

LECTURE-39

Brand hierarchy

Brand hierarchy (a.k.a brand architecture) refers to the organization of brand elements as an attempt to use corporate brand equity to increase brand recognition. It summarizes the branding strategy by grouping the company's products and services accordingly to their similarities and differences.

Brand hierarchy, otherwise known as brand architecture, refers to the brand strategy behind the relationships between various parts of a business. Broadly speaking, this strategy is best summarized by grouping products and services according to their associated similarities and differences.

As companies grow, so too do their product ranges. Brand hierarchies help businesses and indeed consumers communicate vital brand elements and feature differences between individual products in a range.

Brand hierarchy is important for the simple fact that many businesses overlook the strategy entirely. These businesses tend to have a preoccupation with releasing products and services without first thinking about the relationship between

As a result, the association between offerings is vague and not reflective of the wider brand. Consumers then become confused and unable to make a purchasing decision, which negatively impacts revenue and profits.

Establishing a robust brand architecture is not difficult and can be performed at any stage of business development. However, those who focus their initial efforts on product development at the expense of brand hierarchy may encounter a costly rebrand in the future.