

Case Studies – Industry wise

BRANDING@MYTHOLOGY

Harnessing Ancient Narratives to Shape Modern Brands

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1. Automobile Industry

Introduction

Branding in the automobile industry plays a crucial role in shaping consumer perception, driving loyalty and establishing a distinct identity. Among various strategies, the use of mythology has proven to be a powerful tool in creating strong brand images. Mythological references, with their deep-rooted cultural significance, timeless narratives and symbolism, help automotive brands convey strength, speed, endurance and innovation.

Why Mythology Works in Automobile Branding?

- **Evoking Timeless Power and Strength:** Mythological figures and symbols often represent power, invincibility and endurance, aligning with the qualities of high-performance automobiles.
- **Creating an Emotional Connection:** Associating with well-known myths and legendary figures allows brands to tap into consumers' emotions and aspirations.
- **Reinforcing Prestige and Heritage:** Mythological references add a sense of legacy and tradition, making brands feel more established and trustworthy.
- **Symbolising Innovation and Adventure:** Myths often

involve journeys, heroism and breakthroughs, mirroring the automobile industry's constant pursuit of technological advancements and thrilling experiences.

- **Global Appeal:** Mythological stories transcend cultural boundaries, making them effective branding tools in international markets.

1. Greek and Roman Mythology

Greek and Roman mythology are among the most commonly referenced in automotive branding due to their rich pantheon of gods, titans and legendary creatures associated with speed, strength and heroism.

- **Apollo:** The Greek god of the sun, light and perfection, often associated with excellence in engineering and aesthetics.
- **Mercury (Hermes):** The messenger god known for speed, agility and movement, symbolising swift performance.
- **Pegasus:** The winged horse representing freedom, flight and exceptional speed, making it a perfect emblem for automobiles.
- **Titan:** Derived from the powerful deities of Greek mythology, representing immense strength and endurance.

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- **Maserati:** Maserati's logo features a trident, derived from Neptune, the Roman god of the sea. The trident symbolises power, dominance and mastery, aligning with the brand's image of high-performance luxury vehicles.
- **Mercury (Ford Division):** Ford's Mercury division (1938-2010) was named after the Roman god Mercury, known for his speed and agility. The branding positioned Mercury cars as stylish, swift and more premium than Ford's standard lineup.

2. *Norse Mythology*

Norse mythology, with its fierce gods and legendary creatures, is another powerful source of inspiration for automotive brands.

- **Thor:** The god of thunder, strength and protection, often associated with ruggedness and durability.
- **Odin:** The god of wisdom and war, representing strategic design and innovation.
- **Valkyrie:** Mythological female warriors who selected the bravest warriors, symbolising exclusivity and elite performance.
- **Fenrir:** A powerful wolf denoting raw strength and untamed power.

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- **Aston Martin Valkyrie:** Aston Martin named its hyper car 'Valkyrie' to signify extreme performance, cutting-edge technology and an elite driving experience.
- **Volkswagen Thor Edition:** Volkswagen has used Thor-themed branding for special edition models, emphasising durability and powerful performance.

3. *Indian Mythology*

Indian mythology is rich with gods, celestial vehicles and legendary creatures that symbolise power, endurance and intelligence.

- **Garuda:** A divine eagle known for speed, agility and vast travel capabilities.
- **Ashwa (Horse Symbolism):** Revered for speed and endurance, horses are often seen in ancient battle chariots.
- **Ratha (Chariot Symbolism):** Celestial chariots driven by gods signify divine movement and supreme engineering.
- **Hanuman:** A symbol of strength, devotion and reliability – qualities desirable in off-road and utility vehicles.

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- **Tata Harrier:** Tata Motors' Harrier SUV is named after a powerful bird of prey, signifying dominance, agility and supreme road presence.
- **Mahindra XUV700 – AdrenoX System:** Mahindra combines mythological and futuristic names for its vehicles, integrating advanced technology with the instinctive power associated with mythology.
- **Maruti Suzuki:** Maruti is named after Lord Hanuman (also known as Maruti), embodying strength, reliability and speed. Hanuman, a revered figure in Indian mythology, represents unwavering dedication and power – attributes that align with Maruti Suzuki's reputation for durable and fuel-efficient vehicles.

4. Egyptian Mythology

Egyptian mythology, with its pharaohs, gods and legendary creatures, evokes mystery, power and grandeur.

- **Ra:** The sun god representing energy, light and life-giving power.
- **Anubis:** The god of the afterlife, symbolising endurance and resilience.
- **Sphinx:** A symbol of mystery, intelligence and power, often used in luxury branding.

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- **Rolls-Royce Phantom:** Rolls-Royce has drawn inspiration from Egyptian mythology, with the name 'Phantom' evoking the mysterious and powerful presence of spirits, aligning with the brand's luxurious and enigmatic appeal.

Mythological Elements in Logos and Design

Many automobile manufacturers incorporate mythological elements into their logos and vehicle designs to reinforce brand identity.

- **Ferrari's Prancing Horse:** Though primarily inspired by a World War I pilot's emblem, the horse has mythological connotations related to power and speed, often associated with Pegasus or divine steeds in multiple cultures.
- **Lamborghini's Bull (Taurus):** Although inspired by the founder's zodiac sign, the bull also has mythological significance, symbolising strength, aggression and dominance.
- **Bugatti Chiron:** Named after the centaur Chiron from Greek mythology, signifying intelligence, skill and healing, aligning with the car's engineering excellence.

Conclusion

The use of mythology in automobile branding adds depth, cultural resonance and emotional appeal. Whether inspired by Greek gods, Norse warriors, Indian divine vehicles or Egyptian pharaohs, these mythological elements help companies establish strong brand identities. By carefully balancing tradition with modernity, automobile brands can continue leveraging mythology to create lasting and powerful impressions in the market.

2. Hospitality Industry

Introduction

Mythology, with its timeless stories, symbols and cultural significance, has found a profound place in the hospitality industry, both in India and internationally. From luxury hotels drawing on ancient mythological themes to create unique experiences to restaurants and resorts that use mythological references in their branding and ambiance, mythology helps establish a deep emotional and cultural connection with guests. By invoking familiar mythological motifs, hospitality brands can communicate values like luxury, heritage, spirituality and exclusivity.

Part I: India

A. The Oberoi Group (Vedic Traditions and Indian Epics)

- **Mythological Influence:** Incorporates elements of Indian mythology into architecture, spa treatments and dining experiences.
- **Branding Strategy:** Inspired by the *Mahabharata*, with Ayurvedic treatments named after Hindu gods like Shiva and Lakshmi.
- **Experience:** Enhances heritage and luxury, appealing to guests seeking cultural immersion.

B. Taj Hotels (Taj Mahal as a Symbol of Eternal Love)

- **Mythological Influence:** Uses the Taj Mahal's symbolism of eternal love.
- **Branding Strategy:** Invokes Rajput legends and palatial architecture in properties across India.
- **Experience:** Offers a sense of romance, grandeur and heritage, ideal for weddings and luxury stays.

C. Neemrana Fort Palace (Mythical Royalty and Heritage)

- **Mythological Influence:** References Rajput mythology, kings and battle stories.
- **Branding Strategy:** Evokes the grandeur of Indian royalty through restored heritage properties.
- **Experience:** Guests feel part of a historic and mythical kingdom.

D. Ananda in the Himalayas (Vedic and Yogic Mythology)

- **Mythological Influence:** Draws upon Hindu texts and yogic traditions.
- **Branding Strategy:** Features treatments inspired by Surya Namaskar and other mythological practices.
- **Experience:** Provides a spiritual rejuvenation experience rooted in Ayurvedic wisdom.

E. The Leela Palace (Mythical Indian Luxury)

- **Mythological Influence:** Designed to evoke India's royal heritage.
- **Branding Strategy:** Uses motifs from the *Mahabharata* and *Ramayana*, depicting gods like Krishna and Rama.
- **Experience:** Offers a luxury experience akin to a mythical royal court.

F. ITC Hotels (Vedic and Classical Indian Themes)

- **Mythological Influence:** Incorporates Vedic principles of sustainability and wellness.
- **Branding Strategy:** Kaya Kalp spa uses Ayurveda-based treatments named after ancient healing traditions.
- **Experience:** Merges Vedic wisdom with modern luxury.

G. The Samode Palace (Royal Rajasthani Mythology)

- **Mythological Influence:** Celebrates Rajput culture and legends.
- **Branding Strategy:** Incorporates Rajasthani storytelling, music and dance performances.
- **Experience:** Offers a mythical journey through Rajput history.

H. The Golkonda Hotel (Mythical Warriors and Kings)

- **Mythological Influence:** References the warrior history of the Golkonda Fort.
- **Branding Strategy:** Uses imagery of Deccan Plateau's legendary rulers.
- **Experience:** Blends history and luxury, creating a regal atmosphere.

I. The Lalit Grand Palace Srinagar (Paradise in Mythology)

- **Mythological Influence:** Kashmir as the earthly counterpart of Mount Kailash, Shiva's abode.
- **Branding Strategy:** Emphasises the mythological and natural beauty of Kashmir.
- **Experience:** Offers a serene and paradisiacal luxury stay.

J. Vivanta by Taj Bekal (Kerala's Mythical Healing Traditions)

- **Mythological Influence:** Draws from Kerala's Ayurvedic and mythological healing practices.

- **Branding Strategy:** Uses treatments inspired by Dhanvantari and Kerala's ancient traditions.
- **Experience:** Provides rejuvenation through Kerala's healing mythology.

Part II: International

A. Atlantis, The Palm (Dubai)

- **Mythological Influence:** Inspired by Plato's myth of Atlantis.
- **Branding Strategy:** Themed decor, The Lost Chambers Aquarium, and references to underwater civilisations.
- **Experience:** Creates a mystical and adventurous underwater world.

B. Caesar's Palace (Las Vegas, USA)

- **Mythological Influence:** Models itself after Ancient Rome.
- **Branding Strategy:** Roman columns, statues of gods and a grandiose setting.
- **Experience:** Offers an extravagant, empire-like hospitality experience.

C. The Ritz-Carlton, Almaty (Kazakhstan)

- **Mythological Influence:** Features Kazakh mythology and Tengri worship elements.
- **Branding Strategy:** Incorporates traditional mythological symbols and landscapes.
- **Experience:** Blends luxury with Central Asian folklore.

D. Four Seasons Hotel George V (Paris, France)

- **Mythological Influence:** Uses Greek and Roman mythological themes.

- **Branding Strategy:** Artwork featuring gods like Zeus and Aphrodite.
- **Experience:** Creates an atmosphere of classical elegance.

E. The Royal Hawaiian (Hawaii, USA)

- **Mythological Influence:** Polynesian myths and Hawaiian gods like Pele.
- **Branding Strategy:** Cultural performances and storytelling about island mythology.
- **Experience:** Offers guests an immersion into Hawaiian legend and folklore.

F. The Peninsula (Hong Kong)

- **Mythological Influence:** Integrates Chinese mythology and feng shui principles.
- **Branding Strategy:** Uses dragons and phoenix symbols for prosperity and balance.
- **Experience:** Merges traditional Chinese elements with luxury.

G. The Scarlet Hotel (Cornwall, UK)

- **Mythological Influence:** Celtic myths of druids, mermaids and mystical landscapes.
- **Branding Strategy:** A nature-centric retreat that evokes spiritual serenity.
- **Experience:** Encourages guests to connect with nature and ancient mythology.

