



Branding Architecture

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1. Identifying the differentiating attributes of a brand
2. Positioning techniques
3. Creating and managing the brand
4. The real cost of developing and managing a brand

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Branding: is the sum of all the physical and emotional characteristics of a company, a product or service the consumer comes across with at any point of contact.

Lars Roellig

For **Branding to be effective** many elements come into play such as:

- Political issues
- Social and environmental pressures
- Cultural differences
- Local customs
- Religious restrictions
- Consumer taste
- Linguistic aspects

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How would you explain what you are about during a 15 second ride ?



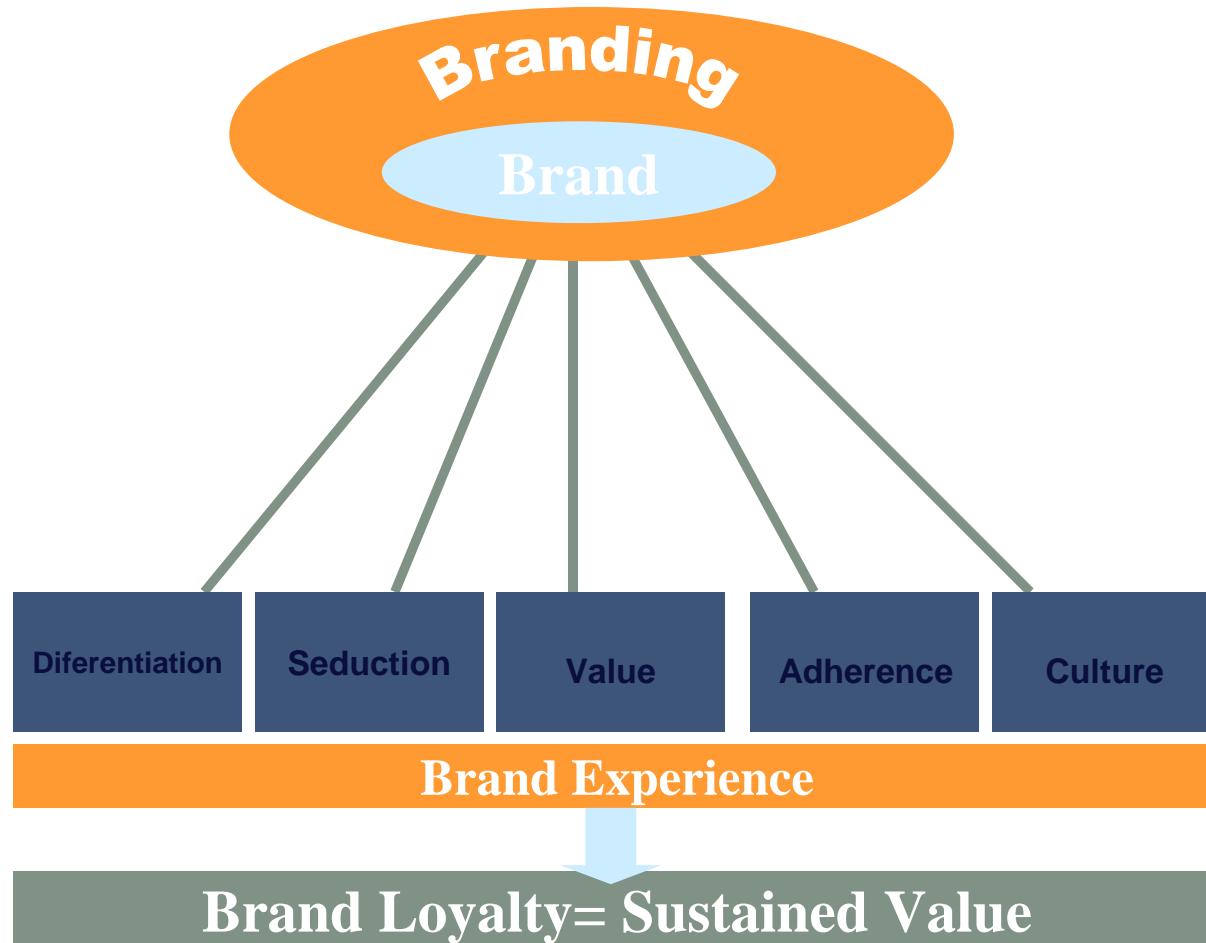
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Brand Prism's Objective



