



# What are branding strategies?

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A branding strategy (a.k.a. brand development strategy) is **the long-term plan to achieve a series of long-term goals that ultimately result in the identification and preference of your brand by consumers.**





# BRAND DEVELOPMENT STRATEGIES

Having well-defined brand development strategies is critical for companies to be relevant in the long term. Strong brands can **increase customer loyalty**, attract good customers, partners and vendors, helps with marketing efforts, increased involvement from customers, etc.

# Brand Strategy: Co-branding

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**Co-branding** occurs when two established brand names of different companies are used on the same product. Co-branding offers many advantages. **Because each brand operates in a different category, the combined brands create broader consumer appeal and greater brand equity.** Examples include Benjamin Moore and Pottery Barn, Taco Bell and Doritos.

Co-branding can take advantage of the complementary strengths of two brands. It also allows a company to expand its existing brand into a category it might otherwise have difficulty entering alone.



# Benjamin Moore®

Paint like no other.®



# Brand Strategy: Co-branding

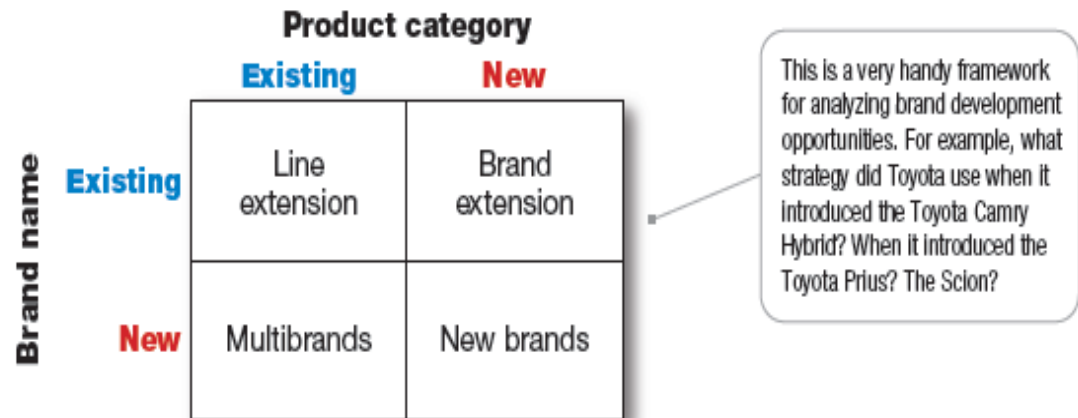
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Co-branding has limitations and usually involves complex legal contracts and licenses. Co-branding partners must carefully coordinate their marketing mix, and each partner must trust that the other will take good care of its brand. **If something damages the reputation of one brand, it can tarnish the co-brand as well.**



# Brand Development Strategies

● FIGURE | 8.6  
Brand Development Strategies



A company has four choices when it comes to **brand development** (see Figure 8.6). It can introduce *line extensions*, *brand extensions*, *multibrands*, or *new brands*.

# Brand Strategy

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- Line Extension
    - Existing brand names extended to new forms, sizes, and flavors of an existing product category.
  - Brand Extension
    - Existing brand names extended to new or modified product categories.
  - Multibrands
    - New brand names introduced in the same product category.
  - New Brands
    - New brand names in new product categories.
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# Brand Strategy

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## Brand Strategy: Line Extension

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- **Line extensions** occur when a company extends existing brand names to new forms, colors, sizes, ingredients, or flavors of an existing product category.
- For example, over the years, KFC has extended its “**finger lickin’ good**” chicken lineup well beyond original recipe and now offers grilled chicken, boneless fried chicken, chicken tenders, hot wings, and chicken bites.
- A line extension works best when it takes sales away from competing brands, not when it “cannibalizes” the company’s other items.



Change to other Side Item when purchase any Combo set.  
 \*You can select one among three options.

**Set Combo 1**  
**169**  
 Baki/Set

- 1pcg Burger
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 3**  
**169**  
 Baki/Set

- 1pcg Fish Burger
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 5**  
**129**  
 Baki/Set

- 1 Chicken POP
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 7**  
**199**  
 Baki/Set

- 1pcg Fish Burger
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 2**  
**169**  
 Baki/Set

- 1pcg Chicken Rice Bowl
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 4**  
**169**  
 Baki/Set

- 2 pcs. Fried Chicken
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 6**  
**199**  
 Baki/Set

- 15 pcs. Nuggets
- 1 French Fries (L)
- 1 Paper (L)

**Set Combo 8**  
**249**  
 Baki/Set

- 1pcg Burger
- 1pcg Fried Chicken
- 1 French Fries (L)
- 1 Paper (L)

**Set Jujai**  
**499**  
 Baki/Set

- 5 pcs. Fried Chicken
- 2 pcg. Chicken POP
- 5 pcs. Nuggets
- 2 French Fries (L)
- 2 Paper (L)

