

BRAND FUNDAMENTALS

# **BRAND ARCHITECTURE & EXTENSIONS**

**“A Brand is more than a logo or a tagline; it is a strategic endeavor”**

Michelle Bonterre

# BRAND ARCHITECTURE

How a single company structures its hierarchy of individual brands, subsidiary companies, products, and services under the main corporate umbrella or parent brand.

## Types of Brand Architecture:

## Monolithic Brand Architecture

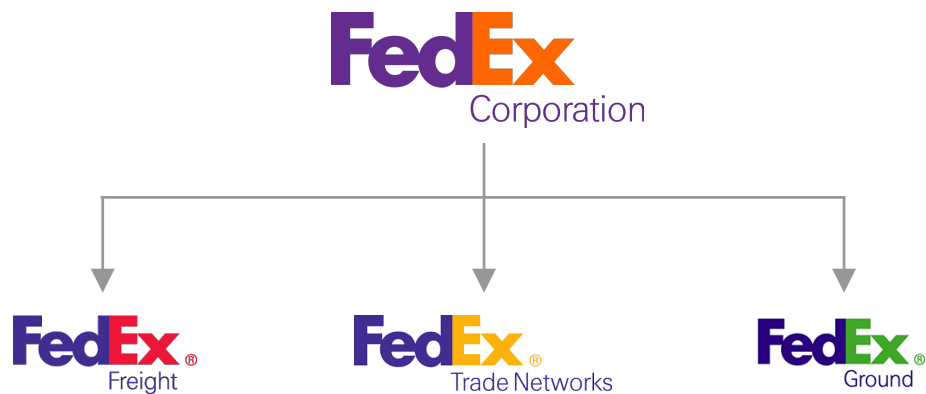
This is characterized by a strong, single master brand. Customers make choices based on brand loyalty.

### EXAMPLES:

**Google** + Google Maps, Google Classroom, Google Ads, Google Play, YouTube, Gmail, Google Drive

**FedEx + FedEx Office, FedEx Express, FedEx Ground, FedExTrade Networks, FedEx Freight**

**Virgin** + Virgin Mobile, Virgin Voyages, Virgin Racing, Virgin Active, Virgin Casino



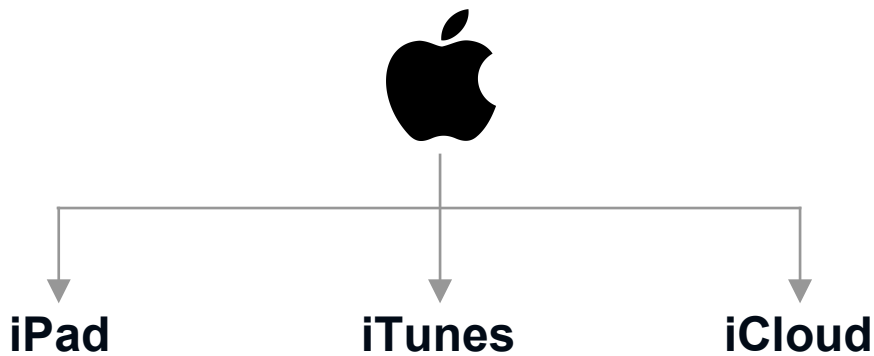
### Notes:

## Endorsed Brand Architecture

This is characterized by marketing synergy between the product or division and the parent. The product or division has a clearly defined market presence, and benefits from the association, endorsement, and visibility of the parent.

**EXAMPLES:**

**iPad** + Apple  
**Residence Inn** + Marriott  
**Polo** + Ralph Lauren  
**Oreo** + Nabisco  
**Navy Seals** + Navy  
**Kellogg** + Corn Flakes  
**Honda** + Accord

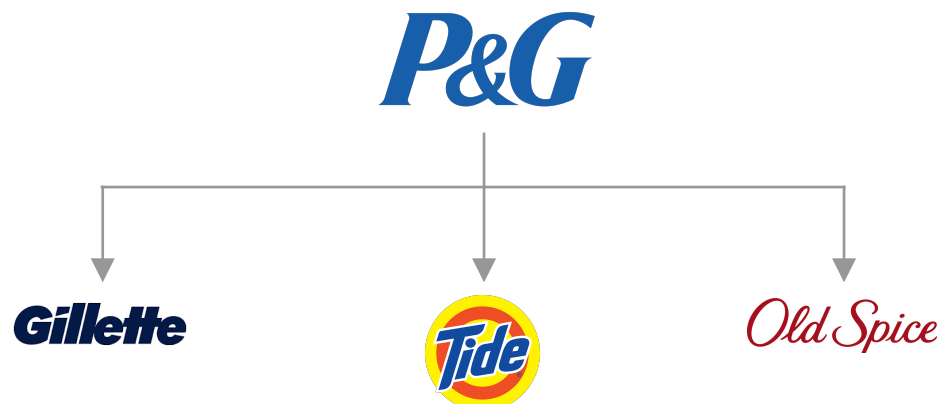


## Pluralistic Brand Architecture

This structure is characterized by a series of well-known consumer brands. The names of the parent may be either invisible or inconsequential to the consumer.

