Job Description:

The role of an Intern for Branding and Design involves handling a diverse set of tasks related to branding, design, and research to support the company in serving its clients. The intern will collaborate with the Marketing and Design department, contributing to the creation of different design and branding projects. Additionally, the incumbent will play a

key role in delivering research and consulting services to clients. This position includes acting as a liaison between external and internal stakeholders for various projects and taking on any other tasks assigned by upper management.

Job Responsibilities:

- Assist in logo design and branding projects.
- Create and maintain brand guidelines.
- Design marketing materials and collateral.
- Develop digital assets for web and social media.
- Prepare print-ready files and collaborate with print vendors.
- Support packaging design efforts.
- Conduct market research for design decisions.
- Collaborate on branding campaigns and promotional materials.
- Edit and retouch images for brand consistency.
- Design presentations and user interface (UI) elements.
- Accept and incorporate feedback from team members.
- Assist in brand storytelling through visual design.
- Participate in the development of design prototypes.
- Collaborate with cross-functional teams for branding goals.
- Maintain organised files and documentation.
- Seek opportunities for professional development.
- Attend industry events and network with professionals.
- Adhere to ethical standards and guidelines in design.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

Since joining as a Branding and Design intern, I have contributed to various design and branding projects to support the brand consistency of the clientele. I have contributed in the process of different campaigns for our clients, assisted in different branding projects, while also developing digital assets for web and social media. I have taken ownership of any tasks assigned to me and have ensured smooth completion of all projects within my scope of limit. I have aided in editing and retouching images for brand consistency, as well as participating in the development of design prototypes. I have also, in all my power, made sure to be a good team player and accept and incorporate feedback from team members and always made sure that my work is in the best interest of the company.

1.3.2 Benefits to the Student

My time with Wonderif Studio Pvt. Ltd. has allowed me to grow both personally and professionally. During my time here, I've developed my networking skills, learnt how to successfully connect with external stakeholders, and gained valuable experience in professional behaviour. I have no doubt that the relationships I've made will be extremely helpful in furthering my professional goals. In addition, I've faced and overcome several work-related obstacles while learning insightful lessons. Taking part in different projects firsthand has not only made it easier for me to work with my coworkers but has also given me the chance to cooperate with teams from the company's clients. This experience has equipped me with the ability to adapt and collaborate with unfamiliar individuals towards shared professional objectives. In summary, I'm profoundly thankful for the learning experiences and personal and professional growth afforded to me during my internship at Wonderif.

1.3.3 Problems/Difficulties (faced during the internship period)

To be completely honest, I would not say I have faced many difficulties or problems during my tenure at Wonderif. Work has been challenging sometimes, for sure. To put this in perspective, there have been times when I was given tasks to complete that I did not have any prior experience with. But with the help of my mentors, I was able to take care of those hurdles and come on top of it. But if I do have to come up with some difficulties during my internship period, I would say I had trouble putting myself out there during client meetings at the very beginning. But that also got sorted with the help of my time and as time progressed, I found myself making more of an appearance than I did before.

1.3.4 Recommendations (to the company on future internships)

The company in its natural habitat has a lower power distance ratio to encourage the employees to present their perspectives as well. My recommendation to the company on their future internships would be to continue this. This informal style of communication helps build a good, learning environment for the employees— it gives them the freedom to express themselves through their work. And I believe that plays a major role in a person's personal and professional development, which is why it's important to let the employees be fearless and expressive, in a respectful way.

Chapter 2: Organisation Part

2.1 Introduction

In this ever-changing world of branding and design companies, Wonderif is dedicated to be a trailblazing player that is invested in creating remarkable and unique brand experiences. Wonderif radiates the energy or originality and innovation in the creative and dynamic world of Bangladeshi branding agencies— sparing itself with a unique strategic course that is based on the pursuit of out-of-the-world brand experiences.

Bangladesh is a well-known hotspot for trade and innovation— and is also home to an extensive blend of branding firms that contribute to the community in very significant and crucial ways to the country's economic dynamic and framework. All these agencies have their own unique influence on the companies that they collaborate with and put forth an enormous effort to demonstrate an extensive range of design principles and innovative skills.

Wonderif positions and sets itself apart in the market through its unwavering commitment of providing exceptional brand experiences. The organisation was founded on the tenet of delivering excellence and is driven by the motivation that design should be able to accomplish more than mere visually aesthetic appeal. Instead of only captivating audiences, design should emit earnest emotions, persuade active participation on the audiences' end, and also skyrocket organisations to unparalleled heights of success.

Wonderif's pursuit is inspired by their aspiration to defy convention, produce brand narratives that are thoroughly noteworthy, and be unconventional. The firm draws motivation for its work through the dynamic branding environment in Bangladesh that simultaneously combines elements of international standards with a strikingly native essence.

The firm spares no expense in its dedication to create impactful experiences and distinguishable visual identities as it paves the way to the dynamic realm of branding and design. Get hands on experience through an exhilarating journey where tradition and innovation come together to

present an opportunity to craft extraordinary brand experiences that manage to surpass all expectations. This is the place where brands are imbued with vitality, and where the potential for innovation knows no bounds.

2.2 Overview of the Company

2.2.1 What is Wonderif

Wonderif is a design-oriented organisation that was established with the aim of magnifying brand experiences. The guiding philosophy of the organisation emphasises the significance of design in aiding inspiration and enhancing positive relationships. The designers acquainted with Wonderif are committed to creating out-of-box ideas and exceptional brand experiences that captivate the audiences through their approach that focuses deeply on the desires of the customers and an exploratory mindset. Aligned with the firm's encircling goal of nurturing innovation, significance and progress in the areas of design and branding, the institution makes sure to be dedicated to delivering experiences that are not only pleasant but also remarkable.

Mission

At the core of Wonderif lies a purpose to connect and collaborate with people who prioritise brand resonance.

Vision

We aim to deliver a remarkable standard of brand experience designing, by crafting magnetic brands with connections and compassion.

2.2.2 Services Offered

The current list of services that Wonderif offers to its clientele are the following:

Strategic Brand Identity Design

Wonderif assists brands in optimising their overall performance by skillfully integrating their imagination and innovation. Producing narratives that captivate, inspire and leave an incredible impact is the primary objective of the firm.