**Set Sukjai**  
**699**  
 Baki/Set

- 3 pcs. Fried Chicken
- 2 pcg. Chicken POP
- 2 pcg. Egg Tart
- 2 French Fries (L)
- 4 Paper (L)

Spicy Roasted Chicken Rice Bowl **89** Baki

Spicy Chicken Rice Bowl **89** Baki

Green Curry Chicken Rice Bowl **89** Baki

1pcg Burger (M) **85** Baki

KINDY Fish Burger (M) **85** Baki

Set 1 Spicy Chicken Tender Casserole (200g) **82/104/126/148/169** Baki

Whole 2pcg 2pcg **45/67** Baki

12 Chicken POP **45** Baki

Nuggets (M) **88** Baki

Straw Donut **45** Baki

Egg Tart **28** Baki

French Fries (M) **65** Baki  
**75** Baki

Tuna Corn Salad (100g) **65** Baki  
**75** Baki

Mashed Potato (100g) **65** Baki  
**75** Baki

iced Coffees **65/78** Baki

iced Cocoa Malt **65/78** Baki

1pcg 7 Tsp **85/95** Baki  
 1pcg 10 Tsp **95/105** Baki  
 1pcg 15 Tsp **105/115** Baki

**It's finger food good**

\*Related food and food containers are for advertising only.  
 KFC reserves the right to change any items and conditions without prior notice.



# PLANT-BASED

แพลนต์เบส

อร่อยใหม่! เนื้อไก่จากพืช

คอมโบ  
แพลนต์เบส นีออป

79.-



เดอะบ็อกซ์  
แพลนต์เบส

179.-

26 ส.ค. 64 - 29 ก.ย. 64

\*จำหน่ายเฉพาะที่ สาขาแสงโสม และ สาขา ดิฉัน บาง งาม เท่านั้น



สั่งซื้อทางไหนก็สะดวก สั่งเลย!



## PRODUCT LINE EXTENSION

- ▶ *Definition:* the use of an **established** product's brand name to introduce a **new item** in the **same product category**.

- ▶ Example: *Coca-Cola*



# Brand Strategy

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-

# Brand Strategy: Brand Extension

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- **Brand extension** extends a current brand name to new or modified products in a new category.
- For example, **Starbucks** has extended its retail coffee shops by adding packaged supermarket coffees, a chain of teahouses (**Teavana** Fine Teas + Tea Bar), and even a single-serve home coffee, espresso, and latte machine—the Verismo.
- And **P&G** has leveraged the strength of its Mr. Clean household cleaner brand to launch several new lines: cleaning pads (Magic Eraser), bathroom cleaning tools (Magic Reach), and home auto cleaning kits (Mr. Clean AutoDry).





# GREAT DEALS WITH YOUR FRIENDS

TODAY - MAY 31, 2020

**BUY 2  
GET 1  
FREE**

**\*only selected  
Teavana beverages**



**STARBUCKS®**  
DELIVERS

Click!

**Grab  
Food**



# Successful Brand Extension

## Colgate tooth brushes

- Sales was increased
- New customers
- Competitive ability
- Improving a reputation

**Colgate**



# COLGATE - Oral Care





# Line Versus Brand Extensions



- Crest's **Line Extension** to 12 different types of toothpaste



- Crest's **Brand Extension** to floss, mouthwash, and whitening strips





**LINE EXTENSION**

**BRAND  
EXTENSION**



# Brand Strategy

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# Brand Strategy: Building Multibrands

**Multibrands:** Companies often market many different brands in a given product category.

For example, in the United States, **PepsiCo** markets at least eight brands of soft drinks (Pepsi, Sierra Mist, Mountain Dew, Manzanita Sol, Mirinda, IZZE, Tropicana Twister, and Mug root beer), three brands of sports and energy drinks (Gatorade, AMP Energy, and Starbucks Refreshers), four brands of bottled teas and coffees (Lipton, SoBe, Starbucks, and Tazo), three brands of bottled waters (Aquafina, H2OH!, and SoBe), and nine brands of fruit drinks (Tropicana, Dole, IZZE, Lipton, Looza, Ocean Spray, and others). Each brand includes a long list of sub-brands.