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S’GAP’s Brand Prism

S’GAP’s Brand Prism is our method to analyse:

1. **Existing brands** – Does the brand have the necessary attributes to succeed in the new market?
2. **Competence brands** – Knowing the attributes of competing brands is a key factor to understanding the structural holes of the market.
3. **Developing new brands** – Creating a new brand requires a very specific focus and very concrete attributes in order to reach any given market segment.
4. **Brand Management** – Brand Management involves an ongoing assessment and adjustment of the brand according to market needs.

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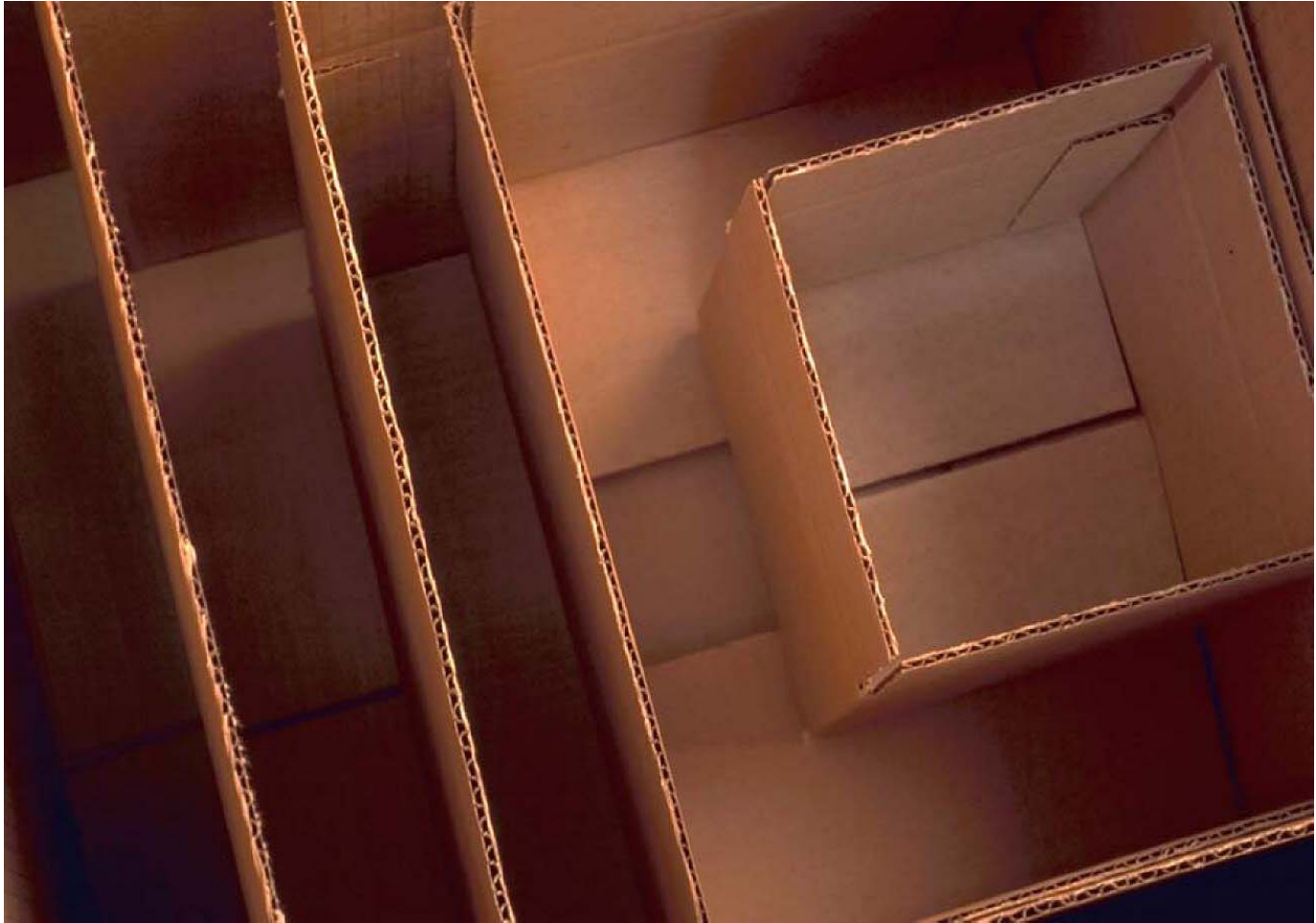
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DIFFERENTIATION