UI/UX Design

Wonderif strives to have a profound impact through the design that they create. They implement cohesive and aesthetically captivating interfaces to enhance customer engagements and experiences, that helps them contribute to the augmentation of a brand.

Website Design & Development

In the transformation of brand concepts into captivating digital experiences that propel organisations to unparalleled heights, Wonderif possesses expertise that is seamless and simple enough to navigate through, yet captures the attention like no other.

Content Design

The studio produces meticulously planned content in accordance with the specific requirements mentioned by their clients. Wonderif possesses the exceptional abilities that are needed to revitalise enterprises through social media, they are capable of fostering a sense of awe, and nurturing enduring connections.

Print Design

Wonderif also provides assistance in the development of impactful and physical marketing materials that are effective in encapsulating the core values and character of their clients.

Signage

The studio guarantees that a brand's communication is executed with optimal effectiveness there at Wonderif. They produce visually appealing designs that are customised as per the requirements of the clients to meet any and every signage need that they might have.

2.2.3 Company Structure
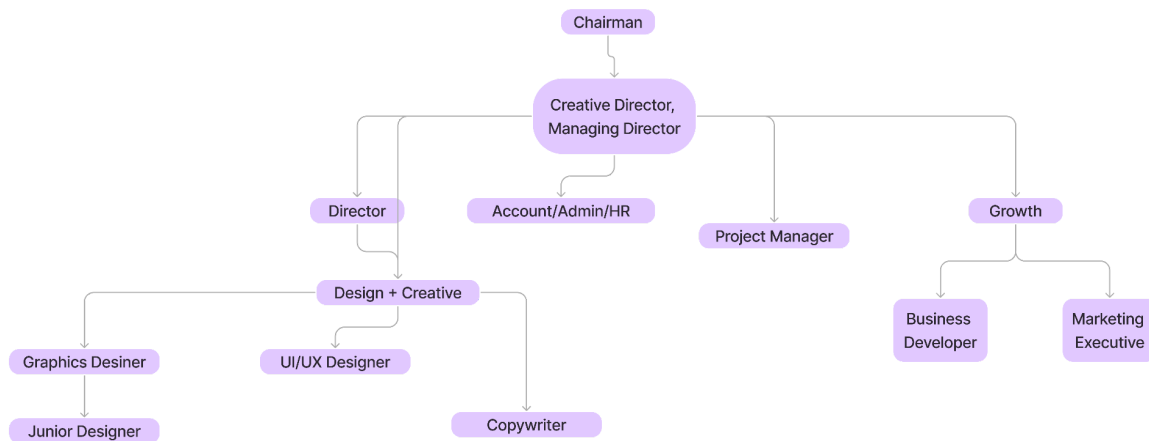
At the top of the hierarchy, sits the Chairman— who is reported to by the Managing Director and Creative Director. The Director, Project Manager and Account/Admin/HR all report to the Managing Director. In the Design + Creative department, the Junior Designers, UI/UX Designers, Copywriter and Graphic Designers all are subordinate to the Director and the Creative Director, respectively. The Marketing Executive and the Business Developer reports to the Managing Director.

2.3 Management Practices

2.3.1 Leadership Style

Wonderif follows a laissez-faire approach to leadership within the organisation. The main reason to foster this leadership style is because this approach fosters autonomy and

empowers the employees to exercise judgement over their individual tasks. The firm also believes that this approach also encourages the members of the team to take ownership of their own work. This environment is promoted to encourage creativity through the stimulation of individual expression and decision making. The laissez-faire aims to nurture a sense of responsibility and autonomy among the team members— permitting them to play a part in showcasing their unique abilities in the process of innovation. As the end result of Wonderif's laissez-faire leadership approach, a collaborative and dynamic environment is produced in which each individual is allowed to flourish. This helps demonstrate confidence in the capability of the team.

2.3.2 HR Practices

2.3.2.1 Recruitment Process

Job Post on Social Media:

Wonderif makes social media posts about employment opportunities on various different platforms to initiate the recruitment process. The firm generates interactive and enlightening employment advertisements that capture the dynamic and encapsulates the innovative atmosphere of Wonderif. By circulating these features across a number of platforms, the firm aims to establish connections with a vast number of audiences of branding and design professionals.

Proactive Employee Hunting:

In addition to posting job vacancies and recruitment opportunities via different social media platforms, Wonderif also adopts a proactive approach to get a first hand experience in the realm of recruitment. The employees of Wonderif are always on the lookout for potential candidates. This enables the firm's ability to identify talented individuals who may not be actively looking for employment but might just be an excellent addition to the organisation— whose beliefs and priorities match up perfectly with the ones of the organisation.

Resume Screening - Round 1:

The initial phase of the recruitment process involves a comprehensive review of the resumes that are received. The Creative and Managing Director of the organisation has an open conversation with the existing employees about all the resume submissions that have been received and together, all of them try to find the candidate that fits the values of the firm closely. The evaluation is done by taking their credentials, abilities and alignments with the studio's mission and vision into account. Resumes aren't evaluated entirely on the basis of professional experience, or technical expertise— but also on account of compatibility with Wonderif's guiding morals and dedication to creating exceptional brand messages.

Interview Screening - Round 2:

For the candidates that get shortlisted after the initial screening, the second phase is initiated that consists of interviews that are conducted with the Creative and Managing Director. During these interviews, candidates' qualifications and experience are evaluated, but their compatibility with the studio, and the ability to work with the existing employees are examined to a greater degree.

Filtering and Selection:

After the interviews have been conducted, a complete evaluation involving the existing employees takes place, which takes the candidates' cultural compatibility into account. The existing employees are asked about their perspective about a certain interviewee to make sure that person is actually a good fit for the studio and can work in harmony with the others.

2.3.2.2 Training and Empowerment

On-the-Job Learning:

Starting one's journey with Wonderif Studio automatically means familiarising oneself with the protocols, projects and overall creative procedures of the firm.

Gaining knowledge about the operations that are handled at the studio on a daily basis is also a part of getting acquainted with the work culture of Wonderif stage. On-the-job learning through the practical application of theoretical understanding in real-life situations is highly encouraged at the studio.

Off-Hour Learning through Assignments:

Wonderif believes in a culture of constant learning, and that is why the employees at the studio are regularly assigned with tasks and assignments outside of regular work hours— which are related to their area of business in order to hone their skill sets. These responsibilities may include doing different courses on related fields, completing assignments that help practise a particular skill-set that may be needed in the area of work, or testing out concepts that inspire innovation. Often these assignments require collaboration between employees of different departments. This fosters innovativeness and cooperation between the employees while also expanding their collective knowledge and abilities.

