

the

THE BETTER
COLLECTIVE

INTRODUCTION

01.



Our Story

FOUNDER

Radhika Butala is the founder of The Better Collective. She is a **seasoned marketing and communications leader with over 18 years of experience** building integrated marketing programs that drive brand awareness, reputation, value and business growth across Mumbai, Washington DC and New York.

Prior to establishing The Better Collective, Radhika was the **Head of Marketing for Future Group's luxury food retail format - Foodhall**. She led Foodhall's brand marketing, public relations, membership program and customer experience initiatives across India. She was responsible for conceptualizing and curating innovative brand solutions, partnerships, and experiences to establish Foodhall as a leader in India's food retail and F&B landscape.

In addition, Radhika has held **global leadership roles at companies such as WPP, Havas Worldwide (New York), Star TV, Endemol (Mumbai), and Lockheed Martin (Washington DC)**. In her tenure across these brands, she has successfully created awareness, adoption, customer engagement and revenue growth for emerging capabilities, revenue streams and acquisitions. Radhika has also led high level thought leadership and media engagement programs at A-list global events like the Cannes Lions (France), the Consumer Electronics Show (Las Vegas), and Spikes Asia Creativity Festival (Singapore).

Radhika is a **former business journalist and anchor** with global news leader CNBC and holds a Master's degree in Strategic Communication from American University, Washington DC.



THE BETTER COLLECTIVE

The Better Collective is a niche brand consultancy for businesses that make life healthier, tastier, more beautiful, more enjoyable, more comfortable, more productive...you know...‘better’. We are a small and seasoned collective of dreamers, thinkers and doers who use fresh ideas, powerful insights and practical imagination to make your brand relevant and meaningful to your customers.

Whether you have a big idea and not much else, or you are an established brand looking to innovate, communicate or scale, we help you discover and leverage opportunities across the broad spectrum of marketing and communications to help your business grow.

We are not a traditional agency but rather a collective of like-minded professionals who work at the cusp of culture, creativity, and business strategy to infuse your brand with a certain *je ne sais quoi*. And we do it so that your labour of love can thrive in a world that is changing at breakneck speed.

OKAY, SO FAR SO GOOD. BUT IS THERE A TWIST

Yes there is.

We have rebelled against the traditional brand building machinery of bulky internal marketing teams and siloed external agencies because we think there is a better way.



Who We Are

02.

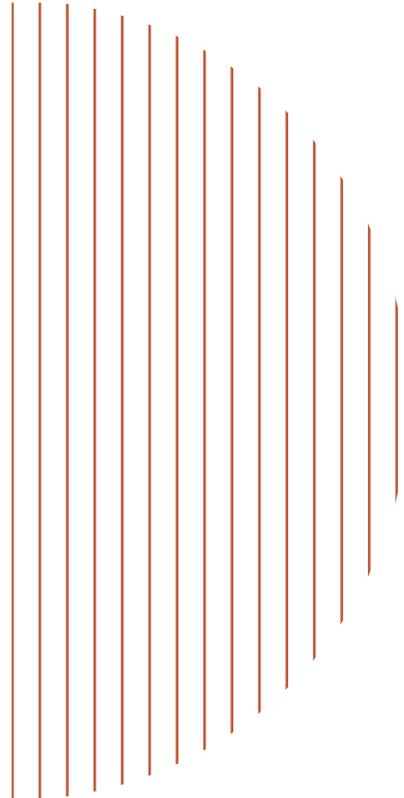


A TALENT CONDUIT

We offer entrepreneurs the **visionary, connect-the-dots thinking of a seasoned CMO** without the long term commitment of an internal hire.

We simplify the daunting and fragmented brand marketing landscape by giving you access to a painstakingly **curated network of top notch specialists under one virtual roof.**

Not only do these folks **truly "get it"** they also work their magic at preferential value. Which means you save time, money, and frustration and get the best of internal teams and external agencies in a *flexible, on-demand model.*



