

# BUSINESS PROJECT

Enterprise partners worked with a Published author in Pune to identify her brand voice.



## CLIENT

Priya Hajela

## TEAM

Khushi Jain  
Jay Chandrani

## PROJECT CATALYST

Apeksha Rathod

## MENTORS

Aditya jhunhunwala  
Ankita Parashar

# PERSONAL BRANDING FOR PRIYA HAJELA

UNDERSTANDING THE  
CORE MESSAGE TO  
CONNECT WITH THE  
RIGHT AUDIENCE

## ABOUT THE CLIENT

### PRIYA HAJELA

Priya Hajela is a fiction writer who lives in Pune with her husband and two dogs.

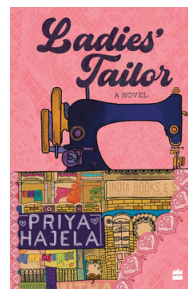
Writing is a second career for her. She graduated with an MFA in Creative Writing from Goddard College in Vermont in 2017.

Prior to taking to writing, Priya got an MBA from Vanderbilt University in 1992 and worked in a variety of telecom and IT organizations in senior marketing and business development roles for 22 years.

One of Priya's short stories, *An Affair*, was published in *Indian Ruminations*. A second short story, *The Tattoo Artist* was published in *Live Encounters*. A third short story, *Daughters' Revenge* recently appeared in *Kitaab*.

Priya Hajela's 1st novel - *Ladies' Tailor* got published in June 2022 by Harper Collins India.

*Ladies' Tailor* <https://amzn.eu/d/eNOmd3Y>



## PROJECT DURATION

12

Weeks

3

Team members :  
2 partners and 1  
project catalyst

2

Mentors

165

Hours of work  
invested

## PROBLEM STATEMENT

With her 1st novel - Lades' Tailor about to be published, who really are her readers?

She's fast to adapt to tech and hence creating content is not a problem for her, but identifying what she should talk about that will connect with the right audience is the challenge.

**Moving from IT organization to publishing her 1st novel, identifying the core message and defining her tribe will help her message her brand voice whether it's through content creation or book signings or connecting with people offline.**

