

In our quest for product evolution, we have now taken the next leap with our new positioning 'Because U Deserve it.' Our products make style statements with their structures and to build a beautiful world, says Zhang Song Long, Chairman, Albedo Worldwide. Excerpts from the interview...



Mr. Zhang Song Long
Chairman, Albedo Worldwide

The shift towards green and sustainability does not seem to be reflected in brand positioning. What is your take on this?

Though the concern for a greener environment may not be directly visible in our positioning, a customer trusting our brand indirectly reinforces our focus on sustainability and green initiatives. Our emphasis has always been on use of quality raw materials which

have lesser carbon footprint. Customers also champion the cause of creating a greener environment and have always trusted our brand in this regard. Albedo has been at the forefront when it comes to green initiatives. Right from the manufacturing process to logistics, we take measures to preserve our environment. A brand reflects the strategy and products of an organization. So, as rural area developing into urban, there was a need to make innovative products that are good in quality. We forayed into Lighting, Paints, Small Home Appliances, Adhesive, Electrical Wiring Accessories are an alternative to existing similar products in market. We are assuring value to our customers and making life easier for our customers with our slogan 'Because U Deserve It'. All these products are environment friendly.

Albedo will extensively make use of electronic media, especially when it comes to cricket and films to enhance the brand.

Despite the general perception that our products are commodity business, Albedo will deftly use the platforms of cricket and films along with the more traditional forms of promotion. Cricket is next to religion in India, and cinema is in our blood. Across generations, people are glued to cricket and cinema. Our presence across these platforms will give us strong brand exposure and top-of-the-mind recall which is important, especially in the case of individual customers as their buying is guided by brand familiarity. Cricket also acts as a motivator for our dealers and they take pride in associating themselves with a brand connected with this popular sport. The in-film branding and association with the national, regional, state will make Albedo a youthful brand. We will also involve in in-stadia advertising during cricket matches, both in ODIs and tests in India, as well as IPL and domestic matches.

Instead of a celebrity it is always an 'common public' who is in the centre stage.

That's true. A common people is someone who use our products. A common people endorsing your product reinforces the confidence that the product is tried by him and that the brand is trustworthy. On the other hand, is a serious business as the customer expects his creations to last a lifetime.