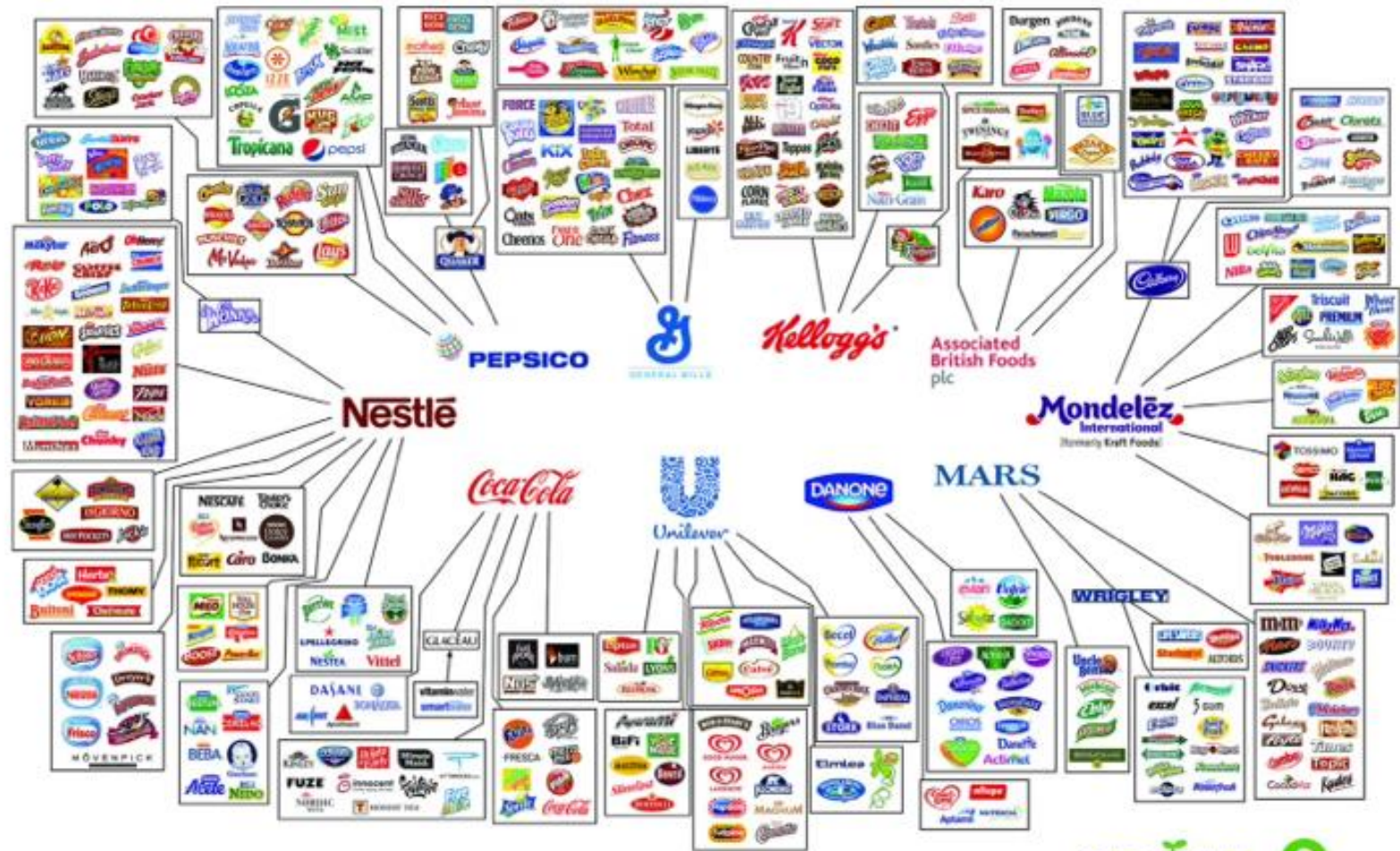


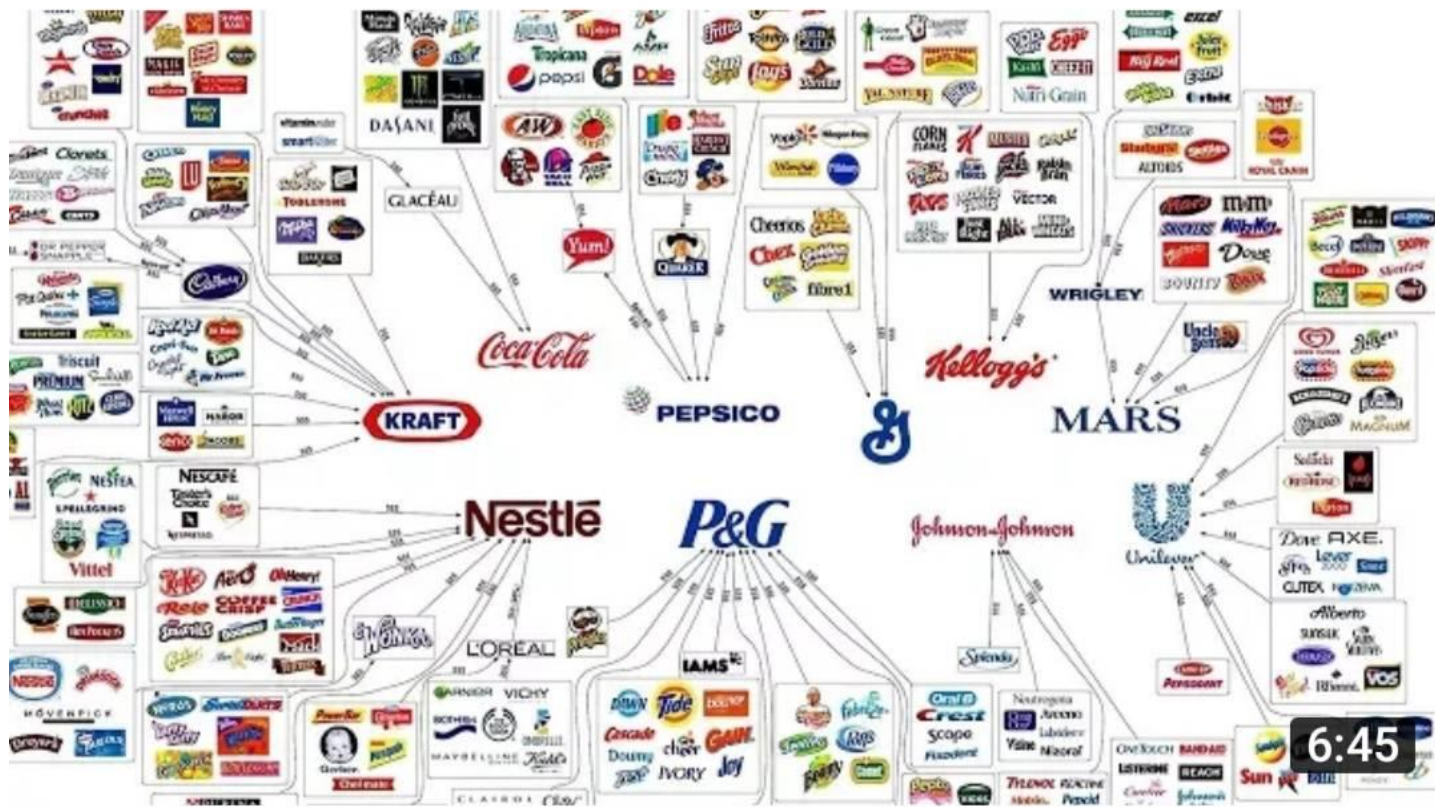
# PEPSICO

Scholar  
Ship.in.th  
มหาวิทยาลัยหอการค้าไทย



รับสมัครนักศึกษาฝึกงาน





6:45



# These 10 Companies Produce Almost Everything You Use Every Day...

MadeMyDay · 52K views · 4 years ago



# Brand Development Strategy: Multibranding

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As with multibranding, offering too many new brands can result in a company spreading its resources too thin. And in some industries, such as consumer packaged goods, **consumers and retailers have become concerned that there are already too many brands, with too few differences between them.**

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## Brand Strategy: New Brands

- **New brands:** A company might believe that the power of its existing brand name is waning, so a new brand name is needed. Or it may create a new brand name when it enters a new product category for which none of its current
- brand names are appropriate. For example, Toyota created the separate Lexus brand aimed at luxury car consumers and the Scion brand, targeted toward Millennial consumers.