H. La Mamounia (Marrakech, Morocco)

- **Mythological Influence:** Influenced by Berber and Moroccan legends.
- **Branding Strategy:** Incorporates traditional Berber storytelling and architecture.

- **Experience:** Immerses guests in a world of North African myth and history.

I. Fairmont The Queen Elizabeth (Montreal, Canada)

- **Mythological Influence:** Features First Nations mythology in branding.
- **Branding Strategy:** Indigenous-inspired art and cultural programming.
- **Experience:** Combines luxury with cultural storytelling.

J. Amanjiwo (Java, Indonesia)

- **Mythological Influence:** Inspired by Buddhist and Hindu mythology.
- **Branding Strategy:** Incorporates Borobudur Temple's spiritual and mythological influences.
- **Experience:** Provides a meditative and cultural journey.

Conclusion

Mythology plays a significant role in the hospitality industry, both in India and internationally, helping brands differentiate themselves by offering culturally rich and emotionally resonant experiences. In India, hotels and resorts invoke epics, Vedic traditions and royal mythology to create an atmosphere of luxury and heritage. Internationally, hotels draw on diverse mythological traditions – from Greek gods to Polynesian legends – to craft unique, immersive guest experiences.

The use of mythology in hospitality enhances not just the physical experience of luxury but also the emotional and spiritual journey of guests, connecting them to ancient stories and traditions while offering world-class service and comfort.

3. Healthcare Industry

Introduction

The healthcare industry, both in India and internationally, has tapped into mythology to create meaningful connections with patients, enhance brand identity and promote health and wellness. Mythology provides a deep reservoir of symbols, stories and concepts that resonate across cultures, invoking feelings of healing, protection and divine intervention. Whether through gods of medicine or ancient healing traditions, mythology allows healthcare providers to create a more holistic, emotionally impactful experience for their patients.

Part I: India

A. Ayurvedic Hospitals and Wellness Centres (Dhanvantari and Vedic Traditions)

- **Mythological Influence:** Ayurveda, India's ancient system of medicine, is deeply rooted in Vedic mythology. Dhanvantari, the god of Ayurveda, symbolises healing and restoration.
- **Branding Strategy:** Many Ayurvedic centres incorporate temples or images of Dhanvantari to bless patients and emphasise divine origins in their treatments.

- **Experience:** Patients receive a blend of herbal remedies, meditation and yoga, promoting balance between body, mind and spirit.

B. Patanjali Ayurved Ltd. (Rooted in Indian Mythology)

- **Mythological Influence:** Named after Sage Patanjali, considered the father of yoga and Ayurveda.
- **Branding Strategy:** Positions itself as a defender of ancient Ayurvedic practices, emphasising its natural and effective approach.
- **Experience:** The mythological connection fosters trust and a sense of cultural heritage among Indian consumers.

C. Kerala Ayurveda Limited (Ancient Healing Systems)

- **Mythological Influence:** Aligns treatments with Dhanvantari and Ayurvedic mythology, reinforcing its divine healing heritage.
- **Branding Strategy:** Promotes treatments derived from Vedic traditions, emphasising holistic well-being.
- **Experience:** Focuses on rejuvenation and balance, invoking both scientific and spiritual healing.

D. Apollo Hospitals (Chiron in Healthcare Symbolism)

- **Mythological Influence:** Named after Apollo, the Greek god of healing, with references to Chiron, the centaur known for his medical skills.
- **Branding Strategy:** Emphasises advanced medical technology with a compassionate healing ethos.
- **Experience:** Aims to combine modern medicine with a mythological tradition of caregiving.

E. Sri Sri Ayurveda (Mythological Roots of Healing)

- **Mythological Influence:** Uses Ayurvedic teachings from Sage Patanjali and Vedic gods.

- **Branding Strategy:** Promotes treatments as a gift from divine sources, offering spiritual and physical well-being.
- **Experience:** Positions its offerings as sacred and holistic in nature.

F. The Arya Vaidya Pharmacy (Mythological Heritage of Ayurveda)

- **Mythological Influence:** Invokes Dhanvantari, referencing Ayurvedic deities and Vedic scriptures.
- **Branding Strategy:** Connects medicine with spirituality, reinforcing its authenticity and effectiveness.
- **Experience:** Patients receive treatments integrating both mythological traditions and scientific Ayurvedic practices.

G. The Kairali Ayurvedic Healing Village (Healing through Mythology)

- **Mythological Influence:** Draws upon teachings from Dhanvantari and Sage Charaka.
- **Branding Strategy:** Focuses on detoxification, rejuvenation and cosmic balance.
- **Experience:** Provides a sacred yet scientific wellness journey.

H. Ayushakti (Vedic Healing Inspired by Mythology)

- **Mythological Influence:** Connects treatments to Dhanvantari and Vedic wisdom.
- **Branding Strategy:** Positions itself as a guardian of ancient healing traditions.
- **Experience:** Uses mythology to enhance the authenticity and depth of its treatments.

I. Jiva Ayurveda (Drawing from Mythical Foundations of Healing)

- **Mythological Influence:** Built around the concept of *prana*, or life force, in Vedic mythology.
- **Branding Strategy:** Aligns treatments with cosmic energies described by ancient sages.
- **Experience:** Offers a holistic healing approach with a focus on physical and spiritual well-being.

J. Kalari Kovilakom (Healing Palace of Mythical Kings)

- **Mythological Influence:** Rooted in Kerala's royal and mythological traditions.
- **Branding Strategy:** Connects treatments to Ayurveda as passed down by kings and sages.
- **Experience:** Blends scientific Ayurveda with mythological heritage for a deeply immersive experience.

Part II: International

A. Asklepios Kliniken (Germany – Greek God of Medicine)

- **Mythological Influence:** Named after Asclepius, the Greek god of healing.
- **Branding Strategy:** Uses the Rod of Asclepius as a universal medical symbol.
- **Experience:** Emphasises healing and modern medicine's connection to ancient wisdom.

B. Apollo Hospitals (Greek Mythology Globally)

- **Mythological Influence:** Uses Apollo as a global symbol of health and medicine.
- **Branding Strategy:** Connects divine healing with advanced healthcare.

- **Experience:** Establishes credibility and recognition in international markets.

C. Caduceus International (The Symbol of Hermes)

- **Mythological Influence:** Uses Hermes' Caduceus, a staff entwined with two serpents.
- **Branding Strategy:** Symbolises wisdom, communication and negotiation in healthcare.
- **Experience:** Represents guidance and clarity in medical services.

D. Sanitas (Spain – Roman Mythology)

- **Mythological Influence:** Named after Sanitas, the Roman goddess of health and purity.
- **Branding Strategy:** Promotes cleanliness and holistic well-being.
- **Experience:** Reinforces purity and trust in healthcare services.

E. Aesculap (Germany – Symbolism of Asclepius)

- **Mythological Influence:** Named after Asclepius.
- **Branding Strategy:** Highlights medical innovation and healing traditions.
- **Experience:** Positions itself as a leader in surgical and medical equipment.

F. Hygieia Healthcare (USA – Greek Goddess of Health)

- **Mythological Influence:** Named after Hygieia, goddess of cleanliness and disease prevention.
- **Branding Strategy:** Focuses on preventive healthcare and hygiene.
- **Experience:** Aligns with holistic wellness principles.

G. Panacea Healthcare (UK – Goddess of Healing)

- **Mythological Influence:** Named after Panacea, daughter of Asclepius, symbolising universal healing.
- **Branding Strategy:** Promotes comprehensive health solutions.
- **Experience:** Reinforces the promise of complete recovery.

H. Kaiser Permanente (German Mythological Connections)

- **Mythological Influence:** The word Kaiser ties into Germanic mythological power figures.
- **Branding Strategy:** Projects reliability and leadership in healthcare.
- **Experience:** Reinforces strength and authority in medical care.

I. Medusa Healthcare (UK)

- **Mythological Influence:** Uses the Medusa figure to represent transformation and power.
- **Branding Strategy:** Represents innovation in healthcare.
- **Experience:** Creates a unique and bold brand identity.

J. Nyx Health (USA – Greek Mythology)

- **Mythological Influence:** Named after Nyx, the Greek goddess of the night.
- **Branding Strategy:** Promotes sleep and mental health wellness.
- **Experience:** Uses mythology to frame health in a holistic, restful context.

Conclusion

The use of mythology in the healthcare industry creates a deeper emotional connection with patients and reinforces the continuity between ancient healing practices and modern medicine. Indian

healthcare brands frequently invoke Dhanvantari, Sage Patanjali and Vedic traditions to align their services with divine origins. Internationally, brands use figures like Asclepius, Hygieia and Panacea to reinforce their commitment to medical excellence and holistic health. By integrating mythology into branding and services, healthcare organisations not only build trust and credibility but also position themselves as custodians of ancient knowledge, blending the past with the future of healthcare.

4. Finance and Banking Industry

Introduction

In the fast-paced world of finance and banking, building trust and creating a sense of stability is paramount. Consumers engage with financial institutions during crucial life decisions such as saving for retirement, purchasing a home, financing education or investing for the future. To build a meaningful relationship with consumers, many banks and financial institutions have turned to mythology to craft their brand identities. They tap into cultural stories, symbols and archetypes that convey values such as strength, security, wisdom and prosperity – qualities essential in finance.

This section explores the use of mythology-based branding in the finance and banking industry, with examples from both India and international markets. It examines how mythology is employed in brand narratives, logos and customer interactions to create emotional connections, foster trust and establish credibility.

Part I: India

India's rich mythological heritage – primarily from Hinduism, Buddhism and Jainism – has provided a fertile ground for brands

to draw upon. The finance and banking sector in India has embraced mythological symbols and stories to emphasise values like prosperity, abundance and protection. Below are notable examples of Indian financial institutions using mythology in branding.

A. State Bank of India (SBI) – The Bank to Every Indian

SBI's current logo, designed by Shekhar Kamat from the National Institute of Design (NID) in 1971, is a blue circle with a small cut-out at the bottom centre – often described as resembling a keyhole or a stylised human form that symbolises safety, security and access – core values in a banking relationship. It subtly assures customers that their money and trust are protected. Another interpretation is that the small cut-out at the centre represents the common man standing at the centre of SBI's universe. This aligns with the bank's philosophy of being a people-centric institution, where every citizen matters.

B. ICICI Bank – Tech-Savvy, Forward Looking

Since its inception, ICICI Bank positioned itself as a modern, tech-savvy and future-forward institution – a stark contrast to the traditional, state-owned banks that dominated the landscape. It became a pioneer in private sector banking, offering services like internet banking, mobile banking and ATMs at a time when digital banking was still a novelty in India. The red-orange gradient reflects warmth, energy and aspiration – colours often associated with Agni (fire) in Vedic mythology, symbolising transformation, purification and the drive to rise higher. It also aligns with the hero archetype – striving forward, breaking inertia and achieving excellence.

C. Bank of Baroda: The Rising Sun

- **Mythological Connection:** The sun is prominent in Hindu mythology and is associated with Surya, the sun god, symbolising life, energy and prosperity.
- **Branding Strategy:** The 'Baroda Sun' in Bank of Baroda's logo represents financial growth, progress and optimism.
- **Impact:** By invoking Surya's mythological significance, the bank positions itself as a trustworthy and life-sustaining force in financial growth.

