

# EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION

MILANO | ITALY

## Brand Strategy e Brand Architecture per Prodotti e Canali

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**Partecipazione Social**

**Experience**

**Storytelling**

**Digital Trasformation**

**Customer Journey**

**Diversity**

**Valorizzazione**

**Digital**

**Omni-Channel**

**Touch-Points**

**Multi-Channel**

**Content**

**On-line/Off-line**

**Passione**

**Engagement**

**Inclusione**

**Sostenibilità**

**Attachment**

# Brand Equity

Una fondamentale **risorsa intangibile**, costruita aggregando intorno a specifici **segni di riconoscimento**, un definito complesso di valori, di associazioni cognitive ed emotive, al quale i consumatori attribuiscono un **valore aggiunto** che **eccede le performance tecnico-funzionali** del prodotto-servizio identificato dalla marca stessa e che pertanto si traduce in un **valore economico-finanziario differenziale** per l'impresa (Brand Equity)"

Esiste nella mente del consumatore

(Busacca, Ostillo, 2015)



Simbolo di riconoscimento



Va oltre il prodotto



Suggerisce specifiche associazioni



# **Strategie di marca (1)**

Da

**CREAZIONE** del brand (CBBE)

a

**COSTRUZIONE, DIFESA e SVILUPPO** della **BRAND EQUITY**



**BRAND ARCHITECTURE**

*Organizzazione e struttura del brand portfolio, specificando il numero, i ruoli e la natura delle relazioni tra i brand, relativamente a target-group e/o mercati-target*

# Strategie di marca (2)

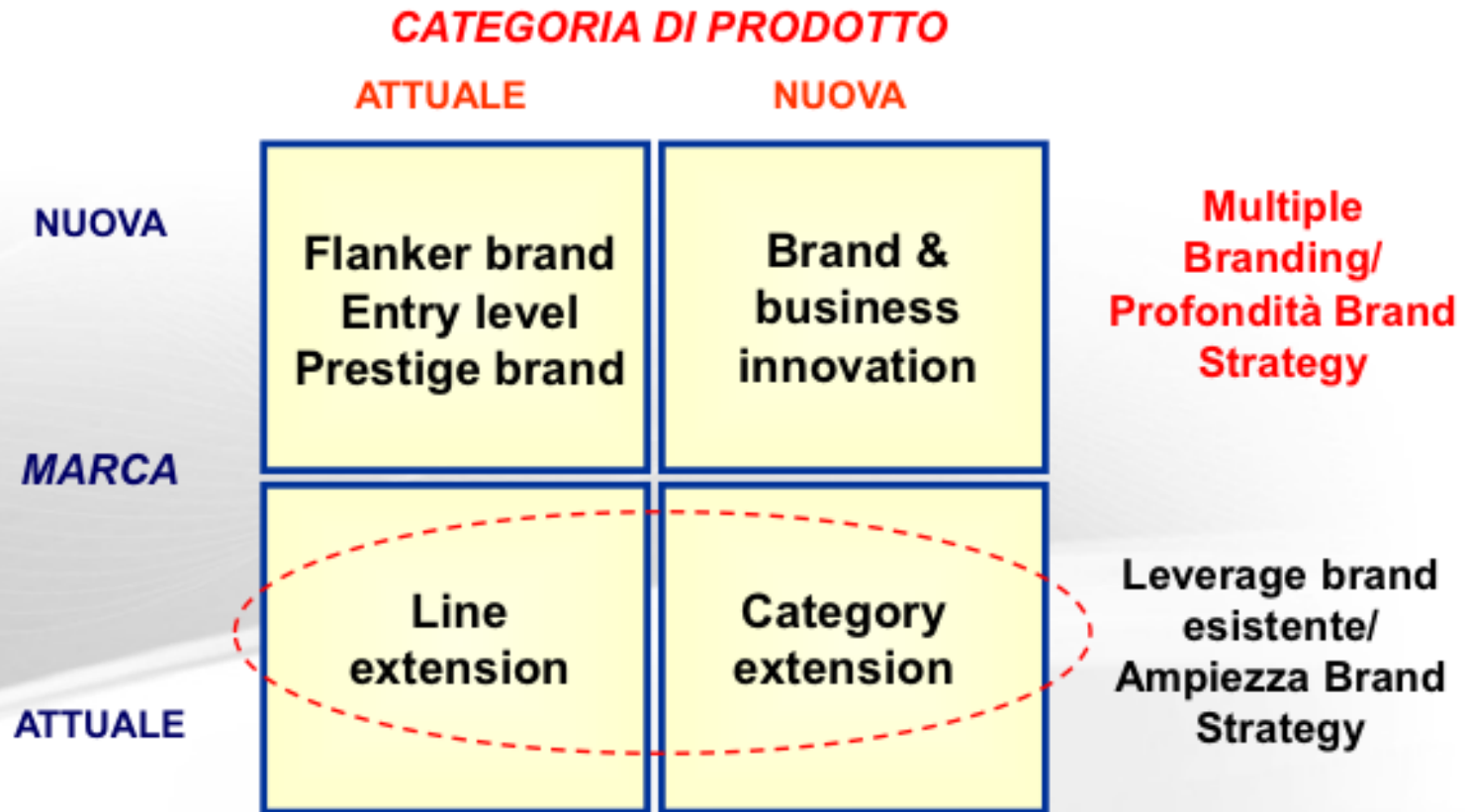
*“Where much of an organization’s brand building efforts once focused on acquiring, launching or aggressively extending brands... today’s focus is on trying to get the most from exiting brands through better organizing and managing brands and brand inter-relationships within the existing portfolio.”*

