Rebranding JEF for Strategic Growth

Project Overview:

JEF has pioneered innovative solutions across safety audits (electrical and fire), lightning protection, grounding, and EMI/EMC studies for over 3 decades. With a strong presence across 21+ countries, JEF has contributed to some of the most prestigious projects globally. Their major challenges were leveraging this expertise and innovation to create impactful brand recognition in India, the Middle East and the ASEAN region.

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SOLUTIONS PVT. LTD.

These were the objectives we started with:

- Position JEF as an industry leader across various segments and verticals by strengthening its brand identity - both online & offline.
- Build brand awareness systematically and expand the client base in newer markets.
- Strengthen market share and increase penetration in existing regions.
- Address branding inconsistencies by aligning messaging and visuals across all platforms.
- Highlight key differentiators to stand out in the market.
- Adopt a customer-centric narrative to ensure long-term sustainable business growth.

Scope

This project focused on elevating JEF's brand presence and aligning its marketing efforts through a comprehensive, phased approach.

Phase 1: Brand Foundation

- In-depth audits of existing marketing and branding assets.
- Well-define buyer personas, brand identity, and messaging pillars.
- Brand communication guidelines for a consistent brand narrative.

Phase 2: Marketing Program Revamp

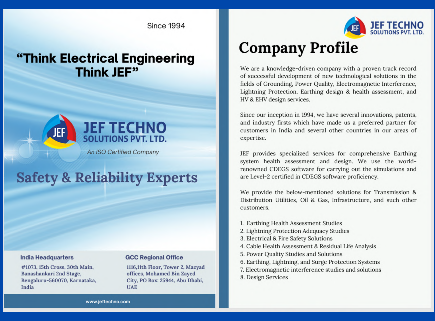
- Redesign key marketing assets (website, social media, sales tools).
- Refine content and messaging to align with the new brand.
- Train internal teams on new brand guidelines to ensure consistent execution.

Phase 3: Marketing Strategy & Execution

- Develop a go-to-market strategy across key touchpoints.
- Align sales and marketing for a unified customer journey.
- Streamline digital marketing with automation wherever possible; regular audits and evaluation for long-term growth.

The Challenges

JEF, a pioneer in safety audits and lightning protection, grounding, and EMI/EMC studies struggled to achieve consistent brand recognition. Despite its strong market presence and innovative offerings, the brand faced hurdles in leveraging its expertise for strategic expansion.



Since 1994

"Think Electrical Engineering Think JEF"

JEF TECHNO SOLUTIONS PVT. LTD.

An ISO Certified Company

Safety & Reliability Experts

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City, PO Box: 25944, Abu Dhabi,
UAE

www.jeftechno.com

JEF TECHNO SOLUTIONS PVT. LTD.

Company Profile

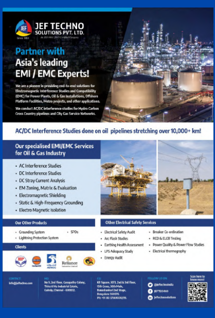
We are a knowledge-driven company with a proven track record of successful development of new technological solutions in the fields of Grounding, Power Quality, Electromagnetic Interference, Lightning Protection, Earthing design & health assessment, and HV & EHV design services.

Since our inception in 1994, we have several innovations, patents, and industry firsts which have made us a preferred partner for customers in India and several other countries in our areas of expertise.

JEF provides specialized services for comprehensive Earthing system health assessment and design. We use the world-renowned CDEGS software for carrying out the simulations and are Level-2 certified in CDEGS software proficiency.

We provide the below-mentioned solutions for Transmission & Distribution Utilities, Oil & Gas, Infrastructure, and such other customers.

1. Earthing Health Assessment Studies
2. Lightning Protection Adequacy Studies
3. Electrical & Fire Safety Solutions
4. Cable Health Assessment & Residual Life Analysis
5. Power Quality Studies and Solutions
6. Earthing, Lightning, and Surge Protection Systems
7. Electromagnetic interference studies and solutions
8. Design Services



JEF TECHNO SOLUTIONS PVT. LTD.

Partner with Asia's leading EMI / EMC Experts!

We are a pioneer in providing end-to-end solutions for Electromagnetic Interference Studies and Compatibility (EMC) for Power Plants, Oil & Gas Installations, Offshore Platform Facilities, Metro projects, and other applications.

We conduct AC/DC interference studies for Hydro Carbon Cross Country pipelines and City Gas Service Networks.

