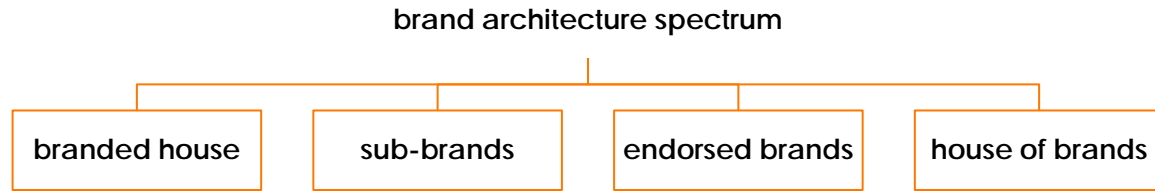


how to optimize your brand portfolio

Use a **brand architecture** to organize, prioritize, and manage your portfolio of brands. A brand architecture draws upon one of four general approaches:



a. branded house

All products in the portfolio are branded with a master brand, usually the company name. Use this approach:

- to emphasize the company brand over individual products
- when the corporate brand is well known and has strong brand equity
- to establish and maintain customer relationships with the master brand, such as when customers might buy several of your products

example:

BMW – 7 Series, 5 Series, 3 Series

b. sub-brands

The master brand is linked to and given different associations by different product brands. Use:

- to differentiate the master brand while leveraging its existing equity
- when most brands enjoy similar levels of awareness and equity
- to establish customer relationships with multiple products in disparate categories

example:

Sony PlayStation, Sony VAIO, and Sony Bravia

c. endorsed brands

Product brands are endorsed by a master or corporate brand. Use:

- to position products as independent but united
- when the master brand is needed to lend credibility or suggest a standard of quality, such as when introducing a new product
- to establish customer relationships with multiple products in similar categories

example:

Courtyard by Marriott and Residence Inn by Marriott

d. house of brands

Product brands are labeled, promoted, and sold independently. Use:

- to target niche markets, have multiple brands in a single category, and/or avoid negative or incompatible associations between product brands
- when product brands are well-established
- to establish diverse customer relationships with diverse products

example:

Tide, Pampers, and Oil of Olay -- all owned by Procter & Gamble

steps to implement a brand architecture:

1. **conduct** a sound analysis of market forces including customer, competitor, and market trends
2. **identify** product-market options and evaluate those options based on the growth potential of each, your brand platform, and your business strategy
3. **select** the brand architecture approach that best aligns with your desired direction
4. **use** the brand architecture to prioritize your brands and explain the relationships between brands
5. **flesh out** guidelines for managing existing brands/creating new ones
6. **develop** the appropriate nomenclature and visual approaches for each type of brand

visit <http://deniseleeyohn.com/bbb> to view Denise's "How to Build a Breakthrough Brand" video series and access other worksheets

