



JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Brand Transformation and Strategic Exhibition Design: A Comprehensive Rebranding and Optimization Journey

VOL. 1 of 1

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Programme :

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Jury Chairman

Jury Member

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Subsequent remarks regarding fulfillment of requirements

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Executive Summary

This report chronicles a comprehensive branding overhaul for Hemco Global, integrating both digital (website & social media) and physical (exhibition) domains to elevate brand recognition and audience engagement. The initiative was prompted by the company's participation in Conwoo 2025, Siliguri, where early exhibition designs and collateral revealed inconsistencies in visual language and messaging—resulting in missed engagement opportunities online and on the show floor.

To tackle these challenges, the project established three core objectives:

- Unify the brand identity across all touchpoints.
- Streamline digital customer experiences, encompassing website and social media.
- Create an exhibition kit that allows the brand to adapt to different event needs while maintaining a strong, consistent message and engaging experience.

Methodology combined in-depth stakeholder interviews, comprehensive market and competitor analysis, detailed user journey mapping, and iterative design prototyping. This approach ensured that every solution was grounded in insight, strategically aligned, and rigorously validated through real-world testing.

Executive Summary

Key Insights:

- The existing brand felt fragmented across channels.
- Mismatch Between Online and Offline Materials
- The company felt the brand looked old and confusing

Building on these insights, we defined a refreshed brand purpose, vision, and personality. A new visual identity system—comprising a unified logo, refined color palette, consistent typography, and a distinct tone of voice—was the foundation for two implementation streams:



Digital Stream: Website redesign focusing on narrative architecture and user flow; social media strategy with content pillars, an editorial calendar, and performance KPIs.



Physical Stream: A comprehensive set of pre-event, during-event, and post-event assets designed to flexibly support varied exhibition formats while maintaining brand consistency.

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Introduction

1.1 Background



Hemco Global Pvt. Ltd., established in 2000, is a well-recognized provider of commercial kitchen equipment, known for delivering robust and high-performance solutions tailored to the foodservice and hospitality industry. The brand has built strong market credibility through product quality and customer reliability.

In January 2025, Hemco participated in Conwoo, a leading industry exhibition, with the intent to showcase its product lines and services to key stakeholders across the hospitality sector. As we began planning the exhibition presence and creating event-related assets, a critical issue surfaced: the brand lacked a clearly defined tone, cohesive messaging, and consistent visual guidelines. The brand guide offered only limited assets and no cohesive direction—resulting in fragmented interpretations and last-minute decisions to maintain visual and narrative consistency across booth graphics, brochures, and digital displays.

This experience served as a turning point. It revealed the deeper issue of an underdeveloped branding system and the impact it could have on both physical and digital brand interactions. The inconsistencies at Conwoo underscored the need for a more strategic and structured brand foundation—one that could guide not only future exhibitions but also social media communication, website presence, and customer engagement. This project was thus initiated with the goal of bridging these gaps by reimagining Hemco's brand identity, aligning its application across digital and physical domains, and the development of adaptable, future-ready assets to ensure brand coherence at every interaction point.

Introduction

1.2 Scope & Objectives

This report covers the full spectrum of the rebranding initiative, beginning with an audit of the original exhibition design, and expanding into a holistic branding system that addresses digital and physical brand presence in depth. This includes not only the creation of brand assets but also the complete design of a new website, the development of a comprehensive social media strategy and campaign rollout, and the production of a reusable exhibition kit adaptable for any venue or timeframe.

The primary objectives are:

- 
- **Identify Gaps**
Conduct a diagnostic review of existing branding to identify gaps in tone, consistency, and strategic direction. This involved comprehensive audits of the brand guide, website, and social media platforms to evaluate alignment with the company's goals and customer expectations.
 - **Research**
Conduct comprehensive research through stakeholder interviews, user behavior studies, competitive analysis, and market trend assessments to gather actionable insights on internal perceptions, audience expectations, and industry dynamics. This research will form the foundation for developing a strategic branding solution that aligns with the company's goals and resonates with both current and potential customers.

Introduction

1.2 Scope & Objectives

The primary objectives are:



● Brand Guide Design	Brand guide design and deploy brand assets and complete solutions that ensure alignment and consistency across individual domains:
● Digital Domain Website & Social media	This includes website architecture and design, content strategy aligned with the brand tone, creation of wireframes, UI/UX improvements, and a comprehensive social media plan featuring content pillars, campaign themes, and an editorial calendar.
● Physical Domain Exhibition Guide	This stream focuses on developing a comprehensive, reusable exhibition guide that ensures brand stays prepared across all event types. The kit is adaptable to various formats and scales, and is structured around the following phases: <i>Pre-Event:</i> Includes promotional campaigns (emailers, digital teasers, and social media outreach), preparation of branded materials, logistics planning, and staff training to ensure message alignment.

Introduction

1.2 Scope & Objectives

The primary objectives are:

During Event: Emphasizes engagement tools such as live product demonstrations, branded merchandise distribution, interactive experience aids, and structured networking facilitation with potential partners and clients.

Post-Event: Involves capturing leads, updating CRM systems, deploying personalized follow-up campaigns, and collecting feedback to inform future event strategies.

Introduction

1.3 Methodology

The project used a clear, design-focused approach that combined different research methods to align strategy with real-world execution across both digital and physical touchpoints. Each phase followed design thinking principles to keep the process user-centered, flexible, and guided by insights.



Exhibition Audit: Involved photographic documentation and spatial layout analysis of the brand's initial exhibition booth, identifying design gaps and inconsistencies in branding from a visitor experience perspective.



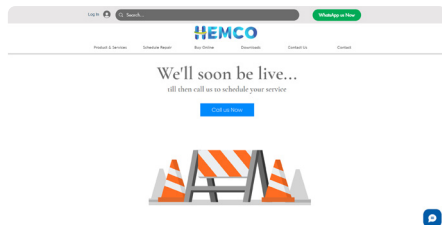
Stakeholder Interviews: Conducted with sales, marketing, and event teams to explore on-ground challenges, misalignments in messaging, emotional perceptions of the brand, and broader aspirations.

Introduction

1.3 Methodology



Market & Competitor Research: Analyzed successful branding practices and booth formats across the industry to establish benchmarks, uncover design innovation opportunities, and identify visual gaps.



Digital Domain Audit: Evaluated website structure, UI/UX flow, accessibility, storytelling methods, and social media engagement strategies, using heuristic evaluations.



Physical Domain Audit: Reviewed the entire exhibition setup process—from planning to execution and identified gaps that impacted the overall execution, brand experience, and visitor engagement

Introduction

1.3 Methodology



User Journey Mapping: Mapped complete user journeys from initial digital discovery (social/website) through live event engagement to post-event follow-ups, highlighting emotional highs and friction points.



Ideation: Brainstorm branding, messaging, and experience solutions based on research insights and stakeholder feedback.

This approach helped us understand the brand's challenges from a user's point of view and create strong, consistent branding across digital platforms and also helped in developing framework for physical platforms.

Project Brief



This project was initiated to address inconsistencies between the brand's digital and physical presence, and overall identity, first observed during a major trade show. While the product displays were strong, the brand lacked a clear tone, cohesive narrative, and unified system—resulting in inconsistent assets, delays in decision-making, and a fragmented experience across both digital and physical touchpoints.

The project aimed to unify this fragmented ecosystem through a dual focus: building a cohesive brand identity accross digital and physical touchpoints and developing an operational framework to guide future exhibition execution.

The Exhibition Experience

3.1 Context & Purpose of Participation



In January 2025, Hemco Global Pvt. Ltd. participated in Conwoo, a industry expo aimed at connecting leading manufacturers & traders with potential clients, distributors, and industry experts. The exhibition was intended to showcase the company's latest product range, foster B2B relationships, and reinforce its presence in east-India in the commercial kitchen equipment sector.

This event served not only as a product display opportunity but also as a platform to enter new market area for the brand. The core issue identified during the preparation of exhibition was the lack of a clearly defined brand tone, messaging framework, and visual identity, which led to inconsistencies in the way assets were created and executed.

This gap forced us to make last-minute decisions in order to ensure that the exhibition materials didn't appear fragmented, but it also highlighted the urgent need for a comprehensive branding strategy that would integrate the digital and physical domains effectively.

The Exhibition Experience

3.2 Pre-Event Preparations



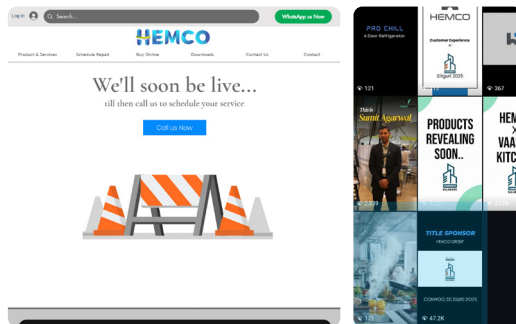
Inadequate Brand Guide Application: The initial brand guide served as a reference for designing booth graphics, signage, and printed materials. However, it soon became evident that the guide lacked clarity and depth—particularly in tone, logo usage, and layout structure—making it difficult to apply consistently across different formats.



Typography Incompatibility & On-Site Iterations: The typeface specified in the original brand guide did not align with the refined image Hemco wanted to project at the event. As a result, the team searched for alternative fonts for each collateral piece, leading to inconsistencies and the need to recreate multiple assets during the booth setup phase. These on-site iterations strained resources and highlighted the need for a more flexible and well-defined visual system.

The Exhibition Experience

3.2 Pre-Event Preparations



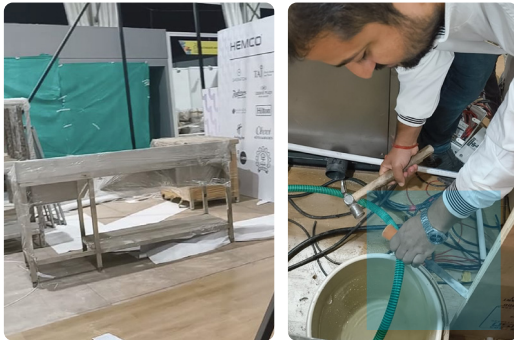
Disconnected Digital Touchpoints: Digital presence was not effectively integrated into the exhibition strategy. Social media lacked visual assets aligned with the event, and no cohesive campaign was developed to support event communication. The company's website, still under development and not aligned with the desired brand narrative, could not be utilized to engage or convert exhibition leads—resulting in a missed opportunity to bridge offline and online experiences.



Coordination Gaps Across Teams: Misalignment between the design, production, and marketing functions led to duplicated efforts, delayed approvals, and last-minute improvisation.

The Exhibition Experience

3.3 On-Site Experience



Operational Bottlenecks: One of the major on-ground challenges was the shortage of skilled personnel for executing the booth setup as envisioned. This impacted the pace and precision of the physical layout, leading to compromises in visual execution and delays in readiness.



Missed Engagement Opportunities: Live food demos drew considerable attention, but most visitors engaged only for the tasting experience. The potential to convert this footfall into meaningful brand interactions was underutilized. A reward-based engagement system—such as gated demos, giveaways, or content-linked sampling—could have amplified interest and storytelling.