2.3.2.3 Compensation, Evaluation and Motivation

Compensation Process that are followed by Wonderif Studio are as follows:

Monthly Payroll:

The monthly payroll custom is pretty self-explanatory and traditional. At the end of every month, the studio remunerates its employees through a monthly payroll system. This initial structured compensation package includes the base salary, incentives and supplementary benefits, such as annual bonus and such.

Project-Based Payment:

Wonderif also allows project-based payment by establishing evident agreements that set forth the terms and conditions of compensation. This helps satisfy the requirements and also ensure that the integrity is maintained. The firm never fails to make sure that the employees are fairly and duly compensated for their

contribution and hard work towards the progress and completion of a project—making it apparent to acknowledge the staffs' achievements upon reaching certain milestones.

Performance Feedback and Development Plans:

Wonderif studio makes it a point to prioritise regular (formal and informal) performance evaluations, that help provide valuable feedback to the staff regarding their performance strengths and areas for development. Employees and management work with each other to figure out a course of action that works best for both parties, enables the staff to work with their specific areas of expertise that they aim to magnify and helps maintain the integrity of work at the studio. This joint venture between these two parties ensures the beneficial relationship on both ends.

Recognition and Rewards for Learning Achievements:

The studio acknowledges the learning and working achievements acquired by its staff— which includes successful completion of any courses, acquiring new skills, and effective application of the knowledge that was acquired to the projects that they're working on.this establishment of a positive feedback loop by rewarding and recognising encourages employees to thrive in the workplace.

2.4 Marketing Practices

2.4.1 Marketing Strategies

Networking:

Wonderif actively pursues contacts and connections that can be acquired in the fields of design, branding and marketing through the benefit of membership to different professional organisations. These memberships are crucial in establishing connections, meeting potential clients and staying informed about market developments. Not only does Wonderif attend different physical conventions, the studio actively participates in virtual

networking platforms to create a bridge between them and their connections with professionals across the globe.

Attending Industry Events:

The studio prioritises participating in conferences, expos and trade events that are relevant for the industry that they're trying to build a footprint in. attending these events help the agency to not only showcase its allegiance to staying up-to-date with the latest business innovations, but also help provide an opportunity for establishing connections with people and organisations that can be potential clients.

Showcasing Work on Social Media:

Visual Storytelling: Wonderif proposes their portfolio through social media platforms with visually appealing content. By adopting a visual narrative, the firm can efficiently communicate its design philosophy, devotion to innovation, and thriving relationships with its clients.

Maintaining a Strong Social Media Presence: The studio makes sure to create a consistent posting schedule to support its social media efforts. This strategy cements effective audience engagement, provides its audience with information regarding new endeavours, and solidifies the agency's reputation.

Contents that can be interacted with, such as, behind-the-scenes footage, fun surveys and Q/A sessions that serve to stimulate engagement with the audience on social media. Wonderif influences participation to cultivate a sense of community and establish earnest connections around its brand experience.

2.4.2 Target Audience, Targeting and Positioning Strategies

Businesses that aim to be progressive and prioritise providing their clients with impeccable and unforgettable experiences— brands that want to turn heads and steal the spotlight, are the ones that comprise Wonderif's target demographic. Brands who share

Wonderif's commitment of making their clients feel truly special, who will not spare any expense and are willing to invest a significant amount of money to acquire these extraordinary results, and have the desire to distinguish themselves and want to be in the forefront of their respective industries are the ones that make Wonderif's ideal clients' cut.

Targeting Strategies:

Wonderif commits to delivering exceptional experiences which is consistent with the studio's selection of firms that prioritise quality over cost and aren't afraid of sparing no expense in the developments of their brand image. The studio directs its attention towards industries that are widely recognised for their ingenuity and ability to provide their customers with exactly what they want. Wonderif is actively trying to cement its position as the agency of choice for companies that want to steal the spotlight and make heads turn.

Positioning Strategies:

Wonderif markets itself as a brand agency that provides services beyond logo design. It presents itself as a collaborator committed to creating unique experiences that elevate clients' sense of self. This establishes Wonderif as the branding firm that recognizes the importance of emotional ties. The agency bills itself as the source for amazing design, serving companies that don't cut corners in their quest for quality. The firm conveys to the audience that it recognizes the need of spending money on exceptional design in order to make an impression that will last a lifetime. This is an agency that specialises in creative solutions that turn heads. The firm positions itself as the creative power behind companies' ability to demand attention in competitive marketplaces by exhibiting a portfolio of projects that have garnered attention and stolen the show. Wonderif is an agency that specialises in serving companies who want to provide their consumers a unique experience. By prioritising customised solutions that are consistent with the distinct personality and goals of every company, Wonderif emerges as the go-to collaborator for anyone searching for an unforgettable and customised branding encounter.

Wonderif presents itself as a collaborator committed to create experiences that upraise their clients' self-awareness. Wonderif establishes itself as the branding firm that recognises the importance of emotional ties and goes above and beyond to achieve that. The firm bill itself on their ability to be the source for amazing visual design and aims to serve companies that don't cut corners in their quest for quality. The studio is very open about and talks to their clients about the need for spending money on design in order to make an impression that will last a lifetime. Through the process of prioritising customised solutions that are consistent with the goals for the client company, the studio emerges as the company that is willing to be the collaborator for anyone searching for a memorable and customised branding experience.

2.4.3 Marketing Channels

Word of Mouth:
The most effective way for the promotion of Wonderif right now is through word-of-mouth— that can be acquired from happy customers and get them to write testimonials and come forth with the great experiences that they had while working with the studio. These endorsements can be included in marketing campaigns and distributed around the website for the studio.

Social Media:
Using social media platforms, such as, Facebook, Instagram, LinkedIn, TikTok etc. to present the creative process of Wonderif, showcasing their portfolio on these medias, and posting behind-the-scenes material in a visually appealing manner can really take Wonderif's stance in the branding industry up high. Planned content posting can be another way to keep up with a steady stream of interesting social media presence through their content. For the process of increasing audience engagement, posting interactive content, design insights, industry trends, and projection of highlights can help.

