

Circle Marcomm: A Better Idea

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Abstract

Long term success and sustainability come when the organization continuously innovate and update them regularly according to market situation and customer needs and demands. Coping with a dynamic market requires customer-driven strategies and creativity at every level. The strategic intent of Circle Marr Comm is the also focused on knowing your customer well and giving one hundred percent to the work with honesty, perseverance and determination. The company was always trying to make their client delighted and satisfied, their main priority remain retaining the customer and taking risk in communication design and being responsible for the success of their client branding strategy, with changing marketing situation and with advent of new technologies and communication media the organization is now moving from a communication designing firm to consultancy assignment for providing overall branding and integrated marketing communication solution to their client, although the striking feature of circle marcomm remain the same i.e. to provide quality content to their client and not compromising on pricing issue as well as taking the responsibility of media campaign success initiated by them . As quoted rightly by its one of the promoters "our creative team remain our main strength and it provide us our core competencies marketing and customer relationship are important but what content we are giving to our customers in creative and innovative way is extremely important for our success.

Keyword: Strategy, Integrated Marketing Communication, Entrepreneurship, Communication design, brand management and events management.

Introduction

It was the regular Monday afternoon, but the situation in the meeting room is not looking normal, the core team of circle marcomm is pondering over issue of coming changes in business environment with real time information sharing and more aware and knowledgeable customer are becoming it seems that the company is under the threat with new media domain and establishing communication with client and their customer are not same and easy as it was previously.

Circle marcomm is a establish communication building firm but now they believes in moving ahead by providing integrated media communication solution to their client as customer want everything in single umbrella. They are now looking for the integrated communication management and branding

strategy solution by a single firm, this also make Circle marcomm to advance in event management for expanding domain with the focus on brand launch events, product launch events and corporate events. They have also done some of the event management for their client as their brand building exercise but the long term event planning and management remain an unexplored territory. How wills the firm in communication business will do in event management and real time communication management remain unanswered till now.

Three highly ambitious, experienced and dynamic persons working in media and advertising agency have observed the a very wide gap in advertisement industry i.e. in designing part of communication this give rise to a new company exclusively focused on communication design and creativity , Circle Marcomm. The main promoter and founder of the firm are Mr. Rahul Verma, Ashok Ramchandran and Manohar Suryavanshi. All three of them was previously associated with reputed advertising agency as head of marketing, head of Content writing and creative and head of operations and production respectively. All of them are having more than ten years of experience in advertising and media industry and are the known name in the market. In the year 2012 they together form a company Circle marcomm. As said by Mr. Rahul Verma the company name is symbolic representation of what they are here for i.e. mar comm represents marketing communication and circle represents the total 360degree communication solution.

The communication design was a very new and innovative idea for the II tier market like Indore as communication design was a part of advertising but no organization was exclusively focusing on communication design as complete package for the media campaign , so the main challenge faced by Circle Marcomm was not to get there first client as all three promoters are well known in advertisement industry but the main task and challenge is to make customer aware of communication design and important of right communication to the customers as well changing perspective of communication with type of media and medium. As there are challenges the prospective also look bright and promising as customer do not have much choice in designing and creative aspect of communication they are confined to the limited option and knowledge of existing advertisement agencies. Here Circle marcomm has given the option of creative designing and getting their client noticed with continuous innovation.

Circle Marcomm started with mere twelve client in 2012 they now have two hundred and fifty client in their customer base out of which two hundred are there loyal and regular customer. The firm has pan india present with offices in Indore, Bhopal and Delhi business pour in from Goa, Delhi, Bhopal, Raipur and Bangalore. They also have some foreign client from Chez Republic, Dubai, Australia, USA, Singapore and Canada. There major client include Krati oils and Kasta Pipes, Manohar Dairy, SOM Beverages , Dainik Bhaskar, Omaxe City and Signature Builders to name a few. They are also the recipient of Best Creative Design Awards2015 from Dianik Bahskar Group for there NO Negative News Campaign Poster. They are in every domain of communication whether printing brochure, hoarding, print ads and radio jingles and Television Commercials.

Circle marcomm believes in simplicity, creativity and continuous innovation. Their core competencies and biggest strength is their creative team, they focus on giving one hundred percent to their customer. Honesty and transparency is there core funda of doing business, they know there is a difference between selling and branding of product and a brand while the later gives you long term benefits in terms of overall performance of the organization. As Mr Rahul Verma remember one of the case where his client who was in to the business of pulses have to brand his pulses the idea of package pulses and pulse with brand name is what for the client and he convinced to take the risk for long term benefits. Other case he remember is of Signature builder who are very traditional in their advertising but are very genuine to their customers the Circle marcomm team put an extra effort to make this brand visible and they provide complete brand building and communication building tools

to Signature builders. Circle Marcomm strength lies in their loyal and regular customer base as two hundred of their present client are still with them they also get referral client from their regular customer because of their quality and expertise. They believes the opportunities lies with changing dynamic of business and communication the firm which are adaptive and innovative will survive in long run and they are adopting and taking responsibility of their media campaign success. They are moving from a communication building and designing firm to idea giving suggestive firm basically to consultancy which believes in total brand management and helping customer in planning and implementing their communication strategy. The Circle Marcomm has sometime feel difficulty in managing time as sometime the some creative's are designed in few minute while some take five to six days in completing while the price of both the work is same Rahul verma say it could be slight better if we could manage our time better. The other point with Circle marcomm is there non-compromising attitude towards their design and creative work which sometimes lead to argument and rigidity with customers. The only thing which Circle marcomm need to remember is that customers are only decision maker it is good to be creative but listening to customer is equally important. Rahul Verma believes that competition is good for them as it gives them more opportunities and keep them on their foot. As he said that, he had pouched more than eighty client from there major competitor Aquarius from Bhopal market which are still with them. The other competitor is VB and A firm which is also doing good in market. Circle Marcomm believes that being suggestive taking responsibilities and not compromising on rate and quality will help them overcome any threat in coming time. The journey of Circle Marcomm is great till now how will it perform with changing time is something to explored.

Questions and Answer

1. Perform a SWOT analysis of Circle Marcomm?
2. What are the different communication medium used by Circle Marcomm, also highlight some of the strategy adopted for integrated Marketing Communication?
3. If you were Mr. Rahul Verma Marketing Head of Circle Marcomm what will be your next five year Strategic plan?

Note: The above case is based on the talk happens with Mr. Rahul Verma, co-founder Circle Marr Comm on 3 May 2016. The authors have taken permission from owner to use the name of the firm.