The Exhibition Experience

3.4 Key Learnings from the Event

<i>Key Learning</i>	<i>Description</i>
Message Clarity > Visual Appeal	A visually attractive setup is ineffective without a clearly communicated brand narrative.
Integrated Branding is Crucial	Digital and physical branding must be developed together to ensure consistency across touchpoints.
Beyond Visuals: Comprehensive Brand Guide	A brand guide should define tone, values, and messaging clearly—not just visuals.
Strategic Engagement Tactics	Tactics like live demos should be planned to channel audience interest into brand engagement.
Need for Ready-to-Use Templates	Predefined, adaptable visual assets reduce reliance on last-minute improvisation.

The Exhibition Experience

3.4 Key Learnings from the Event

<i>Key Learning</i>	<i>Description</i>
Cross-Team Coordination	Lack of clear communication between departments caused redundant work and delays.
Modular Branding Systems	A pre-approved exhibition kit would allow rapid execution without compromising quality.
Missed Digital Integration	No QR codes, social media links, or digital interactivity resulted in weak follow-up potential.
Operational Contingency Planning	Equipment mismatches and unexpected changes emphasized the need for flexible planning.
Resource & Vendor Preparedness	Unskilled labor and vendor misalignments delayed booth construction and quality output.

The Exhibition Experience

3.5 Outcomes That Sparked the Project

This exhibition *revealed critical gaps* in the brand's identity and execution strategy. It was the turning point that led to the recognition of a broader branding problem, catalyzing the *need to re-evaluate* how the brand was communicated across all domains—digital and physical.

Challenges In Branding & Their Impact

4.1 Initial Observations at the Exhibition

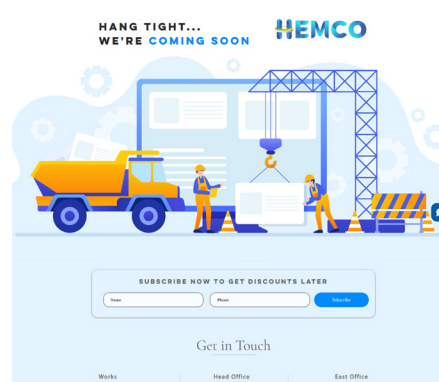
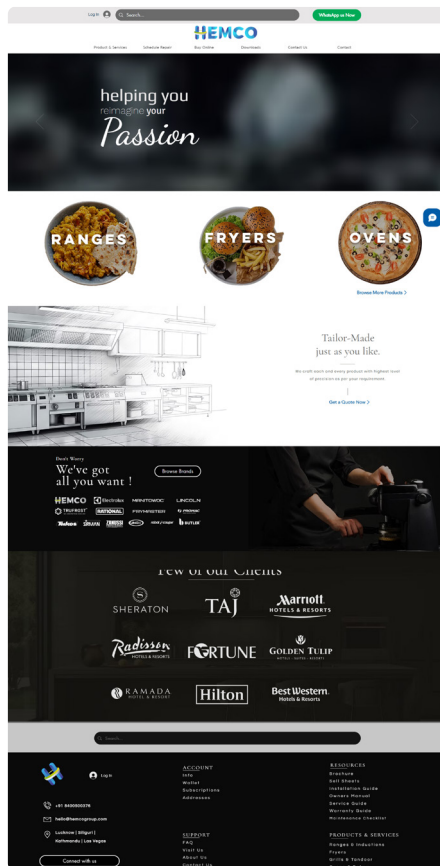


- Time-consuming collateral creation due to unclear branding delayed execution across digital and physical channels.
- Lack of pre-event planning tools led to rushed production of key exhibition assets like product cards and visuals.
- Operational mismatches—such as unaccounted equipment—required on-the-spot fixes, impacting presentation quality.
- Missed engagement opportunities as food demos drew attention but weren't strategically integrated into the brand experience.
- No standardized collateral system meant every event required starting from scratch, reducing efficiency and scalability.

Challenges In Branding & Their Impact

4.2 Identified Challenges Across Domains

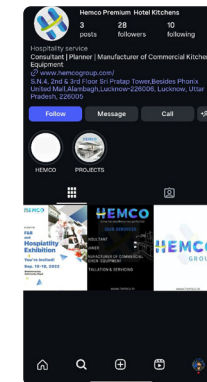
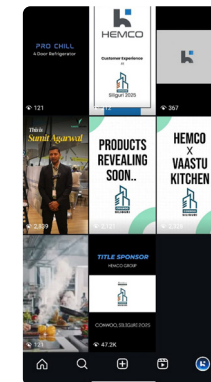
Digital Domain:



The site lacked a clear narrative structure and user flow, and many key pages were incomplete or not yet developed.

Social media presence was visually inconsistent and lacked a strategic content plan.

Social media channels lacked cohesive visual language and brand tone, resulting in no follower engagement.



The website included basic information about the brand and its offerings but not proper detail in several areas.

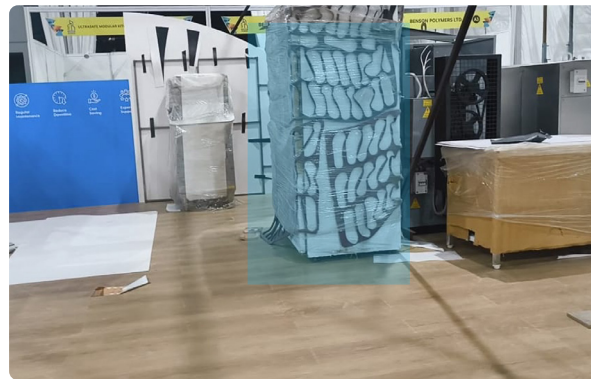
The overall visual style felt outdated, which made it harder to build credibility and trust with potential clients.

SEO practices were inconsistent, reducing online discoverability and organic growth.

Challenges In Branding & Their Impact

4.2 Identified Challenges Across Domains

Physical Domain:



Design decisions were often made reactively due to limited brand resources or unclear guidelines.

Promotional merchandise lacked a unified style, diminishing perceived brand value.

No standardized or modular assets existed to support recurring or varied-scale exhibitions.

Absence of clear typographic led to inconsistent physical branding.

Print collateral were not optimized till last minute hence quality and layout varied, affecting brand professionalism

Operational gaps, such as unaccounted equipment or layout misalignments, caused last-minute adjustments.

Challenges In Branding & Their Impact

4.3 Impact on Brand Perception and User Experience

- Design decisions were made reactively due to limited resources and unclear guidelines. As a result, collaterals were often created at the last minute, compromising print quality and causing operational challenges
- Sales and marketing teams lacked the tools and clarity to communicate the brand's positioning effectively, leading to inconsistent messaging and reduced impact in client interactions.
- The absence of standardized assets and operational gaps like unaccounted equipment or misaligned layouts led to last-minute adjustments, increasing costs and disrupting the exhibition experience.
- Inconsistent digital experiences (website, social media) disrupt user journeys and reduce trust, especially when expectations set by offline experiences aren't matched online.
- Due to Inconsistent Digital Presence lack of a clear narrative, cohesive visual language, and strategic content led to missed opportunities for engagement, marketing, lead conversion, and building meaningful audience connections.
- Inconsistent SEO practices on the website hampered online visibility and organic growth, making it harder for potential clients to find through search engines.

Research & Insights

5.1 Objectives of Research & Analytical Framework

Primary Objective

The core objective of the research phase was to understand how Hemco's brand is perceived internally and externally, and to find strategic insights that could inform the development of a cohesive and scalable brand identity.

This included a detailed exploration of:



Target Audiences: Understanding the motivations, needs, and expectations of different user segments—including B2B buyers, chefs, architects, and procurement heads—who interact with Hemco's offerings.



Market Trends: Studying current developments in the hospitality and kitchen equipment industries, including shifts toward digitization, modularity, and post-pandemic behavior patterns.



Competitor Landscape: Mapping how direct and indirect competitors present their brands, including analysis of their visual language, tone, digital strategies, and value propositions.



User Behavior: Tracking how users interacted with existing brand touchpoints such as the website, exhibition booth, product literature, and social media platforms. This was key to identifying drop-off points, confusion in messaging, and inconsistent experiences.

Research & Insights

5.1 Objectives of Research & Analytical Framework

Analytical Framework

To ensure a well-rounded and evidence-based understanding, I used a mixed-methods approach, balancing measurable data with human-centered insights:

Quantitative Research



Surveys & Polls: Conducted with internal teams, clients, and booth visitors to quantify perceptions of the brand, gauge awareness levels, and assess expectations from brand interactions.



Web & Social Analytics: Used tools like Google Analytics and Instagram Insights to track engagement metrics, bounce rates, and content performance across platforms. This helped identify underperforming areas and user behavior patterns.

Qualitative Research



Stakeholder Interviews: Semi-structured interviews with leadership, sales, marketing, and service teams to understand internal alignment, brand priorities, and communication pain points.



Usability Testing: Evaluated the website and digital assets from a user perspective to identify issues in navigation, content clarity, and visual appeal.



Workshops: Conducted collaborative sessions with cross-functional teams to map user journeys, define brand values, and co-create a shared understanding of the future brand direction.

Research & Insights

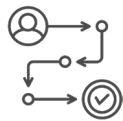
5.1 Objectives of Research & Analytical Framework

Analytical Framework

Qualitative Research



Persona Development: Synthesizing research data into 2–3 user personas representing different stakeholder types (e.g., chefs, procurement officers, partners). Helps guide brand tone, content strategy, and touchpoint design.



Customer Journey Mapping: Charting out pre-, during-, and post-interaction experiences (digital + physical). Identifies gaps, friction points, and moments of brand impact.

Research & Insights

5.2 Market & Competitor Research

Secondary Data Analysis

- **Market Growth:** Grand View Research reports the global commercial kitchen equipment market was about \$98.3 billion in 2024 and is growing at roughly 7.3% CAGR from 2025–2030. This expansion is driven by rapid modernization of commercial kitchens, growth in quick-service restaurants, and recovery/expansion of hospitality (hotels, catering) sectors. For branding, this means **demand is rising**, but differentiation is key in a growing field.
- **Technology & Sustainability:** There is a notable shift toward smart, connected appliances (IoT/AI integration). Brands that **highlight innovation** (smart ovens, energy-efficient systems) align with industry direction. Sustainability is also a pervasive theme – Electrolux’s own messaging emphasizes making kitchens “truly sustainable every day”– echoing the market’s focus on energy-efficient, low-waste solutions.
- **Consumer Behavior:** McKinsey identifies weakened brand loyalty in today’s consumers and a preference for affordability balanced with wellness/sustainability. Even B2B customers (hospitality groups) are influenced by these trends; they look for **brands that prove value (ROI)** and align with health or green credentials. Our branding must therefore emphasize trustworthiness, clarity, and any health/safety benefits of our products.
- **Hospitality & Travel Recovery:** McKinsey’s travel report notes tourism and hospitality are rebounding strongly. There’s particularly fast growth in luxury and experiential segments, especially in Asia. For our branding strategy, this suggests targeting high-end hotel and cruise **clients with customized solutions** and leveraging success stories in these segments.
- **Procurement Focus:** Industry analyses emphasize that hospitality companies face significant procurement challenges (dynamic pricing, supply chain volatility, quality control). This highlights that our **B2B buyers care deeply about reliability and service**. Branding efforts should therefore include clear communications on supply stability, after-sales support and total cost of ownership savings.

