

JAA FACT FILE : A snapshot of our consultancy.

The concept

The name Jaa, has its etymological roots in the word puja. In Hinduism, puja has many interpretations. Its spiritual version relates to the form of worship, through which one gives birth to, or awakens, the indwelling spirit in one's self. "Pu" comes from purusha, the eternal self and "ja" from janma, meaning: to give birth, or awaken. Similarly Jaa Collective is a place where brands are created.

Philosophy

Anthropologists study origins, and the behavioral, physical, social and cultural development of humans. We too, follow a parallel method to study brands & call it 'Brand Anthropology'.

Services

We assess your brand, your vision, your objectives, your industry, and your audience and then create plans to drive the maximum value from all the identified touch points: tangible, virtual, emotional, experiential and environmental

Process

We offer a range of services under: Identity Branding Systems; Interactive & Digital Branding; and Strategic Design & Services. That is to say that, we develop names, logos, visual styles, guidelines, packaging, advertising campaigns, websites, videos, as well as retail, corporate, and tradeshow environments.

Clients

We have worked with a gamut of brands from various industry, scale & location, national or international.

Resources

We are a team of 12, which includes brand strategists, creative professionals, web/digital experts & others.

Founder

Anirudh Goel

Founded

2005

Location

107-108, Mittal Chambers, Nariman Point, Mumbai, 400 021 India.