

What are branding strategies?

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

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.®



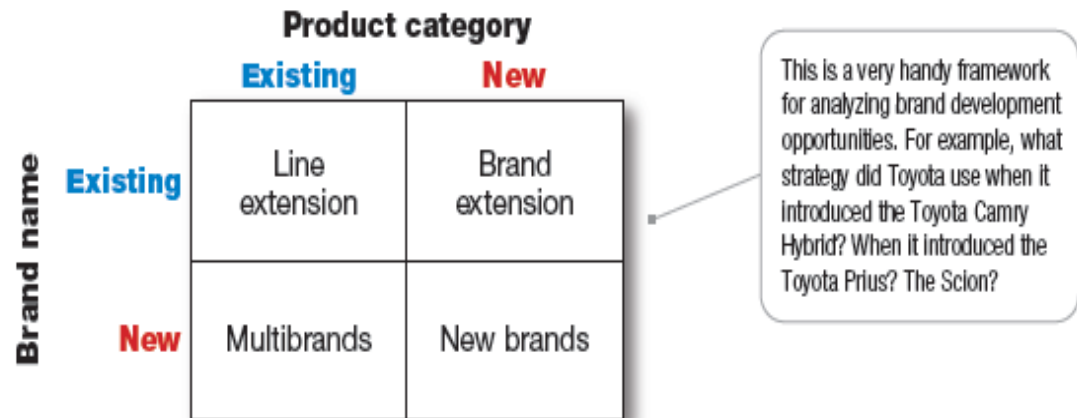
Brand Strategy: Co-branding

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

- 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: Line Extension

- **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 Pepsi (L)

Set Combo 3
169
 Baki/Set

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

Set Combo 5
129
 Baki/Set

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

Set Combo 7
199
 Baki/Set

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

Set Combo 2
169
 Baki/Set

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

Set Combo 4
169
 Baki/Set

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

Set Combo 6
199
 Baki/Set

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

Set Combo 8
249
 Baki/Set

- 1pcg Burger
- 1 pc. Fried Chicken
- 1 French Fries (L)
- 1 Pepsi (L)

Set Jujai
499
 Baki/Set

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

Set Sukjai
699
 Baki/Set

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



*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 นี้อบ

79.-



เดอะบ็อกซ์
แพลนต์เบส

179.-

26 ส.ค. 64 - 29 ก.ย. 64

*จำหน่ายเฉพาะที่ สาขาแสงโสม และ สาขา ดิโอบ บาย วนชัย 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*



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Brand Strategy: Brand Extension

- **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**



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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.