D. HDFC Bank: The Lakshmi Connection

- **Mythological Connection:** Goddess Lakshmi is the Hindu goddess of wealth, prosperity and fortune, worshipped for financial success.
- **Branding Strategy:** While not explicitly using Lakshmi's image, HDFC Bank's messaging aligns with her values of prosperity, growth and security.
- **Impact:** The bank's focus on wealth creation and financial success mirrors Lakshmi's blessings, resonating with Indian customers seeking prosperity.

E. Life Insurance Corporation of India (LIC): Protecting the Future

- **Mythological Connection:** Dhanvantari, the Hindu god of medicine and health, symbolises protection and well-being.
- **Branding Strategy:** LIC's tagline, 'Yogakshemam Vahamyaham' (from the *Bhagavad Gita*), reassures customers of security and financial welfare.
- **Impact:** The *Bhagavad Gita* reference reinforces LIC's role as a guardian of financial security and trust.

F. IDBI Bank: The Ashoka Chakra

- **Mythological Connection:** The Ashoka Chakra, with Buddhist roots, symbolises justice, righteousness and ethical governance.
- **Branding Strategy:** IDBI Bank's logo incorporates the Ashoka Chakra, reinforcing its commitment to ethical banking and transparency.
- **Impact:** The wheel of law gives IDBI Bank a sense of moral integrity, appealing to consumers who value fairness in financial dealings.

G. Punjab National Bank – The Indian Roots

The logo of Punjab National Bank is a stylised 'G' in Gurmukhi script, which represents 'Gunn', meaning virtue or value – highlighting the bank's focus on ethical banking and trustworthiness. The warm maroon and yellow colour palette evoke a sense of Indian tradition, approachability and stability.

Part II: International

Global financial institutions also leverage mythology to convey strength, wisdom and reliability. Below are key examples of mythology in the international banking sector.

A. Bank of America: The Eagle, Symbol of Power

- **Mythological Connection:** The eagle, linked to Zeus (Greek) and Jupiter (Roman), represents sovereignty, leadership and authority.
- **Branding Strategy:** The eagle in Bank of America's branding symbolises dominance, strength and protection in financial services.
- **Impact:** The eagle enhances the bank's image of strength and reliability, essential for maintaining consumer trust.

B. Merrill Lynch: The Bull of Wall Street

- **Mythological Connection:** The bull, representing strength and prosperity in Greek and Celtic mythology, is also a financial market symbol.
- **Branding Strategy:** Merrill Lynch's charging bull conveys market resilience, financial growth and ambition.
- **Impact:** The bull symbol positions Merrill Lynch as an aggressive and forward-thinking investment firm.

C. Barclays Bank: The Eagle and Shield

- **Mythological Connection:** The eagle symbolises power, while the shield represents protection, common in Greek and Viking mythologies.
- **Branding Strategy:** Barclays' eagle and shield logo reinforces its role as a financial protector and guide.
- **Impact:** The imagery enhances trust, ensuring customers feel their assets are well-guarded.

D. Prudential Financial: The Rock of Gibraltar

- **Mythological Connection:** The Rock of Gibraltar, linked to Hercules' Pillars, symbolises strength and endurance.
- **Branding Strategy:** Prudential uses Gibraltar's imagery to communicate stability and resilience.
- **Impact:** The rock signifies an unshakable financial foundation, appealing to long-term investors and policyholders.

E. HSBC: The Dragon and Prosperity

- **Mythological Connection:** The dragon, a Chinese mythological figure, represents wealth, power and good fortune.
- **Branding Strategy:** HSBC incorporates the dragon, particularly in Asia, aligning with prosperity and financial success.

- **Impact:** The dragon strengthens HSBC's brand appeal, particularly among Asian markets that revere this symbol.

F. AXA: The Phoenix as a Symbol of Renewal

- **Mythological Connection:** The phoenix, present in Greek, Roman and Egyptian mythology, symbolises rebirth and transformation.
- **Branding Strategy:** AXA uses the phoenix to highlight financial recovery and long-term security.
- **Impact:** The phoenix strengthens AXA's image of resilience and support in times of crisis.

Core Themes in Mythology-Based Financial Branding

A. Strength and Stability

- Mythological symbols such as the banyan tree (SBI), eagle (Bank of America) and the Rock of Gibraltar (Prudential) communicate reliability and trust.

B. Protection and Guardianship

- Shields, dragons and griffins in branding (Barclays, BNP Paribas) emphasise wealth protection and security.

C. Prosperity and Abundance

- Figures like Lakshmi (HDFC), Surya (Bank of Baroda) and the Chinese dragon (HSBC) align brands with financial success.

D. Wisdom and Guidance

- The owl of Minerva (Deutsche Bank) and Krishna's teachings (LIC) reinforce financial expertise and long-term planning.

E. Renewal and Growth

- The phoenix (AXA) and the bull (Merrill Lynch) symbolise financial resilience and recovery.

Conclusion

Mythology-based branding in finance and banking helps institutions create emotional connections with customers. From the banyan tree of SBI to the phoenix of AXA, these symbols represent strength, protection, prosperity and wisdom – values essential for consumer trust. As global finance evolves, mythology remains a powerful branding tool, enabling institutions to remain relevant, trustworthy and emotionally resonant with customers worldwide.

5. Technology-Based Products

Introduction

In a world dominated by technology, brands seek more than just functional appeal, they aim to create emotional connections with consumers. Mythology, with its rich narratives and universal themes of wisdom, power, creation and transformation, has emerged as a compelling tool for branding technology-based products. By integrating mythological symbols and stories, brands position their products as not only innovative but also timeless, connecting them to grand narratives that evoke trust, aspiration and cultural significance.

This section explores how technology brands across various industries – from consumer electronics and AI to software and automotive technology – have leveraged mythology to enhance their branding strategies.

Why Mythology Works in Technology Branding?

1. Timelessness

- Myths have endured for centuries, just as technology brands aspire to create innovations with lasting impact. Associating technology with mythology suggests durability and significance beyond fleeting trends.

2. Emotional Connection

- Myths are filled with stories of struggle, triumph and transformation, making them powerful emotional tools. When brands align with mythological symbols, they evoke deeper engagement from consumers.

3. Relatability and Cultural Resonance

- Mythological themes such as wisdom (gods like Athena), protection (Eye of Horus) and creation (Prometheus), resonate across cultures, making technology feel more human and approachable.

4. Narrative Power

- Technology brands can craft compelling brand stories by aligning themselves with mythological figures or archetypes, elevating their products beyond functionality to cultural and philosophical significance.

5. Case Studies

Consumer Electronics & Software

1. Apple: The Apple of Knowledge (Biblical Mythology)

- **Symbolism:** The bitten apple references the Tree of Knowledge from the story of Adam and Eve, representing wisdom, curiosity and enlightenment.
- **Impact:** Positions Apple as a brand of creativity and intellectual exploration, emphasising innovation and human empowerment through technology.

2. Oracle: The Oracle of Delphi (Greek Mythology)

- **Symbolism:** Named after the Oracle of Delphi, who provided divine guidance in ancient Greece.
- **Impact:** Reinforces Oracle's role as a provider of

wisdom and insight in data analytics, making the brand synonymous with foresight and knowledge.

3. Mozilla Firefox: The Phoenix (Greek Mythology)

- **Symbolism:** The original Mozilla browser was named Phoenix, referencing the mythological bird that rises from its ashes, symbolising rebirth and resilience.
- **Impact:** While later rebranded as Firefox, the theme of constant reinvention remains at the core of Mozilla's brand identity.

4. Asana: The Yogic Path to Balance (Hindu Mythology)

- **Symbolism:** Asana, meaning 'posture' in Sanskrit, represents balance and discipline in yoga and Hindu philosophy.
- **Impact:** Positions Asana as a tool for achieving clarity and harmony in workflow, resonating with users who value mindfulness and productivity.

AI and Robotics

5. Sophia: The Wisdom of the Goddess (Greek Mythology)

- **Symbolism:** Named after the Greek goddess of wisdom, reinforcing AI as a pursuit of knowledge and intelligence.
- **Impact:** Elevates Sophia the humanoid robot as more than just an AI innovation, she embodies the future of human-machine intelligence.

6. Prometheus AI: The Fire of Knowledge (Greek Mythology)

- **Symbolism:** Prometheus, the Titan who gave fire to humanity, symbolises knowledge, defiance and technological progress.
- **Impact:** Suggests that Prometheus AI is bringing

transformative and disruptive knowledge to the world of artificial intelligence.

Automotive & Industrial Technology

7. Tesla: Nikola Tesla & the Myth of the Genius Visionary

- **Symbolism:** While named after a real inventor, Tesla's brand narrative aligns with the mythologised image of Nikola Tesla, an eccentric genius ahead of his time.
- **Impact:** Reinforces the idea of Tesla as a revolutionary brand breaking conventions in automotive and energy industries.

8. Apollo Tyres: Speed, Light & Protection (Greek Mythology)

- **Symbolism:** Named after Apollo, the Greek god associated with speed, light and protection.
- **Impact:** Positions Apollo Tyres as a provider of safe and high-performance travel solutions.

9. Mahindra XUV500: The Cheetah as a Symbol of Power

- **Symbolism:** The cheetah, often depicted in Indian mythology as a symbol of agility and dominance, represents speed and precision.
- **Impact:** Aligns the XUV500 with strength, control and road superiority, reinforcing its branding as a powerful SUV.

Telecommunications and Connectivity

10. BSNL: The Shankha as a Symbol of Communication (Hindu Mythology)

- **Symbolism:** The *shankha* (conch), used by Lord Vishnu, symbolises the announcement of victory and divine communication.

- **Impact:** Reinforced BSNL's mission as a national telecom provider that connects people across vast distances.

11. Reliance Jio: The Sudarshan Chakra as a Metaphor for Speed and Control (Hindu Mythology)

- **Symbolism:** The Sudarshan Chakra, Lord Vishnu's celestial weapon, represents precision, speed and disruptive power.
- **Impact:** While not explicitly referenced, Jio's transformative impact on India's telecom sector mirrors the efficiency and revolutionary power of the Sudarshan Chakra.

Surveillance and Security Technology

12. Nvidia: The Eye of Horus (Egyptian Mythology)

- **Symbolism:** The Eye of Horus, an ancient Egyptian symbol of protection and vision, closely resembles Nvidia's logo.
- **Impact:** Reinforces Nvidia's role in providing clarity and precision in visual computing.

13. iBall: The Third Eye of Shiva (Hindu Mythology)

- **Symbolism:** Lord Shiva's third eye represents insight, awareness and the power to see beyond the ordinary.
- **Impact:** iBall's branding as an electronics and surveillance company aligns with themes of vision, knowledge and technological foresight.

Smartphone and Electronics Market

14. Micromax: Disruption & Kali's Energy (Hindu Mythology)

- **Symbolism:** Micromax's market strategy reflects the rebellious, transformative energy of Goddess Kali, known for breaking conventions.

- **Impact:** Positioned Micromax as a disruptor in India's smartphone market, challenging industry giants with affordable innovation.

Conclusion

The integration of mythology into technology branding allows companies to humanise their products, craft compelling stories and differentiate themselves in a competitive market. Brands like Apple, Oracle and Tesla use mythology to evoke intelligence, foresight and disruption, whereas AI brands such as Sophia, Prometheus AI draw on myths of wisdom and innovation to position themselves as transformative forces. While automotive and telecom brands such as Apollo Tyres, Reliance Jio align with mythological symbols of speed, power and connectivity, and surveillance and security brands like Nvidia, iBall use vision-related myths to highlight clarity and protection. As technology advances, mythology will continue to serve as a bridge between innovation and human emotion, reinforcing brand narratives that inspire, engage and endure.