Research & Insights

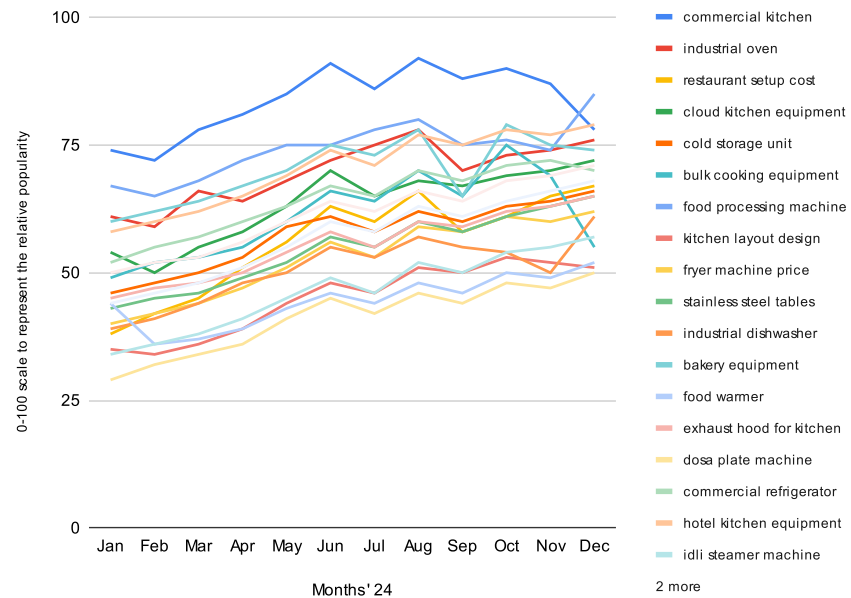
5.2 Market & Competitor Research

Google Trends & Keyword Analysis

A targeted analysis of 20 industry-relevant keywords was conducted over a 12-month period to understand:

- Seasonal demand fluctuations
- Emerging interest areas
- Regional keyword distribution and consumer search behavior

Keywords Analysis



Search Behaviour Funnel



- Top-of-funnel searches tend to be informational e.g. "how to choose commercial deep fryer", "benefits of stainless steel kitchen equipment".
- Middle-of-funnel queries include product comparisons and evaluations e.g. "best commercial oven for restaurant", "Deck oven vs combi oven".
- Bottom-of-funnel queries are highly transactional and often contain buying cues ("buy", "price", "near me") or specific product names e.g. "buy commercial deep fryer near me", "commercial kitchen exhaust hood price".

Research & Insights

5.2 Market & Competitor Research

Competitor Audit

Conducted a visual and functional audit of five leading competitors’ websites and social profiles using a 5-point scoring rubric (covering Visual Identity, messaging clarity, content depth, and UI/UX).

COMPETITOR	VISUAL IDENTITY	MESSAGING CLARITY	WEBSITE UI/UX
Electrolux Professional	5	5	5
Nayati	3	4	3
HAKS (India)	3	4	3
RATIONAL AG	5	5	4
ARTIKEL INOX	3	4	3

Each score reflects our qualitative audit of brand assets, with higher scores for professional global brands (Electrolux, Rational) that have modern identities and strong messaging, versus smaller/local brands scoring lower.

- Electrolux’s recent Host 2019 rebrand made its positioning “distinct from the consumer brand” and set a clear sustainability/efficiency promise.
- Nayati and HAKS articulate strong value (premium solutions, efficiency) but their visual polish and digital UX trail behind.
- Artikel emphasizes Indian craftsmanship and “innovation” but lags in modern execution.
- Rational’s corporate materials explicitly state their leadership (“world market & technology leader”), justifying top scores in messaging.

Research & Insights

5.3 User & Stakeholder Research

Stakeholder Groups

Business Owners / B2B
Buyers (hotel owners,
restaurateurs, purchasing
heads)

Chefs / End-Users (daily
operators of equipment)

Internal Team Members
(sales, marketing, design,
production)

Dealers & Distributors
(market-facing
intermediaries)

Exhibition Visitors (brand
engagement at events)

User-Interview

Format: Telephonic and in-person interviews

Purpose: Understand real-world usage, expectations from the brand, perception across touchpoints, and purchase behavior

Interview Questions

For Business Owners:

- What factors drive your kitchen equipment purchase decisions?
- How do you evaluate different brands during purchase?
- What brand(s) do you trust most—and why?
- How do you usually interact with a brand before making a purchase? (Website? Sales calls? Social media?)
- Have you attended any industry exhibitions? What kind of booth experience do you remember?

Research & Insights

5.3 User & Stakeholder Research

Interview Questions

For Chefs:

- What do you prioritize most when selecting kitchen equipment?
- Do you recall any brand that impressed you through its product or story?
- Have you used our brand before? How would you describe its usability?
- How often do you search online for kitchen-related tools or trends?

Dealers/Distributors:

- What feedback do you hear from customers about our brand?
- Are there gaps you notice in our materials or messaging?
- What are customer looking for when they firsts interact with you?

For Internal Team Members:

- How would you define our brand's personality?
- What challenges do you face when presenting our brand externally?
- How effectively does our website support customer interactions?
- What feedback do you receive about our social media presence?
- What's your experience or observations about our exhibition branding and materials?

Research & Insights

5.3 User & Stakeholder Research

Survey Questions based on interview analysis

Format: Digital surveys shared with selected chefs, owners, and internal teams — divided into general questions and stakeholder-specific questions to align with the interview analysis

Goal: Validate patterns from interviews with quantitative evidence

Brand Perception

- How familiar are you with our brand?
- What three words would you use to describe our brand?
- On a scale of 1–5, how professional do you find our brand's presentation?
- Have you interacted with our brand before? If yes, in what context?

Website Experience

- Have you visited our website in the past 6 months?

- How would you rate the following aspects of our website?
 - Ease of navigation
 - Availability of product information
 - Mobile experience
 - Visual appeal
- What content or features would you like in website experience while surfing?

Social Media Engagement

- Do you follow our brand on any social media platforms?
- What types of content do you find most useful from social media?
 - Product demonstrations
 - Behind-the-scenes content
 - Client success stories
 - Industry insights
- Does social media activity positively influence your trust in the brand?

Research & Insights

5.3 User & Stakeholder Research

Survey Questions based on interview analysis

Exhibition Experience

- Have you visited our booth at an exhibition this year?
- How would you rate your experience on the following:
 - Visual appeal of the booth
 - Staff interaction
 - Availability of takeaway material
- What would make our exhibition presence more engaging?

Business Owners

- What are your top three criteria when choosing a commercial kitchen supplier?
- Does prior working experience with a brand influence your decision-making?
- How important is after-sales service in your purchasing decision?

- Do you prefer working with companies that manufacture their own equipment versus reselling?
- How critical is the kitchen delivery and setup timeline for your business?

Chefs

- What do you value most in kitchen equipment?
 - Reliability under pressure
 - Ease of cleaning
 - Speed and efficiency
 - Durability
- How often are you consulted during the purchase process?
- Have you ever recommended or rejected equipment based on past usage?
- Which brands do you personally prefer, and why?

Research & Insights

5.3 User & Stakeholder Research

Survey Questions based on interview analysis

Internal Teams

- Do you believe our brand identity is consistent across all platforms?
- What branding tools do you currently use to communicate with clients (decks, brochures, etc)?
- What do you feel is missing in your branding toolkit?
- Do you feel the current brand visuals represent our quality and innovation?

Distributors/Dealers

- How easy is it to sell or present our brand to potential buyers?
- Do you have access to clear, ready-to-use product information?
- What branding or marketing material helps you the most during sales?
- How often do you receive updated content from the brand?

Research & Insights

5.4 Key Insights

The following insights were gathered through a mix of stakeholder interviews, surveys, online research, competitor analysis, and observation of customer behavior. Together, they gave us a clear picture of current challenges, expectations, and opportunities to improve the brand.

General Insights

- The industry is growing at 7–12% CAGR, creating urgency to stand out.
- Using unified visual and dedicated guideline cuts asset creation time and speeds approvals.
- Seamless integration of online and offline touchpoints boosts engagement and conversion.
- Regular dashboards and audits ensure data-driven decision-making.
- Tailoring messages for owners, chefs, and distributors improves relevance.
- Blending global quality with regional insights enhances brand resonance.
- Training and workshops ensure consistent brand usage across teams.
- After-sales support and clear timelines significantly influence purchase decisions.
- Customer testimonials and case studies are powerful credibility builders.
- A fast, mobile-friendly website creates a strong first impression.
- Active, informative social posts enhance brand trust and visibility.

Research & Insights

5.4 Key Insights

Channel-Specific Insights

Branding

- Fragmented branding reduced credibility in the market.
- The current brand identity lacked a clear purpose or story behind it. While some elements like typography and basic assets were defined, they were rarely used—mainly because there was no strong concept or reasoning to support them.
- The lack of a strong, centralized brand system made it difficult to create a unified experience across channels.

Social Media

- Social media posts were often made without a clear plan or long-term strategy. Most content felt spontaneous instead of being part of a bigger brand story.
- Potential buyers are starting to use social media to inquire, compare, and even ask for quotes—especially because it's faster and more direct.
- A strong and active social media presence helps build trust and credibility, especially for first-time buyers looking to validate the brand.
- Engaging content like customer stories and behind-the-scenes moments received better responses and should be used more often.

Research & Insights

5.4 Key Insights

Channel-Specific Insights

Website

- Visitors often struggled to find important product information. The way the website is structured and labeled needs improvement.
- The lack of visuals or live product demos made it difficult for users to imagine how products would actually work in a real kitchen setup.
- Many users said the site looked outdated, which hurt their first impression of the brand.
- Teams and customers often need to share product details easily.
- Most users in testing couldn't find technical specifications quickly.

Exhibition

- The live demos attracted a large crowd, but many were just curious passersby—not serious buyers. This made it harder to focus on potential leads and meaningful conversations.
- Even though some booth elements were designed to be reused, teams often didn't use them efficiently. As a result, they ended up starting from scratch for each event, which wasted time and increased costs.
- Post-event follow-up materials were not always aligned with what visitors experienced at the booth, causing a drop in engagement after the event.
- There was no clear pre-event or post-event plan in place, which made the overall process chaotic and tiring for the team.

Research Summery

The research conducted across stakeholders—including business owners, chefs, internal teams, distributors, and exhibition visitors—reveals a rapidly evolving market with increasing pressure to differentiate. Buyers are becoming more discerning, with growing emphasis on sustainability, smart technology, and proven reliability. While factors like budget, timelines, and after-sales support remain essential, the perception of a brand—how it presents itself online, on social media, and in physical spaces—now significantly influences decision-making. Past experiences, personal trust, and the presence of manufacturing capabilities also contribute to shaping preferences. Research and exhibit experience showed the need for consistent messaging and unified branding across platforms to enhance professionalism and improve efficiency. Distributors favor brands that offer polished, hassle-free communication and assets, and chefs emphasized the role of equipment performance in building brand loyalty. Exhibitions continue to serve as high-impact brand-building opportunities, particularly when they offer engaging, interactive experiences.

These insights directly shape the next steps of this project. A detailed brand guide will fix the inconsistencies highlighted by internal teams and bring unity across all brand touchpoints. A clear social media strategy will focus on building trust and connection by sharing behind-the-scenes content, customer stories, and sustainable practices. The website will be updated with a mobile-first, easy-to-navigate design that better supports how B2B buyers search and make decisions.