Objective: Becoming consistently the preferred option:

- Constant innovation and creativity
- Purpose, message, clear philosophy
- Personality and unique character



CULTURE

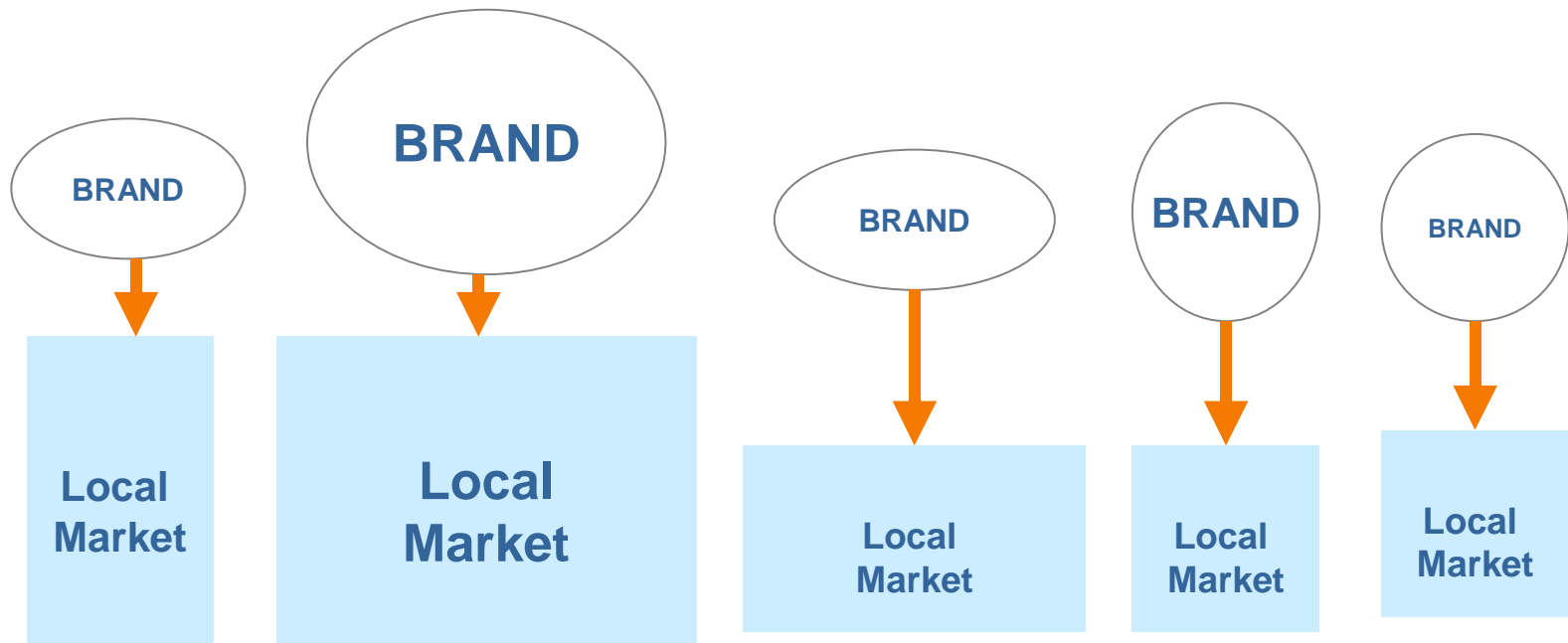
Objective: Creating identity, meanings, communities around the brand by means of:

- a philosophy and values associated to the brand adding meaning and creating links between the consumers as well as between consumers and firms.



