

Brand Architecture Model Decision Tool

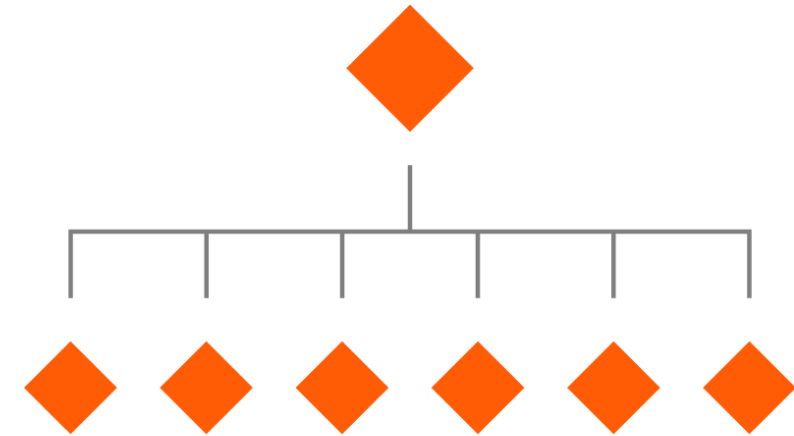
Questions your organization should ask while
considering its brand architecture

Brands Drive Strategic Growth

A PARIVEDA COMPANY
sustena®

Branded house architecture model

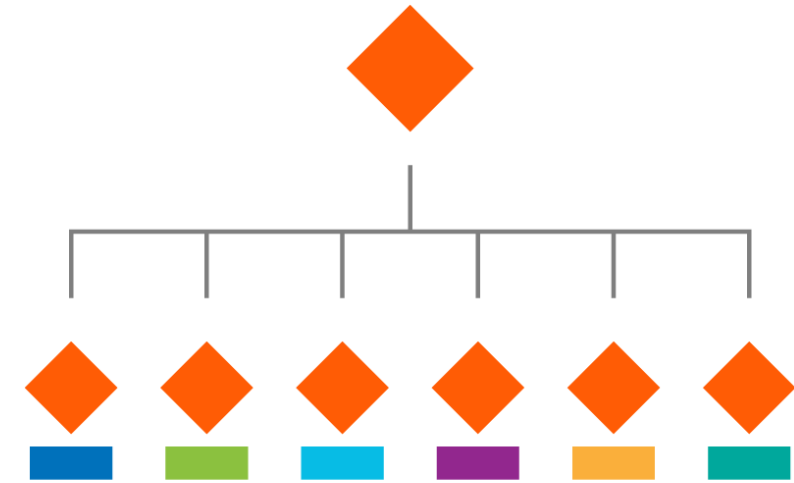
- Does the vision for your company revolve around one central brand proposition and promise?
- Will it be easy to tell one cohesive story that makes sense to audiences?
- Do all your products and services cater to similar customer segments?
- **If yes, consider a branded house architecture model.**



Branded house

Sub-brand architecture model

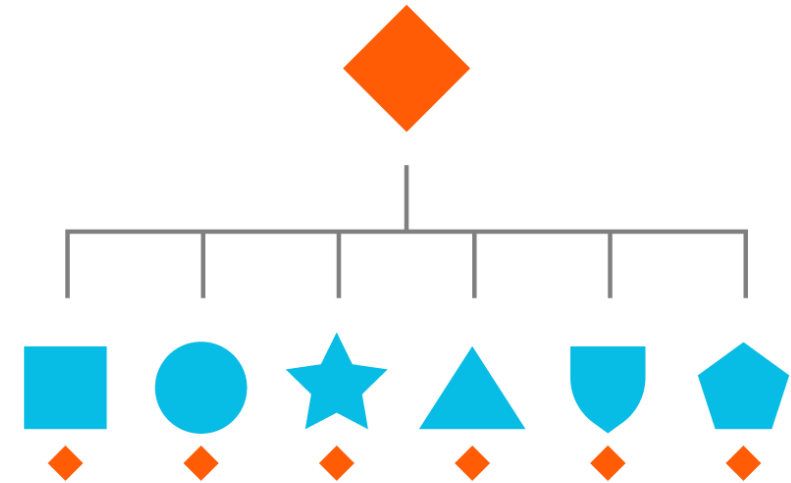
- Does your parent brand need flexibility to expand into new markets or sub-categories?
- Do products or services need to establish differentiated expectations or benefits that target specific customers?
- Does the entire organization share a unified mission, values, and purpose?
- **If yes, consider a sub-brand architecture model.**



