

"A man is
great by
deeds, not by
birth"
-Chanakya

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Case Study

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Global Brand, Local Brand Communications – Strategy for Global Competitiveness: The case of Canon in India

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IIMK CASE STUDY

Global Brand, Local Brand Communications – Strategy for Global Competitiveness: The case of Canon in India

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Abstract

Over the course of more than 70 years, Canon has built a powerful brand that has spanned the globe. The company mainly deals in various business fields as: Office Imaging Products, Computer Peripherals, Business Information Products, Cameras, Optical and other products. Canon began in 1934 with a prototype for Japan's first-ever 35 mm camera with a focal plane shutter. Canon India Pvt. Ltd. was incorporated in 1997 as a 100% subsidiary of Canon Singapore Pvt. Ltd. The story of the evolution of the Canon brand in India makes for interesting reading-especially with respect to the brand elements, corporate branding and brand building exercises with an absolute Indian flavour. This case tracks the brand building initiatives of Canon; that, while maintaining its core global branding policy, have been able to connect to the lowest yet significant strata of the Indian society. A stratum which may not even purchase Canon or have the ability to purchase in the near future, and yet, Canon is the most talked about brand in this group. True to its promise, Canon is delighting you always.

In a market that is highly competitive, adequate corporate branding policies supported with local flavor programs have created a huge impact for Canon. Make every shot a power shot leaves an indelible impression in the minds of the consumer. The rigorous internal and external branding activities have made Canon one of the most respected brands in the country. Canon has to its credit the highest recall in the Indian market in its segment in a short span of a decade. This journey, however, has been challenging and the discourse of corporate branding is deliberated through this case.

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