

BRAND PORTFOLIO AND BRAND EXTENSION

BRAND PORTFOLIO

Brand Portfolio Definition

- The **Brand Portfolio** refers to an umbrella under which all the brands or brand lines of a particular firm function to serve the needs of different market segments.
 - In simple words, brand portfolio encompasses all the brands offered by a single firm for sale to cater the needs of different groups of people.

Source: <http://businessjargons.com/brand-portfolio.html#ixzz4QcdIneGd>

Exercise 1: What are the different ROLES of brands in a portfolio?

- Why does Mercedes Benz acquire Maybach?
- Why does BMW offer BMW series 3? (Why don't they just focus on series 5 and series 7?)
- What are the roles of Tesco Lotus's three private brands?
 - Tesco Finest
 - Tesco Lotus
 - Kumka คุ่มค่า (meaning “Value for money”)

BRAND EXTENSION

Brand Extension: Definition

- Brand extension is a new product introduced under an existing brand name
 - **Line extensions:** New product introductions within existing categories
 - **Category extensions:** New product introductions outside existing categories

Umbrella brand/ parent brand

&

Brand extension

Exercise 2.1: What are the different types of brand extension?

- Unilever & Close-up
- Dove (bar soap, liquid soap, shampoo, hair conditioner, deodorant, etc.)
- Breeze (powder detergent, liquid detergent)
- Breeze power, Breeze color, etc.
- Nike Hyperadapt 1.0
- Toyota Prius

Exercise 2.2:

- Each group to come up with 2 good examples of brand extension. Discuss what makes (why) this extension a good one.

Exercise 2.3: What are the Advantages of Extensions to

- 1) the new extension
- 2) the parent brand