## SCOPE COVERED IN THE PROJECT

Industry  
and  
competition  
research

Tribe  
Identification

Identifying  
core  
messaging

Communication  
guideline  
asset

## TOOLS USED



For online  
interactions



For frameworks  
application



For  
brainstorming



For  
transcription



For visuals  
exploration

## BUSINESS FRAMEWORKS AND TOOLS APPLIED

Customer  
profile Canvas  
by Alex  
Osterwalder

5LM  
framework

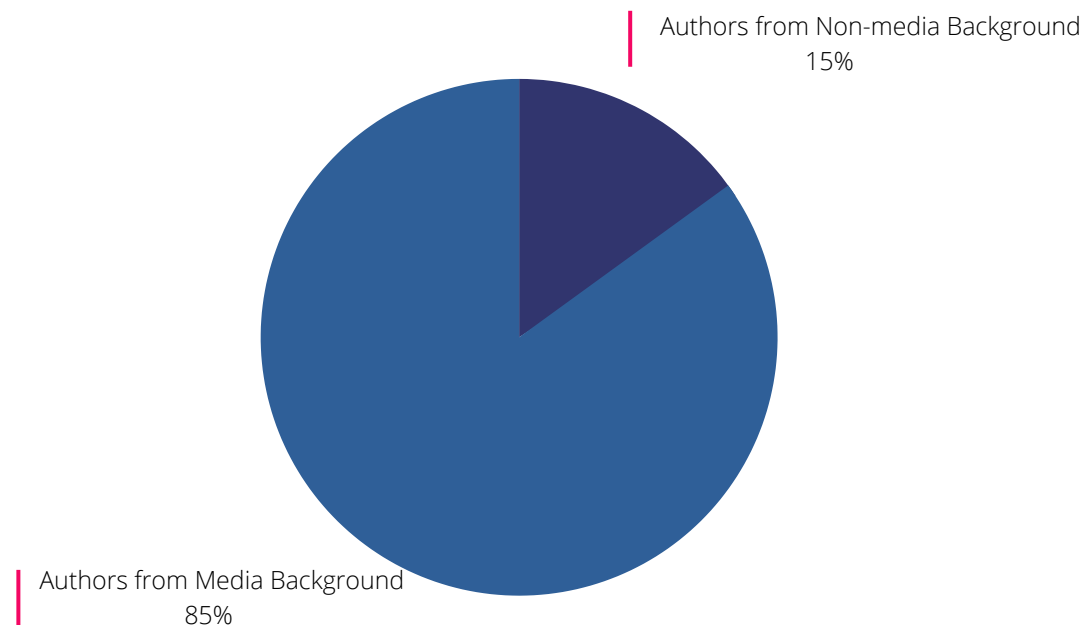
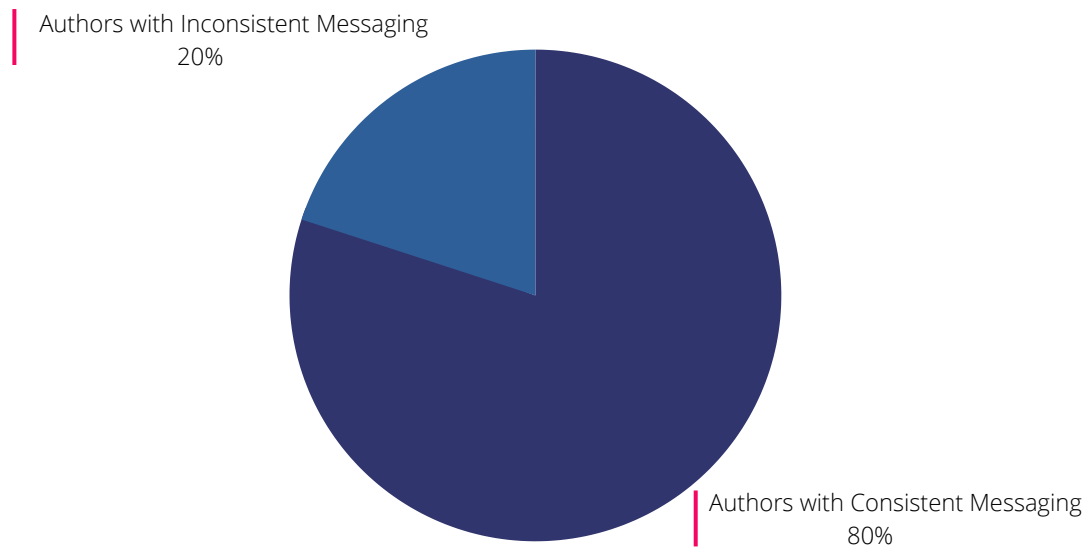
Client  
interviews

## INDUSTRY RESEARCH

Analysing current trends in the industry and close competitor business approaches

After in depth industry research, the Enterprise Team realised the following:

- the social media engagement of most of the authors similar to the client is very low
- most of them had only spoke about social causes & their impact on society
- there were few authors who have inconsistent messaging



# TRIBE IDENTIFICATION



Tribal marketing is the process of segmenting audiences based on shared beliefs, affinities and interests, instead of clustering by demographics such as age and gender.

Tribal marketing allows your brand to delve deeper into what matters to your audience, the best ways to target them and help you to craft authentic and sensitive content that will resonate with them.

## IF YOUR CUSTOMERS WERE TO BE IN ONE ROOM, WHAT WILL THEY BOND ON?

Finding what interests and common traits do customers bond on, example:



*People talking about sustainability*

### Inferring interests of people



### Clustering interests



Sports enthusiast



Foodie



Faced setbacks

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## TRIBE IDENTIFICATION FOR PRIYA HAJELA

To identify a Tribe, 3 rounds of intensive workshops with the client were conducted. In this workshop, the client was asked questions based on her 'Past & Potential Readers'.

Over a series of workshops, some traits and inclinations of these readers came up with a tribe for Priya Hajela.

## TRIBE DEFINITION

“

Settled individuals who have faced displacement in life, who are not afraid of major shifts.

These are risk takers who are seeking new experiences & are adventurous. These are people who have made their own path.