Website:

Making sure that the responsive design of the firm's website provides the best possible viewing and navigating experience on a range of different devices. Wonderif tries to enhance their online presence and professionalism by having a visually beautiful and user-friendly website. A website that displays a wide variety of services that they offer, a glimpse of some of the projects that they have worked on before, previous clients and an introduction of the studio's team members can go a long way in attracting new clients.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

Wonderif's financial performance is not publicly published— hence, I was not allowed to have a look at their financial reports to confirm the financial performance. Revenue, profits, and other financial information were also sensitive information that I was not authorised to have disclosed to me.

2.5.2 Accounting Practices

Wonderif's data of their accounting practices are also some information that are immensely confidential and aren't shared with the employees. Without the appropriate authorisation, it is not advised to review any official documents that have not been made available to the public.

2.6 Operations Management and Information Systems Practices

2.6.1 Operations Management

Wonderif, as of now is a very small organisation with a handful of six employees, which is why formal operational management principles are not practised within the organisation very often. The services provided by Wonderif are incredibly customisable, it matters not if they are related to branding, pure design, or any other marketing-related areas. Depending on the customers' demands and accumulated size of the projects, these

services vary on a wide range of costs, values and resource allocations. On top of that, since the leadership styles practised at the organisation is laissez-faire, micromanagement of any sort is completely out of the picture. As a result of that, there is very little to no chance for standardisation. Meeting deadlines and maintaining a continuously high degree of service quality are of major priorities in the firm. However, since the services provided are customised and complicated, it is not possible to define quality strictly because the complexity of the projects depend on specific knowledge and the experience of the human resources that are engaged in the process.

2.6.2 Information Systems Practices

Team Gantt:

Wonderif uses Team Gantt as a project management tool within the organisation to plan courses of action and track progress of different projects effectively. The team works together to construct visual timetables, assign and allocate resources, and track project progress.

Miro:

Miro is used by the employees of Wonderif as a platform for ideation, brainstorming, and design collaboration. With the help of these technologies, team members are able to collaborate in real time, share ideas and mane mind maps, while also graphically conceptualising projects.

Google Workspace:

Google Workspace— which includes different applications like Gmail, Google Drive, Documents, Sheet, and Google Meet, is used at Wonderif as a foundation for teamwork and communication. This way, it is possible for team members to collaborate in real time, share multiple documents easily and communicate effectively while also making them encrypted.

Other Cloud-Based Channels:

Other than the aforementioned applications, Wonderif also used cloud-based platforms, such as Whatsapp and other applications to effectively collaborate from different places as a result of the project's accessibility, version control, and guaranteed security. These cloud-based applications are used to communicate with both clients and internal communication in addition to email and chat tools. These solutions provide team members with accessibility and freedom.

2.7 Industry and Competitive Analysis

2.7.1 Porter's 5 Forces

Threat of Competitors: 2/5

Despite the existence of well-established competitors, Wonderif faces only modest threats from the competitive landscape within the branding and design spectrum. Wonderif has their market share rather limited when it comes to direct rivalry, hence, the firm scores only a point of 2/5 in the threat of the competitor sector.

Threat of New Entrants: 4/5

In this sector, Wonderif faces a high score of 4/5 points because of the significant danger posed by potential new entrants. This highlights how low this industry's entry barriers are— which is an encouraging factor for new competitors to enter the market. In light of this growing danger, it is crucial to take strategic actions to maintain distinctive offers and strengthen market positioning.

Threat of Substitutes: 5/5

The noteworthy grade of 5/5 highlights the crucial risk that alternatives can bring in the ever-evolving field of branding and design. This industry has a wide range of options. There are always agencies who are willing to do the work for a much cheaper price— which very obviously means that their quality of work will also drop down to a

significant level. But brands who mostly look to spend less might lean more towards those agencies, creating a risk factor of a 5/5 in this area.

Bargaining Power of Buyers: 4/5

Customers in the branding and design space have a lot of negotiating power, indicated by the 4/5 point score. This highlights how customers may be able to set price policies and demand higher standards of service quality. So to maintain standards, the firm has to continue implementing customer-focused strategies in order to meet changing client needs and expectations while staying competitive.

Bargaining Power of Suppliers: 4/5

The 4/5 score indicated that the suppliers in this industry are also equally important and have significant negotiating power. This suggests that providers of specialised equipment, machineries, printing and supplying vendors etc. have an effect on the terms and price of these operations.developing a smart and strong connection with suppliers and vendors is essential to handling these situations.

Final Overall Rating

After adding the different subscores together, Wonderif's total market concentration is 3.8/5— which is not extremely competitive, but also can not be overlooked. This number indicates that the competition in the sector is more than moderate, and that there is a significant amount of competition. As a result of this, Wonderif's overall competitiveness is deemed less favourable— indicating that even though surviving would be possible in the industry, the journey to greatness will still be very difficult. The firm will need to apply more aggressive strategies to manage the more intense competitive dynamic and establish a unique presence in the market.

Internal Strength

Wonderif, within the organisation actively rejects mediocrity and continuously aspires to be the best, which contributes to the company's internal strength. With this philosophy in mind, the firm strives to present itself as a superior service provider in the cutthroat industry of branding and design.

Internal Weakness

Limited Team Size:

One of the most significant internal issues is the limited team size of staff of the firm, which affects the agency's abilities to manage a higher amount of business. This limitation has an impact on the operational effectiveness and possibly restricts the scope of innovativeness that can be started.

Client Count:

Another internal problem that Wonderif faces by being a fairly new organisation is the low clientele count. Expanding and diversifying the clientele will eventually be becoming an essential part of activating long-term success.

External Threats

One of the external threats that is considered a major issue at the firm is the possibility of new rivals entering the industry. In order to maintain its competitive advantage, the firm must strengthen its unique value proposition in order to have the resources needed to tackle the possibility of new competitors.

Market Opportunities

In this industry, Wonderif is presented with an excellent opportunity to explore market share. By capitalising on the firm's commitment to excellence, the agency can attract new potential clients and broaden their horizon— tapping into untapped segments of the branding and design market in the process.

To summarise, Wonderif's commitment to excellence serves as a core strength for the firm, but the problem lies with the limited team size and client count which eventually poses internal challenges. The opportunity for market expansion is existing and the dedication of the employees are also inspiring but the external threat of new entrants requires strategic positioning to mitigate potential casualties. Addressing these weaknesses and leveraging these opportunities will eventually be critical for the firm to sustain success in the longer run within the dynamic landscape of branding and design.

