

Client: NT Agro Foods

CookSmart

Business Challenge :

A new player in the FMCG segment in the country required brand name and logo development. The brand required a .com domain availability. The prime market was India and the initial line of product offering was Wheat Flour. However, the brand name required to be global as they were looking at an export market too, and easily adaptable to food products that the company plans to introduce in the future.

Solution :

Niyati came up with the name CookSmart after several rounds of mixing and matching. The brand identity not only gave it an international feel, but also made the end-customer (in this phase, we looked at the large pool of Indian Mothers who cook at home) feel proud of being smart and choosing a smarter product

Branding :

The name was picked from several names with dotcom domain availability. The Logo colours were bright red and green to connote the traits of edible and agrarian.



Customer Appreciation

" We could not have thought any better. Niyati came up with this simple yet striking name that glued to our minds, and we knew we had a winner ..."