

Strategic Marketing Playbook

Brand Strategy

Brand Architecture



Building Blocks

BRAND STRATEGY

Defines your brand and who you serve

DELIVERABLES:

- Why Your Brand Exists
- Promise & Secret Sauce
- Ideal Target & Roles
- **Brand Architecture**
- Naming Strategy
- Personality & Tone-of-Voice

COMMUNICATION STRATEGY

How, when and where you will communicate

DELIVERABLES:

- Hero's Story Outline
- One Liner vs Competition
- Key Messages
- Journey Map
- Channel Strategy
- Style Guide

MARKETING PLAN

How you will deliver business results

DELIVERABLES:

- Marketing Plan Overview
- Priorities, Tactics & KPI's
- Calendar Overview
- Budget Priorities
- KPI Tracker
- Results Dashboard

RESOURCE PLAN

How you will resource
The marketing team

DELIVERABLES:

- Resource Plan Overview
- Team Structure
- Internal Roles & Responsibilities
- External Resource Scope

Brand Architecture vs. Operating Model

Brand Architecture

- External facing
- Defines what the business wants to stand for in the minds of people
- What you are doing for others, what *they* get

Operating Model

- Internal only
- Defines the systems, processes and resources within the business
- How you actually get things done



Example – Luxottica

Brand Architecture (External):

LENSCRAFTERS® ❤️ 👁️



🎯 OPTICAL®

● sunglass hut



VOGUE

LUXOTTICA®

License Brands



Operating Model (Internal):

Luxottica Group (the Holding Company)

Common Values & Culture

Shared Services

(Accounting, HR/Recruiting, distribution, product design, IT, Consumer Insights & Research, Eye Care, Customer Analytics, Media Planning, Visual Merchandising, Retail Innovation, Store Design, CRM, Procurement, Business Development & Strategy)

Business Units

Retail

Lifestyle Brands

Manufacturing

Insurance



Brand Architecture

It's the way you organize brands so that people can easily understand what is being offered

Branded House

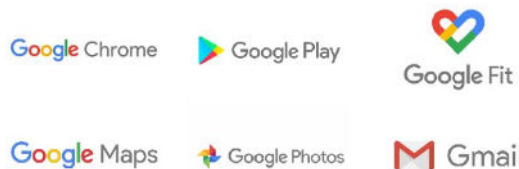
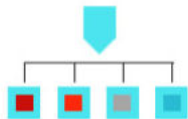
Organization's "Master" brand is primary

Pros:

- Very clear and simple
- Can support products and services without individual investment

Cons:

- Limits ability to target specific groups
- Maybe confusing if a product or service doesn't "fit" within the "master" brand



Hybrid

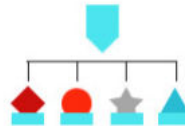
Focus on both the Organization's "Master" brand and its "Sub brands"

Pros:

- Master brand gives category credibility
- Sub brands fit different ideal targets
- Flexibility to add sub brands

Cons:

- Cost and resources support multiple brands
- Can cause confusion if the sub brands don't "fit" well together and/or with the "master" brand



House of Brands

No focus on the Organization's "Master" brand
Focus on Individual Brands within the Organization

Pros:

- Brands are "master brands" within their categories
- Flexibility to add sub-brands
- Address different category and target needs

Cons:

- Requires significant marketing support for each brand



Recap – Brand Architecture

- Part of the brand strategy building block
- It's the way you organize brands so that people can easily understand what is being offered
- There are three types of brand architecture
 - Branded House
 - Hybrid
 - House of Brands



Thank You!