Lastly, a structured exhibition framework has been introduced to bring clarity and consistency to future events. Instead of starting from scratch each time, this framework provides a repeatable strategic process that can be adapted to different exhibit types and scales. With each new event, learnings and materials will be added to the guide, making the system stronger and more efficient over time. Together, these steps aim to position the brand as reliable, modern, and aligned with the evolving expectations of its audience which will in turn help the brands lead conversion rate.

Branding

Why This Matters

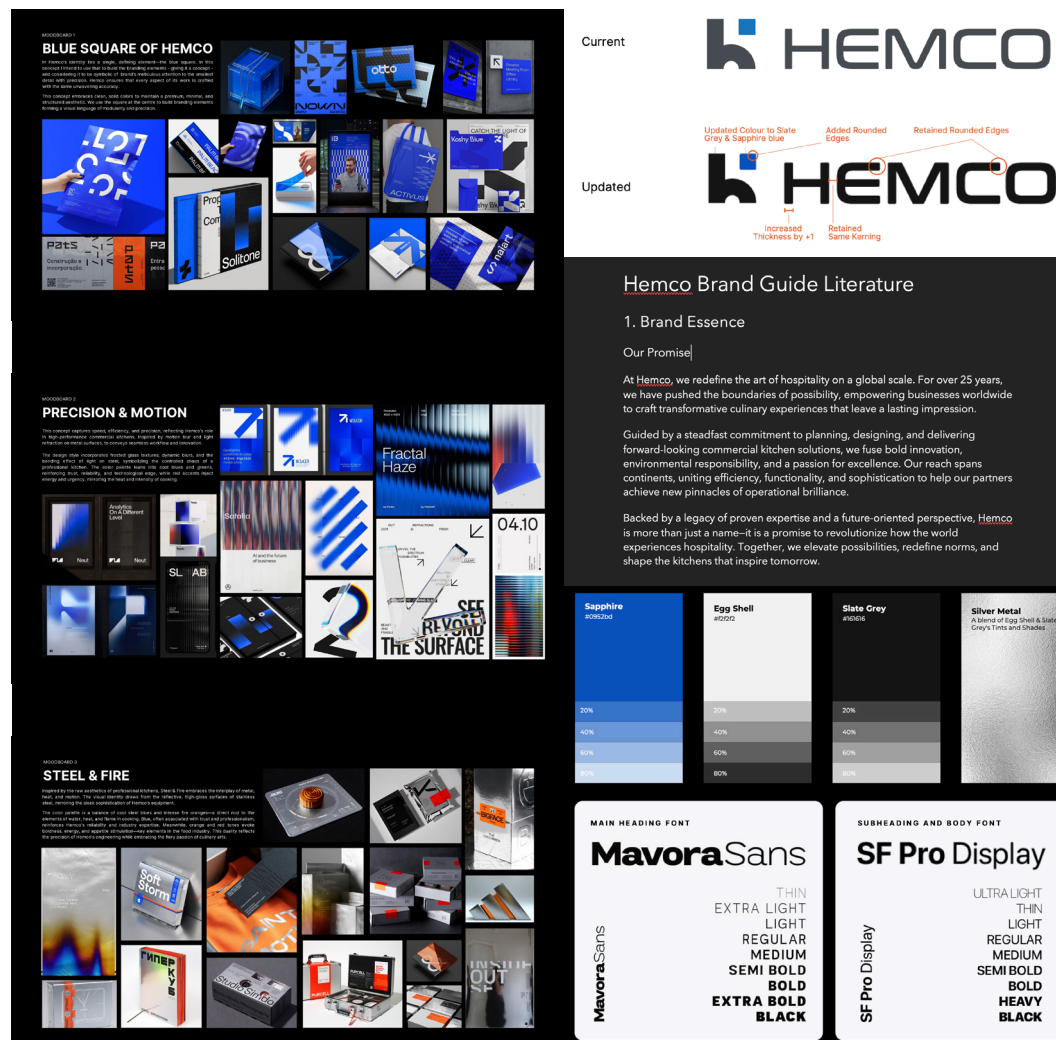
Branding defines how the company is perceived across every touchpoint — from a brochure in a distributor’s hand to a chef scrolling Instagram. A strong, consistent brand identity builds trust, simplifies decision-making for buyers, and creates internal alignment. However, the previous brand guide lacked the clarity, flexibility, and consistency needed to support these goals, as highlighted in research. Therefore, the new brand guide was developed to address these gaps.”

What This Section Will Deliver

- Brand Essence – Purpose, vision, mission, values, and personality
- Core Messaging – Elevator pitch, and tailored communication for different stakeholders.
- Visual Identity – Logo, typography, colors, icon style, and photography guidelines.
- Tone of Voice – Language, attitude, and messaging behavior across touchpoints.
- Branded Assets & Templates – Ready-to-use stationery, brochures, social media kits, exhibition collaterals and product branding.
- Governance – Clear usage guidelines, approval workflows, and a central brand hub for consistent implementation.

Branding

Process



Once we gathered all our research and insights, we started working on a new and clearer brand identity. The process began by creating three different design directions for the brand, each with a unique look and feel. Once a direction was selected, brand literature was created to articulate the narrative and rationale behind the new system. From there, we moved into refining the logo—focusing on proportions and balance. We then selected a color palette that felt right for the brand and picked fonts that matched the overall tone. Step by step, we worked on all the parts of the brand guide, making sure everything—from visuals to messaging—fit together well. The goal was not only to look professional but also work smoothly across all platforms.

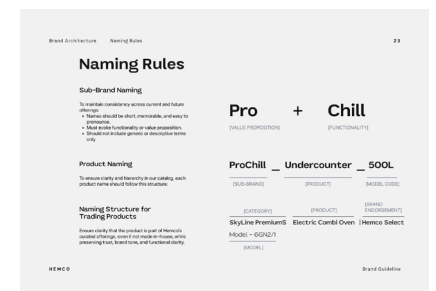
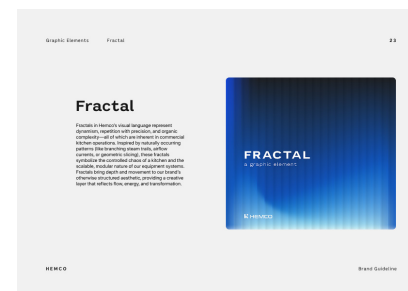
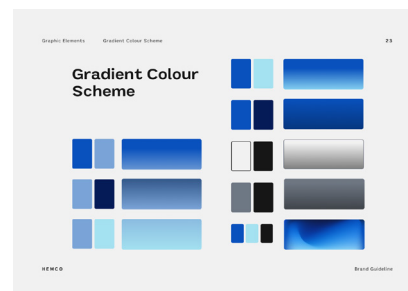
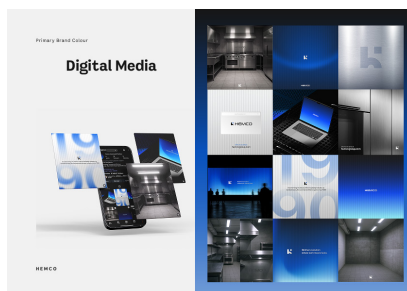
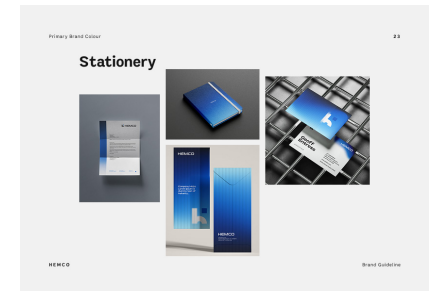
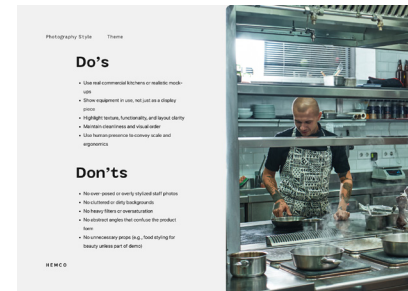
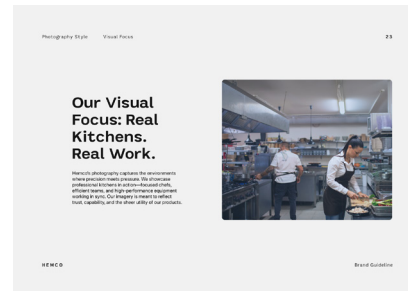
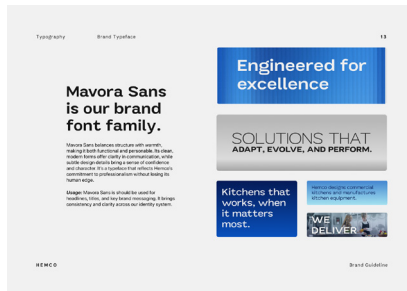
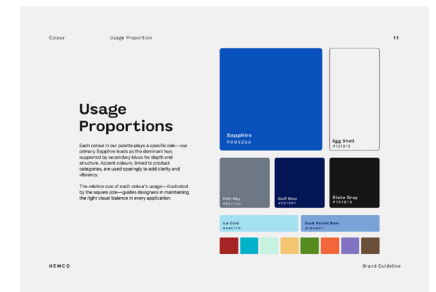
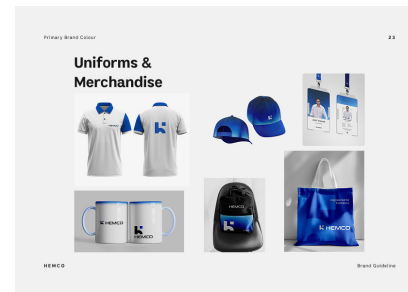
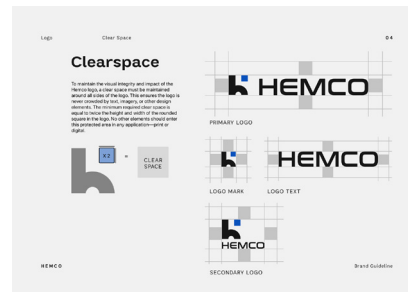
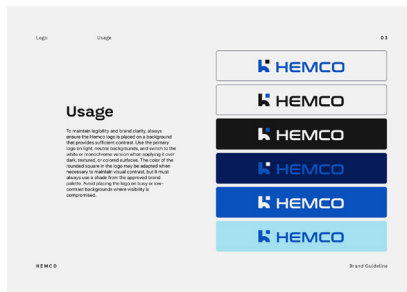
Branding

7.1 Brand Guide



Branding

7.1 Brand Guide



Branding

7.2 What the Brand Guide Caters To

The brand guide is designed as a strategic response to the insights uncovered in our user and stakeholder research. It addresses gaps and opportunities in communication, consistency, and perception across channels and teams.

Inconsistency Across Platforms

The guide establishes unified visual and verbal standards for use across website, social media, brochures, and exhibitions.

Lack of Clear Messaging

It introduces core narratives, elevator pitches, and stakeholder-specific messaging to clarify value and build trust.

Outdated Visuals & Materials

A modern, professional design language replaces fragmented or dated assets to align with current industry expectations.

Brand Perception in B2B Buying

A refined brand voice and identity improve the brand's first impression across key buyer touchpoints like the website and exhibitions.

Digital Implementation: Social Media & Website

8.1 Website Strategy & Architecture

The website serves as a primary brand touchpoint for B2B buyers, chefs, distributors, and institutional partners. It must convey professionalism, product clarity, and trust—while supporting the sales funnel through quick access to specs, case studies, and inquiry options.