AC/DC Interference Studies done on oil pipelines stretching over 10,000+ km!

Our specialised EMI/EMC Services for Oil & Gas Industry

- AC Interference Studies
- DC Interference Studies
- DC Stray Current Analysis
- EM Zoning, Matrix & Evaluation
- Electromagnetic Shielding
- Static & High-Frequency Grounding
- Electro Magnetic Isolation

Our Other Products

- Grounding System
- SPDs
- Lightning Protection System

Clients

Other Electrical Safety Services

- Electrical Safety Audit
- Arc Flash Studies
- Earthing Health Assessment
- LPS Adequacy Study
- Energy Audit
- Breaker Co-ordination
- RCD & ELCB Testing
- Power Quality & Power Flow Studies
- Electrical thermography

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The key issues we identified were:

01 Weak Online Presence and Minimal Brand Awareness

Despite having a strong offline reputation, the brand struggled to replicate its success in the digital space. Its online presence was minimal, with little to no focused effort invested in building digital credibility or brand awareness. Messaging was overly sales and product-focused, with a lot of jargon, failing to convey the brand's trustworthiness and reputation to a broader online audience.

02 Inconsistent Branding Across Touchpoints

JEF's branding lacked uniformity, resulting in a fragmented representation of its offerings across various mediums. This inconsistency weakened the brand's identity and diminished its ability to stand out as a leader in the industry. Following acquiring a new brand, inconsistency peaked, especially regarding using the new brand logo, colours, etc. This lack of alignment hindered the organization's ability to present a unified vision and effectively integrate the new brand into its communication strategy.

03 Lack of Customer-Centric Marketing

JEF did not utilise clearly defined target market personas, restricting its ability to craft marketing strategies tailored to the needs and preferences of different customer segments. This gap reduced the effectiveness of its communication in building meaningful connections with its audience.

04 Disconnect Between Marketing and Sales Teams

A lack of alignment between marketing and sales channels led to an unstructured customer journey. Without a cohesive funnel, potential clients were not effectively guided from awareness to conversion, hampering JEF's ability to expand its client base and strengthen its presence in new and existing markets.

05 Challenges in Building a Global Brand

JEF aspired to position itself as a global brand but faced challenges in achieving a cohesive international presence. While the brand had a strong offline reputation in its home markets, it struggled to build recognition and credibility on a global scale. The lack of tailored messaging, alignment with diverse market expectations, and a strategic digital footprint hindered its ability to effectively expand its reach across international markets.

Our Unique Process

Brand Research: The Foundation → **Competitive Analysis: Benchmarking Against the Best** → **Buyer Persona Development** → **Shaping the Brand Identity** → **Go-to-Market Strategy** → **Marketing Execution and Content Creation**

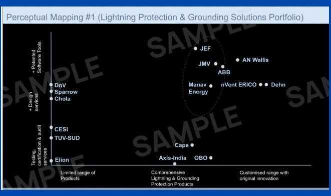
Our approach to rebranding JEF was a structured and comprehensive process, designed to address their unique challenges and position them as a global leader. Below are the key steps that formed the core of our process:

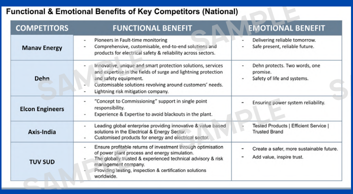
01 Brand Research: The Foundation

- 5W & 1H Analysis: We began by understanding the essence of JEF—what they do, their product and service offerings, and the markets they serve.
- In-Depth Conversations: Engaged with senior leaders, sales heads, and marketing teams to gain insights into their vision, goals, and current challenges in positioning.

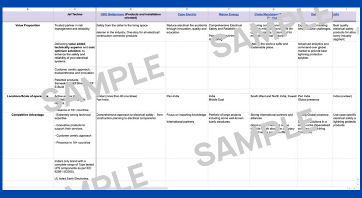
02 Competitive Analysis: Benchmarking Against the Best

- Conducted a perceptual and quantitative analysis of both Indian and international competitors.
- Mapped competitor value propositions, competitive advantages, latest innovations, and product-service comparisons in a qualitative and quantitative manner.
- Identified functional and emotional benefits of competitor offerings, helping us highlight gaps and opportunities for JEF.
- Insights from this process enabled us to pinpoint emerging spaces JEF could occupy, which redefined its value proposition and messaging pillars.