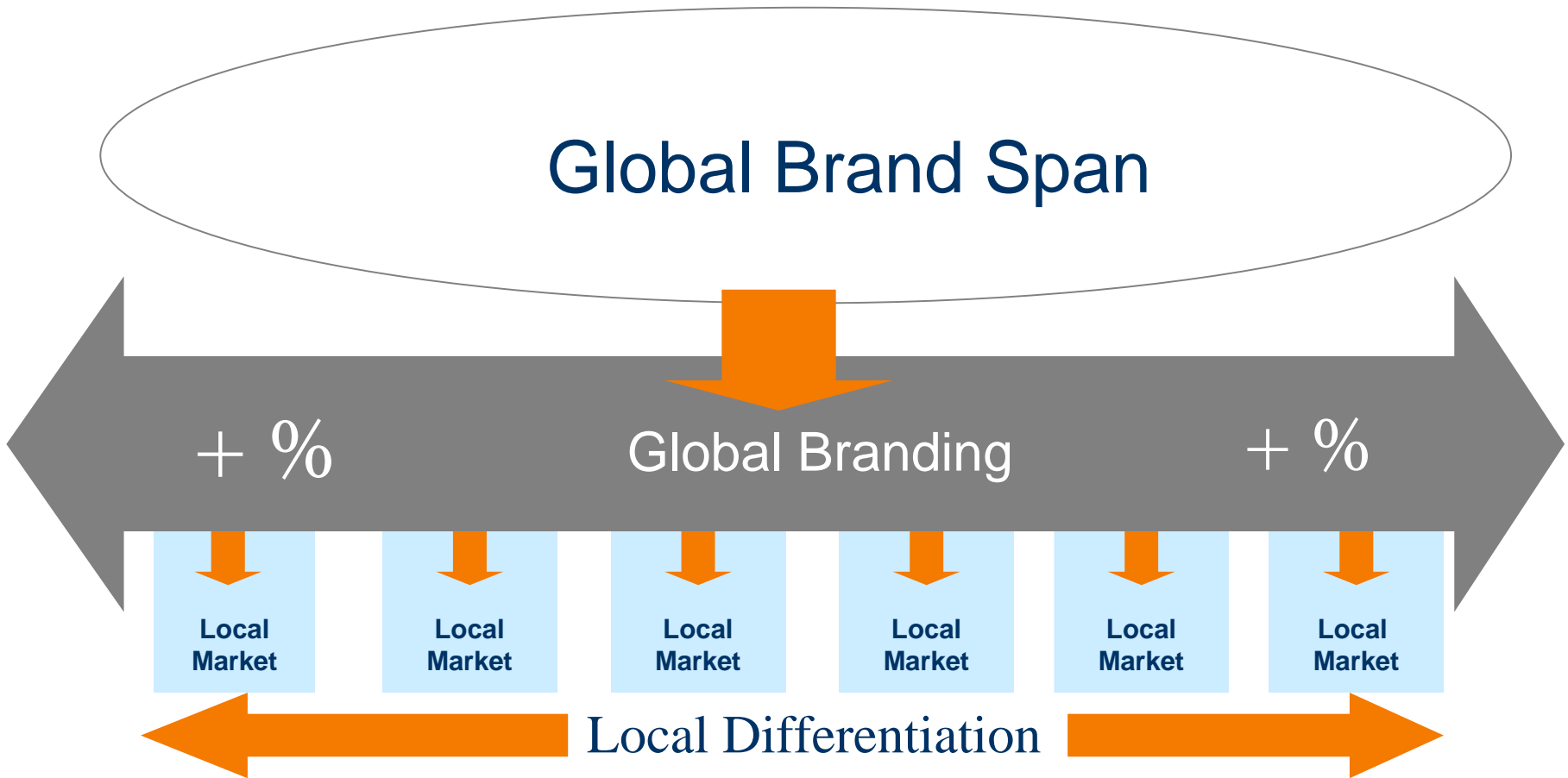
LOCAL BRANDS

How to identify global attributes?