A ONE-STOP SHOP

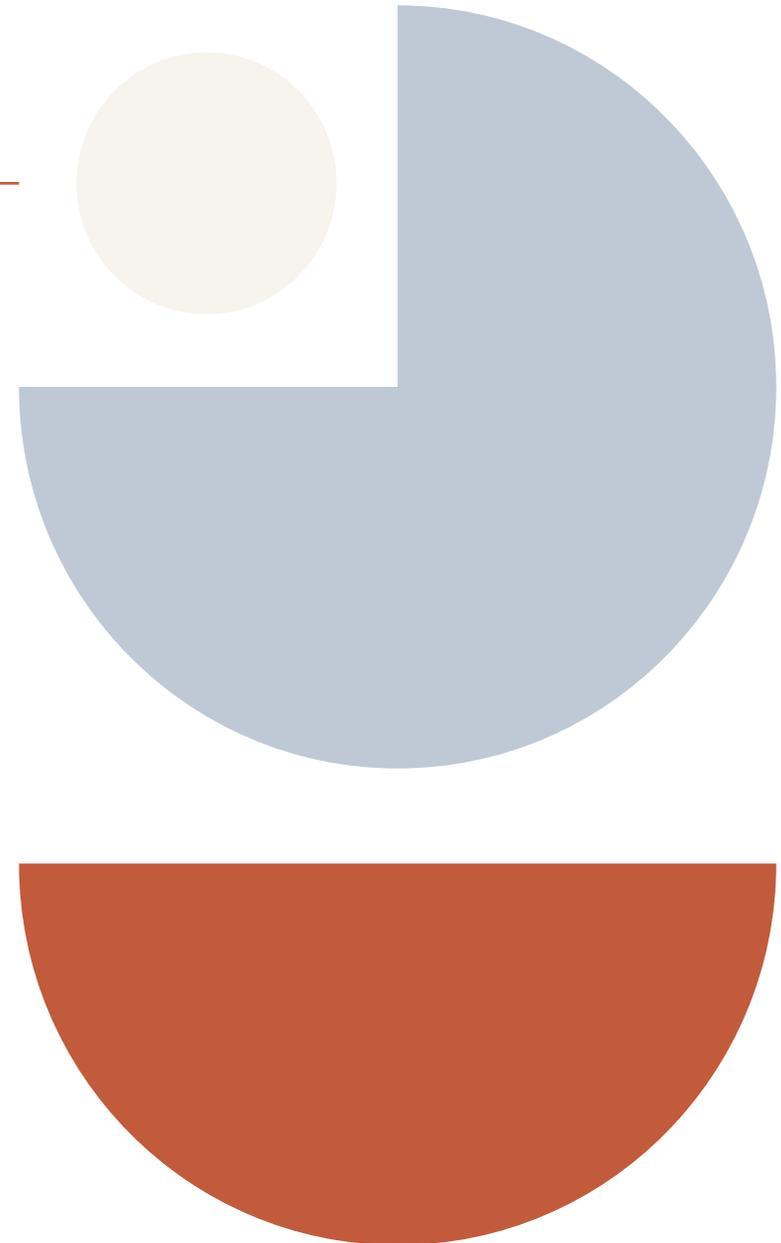
With expertise across market research, branding, design, marketing and business strategy, public relations, alliances and IP creation, ***we eliminate the need to have multiple partners to fulfill your requirements.***