Perceptual Mapping #1 (Lightning Protection & Grounding Solutions Portfolio)

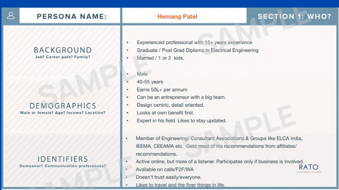

Functional & Emotional Benefits of Key Competitors (National)

COMPETITORS	FUNCTIONAL BENEFIT	EMOTIONAL BENEFIT
Manav Energy	- Pioneers in Fault-time monitoring - Comprehensive, customisable, end-to-end solutions and products for electrical safety & reliability across sectors.	- Delivering reliable tomorrow. - Safe present, reliable future.
Dehn	- Innovative, unique and smart protection solutions, services and expertise in the fields of surge and lightning protection and safety equipment. - Customisable solutions revolving around customers' needs. - Lightning risk mitigation company.	- Dehn protects. Two words, one promise. - Safety of life and systems.
Elcon Engineers	- "Concept to Commissioning" support in single point responsibility. - Experience & Expertise to avoid blackouts in the plant.	- Ensuring power system reliability.
Axis-India	- Leading global enterprise providing innovative & value based solutions in the Electrical & Energy Sector. - Customised products for energy and electrical sector.	- Tested Products | Efficient Service | Trusted Brand
TUV SUD	- Ensure profitable returns of investment through optimisation of power plant process and energy simulation. - The globally trusted & experienced technical advisory & risk management company. - Providing testing, inspection & certification solutions worldwide.	- Create a safer, more sustainable future. - Add value, inspire trust.



03 Buyer Persona Development

- Created detailed buyer personas by understanding JEF's target audience.
- Identified the functional and emotional needs of their customers, ensuring JEF's communication resonated effectively with their audience.

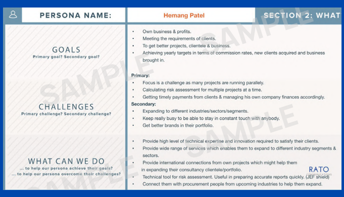

PERSONA NAME: Hemang Patel — SECTION 1: WHO?

BACKGROUND
Job? Career path? Family?
- Experienced professional with 15+ years experience
- Graduate / Post Grad Diploma in Electrical Engineering
- Married / 1 or 2 kids.

DEMOGRAPHICS
Male or female? Age? Income? Location?
- Male
- 40-55 years
- Earns 50L+ per annum
- Can be an entrepreneur with a big team.
- Design centric, detail oriented.
- Looks at own benefit first.
- Expert in his field. Likes to stay updated.

IDENTIFIERS
Demeanor? Communication preferences?
- Member of Engineering/ Consultant Associations & Groups like ELCA india, IEEMA, CEEAMA etc. Gets most of his recommendations from affiliates/ recommendations.
- Active online, but more of a listener. Participates only if business is involved.
- Available on calls/F2F/WA
- Doesn't trust easily/everyone.
- Likes to travel and the finer things in life.

RATO
SAMPLE


PERSONA NAME: Hemang Patel — SECTION 2: WHAT

GOALS
Primary goal? Secondary goal?
- Own business & profits.
- Meeting the requirements of clients.
- To get better projects, clientele & business.
- Achieving yearly targets in terms of commission rates, new clients acquired and business brought in.

CHALLENGES
Primary challenge? Secondary challenge?

Primary:
- Focus is a challenge as many projects are running parallely.
- Calculating risk assessment for multiple projects at a time.
- Getting timely payments from clients & managing his own company finances accordingly.

Secondary:
- Expanding to different industries/sectors/segments.
- Keep really busy to be able to stay in constant touch with anybody.
- Get better brands in their portfolio.

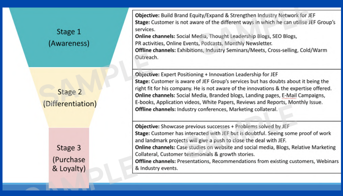
WHAT CAN WE DO
... to help our persona achieve their goals?
... to help our persona overcome their challenges?
- Provide high level of technical expertise and innovation required to satisfy their clients.
- Provide wide range of services which enables them to expand to different industry segments & sectors.
- Provide international connections from own projects which might help them in expanding their consultancy clientele/portfolio.
- Technical tool for risk assessment. Useful in preparing accurate reports quickly. (JEF shield)
- Connect them with procurement people from upcoming industries to help them expand.