2.8 Summary and Conclusions

As an aspiring prominent force in the branding and design space, Wonderif Studio embodies a dedication to quality in their creation through the formation of remarkable brand experiences. The agency competes in the market, but it stands out for its allegiance to brilliance and rejection of mediocrity. On the other hand, internal drawbacks, as aforementioned, present difficulties— for which strategic thinking is necessary, particularly to the possibility of the introduction of new rivals.

To conclude, thanks to its distinctive design philosophy and unwavering dedication to quality, Wonderif— being a fairly new organisation, stands out from their competitors in the market. Even with external dangers and internal weaknesses in the picture, the studio thrives to provide chances for development and progress. Proactive planning and strategic propositions are necessary to navigate the obstacles in an environment that is so competitive, grow the client count and strengthen the company's position in the industry.

2.9 Recommendations

My advice to Wonderif to strengthen its position in the market are threefold:

Team Expansion:

Wonderif Studio will definitely need to expand their team size eventually to overcome the constraints imposed by the existing team size and improve the ability to take on bigger projects.

Client Diversification:

The studio needs to actively look for more and influential clients. Recruiting a wider variety of clients will help them reduce their reliance on a small number of clients, which will definitely help the firm to overcome one of its vulnerabilities and become more sustainable.

Operational Efficiency:

Improving the agency's operational efficiency is also very important so that it can manage more work without sacrificing the excellent standards that make Wonderif a go-to place for brands that look for a refreshing start.

By emphasising on these areas, Wonderif will not only get over some of their problems, but also set itself up for long-term success in the ruthless world of branding and design.

CH 3: Designing for Brand Consistency Across Social Media: Challenges and Strategies at Wonderif

3.1 Introduction

The influence that social media used to have, has now undergone significant transformation in the past couple of decades. These online connections have evolved majorly from their original standpoint, where these platforms' only purpose was to bring people closer by connecting the bridge between them virtually. And now they have become mediums form brands where they can actively mould, select and convey their message and stories to their audience. The competence of branding and design have now exceeded all boundaries that it knew before— comprehending a crucial role in strategic interaction.

In this day and age of digital landscape, social media now plays the role of just another pawn that bestows brands with a strong medium that can not only be used to circulate brand information to the audience, but also to continuously work on defining a brand's image to their audience— paving the way to let them know exactly what it is that the brand stands and works for. These platforms are incredibly flexible and interactive, and also serve as a stage where businesses can consistently engage in interactions with their audience. This communicative nature of these platforms allows brands to increase the frequency in which they can interconnect with the target demographic, helps brands utilise the combination of visual aesthetics and written content that can initiate engagement between a wider range of audiences. The social media that social media previously used to play has disappeared, and now these platforms can be used for far more greater things, such as, platforms for brands to represent themselves on— which certainly plays a role in paving the mould for a company's identity and their storytelling.

In the past couple of years, social media has gone through a major paradigm shift where platforms that were originally only invented to carry out textual communication, can now introduce multimedia capabilities that have definitely increased the influence of brands and their mode of communication with their audiences. Instagram and Pinterest are two great examples of social media platforms that are currently being used as a mode of brand communication largely.

Which is why a reassessment of design approaches is now crucial for all brands that aspire to reach the stars. Engaging in innovative practices and acknowledging the immense need for creating visually appealing content that can easily be shared across the internet genuinely represents a brand's distinct character.

3.1.1 Literature review

Effect on Recognizability and Perception of the Brand

In today's world, it is impossible for brands to deny the significance of social media in terms of interacting with their consumers. However, it can be unlikely for brands to be able to maintain harmony and be consistent in posting on all of the different social media platforms. This study intends to dive deep to understand the importance of designing for brand consistency, how that affects the brand image, consumers' trust and lastly the success of the firm. One way to make your brand stand out is to be consistent in posting across all social media platforms that a brand uses to reach its audience (Kapferer, 2008). This consistency in designing and posting helps the brand to create awareness and recognition about themselves— which in turn can pave the way for brand connectivity and the remembrance of the brand (Keller, 2013).

Impact on Customer Engagement and Brand Loyalty

When a brand's message and presentation are consistent with each other, it helps build trust among the consumers about the brand (Moser, 2009). A consistent brand experience can provide the consumers with appropriate information that they might need to be able to trust the brand is dependable and skillful; these qualities give the brand an upperhand in gaining the consumers' trust and establishing a long-term relationship (Reichheld, 2003). According to Moser (2009), a consistent brand image across different social media helps a brand build a more coherent and united brand experience for the audience. As consumers get more familiar with the brand's principles and products, their engagement and happiness with the brands enhances (Lemon and Verhoef, 2016).

Impact on Brand Productivity and Efficiency

Customers tend to develop an emotional connection with brands that they recognise from consistent branding (Aaker, 1996). According to Reinartz and Kumar (2002), when people have an emotional connection with a brand, they're more likely to buy from the same brand again, and also recommend the brand to someone else. And according to Kapferer (2008), maintaining brand consistency makes it easier for brands to manage and create content for social media. A lot of time and money can be saved only if companies agree to streamline content developments with defined brand rules.

Examples

When branding across different channels is consistent and customers are exposed to the brand message, it enhances the chance for brands to get exposure and reach more audience (Keller, 2013). Both brand recognition and the possibility of acquiring new customers are boosted by this newfound increased visibility. According to Kapferer (2008), Starbucks has created a strong and very easily recognizable brand identity to their consumers around the globe by consistently posting their logo, the Starbucks trademark green colour and their brand voice across different social media platforms. Nike employs a consistent brand message on their platforms by understanding its principles of athleticism, inspiration and empowerment. As a result of this unified message, Nike is able to attract and retain customers (Moser, 2009).

Important Factors to Consider

The preferences and formatting needs of different social media platforms differ from one channel to another. To keep a brand consistent throughout these channels, forethought and adaptability is a crucial component that must be present (Aaker, 1996). In order to be relevant and competitive, these brands must adapt and overcome with time. It is crucial to carefully consider your next steps before taking actions that are meant for striking a balance between brand progression and consistency (Keller, 2013)

To develop a brand identity that is both strong and successful, it is essential to design for brand consistency. Brands will be able to accomplish business objectives, associate with

their customers on a deeper level, and can win their trust by being true to their brand identity. Maintaining a consistent brand voice and adjusting the strategies appropriately are pivotal for businesses if they want to survive in this ever changing world of marketing.

