Brand Families

One way to recognise the power of branding is to consider brand families. Google, Virgin and Channel 4 are all great examples. There brands are strong despite having many tentacles in different products and services, all of which are powered by a central group organisation.

For Google it's Search, Google Maps, Gmail, Google Home, Pixel Phones and much more.

For Virgin it's their music, planes, trains, media services, gyms and beyond (though Virgin Cola is a living lesson that you can't just turn your hand to anything no matter how strong your story as there are always competitors out there willing to work harder).

For Channel 4 it's a suite of TV channels - Channel 4 itself, E4, More4, Film4 - that all share a ring of 'alternative quality'.

In each of these instances an association by name and logo to a central brand is beneficial. However, it's not *just* the name or logo that does this, it's what they represent. They are merely mirrors being held up to the quality, consistency and differentiators present in each brand.

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Brand Families: The Advantages

Stretching the budget

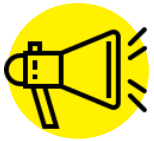
Promotion of products that are a part of a bigger group of recognisable brands becomes easier and less expensive.

Efficient use of resources

Instead of running multiple campaigns for different products, a company can focus its efforts on promoting a single brand.

The domino effect

The success of one product within an umbrella brand can translate into public goodwill for other products under the same brand.



Awareness and exposure

The consumer will have more interaction with the parent brand name as it will be seen across a number of products.

Quality assurance

Consumers will associate all products which carry the parent brand name with the same standard of quality.

Room for expansion

New products can be easily added to the family brand portfolio and should be received well by loyal customers.

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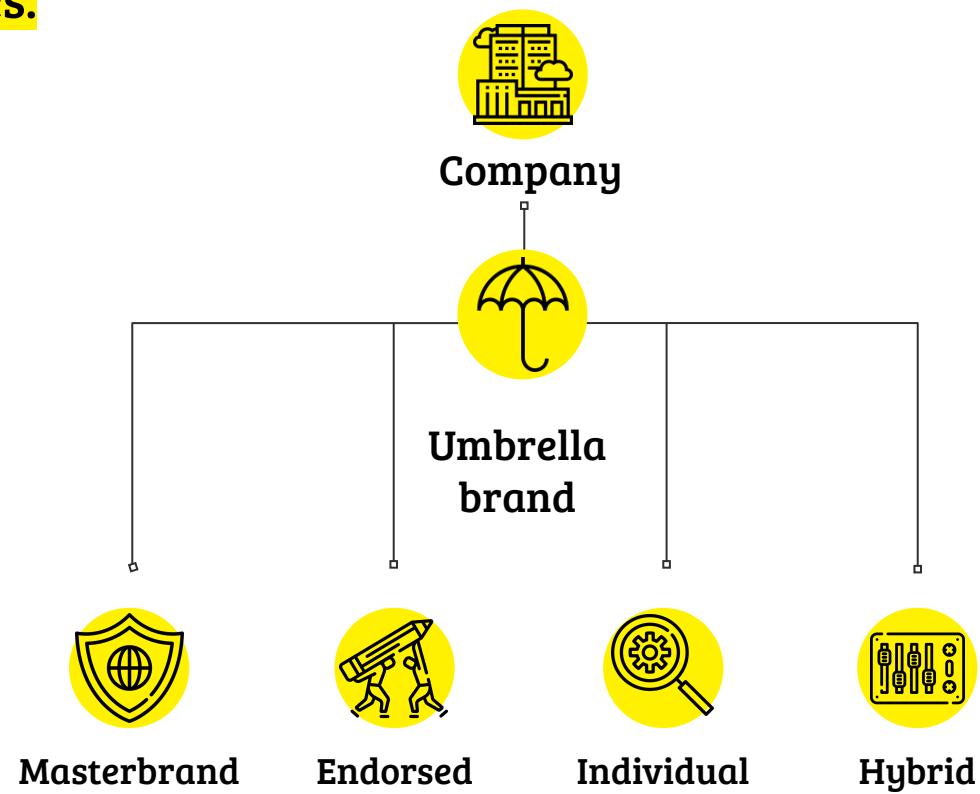
Brand Families:
The Models