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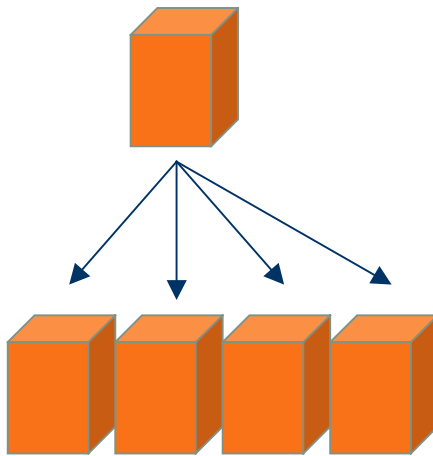
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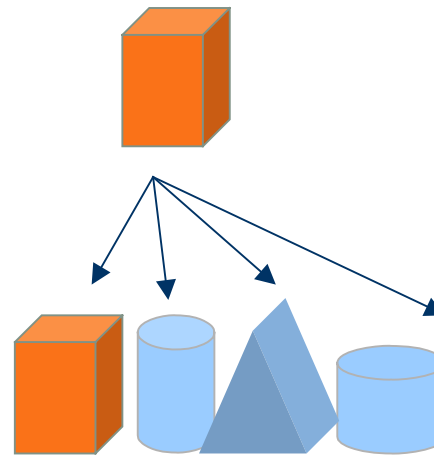


Brand Architecture Models



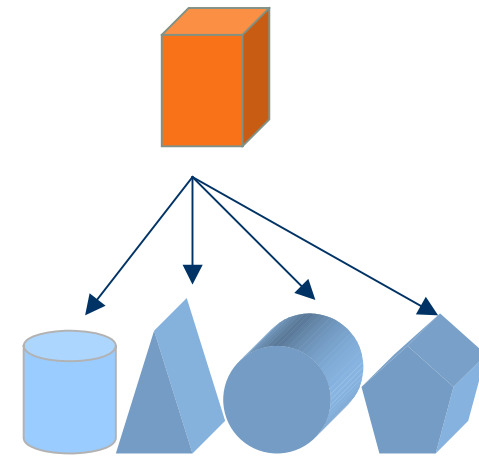
MASTER BRAND

The corporation and most operating units and brands share the same name.



ASYMMETRICAL

The corporation and one operating unit or brand share the same name



HOLDING COMPANY

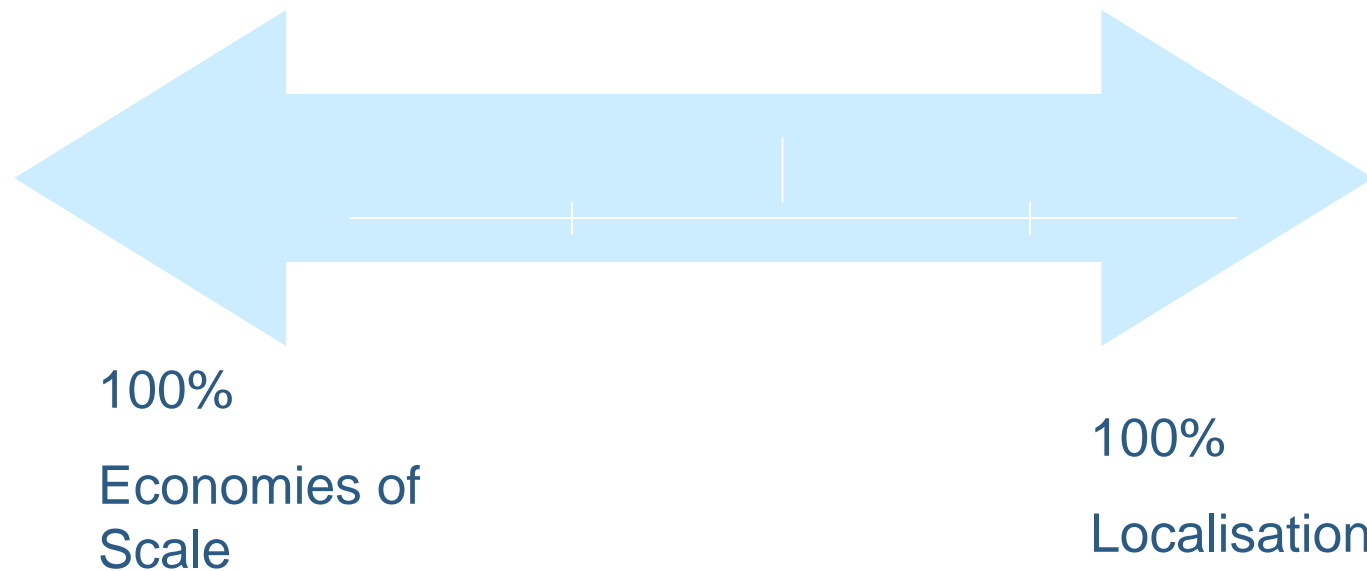
The corporation, operating units, and brands do not share the same name.

