

Brand Management & Consumer Behavior – Session 3

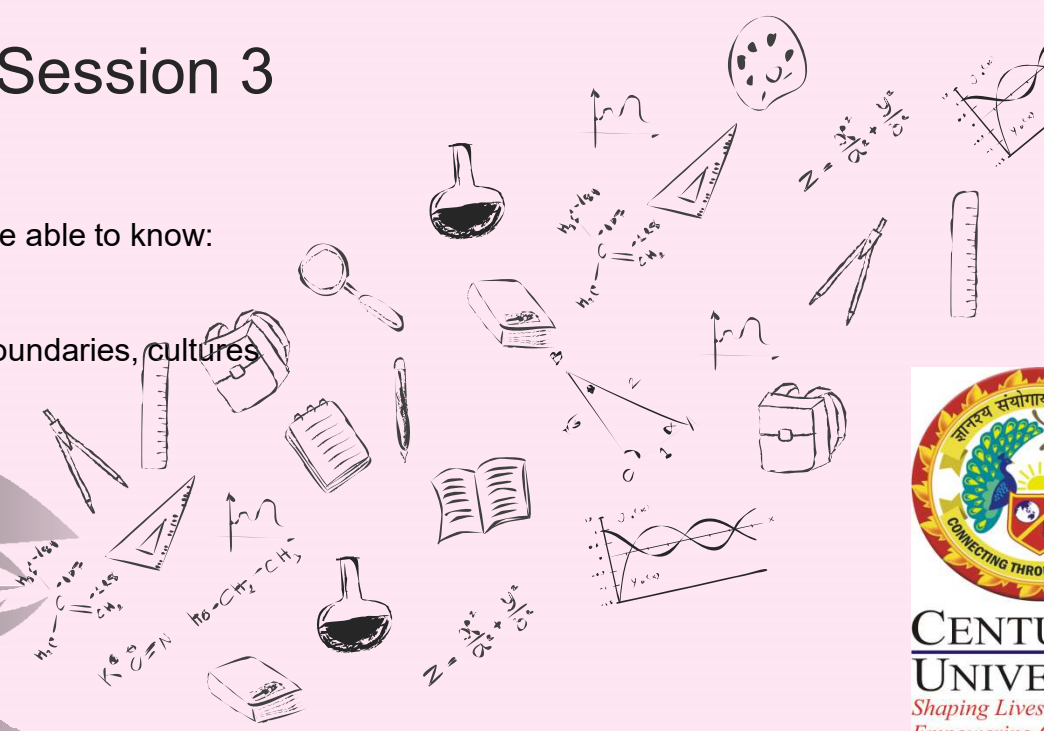
Learning Objectives:

After completion of this session, the learner will be able to know:

- Brand Architectural Systems
- How to manage brand equity over time?
- How to manage brand equity over geographic boundaries, cultures and market segments?



Brand Architecture



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Topics to be Covered:

- Defining Brand Architecture
- Managing Brand Equity Over Time
- Managing Brand Equity Over Geographic Boundaries, Cultures and Market Segments

What is a brand architectural system?

It is the building plan the blueprint of the structural framework or arrangement of all the brands within the organization.

It is the way in which the brands within a company's portfolio are related to and differentiated from one another.

The role of brand architecture is twofold:

- To clarify brand awareness: Improve consumer understanding and communicate similarity and differences between individual products and services.
- To improve brand image: Maximize transfer of equity between the brand and individual products and services to improve trial and repeat purchase.



BRAND CHAOS



BRAND ARCHITECTURE

Brand Architectural Systems

Umbrella Brand Architectural System

If a brand name spans across a range of sub-brands, then the umbrella brand architectural system is used so that all the sub-brands will fall within the category.

