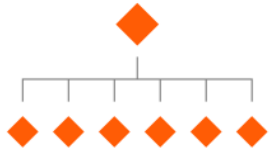
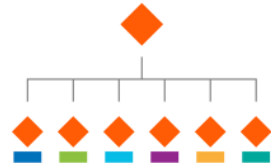


Brand architecture model decision tool



BRANDED HOUSE

- Does the vision for your company revolve around one central brand proposition and promise?
- Will it be easy to tell one cohesive story that makes sense to audiences?
- Do all your products and services cater to similar customer segments?
- **If yes, consider a branded house architecture model.**



SUB-BRAND

- Does your parent brand need flexibility to expand into new markets or sub-categories?
- Do products or services need to establish differentiated expectations or benefits that target specific customers?
- Does the entire organization share a unified mission, values, and purpose?
- **If yes, consider a sub-brand architecture model.**



ENDORSED

- Do products and services need unique identities to serve vastly different audiences?
- Do portfolio brands need help from the parent company to establish familiarity or credibility that's currently absent?
- Will the parent company's reputation be enhanced by its visible association with the portfolio brands?
- **If yes, consider an endorsed brand architecture model.**



HOUSE OF BRANDS

- Has your company acquired several businesses serving vastly different audiences?
- Is it hard to tell one cohesive story that makes sense to audiences?
- Would expanding into new markets alienate existing customers or put the parent brand's reputation at risk?
- **If yes, consider a house of brands architecture model.**



HYBRID

- Do you have a mix of brands and sub-brands with significant equity in their respective markets?
- Do your independent brands need flexibility and to define a unique value proposition targeted to different audiences?
- Will other products or services benefit by being more closely associated with the parent brand?
- **If yes, consider a hybrid brand architecture model.**