"Sensory Branding in India" by Safir Anand

Thought Leadership • May 9, 2018

Old-style trademarks are slowly giving way to a non-traditional targeting of the senses in India The concepts of branding have seen a colossal shift in recent times. Companies no longer create a simple brand that is evocative of the product or service sensibility, but instead wish to ensure that the brand creates a uniquely customized experience for a consumer. Conventionally, a traditional trademark has comprised a name, phrase, logo, symbol, design, image, or a combination of these elements. However, with the newer branding tactics, a newer breed of "non-traditional" trademarks has gained prominence in recent times. Such non-traditional trademarks encompass an experience offered by brands through the senses, i.e. sight, sound, taste, touch and smell. Read more: https://www.vantageasia.com/sensory-branding-in-india/ The article was first published in Asia Business Law Journal

RELATED INDUSTRIES

ADVERTISING AND PRODUCT LIABILITY

RELATED PRACTICES

COPYRIGHT