Source: Mercer Management Journal



Firm's predicament

Which is the best strategy?



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MARKET



Resonance Effect

PRODUCT



+

B
R
A
N
D
I
N
G



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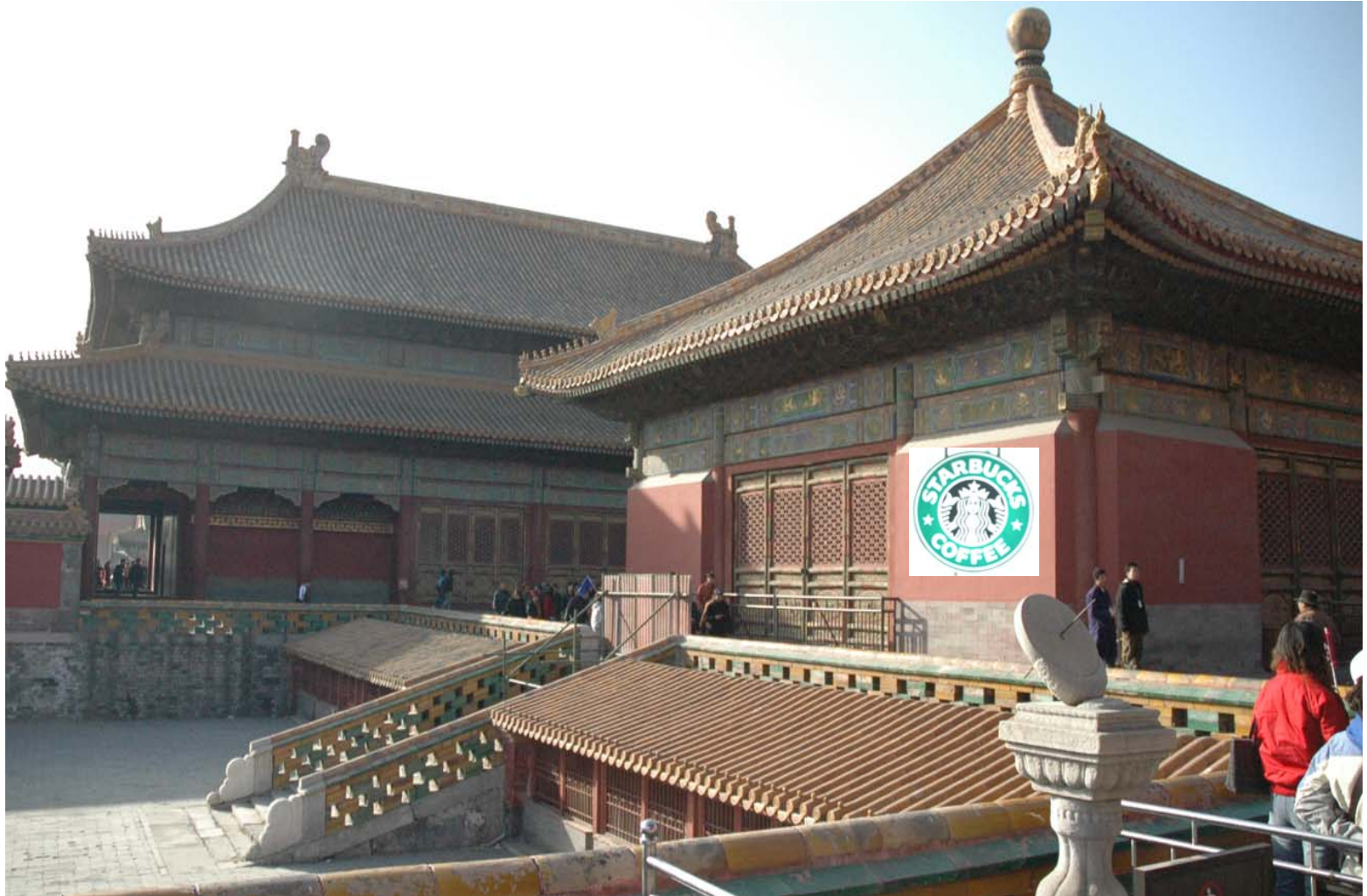
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Brand Focus – Product Focus