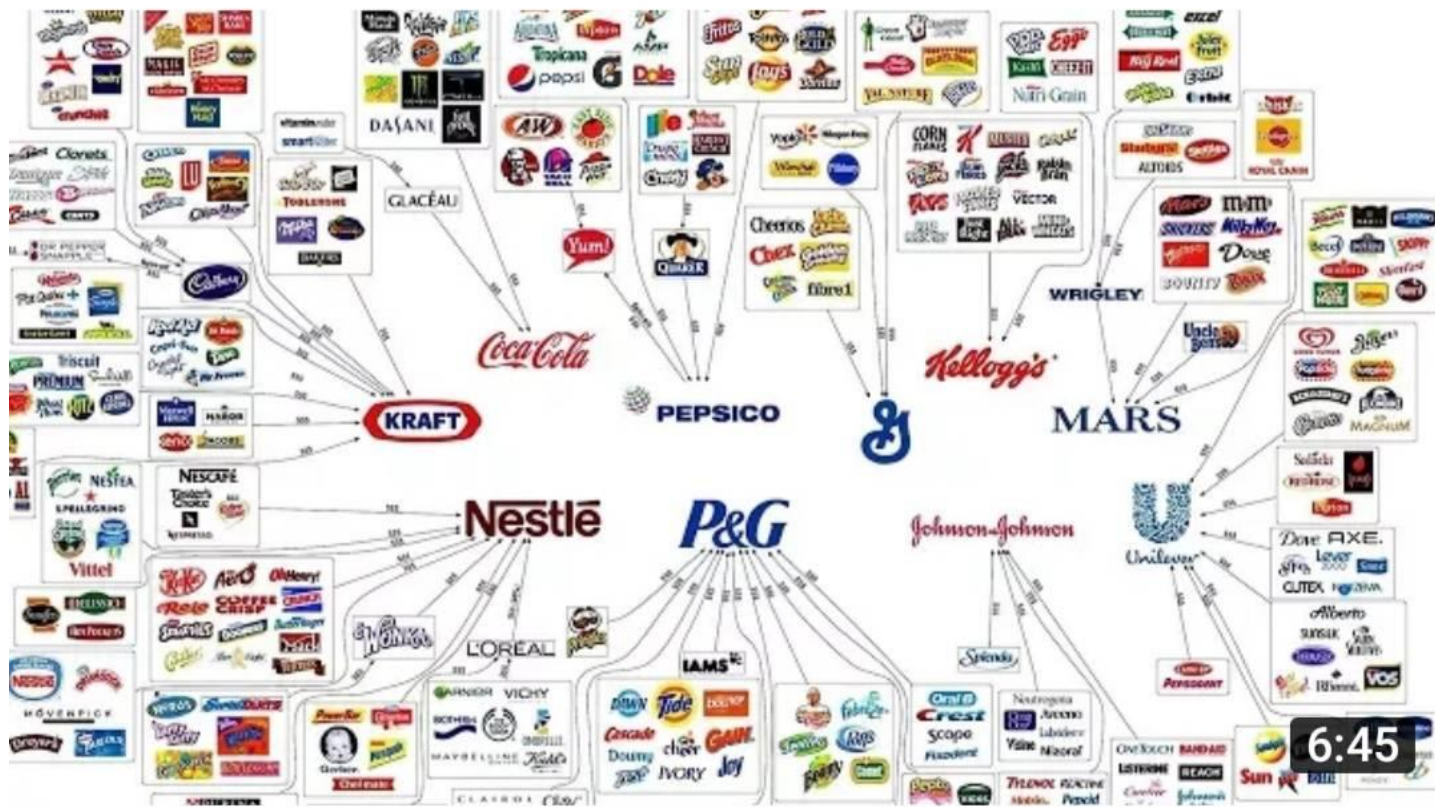


PEPSICO

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



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



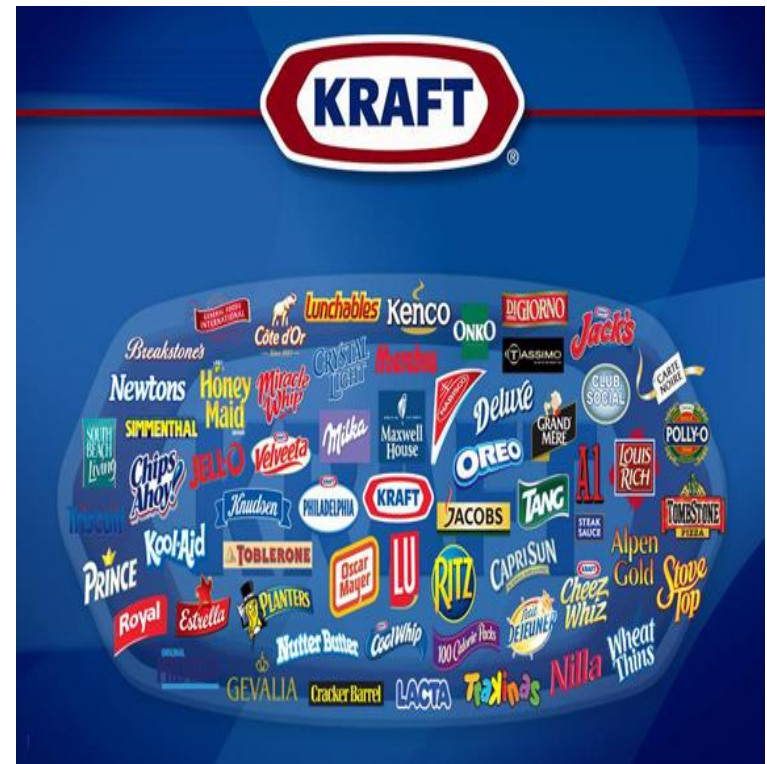
Ultimate Driving Machine

BMW hopes to move customers along the continuum every 7 years



Brand Strategy: Megabrands

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

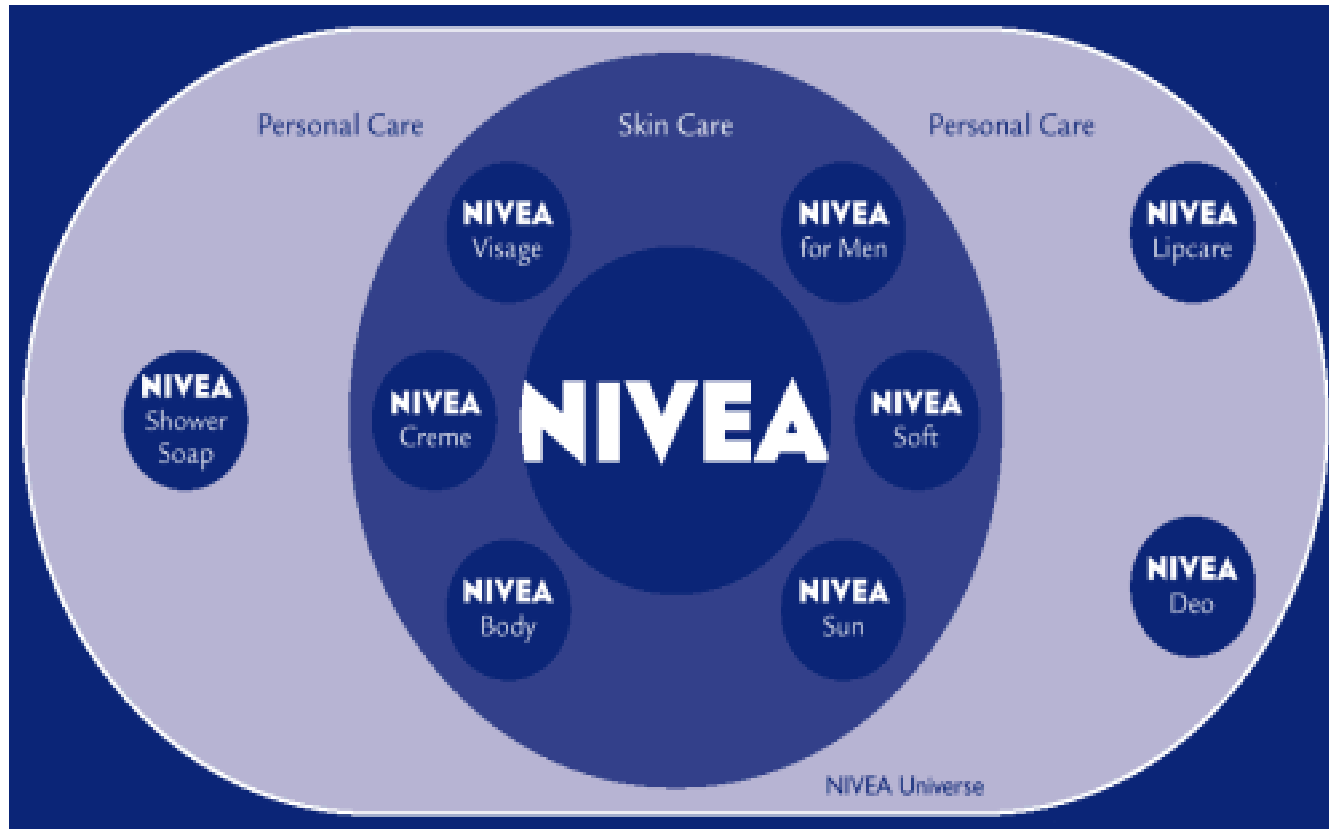
The target market for Nivea consist of upper strata of the society, mainly middle class, all age groups for skin care.



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 Keshar Video | Video Pro...



Keshar Video · 538 views · 3 years ago





BRAND HIERARCHY

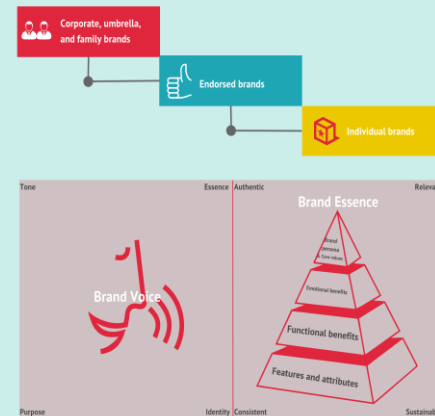
Brand hierarchy, otherwise known as **brand architecture**, refers to the brand strategy behind the relationships between various parts of a business. Broadly speaking, this strategy is best summarized by grouping products and services according to their associated similarities and differences.

