

Lecture-35 Brand Architecture

To make the students aware about brand architecture and its role.

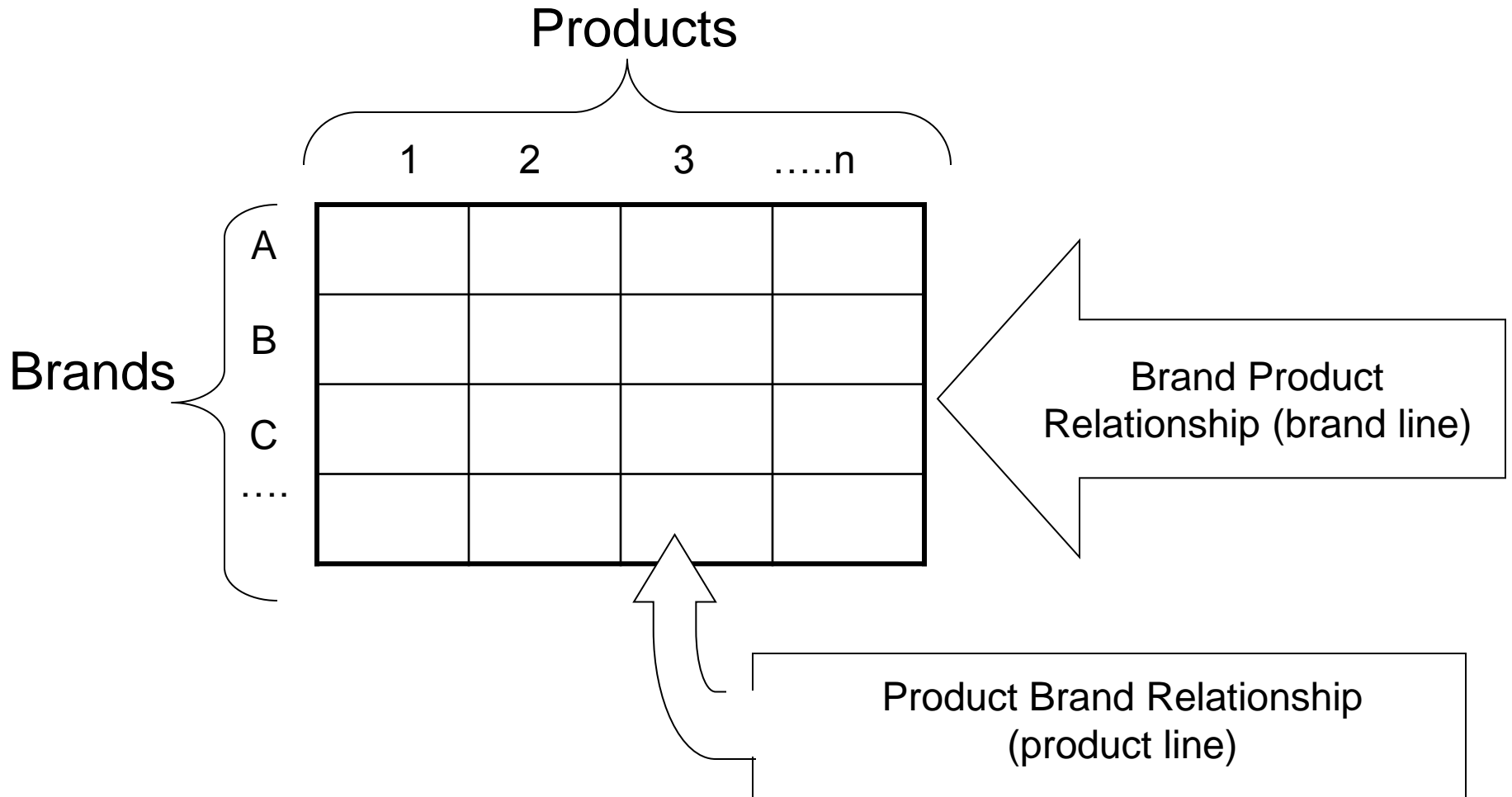
Brand Architecture

- The branding strategy of the firm which tells marketers which brand names, logos, symbols apply to which new and existing products.
- Umbrella, family or corporate branding (branded house)
- Individual brands (house of brands)

The Role of Architecture

- Clarify-brand awareness
 - Improve customer understanding and communicate similarity and differences between individual products
- Improve-brand image
 - Maximise transfer of equity to/from the brand to individual products to improve trial and repeat purchase