FEEL LIKE A KID  
ON CHRISTMAS  
MORNING

ENDS JANUARY 2

Remember the thrill and joy of the holidays when you were a child? At the Lexus December to Remember Sales Event, rediscover that feeling with exciting offers on the Lexus of your dreams. But hurry—this event ends with the season.

 **LEXUS**  
EXPERIENCE AMAZING

lexus.com | #Lexus



SUDDENLY, EVERYTHING ELSE SEEMS

## > Mini timeline



**1994**

BMW acquires Rover Group, continuing to manufacture the existing Mini models until 2000



**1999**

Mini ranks 2nd behind the pioneering Ford Model T in the Car of the Century poll



**2015**

Mini undergoes its latest brand refresh, with a new logo and advertising style, and with new owners invited to rent their car out using BMW's DriveNow service

**1988**

Rover Group is bought by British Aerospace



**2001**

BMW relaunches Mini with new designs from BMW Designworks in California, but still manufactured in Cowley, Oxfordshire





# BMW



*Ultimate Driving Machine*

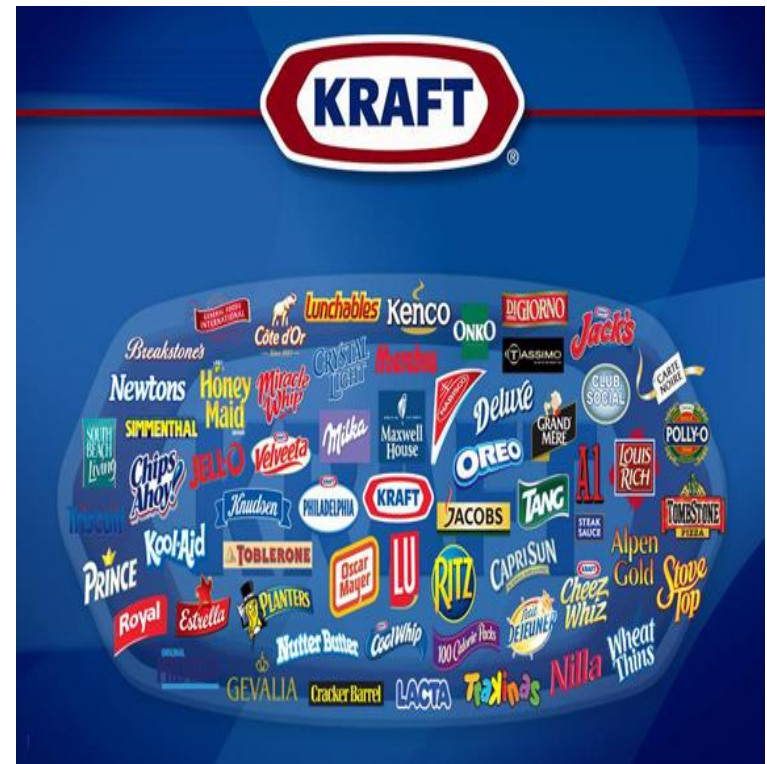
BMW hopes to move customers along the continuum every 7 years