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

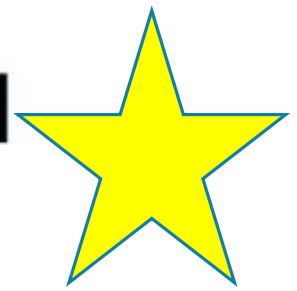
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Benefits

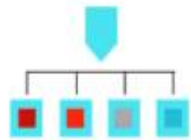
- Clarity of Offering. When every brand is clearly defined, it simplifies the choice for the customer. ...
- Each Brand Attracts Attention Appropriately. ...
- Cross-Sells and Upsells are Easier.
- As companies grow, so too do their product ranges. **Brand hierarchies help businesses and indeed consumers 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



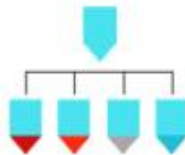
SINGULAR BRAND ←

→ SEPARATE BRANDS



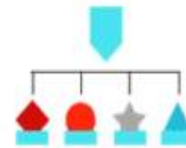
BRANDED HOUSE

products are organized around the corporate umbrella brand



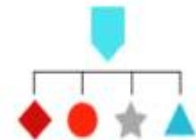
SUB-BRANDS

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

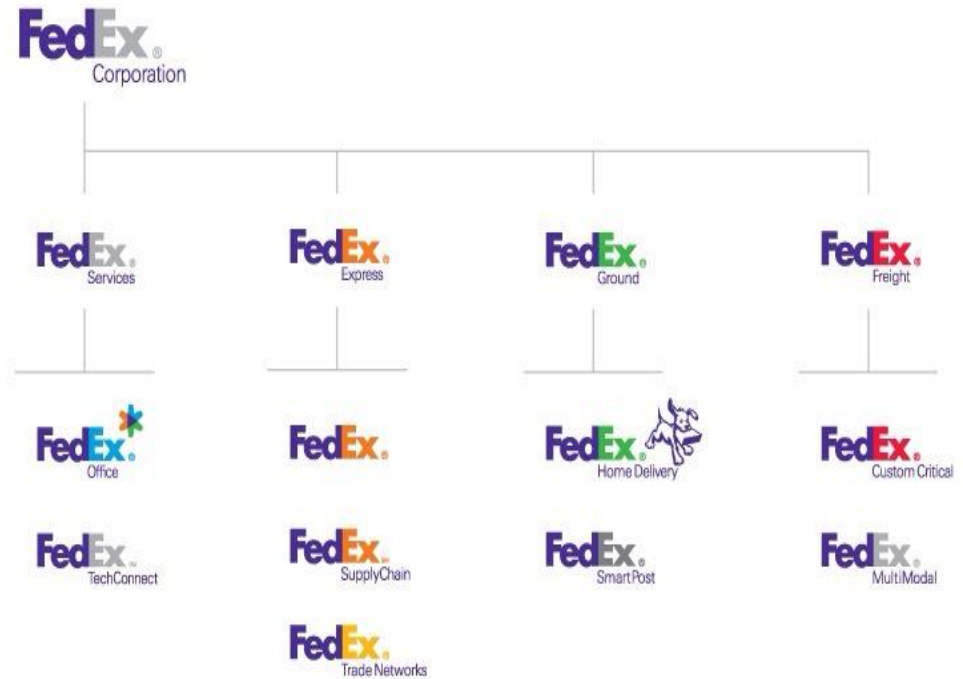


SOURCE: "The Brand Relationship Spectrum," David A. Aaker: known as the 'Father of Modern Branding'



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[®]

iPhone ^{SE}

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

Endorsed Brands

Endorsed branding is a **brand architecture structure (or strategy)**, consisting of **distinctly different product or service** brands that are positioned individually from its parent brand (also known as an endorser brand).

Where relaxed meets revitalized

Come to let it all go.
Leave ready to
take it all on.

Marriott.
HOTELS & RESORTS

Learn more at ExperienceMarriott.com.