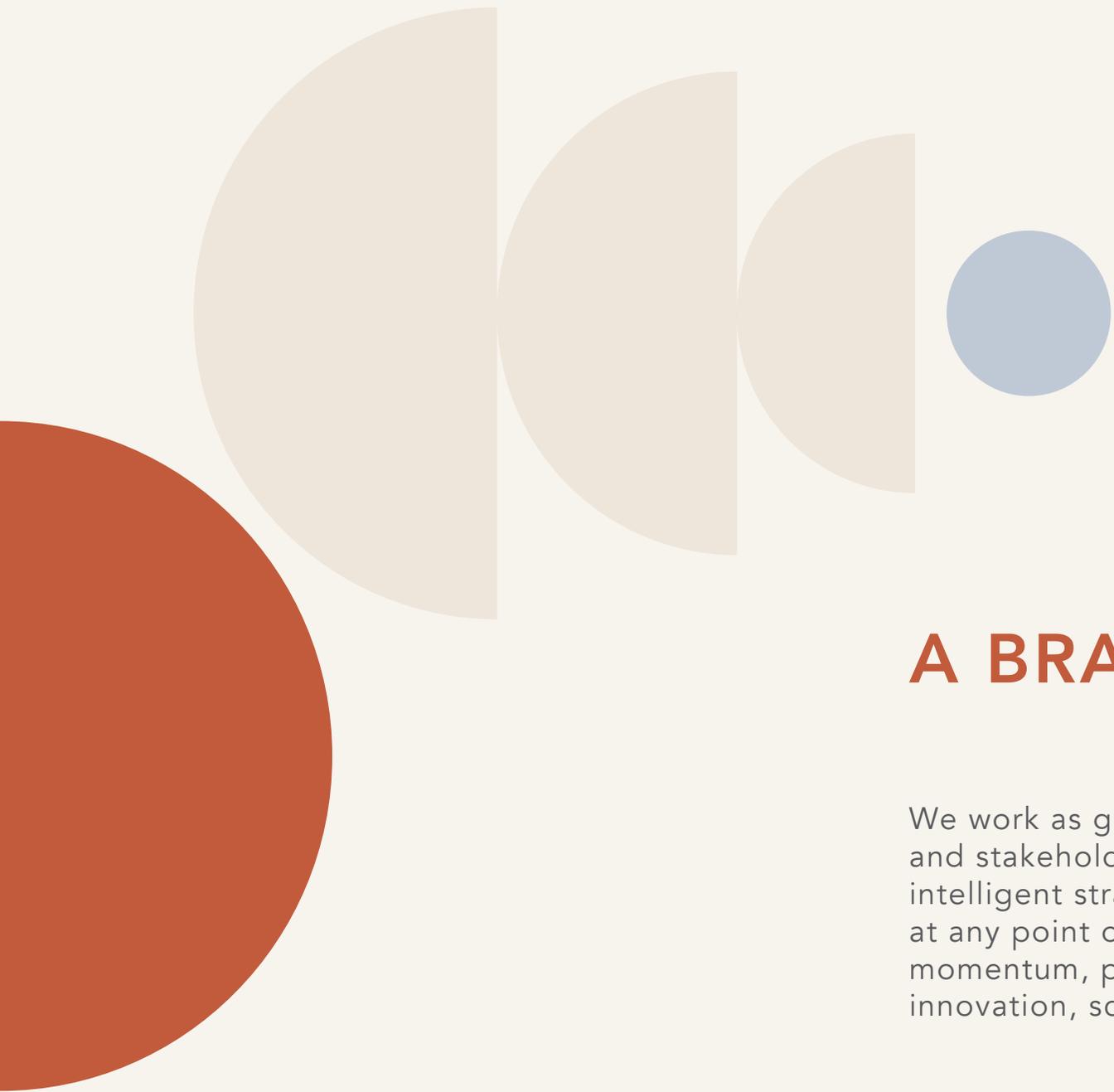


A BESPOKE SERVICE

We are not a cookie cutter operation. Our USP lies in understanding your need gaps and bridging them by marshalling a set of high-impact professionals from various verticals who work as one.

The bouquet of services we put together for you are completely customized to meet your needs.





A BRAND CATALYST

We work as growth partners to your vision, talent and stakeholders, bettering your outcomes with intelligent strategy. Think of us as your true north at any point of your journey - foundation, early momentum, product and capability growth, innovation, scale, course correction and so on.

WE ARE HERE FOR YOU.

OUR SERVICES:

- Naming & Nomenclature
- Market Research
- Brand Strategy
- Brand Identity Design & Rebranding
- Marketing Strategy
- Thought Leadership & PR Strategy
- Experience Curation & IP Creation
- International Brand Entry & Go-To-Market Strategy
- Trend Spotting & Curation
- Strategic Partnerships & Alliances