6. Adult Entertainment Industry

Introduction

Mythology-based branding in the adult entertainment industry is a complex subject, particularly because the industry itself encompasses a wide variety of sectors such as adult entertainment, sexual wellness products and sexual health services. Despite the sensitive nature of this industry, mythology has been leveraged in several ways, primarily to appeal to human desires by using symbols associated with eroticism, fertility, love and sensuality. They also create a sense of timelessness, power and depth by invoking archetypal figures and stories from mythology that represent sexuality or fertility. This practice is evident in both ancient and modern times, where mythology has played a role in constructing sexual and erotic narratives.

Case Studies

A. Aphrodite and Venus – Symbols of Love and Beauty

- **Mythological Connection:** Aphrodite (Greek) and Venus (Roman) are goddesses of love, beauty, sexuality and desire. Aphrodite is often depicted as the ultimate symbol of physical beauty, fertility and sensual pleasure.
- **Branding Strategy:** Many products, services and even

adult entertainment platforms use the names and imagery of Aphrodite or Venus to associate their brand with beauty, seduction and romantic appeal.

- **Venus Condoms:** Uses the goddess's name to convey pleasure, sensuality and protection.
- **Aphrodite Beauty Products:** Aligns with the goddess's symbolic connection to beauty, enhancing physical allure.
- **Impact:** By invoking the names and images of these goddesses, brands tap into an ancient and universally recognised archetype of feminine beauty and sexual attraction.

B. Eros and Cupid – Symbols of Passionate Love and Desire

- **Mythological Connection:** Eros (Greek) and Cupid (Roman) are gods of passionate love and desire. Eros embodies erotic love, whereas Cupid is associated more with romantic affection.
- **Branding Strategy:** Products such as adult toys, dating services and sexual wellness platforms use the imagery of Cupid or Eros.
- **Eros Lingerie:** Uses the name to emphasise sensual and erotic nature.
- **Cupid Dating Platforms:** Leverages Cupid's myth to represent passion and romantic matchmaking.
- **Impact:** These figures convey playfulness and sexual attraction, ideal for branding in sexual wellness and dating industries.

C. Shiva and Shakti – Tantric Symbols of Sexuality and Power

- **Mythological Connection:** In Hindu mythology, Shiva and Shakti represent divine masculine and feminine

principles, central to tantric practices emphasising sexual energy and spiritual power.

- **Branding Strategy:** Sexual wellness products, workshops and intimacy retreats incorporate Shiva-Shakti narratives to suggest deeper spiritual connection through sexuality.
- **Tantric Massage Services:** Uses images or references to Shiva and Shakti.
- **Tantra-based Wellness Products:** Lubricants, oils and adult toys marketed as 'tantric'.
- **Impact:** Appeals to those seeking a deeper connection between sexuality and spirituality, resonating with holistic sexual wellness consumers.

D. Cleopatra – Symbol of Seduction and Power

- **Mythological and Historical Connection:** Cleopatra, though a historical figure, has been heavily mythologised as a seductress and symbol of feminine power.
- **Branding Strategy:** Her name and image are frequently used in products designed to enhance sexual appeal or represent luxury in intimate settings.
- **Cleopatra-Themed Lingerie:** Evokes her seductive prowess.
- **Adult Entertainment:** Adaptations of Cleopatra's myth in adult films and literature.
- **Impact:** Exudes power and sexuality, making her an ideal symbol for products promoting sexual confidence.

E. Dionysus/Bacchus – The God of Ecstasy and Pleasure

- **Mythological Connection:** Dionysus (Greek) or Bacchus (Roman) is the god of wine, pleasure, festivity and ecstasy, associated with sexual freedom and hedonism.
- **Branding Strategy:** Used in branding for adult entertainment and sexual wellness to symbolise pleasure and indulgence.

- **Bacchus-Themed Events:** Parties emphasising uninhibited joy and sexual freedom.
- **Impact:** Appeals to the human desire for pleasure and celebration of sexuality.

Sexual Wellness Industry

A. Kama Sutra – The Ancient Text of Sexuality

- **Mythological and Cultural Connection:** The *Kama Sutra*, an ancient Indian text, explores love, sexuality and emotional fulfilment.
- **Branding Strategy:** The Kama Sutra brand markets sexual wellness products, including condoms, lubricants and adult toys, emphasising pleasure and intimacy.
- **Impact:** Invokes erotic wisdom and a historical legacy of sexual knowledge, appealing to consumers seeking sophistication in their sexual lives.

B. Lelo's Use of Greek Mythology

- **Mythological Connection:** Lelo, a high-end sexual wellness brand, has named products after mythological figures like Hera (goddess of marriage) and Zeus (king of gods).
- **Branding Strategy:** Positions products as luxurious and transformative, appealing to those who see sex as an empowering experience.
- **Impact:** Communicates power, elegance and sophistication, reinforcing a premium market position.

Adult Entertainment Industry

A. Erotic and Sensual Archetypes in Mythology

- **Aphrodite/Venus:** Commonly used in lingerie, beauty products and adult films.
- **Eros/Cupid:** Symbolises passion in dating platforms and erotic branding.

B. Tantric and Eastern Mythology

- **Shiva-Shakti:** Used in tantric products and sex coaching.
- **Tantric Workshops:** Promoted for holistic approaches to intimacy.

C. Historical Figures with Mythological Appeal

- **Cleopatra:** Used in lingerie and erotic branding. Fertility

D. Symbols in Mythology

- **Soma and Amrit:** Referenced in fertility enhancement products.

E. Mythological Themes in Adult Entertainment

- **Greek and Roman Myths:** Used in adult films and erotic storytelling.

F. Sensuality and Hedonism in Mythological Contexts

- **Dionysian/Bacchanalian Themes:** Common in erotic parties and exclusive adult events.

Conclusion

Mythology-based branding is a prominent feature in the adult entertainment industry, providing a rich framework for creating aspirational, seductive and mystical narratives. By drawing from gods of love, tantric traditions and fertility symbols, brands in the sexual wellness space use mythology to evoke deeper connections with their consumers. Through mythology, the adult entertainment industry fosters psychological depth and cultural resonance, giving products a mystical allure that extends beyond their functional use. Mythological figures like Aphrodite, Cleopatra and Dionysus help brands elevate the emotional appeal of their offerings, making mythology a powerful tool for positioning products and services in this unique market.

7. Space Industry

Introduction

Mythology, with its deep-rooted symbols, stories and cultural relevance, has long influenced human endeavours in science, art and technology. When it comes to space exploration and celestial discoveries, mythological references are frequently used in naming rockets, satellites, space missions and planetary features. These names often carry significant symbolic meaning, encapsulating the spirit of discovery, ambition and adventure that space exploration entails. By using mythological names, they aim to imbue these technological achievements with a sense of timelessness and universality, creating connections between the ancient stories of the past and the cutting-edge innovations of the future. It also helps create an emotional and cultural resonance with the public, drawing on familiar archetypes and stories to make complex scientific endeavours more relatable.

From the Indian Space Research Organisation (ISRO) to NASA, ESA and private companies like SpaceX, we examine how mythological references have been utilised in space exploration and what cultural significance they bring to the forefront.

Case Studies

A. Indian Space Research Organisation (ISRO): Mythology in Mission Names

ISRO has frequently used names from Indian mythology for its missions, rockets and satellites. These names not only symbolise India's rich cultural heritage but also reflect the spirit of exploration and innovation. These also serve as a reminder of India's ancient scientific traditions while positioning the country at the forefront of modern space exploration.

- **Chandrayaan Missions (Lunar Missions):** Chandrayaan, meaning 'mooncraft' in Sanskrit, derives its name from Chandra, the Hindu god of the moon. In Hindu mythology, Chandra is a celestial deity who rides a chariot across the night sky, symbolising the phases of the moon and time itself. Chandrayaan-1 (2008) marked India's first mission to the moon, while Chandrayaan-2 (2019) continued the journey, aiming to explore the south pole of the moon, a region holding potential for future lunar colonisation. By invoking Chandra, ISRO connected its lunar missions to India's cultural and mythological past, making the missions more relatable to the public. The name further symbolises humanity's enduring quest to reach the moon and uncover its mysteries.
- **Mangalyaan (Mars Mission):** Mangalyaan, India's mission to Mars, derives its name from Mangal, the Sanskrit word for Mars, and the planet's association with Mangala, a deity in Hindu mythology who governs Mars and is linked to strength, courage and war. Launched in 2013, Mangalyaan (Mars Orbiter Mission) made India the first country to successfully reach Mars in its first attempt, earning global recognition. Naming the mission after Mangala reflected India's bold and courageous approach to space

exploration. This symbolised India's growing strength in space technology, much like Mangala is revered for power and resilience.

Following the successful landing of Chandrayaan-3 in 2023, ISRO named the landing site "Shiv Shakti Point," combining the names of Lord Shiva and Goddess Shakti. This name symbolises cosmic balance, divine energy, and India's spiritual connection to the moon, reinforcing both scientific achievement and cultural identity.

- **Gaganyaan (Human Spaceflight Mission):** Gaganyaan, meaning 'skycraft' in Sanskrit, derives from Gagan, meaning sky or heavens. Scheduled for launch in the coming years, Gaganyaan will mark India's first human spaceflight mission. The name reflects humanity's age-old ambition to reach the heavens, a concept deeply ingrained in Indian mythology and spirituality. 'Gagan' has connotations of the divine, infinite sky and vastness of space, making it an apt name for India's manned space mission.

B. Mythology in Satellite Naming: NavIC and Astrosat

- **NavIC (Navigation with Indian Constellation):** NavIC stands for Navigation with Indian Constellation and is India's satellite-based navigation system. The name NavIC plays on navik, meaning sailor or navigator in Sanskrit, symbolising the historical journeys of Indian navigators.
- **AstroSat (India's First Space Observatory):** AstroSat, India's first dedicated space observatory (launched in 2015), is a nod to ancient Indian astronomy. Indian mythology has deep ties to celestial studies, as seen in the Vedas and Puranas. AstroSat resonates with India's traditional interest in cosmic exploration, reinforcing India's scientific advancements in space.

C. Mythological Influence in Naming of Missiles

India's missile programmes have consistently drawn from Hindu mythology for their naming conventions, reinforcing symbolic power, cultural heritage and deeper meaning while also reflecting each missile's intended function. This mythological branding adds layers of narrative and national identity to cutting-edge technology.

- **BrahMos:** A joint Indo-Russian supersonic cruise missile, BrahMos takes its name from the Brahmaputra and Moskva rivers. Symbolically, it invokes Brahma, the creator in the Hindu trinity, suggesting divine intent, technological creativity and powerful collaboration. The name embodies a fusion of strength, innovation and purpose.
- **Agni:** Named after Agni, the Vedic god of fire, this series of ballistic missiles channels the elemental force of transformation, sacrifice and purification. As a symbol of raw energy and far-reaching power, Agni is a fitting name for missiles known for their long-range, high-impact capabilities.
- **Akash:** Meaning 'sky' in Sanskrit, Akash is a surface-to-air missile, its name reflecting both its operational domain and a spiritual vastness. In Indian philosophy, Akash represents not just the physical sky but the ether, a subtle element through which all life and communication flow. The name suggests agility, responsiveness and command over aerial space.
- **Trishul:** This short-range, quick-reaction missile is named after the Trishul, or trident, of Lord Shiva – a powerful symbol of cosmic balance and destruction of evil. The name evokes divine weaponry, swift justice and precise strike capability, mirroring Shiva's dual role as destroyer and protector.
- **Nag:** A third-generation anti-tank guided missile, Nag means 'cobra' in Sanskrit. Associated with divine serpents

in Indian mythology, the name conjures images of stealth, precision and lethal force, perfectly capturing the missile's design as a hunter of armoured targets.