Objectives

Build Credibility at First Glance

With a clean, professional interface and consistent visual identity, the website acts as a trust-building tool.

Make Information Easily Accessible

Buyers often leave sites that lack clear specifications or are hard to navigate. Our architecture prioritizes intuitive flow and downloadable resources.

Tell the Brand Story

Through customer testimonials, manufacturing visuals, and company history, the site adds emotional weight and differentiation.

Drive Conversions

Clear CTAs (Call to Action) across product pages, case studies, and inquiry forms streamline the buyer's journey.

Support Dealers & Distributors

By offering easily shareable brochures, images, and product data, it becomes a sales-enablement platform.

Digital Implementation: Social Media & Website

8.1 Website Strategy & Architecture

User Journey Mapping

Based on stakeholder inputs and analytics data, distinct user journeys were mapped—for potential customers, vendors, partners, and service teams.

Business Owners

Motivation: Find a reliable, cost-effective equipment provider with a strong track record.

Entry Point: Google search, reference link, exhibition, LinkedIn.

Top Tasks:
Understand brand credibility and scale
Download product brochures/specs
Evaluate timelines and support
Initiate quotation

Chefs

Motivation: Assess functionality, ease of use, and equipment quality.

Entry Point: Internal referral, exhibition visit, direct link shared by management.

Top Tasks:
View equipment layout and use-case images
Understand cleaning, usability, and durability
Read chef/testimonial stories

Digital Implementation: Social Media & Website

8.1 Website Strategy & Architecture

User Journey Mapping

Distributors / Dealers

Motivation: Evaluate if the brand is easy to represent and sell.

Entry Point: Direct link, reference, or Google search.

Top Tasks:

Download brochures, catalogues, and pricing (if public)

Understand product range and brand presentation

Access contact or partner information

Internal Sales Team

Motivation: Use the website as a tool for standardizing pitches and sharing resources.

Entry Point: Direct access via bookmarks or internal links.

Top Tasks:

Share product pages and specs with leads

Use brand-consistent downloads (brochures, images)

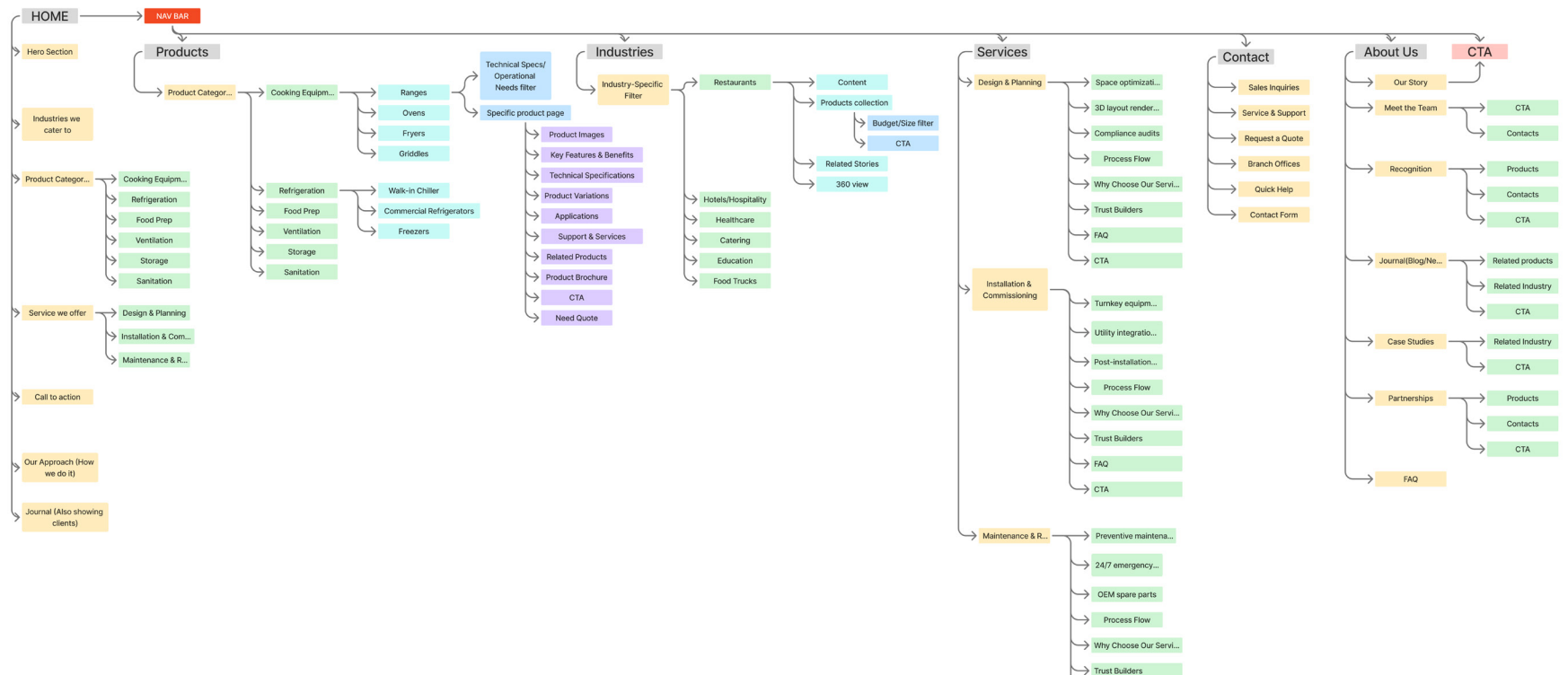
Refer leads to case studies and client testimonials

Digital Implementation: Social Media & Website

8.1 Website Strategy & Architecture

Information Architecture

Content was categorized into 5 major sections: Products, Industries Served, Services, About Us, and Contact. The architecture emphasized discoverability and flow.



Digital Implementation: Social Media & Website

8.1 Website Strategy & Architecture

SEO Strategy

Keyword research was conducted through Google Trends and Ubersuggest. Each page was built with optimized title tags, headings, and alt texts.

Keyword Research

Keywords were selected based on search volume, buyer intent, and relevance to target personas such as “commercial kitchen planning,” “heavy-duty kitchen equipment,” and “kitchen service for restaurants.”

Content Strategy Support

Blog and case study topics were also aligned with keyword clusters to drive organic traffic

Product Page CMS

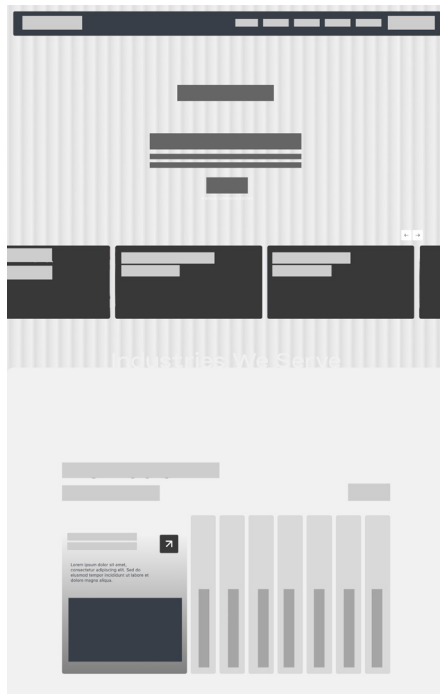
A Content Management System (CMS) was used to structure and manage product information consistently across the website. It allows easy updates of product details, images, specifications, and downloadable resources without needing technical expertise.

Digital Implementation: Social Media & Website

8.2 Wireframes & Visual Design

To translate strategy into tangible experience, low-fidelity wireframes and high-fidelity visual mockups were developed. These served as the blueprint for design, structure, and interface behavior.

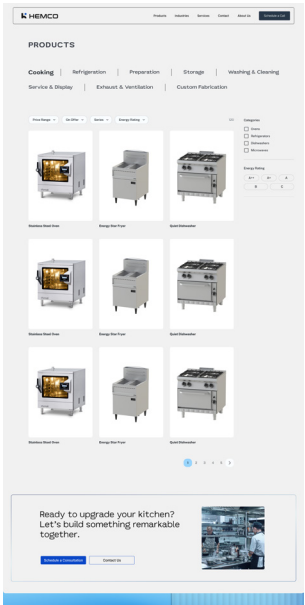
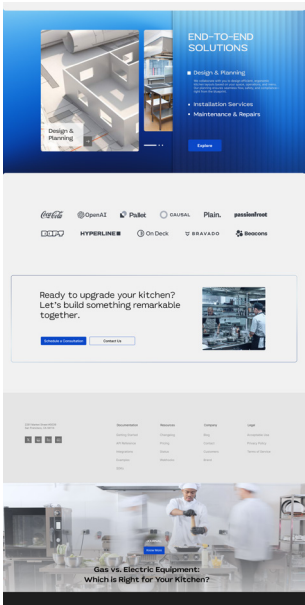
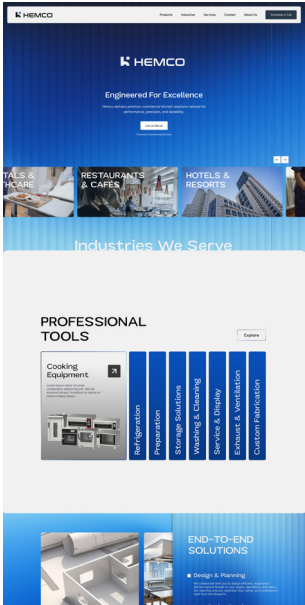
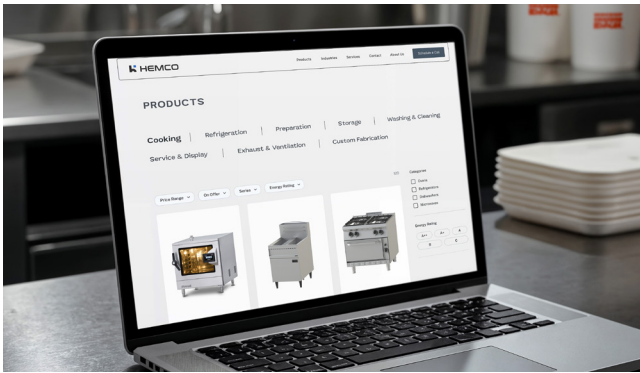
Wireframes: *Low-Fidelity*