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*Rob Osler, “The Type-Role-Purpose Brand Taxonomy,” Brand Management, July 2007*

*“...[architecture] should not be seen as a formal design problem but rather a matter of deciding on the value flows to be created between the different parts and products of a company. As such it affects the value of the company.”*

*Jean-Noel Kapferer, The New Strategic Brand Management, 2012*

# Ruoli di marca e Brand Portfolio

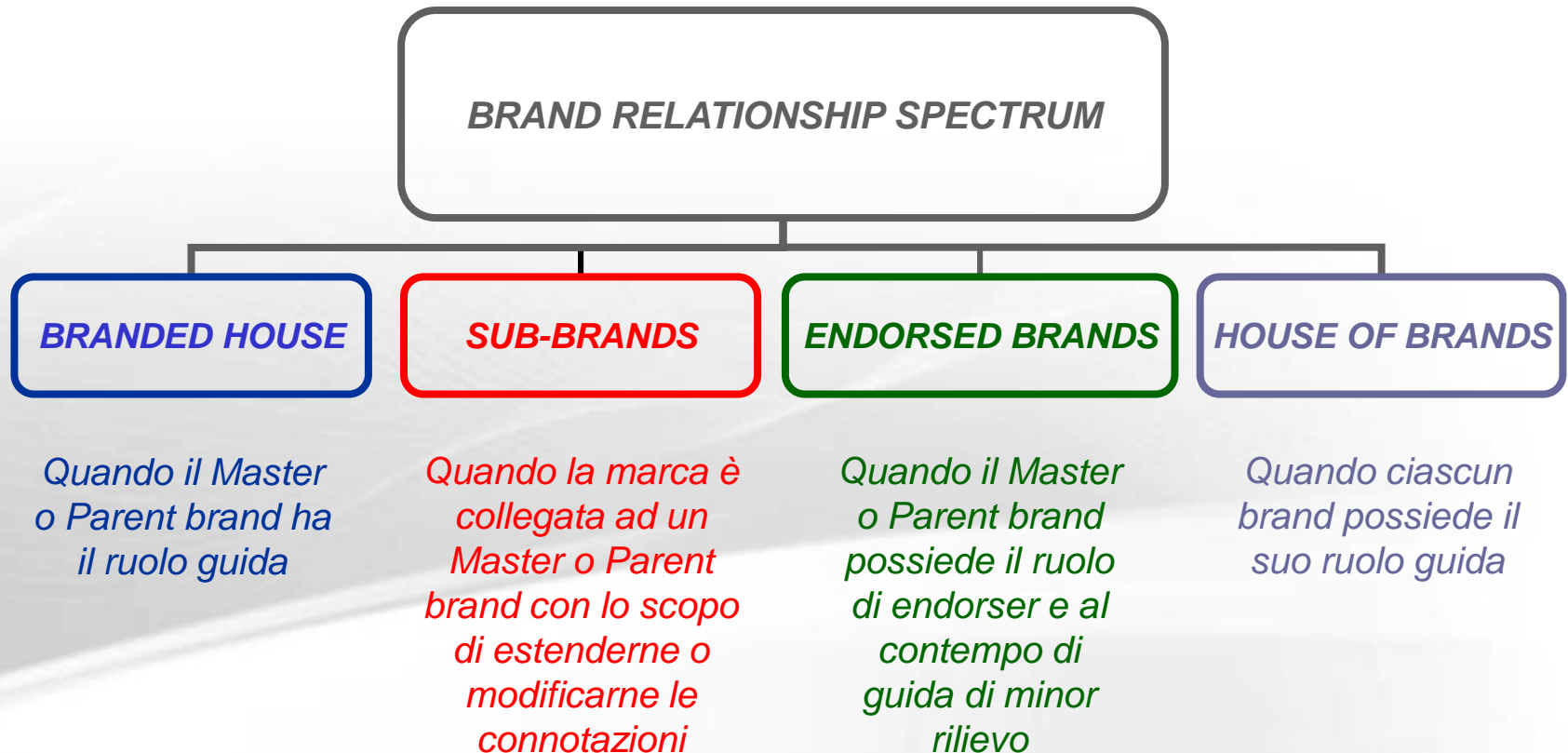


(Busacca, Ostillio, 2004)

