

Job Description

Brand Planning

Location: Vidyavihar, Mumbai

Experience: 2+ years in brand strategy, consumer research, or market intelligence

We Need You If...

You're the kind of thinker who **doesn't just see what consumers do, you uncover why they do it.**

You have an insatiable curiosity about human behavior, a knack for spotting patterns before they become obvious, and the ability to turn those observations into **brand strategies that feel inevitable in hindsight.**

You're at your best when knee-deep in data, cultural signals, and consumer contradictions because you know **the magic happens where logic meets intuition.**

What You'll Do

- **Collaborate on strategic brand planning** grounded in **provocative consumer insights**, not just category benchmarks.
- Uncover the **unspoken tensions and hidden motivations** driving consumer decisions—then shape narratives that help brands matter more.
- Design and interpret research (quant, qual, and "street-smart") to reveal **what people can't—or won't—articulate.**
- Partner with creative teams to **transform insights into distinctive brand platforms** that work in the real world.
- **Challenge client assumptions** with rigor and empathy—helping them see their category (and their consumers) in new ways.

Who You Are

- A **natural detective**—you spot the gap between what consumers say and what they mean.
- **Data-fluent but story-driven**—you know numbers alone don't change minds; compelling narratives do.
- **Obsessively curious**—about psychology, cultural shifts, category quirks, and the "why behind the why."
- A **simplifier of complexity**—you turn fragmented insights into clear, actionable strategies.
- **Equally comfortable in a focus group, a spreadsheet, or a brainstorm**—because insights can hide anywhere.
- A **collaborative thought partner**—for creatives, account teams, and clients alike.

Why Join the planning team at WRM?

- **We are passionate about shaping brands that don't just compete, but redefine categories and internet chatter.**
- We work with **clients who value deep thinking**
- We have a culture that **rewards intellectual curiosity** as much as results.
- You will have the freedom to **ask big or the silliest of questions**—and the support to find the answers or partners that will figure it out with you.

 White Rivers Media, Sahney Compound, Above DHL, Next to Vidyavihar Station West, Mumbai.