Digital Implementation: Social Media & Website

8.2 Wireframes & Visual Design

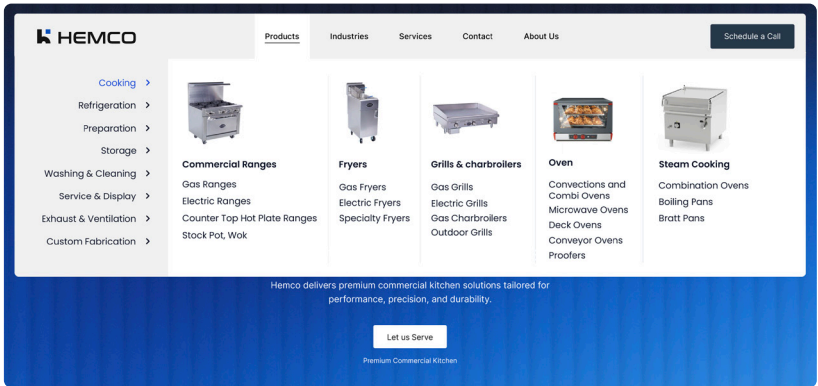
Wireframes: *High-Fidelity*



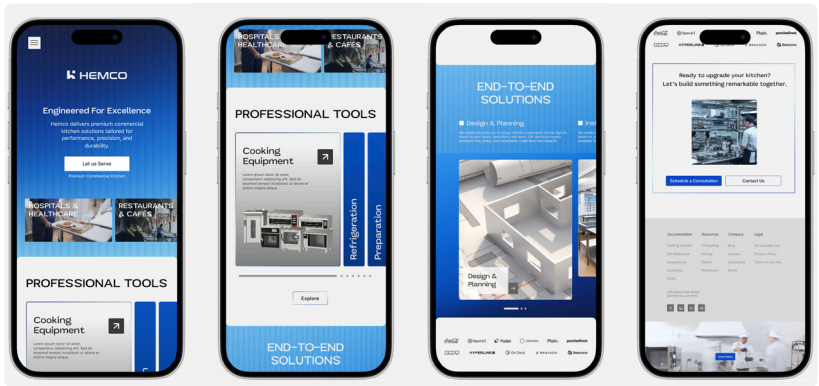
Digital Implementation: Social Media & Website

8.3 Website Features Based on Insights

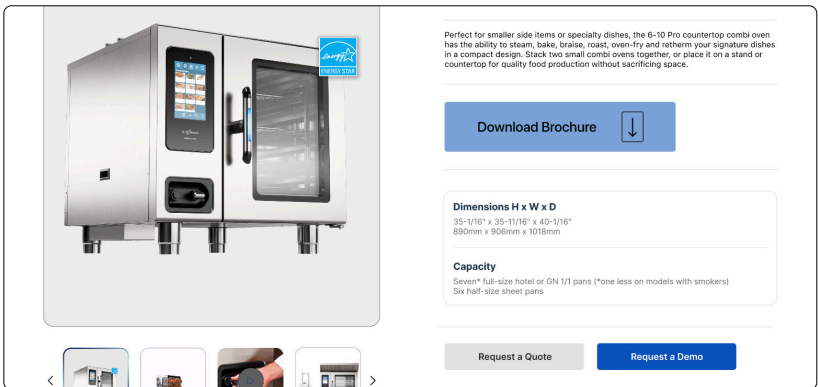
1. Product – Mega Menu



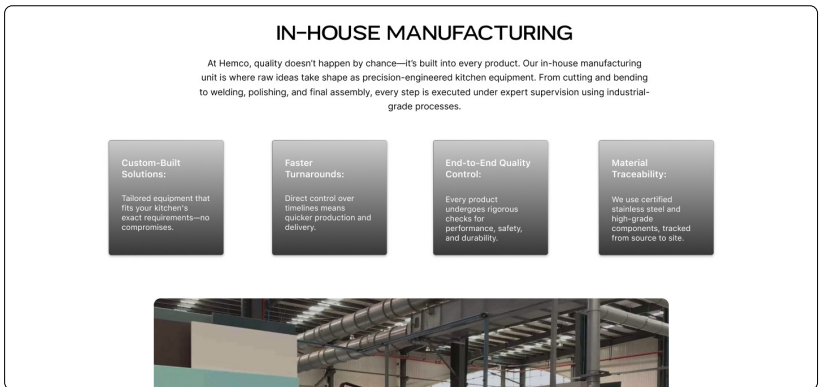
3. Mobile-Responsive Design



2. Technical Specification Downloads



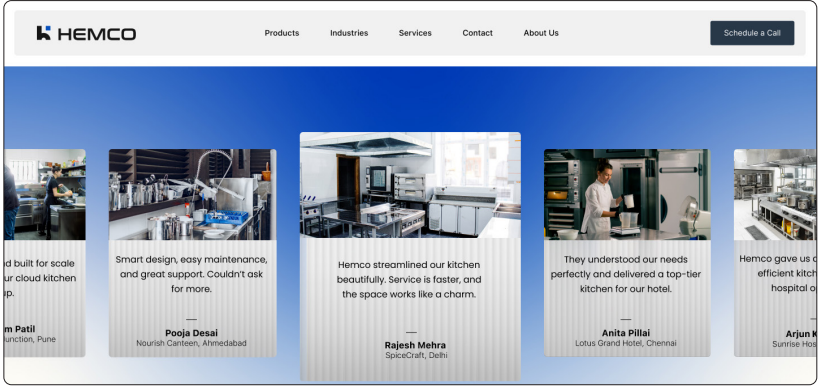
4. In-House Manufacturing Showcase



Digital Implementation: Social Media & Website

8.3 Website Features Based on Insights

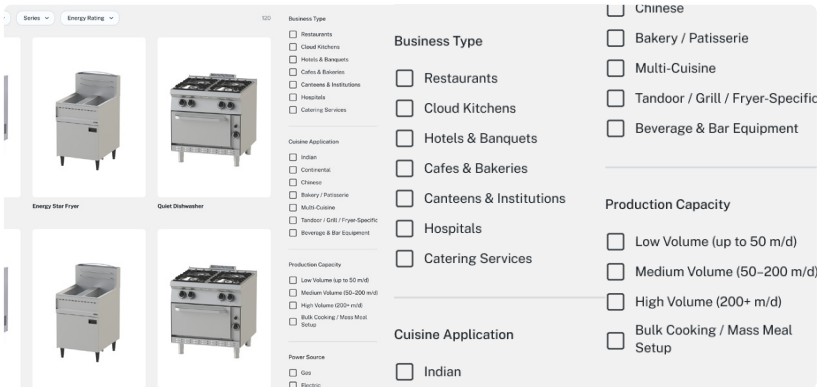
5. Case Studies & Testimonials



7. 360° Project Views by Industry



6. Business-Oriented Filters



Digital Implementation: Social Media & Website

8.4 Social Media Strategy & Content Pillars

Social media emerged from our research as a key touchpoint for establishing credibility, staying top-of-mind, and reflecting brand professionalism. While final decisions in this B2B space are often made offline, an active and well-curated social presence influences trust and shortlisting.

The new strategy aligns brand perception with business goals—prioritizing engagement, consistency, and audience-specific storytelling across platforms like Instagram, LinkedIn, and YouTube.

Objectives

- Build brand authority among business owners, chefs, and industry professionals
- Showcase product capabilities and completed projects
- Strengthen recall and trust through regular, relevant communication
- Drive traffic to the website for deeper exploration



Digital Implementation: Social Media & Website

8.4 Social Media Strategy & Content Pillars

Social Media Strategy

Our approach is structured in two key phases, shaped by an understanding of industry trends and a close analysis of competitor strategies.

Phase 1: Building the Foundation

Establish a strong, cohesive brand identity and online presence. We're starting from scratch, ensuring everything we build is aligned with brand vision and market needs.

Key Actions:

- Brand Tagline Development: Craft a tagline that resonates with your audience, tested for uniqueness and impact.
- Social Media Setup: We'll create 3 key platforms (Instagram, Facebook, LinkedIn) with cohesive branding.
- Content Strategy: We'll develop a content calendar and start posting regularly to build engagement.
- Brand Tone & Voice: Defined brand's personality, ensuring consistency across all channels.

Phase 2: Scaling Through content & Paid Ads

After establishing the foundation, focus will be on strategic content creation and paid advertising to drive growth and conversions.

Key Actions:

- Content Strategy: Audit existing content and build a 3-month content calendar focused on value-driven, engaging content (80% content, 20% brand).
- Content Quality: Elevate messaging and visuals to create content that engages, informs, and converts.
- Paid Advertising: A targeted ad strategy across platforms to drive traffic, boost brand awareness, and generate leads.
- Analytics & Reporting: Measure and optimize campaign performance, providing monthly reports for transparency.

Digital Implementation: Social Media & Website

8.4 Social Media Strategy & Content Pillars

Platform Focus

Social media emerged from research as a key touchpoint for establishing credibility, staying top-of-mind, and reflecting brand professionalism. While final decisions in this B2B space are often made offline, an active and well-curated social presence influences trust and shortlisting.

The new strategy aligns brand perception with business goals—prioritizing engagement, consistency, and audience-specific storytelling across platforms like Instagram, facebook, LinkedIn, and YouTube.



Digital Implementation: Social Media & Website

8.4 Social Media Strategy & Content Pillars

Content Pillars



Product Deep Dives

- Highlighting features, performance, and usage
- Short videos, reels, and static explainer posts



Behind the Brand

- Stories from the factory, team introductions, culture moments
- Builds relatability and trust



Project Showcases & Case Studies

- Before/after visuals of real kitchens
- Highlighting industry-specific applications and client feedback



Client Testimonials & Success Stories

- Quotes, short reels, or video bites of satisfied clients
- Reinforces service quality and satisfaction

Digital Implementation: Social Media & Website

8.4 Social Media Strategy & Content Pillars

Content Pillars



Educational & Value-Driven Content

- Maintenance tips, product care, kitchen planning FAQs
- Helps position the brand as a helpful partner, not just a seller



Milestones & Company Updates

- New product launches, certifications, or partnerships
- Signals growth, reliability, and long-term vision



Event Presence & Exhibition Recaps

- Photos, team interviews, stall walkthroughs
- Keeps audience informed and involved in real-world engagement