Product Brand Architectural System

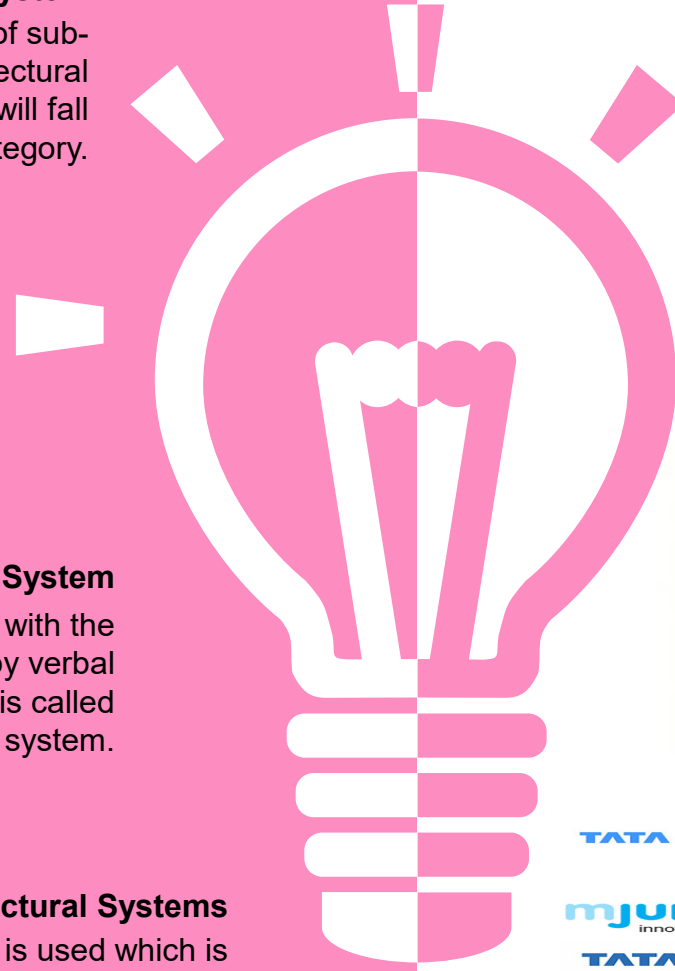
For this system, each good or service is branded individually. However, the corporate or organization brand which is generally the parent brand get de-emphasized.

Endorsed Brand Architectural System

When sub-brands are linked with the organization or corporate brand by verbal and owe visual endorsement, it is called endorsed brand architecture system.

Monolithic Brand Architectural Systems

In this system a single brand name is used which is generally the organization or corporate name across products and categories.



Hybrid Brand Architectural System



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Hybrid brand architecture works because it allows for the peaceful coexistence of old and new products, or the merger or acquisition of different types of brands. For firms that are primarily masterbrands, introducing a trade-marked sub-brand can help when:

- Descriptive product names would be too long
- Descriptive names would confuse the audience
- A major innovation justifies its own name like iPod or Laserjet

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For firms using the sub-brand or endorser brand architecture, introducing a descriptive master brand name can help when:

- There is a corporate initiative to market, like a loyalty program
- A descriptive name will work just as well as a new trade-mark
- There is no time or budget to create a new trade-mark



Managing Brand Equity Over Time

Effective brand management also requires taking a long-term view of marketing decisions.

- A long-term perspective of brand management
- recognizes that any changes in the supporting marketing program for a brand may, by changing consumer knowledge, affect the success of future marketing programs.

A long-term view also produces proactive strategies designed to maintain and enhance customer-based brand equity over time and reactive strategies to revitalize a brand that encounters some difficulties or problems.

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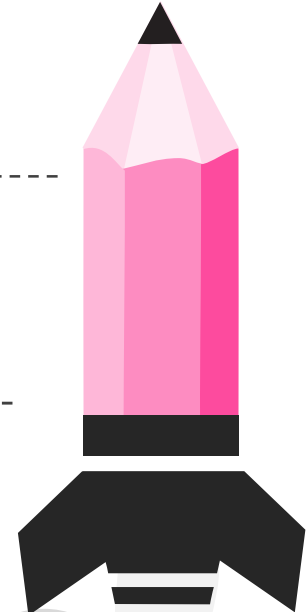
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International factors and global branding strategies are particularly important in these decisions. In expanding a brand overseas, managers need to build equity by relying on specific knowledge about the experience and behaviours of those market segments.

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Managing Brand Equity Over Geographic Boundaries, Cultures & Markets



The 150+ year old (Estd. 1855) brand has retained its iconic bottle design and taste over all the years.

Thank You



My Curiosity is all Yours