3.1.2 Objective

The objective of this paper is to understand how brand consistency can rely on visual design and storytelling of a brand, and how it helps a brand to be a go-getter and have a positive outlook from their customers' perspective. In this study, a deeper look has been taken into the challenges and strategies that Wonderif comes face-to-face with on their journey towards creating exceptional brand experiences.

3.1.3 Research Question

The research question thus becomes: "Does the visual design of a brand actually play a role in brand consistency across its social media from the customers' perspective?"

3.1.4 Significance

The results that this study might be able to provide can possibly bring forth the importance of designing with brand consistency in mind. This research examines the current situation of branding and design from around the world and also studies the tactics that Wonderif Studio uses to address the different types of audiences that it encounters on different social media platforms, and strategies they use to meet these audiences' demands to elevate their experience.

3.2 Methodology

3.2.1 Research Approach

Two basic research methods were adopted in the process of doing this research. These methods include qualitative research and quantitative research methods. To construct a harmonious and specific research investigation, both these research methods were taken into account.

To put this into perspective, a qualitative research approach was taken to begin the research with. Several outside sources, i.e. previous scholarly papers and articles, that can be compared to and relate with the paper being written were used. Apart from that, a few academic papers that reference the topic at hand were also studied.

For the purpose of accumulating valid data findings that relate to the purpose of this study, a quantitative research approach was also considered. To execute that, a well-revised questionnaire on this topic was circulated among 50+ people and 47 of them took active participation in the process by providing unbiased and productive feedback.

3.2.2 Research Design

The research design adopted to conduct this research is the descriptive research method. Descriptive research methods are used when there is sufficient prior accessible knowledge to create hypotheses and test them. On top of that, these research methods are designed specifically to avoid bias and the impact of external factors. Additionally, descriptive research designs are based on the analysis of quantitative data, while also conducting and including qualitative data gathered through methods such as surveys, observations and panels.

3.2.3 Data Collection

The collection of the data regarding this study was fully conducted online. First and foremost, a qualitative research approach was taken into consideration and multiple academic papers, articles and interviews related to the topic at hand were studied to extract data and knowledge. Additionally, a quantitative research approach was adopted by preparing a questionnaire and sharing it among people online. The questionnaire was initially shared among over 50 people, among which, 47 unbiased responses were generated.

3.2.4 Limitations of the Study

- The sample size of 47 individuals for this study might not be sufficient enough to get accurate results.
- The research has adopted self-reported data collection through surveys and questionnaires, which can be prone to biases and mistakes.
- The study's duration might not be long enough for it to accurately accumulate the ever-changing trend of social media and the maintenance of designing for brand consistency.
- Questionnaire-based data collection can only go so far to capture the whole of user experiences.
- This research is subject to lack of internal data insights from Wonderif Studio, as the access to all information was not given.

3.3 Findings and Analysis

3.3.1 Findings From Qualitative Research

Brand consistency is the ultimate pillar of success in this ever-changing scenario of social media. Strategies curated to maintain a synthesised brand voice, and identity across multiple platforms that a brand is active on, paves the way for multiple benefits, as it has been backed by the qualitative research that was done.

Studies done by Lee and Youn (2016) demonstrate that the visual and messaging consistency of a brand act as a foundation for general recognition and recall by the regular audience. It is much easier and convenient for the customers to recognise brands that present a cohesive identity across all platforms while reducing the dissemination of dissonance and confusion created by inconsistent branding— which very likely tends to impact a brand's image negatively (De Vries & Häuselmann, 2018). According to Moser (2009), branding and design consistency represents trust and credibility on the brand's part and eliminates any suspicion about the reliability and authenticity of a brand. Pantano and Smith (2012) have also highlighted the importance of consistency, as the inconsistency might be able to raise red flags in the minds of the consumers.

Beyond mere recognition, brand consistency goes a step further, building deeper emotional connections with users. Lemon and Verhoef (2016) emphasise the sense of familiarity and belonging that arises from consistent branding. This fosters brand loyalty and advocacy, as users feel emotionally invested in the brand's story and values. Beverland and Farrelly (2010) caution against the perils of inconsistency, as it can alienate users and damage their emotional connection, ultimately leading to decreased engagement and brand switching.

Moreover, user experience has been tested to be simplified by the exercise of consistent branding in multiple research. It has also shown to have boosted engagement. Pointed out by Moser (2009), users tend to navigate through and consume content more efficiently when the brand identity is unified and easy on the eyes— but also visually aesthetic enough to capture the attention of the audience.

To conclude, it can be said that the qualitative research paints a clear picture of how design and brand consistency across social media is a strategic imperative. It builds trust, fosters an emotional connection and encourages engagement of loyalty and a good relationship between brands and their audiences. This also leads to cost-savings on multiple fronts and embodies the success of a business.as the running competition in the

social media space intensifies more and more each passing day, prioritising the consistency becomes a crucial factor to opening doors for cavernous connections and lasting triumph.

3.3.2 Findings From Quantitative Research

A quantitative research was conducted for this paper through the circulation of an online survey that was shared among over fifty people. Among which, 47 honest and unbiased results were able to be retracted. The questionnaire started off with a very simple question

How often do you engage with brands on social media platforms based on their visual design?
47 responses
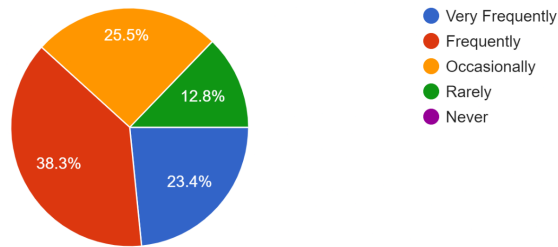
of, "How often do you engage with brands on social media platforms based on their visual design?" The pie-chart given below resembles the results of this question and indicates that most of these respondents are likely to be interested in a brand if they have a positive social media presence.