Digital Implementation: Social Media & Website

8.5 Editorial Calendar and socials

Calendar

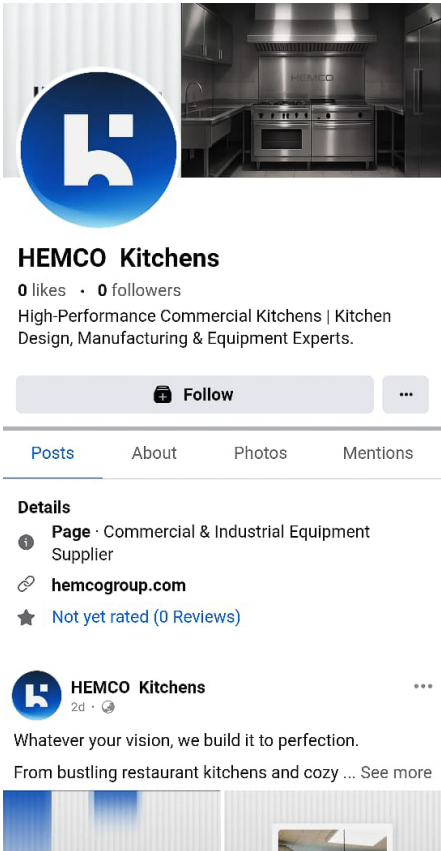
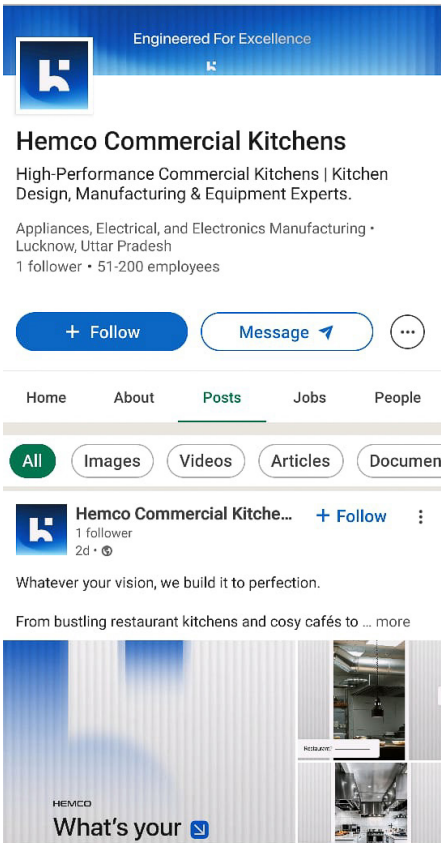
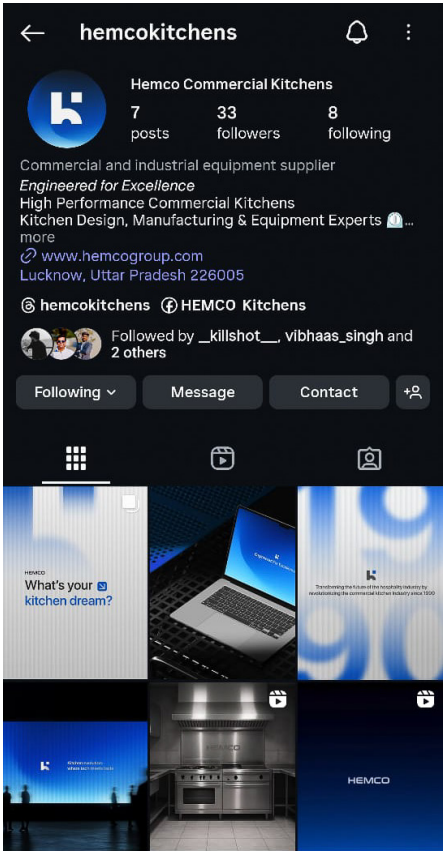
F15									
	A	B	C	D	E	F	G	H	
1	Date	Channel	Content Type	Theme	Visual	Concept	Caption	Status	
2									
3	6 May 25	Meta & LinkedIn	Static	Introductory	A rugged kitchen space with an unpleasant feel	Text on screen "Revolution Incoming"	Before transformation, there is friction. Before excellence, there is disruption. Welcome to the future of commercial kitchens.	Posted	
4	8 May 25	Meta & LinkedIn	Static	Introductory	Hemco full logo		Behind every great kitchen, there's a name built to last. Hemco.	Posted	
5	10 May 25	Meta & LinkedIn	Static	Introductory	A really well-made commercial kitchen designed and executed by Hemco	Text on Screen "Kitchen evolution: where tech meets taste"	Evolution is quiet. Until it walks into your kitchen. Revolution isn't loud. It's built—one kitchen, one breakthrough, one year at a time. Hemco. Since 1990.	Posted	
6	19 May 25	Meta & LinkedIn	Static	Introductory	On a billboard	Text on screen "Transforming the future of the hospitality industry by revolutionizing the commercial kitchen game since 1990"	The letter of legacy. The mark of a brand built to endure.	Awaiting Feedback/Approval	
7	20 May 25	Meta & LinkedIn	Static	Introductory	Hemco Letter Logo		30+ years of redefining standards. Driven by innovation. Rooted in quality. Hemco.	Posted	
8	15 May 25	Meta & LinkedIn	Static	Introductory	TBD by Designer (Recommended - Font on a clean table)	"30+ years of pioneering excellence! HEMCO's commitment to quality, innovation & sustainability has made us a global powerhouse."	what ever your vision we build it into perfection	Posted	
9	3 June 25	Meta & LinkedIn	Carousel	Introductory	Photo + text	Different types for projects we can handle		In Design	
10		Meta & LinkedIn						In Design	
11									
12									
13									
14									
15									

Based on insights, especially around fragmented communication and inconsistent branding, the calendar ensures alignment across teams and platforms.

Digital Implementation: Social Media & Website

Editorial Calendar and socials

Socials



Exhibition Strategy & Framework

9.1 Exhibition Challenges Identified

During the initial exhibition planning, several challenges came up that made organizing the event difficult and tiring. These problems were also mentioned by some of the stakeholders.

Disconnected Communication

The messages shared at the exhibition were not in sync with what was shown on the website or social media. This created confusion about what the brand really stood for. There was also no clear marketing plan before, during, or after the event, which reduced overall impact and visibility.

Ad-Hoc Material Creation

Without a brand kit, teams had to design everything from scratch for each event. This caused delays, uneven quality, and a lot of last-minute work.

No Modular Framework

Exhibition setup started from zero. There were no structures or plans for execution, which made the whole process time-consuming, costly, and hard to manage.

On-Ground Mismanagement

Due to unclear roles and lack of coordination, many things were handled in a hurry—leading to delays, cluttered stalls, and missed chances to engage with visitors properly.

These challenges showed that we need a well-organized, branded, and flexible operational framework to make future events smoother, more consistent, and more effective.

Exhibition Strategy & Framework

9.2 Strategic Exhibition Goals

In response to the challenges identified, a comprehensive exhibition strategy and modular design system was developed to ensure consistency, efficiency, and higher impact across all future events. The system focuses on scalability, brand alignment, and visitor engagement.

The updated framework focuses on the following strategic goals:

- ***Align Digital & Physical Messaging:*** Ensure storytelling across exhibitions reflects the brand's online presence, so visitors experience one cohesive narrative across platforms.
- ***Support Internal Teams & Training:*** Equip staff with talking points, role clarity, and visual tools to deliver a confident, unified presentation of the brand.
- ***Establish a Unified Brand Experience:*** Ensure all booth designs, collaterals, and displays follow a consistent visual identity and messaging tone to strengthen brand recognition and professionalism.
- ***Reduce Planning Complexity:*** Introduce pre-approved templates, guidelines, and material kits to streamline preparation, minimize last-minute efforts, and improve team coordination.
- ***Boost On-Ground Engagement:*** Incorporate demo areas, guided flows, and interactive content to capture visitor interest and communicate product value effectively.

Exhibition Strategy & Framework

9.3 Exhibition Guide Design



The Exhibition Guide is a comprehensive playbook designed to standardize and streamline the brand's presence at trade shows and industry events. Built to ensure every team—design, marketing, sales, and operations—works in sync, the guide transforms event planning from a reactive scramble into a well-orchestrated, high-impact process.

It translates the brand strategy into actionable creatives, tools, and workflows for real-world implementation—ensuring that every exhibition booth becomes a consistent expression of the brand, regardless of location or scale.

This is a living framework—designed to grow. As we participate in more exhibitions, our asset library will expand, our team will gain familiarity, and the process will continue to refine itself.

Exhibition Strategy & Framework

9.3 Exhibition Guide Design

Framework: Pre–During–Post Event



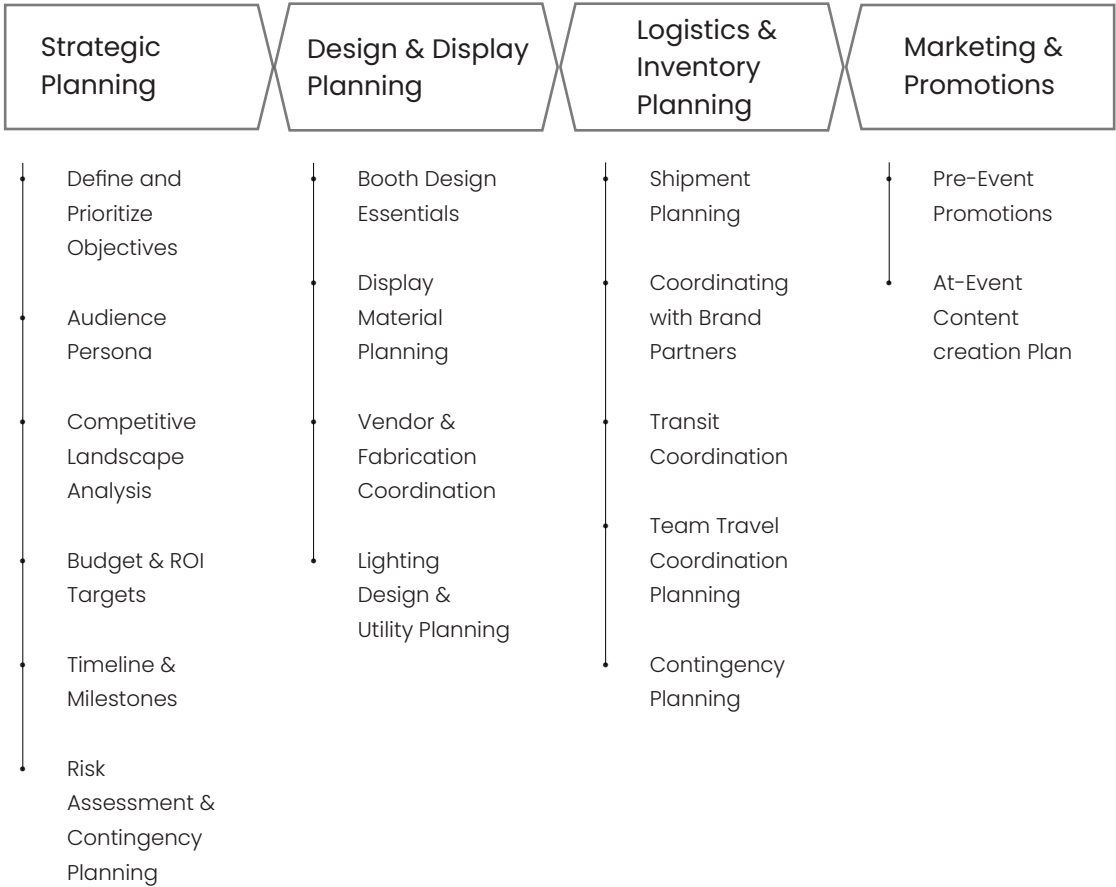
The guide is structured around a clear Pre–During–Post event framework, helping every team involved to stay aligned and efficient at every step.

The framework functions as a modular, repeatable system that can be applied to exhibitions of various scales. It provides detailed instructions, checklists, and templates that reduce ambiguity and enable faster execution. Whether a team is setting up a small booth or a large pavilion, the guide ensures that the brand is consistently represented, interactions are thoughtfully planned, and leads are effectively captured and nurtured.