## Brand Strategy: Megabrands

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Thus, P&G, PepsiCo, Kraft, and other large consumer-product marketers are now pursuing **megabrand strategies**—**weeding out weaker or slower-growing brands and focusing their marketing dollars on brands that can achieve the number-one or number-two market share positions with good growth prospects in their categories.**





# NIVEA

- NIVEA cosmetics brand has a presence in huge number of product categories and countries
- **'Queen of Mega Brands'** because 14 products and serves 150 countries.
- According to analysts, there was the 4.4% increase in the company's revenues (€ 4.74 billion) and 10.7% increase in after-tax profit (€ 290 million) for the year 2002.



## Umbrella Brand

Nivea is the Queen of mega brand franchises. It's parent company, Beiersdorf, had built Nivea into the worlds number one personal care brand.



## Target Market

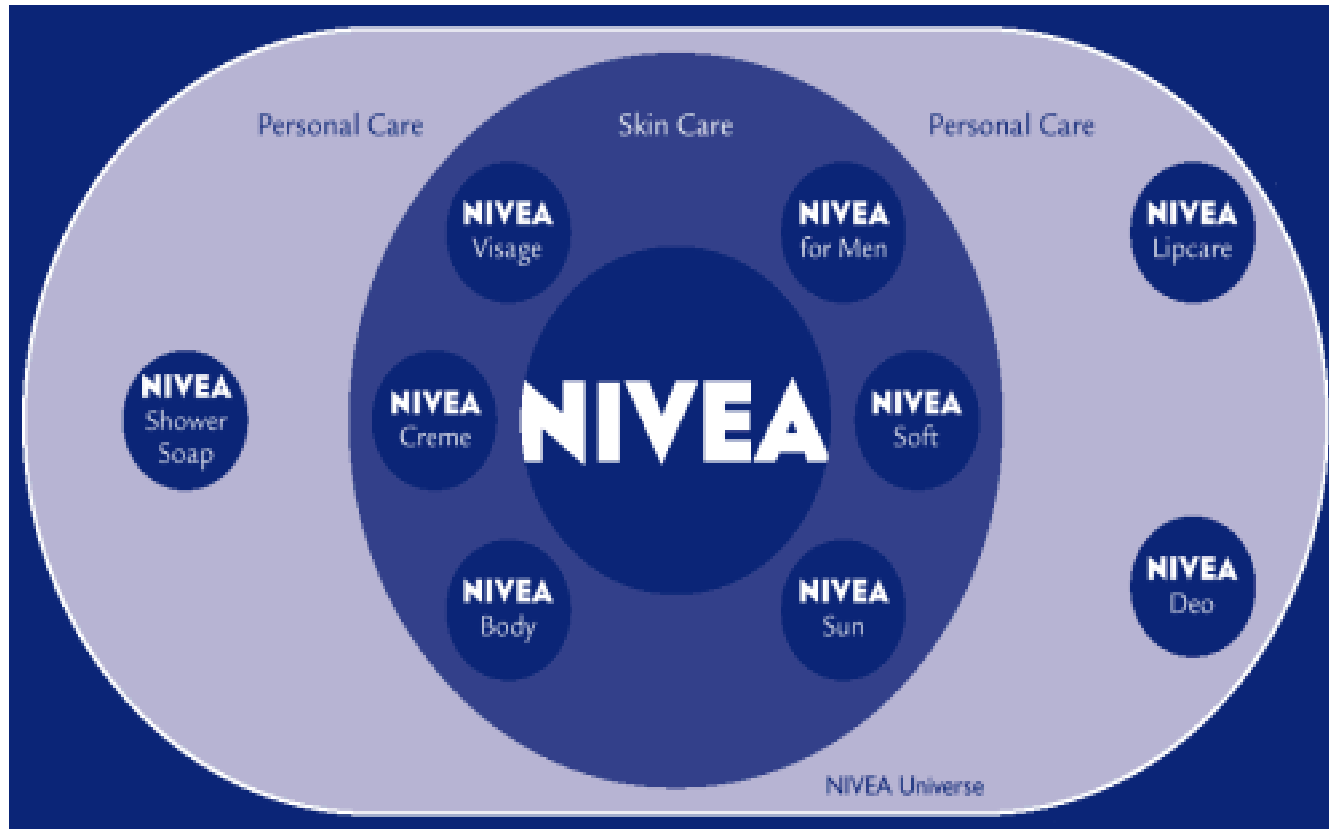
The target market for Nivea consist of upper strata of the society, mainly middle class, all age groups for skin care.