1. Step- Generic Product

General attributes of a generic product
(**Consumer motivation/behaviour**)

- Why? When? Where?
- Measuring price impact and access to the product
- Market information

Ex: **Beer**

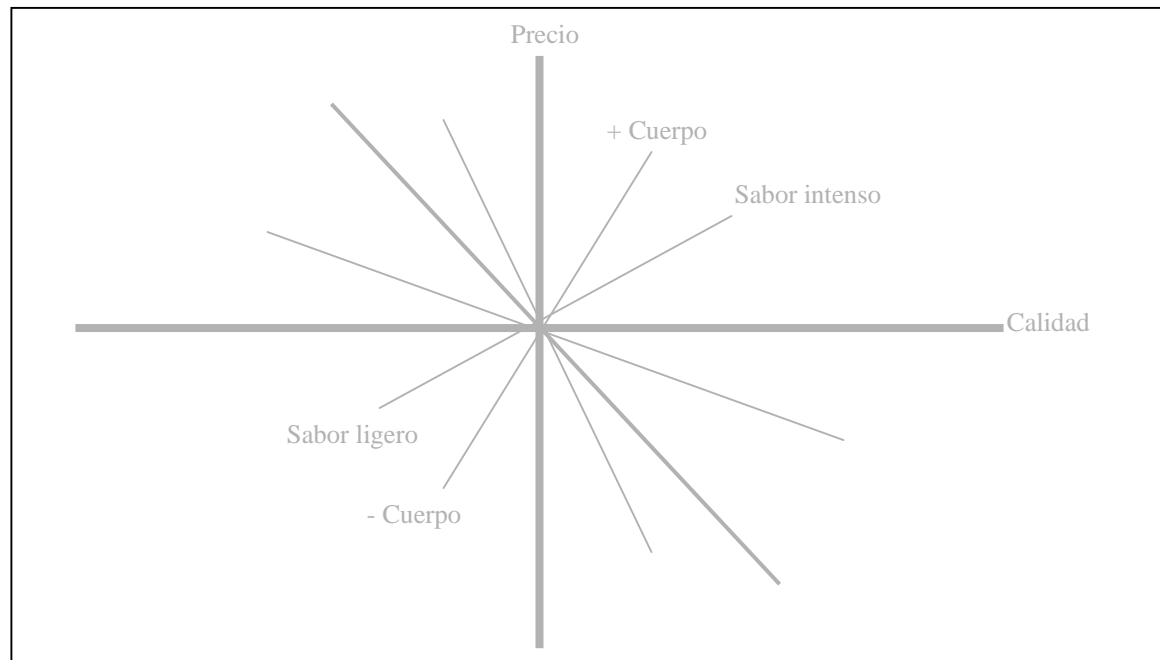
- Attributes: Taste, Texture, etc.
- Determining most significant attributes (**CONJOINT Analysis**)



