

BRAND ARCHITECTURE MODELS

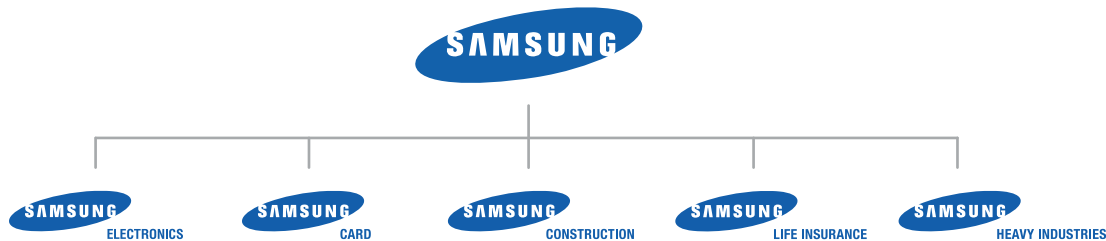
What are the different ways to structure
and manage brands inside one company

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PURPOSE
BRANDING

CORPORATE-CENTRIC MODEL

THE BRANDED HOUSE



APPLICABLE

For large corps:
Global corporations with strong brand recognition and equity.

Highly-focused companies with centralized brand management and budgets.

For smaller corps:
when your product markets are similar.

PRODUCTS

When shelf appeal is not an issue

or

Products are similar in nature

or

Greater product turnover, e.g. EPSON 2240C, EPSON StylusPro

PROS

When the masterbrand is strong, the sub-brands benefit from that strength.

Brand has greater visibility with less cost.

Cross-selling is easier.

CONS

When the masterbrand takes a hit so does all the sub-brands. e.g. Toyota

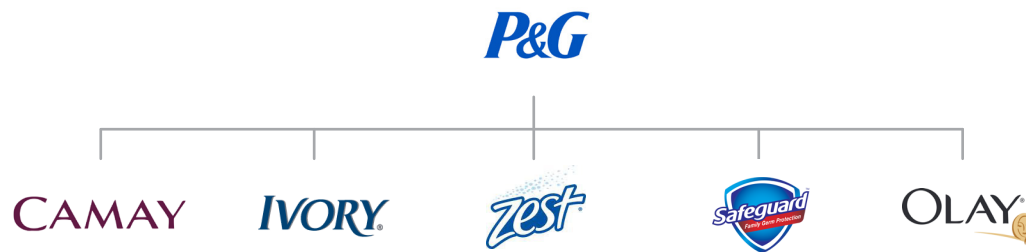
Not necessarily consumer-driven—more used by long-existing companies.

Tendency to extend the brand too far and too diverse—dilute the brand by trying to be everything to everyone.

Image has a possibility to become “vanilla.”

PRODUCT-CENTRIC MODEL

THE HOUSE OF BRANDS



APPLICABLE

Consumer retail companies marketing to the masses.

Decentralized companies with strong yet diverse product recognition.

PRODUCTS

When shelf appeal is an issue

or

Products are different in nature and appeal to different audiences

or

Low product turnover

or

When a family look to the products is **not** a priority.

PROS

The individual brands stand on their own, speak for themselves, can talk to a particular audience, and have their own brand promise

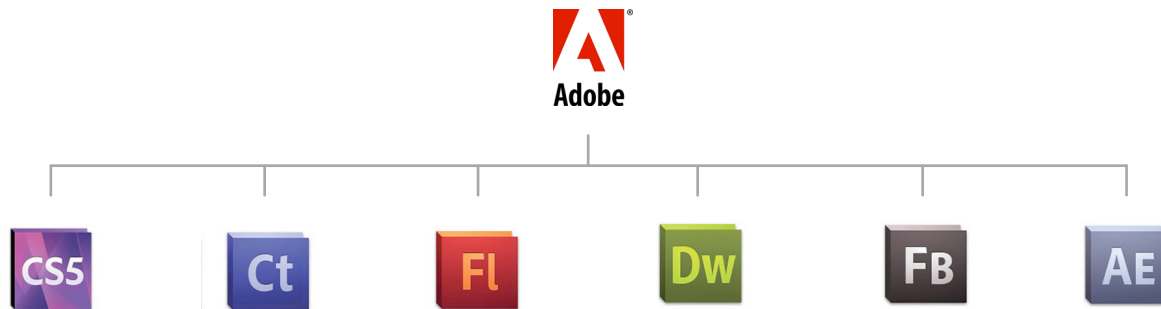
CONS

Each product needs attention and dedicated cash flow to gain position.

Cross-selling more difficult.

TIERED BRANDING MODEL

HYBRID BRAND MODEL 1



APPLICABLE

Companies that need to quickly adjust to market pressures and demographics yet have a strong or equity in the masterbrand.

High-tech, B2B marketer that rely on a solutions-based umbrella.

PRODUCTS

When shelf appeal is still an issue

or

Products are similar in nature yet appeal to different audiences

or

May need the ability to be spun-off or sold

or

When a family look to the products **is** a priority

PROS

This model has the flexibility to both protect brand equity and speak to a different demographic or market in varying degrees.

Separate brand promises based on the product and audience's needs.

The masterbrand can be strong or weak: Strong, it legitimizes the product. Weak, the weight of legitimacy falls on the product.

CONS

Possibility to extend the brand too far and not have a cohesive image or family.

Need for a brand manager to monitor the variance between the sub-brands.

TIERED BRANDING MODEL

HYBRID BRAND MODEL 2



APPLICABLE

Companies that need to quickly adjust to market pressures and demographics yet have a strong or equity in the masterbrand.

High-tech, B2B marketer that rely on a solutions-based umbrella.

PRODUCTS

When shelf appeal is still an issue

or

Products are similar in nature yet appeal to different audiences

or

May need the ability to be spun-off or sold

or

When a family look to the products **is** a priority

PROS

This model has the flexibility to both protect brand equity and speak to a different demographic or market in varying degrees.

Separate brand promises based on the product and audience's needs.

The masterbrand can be strong or weak: Strong, it legitimizes the product. Weak, the weight of legitimacy falls on the product.

CONS

Possibility to extend the brand too far and not have a cohesive image or family.

Need for a brand manager to monitor the variance between the sub-brands.

TIERED BRANDING MODEL

HYBRID BRAND MODEL 3



APPLICABLE

Companies that need to quickly adjust to market pressures and demographics yet have a strong or equity in the masterbrand.

High-tech, B2B marketer that rely on a solutions-based umbrella.

PRODUCTS

When shelf appeal is still an issue

or

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or

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When a family look to the products **is** a priority

PROS

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