## Positioning

Nivea develops innovate skincare products to help individual obtain a healthy, youthful and non-surgical of skin perfection.







# Beiersdorf

Aquaphor  
HEALING OINTMENT

Eucerin



3:09



Beiersdorf Sales & Marketing Sizzle Reel | Video by Keshher Video | Video Pro...



Keshher Video · 538 views · 3 years ago



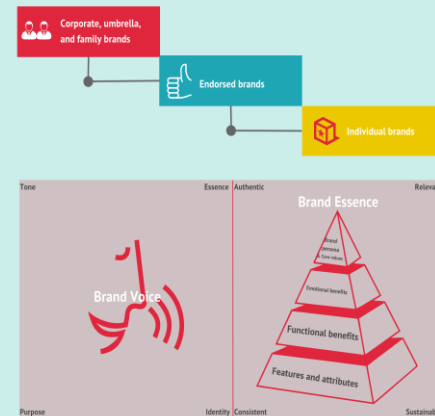


# Brand Hierarchy

- A **brand hierarchy** is the systematic branching structure of a brand's distinctive elements for its sub-products.
- When companies begin to diversify their products, with new products and different positioning schemes, they graph a brand hierarchy to help with the identification of their products and services. A brand hierarchy **helps inculcate the vital brand elements and modifications within the products.**

## Brand Hierarchy In A Nutshell

Brand hierarchy, otherwise known as brand architecture, refers to the brand strategy behind the relationships between various parts of a business. Broadly speaking, this strategy is best summarized by grouping products and services according to their associated similarities and differences.

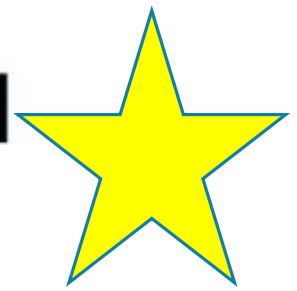


# Benefits

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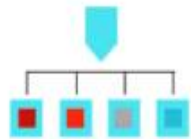
- Clarity of Offering. When every brand is clearly defined, it simplifies the choice for the customer. ...
- Each Brand Attracts Attention Appropriately. ...
- Cross-Sells and Upsells are Easier.
- As companies grow, so too do their product ranges. **Brand hierarchies help businesses and indeed consumers communicate vital brand elements and feature differences between individual products** in a range. Brand hierarchy is important for the simple **fact that many businesses overlook the strategy entirely.**

