



# Relationship building through brand architecture

A structured and disciplined architecture strategy is paramount for making your business strategy clear and appealing to external audiences

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# The value of a well defined brand architecture is often misunderstood, or hard to articulate

So let's break it down.

Brand architecture is a high-level vision that defines the structure of a portfolio, division or category of brands in **four ways** by:

## 1. Defining the role and scope of brands to maximize opportunity

It's important to know who's promising what. Architecture can define how brands support each other and reinforce your positioning.

As your portfolio grows through acquisition or product development, it's easy to develop unnecessary overlap in messaging, usage and overall functionality across brands. We help make sure each brand has a working relationship, in support of the overarching business strategy, in order to maximize market opportunities.

## 2. Outlining interrelationships of brand to support growth

Business is all about relationships and brand strategy is no different. Architecture outlines how brands relate to one another, determines hierarchy, similarities and differentiation.

It's important to understand how your portfolio will work together to meet your top-line objectives. We will help you create a high-level vision that aligns with your business strategy, by leveraging your brands' strengths to meet your overall business goals.

### 3. Facilitating decision making

What good is a strategy that falls apart when an acquisition or innovation needs integrating? A solid architecture strategy is one that anticipates and adapts to changes, which supports growth.

Allowing you to be more efficient with your time and money next time you address the portfolio.

### 4. Creating consistency

Outlines a process by which brands developed internally or through acquisition are integrated the same across the portfolio leading to a consistent branding scheme that makes for a more intuitive value proposition from the customer's perspective.

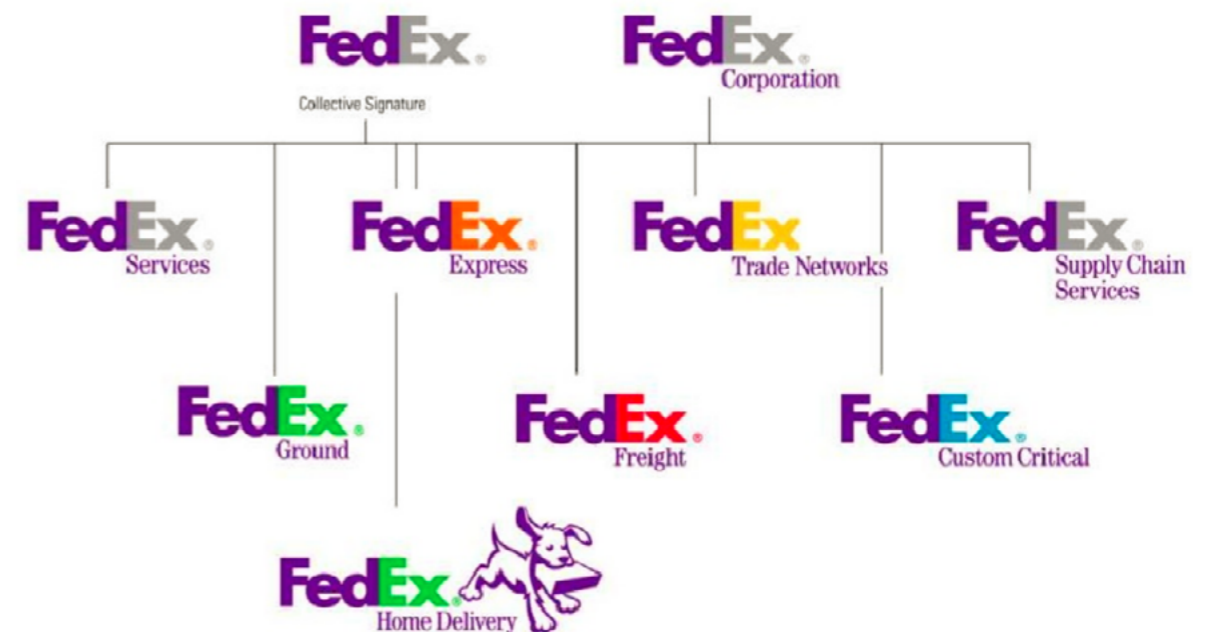



# Breaking it down further, let's look at how one company put that into action.

Between 1997 and 2000, FedEx acquired a number of companies in the transportation, freighting, customs information, and other spaces related to shipping. To not seem disjointed as an organization, FedEx developed a brand architecture and naming strategy that extended the FedEx brand without compromising its integrity. By building equity in the FedEx name by having all segments and offerings master branded. Meaning all value propositions serve to bolster one brand – FedEx. The system uses a different color and descriptor to distinguish each operating company. This showcases the broad diversity of the product offering while building the core brand.\*

**Every industry, company and product has their own opportunities and challenges, let us work with you to flesh out the opportunities and challenges you face and develop a strategy to maximize impact.**

\*A branded house strategy made sense for FedEx based on a multitude of factors.





**Knowing when it is time to  
hunker down and develop  
the strategic framework  
for your brand architecture  
can be tough.**

Often times, the need for a this definition comes either during or immediately after a period of rapid and intense growth when all of a sudden your product portfolio has grown by leaps and bounds.

# Know when it's time to reevaluate your architecture strategy

**Lack of consistency** — resulting in external audience confusion. By introducing brands ad nauseam, or not having a disciplined process for strategically integrating offerings that best leverages brand assets, leaves the customer having a hard time understanding what to purchase and what is being offered.

**An over-branded portfolio** with complex branding structures and brand overlap, results in a story that is chaotic and hard for audiences to internalize. Storytelling is a major part of building a brand; same goes for building a portfolio – audience members need to know the distinguishable value each brand has, how that relates to other brands within the portfolio, and how they all work together to form a unique value proposition.



# **Business is all about relationships. Brand strategy is no different.**

**You have recently gone through a (or multiple) mergers and acquisitions at the corporate or product level and decisions concerning categorization and rationalization of brand assets can be political, often causing internal tensions.**

For this reason, it is important for organizations to get a third party perspective from an outside firm that is able to analyze and make recommendations objectively.



**Addison Whitney has been developing lasting brand strategies for over a quarter of a century. Throughout the years, we have worked on many different projects in many different industries; and with each successful project we were able to learn something new and apply it to the next.**

We have built robust processes for acquiring the information needed to make informed, data-driven recommendations concerning where and how to leverage brand assets. We give you the tools you need to implement the new strategy within your organization. After all, A successful strategy is one that is feasible, easily implemented and maintained – which is why Addison Whitney has developed tools and tactics to make sure the strategy is adopted and in alignment with the goals and input of executive leadership.