Brand Architecture

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Introduction:

It's essentially an approach which defines the relationship of the enterprise and its product and services. It helps in determining the Identity and Importance of the offering of the enterprise in relation to other products or services in the organizations portfolio.

Four different approaches:

1. Monolithic approach
2. Primary Endorsement approach
3. Secondary Endorsement approach
4. Standalone approach

Monolithic Approach

Under this approach the enterprise offers all its products and services under its own name, for example: Samsung, Videocon, LG, SBI etc. When an organization has a strong visibility and history behind it, it can leverage the same by offering all the products and services in its portfolios under its own name. One of the major benefits of monolithic approach is that the marketing cost is minimal and the products and services offered can easily leverage the reputation of the enterprise.

Primary Endorsement Approach

Under this approach the product or service offered has its own identity (name) but it is superseded by the identity of its enterprise (Mother Brand). For example: Cadburys' DIARY MILK, Toyota COROLLA, Ford IKON and others. This approach is mainly adopted by enterprise when it launches new product or the Mother Brand communicate values which are unique to its category (Industry). Like, Toyota is know for its technology orientation and hence adding the name Toyota to Corolla immediately signifies a product which is technologically superior.

Secondary Endorsement Approach

When the enterprise wants to add the assurance value to its new or existing products in order to build or convey credibility it follows this approach. For example: SCORPIO from Mahindras, AquaFina from PEPSI, Kinley from COCA-COLA. Secondary endorsement approach aims at assuring the target audience about the origin of the brand and at the same time maintaining the brands individual identity.

Stand Alone Approach

When an enterprise intends to build a brand entirely exclusive from its mother brand, it adopts this approach. The main reason for such an approach is that either the mother brand (name) is not relevant to that product category or the enterprise wants to target a totally different audience. It is also adopted by companies that are in to multiple products and categories. Like Cinthol, Liril, Van Heusen, Peter England.

Brand Architecture provides the framework to an organization wherein all its products and services can utilize its resources tangible or intangible and play the defined role without any conflicts with other members of the portfolio of the company.

References

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