Each of these names does more than designate function – they invoke mythological archetypes that resonate deeply within India's cultural consciousness. By fusing technological advancement with symbolic meaning, this strategic naming approach strengthens national pride, taps into collective memory and frames defence capabilities within a uniquely Indian narrative.

D. NASA: Naming Missions and Rovers after Mythological Figures

- **Apollo Programme (Manned Moon Missions):** Apollo, the Greek god of the sun and prophecy, inspired the name of NASA's Apollo programme, which landed humans on the moon. Apollo 11 (1969) made history when Neil Armstrong and Buzz Aldrin became the first humans to walk on the moon.
- **Artemis Programme (Return to the Moon):** Artemis, Apollo's twin sister and the Greek goddess of the moon, inspired NASA's return-to-the-moon programme. It aims to land the first woman on the moon, emphasising gender equality in space exploration.
- **Mars Rovers – Spirit, Opportunity and Perseverance:** NASA's Mars Perseverance Rover (2020) echoes the mythological hero's journey, emphasising resilience and exploration.

E. European Space Agency (ESA): Mythology in Satellite and Space Mission Names

- **Rosetta Mission (Comet Exploration):** Named after the Rosetta Stone, an artifact that helped decode Egyptian hieroglyphs.

- **Hera Mission (Asteroid Impact Mitigation):** Named after Hera, the Greek goddess of protection and leadership, symbolising planetary defence.

F. Lunar Features Named After Mythological Figures

- **Tycho Crater:** Linked to the Norse god Thor, as the bright rays resemble thunderbolts.
- **Apollo Crater:** Named after NASA's Apollo programme, continuing the mythological naming tradition.

G. Martian Features and Mythology

- **Olympus Mons:** Named after Mount Olympus, home of the Greek gods, symbolising power and grandeur.

Valles Marineris: Named after NASA's Mariner programme, linked to the mythological god of war (Mars).

Conclusion

The use of mythology in space branding creates a powerful connection between humanity's ancient stories and modern scientific achievements. By invoking mythological figures and celestial beings, space agencies worldwide – NASA, ISRO, ESA and others – add depth, meaning and cultural resonance to their missions. These names remind us that space exploration is not just about technology; it is a continuation of humanity's eternal quest for knowledge and adventure.

8. Fashion and Glamour Industry

Introduction

From the feathers of Aphrodite to the golden armour of Durga, fashion has always found inspiration in mythology. The fashion and glamour industry thrive on drama, beauty, symbolism and transformation – qualities that are embedded in the very fabric of mythology across cultures. Myths offer brands a rich vocabulary of archetypes, stories and visuals that elevate style into a statement and clothing into a cultural artifact. Branding is not just about selling apparel, it is about creating allure, identity, aspiration and sometimes, even reverence. In this context, mythology acts as both muse and method thus fuelling creativity, lending gravitas and embedding deeper meaning into design, storytelling and consumer engagement. Whether it is a high fashion label invoking Venus, a fragrance named after a Vedic goddess, or an ad campaign echoing the rebirth of the phoenix, the glamour industry has consistently dipped into the mythic pool to create lasting impressions.

This section explores how mythology influences and enhances branding in the fashion and glamour industry, from global luxury labels and fragrance houses to Indian designers and Bollywood fashion narratives. It examines mythological themes, symbols,

archetypes and cultural references used in naming, design aesthetics, campaigns and celebrity personas.

Fashion and Myth: An Intrinsic Relationship

A. Fashion as Mythmaking

Fashion, like mythology, creates personas, sets norms and gives form to the ideal. Just as myths constructed gods and heroes with specific attributes, fashion constructs public identities with visual codes – royal, rebellious, romantic or divine. The body is often treated as a canvas, and clothing becomes the metaphorical skin of gods, warriors, lovers or sages. By wearing a brand, consumers don a myth, participating in a larger narrative of beauty, power, seduction or transcendence.

B. Archetypes in Fashion Branding

Mythology offers enduring archetypes that the fashion industry borrows and reinterprets.

- **The Goddess:** Alluring, powerful, nurturing (Aphrodite, Lakshmi, Isis)
- **The Warrior:** Bold, armoured, unapologetic (Athena, Durga)
- **The Trickster:** Androgynous, eccentric, boundary-defying (Loki, Krishna)
- **The Muse:** Ethereal, inspiring, passive beauty (nymphs, apsaras)
- **The Phoenix:** Symbol of transformation, often used in rebranding or relaunches

These archetypes find form in couture, ramp shows, perfumes, fashion photography and branding campaigns.

Global Fashion Brands and Mythological Influence

A. Versace – Medusa and the Seductive Gaze

Perhaps the most overt use of mythology in fashion branding is Versace. Its logo features Medusa, the Greek mythological figure whose beauty and later transformation into a monster with petrifying gaze has captivated imaginations for centuries. Gianni Versace chose Medusa because, in his words, “She made people fall in love with her and they had no way back.” Medusa symbolises dangerous beauty, desire and power – traits Versace celebrates through bold cuts, extravagant prints and unapologetic sensuality. The brand blends Greco-Roman symbolism with baroque opulence, reinforcing a mythic legacy of glamour laced with danger.

B. Hermès – The Messenger of Luxury

Hermès, the French fashion house, borrows its name from the Greek god Hermes, the swift-footed messenger and God of trade, travel and luxury. Known for his agility and elegance, Hermes' winged sandals (*talaria*) and staff (*caduceus*) are visual references frequently stylised in Hermès branding. Hermès' scarves, leather goods and perfumes often feature motifs from classical mythology and equestrian tradition, symbolising movement, grace and eternal sophistication.

C. Nike – Dressing the Athlete Goddess

While Nike is a sports brand, its fashion and streetwear divisions leverage mythology heavily. Named after the Greek goddess of victory, Nike's branding presents athletes and wearers as divine figures transcending human limits. The iconic 'swoosh' mimics the goddess' wing, and its ad campaigns often resemble modern epic sagas – athletes in battle, agony and glory. Its sub-labels like NikeLab and collaborations with designers (Virgil Abloh's 'The Ten') blur the lines between functionality, fashion and myth.

D. Dior and Aphrodite's Legacy

Luxury fashion house Dior has often centred its branding around femininity and sensuality, drawing inspiration from goddesses like Aphrodite and Venus. The famed 'J'adore' perfume line, often advertised with golden goddess-like imagery and Charlize Theron walking through temples or baths, evokes classical iconography and themes of eternal allure.

Indian Fashion and Mythology: A Rich Tapestry

In India, mythology is not a relic, it is living, breathing culture. Fashion branding here has naturally embraced mythological names, motifs and meanings to deepen cultural connection and aesthetic richness.

A. Sabyasachi – Dressing the Modern Epic

Designer Sabyasachi Mukherjee is known for invoking mythological themes in his designs and branding. His collections often feature motifs of the Devi, Durga, Radha-Krishna and Mughal-era goddesses of beauty and valour. His bridal campaigns are styled like miniature paintings or mythic tableaux, casting his models as avatars of epic heroines. His messaging is heavy with Indian symbolism such as red bindis, sindoor, temple jewellery, Banarasi weaves, making each outfit an invocation of a cultural story or divine feminine energy.

B. Anita Dongre's Grassroot – Prithvi and Sustainability

Dongre's sub-brand Grassroot uses the archetype of Prithvi (Mother Earth) to communicate its sustainability ethos. The branding is rooted in earthy palettes, natural fabrics and artisanal revival, projecting the brand as both eco-conscious and culturally grounded. She also uses Sanskrit names for collections (Antar, Saanjh), reinforcing cultural depth and creating a myth-like mystique around her seasonal drops.

C. BIBA – From Myth to Mass Appeal

The brand BIBA, though commercial and mass-oriented, frequently draws on mythology in naming (Karishma, Avantika, Rudrani collections) and design (lotus motifs, peacock patterns, temple prints). These references help it retain a sense of Indianness, spiritual nostalgia and family ritual, making it especially appealing for festive or traditional occasions.

Fragrances and Cosmetics: Invisible Myths

Perfume branding is perhaps the most myth-laden of all fashion verticals. Since scent is invisible, the story becomes everything.

A. Myth-Inspired Fragrances

- **Narciso Rodriguez 'For Her'**: Channelling Narcissus, the Greek youth who fell in love with his reflection evoking vanity, allure and introspection.
- **Lalique 'Encre Noire'**: A dark, woody scent invoking shadow and transformation, like the mythic journey into the underworld.
- **Myth by Ellis Brooklyn**: A fragrance that explicitly references the unknown and the timeless, marketed to those seeking enchantment.

B. Indian Beauty Brands and Myth

- **Kama Ayurveda**: Named after Kama, the god of desire. The brand positions its oils, creams and treatments as holistic, divine and sensual.
- **Forest Essentials**: Uses references to Shakti, Lakshmi and other divine femininities to elevate skincare into a sacred ritual.
- **Soultree and Just Herbs**: Echo Vedic and Ayurvedic mythology through product naming, imagery and packaging.

C. Celebrity Mythologies: Glamour as Modern Divinity

Celebrities in the fashion world are branded as modern gods and goddesses. Their looks, love lives, rituals and transformations are followed like epics.

- Rihanna's Fenty brand casts her as a revolutionary goddess, disrupting standards of beauty and inclusivity.
- Zendaya's campaigns often play with transformation, from Cleopatra to futuristic deities evoking timeless and cosmic beauty.
- Deepika Padukone's Cannes appearances have evoked Indian mythic queens and goddesses, often styled by designers to look like Lakshmi or Draupadi.

D. Runways as Rituals: The Spectacle of the Mythic

Fashion shows have evolved into mythic theatre.

- Alexander McQueen's 'Joan of Arc' collection turned the runway into a martyr's funeral.
- Jean-Paul Gaultier's designs have referenced Greek gods, Egyptian priestesses and Hindu goddesses in bold, theatrical ways.
- Manish Arora's shows in Paris often use Indian iconography, multi-armed goddesses, third eyes and cosmic symbolism, bringing mythology to the high fashion stage.

These spectacles create memory and mythology around the brand itself.

E. Mythology as Ethical Storytelling

In the age of conscious consumerism, brands are now reinterpreting mythology for ethical branding.

- Rebirth (Phoenix) is used in branding recycled fashion or upcycled collections.
- Shakti (Power) is used in women-centric branding to signify empowerment.

- Gaia/Bhumi, the earth goddesses is invoked to legitimise sustainability narratives. For example, Stella McCartney markets her vegan fashion lines with stories of earth harmony and animal protection, subtly evoking Gaia-like mythos without direct references.

