



# Brand Management

## Unit Four – Brand Portfolio Management



# Course Layout and Overview

- ▶ Ten units
  - ▶ Unit One: The Principles of Strategic Brand Management
  - ▶ Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity
  - ▶ Unit Three: The Brand Audit: Asset Development
  - ▶ **Unit Four: Brand Portfolio Management**
  - ▶ Unit Five: Sustainable Competitive Advantage
  - ▶ Unit Six: Brand Research and Macro Trends
  - ▶ Unit Seven: The Study of Brand Positioning Using Integrated Marketing Communications
  - ▶ Unit Eight: Consumer Relationship Management (CRM)
  - ▶ Unit Nine: User Experience (UX)
  - ▶ Unit Ten: Impact of Technology on Brand Management



# Unit Four Learning Outcomes

- ▶ Evaluate the BCG analysis of a brand portfolio
- ▶ Analyze brand stretching at a multi-tiered global company
- ▶ Evaluate brand architecture strategies
- ▶ Evaluate brand growth potential using the product/growth model
- ▶ Analyze a value optimization study on a consumer brand



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Four Overview Topics

- ▶ BCG analysis of a brand portfolio
- ▶ Brand stretching at a multi-tiered global company
- ▶ Brand architecture strategies
- ▶ Brand growth potential
- ▶ Value optimization study



# Brand Portfolio Management Vocabulary

- Boston Consulting Group (BCG) matrix
- Brand architecture strategies
- Brand growth potential
- Brand potential index (BPI)
- Brand stretching
- Customer value optimization (CVO)
- Multi-tiered global company



# BCG Analysis of a Brand Portfolio

- ▶ Boston Consulting Group (BCG) matrix
  - ▶ Review low and high market share and growth
  - ▶ Helps to determine which products might be discontinued
  - ▶ Determines overall productivity



# Brand Stretching at a Multi-tiered Global Company

- ▶ Brand stretching
  - ▶ Using the success of one product to promote another
- ▶ Multi-tiered global company
  - ▶ Apple is a successful example





# An Example of Brand Stretching



# Brand Architecture Strategies

- ▶ Brand architecture strategy components
  - ▶ auditing of the architecture
  - ▶ portfolio principles for all brands
  - ▶ hierarchy framework for all brands
  - ▶ naming of products

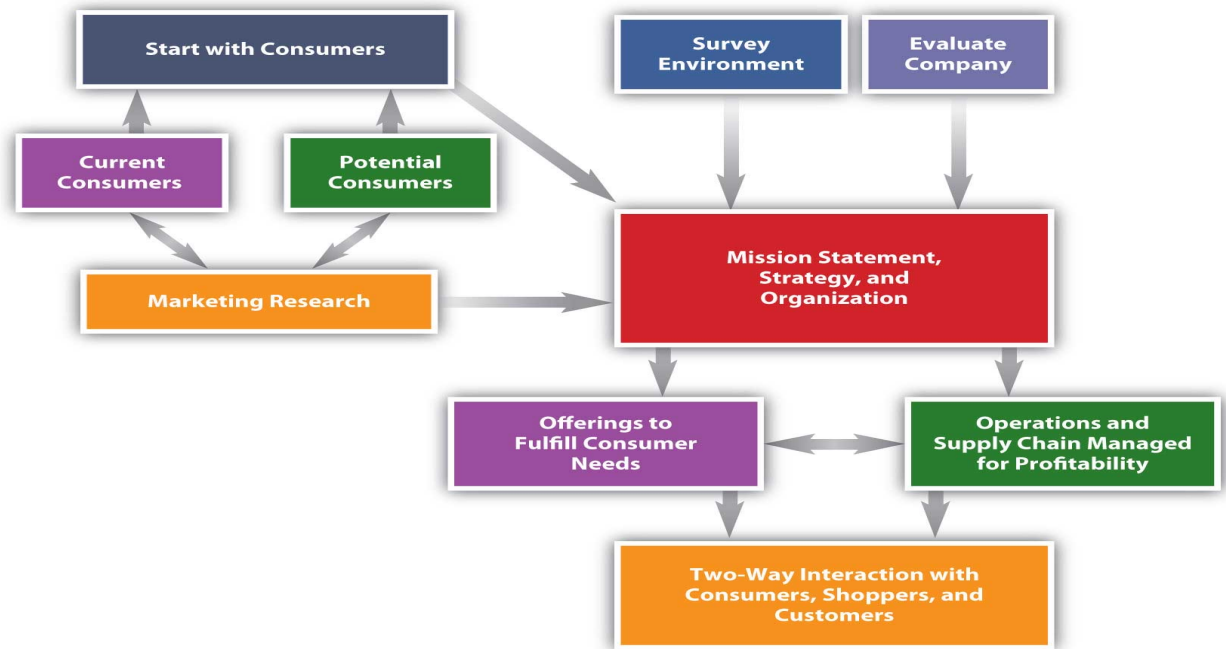


# Value Optimization Study

- ▶ Customer value optimization (CVO)
- ▶ Value optimization study
  - ▶ better understanding of products and brand
  - ▶ better understanding of the customer experience
  - ▶ create a better customer experience



# Creating Value



# Conclusion

- ▶ Unit Four Learning Outcomes
  - ▶ Evaluate the BCG analysis of a brand portfolio
  - ▶ Analyze brand stretching at a multi-tiered global company
  - ▶ Evaluate brand architecture strategies
  - ▶ Evaluate brand growth potential using the product/growth model
  - ▶ Analyze a value optimization study on a consumer brand



# What's Next?

Unit Five: Sustainable Competitive Advantage

