



Welcome

Thoughts on Brands
Strategy & Activities

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Why brands?

Preconditions:

- consistent unique look and branding
- consistent product quality
- standardized processes or product qualities
- consistent messages
- consistent availability within market region

Results:

- differentiation in relevant market
- brand autonomy
- brand recognition
- upgrading of products & services



**within
target
group**

These results are the benchmarks to evaluate the brand value.
Any downgrade has to be compensated through intensified communication

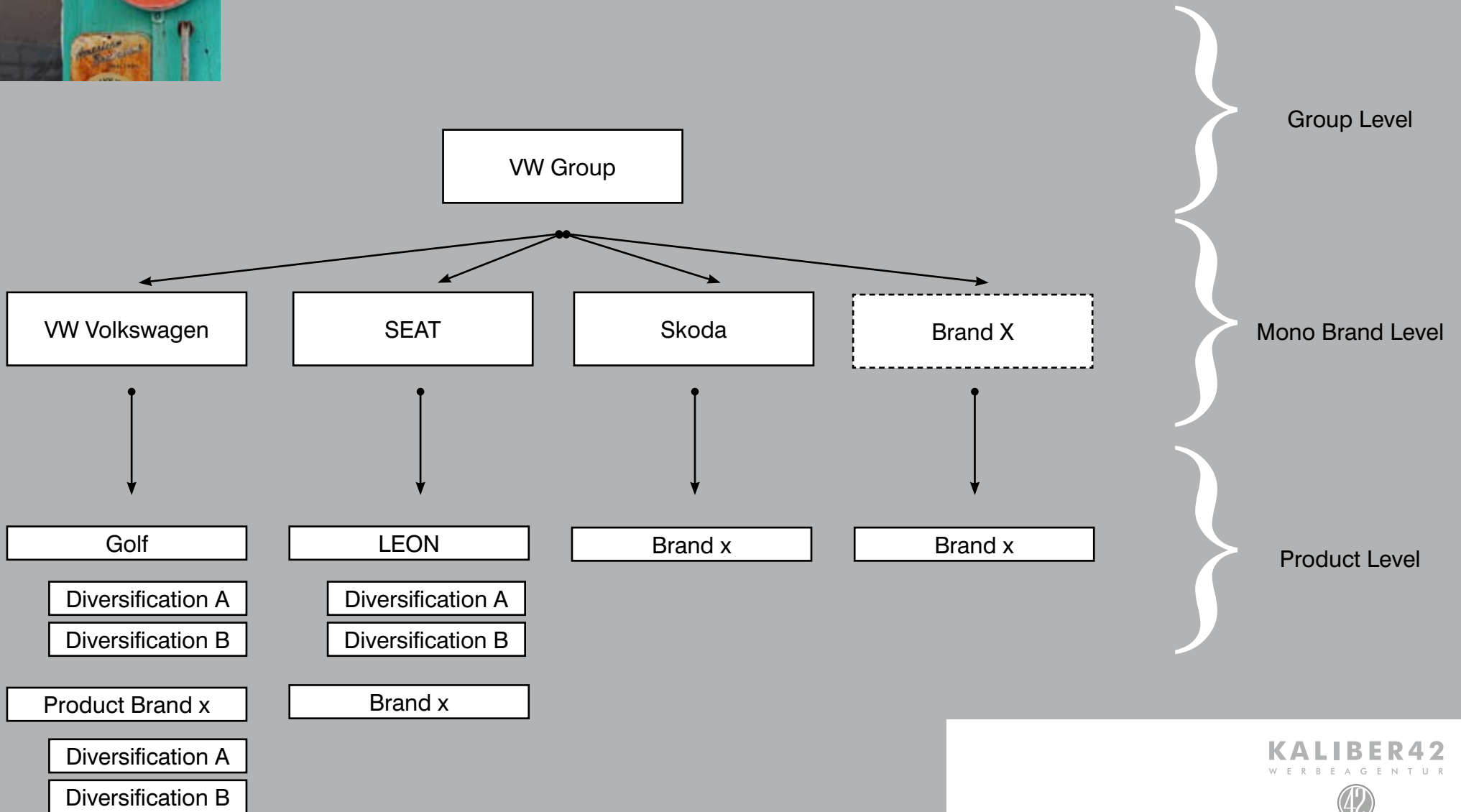
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Brand Strategies

Approach 1: Multi Mono-Brand Strategy



Group Level

Mono Brand Level

Product Level

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Brand Strategies

Approach 1: Multi Mono-Brand Strategy

- Individual market approaches
- independent market strategies (according to group strategy)
- Group identity only necessary for group communication
- Single brands maintain unchanged

Actions:

- **need for definition of „brand equity charter“: group brand book, group brand philosophy**
- **compulsory guidelines for group activities and „overlap activities“**
- **definition of group activities and „overlap activities“**