# BRAND ARCHITECTURE SPECTRUM



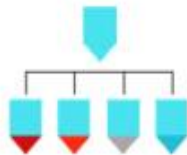
SINGULAR BRAND ←

→ SEPARATE BRANDS



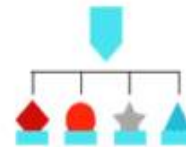
## BRANDED HOUSE

products are organized around the corporate umbrella brand



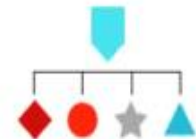
## SUB-BRANDS

brands that augment and connect to the master brand



## ENDORSED BRANDS

brand and products that are endorsed by larger brands



## HOUSE OF BRANDS

a company oversees a set of stand-alone brands

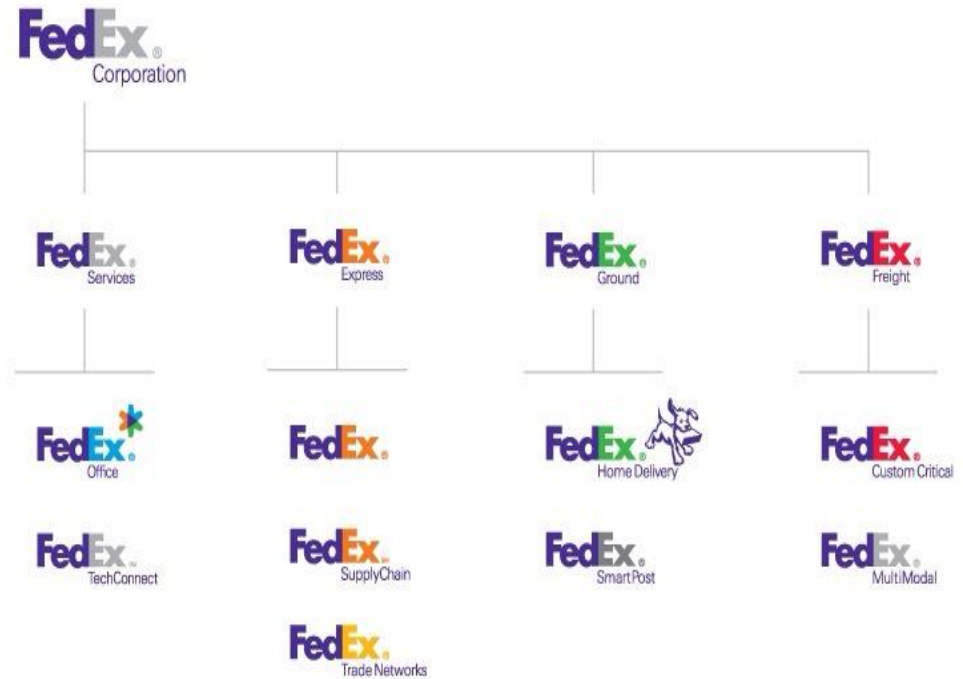


SOURCE: "The Brand Relationship Spectrum," David A. Aaker: known as the 'Father of Modern Branding'



# Branded House

- In professional services, the branded house approach is also known as a **one-firm brand strategy**.
- The firm has **a single brand**: logo mark, marketplace positioning and messaging. The subordinate service offerings share these brand elements but contain their own unique messaging points.





fedex.com 0800 703 3339



iPhone (\$142bn)



iPhone

iPhone 11 Pro Max

iPhone 11 Pro

iPhone 11

iPhone X<sup>®</sup>

iPhone <sup>SE</sup>

iOS 13

Services (\$46bn)



MUSIC

tv+

Card

Arcade

News+

Apple Store



Apple Camp

Apple Watch Studio

Apple Field Trip

Apple at Work

K-12 Education

iCloud



Family Sharing



Goldman Sachs



Genius Bar



Apple Authorized Service Provider



Small-business financing

Mac (\$26bn)



Mac

iMac Pro

iMac

MacBook Air

MacBook Pro

Mac Pro

Mac mini

macOS Catalina

Wearables, home & accessories (\$24bn)



WATCH

HomePod



AirPods

iPod touch

AirPods Pro

tv4K

Apple TV HD

Pro Display XDR

Apple Watch Nike

WATCH EDITION

WATCH SERIES 5

WATCH SERIES 3

Beats Solo Pro

BeatsX

Powerbeats Pro

watchOS 6



iPad (\$21bn)



iPad

iPad Pro

iPad mini

iPad Air

iPad

iPadOS



# Sub-brands

- A sub-brand is a **brand within a brand**.
- A sub-brand uses a **unique name for a product** and service that can develop its own brand.
- Sub-brands have their **own customer expectations and personalities** that are different from the parent brand.
- Sub-brands can be a **powerful tool** for marketers because of these effects.





Virgin  
HOTELS  
LAS VEGAS



# Marriott



Exquisite  
Luxury  
Hotels

Contemporary  
Quality  
Hotels

Quality  
Destination  
Hotels

Extended  
Stay

Value  
Hotels

# House of Brands

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A House of Brands is the exact opposite of a Branded House. Whereas a Branded House maintains the focus on a single, well-known and consistent brand, a House of Brands is **home to numerous brands**, each independent of one another, and each with its own audience, marketing, look and feel.

