

OVERVIEW

Jamphoto

A reputable photobook printing company with a good reputation among professional photographers. Armed with the UK-based photo merchandise software, the focus is to capture the consumer market segment for personalised gifts and photobooks.

What do we do?

Photobook printing

Personalised photo gift creation

Online photo gift software

Delivery

And, why do we do it?

To become a powerful brand

To be South Asia's foremost photo merchandise company

To build a multimillion dollar company

The people we
engage with:

- 52.5% Mothers
- 27% Women (Above 25, no kids)
- 8.5% Fathers
- 6.5% Male (Above 25, no kids)
- 4.5% Female (Below 25)
- 1% Male (Below 25)

And, we engage
with them through:

- Website
- Online advertising
- Social media
- Email database
- Jamphoto software
- Promotional (printed)
- SEO

How do our customers benefit from this?

Functional benefits

Personalization

Good Quality

Quick delivery

Helpful customer service

Online service

Powerful easy to use software

Many product variations

Emotional benefits

Happiness

Satisfaction

Preservation of memories

Appreciation

Value

The brand
aspires to be:

Best
Super
Amazing
Beautiful
Top quality
Incredible personalization

And, hopes to achieve
the following returns:

Customer loyalty
Repeat purchase
Word of mouth promotion
Customer testimonials

How the brand is currently viewed:

Past

Focused in B2B space
operating in the
professional wedding
photo market.

Present

New operations in the
B2C photo
merchandise space
The brand has a
dated identity &
limited appeal for
the B2C target.

Future

To be known and
recognised as the first
choice for preserving and
sharing memories;
especially in the photo
merchandise space

Brand Positioning

Summary

WHAT

Market leader of personalised photo merchandising creation

HOW

Photo merchandise software that personalises and preserves photos offline

WHO

for consumers who crave for more meaningful photo sharing experiences offline

WHERE

in Sri Lanka and South Asia

WHY

capturing photos in a more personalised and meaningful way offline for a more satisfied experience, preservation of memories and gesture of appreciation

WHEN

in an era of market growth where customers are willing to spend