**Corporate Brand, Master Brand, Pillar o Flagship Brand, Company Brand, Family Brand....**

# Strategie di Brand Architecture

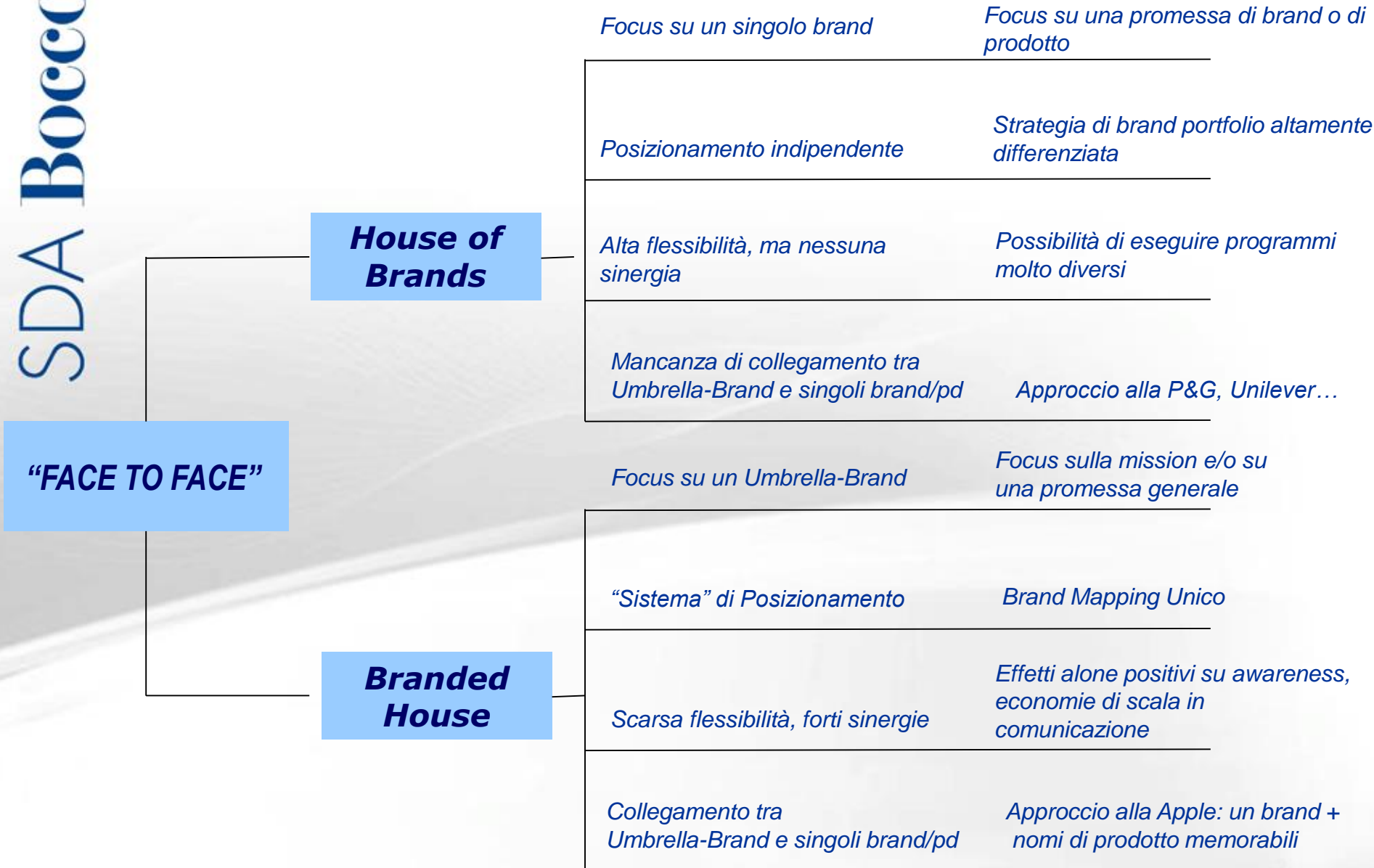
## Brand Relationship Spectrum





# Strategie di Brand Architecture

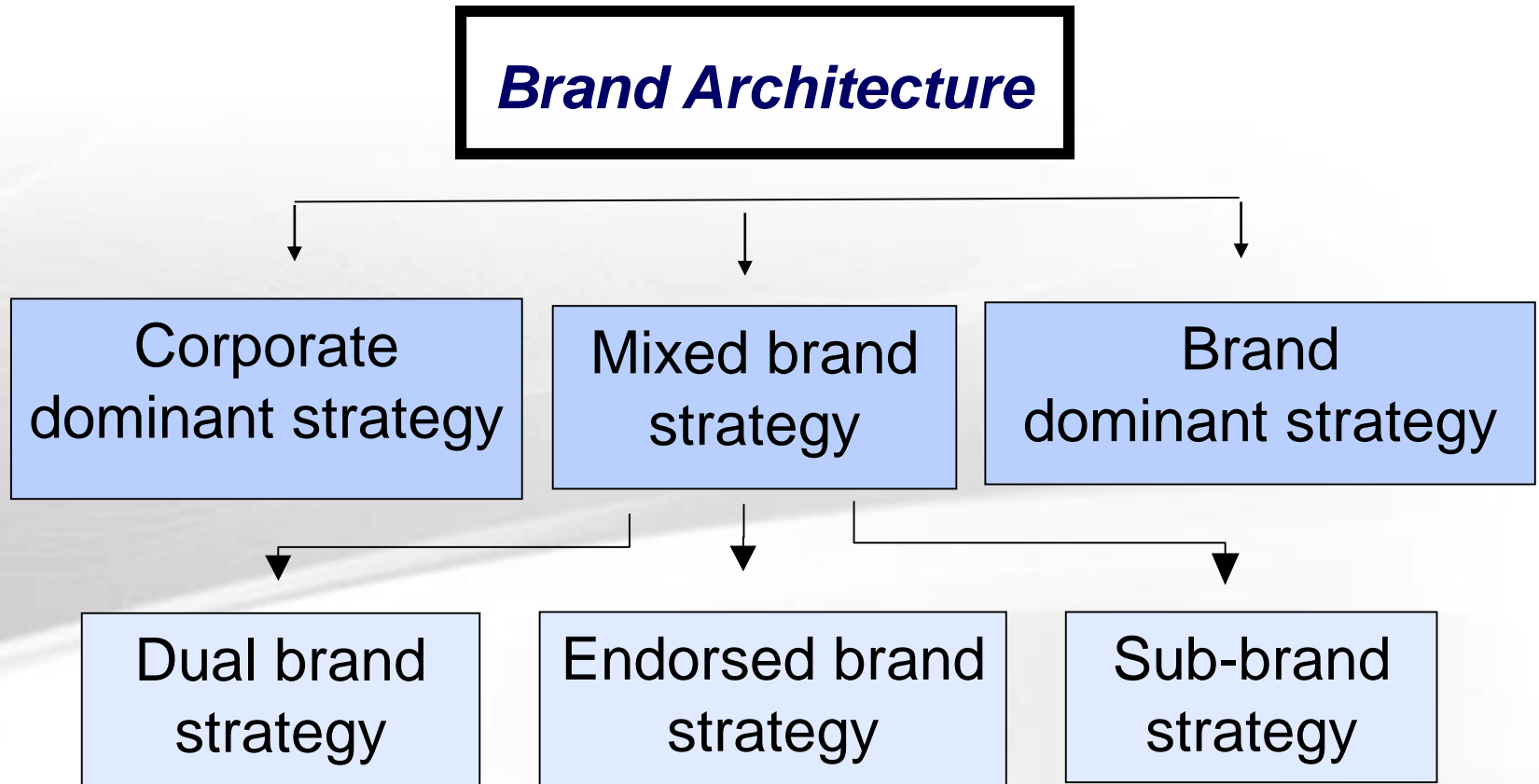
## House of Brands vs Branded House





# Strategie di Brand Architecture

## Corporate Dominant vs. Brand Dominant



# Strategie di Brand Architecture

## Le big 5

### C-branding

	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	P <sub>4</sub>
T <sub>1</sub>	Corporate Brand			
T <sub>2</sub>				
T <sub>3</sub>				
T <sub>4</sub>				

### P-branding

	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	P <sub>4</sub>
T <sub>1</sub>	B	B	B	B
T <sub>2</sub>	r	r	r	r
T <sub>3</sub>	a	a	a	a
T <sub>4</sub>	n	n	n	n
T <sub>5</sub>	d	d	d	d
T <sub>6</sub>	1	2	3	4

### T-branding

	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	P <sub>4</sub>
T <sub>1</sub>	Brand 1			
T <sub>2</sub>	Brand 2			
T <sub>3</sub>	Brand 3			
T <sub>4</sub>	Brand 4			

### PT-branding

	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	P <sub>4</sub>
T <sub>1</sub>	B 1	B 2	B 3	B 4
T <sub>2</sub>	B 5	B 6	B 7	B 8
T <sub>3</sub>	B 9	B 10	B 11	B 12
T <sub>4</sub>	B 13	B 14	B 15	B 16

### F-branding