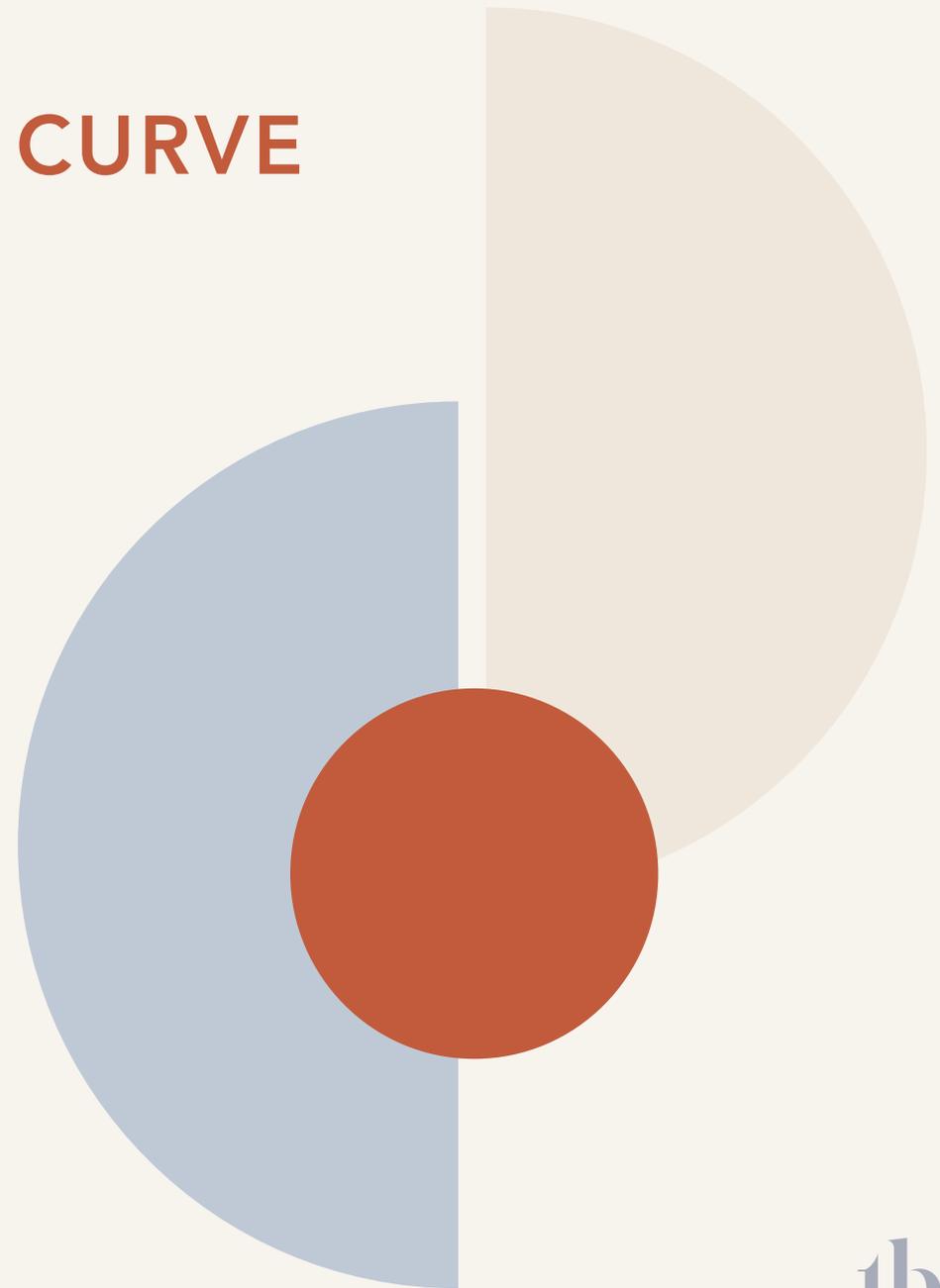


03.

Why Us & Why Now?

GET AHEAD OF THE CURVE

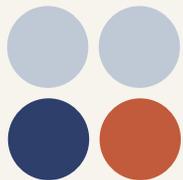
From product offering and content themes to communication channels and future proofing, businesses will need to reinvent their approach to reflect the new normal where people, conservation, interconnectedness and back-to-basics take center stage.





DOWNSIZE YOUR OVERHEADS WITHOUT COMPROMISING ON CREATIVITY –

In a time when operations need to be streamlined, we provide the flexibility you need through innovation in offering and talent resources.



PIVOT TO A DIGITAL PRESENCE –

Adapting to the virtual world can be the lynchpin in determining survival, and we help you acclimate to wired consumers.



RE-BRAND TO REMAIN RELEVANT, WHILE STAYING TRUE TO YOUR ETHOS –

When it's not business as usual, new, unbiased perspectives can be priceless. We deliver strategic and tactical insight to help you keep up with a rapidly evolving marketplace.

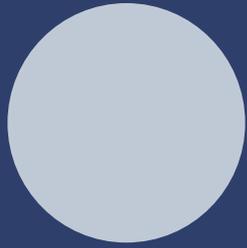


HUMANISE YOUR BRAND –

Curbed consumer spending is on the horizon and should be met with brand personification. We help recalibrate your definition of marketing by weaving empathy into communication, thus cultivating cheerleaders instead of customers.

Do It The Better Way

The new normal isn't something you respond to, it's something you create. Purpose-led brands built on a foundation of stakeholder capitalism will enjoy unprecedented support from consumers, with social responsibility and empathy becoming a marked differentiator. We employ three pillars of thought to help you navigate these choppy waters.



IDEAS

How to build brand personality & congruence in order to create an emotional nexus between you and your audience.



INSIGHT

Deep-dive into your target demographic to understand need gaps that you can bridge & emerging trends that you can capitalise on.



IMAGINATION

How to reposition or market your product lines and/or services through a bifocal lens of compassion and business-savvy.

IDEAS, INSIGHT AND IMAGINATION FOR A BETTER BRAND!

YOU CAN REACH US AT:

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