

# BRAND

## WHAT IS BRAND STRATEGY?

### Three Keys to Successful Brand Building

**What is a Brand?** A brand is the sum total of associations, feelings, attitudes and perceptions related to a company, product or service. It is a relationship with the customer and a promise to deliver a specific set of features, benefits and services.

**Why Invest in Brand Building?** A brand is one of the few things a company can own forever. Without patents, technological insulation or barriers to entry, a company's brand is one of the few assets it can rely on to extract value and enhance margin over time.

The strongest, most enduring brands result from the **disciplined alignment** of brand strategies and plans with **customer requirements**.

Developing an effective brand strategy involves **three key brand strategy components**:  
1) [Brand Positioning](#); 2) [Brand Architecture](#); and 3) [Brand Extension](#).

Key Components	Brand Positioning	Brand Architecture	Brand Extension
<b>What is it?</b>	A <b>brand positioning</b> is the conceptual place you want to own in the target's mind — the <b>benefits</b> you want them to think of when they think of your brand	<b>Brand architecture</b> is the logical, strategic and relational structure for all brands in the portfolio	<b>Brand extension</b> involves stretching the brand into attractive categories, by creating "equity bridges" for customers to cross
<b>How it is used?</b>	<b>Positioning</b> is used as an <i>internal statement of strategy</i> to guide <i>external</i> implementation	<b>Brand architecture</b> is used to ensure clarity, synergy and leverage across the portfolio	<b>Brand extension</b> is used to stretch the brand into new categories to drive new business growth

#### BRAND POSITIONING

##### Brand Positioning Examples

"Performance"	"Comfort"	"Luxury"	"Smart Choice"

##### Brand Positioning Statement

- To (target audience), (Product X) is the only (frame of reference) that (benefits delivered) because (reasons to believe)

##### Four strategic choices underlie positioning development

Definition of Targets	Frame-of-Reference	Benefits Delivered	Proof Points
Who is the brand being built for?	What is the competitive context?	What benefits should the brand stand for?	What are the reasons-to-believe the positioning?

#### BRAND ARCHITECTURE

##### Overview

Customers relate to brands at several levels

- Master brand → Product brands → Product descriptors

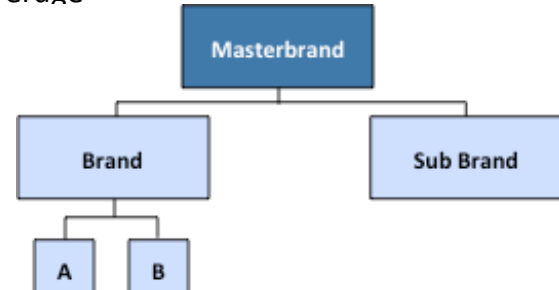
This allows an organization to create a brand portfolio that appeals to distinct segments or need states

- Acura vs. Honda vs. Honda Accord
- Apple vs. Mac vs. iPod vs. iPhone vs. iPad vs. iPad5

The master brand often carries emotional benefits, with product brands conveying rational benefits and target-specific relevance

##### Objectives

Key objectives include improved clarity, synergy and brand leverage

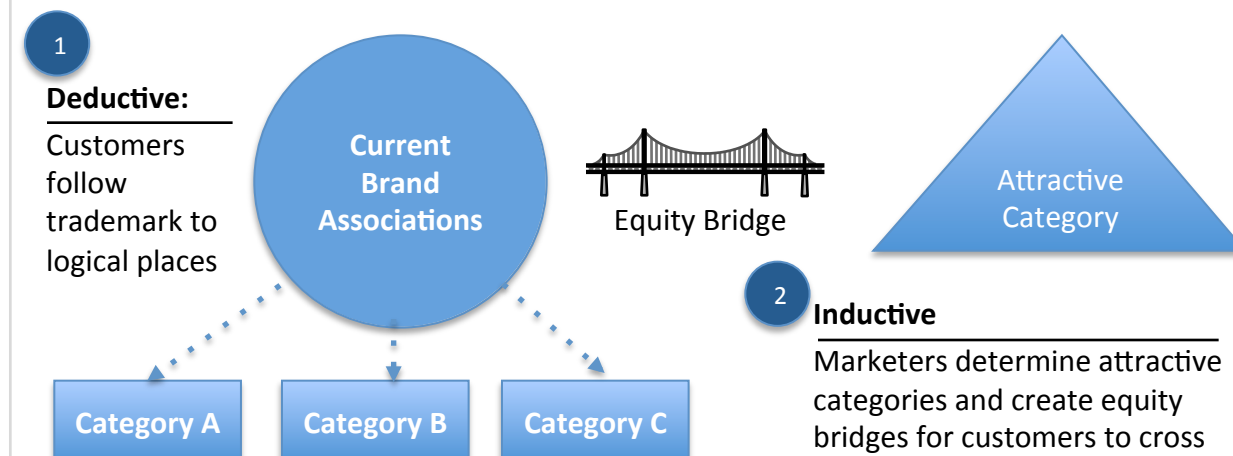


Product Brands require investment and management, and represent value greater than the functionality of the offering alone

VS. Product Names are simple descriptors that serve to identify the tangible value the customer receives

#### BRAND EXTENSION

Brand extension is a process that allows companies to define new and attractive business opportunities for existing brands, with two basic approaches:



##### Benefits

Advantages of brand extension (vs. new brand creation):

- ✓ Further strengthen and build the brand franchise
- ✓ Enhance the chance of new business success
- ✓ Reduce the cost of new business development

Brands can be highly elastic – the key is not to violate the inherent benefit essence of the brand

**Brand Development Process** balances internal and external assessment, focused ideation, concept development and execution in delivering on customer requirements

Step 1	Step 2	Steps 3	Step 4	Step 5
Perform brand assessment and confirm issues	Conduct brand strategy visioning session	Conduct ideation & develop brand strategy concepts	Optimize brand strategy concepts internally and with target customers	Prepare brand strategy recommendations and action plan

##### Key Issues

What do we know about the 3 C's?	What alternatives exist for establishing the brand strategy?	What are potential brand positioning/messaging concepts	What are optimal concepts, from the eyes of the customer?	What is the recommended strategy and action plan?

To learn more about our brand strategy consulting services, see our [EquiBrand](#) website or use our [contact form here](#).