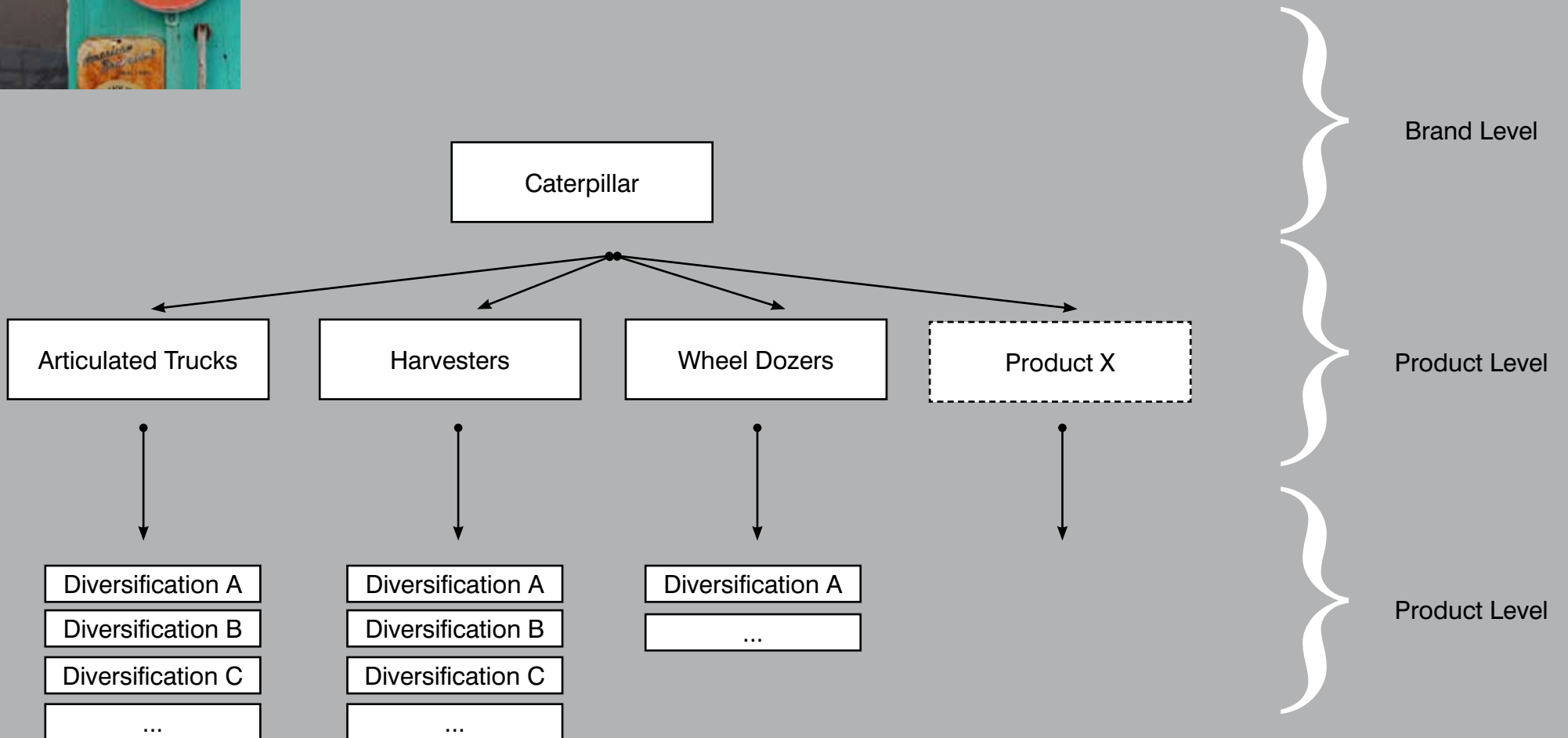
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Brand Strategies

Approach 2: Mono-Brand Strategy



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Brand Strategies

Approach 2: Mono-Brand Strategy

- homogenized market approaches
- differentiated market strategies
- defined brand identities for all product levels
- group wide communication switch to avoid customer/market confusion

Actions:

- **compulsory identity (cross media) for all communication activities**
- **compulsory guidelines for all brand characteristics**

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Things to keep in mind

Evaluation of brand value prior to strategy decision

- avoid brand downgrade
- avoid costs to redirect brand values
- define market specific chances/threads

Generate comprehensive guidelines, timeline and budgeting for further processing

- avoid internal confusion
- avoid costs
- use brand values for targeted market approach

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Brand strategy approach

Brand Status Quo:

Brand A :Market development, target group, identity, image

Brand x :Market development, target group, identity, image

Strategic brand framework:

Comprehensive goals

Portfolio definition and strategic roles (mission, content, direction)

Strategic market position (USP, continuity)

Defintion of strat. marketing instruments:

Product

Price

Place (Distribution & Areas)

Promotion

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Multi brand strategy vs. brand portfolio

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- high market penetration through differentiated positioning
- specified market development with appropriate different brands
- use of synergies
- boost of internal competition
- tailored customer communication

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- cannibalization through internal market penetration
- high costs of parallel market penetration
- danger of maximized synergy effects (badge engineering)
- danger of over-segmenting

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Vielen Dank für Ihre Aufmerksamkeit!

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Wir denken in ROI!

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