### EXAMPLES:

**Gillette** (P&G)  
**Godiva Chocolatier** (Yildiz Holdings)  
**Hellmann's Mayonnaise** (Unilever)  
**Kleenex** (Kimberly Clark)  
**Elmers** (Newell Brands)  
**Gerber** (Nestle)



### Notes:

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Structuring a proper architecture within a brand and across all the brand's or products will allow the brand to target the individual customer needs.

Building a brand architecture will allow a brand to run campaigns more efficiently. Plus, it creates opportunities to cross-promote between brands, making marketing more effective as well.

Developing structure to an organization is similar to performing a brand refresh because through this process you will gain more clarity into the brand.

As a business matures, a modular and intuitive brand architecture makes it easier to add brands, products or services for future growth.

Each of the sub brands or products will pull equity from the main parent brand, while providing the parent brand the power of diversification by highlighting the unique strengths of its distinct sub-brands.

What all these benefits create is more brand equity for the brand and a strategic competitive advantage over the competition. Increasing a brand's equity will compound returns and solidify a brand as an industry authority.



# BRAND EXTENSIONS

How a brand leverages existing equity to extend into new products, services, or market categories.

## Types of Brand Extensions:

## 1 Line Extensions

Brand line extensions are variations of an existing

Brand line extensions refer to the introduction of new products that are variations of an existing product line, often under the same brand name.

A great example of line extensions is Coca-Cola: Coca-Cola is a brand that has introduced several line extensions over the years, including Diet Coke, Coke Zero, and Coca-Cola Life.

These variations offer different flavor profiles or cater to specific dietary preferences, while still retaining the core brand identity.

## 2 Companion Product Extensions

Companion product extensions are products value of a core product, often from the same

Companion product extensions are products that complement or enhance the value of a core product, often from the same brand.

A great example of a companion brand extension is Keurig K-Cups: Keurig offers a range of coffee makers, but their K-Cups are a popular companion product extension that provide a wide range of coffee and tea options for users.

### 3 Prestige Extensions

Brand prestige extensions reposition services that are positioned as

Brand prestige extensions refer to the introduction of high-end products or services that are positioned as luxury or premium offerings, often under the same brand name.

A great example of prestige brand extensions is Mercedes Benz. Mercedes-Benz: Mercedes-Benz is a brand that has introduced several prestige extensions over the years, including the S-Class, Maybach, and AMG models.

These vehicles offer advanced features, bespoke design options, and high-performance engines, positioning them as luxury offerings for discerning customers.

### Notes:

## Lifestyle Extensions

Lululemon is a brand that has extended its product line to include athletic apparel and accessories, as well as wellness products such as yoga mats, foam rollers, and aromatherapy oils.

## 7 Benefits to Creating Brand Extensions:

By introducing new products or services, companies can expand their revenue streams and increase their overall revenue.

Brand extensions can leverage the existing brand equity of an established brand and increase brand awareness and recognition.

Brand extensions can help companies stay relevant by offering new products or services that meet changing customer needs and preferences.

Brand extensions can increase customer loyalty by offering new products or services that complement or enhance the existing brand experience.

Brand extensions can reduce the cost of marketing and advertising by leveraging the existing brand identity and recognition.

Brand extensions can provide a competitive advantage by offering unique products or services that differentiate the brand from competitors.

Brand extensions can create opportunities for growth by expanding into new markets or customer segments, allowing the brand to reach a broader audience.



## Brand Extensions Action Questions:

### What are 3 possible LINE EXTENSIONS for your brand?:

**What are 3 possible COMPANION PRODUCT EXTENSIONS for your brand?:**

**What are 3 possible PRESTIGE EXTENSIONS for your brand?:**

**What are 3 possible LIFESTYLE EXTENSIONS for your brand:**

### Notes:





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# Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

## What to Expect:

### Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

### Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

### Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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