Brand Product Matrix



Brand Product Matrix

- Product Line
- Product Mix
- Brand Mix
 - Number of common and distinct brand elements to be used
 - Breadth (in terms of brand – product relationship and brand extension strategy)
 - Depth (in terms of product-brand relationship and brand-portfolio)
- Line Extensions
- Category Extensions

Line Extensions



Category Extensions



Brand Portfolio

Aggregate Market Factors

Market Size
Market Growth
Stage in PLC
Sales cyclicality
Seasonality
Profits

Breadth of a
Product Mix

Environmental Factors

Technological
Political
Economic
Regulatory
Social

Category Factors

Threat of new entrants
Bargaining power of buyers
Bargaining power of sellers
Current Category Rivalry
Pressures from substitutes
Category Capacity

Depth of a brand

- Different brands in the same product class
- To pursue Multiple Market Segments
- To increase shelf presence and retailer dependence
- Variety to customers
- Internal Competition
- Economies of scale in advertising, sales, merchandising and distribution



Other Special Roles of brand in a portfolio

- Tap into untapped segment
- Serve as flanker and protect flagship brand
- Serve as cashcow and be milked for profits
- Low end entry level product – customer acquisition
- High end prestige product

Other Special Roles of brand in a portfolio

- Increase shelf presence and visibility
- Attract more variety seeking customers
- Increase internal competition
- Yield economies of scale