Sub-brand

Endorsed brand architecture model

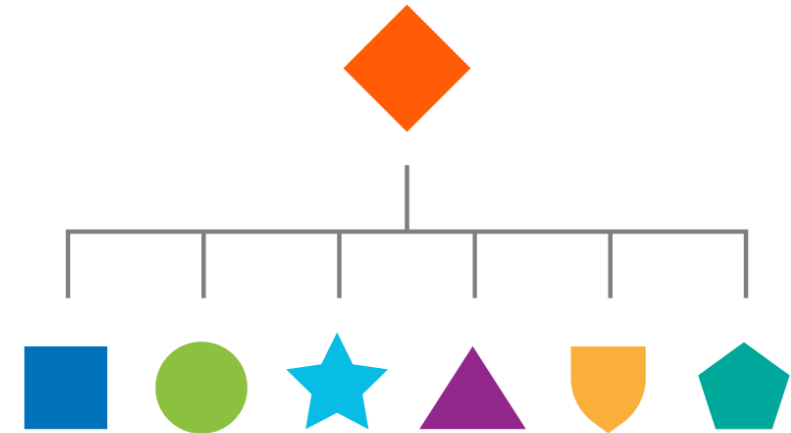
- Do products and services need unique identities to serve vastly different audiences?
- Do portfolio brands need help from the parent company to establish familiarity or credibility that's currently absent?
- Will the parent company's reputation be enhanced by its visible association with the portfolio brands?
- **If yes, consider an endorsed brand architecture model.**



Endorsed

House of brands architecture model

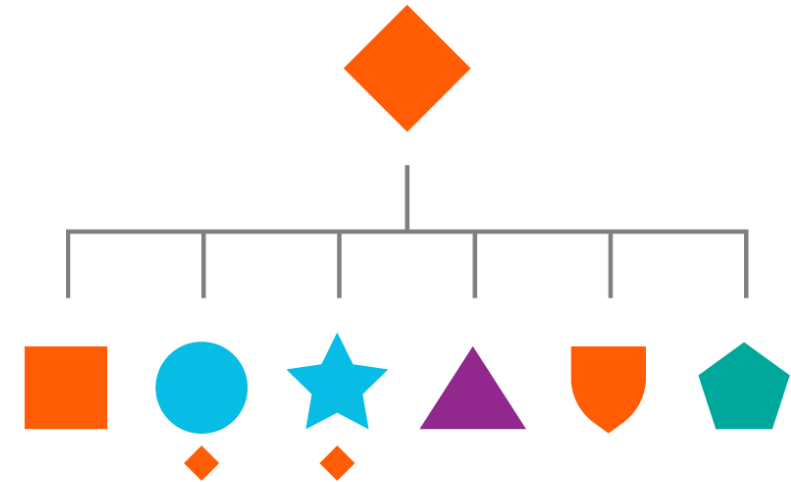
- Has your company acquired several businesses serving vastly different audiences?
- Is it hard to tell one cohesive story that makes sense to audiences?
- Would expanding into new markets alienate existing customers or put the parent brand's reputation at risk?
- **If yes, consider a house of brands architecture model.**



House of brands

Hybrid brand architecture model

- Do you have a mix of brands and sub-brands with significant equity in their respective markets?
- Do your independent brands need flexibility and to define a unique value proposition targeted to different audiences?
- Will other products or services benefit by being more closely associated with the parent brand?
- **If yes, consider a hybrid brand architecture model.**



Hybrid

Dig deeper

A clear brand architecture differentiates your offerings and enhances customer understanding.

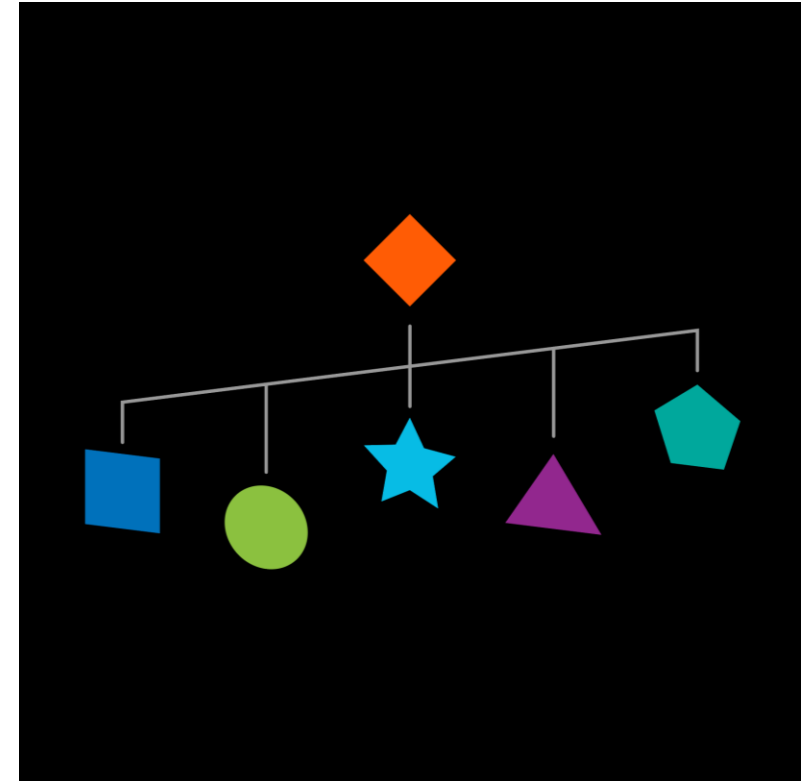
Want to learn more?

Explore [Brand Architecture: choosing the best model to boost business](#) to learn more about these architecture models.

Need help defining your brand architecture?

Sustena partners with organizations to assess, refine, and implement strategic brand updates.

[Reach out to learn more.](#)



Thank you!

substo