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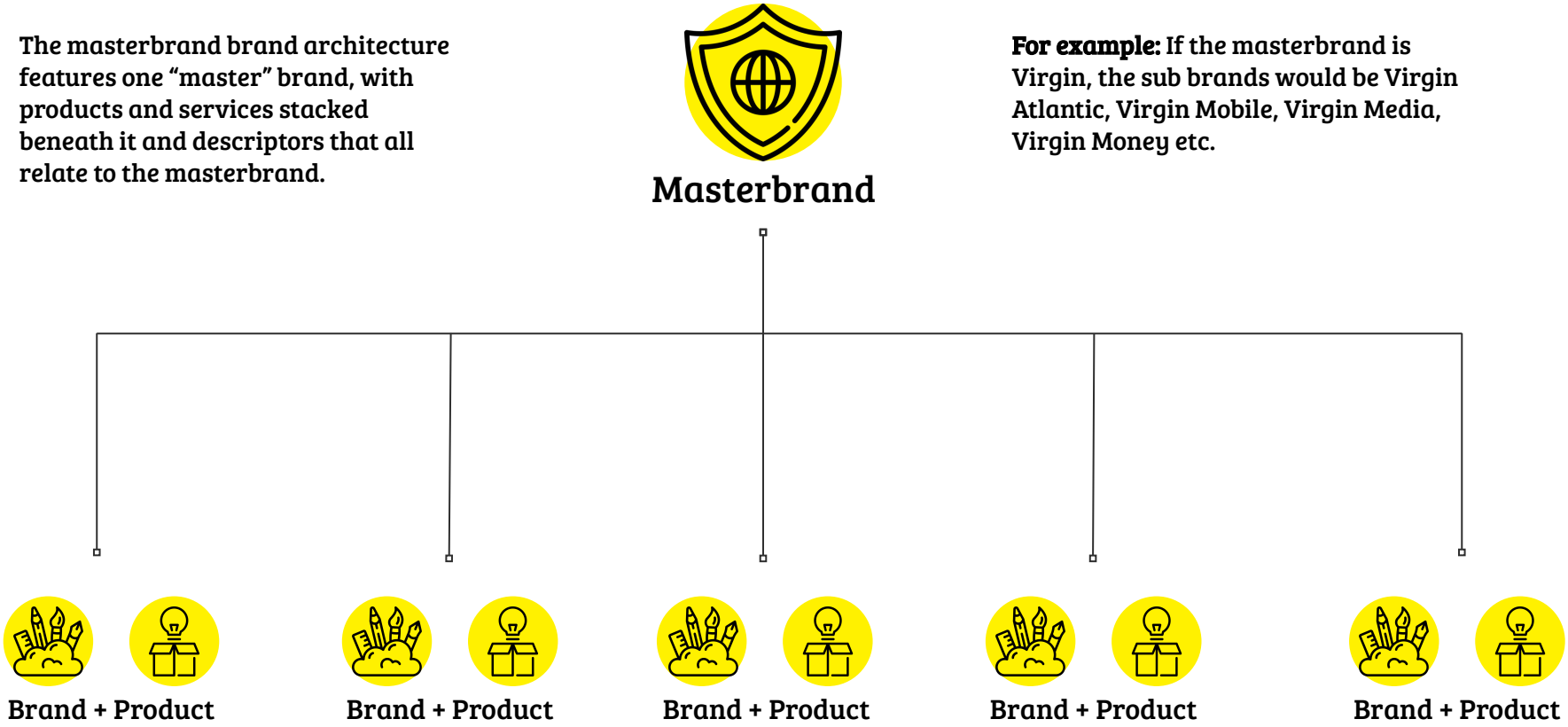
Brand Families: Masterbrand Model

The masterbrand brand architecture features one “master” brand, with products and services stacked beneath it and descriptors that all relate to the masterbrand.