How important is the visual appeal of a brand's social media content in shaping your perception of the brand?
47 responses
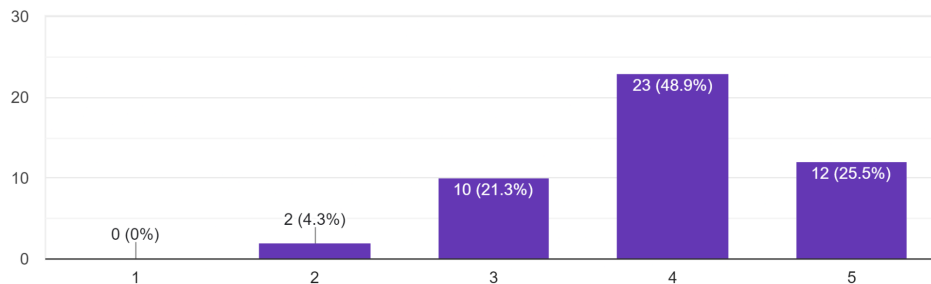
Moving on to the next question, the respondents believe that the visual appeal of a brand online is crucial in shaping their perception of the brand— with 74.4% of the respondents agreeing that it's very important..

Have positive experiences on social media platforms, such as prompt customer service or engaging content, influenced your loyalty to a particular brand?
47 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

59.6%
8.5%
29.8%
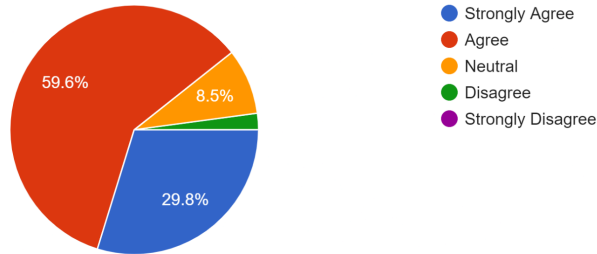
The next question asks the respondents if having positive social media experiences affect their loyalty to a particular brand— to which, a majority of respondents strongly agreed with.

Respondents were also asked how likely they are to remain loyal to a brand if they had positive interaction or experience with their social media presence. To this question, none

How likely are you to remain loyal to a brand after a positive interaction or experience on their social media?
47 responses

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

55.3%
12.8%
31.9%
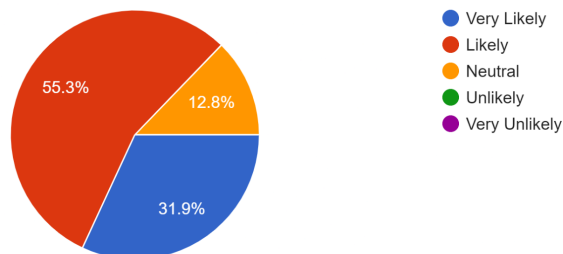
of the respondents responded negatively. Some of them did choose to be neutral about it,

but most of these respondents verified that they would be "Very Likely", or at least be "Likely" about it to some extent.

When the respondents were asked whether or not they think consistent and positive engagement on social media contributes to a brand's overall reputation, 98 percent of them responded positively. This means that audiences do rely on social media and/or,

In your opinion, does consistent and positive engagement on social media contribute to a brand's overall reputation?
47 responses

- Yes, significantly
- Yes, to some extent
- Neutral
- No, to some extent
- No, not at all
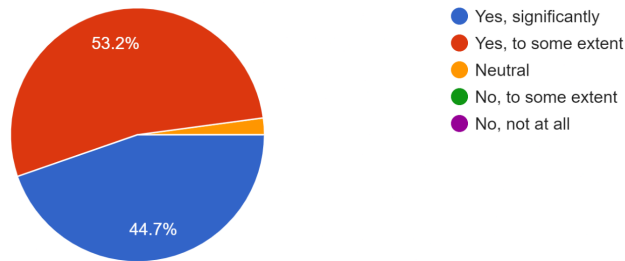
overall online presence to decide if a brand seems trustworthy to them or not. This paves the road for brands to engage consistently on different social media platforms as much as they can— making a solid footprint online to become more and more reliable and trustworthy to their consumers.

Do you believe that a brand's presence on social media has a significant impact on how you perceive its overall image?
47 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
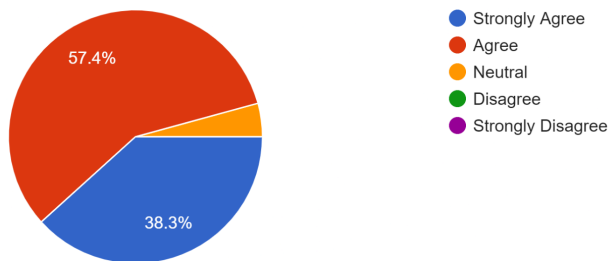
Upon doing the survey, it has also come to light that customers strongly agree to brands having a strong social media presence, because it has a significant impact on how the consumers view the brand. To this question as well, the respondents did not have any negative feedback. To this question, a hundred percent of the respondents believe that a brand's social media presence contributes a lot to having a significant impact on how the brand is perceived by its consumers. If they have a vastly positive social media presence, the brand is perceived positively among a wide range of customers. On the other hand, if a brand has a very weak social media presence, it is perceived as a not reliable or trustworthy brand by the customers and they generally tend to avoid the brand.

76.6% of the respondents have replied that they are very likely to explore a brand further, if their initial social media impression has a lasting effect on them.

How likely are you to explore a brand further if you find its social media content visually appealing?
47 responses
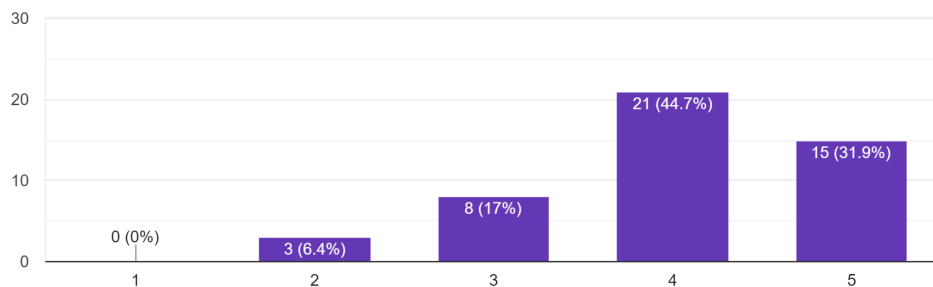
This dictates that if a brand has a strong social media presence across different platforms and their designs are formulated for brand consistency, the audience will naturally gravitate towards these brands. This gives these brands an edge and a motive to make their social media presence stronger and always thrive to make better design that maintains brand consistency.