Conclusion

Fashion, like mythology, is a system of signs designed to signify, seduce and shape. When the two intersect, they create brands that are not only beautiful but meaningful, not only wearable but worshipped. Mythology brings timelessness, symbolism and cultural memory to an industry that is often seen as superficial or ephemeral. From the Medusa of Versace to the Devi in Sabyasachi, from the Phoenix perfumes of the West to the Shakti serums of India, myth-based branding allows fashion to transcend mere trends and become a vessel for deeper stories of identity, transformation, power and grace.

As the fashion industry grows increasingly global and diverse, mythology continues to offer a universal language of aspiration, spirituality and self-expression. When used wisely and respectfully, it turns fashion into art, glamour into narrative and branding into modern-day storytelling steeped in ancient magic.

9. Leading Indian Consumer Brands

Case Studies

A. FEVICOL: Unbreakable Bonds

Fevicol, a leading adhesive brand in India, has consistently leveraged cultural and mythological symbols in its advertising campaigns to create relatable and impactful messages. By integrating elements from Indian mythology and traditions, Fevicol has crafted narratives that resonate deeply with the audience, reinforcing its brand message of strong and unbreakable bonds.

Dahi-Handi Celebration: A Testament to Unbreakable Bonds

One notable campaign is centred around the traditional Dahi-Handi celebration, which commemorates the playful and mischievous nature of Lord Krishna, a central figure in Hindu mythology. During this festival, participants form human pyramids to reach and break a pot filled with curd, symbolising the childhood exploits of Krishna. Their advertisement portrays a human pyramid so steadfast and cohesive that, after breaking one pot, it moves intact through the streets to break another, emphasising the adhesive's unparalleled bonding strength. This creative depiction not only highlights the product's core attribute

but also connects deeply with cultural sentiments associated with unity and teamwork.

Overloaded Bus: A Hyperbolic Take on Adhesive Strength

In another iconic advertisement, Fevicol employs hyperbole to showcase its product's strength by depicting an overcrowded bus with passengers clinging onto it in every possible manner. This exaggerated scenario humorously suggests that the bus is held together by Fevicol's adhesive power, reinforcing the brand's message of unbreakable bonds. Such storytelling, rooted in everyday Indian experiences, has made the brand relatable and memorable to a wide audience.

Integration of Cultural Symbols in Advertising

Fevicol's advertising strategy often involves the use of cultural symbols and scenarios that are instantly recognisable to the Indian audience. By embedding its brand message within familiar cultural contexts, the company not only promotes its products but also celebrates and preserves Indian traditions and values. This approach has contributed to the brand's enduring popularity and strong emotional connection with consumers. Through these campaigns, Fevicol demonstrates how the thoughtful incorporation of cultural and mythological elements can enhance brand storytelling, making advertisements more engaging and resonant with the target audience.

B. AMUL: A Cultural Icon

Amul, India's iconic dairy brand, has masterfully woven mythological concepts and symbols into its advertising campaigns, creating a unique blend of tradition and modernity that resonates with a diverse audience. This strategy not only pays homage to India's rich cultural heritage but also reinforces Amul's position as a brand deeply rooted in the country's ethos.

The Genesis of the Amul Girl

In 1966, Amul introduced the Amul Girl, a mischievous and witty mascot who quickly became the face of the brand. Dressed in a polka-dotted frock with blue hair tied up in a half-pony, the Amul Girl was designed to be easily recognisable and relatable. Over the decades, she has evolved into a cultural icon, often depicted in various avatars that reflect contemporary events, festivals and mythological themes.

Mythological Themes in Advertising Campaigns

Amul's advertising strategy has consistently incorporated elements from Indian mythology to create campaigns that are both engaging and culturally relevant. By doing so, the brand connects with consumers on a deeper level, invoking a sense of nostalgia and national pride.

Reimagining Mythological Narratives

Amul has a history of reimagining mythological narratives to align with contemporary contexts. For instance, during the re-telecast of the epic television series *Ramayan* in 2020, Amul revisited its classic advertisements from the 1980s that featured the Amul Girl in scenarios inspired by the show. One such advertisement depicted the Amul Girl announcing *Ramayan* as the winner, with her hand smeared in butter raised towards a television screen featuring the series. This not only celebrated the show's return but also evoked a sense of nostalgia among viewers.

Celebrating Festivals with Mythological Significance

Amul's advertisements often align with Indian festivals, many of which have deep mythological roots. For example, during Ganesh Chaturthi, a festival celebrating the birth of Lord Ganesha, they released an advertisement featuring the Amul Girl offering butter to a depiction of Lord Ganesha. The tagline cleverly played on words associated with the festival, creating a

message that was both festive and brand-centric. This approach not only showcases Amul's products but also reinforces cultural traditions and practices.

Addressing Contemporary Issues Through Mythological Parallels

Amul has adeptly used mythological parallels to comment on contemporary issues. For instance, during political events or social movements, the Amul Girl has been portrayed in scenarios reminiscent of mythological tales, drawing subtle comparisons that offer social commentary. This technique allows the brand to engage in current discourse while maintaining a light-hearted and culturally resonant tone.

Commemorating National Achievements with Mythological Symbols

Amul has also celebrated national achievements by incorporating mythological symbols into its advertisements. For example, when India achieved significant milestones in space exploration, Amul released advertisements featuring the Amul Girl alongside imagery reminiscent of mythological characters associated with the cosmos, thereby linking contemporary achievements with traditional beliefs.

The strategic use of mythological concepts and symbols in its advertising campaigns exemplifies the brand's deep understanding of Indian culture and its ability to adapt traditional narratives to modern contexts. This approach not only reinforces Amul's identity as a brand that honours and celebrates India's rich heritage but also ensures its continued relevance in a rapidly evolving market.

C. Parle-G: The Biscuit of Strength and Tradition

Parle-G, one of India's most iconic biscuit brands, has long been associated with themes of strength, nourishment and childhood innocence. The 'G' in Parle-G originally stood for 'Glucose', but

over time, it evolved to represent 'Genius'. This aligns well with mythological narratives where divine figures gain wisdom and strength through sacred nourishment.

Symbolism of Strength and Endurance

In Hindu mythology, Lord Krishna, as a child, is depicted enjoying *makhan* (butter), a symbol of purity and energy. Similarly, Parle-G biscuits have been marketed as an energy-giving food product, reinforcing the idea that they provide essential nourishment, much like divine food in ancient scriptures. The biscuit is often seen as a source of sustenance, much like how Krishna's beloved butter provided him with endless energy. Additionally, Indian mythology often portrays young divine figures such as Bal Hanuman or Bal Ganesha as possessing immense strength and intelligence. Parle-G, by branding itself as the 'biscuit for geniuses,' taps into this cultural belief that good nutrition fosters mental and physical development, which is a core value embedded in traditional Hindu parenting.

Advertising and Mythological Undertones

Although not directly using mythological figures, Parle-G's advertisements often depict children with an innate intelligence, reminiscent of divine child figures such as Bal Krishna. The focus on childhood genius and wholesome nutrition has helped the brand maintain its association with traditional Indian values. The imagery of a bright, intelligent child on its packaging subtly reinforces the belief that these biscuits aids in mental and physical development, akin to how divine blessings nurture a child's potential. Over the years, Parle-G has also subtly played into Indian storytelling traditions where food is often equated with divine sustenance. The brand's messaging, highlighting resilience and nourishment, makes it an integral part of Indian households, much like traditional mythological values passed down through generations.

D. Godrej: A Legacy Rooted in Trust and Protection

Godrej, a diversified Indian brand, is deeply associated with trust, innovation and security. The brand's legacy in manufacturing high-quality safes, locks and home appliances has a subtle yet powerful connection to mythological themes of protection and divine guardianship.

Lord Vishwakarma and Innovation

In Hindu mythology, Vishwakarma, the divine architect, is revered for his engineering prowess. Godrej's branding, particularly in manufacturing and infrastructure, aligns well with Vishwakarma's attributes of precision, craftsmanship and security. The company's focus on reliability mirrors the deity's role as the creator of divine cities and weapons.

Advertising and Mythological Associations

While not overt, Godrej often aligns its products with themes of stability and protection, which are central to Hindu mythology. The idea of secure homes and high-quality craftsmanship reflects the traditional belief in strong foundations and divine blessings for households. Over the years, Godrej has released advertisements that emphasise its role as a guardian of security, much like divine forces that protect sacred spaces in Indian mythology. Its furniture, safes and security systems are often marketed as indestructible, an attribute linked to mythological protection provided by divine weapons and structures built by Vishwakarma himself.

Additionally, the brand's real estate division, Godrej Properties, often invokes themes of sanctity and purity, reinforcing the idea that a home built using Godrej products is blessed with strength and longevity. This directly corresponds to Indian rituals that emphasise constructing homes based on Vastu Shastra, a science attributed to Vishwakarma.

E. Dabur: The Power of Ayurveda and Divine Healing

Dabur, India's leading Ayurveda-based consumer brand, draws heavily from mythology to establish its credibility and authenticity. Ayurveda, which forms the core of Dabur's products, has deep roots in Hindu mythology, particularly in the knowledge passed down by sages like Dhanvantari, the celestial physician.

Dhanvantari and Ayurvedic Wisdom

According to mythology, Lord Dhanvantari emerged from the churning of the ocean (Samudra Manthan) holding the Amrit Kalash (pot of nectar), which granted health and immortality. Dabur often uses this imagery to position itself as a modern-day custodian of Ayurvedic wisdom, providing consumers with time-tested remedies for wellness and longevity.

F. Nirma: The Goddess of Cleanliness and Purity

Nirma, one of India's most successful detergent brands, revolves around the idea of cleanliness, purity and affordability. Hindu mythology associates cleanliness with divine beings, and the act of purification is considered sacred.

Goddess Ganga and the Purity Concept

The river Ganga, personified as a goddess, represents purification and cleansing of sins. The ethos of Nirma aligns with this mythological belief, cleansing dirt and impurities, making life more pristine. The brand subtly draws upon these values, portraying itself as an agent of purity in households.

G. Haldiram's: The Sacredness of Food and Festivity

Haldiram's, India's leading snacks and sweets brand, has capitalised on the sacred nature of food in Hindu culture. In Hindu mythology, food is not merely sustenance but an offering to the divine (*prasadam*), and it plays a central role in rituals and festivals.

Lord Krishna and the Celebration of Food

Krishna's love for food, particularly sweets like *ladoos* and *pedas*, aligns well with Haldiram's offerings. The brand's focus on traditional Indian snacks resonates with mythological tales of feasting, devotion and hospitality.

Mythology-Infused Branding and Advertising

Haldiram's advertisements frequently feature grand feasts and festive settings that evoke mythological imagery of celebrations in divine realms. Whether during Diwali or Janmashtami, the brand highlights food as an integral part of cultural and religious traditions, strengthening its appeal among Indian consumers.

H. Surf Excel: The Myth of Karma and Good Deeds

Surf Excel, Hindustan Unilever's leading detergent brand, has seamlessly woven mythological and philosophical themes into its advertising. The brand's widely recognised tagline, 'Daag Achhe Hain', is rooted in the Hindu concept of *karma*, the belief that one's actions define their future. The message suggests that engaging in good deeds, even at the cost of getting dirty, is virtuous. One of their most impactful advertisements was its Holi campaign, where a child allows himself to be drenched in colour to protect another child from being bullied. This campaign draws parallels to Krishna's childhood, where he and his friends playfully indulged in Holi. By aligning itself with joyful and selfless act to establish as a brand that promotes kindness and values over mere cleanliness has been impactful.

