

BRANDALIVE

Pete Canalichio <https://petecanalichio.com/>



BrandAlive this Quarter

Introduction

With 2020 in full swing, we have incorporated lots of changes at BrandAlive with you in mind. We are sharing more relevant content via social media. This includes posting more to LinkedIn. Moreover, we have implemented new activities including “Spotlight of the Week,” where we highlight one of our products and “Overcomer of the Week,” where we showcase one of our incredible clients and their compelling products and services. I am especially excited about our “Overcomer of the Week” program as we would not be able to fulfill our purpose if it were not for these wonderful, inspiring, creative and supportive individuals. If you would like your company to be showcased, please send me an email at pete@petecanalichio.com.

Also new this quarter was the opportunity I had to share my passion and knowledge with others with the media. In January Juggernaut interviewed me for their “Radio Mirchi and the Nostalgia Market” article (posted in this newsletter). In February LicenseIndia.com sat down with me to discuss the licensing industry in: “Branding expert Pete Canalichio talks about the ever evolving licensing biz.” 

I am very excited to be able to connect with like you who share my passion for connection and are optimistic about what they can do to improve their brand, and change the world.

Fondly,



Featured Article: Radio Mirchi and the Nostalgia Market

January 14, 2020

I am very excited to be featured in the Juggernaut article, “Radio Mirchi and the Nostalgia Market” by Varsha Bansal posted January 14, 2020. Radio Mirchi, one of India’s premiere radio platforms, decided to expand its reach in 2018 by launching in the United States. In India, their target audience is young people; however, in the United States, they aim to reach those who left India, Pakistan and Bangladesh in the ‘80s and ‘90s. Having a presence in the American market allows their former fans to feel at home while they listen to the same “bhajans” and classical music they grew up with as a kid.

Radio Mirchi targeted the audience that was hungry for a connection and provided it through their shows. As a media platform, Radio Mirchi could target their audience and build awareness much more cost effectively than traditional consumer product companies. Radio Mirchi, like many other brands, must often move out of their comfort zone and expand to new markets in order to capitalize on a larger audience.

For every brand steward, the hardest point of scalability is knowing which parts to make even bigger and which to adapt or omit. It’s a form of merger and acquisition. In the case of Radio Mirchi, they chose to merge their core product based in India with the momentum of attracting former listeners living in the U.S. By doing so, they are in a position to achieve new levels of growth and scale to create a hybrid presence, which is more powerful and effective than either expansion would have been alone.

You can gain additional insights from dozens of brand experts by reading my book on brand marketing, *Expand, Grow, Thrive*, which features many stories involving our experiences over the last 20 years. It received an Amazon #1 New Release rating as well as back-to-back Book Excellence awards for its insights on marketing.



“Radio Mirchi targeted the audience that was hungry for a connection and provided it through their shows”

Our First Overcomer of the Week

Katina Zinner

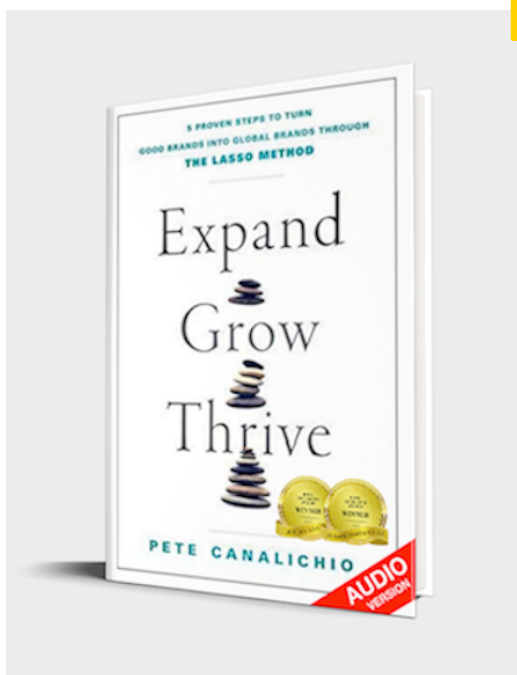
The daughter of an Oscar-winning film editor and producer/director, Peter Zinner and renown photographer and sculptor, Christa Zinner, Katina was taught at an early age to be passionate, expressive and explosive. She has edited everything from features to documentaries that have earned her great recognition. Her art enhances the most exclusive galleries both here and abroad and hangs in some of the most prominent homes in Europe, the California Coastline and overlooking New York City's Central Park.

With the launch of Artify Life™ Katina brings her canvas to the world through responsibly-sourced apparel and home goods, 5% going directly to environmental and animal-rights charities. Discover what inspires you as she ignites change while celebrating design!

Find her at <https://www.artifylife.net/>
Instagram: Artify_Life_Brand
E-Commerce site: Artifylifestyle.com
FB: ArtifylifeBrand

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- Pete Canalichio



Sponsored By: "Expand, Grow, Thrive" the Audiobook

Written and narrated by Pete Canalichio

How did the licensing industry originate and grow to be a \$300 billion global industry? And how are the best-in-class brands today utilizing licensing to enhance their consumers' brand experience?

Find insightful advice, anecdotes and tips from leading brand licensing professionals, as well as a measured and proven "LASSO" model to truly help your brand first expand, then grow successfully, and ultimately thrive.