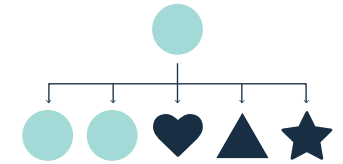
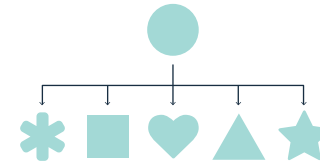
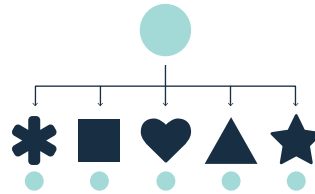
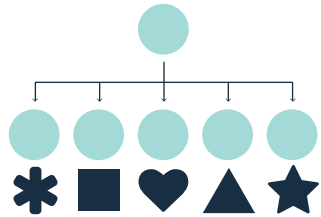
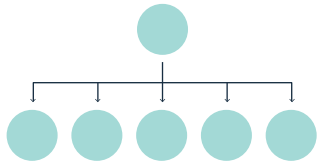


BRAND ARCHITECTURE - A QUICK GUIDE



MONOLITHIC

ONE STRONG BRAND

One strong brand used across all of the organisation's divisions; differentiated only by a description of the product or service.

PROS

Cost effective and easy to implement. Makes it easier to obtain strong and clear market positioning.

CONS

All associations, **positive or negative**, will be associated with the one brand. "All your eggs in one basket."

ENDORSED

DOMINANT MAIN BRAND

The main brand is perceived as stronger than, or equal to, the sub brands. – and they enjoy the mutual benefit of being associated with each other.

PROS

The main brand gets a lot of exposure, and the sub brands benefit from a strong main brand.

CONS

A real risk of transferring any negative associations between the main brand and the sub brands. Can be challenging to implement.

ENDORSED

DOMINANT SUB-BRANDS

Sub brands are perceived as stronger than the main brand – in this model the main brand plays more of a supporting role.

PROS

The freedom to build a strong and unique identity for each sub brand. Sub brands can still benefit from positive associations to the main brand.

CONS

Creating and implementing strong individual brands is more demanding and requires larger investments.

FREE-STANDING

INDEPENDENT SUB-BRANDS

Free-standing and strong sub brands with no immediate associations to the main brand.

PROS

Even more freedom to create strong and unique identities for each sub brand. Minimises the risk of transferring any negative associations.

CONS

Even more demanding to implement. No advantage or "pulling power" from associations to the main brand.

HYBRID

A FLEXIBLE APPROACH

For **some** organisations and/or in certain situations, a combination of the different structures may work. This should be carefully considered for each case.

PROS

A very high level of flexibility, and the ability to adapt to complex markets.

CONS

Can be confusing to the consumer. Demanding to implement, and often demanding to maintain.

BRANDED HOUSE

HOUSE OF BRANDS

BLENDED HOUSE