”

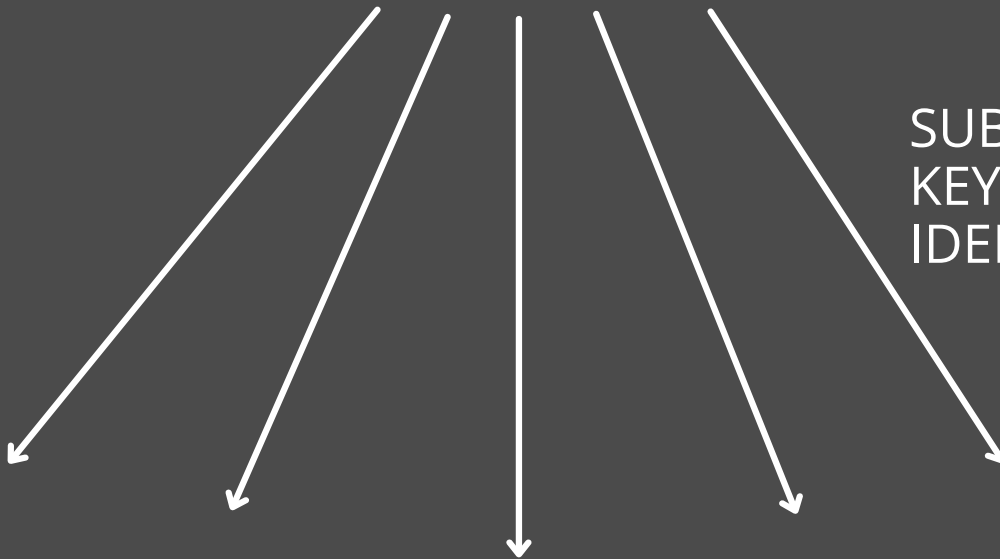


After doing in-depth interviews with the client, the Enterprise Team transcribed the interviews and harvested them. During this process, they identified some keywords that will form the base for marketing campaigns and communication assets, using words the customers shared.

## MAIN KEYWORD IDENTIFIED

# WHAT IS HOME?

SUB  
KEYWORDS  
IDENTIFIED



**Setback-  
Resolution**



**Independence**



**Mental Health**



**Relationships**



**Shift**

## COMMUNICATION RECOMMENDATION TO CLIENT:

- Focus on the messaging of *what is home?*
- Use the keywords identified in her communication.
- Instead of directly speaking about the book, building the content which leads to her core message of the book.

1

## BRAND IDENTIFICATION

- Brand Tribe
- Brand Core Message

2

## COMMUNICATION

- Keywords for communication
- Action plan for execution of messaging
- Communication guidelinesheet

## INTENTION OF THE BUSINESS PROJECT

At Enterprise the mode of learning is through real-life projects. Enterprise is a one year part time hybrid fellowship program for the youth (18-26) to develop confidence, communication and business acumen to become work and life ready.

## HOW IT WORKS

1. The team brings diverse experience across industries and business verticals.
2. The combination of experienced entrepreneurs plus young students brings dynamism and fresh perspectives.
3. The youth bring a millennial-friendly approach to communication and messaging.
4. We bring the best of business tools and frameworks (like Theory of Constraints, Value Proposition Design, User Research, Design Thinking, Keyword Analysis, Newsletter marketing, Digital Funnel setup, etc) at a fraction of the cost of a regular agency or consulting firm. We can do this as our primary objective is to provide a real-life learning opportunity for our students.
5. We always begin with deep user research and strategic thinking before starting any execution.
6. We empower and handhold the clients in the process to be fully capable of running the process on their own upon the completion of the project.



## MEET THE DREAM TEAM



### **APEKSHA RATHOD**

A 24 year old doer who is keen on exploring new things. She likes getting things done & is passionate about Excel Sheets. Currently she's working as a project catalyst at Enterprise India Fellowship.



### **KHUSHI JAIN**

A 19yr old BBA finance student at Symbiosis (SCMS). Currently working with a cookware brand - Stahl and hoping to join the Real Estate Industry after college. She is super passionate about anything creative.



### **JAY CHANDRANI**

A 22 year old BBA graduate from MIT ADT University. Currently involved in his family business to help grow it, has a passion for motorcycling and traveling. He's always open to explore new things and learn from it.