Marriott



Exquisite
Luxury
Hotels

Contemporary
Quality
Hotels

Quality
Destination
Hotels

Extended
Stay

Value
Hotels

House of Brands



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'



3M





MINOR
FOOD



BreadTalk



MK
RESTAURANTS



THAI RESTAURANTS



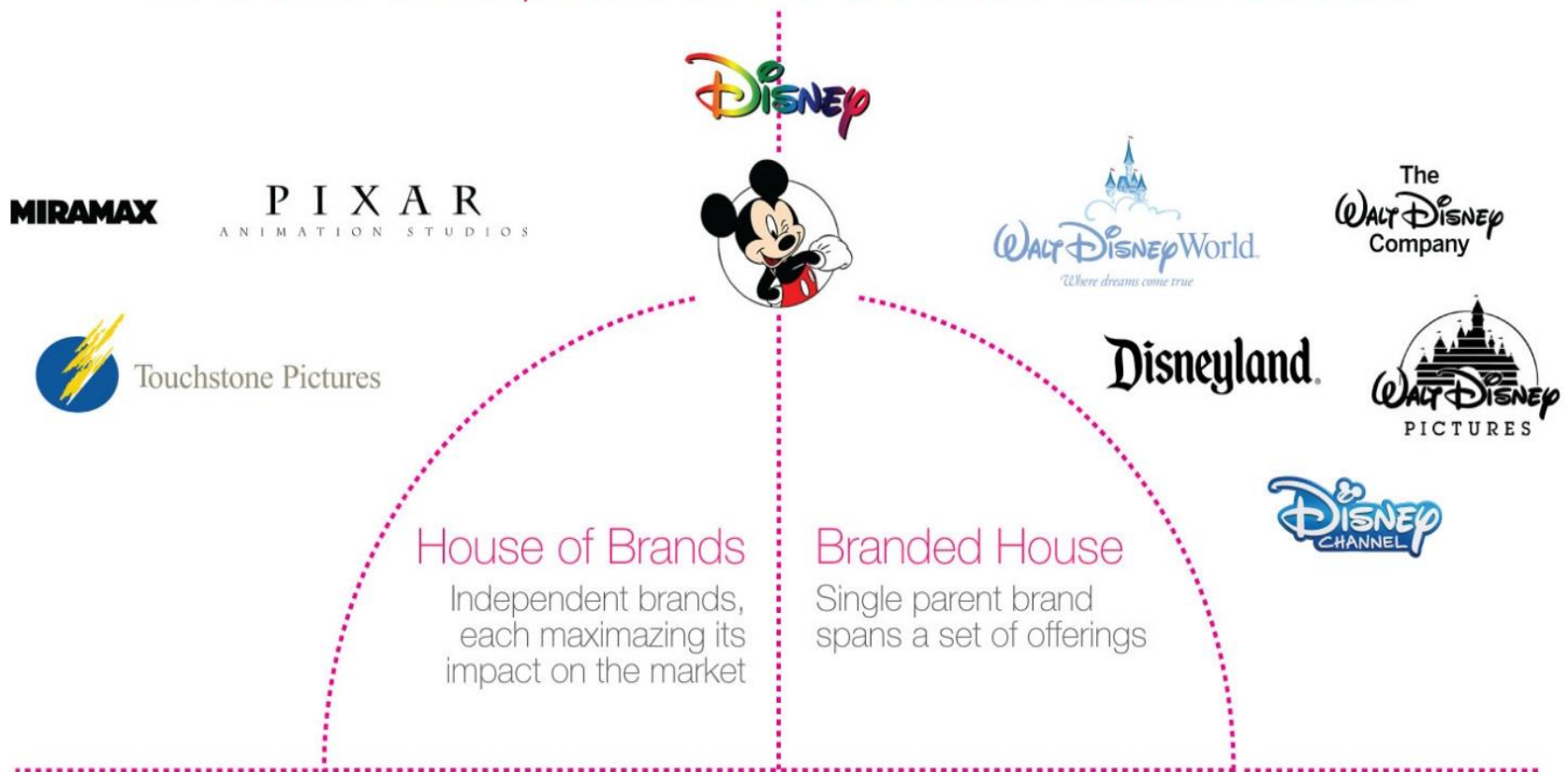
Loam

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		