Brand Focus – Product Focus

2. Step- Attributes of generic product

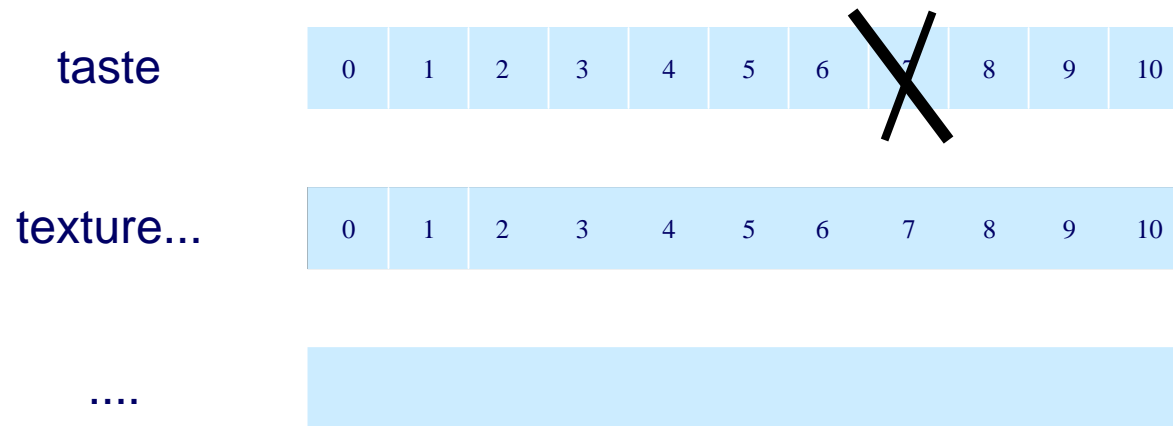
Visual Performance Analysis (VPA) (Attribute Confidence Test)





Brand Focus – Product Focus

3. Step- Our product

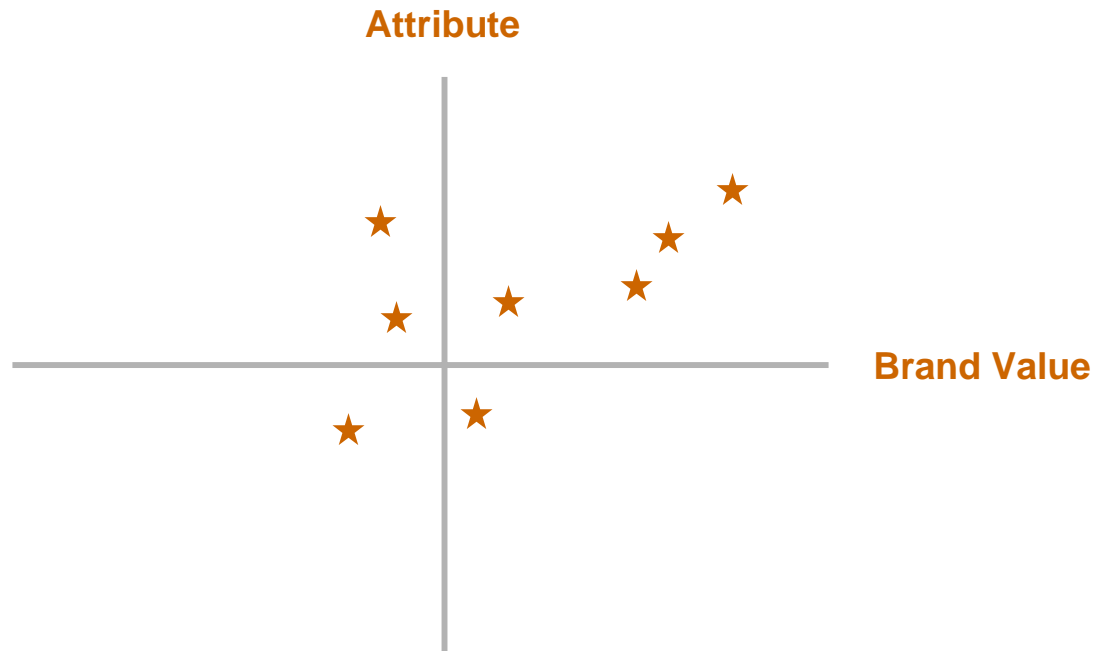




Brand Focus – Product Focus

4. Step- Comparison between global brands

VPA of different beer brands (*Brand recognition*)





Brand Focus – Product Focus

4. Step- Attributes vs. brand

VPA of market brands vs. our brand

Measuring the *Brand Leverage*

Measuring the *Attribute Leverage*

Measuring the *Total Brand Experience*



Brand Focus – Product Focus

4. Step- Generic product

New branding?

Identifying differentiation attributes

Brand Programme: Design, development and *Brand test*

Parallel Strategies (Marketing, Advertisement, Production...)

Brand Training

Brand Check & Brand Management