Exhibition Strategy & Framework

9.3 Exhibition Guide Design

Pre-Event



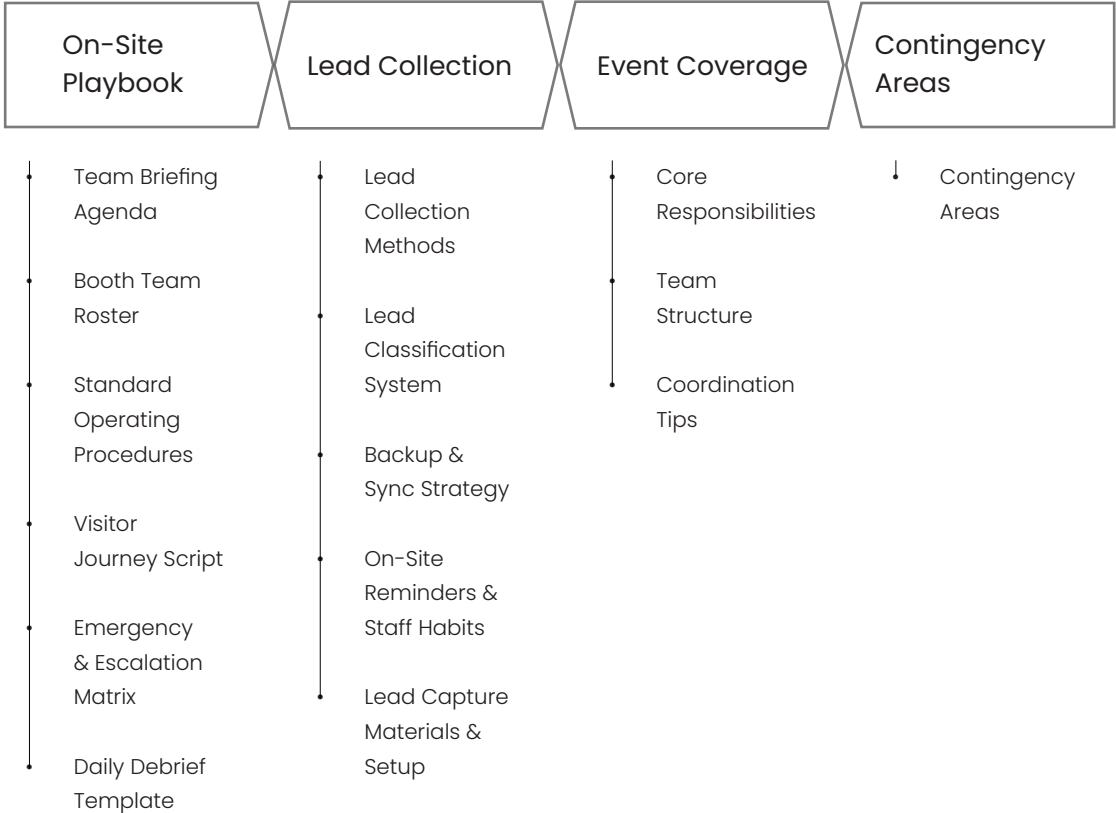
Before the exhibition, the focus is on alignment and readiness. This phase ensures that everything—from booth design to staffing—is prepared well in advance.

- *Strategic Planning* – Set clear objectives, audience focus, and event goals.
- *Design & Display Planning* – Finalize booth layout and all visual assets.
- *Logistics & Inventory Planning* – Organize travel, shipping, and setup timelines.
- *Marketing & Promotions* – Launch teaser campaigns and invite key audiences.

Exhibition Strategy & Framework

9.3 Exhibition Guide Design

During Event: Execute and Engage



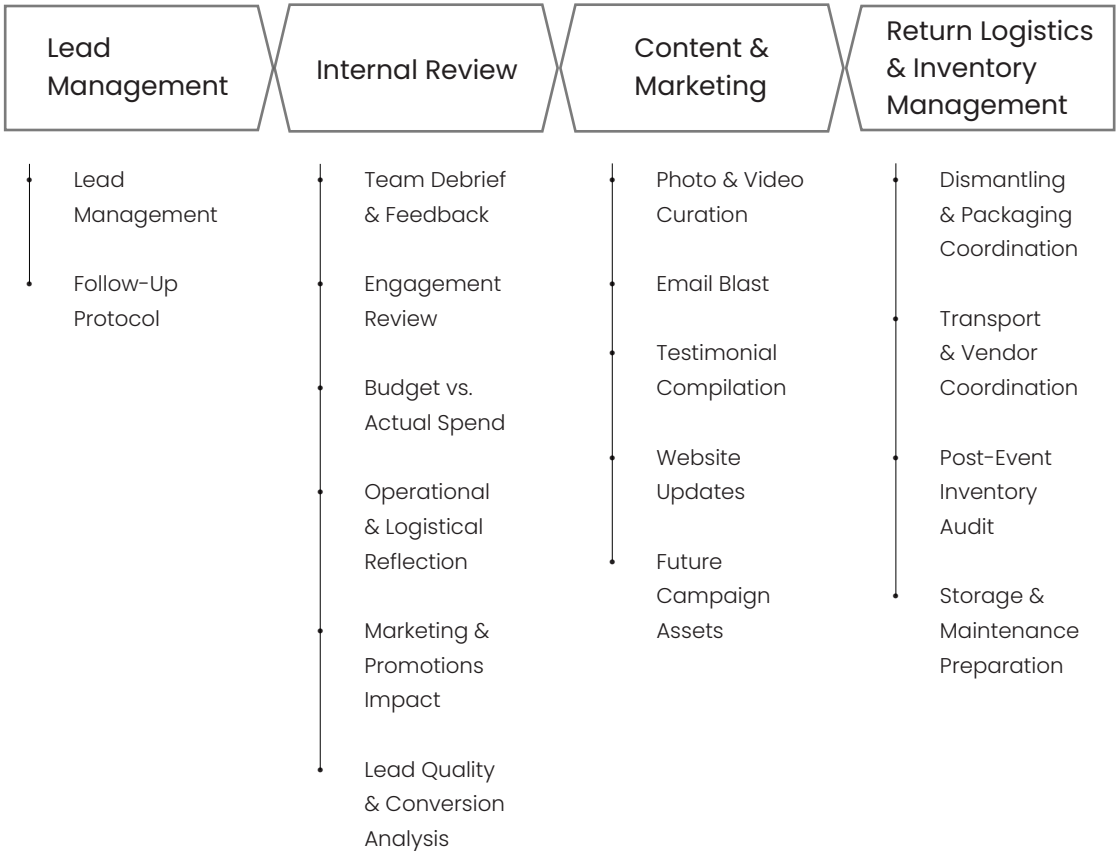
During the event, the guide ensures smooth coordination and a strong brand presence, while enabling meaningful interactions with visitors.

- **On-Site Playbook** – Provide teams with briefing notes, booth setup maps, and brand dos & don'ts.
- **Lead Collection** – Use visitor forms, trackers, or apps to capture quality leads in real time.
- **Event Coverage** – Plan and execute live content capture like photos, videos, and testimonials.
- **Contingency Areas** – Prepare backup plans for staffing, supply issues, or tech failures.

Exhibition Strategy & Framework

9.3 Exhibition Guide Design

Post-Event: Follow-Up and Improve



After the event, the focus shifts to converting leads, evaluating success, and documenting learnings.

- **Lead Management** – Sort, prioritize, and assign leads with follow-up email templates and CRM inputs.
- **Internal Review** – Conduct team debriefs and visitor feedback reviews to identify strengths and gaps.
- **Content & Marketing** – Edit and share captured content across channels to sustain post-event momentum.
- **Return Logistics & Inventory Management** – Track returns, restock materials, and log reusable assets for the next exhibit.

Exhibition Strategy & Framework

9.4 Conclusion

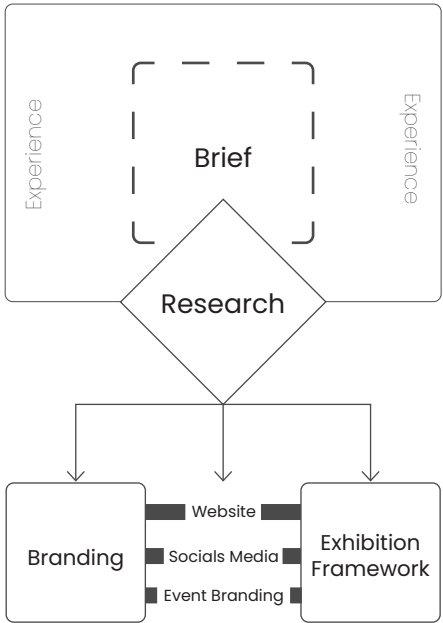
The Exhibition Strategy & Toolkit directly addresses the major challenges experienced in past events—including inconsistent brand representation, ad-hoc asset creation, uncoordinated visitor engagement, and inefficient planning. By introducing a standardized framework rooted in strategic goals, the new system ensures a more cohesive and professional brand presence across all touchpoints.

This guide is not just a one-time solution, but a scalable foundation for future exhibitions. It allows teams to plan and execute with greater clarity, saving time and effort while elevating impact. From pre-event planning to on-ground coordination and post-event follow-up, every phase has been structured to minimize confusion and maximize lead generation.

Crucially, this is a living framework—designed to grow. As we participate in more exhibitions, our asset library will expand, our team will gain familiarity, and the process will continue to refine itself. Over time, the exhibition experience will become more seamless, data-driven, and aligned with broader brand and business goals. This toolkit gives us the confidence to enter every event with preparedness, consistency, and strategic intent.

Conclusion & Recommendations

10.1 Conclusion



This report outlines the complete journey of transforming the brand—guided by research, user feedback, and strategic execution. Through stakeholder interviews, market studies, and direct observations, we identified key issues related to brand perception, consistency, and operational effectiveness.

To solve these, a new branding system was introduced—offering a clear visual identity, structured messaging, and practical tools that ensure a more professional and unified presence across all channels. The website was redesigned to make information easier to find, improve search engine visibility, and help build trust with potential buyers. Social media content was realigned to speak better to different audiences, while still maintaining a consistent brand tone.

Exhibitions, which were earlier handled without a set process, now follow a more streamlined and thoughtful approach. A flexible toolkit and planned communication strategy have improved efficiency and engagement. With a structured guide covering all exhibition phases—before, during, and after—we’ve introduced a replicable process that will grow more efficient with every future use.

Conclusion & Recommendations

10.2 Challenges Faced During the Journey

The transformation of the brand was not without its difficulties. Each phase—from research and strategy to execution—presented unique challenges that had to be navigated thoughtfully:

Lack of Organized Digital Assets

The absence of a centralized library of logos, templates, and content made it difficult to maintain visual consistency and slowed down creation timelines.

Resistance to Change

Convincing internal stakeholders to adopt a new brand direction and updated tools was initially met with hesitation. Familiarity with older systems made transitions slower.

Limited Experience with Exhibitions in This Industry

Due to the brand's relatively limited history of participating in industry exhibitions, there was a lack of reference points or established practices. This led to a trial-and-error approach.

Delayed Decision-Making

Project timelines were often impacted by extended approval cycles, unclear authority chains, and shifting priorities.

Unclear Ownership Across Teams

Without a designated point person for branding or digital strategy, responsibilities overlapped, and accountability was diffused.

Time Constraints and Parallel Priorities

Many phases of the project had to be executed alongside ongoing business demands, which stretched timelines and made consistent progress difficult.

Conclusion & Recommendations

10.3 Learnings

- *Understanding Systems Thinking:* I learned how different parts of a brand ecosystem—visual identity, digital presence, marketing, and exhibitions—are deeply interconnected. Working on each component helped me see how small changes in one area can impact the overall perception and effectiveness of the brand.
- *Designing with Strategy:* I learned that having no clear strategy behind design can lead to confusion and inefficiencies later on. This project helped me see the importance of aligning design decisions with a larger purpose from the start.
- *Balancing Strategy with Practicality:* By working on every aspect of the exhibition, I realized that while planning and strategizing are essential, real-world challenges often demand flexibility. Practical limitations—like timelines, resources, or on-ground execution—play a major role, and adapting to them is just as important as having a solid plan.

Conclusion & Recommendations

10.4 Future Recommendations

- Consistent brand governance through internal training and shared resource hubs
- Regular audits of website and social content to ensure alignment and relevancy
- Feedback loops post-events and campaigns to refine strategies based on outcomes
- Library growth by documenting each exhibition or digital initiative, expanding assets for future reuse
- Team enablement with ongoing workshops and updated guidelines to maintain internal momentum