Velcro Companies’ Chitra Ebenezer on Showcasing Creativity and Versatility

In this episode of Brave Commerce, Rachel Tipograph and Sarah Hofstetter speak with Chitra Ebenezer, chief marketing officer at Velcro Companies.

Chitra shares how the Velcro brand inspires creativity across a wide range of consumer and industrial use cases, and how she balances B2B and B2C marketing strategies to drive growth.

She highlights the role of campaigns like “Original Thinking” and “Easy. Does It.” in shaping brand perception, and the importance of influencer programs and user-generated content to showcase versatility and build engagement.

Chitra also reflects on how Velcro Companies maintains its position as the original hook-and-loop fastener in a competitive market.

Key takeaways:

- Educating consumers on Velcro Brand’s infinite use cases requires a balance of awareness, inspiration, and community-driven content.
- B2B and B2C marketing strategies can complement each other to strengthen brand relevance globally.
- Influencer and creator partnerships are critical to inspiring new use cases and driving sales.

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