

# brand architecture

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. Contact me for a custom proposal and information about my other services." -- *denise*

## issues

- ? do you know how strongly to promote your corporate brand vs. your product brands?
- ? have you acquired new brands and want them to complement but not overlap existing ones?
- ? do you have too many brands but don't know which ones to drop?

## approach

a framework for organizing, prioritizing, and managing your brands for maximum impact

a brand architecture:

- ✓ **prioritizes** your brands and provides guidelines for development and usage
- ✓ **explains the relationships** between brands
- ✓ recommends brands to **build, consolidate, maintain, and eliminate**
- ✓ provides the **nomenclature and visual approaches** to link related brands

my **action steps** include:

- planning, managing, and analysis of customer research to understand current equity, image attributes, and perceived elasticity of each brand (as needed)
- management interviews and audit of strategic plans to understand business objectives and strategies of products, divisions, regions, etc.
- development of preliminary brand architecture
- iterative worksessions with key stakeholder team in which we refine and vet the architecture
- creative development of naming and visuals
- preparation and delivery of management presentation

timing: ~13 weeks

## outcomes

an organizing logic and decision-making framework for your brand portfolio