04 Shaping JEF's Brand Identity

- Worked closely with the client to articulate their vision, mission, values, and promise.
- Developed core brand elements, including:
  - Communication tonality
  - Visual identity (colors, logo, etc.)
  - Emotional and functional brand attributes
- This phase helped JEF clearly define how they wanted to portray themselves to their audience.

05 Go-to-Market Strategy

- Designed a three-stage strategy: Awareness, Differentiation, and Purchase & Loyalty.
- For each stage, we outlined actionable steps and objectives, tailored to both online and offline channels.
- Created themes and execution plans, providing the client with a robust framework for achieving their marketing goals.



Objective: Build Brand Equity/Expand & Strengthen Industry Network for JEF
Stage: Customer is not aware of the different ways in which he can utilise JEF Group's services.
Online channels: Social Media, Thought Leadership Blogs, SEO Blogs, PR activities, Online Events, Podcasts, Monthly Newsletter.
Offline channels: Exhibitions, Industry Seminars/Meets, Cross-selling, Cold/Warm Outreach.

Objective: Expert Positioning + Innovation Leadership for JEF
Stage: Customer is aware of JEF Group's services but has doubts about it being the right fit for his company. He is not aware of the innovations & the expertise offered.
Online channels: Social Media, Branded blogs, Landing pages, E-Mail Campaigns, E-books, Application videos, White Papers, Reviews and Reports, Monthly Issue.
Offline channels: Industry conferences, Marketing collateral.

Objective: Showcase previous successes + Problems solved by JEF
Stage: Customer has interacted with JEF but is doubtful. Seeing some proof of work and landmark projects will give a push to close the deal with JEF.
Online channels: Case studies on website and social media, Blogs, Relative Marketing Collateral, Customer testimonials & growth stories.
Offline channels: Presentations, Recommendations from existing customers, Webinars & Industry events.

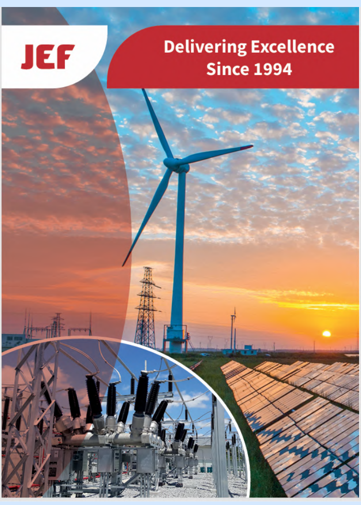
06 Marketing Execution and Content Creation

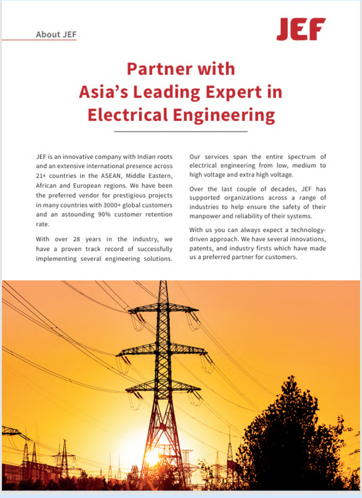
- Initially, we provided an indicative content calendar for a sample quarter.
- Later, our involvement expanded to include marketing consultation and content creation, supporting JEF in executing their strategy effectively.

Through this systematic and collaborative approach, we empowered JEF to redefine their brand identity, create a strong digital presence, and position themselves as a leader in existing and emerging markets.

The Solution

We provided JEF with a comprehensive rebranding solution, delivering tangible outputs that addressed their core challenges and helped them achieve their business goals:




About JEF

JEF

Partner with
Asia's Leading Expert in
Electrical Engineering

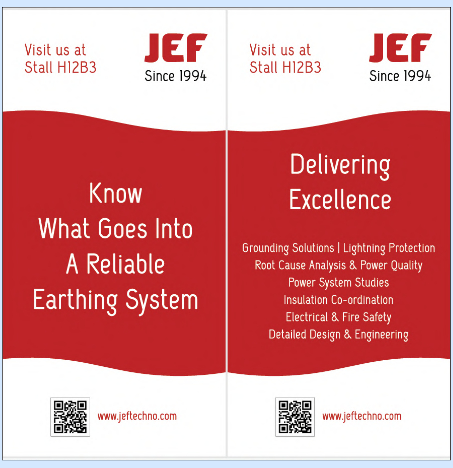
JEF is an innovative company with Indian roots and an extensive international presence across 21+ countries in the ASEAN, Middle Eastern, African and European regions. We have been the preferred vendor for prestigious projects in many countries with 3000+ global customers and an astounding 90% customer retention rate.

