

HOW TO:

CONDUCT A BRAND ARCHITECTURE AUDIT

BACKGROUND

Brand architecture is the way in which an organization formally organizes and names its products and services in order to show consumers the similarities and differences between them. A well-thought out brand architecture:

supports your organization's vision, business goals and strategies

provides the right marketplace visibility to your products and services

should help consumers to simply shop and choose among them

allows all brands in the portfolio to work together to grow value

COMMON USES

A brand architecture audit, which should be done annually and from your consumers' point-of-view, is used to:

- ensure your portfolio practices keep pace with new service and product introductions, M&A's and any other strategic initiatives
- evaluate, refine and strengthen the portfolio for maximum growth and profitability

METHODOLOGY

A brand architecture audit involves these steps:

- chart your current brand architecture to reflect the existing relationships between the different brands in your portfolio and how they relate to any master brand names and your corporate brand name
- evaluate the portfolio based on a key set of questions that will help you determine the strategic and financial drivers of growth for your organization and then clearly position these pivotal offerings both internally and externally
- develop and evaluate multiple scenarios before determining your final architecture, doing justice to current brand relationships and also designing your architecture with the future in mind
- develop brand naming convention guidelines to help name new offerings by following the principles of the architecture
- formally communicate the brand architecture across the organization and get everyone on the same page about successful brand architecture and portfolio management