

4 steps to a great brand architecture

1

PINPOINT YOUR SITUATION

Understand why you need to evaluate your brand architecture.



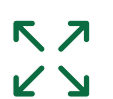
Merger & Acquisition



Market Repositioning



Brand Consolidation



Expanding Product Lines



Rebranding Efforts



Global Expansion

2

DIVE INTO YOUR GOALS

Get clear about the goals and considerations for your brand architecture.

- ✓ How prominent do you want your parent/master brand to be?
- ✓ How many sub-brands, products, and services do you currently have?
- ✓ How similar or different are your existing sub-brands?
- ✓ How do your sub-brands support or compete with each other?
- ✓ What is the cost of maintaining each sub-brand relative to its revenue?
- ✓ Are there any emerging market trends or competitive situations to consider?

3

ASSESS YOUR BRAND EQUITY

Assess the relative value of your brands in the marketplace.

BRAND EQUITY

=

BRAND REVENUE (\$)

X

BRAND STRENGTH

Characteristics of brand strength, measured via web traffic, analytics, social media engagement, surveys, focus groups, reviews, and ratings:

- » Customer Purchase Intent
- » Customer Satisfaction / Net Promoter Score® (NPS)
- » Unprompted Customer Recall
- » Brand Awareness & Associations
- » Perceived Quality & Relevance

High Brand Equity: Maintain, promote, and strengthen the brand.

Low Brand Equity: Demote the brand to a product or service or implement a transition strategy to sunset the brand.

4

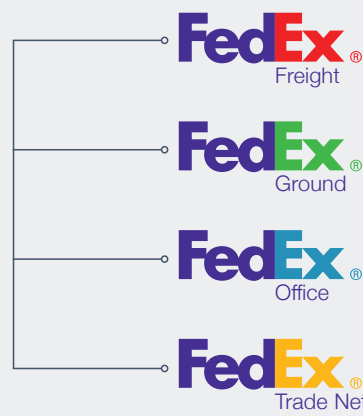
CHOOSE YOUR BRAND ARCHITECTURE

Examine different brand architecture types, considering your situation and goals.

Branded House

Sub-brands have a similar identity to the parent/master brand

FedEx®



House of Brands

Sub-brands have their own identity and no apparent association with the parent/master brand

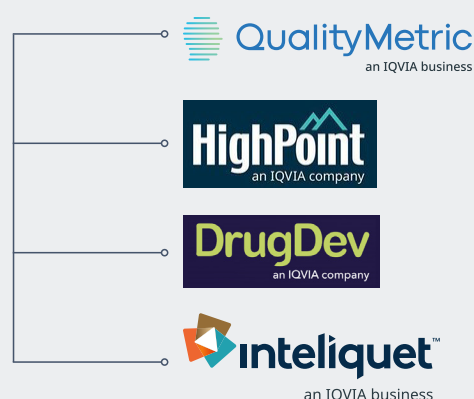
Meta



Endorsed Brands

Sub-brands have their own identity and use an anchorline to convey a connection to the parent/master brand

IQVIA™



Hybrid/Blended Brands

Sub-brands use a combination of brand architecture types

amazon



Sagefrog has successfully collaborated with and helped grow numerous companies now part of IQVIA, including Clinical Financial Services, DrugDev, HighPoint Solutions, IMS Consulting, IMS Health, Inteliquet, QualityMetric, and Rivermark.