With over 28 years in the industry, we have a proven track record of successfully implementing several engineering solutions.

Our services span the entire spectrum of electrical engineering from low, medium to high voltage and extra high voltage.

Over the last couple of decades, JEF has supported organizations across a range of industries to help ensure the safety of their manpower and reliability of their systems.

With us you can always expect a technology-driven approach. We have several innovations, patents, and industry firsts which have made us a preferred partner for customers.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JEF
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Know
What Goes Into
A Reliable
Earthing System

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Root Cause Analysis & Power Quality
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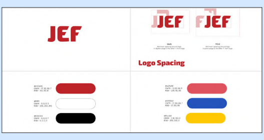

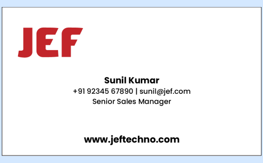
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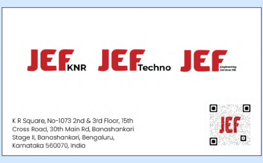
JEF KNR JEF Techno JEF Engineering Services ME

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Stage II, Banashankari, Bengaluru,
Karnataka 560070, India

01 Research and Competitive Analysis Documentation

JEF's minimal digital presence made building brand awareness in new markets difficult. To address this, we conducted in-depth brand research, including competitor benchmarking, and identified key areas where JEF could differentiate itself. The comprehensive report provided actionable insights to strengthen their online visibility.

Output: Detailed research report with competitor analysis and strategic recommendations.

02 Clear Positioning Statements and Messaging Pillars

With inconsistent messaging across various platforms, JEF struggled to present a cohesive brand identity. We developed clear positioning statements and messaging pillars, focusing on functional and emotional benefits. This framework unified JEF's communications and helped the brand resonate better with its audience.

Output: Positioning statements and core messaging framework.

03 Visual Identity Overhaul

JEF's branding lacked consistency across touchpoints, weakening its impact. We refreshed the brand's visual identity, including a redesigned logo, colour palette, and visual guidelines. These updates ensured cohesive branding across all channels, strengthening recognition and trust.

Output: New brand guidelines and visual assets.

04 Detailed Buyer Persona Profiles

JEF's marketing lacked a customer-focused approach, reducing its effectiveness. To address this, we created detailed buyer persona profiles, allowing JEF to tailor its messaging to specific customer segments. This shift from product-centric to customer-centric marketing enhanced engagement and relevance.

Output: Buyer persona documentation.

05 Go-To-Market Strategy and Content Calendar

JEF's marketing and sales teams were not aligned, resulting in a fragmented customer journey. We provided a three-stage go-to-market strategy — Awareness, Differentiation, and Purchase & Loyalty — to streamline their efforts. A content calendar further supported their execution.

Output: Go-to-market strategy document and content calendar.

06 Ongoing Marketing Support

JEF aspired to establish a global presence but faced challenges in creating a cohesive international strategy. To help them scale globally, we offered ongoing marketing consultation and content creation services, ensuring consistent messaging and execution across markets.

Output: Continued support through content and marketing consultation.

Result

This transformation has elevated JEF's external image and aligned its internal teams with a shared vision and purpose, setting the stage for sustained growth and innovation.

The rebranding initiative delivered significant outcomes for JEF, both internally and externally:

01 Enhanced Brand Identity:

JEF has a cohesive and comprehensive brand identity with aligned messaging, visuals, and communication tonality. This consistency has strengthened the brand's presence across all mediums, helping it stand out as a leader in its industry.

02 Improved Market Perception:

The refined value proposition and tailored messaging pillars resonated with existing and potential clients. The brand's renewed focus on functional and emotional benefits has enhanced its appeal across diverse audience segments.

03 Increased Recognition and Positive Feedback:

JEF has received anecdotal evidence of its success, with clients and stakeholders noticing and complimenting the changes. These positive remarks underscore the impact of the rebranding efforts, validating the organisation's commitment to elevating its image.

04 Global Aspirations on Track:

The strategic roadmap and marketing execution have positioned JEF to expand into new markets and strengthen its presence in existing ones. The foundation laid through this process equips JEF to achieve its vision of becoming a recognised global brand.

We help you build a brand that is clear, consistent and personalised to meet your needs. Reach out to us at info@ratocommunications.in