

Brand Provoke Bags Gold at Transform Awards 2021

Brand Provoke is a world class Branding & Digital Agency that advises clients across industries on strategy and Business Transformation,



Uttar Pradesh, Noida, Jun 1, 2021 ([Issuewire.com](https://www.issuewire.com)) - Brand Provoke, one of the leading Branding Consultancies in India, was honored with Gold under the category “Best Rebranding of a Digital Property” at the Transform Awards 2021 for its exemplary work for Papercut Factory.

In honor of the transformative spirit of branding and rebranding in the Middle East and Africa, the winners of the 8th Annual Transform Awards MEA 2021 were announced in Al Habtoor City, Dubai. Headquartered in London, the Transform Awards is an international platform that encourages excellence in brand development work for products and brands globally.

Contribution to the success of Papercut Factory

Brand Provoke worked towards building a customer-centric website that complimented the vision of Papercut Factory and brought the products of Papercut Factory closer to its audience. Identifying the problem areas of their website, Brand Provoke outlined a master plan to reach the targeted market and create a favorable environment to beat the competition. As a result, they were able to change the entire business dynamics and established an environment-friendly business model as the new normal. Digital efforts assisted an increase in reach by 40% with an overall increase in revenue via their e-commerce

website model.

The judges opined that the simple, convenient & clear digital design was user-friendly and reflected the company's core objectives. The feedback received from the viewers includes - "Delivers on the challenge and really expresses what the company stands for" remarked one. "Makes me feel like browsing all the pages!" said another among many other positive comments we received from the general viewers, as well as personnel from Papercut Factory.

Personifying Rebranding

Brand Provoke understands the dynamics of building a successful brand and perceives rebranding as an inevitable and requisite process that each accomplished business must go through at some point throughout its lifecycle. If executed poorly, rebranding has the potential to cause damage to the company's market positioning.

Brand Provoke aims significantly towards constructing a transformative brand positioning and creating an ingenious identity for your product from the rest of the competition. Rebranding plays a crucial role in bringing this transformation.

Cultivating a global reputation for multiple brands, Brand Provoke has been winning accolades for its brilliance in the Branding and Rebranding domain nationally, as well as internationally, making them a trustworthy brand for clients belonging to any domain or industry.

Brand Provoke Responds to the Win

On winning this prestigious award, Vishal Sengar, the Founder & CEO of Brand Provoke Consultants shares his gratitude, "Winning an award at an international platform was a great return for the time and efforts we invested to depict the true potential of Papercut Factory through its website. With a brand-first approach and over a decade of experience, Brand Provoke has become a frontrunner among branding agencies. Our team has always been passionate about what they're doing and what the company stands for. This award is great admiration for all their hard work.

About the company

Brand Provoke is a distinguished branding consultancy that has been providing its services worldwide for more than decades. The consultancy has been honored with several awards throughout its journey. Enhancing the web visibility of various brands, it is successful in setting its foot internationally. The services at Brand Provoke fall into the category of Branding, Design, and Digital Strategy.

Some of Brand Provoke's key clients include Lenskart, Aqualens, Genpact, Planova, & Neptune, and many others added to its portfolio over the years and still growing. Going by the progression, Brand Provoke has come forward as an epitome for branding services. While looking forward to new and inspirational ventures, Brand Provoke is on the path to its pinnacle of glory.



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