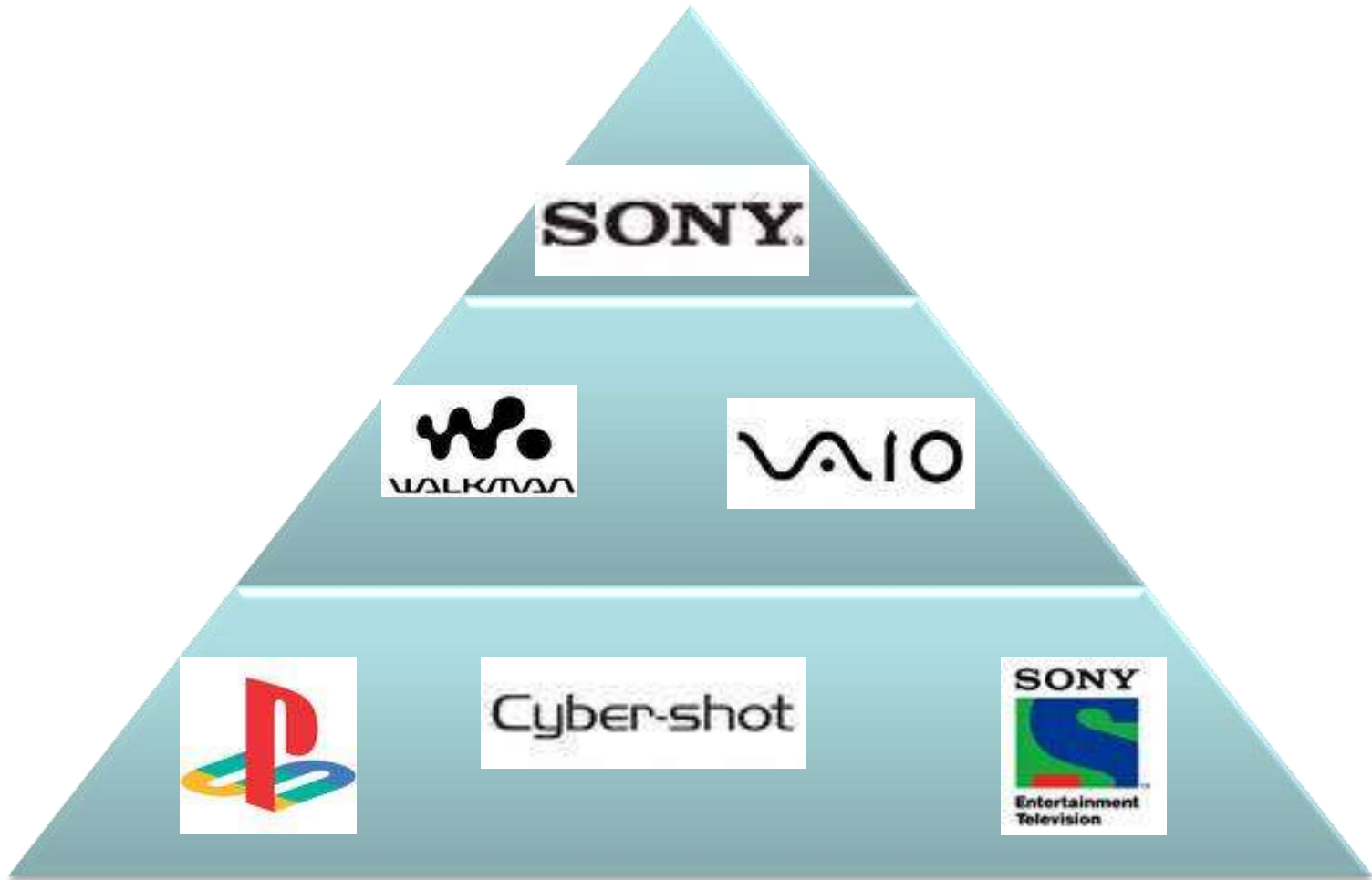
Corporate Branding

- A corporate brand is distinct from a product brand because it can encompass a whole new set of associations
- It's a powerful means to express the company philosophy in a way that is not tied to the product or the service

Corporate Branding



Examples of Corporate Branding



Family Brands

- Distinct family brands creates a special set of associations across a group of related products
- Cost of introducing a related new product is lower
- Acceptance of new products is higher
- However, failure of one can effect others
- Marketing activities need to be closely coordinated

Family Brand Level



Individual Brand Level

- Restricted Essentially to one product category, although variations are possible in terms of product form and size
 - E.g Lifebuoy soaps: Liquid and bars
- All marketing activities can be customized to support the brand and the product
- If it fails, other entities remain unharmed
- However, it is expensive and complex

Individual Brand Level



Modifiers

- Adding a modifier can signal refinements or differences in brands, related to factors such as
 - Quality levels
 - Attributes
 - Functions
- They show how one brand variation relates to others in the same family
- They make products more understandable and relevant to customers

Modifiers

Corporate Image Dimensions

- Product Related
 - High Quality
 - Innovative
- People and Relationships
 - Customer Orientation
- Values & Programs
 - Socially responsible
 - Environmentally concerned

Quality

New Audi A6 with 250 hp.



Verstärkung durch Technik www.audi.com/de

Innovativeness

Vorsprung durch Technik www.audi.com

The Audi R8. Born of powerful ideas.

Our idea for a lightweight aluminium construction
revolutionised motor racing 70 years ago.
And this is what's behind the R8's light yet rigid structure –
an aluminium and magnesium chassis called
the Audi Space Frame ASF.

Embedded in this chassis is another idea which
is still setting the pace in motor racing today – the mid-engine,
in combination with FSI technology and quattro[®],
it makes up the powerhouse of the new Audi R8.

The result is a sports car which
embodies automotive perfection.

Find out more at: www.audi.com/R8



Customer Orientation

The image shows a man with a beard and mustache, wearing a grey blazer, holding a blue magnifying glass over a Trivago search results page. The page displays hotel listings for New Delhi, including Hotel Ashwirwad, Baba International, Le Ville, and La Bella Vita, with prices and reviews.

trivago

Hotel Name	Distance from City Center	Rating	Reviews	Price Range	More Deals
[Unlabeled]	New Delhi, 0.7 km from City Center	4.5 stars	93 / 100 (5850 reviews)	Rs. 7,347 - Rs. 7,999	More deals: 13
Hotel Ashwirwad	New Delhi, 0.8 km from City Center	4.5 stars	68 / 100 (8275 reviews)	Rs. 6,780 - Rs. 8,102	More deals: 18
Baba International	New Delhi, 0.4 km from City Center	4.5 stars	68 / 100 (10671 reviews)	Rs. 5,999 - Rs. 6,522	More deals: 18
Le Ville	New Delhi, 0.4 km from City Center	3 stars	57 / 100 (11257 reviews)	Rs. 4,750 - Rs. 5,872	More deals: 18
La Bella Vita		4.5 stars		Rs. 5,783	

Cause Related Marketing

- “Process of formulating and implementing marketing programs that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy both organizational and individual objectives.”

Examples

'ONE PACK = ONE VACCINE*' CAMPAIGN GIVEAWAY



Pampers

unicef

Prize Pack Includes (over a \$375 value):

- 6 month supply of free diapers
- 3 month supply of free wipes
- 5 "One Pack = One Vaccine" campaign baby body suits* *
- Teddy bear with a "One Pack = One Vaccine" campaign baby body suit* *

ENTER FOR A CHANCE TO WIN!

Green Marketing

- Special case of cause marketing



Assessment questions:

MCQ based on topic