Majority of the survey-takers insisted that a strong social media presence of a brand can navigate them to trust the brand as an authentic source. In this day and age of social media, it is very easy to deceive people online without facing much repercussions. This is why people are naturally resistant and hesitant to purchase anything from brands that they

don't know about personally. Having a strong social media presence can help brands navigate through that dilemma of audiences and help them present themselves as a

Do you feel that a brand's social media presence can influence your trust in the authenticity of the brand?
47 responses
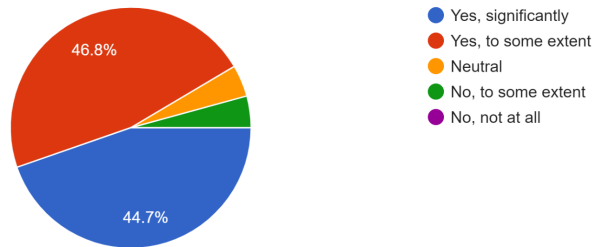
trusted and authentic brand, who knows what they are doing.

Majority of the respondents of the survey are 20-35 year old people who spend a chunk of their time on social media on a daily basis. They have the access to evaluate any brands that they see online and decide if the brand and their positioning appeals to them or not. These people were also asked about brands whose social media presence and brand consistent design made them look into the brands more. Some of the name of the brands that came up include, Duolingo, BMW, Colorpop, Surfexcel, Coca-Cola, ISHO, Kohler, Beardo, Cadbury, Old Spice, Nike, Daraz, Wendy's, Bkash, GoPro, Uber, AirBnb, Honda, Marshall Major, Discord, Johnson & Johnson and many more. If we visit the social media platforms that these brands use (Facebook, Instagram, LinkedIn, TikTok, Website etc.) we can verify that these brands have a very strong foot in the social media sector. These brands design and post consistently across all of the platforms that they use to attract more and more audience every day and they are all doing a very good job at retaining these customers as well. They have identified what appeals to their audiences and they continue to make designs and posts and post them on these platforms that are easily accessible to anyone and everyone around the world. The use of these platforms give every brand and edge to reach their target audience easily and in a less amount of time. These brands also make interactive designs on their platforms to generate engagement with their audience that is likely to attract more customers, solely because of

the unique and seamless design and the consistency of it. This concludes that having a good and strong social media presence can elevate brand awareness and give their audiences an exceptional brand experience.

3.3.3 Challenges Faced by Wonderif

Wonderif, as one of the brands trying to be an industry leader, navigates through a range of problems and hazards that are inevitable in the realm of designing and branding. One notable obstacle is the very limited size of the Wonderif Employee team. A team of six people, currently cannot accommodate the amount of work that the firm has to keep up with anymore. Wonderif's client base is still numbered, but the amount of workload that has to be encountered and dealt with by the team at work is becoming less and less feasible and is becoming imperative to expand the size of the team.

Another big challenge that is faced by the studio is its relatively small client base. Wonderif has a handful of clients that they are currently working with but to sustain in this industry in the long run, the firm would need more clients to work with soon enough. With its client base growing in numbers, Wonderif can hope to climb the industry ladder and eventually work with more and more projects that will make the studio a go-to name in the designing and branding industry.

Last but not the least, Wonderif is still in its early stages and is navigating its way through the social media trends and what appeals to a specific client's audience the most. The studio does not want to get off on the wrong foot by posting something that will not be accepted by the audience of the clients and face backlash, which is why Wonderif is very specific about making client and customer profiles, identify what appeals to them the most and follow through with that.

3.3.4 Strategies Adopted by Wonderif

Strategies adopted and implemented by Wonderif Studio to adapt and overcome the challenges that they face at work are the following:

To reduce the workload on this small team size, the studio makes sure to divide work and make a planner to make it easier for the employees to get things done efficiently. The studio is also actively pursuing any and all leads that they can find to acquire more clients. For their social media posting, Wonderif has devised interactive tactics that are consistently associated with making the consumers feel included. The studio implements several user engagement tactics periodically. Some of these strategies include:

The Art of Visual Storytelling

Wonderif undertakes an approach of visual storytelling to get the customers invested in the stories that are being posted through the utilisation of visually striking design elements. A Series of these interconnected elements are employed to narrate a tale that elicits responses and encouragements from viewers that actively engage with the storyline.

Elements of Interactive Design

The studio creates designs and illustrations on social media that have an interactive edge and encourages the audience to also come forth with their stories which generates engagements on these posts. This type of strategy is a two-way street. This way, the posts get enough attention to generate engagement. And on the other hand, this makes the audience feel seen and heard and appreciated, which makes them more likely to affiliate with the brand.

Thematic Content Series

Wonderif tends to produce a thematic content series that extends over a period of time and numerous postings that maintain coherence, generating a keen anticipation of the audience. For example, Wonderif, for one of their clients, does products reveal contents

on different social media platforms— where they reveal one product over the course of at least two postings to keep the audience wondering on what is happening and which product is coming next.

3.4 Summary and Conclusions

Upon researching various existing academic papers and also conducting quantitative research through surveys, it is evident that visual design and branding on social media does have an impact on the audience's mind. Wonderif Studio is constantly and consistently working towards making exceptional branding experiences for the audience of their clients— in the process of which, the studio often comes at a crossroads, due to different challenges that they're facing at the moment. None of which is permanent but it is definitely having an affect on the work process and progress of the firm. Consistent design across social media platforms have a massive effect on the consumers' mind about the perception of the brand, that is inevitable. By working towards making consistent designs across different platforms, the studio can establish itself as an industry leader and become a house name for anything designing and branding.

3.5 Implications

My implications for the studio would be twofold:

- Trying to expand the team little by little. This is not something that can be done overnight. There's a lot of factors to consider. But the expansion is imminent, the agency is no stranger to that.
- Explore more social media platforms than just the mainstream ones. The younger generation of people are more likely to browse on the latest social media platform that is on the market, such as, TikTok. Rather than limiting its posting variance on Facebook and sometimes, on Instagram, the studio should consider also posting on Tiktok— which is more popular among youngsters these days.

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Google Form access on the Survey: [Designing For Brand Consistency Across Social media: Consumers' Perception](#)