Similarly, another one of its campaigns depicted a child getting his uniform dirty while helping a poor man carry his belongings. The underlying theme resonates with the mythological idea of selfless service (*seva*), reminiscent of Bhakt Prahlad's unwavering devotion or even Lord Rama's service to the sages in the forest. By positioning stains as symbols of good deeds, Surf Excel elevates its brand from a mere detergent to a symbol of moral righteousness.

I. Bisleri: Mythological Purity and Trust

Bisleri, synonymous with packaged drinking water in India, has consistently leveraged the mythology of purity to reinforce its brand identity. Water holds a sacred place in Hindu mythology, being associated with the holy rivers like the Ganga and Yamuna, and rituals like the *abhishekam* (ritual bathing of deities). In many Hindu texts, divine beings emerge from water, and water is believed to cleanse sins and purify the soul.

Recognising this deep-seated belief, Bisleri has positioned itself as the purest drinking water available, reinforcing its tagline 'Har Pani Ki Bottle Bisleri Nahin' (Not Every Bottle of Water is Bisleri). The message subtly plays on the reverence Indians have for purity, making Bisleri more than just bottled water, it becomes a symbol of trust and sacredness, much like the mythological Amrit (nectar of immortality) that emerged from the Samudra Manthan (churning of the ocean).

In some of its past campaigns, Bisleri has also played with the guardian archetype, portraying itself as a protective force against contaminated water, much like mythological deities protect devotees. By infusing these subconscious mythological themes, Bisleri strengthens its position as an indispensable, life-giving force in consumers' minds.

J. Pepsi: The Youthful Rebellion of Krishna and Shiva

Pepsi, with its 'Youngistaan' positioning, has often drawn from mythological themes of youthful rebellion, adventure and dynamism. Much like Lord Krishna, who was known for his mischievous, rebellious and charismatic nature, Pepsi's branding aligns itself with the fearless and independent youth of India. One of its past campaigns featured a protagonist who, despite societal pressures, follows his own path, echoing the Krishna archetype of breaking rules to establish a new order. Similarly, Pepsi's 'Yeh Dil Maange More' campaign aligns with Lord Shiva's

ascetic yet passionate nature, seeking more from life, not settling for mediocrity.

Pepsi's strategy has always been to tap into the youth's urge to challenge norms, a quality frequently seen in mythological heroes like Arjuna, who dared to question his *dharma*, or Hanuman, who defied the limits of the possible. Through such mythological parallels, Pepsi reinforces itself as the drink of choice for rule-breakers, adventurers and the young at heart.

K. Coca-Cola: The Emotional Connect of Family and Festivities

Coca-Cola, on the other hand, has built its brand in India on togetherness, warmth and the celebration of relationships, values deeply embedded in Indian mythology. Unlike Pepsi, which plays on rebellion, Coca-Cola focuses on the Rama archetype, symbolising unity, harmony and familial bonding. Several advertisements feature joint families coming together, much like Lord Rama's return to Ayodhya after exile, which is celebrated as Diwali. Coca-Cola often promotes itself as the perfect beverage for festive occasions, aligning with mythological events where food and drink play a crucial role in celebrations.

One of Coca-Cola's most famous campaigns, 'Thanda Matlab Coca-Cola', resonated deeply because the phrase 'Thanda' (cold) is associated with hospitality in Indian culture. In ancient mythology, offering cool drinks or fruits to guests was seen as a sign of respect and generosity, much like in stories where sage Narada or Lord Krishna are offered cooling drinks by devotees. By reinforcing the idea that Coca-Cola is a natural part of festivities, hospitality and emotional warmth, the brand strengthens its cultural and mythological connect.

L. The Use of Mythology in Branding Vicco Turmeric

Vicco Turmeric is one of India's most iconic skincare brands, deeply rooted in Ayurveda, mythology and cultural traditions.

The brand has effectively positioned itself as a trusted Ayurvedic solution for skincare by drawing upon ancient Indian wisdom, religious significance and traditional beauty rituals. From its name and packaging to its advertisements and product messaging, Vicco Turmeric has leveraged mythological themes to reinforce authenticity, purity and effectiveness, making it more than just a cosmetic product, it is a symbol of traditional Indian beauty and wellness.

Mythological Significance of Turmeric in Vicco's Branding

i. Turmeric in Hindu Rituals and Mythology

Turmeric (*haldi*) has long been revered in Hindu mythology, religious rituals and Ayurvedic traditions. It symbolises purity, auspiciousness and divine beauty.

- Goddess Lakshmi, the deity of wealth, prosperity and beauty, is associated with a golden complexion, often linked to turmeric's radiance-enhancing properties.
- In Hindu weddings, the Haldi ceremony involves applying turmeric paste to the bride and groom, signifying purification, protection and natural beauty.
- Ancient texts mention that Lord Krishna's complexion was often described as golden, resembling the glow of turmeric, reinforcing its association with divine beauty.

By embracing turmeric's sacred and mythological significance, Vicco Turmeric connects with India's cultural memory and traditional beauty ideals.

ii. Ayurveda and the Concept of 'Haldi as Amrit'

In Ayurveda, turmeric has been considered a miracle herb for thousands of years. Ancient texts such as the Charaka Samhita and Sushruta Samhita describe its antiseptic, anti-inflammatory and skin-nourishing properties.

- Sages and warriors applied turmeric paste to heal wounds and enhance skin health.
- Ayurveda describes turmeric as 'Amrit' (nectar of life) due to its ability to promote longevity and well-being.

Vicco Turmeric's 'Ayurvedic Cream' branding aligns perfectly with this age-old wisdom, positioning it as a natural skincare solution passed down through generations.

Mythology-Inspired Branding Elements

i. The Name 'Vicco Turmeric' and Its Ayurvedic Identity

- 'Vicco' stands for 'Vishnu Industrial Chemical Company', but the name has evolved into a symbol of authentic Ayurvedic skincare.
- By prominently featuring 'Turmeric' in the brand name, Vicco reinforces its heritage as a turmeric-based Ayurvedic solution, differentiating itself from synthetic skincare products.

ii. The Golden Packaging and Mythological Symbolism

Vicco Turmeric's golden-yellow packaging is more than just an aesthetic choice, it holds deep cultural significance.

- Gold is a symbol of prosperity, purity and divine radiance in Hindu traditions.
- The golden glow of deities and sages in mythology represents wisdom, health and beauty.
- The colour yellow is associated with happiness, protection and Ayurveda, making it psychologically appealing to Indian consumers.

By using colour psychology and mythological symbolism, Vicco Turmeric aligns with Indian beliefs about turmeric's divine and medicinal power.

Mythology in Vicco's Advertising and Storytelling

i. The 'Timeless Beauty Secret' Narrative

Vicco Turmeric's branding is built on the mythological and Ayurvedic principle that natural ingredients lead to everlasting beauty.

- Advertisements emphasise turmeric's role in traditional Indian beauty rituals, linking it to age-old wisdom and natural radiance.
- The brand consistently reinforces the connection between mythology, Ayurveda and skincare, making it trustworthy and aspirational.

One of Vicco's most famous advertising taglines – 'Vicco Turmeric – Ayurvedic Cream' – highlights the blend of tradition and modernity, much like how mythological wisdom continues to influence contemporary self-care practices.

ii. Vicco's Influence Across Generations

Much like how mythological traditions are passed down from generation to generation, Vicco Turmeric positions itself as a legacy beauty brand that has been trusted by Indian families for decades.

- Many Vicco advertisements feature grandmothers and mothers passing down the wisdom of turmeric to their daughters, reinforcing its heritage and trust.
- This mirrors the *guru-shishya* (teacher-disciple) tradition, where knowledge is preserved and shared through generations, a key theme in Hindu mythology and Ayurveda.

By tapping into familial and cultural traditions, Vicco Turmeric's branding remains timeless and emotionally compelling.

*Mythology in Vicco's Product Expansion and Ayurvedic Wellness***i. Beyond Skincare: The Ayurvedic Expansion**

Vicco has expanded beyond just turmeric cream, incorporating Ayurvedic formulations into multiple products, such as Vicco Turmeric Face Wash; Vicco Vajradanti (Herbal Toothpaste); Vicco Turmeric Skin Cream with Sandalwood Oil. This expansion aligns with India's ancient belief that Ayurveda is a holistic science, covering beauty, health and wellness.

ii. Competing with Modern Skincare while Retaining Mythological Roots

In an era dominated by chemical-based beauty products, Vicco Turmeric differentiates itself by emphasising Ayurvedic authenticity, much like how ancient sages relied on nature for healing and beauty.

- The brand has adapted to modern beauty trends while retaining its core mythological and Ayurvedic identity, ensuring relevance in today's skincare industry.

Mythology as a Timeless Branding Strategy

Vicco Turmeric's success lies in its ability to blend mythology, Ayurveda and modern branding seamlessly. By drawing upon India's rich cultural heritage, the brand establishes itself as not just a skincare product but a trusted, time-honoured tradition. Through the use of mythological and Ayurvedic symbolism; the association of turmeric with divine beauty and protection and the reinforcement of traditional wisdom in advertising. Vicco Turmeric has built a powerful, enduring brand identity that resonates with Indian consumers. In an age where consumers seek natural and culturally rooted skincare solutions, Vicco Turmeric stands as a shining example of how mythology, Ayurveda and branding can come together to create a compelling and trustworthy product.

M. The Use of Mythology in Branding Brooke Bond

Brooke Bond, one of India's most recognised tea brands, has been deeply embedded in Indian culture for decades. While its branding has evolved over time, its connection with mythology and traditional Indian values has played a crucial role in shaping its identity. By subtly integrating mythological references, cultural archetypes and timeless storytelling, Brooke Bond has managed to position itself as a brand that is not just about tea but also about community, togetherness and wisdom. Mythology has been used in Brooke Bond's branding through its storytelling, symbolism and campaigns, making it an enduring and culturally resonant name in India.

The Mythological Connection in Tea Culture

i. Tea as a Symbol of Hospitality in Mythology

In Indian tradition, serving tea is an act of hospitality and togetherness, much like the ancient practice of offering *madhu* (honey-based drinks) or herbal concoctions to guests in Hindu mythology. Just as sages and deities in Indian epics shared wisdom over sacred drinks, Brooke Bond has leveraged tea as a medium for social connection and storytelling. Their branding subtly aligns itself with the Indian tradition of discourse over tea, much like how Krishna imparted wisdom to Arjuna in the *Bhagavad Gita* or how saints and rishis in mythology engaged in long discussions over herbal brews. By associating tea with wisdom, warmth and human connection, the brand enhances its emotional appeal.

ii. The 'Chai Pe Charcha' Concept Inspired by Ancient Debates

Brooke Bond's campaigns and messaging frequently align with 'Chai Pe Charcha' (discussions over tea), a theme that echoes the guru-shishya *parampara* (teacher-student tradition) in Indian

mythology. In ancient times, philosophical discussions took place in ashrams, courts and temples, often over traditional beverages. By positioning tea as a companion to conversations, debates and social bonding, Brooke Bond connects with this mythological and historical tradition of intellectual engagement over drinks.

Mythological Symbolism in Brooke Bond's Branding

i. The Red Label: Strength and Vitality

The red colour in Brooke Bond Red Label is not just about brand visibility; it is symbolically powerful in Indian mythology. Red is associated with Shakti (divine energy), warmth and life force, attributes that are aligned with the invigorating quality of tea.

