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BUSINESS

C Com Digital again wins the mandate of handling the marketing and e-commerce growth & creative strategy for Reliable Rainwear

By Sujata
JUN 12, 2023



Mumbai, 12/6/23: C Com Digital, a full-service Techno Digital Marketing Agency with a global footprint, has received the mandate for branding, creative design, digital marketing, and e-commerce strategy development for Reliable Rainwear. As a part of the mandate, C Com Digital will help shape Reliable corporate brand identity elements, including company and product logos, creatives for outdoor campaigns, 360 Degree – Digital Marketing campaigns including Search Engine Optimization, Social Media Marketing, Online Advertising, and the detailed all-around strategy for the e-commerce placement of its products on platforms like Amazon.

In today's multichannel retail scenario, it is imperative for brands to maintain a strong presence across online and offline retail channels. However, highly competitive categories such as rainwear, which has a mass need all over India, require more than product placement. Reliable has chosen C Com Digital as its digital partner. As a part of the e-commerce strategy, C Com Digital undertook extensive competition mapping, market research for demand forecasting, inventory placement, and determination of applicable categories to enhance the visibility of the Reliable rainwear products.

“ Speaking about this, **Chandan Bagwe, Founder/Director, C Com Digital**, said, “C Com Digital has been a partner of choice for several high-potential brands. Our impeccable design sensibilities and ability to understand the client's market positioning, competition, and growth trajectory enable us to create winning strategies for brands across various verticals. The latest mandate from Reliable Rainwear once again affirms the strong market presence we have built. It is a great account to manage, and we are preparing a detailed e-commerce strategy to increase their presence in Maharashtra, Goa, Karnataka, Orissa & Kerala, as well as executing effective outdoor campaigns of banners, hoardings, shop fronts, and advertising on BEST buses in Mumbai, KDMC, VVMC. Our team has conducted extensive research and planning to create an unmistakable, consistent, and engaging brand presence strategy across the platforms. We are delighted to partner with Reliable in its journey toward becoming India's leading rainwear brand.”

Adding his comments, **Narendra Shah, Director of Reliable Rainwear**, said, “Reliable is one of the oldest brands in the Indian rainwear industry, and we have several brands such as Reliable for men and women, H2O as a premium quality brand, and Pit a Pat for kids. We are renowned for our product quality, far superior to most other brands in the field. We are accelerating our brand growth across all retail touchpoints to become an omnichannel brand. C Com Digital has done great work by creating unique product logos for us, and we have now entrusted them with end-to-end creative and marketing initiatives across our website, Amazon, and social media, and generate brand visibility in shop fronts, outdoor advertising mediums such as the BEST buses in Mumbai.”

With a presence in India, Dubai, and USA, C Com Digital offers holistic services to its clients by helping them develop AI-powered digital marketing strategies to achieve desired personalization and impact. C Com Digital specializes in building brand narratives. It provides superior business-driven marketing communication support to its clientele across industries such as Pharma, Healthcare, Food and Beverage, Edu-tech, Retail, and Ecommerce.



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