# 3M – A 'House of Brands'





MINOR  
FOOD



BreadTalk



MK  
RESTAURANTS



THAI RESTAURANTS



Loam

# Sub-brands

Connect to master brand

## PROs

- High visibility parent brand

## CONS

- Vulnerability
- OPEX per brand and sub-brand



iPad

tv

iPhone

Microsoft

Office

XBOX

Windows

bing

# Endorsed brands

Endorsed brands by larger brands

## PROs

- Faster market penetration
- Quality assurance

## CONS

- Negative spillovers
- Brand dilution

Marriott



# Branded house

Products organized around master brand umbrella

## PROs

- Increased brand equity
- Marketing OPEX efficiencies

## CONS

- Vulnerability



# House of brands

Company with a set of stand-alone brands  
Classic form with M&A

## PROs

- Focus on specific markets
- Avoid negative spillovers

## CONS

- Weaker brand loyalty
- OPEX inefficient

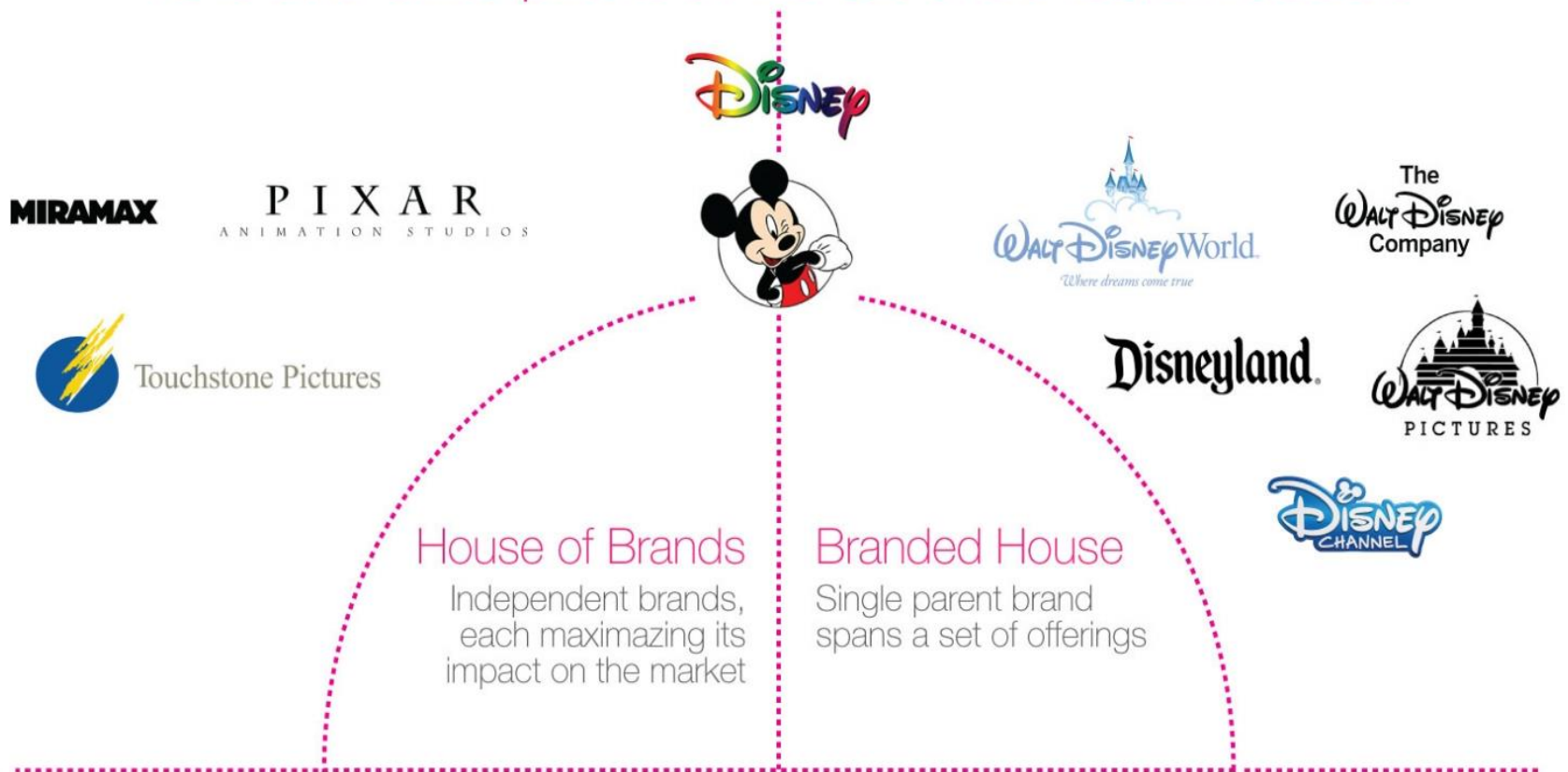


# Brand Portfolio

Brand portfolios and brand hierarchies. **A brand portfolio approach emphasizes the relationship among different brands and brand lines** in the portfolio—i.e., their independence or interdependence. ... A brand hierarchy is a useful means of portraying a firm's branding strategy for any one particular brand and brand line.



# Disney uses a mix of brand architecture solutions to build and protect its diverse businesses



# Different Levels of Brand Hierarchy



**Corporate Brand**



**Family Brand**



**Individual Brand**



**Modifier (Model)**





Corporate Brand



DAIMLER



Family Brand



Mercedes-Benz



Individual Brand



Cruze



A6



C Class



Modifier (Model)



LTZ AT



A6 Quattro



C Class AMG

Product description



A powerful Sedan with 1998cc Engine

Quattro is the sub-brand used by Audi (automobile brand) to indicate that all-wheel drive [AWD] technologies.

Amg - a high-performance subsidiary of Mercedes-Benz AG.

# Product Modifiers

The product modifier and descriptor is **the smallest and lowest part of the brand hierarchy**. It helps customers identify the various products under the individual brand. For instance, under the SL Class individual brand, there are various models like – 63 AMG, 65 AMG Roadster, etc.


















## Brand Hierarchy Levels

Corporate Brand (General Motors)

Family Brand (Buick)

Individual Brand (Park Avenue)

Modifier: Item or Model (Ultra)

CORPORATE BRAND						
KEY PRODUCTS	MacBook iPhone					
NEW PRODUCTS	iPad Apple WATCH					
INTEGRATED ACQUISITIONS						
SEPARATE SUB-BRAND		