- Goddess Durga and Kali are often depicted in red, symbolising strength and protection.
- The colour red is used in auspicious rituals, weddings and festivals, signifying energy and celebration.

By using red as its primary branding colour, Brooke Bond reinforces the vitality, warmth and strength associated with drinking a cup of tea.

ii. The 'Bond' in Brooke Bond: Community and Dharma

The word 'Bond' in Brooke Bond carries a deeper meaning. In Indian philosophy, the idea of unity, relationships and interconnectedness is central to *dharma* (righteous duty).

- The *Ramayana* and *Mahabharata* emphasise the strength of relationships, whether between Rama and Hanuman or Krishna and Arjuna.
- The concept of *Vasudhaiva Kutumbakam* (the world is one family) resonates with Brooke Bond's campaigns promoting harmony and inclusivity.

Through its messaging and advertising, Brooke Bond has reinforced tea as a unifying force that brings people together, much like shared traditions and mythological bonds.

Mythology in Brooke Bond's Advertising Campaigns

i. The 'Swad Apnepan Ka' Campaign and Mythological Hospitality

One of Brooke Bond Red Label's most famous campaigns, 'Swad Apnepan Ka' (Taste of Togetherness), aligns with the mythological theme of hospitality and inclusivity. In Indian mythology, many stories emphasise the importance of welcoming guests and breaking social barriers.

- Lord Krishna, despite being a divine figure, ate at the humble home of Sudama, reinforcing friendship beyond social status.
- In the *Ramayana*, Lord Rama tasted Shabari's berries, an act that symbolised breaking prejudices and embracing humanity.

The Brooke Bond campaign that featured a Hindu man offering tea to a lonely elderly Muslim neighbour or a transgender person being offered a cup of tea in a busy marketplace subtly echoes these mythological themes of breaking barriers and embracing humanity.

ii. Mythological Archetypes in Brooke Bond's Storytelling

Brooke Bond's advertisements often feature characters resembling mythological archetypes.

- The Wise Mentor (a tea vendor offering advice, much like a guru).
- The Compassionate Host (offering tea to strangers, much like mythological kings and sages welcoming guests).

- The Seeker (someone experiencing transformation over a cup of tea, echoing the seeker-disciple relationship in Upanishadic wisdom).

By structuring its ads around familiar mythological narratives, Brooke Bond creates emotional and cultural resonance with Indian audiences.

Modern Mythology: Reinventing Traditional Themes in Contemporary Branding

i. The Fusion of Ayurveda and Tea

Recently, Brooke Bond has introduced Ayurvedic tea blends, emphasising ancient wisdom in modern health trends. Ayurveda, rooted in mythology and Vedic scriptures, considers tea ingredients like tulsi, ginger and cardamom as divine elixirs with healing properties.

- Dhanvantari, the divine physician, brought the elixir of immortality (Amrit).
- Many Ayurvedic texts describe how herbal brews were used to maintain physical and mental balance.

By branding tea as a drink of wellness and rejuvenation, Brooke Bond aligns with India's rich mythological and Ayurvedic heritage.

ii. The 'Taj Mahal Tea' Connection with Indian Cultural Grandeur

Although Taj Mahal Tea is a distinct brand under Brooke Bond, it incorporates Indian historical and mythological grandeur into its identity. Much like how palaces and temples in ancient India were places of grand gatherings, the Taj Mahal Tea brand positions tea as a drink of sophistication and indulgence, subtly reinforcing India's cultural and royal heritage.

Conclusion

Brooke Bond's branding success in India is not just about quality tea – it is about tapping into cultural narratives, shared heritage and mythological symbolism. Whether through the use of red (Shakti, vitality and celebration); the idea of tea as a medium for wisdom and togetherness (Guru-Shishya, Chai Pe Charcha) or storytelling in ads inspired by mythological hospitality and inclusion. Brooke Bond has consistently leveraged mythology to create emotional engagement and brand loyalty. In a country where mythology remains a living tradition, brands that integrate these timeless themes continue to resonate deeply with Indian consumers. Brooke Bond's success story proves that mythology, when woven into branding, is not just a relic of the past, it is a powerful tool for cultural storytelling, consumer connection and brand longevity.

In India, where mythology still influences everyday decisions, brands that embed these age-old narratives into their messaging continue to hold a significant edge in the competitive market. The future of branding in India will likely see even deeper engagement with mythology, as consumers respond more strongly to brands that resonate with their cultural and emotional heritage.

This integration not only enhances consumer trust and emotional connection but also reinforces cultural continuity. By tapping into India's mythological heritage, these brands remain deeply relevant, fostering loyalty among generations of consumers. As brands evolve with technology and globalisation, mythology will continue to serve as a timeless tool in Indian marketing narratives.

10. Pharmaceutical Industry

Introduction

Branding plays a crucial role in the pharmaceutical industry, where trust, credibility and recall value are essential. The use of mythology in branding is a powerful strategy that companies use to create a strong emotional connection with consumers. Mythological references, with their deep cultural roots and inherent symbolism, provide a unique identity to pharmaceutical brands. These can be drawn from various mythologies, including Greek, Roman, Indian, Egyptian and Norse, to evoke values such as healing, wisdom, strength and resilience.

Why Mythology Works in Pharmaceutical Branding?

- **Deep Cultural Resonance:** Mythological figures and tales are deeply ingrained in human consciousness and have been passed down through generations. They provide a sense of familiarity and credibility, which is essential in the pharmaceutical industry.
- **Symbolism of Healing and Protection:** Many deities and mythological figures are associated with healing, immortality and protection. Using these symbols can reinforce a brand's promise of health and well-being.

- **Emotional Connection:** Stories from mythology evoke strong emotions. A brand that aligns itself with a powerful mythological figure or concept can establish a stronger bond with its audience.
- **Trust and Authority:** The pharmaceutical industry relies on building consumer trust. Mythological references create an aura of authority and wisdom, making consumers more likely to trust a brand.
- **Global Appeal:** Mythological stories transcend cultural boundaries, making them effective in global branding strategies.

1. Greek and Roman Mythology

The pharmaceutical industry frequently draws inspiration from Greek and Roman mythology due to their rich pantheon of gods associated with medicine and healing.

- **Aesculapius and the Rod of Asclepius:** Aesculapius (Asclepius in Greek mythology) was the god of medicine, and his rod with a single serpent entwined around it remains a global symbol of medicine and healing. Many pharmaceutical companies use variations of this symbol in their branding and logos.
- **Apollo:** Associated with healing and prophecy, Apollo is often referenced in medical literature and branding to convey wisdom and foresight in healthcare.
- **Hermes and the Caduceus:** Though often confused with the Rod of Asclepius, the caduceus (a winged staff with two snakes) is used by several medical institutions and pharmaceutical brands, symbolising communication and commerce.

Case Study

- **GlaxoSmithKline (GSK):** GSK, a leading pharmaceutical company, uses a subtle mythological approach in its branding. The company's focus on innovation, longevity and healing reflects the ancient Greek ideals of medical advancement. While it does not overtly use mythological symbols, its branding aligns with the ethos of ancient Greek medicinal traditions.

2. Indian Mythology

Indian mythology provides a vast reservoir of symbolism, particularly in Ayurveda and holistic healing practices. Deities like Dhanvantari, the god of Ayurveda, and various healing rituals from Hindu texts play a significant role in pharmaceutical branding in India and globally.

- **Dhanvantari:** The god of Ayurveda, often depicted holding a pot of *amrita* (elixir of life), represents healing and longevity. Many Ayurvedic pharmaceutical companies incorporate his imagery or name in their branding.
- **Amrita:** A central theme in Hindu mythology, it represents eternal health and well-being, making it a popular branding element in pharmaceutical and nutraceutical products.

Case Study

- **Dabur:** A leading Ayurvedic company that draws heavily from Indian mythology. The name itself is derived from Daktar Burman, but its products are deeply rooted in Ayurveda and traditional healing practices inspired by Dhanvantari.
- **Himalaya Herbals:** They use Indian mythology to enhance its credibility. Many of its products are based on Ayurvedic formulations inspired by ancient texts, with branding that evokes holistic wellness.

3. Norse and Egyptian Mythology

Although less commonly used, Norse and Egyptian mythology offer powerful symbols that some pharmaceutical companies incorporate into their branding.

- **Thoth (Egyptian God of Wisdom and Medicine):** He is associated with wisdom and medicine, serves as an inspiration for brands focusing on scientific excellence and research.
- **Odin (Norse God of Knowledge and Healing):** Some brands use Odin's association with wisdom and magic to symbolise cutting-edge research and breakthrough treatments.

Case Study

- **Pfizer's Viagra:** While not explicitly named after a mythological figure, Viagra's branding draws on mythical connotations of strength and vitality. The name itself suggests vigour, much like the Norse god Thor, known for his power and resilience.

4. Mythological Elements in Brand Names and Logos

Many pharmaceutical companies subtly incorporate mythological references into their brand names and logos to reinforce their messaging.

- **MedImmune:** This biotech company's name invokes the idea of divine protection and immunity, much like how mythological gods offer protection.
- **Prometheus Laboratories:** Named after the Titan Prometheus, who gave fire (knowledge) to humanity, symbolising innovation and discovery in medicine.
- **Janssen Pharmaceuticals:** Though not overtly mythological, its branding often evokes themes of wisdom and healing found in various ancient traditions.

Challenges and Considerations

While mythology provides a compelling branding strategy, pharmaceutical companies must navigate certain challenges:

- **Cultural Sensitivities:** Using mythological figures from specific cultures may alienate other demographic groups. A global pharmaceutical brand must ensure inclusivity in its messaging.
- **Regulatory Constraints:** The pharmaceutical industry is heavily regulated, and mythological branding must not mislead consumers about the efficacy or function of a drug.
- **Balancing Tradition with Modernity:** While mythology adds authenticity, pharmaceutical brands must also project an image of scientific rigor and modern research.
- **Overuse or Misuse:** Some mythological symbols are overused or misunderstood. For instance, misrepresenting a symbol like the caduceus can lead to confusion about the brand's intent and authenticity.

Future of Mythology in Pharmaceutical Branding

As the pharmaceutical industry evolves, mythology will continue to be a valuable branding tool. With increasing interest in holistic medicine and alternative therapies, mythological references are likely to play a crucial role.

- **Personalised Medicine:** Brands may use mythological symbols to personalise treatments, much like ancient practices were customised to individuals.
- **Ayurveda and Traditional Medicine:** As global interest in Ayurveda and traditional healing grows, mythological branding will become more prominent.
- **Biotechnology and Genetic Research:** Companies in cutting-edge medical fields may adopt mythological

names to signify breakthroughs, much like Prometheus Laboratories.

- **AI and Digital Health:** Mythological references to wisdom and knowledge, such as Thoth and Odin, may be used to brand AI-driven healthcare solutions.

Conclusion

The use of mythology in pharmaceutical branding provides a rich and evocative way to communicate a brand's values, mission and credibility. From Greek and Roman deities of healing to Indian Ayurvedic traditions and even Norse and Egyptian myths, pharmaceutical companies leverage mythology to create a sense of trust and authenticity. While challenges exist, the future of mythology in branding remains strong, particularly as consumers seek deeper connections with brands. The careful and ethical integration of mythology in pharmaceutical branding leads powerful, lasting brand identities that resonate with diverse audiences worldwide.