For example: If the masterbrand is Virgin, the sub brands would be Virgin Atlantic, Virgin Mobile, Virgin Media, Virgin Money etc.

Brand Families: Masterbrand Model Example

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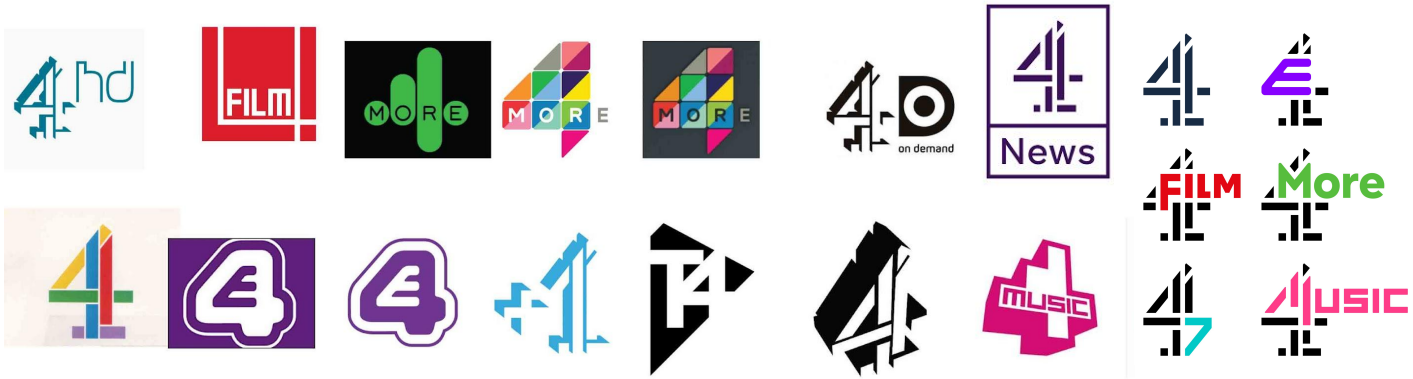
Brand Families: Masterbrand Model Example



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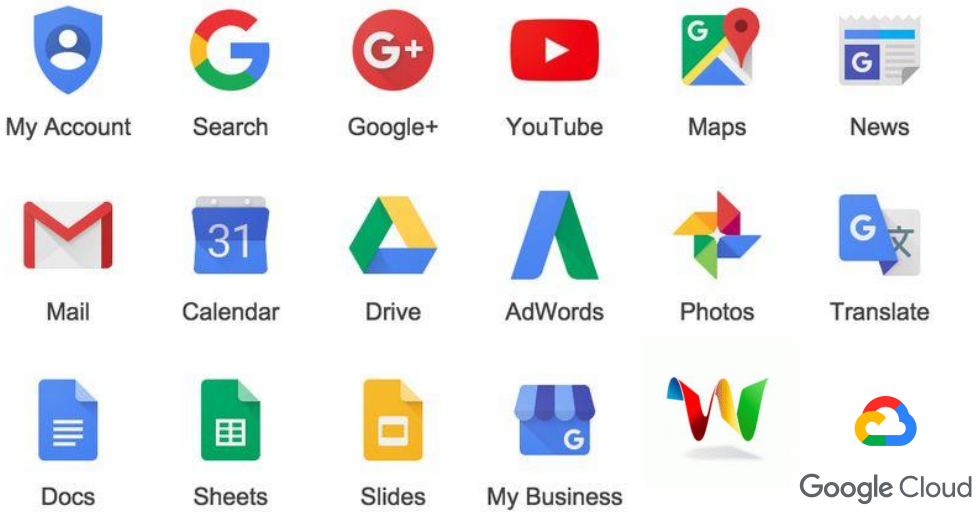
Brand Families: Masterbrand Model Example

Google



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Brand Families: Masterbrand Model Example

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Brand Families: Masterbrand Model Example

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Brand Families: Masterbrand Model Example

easyGroup

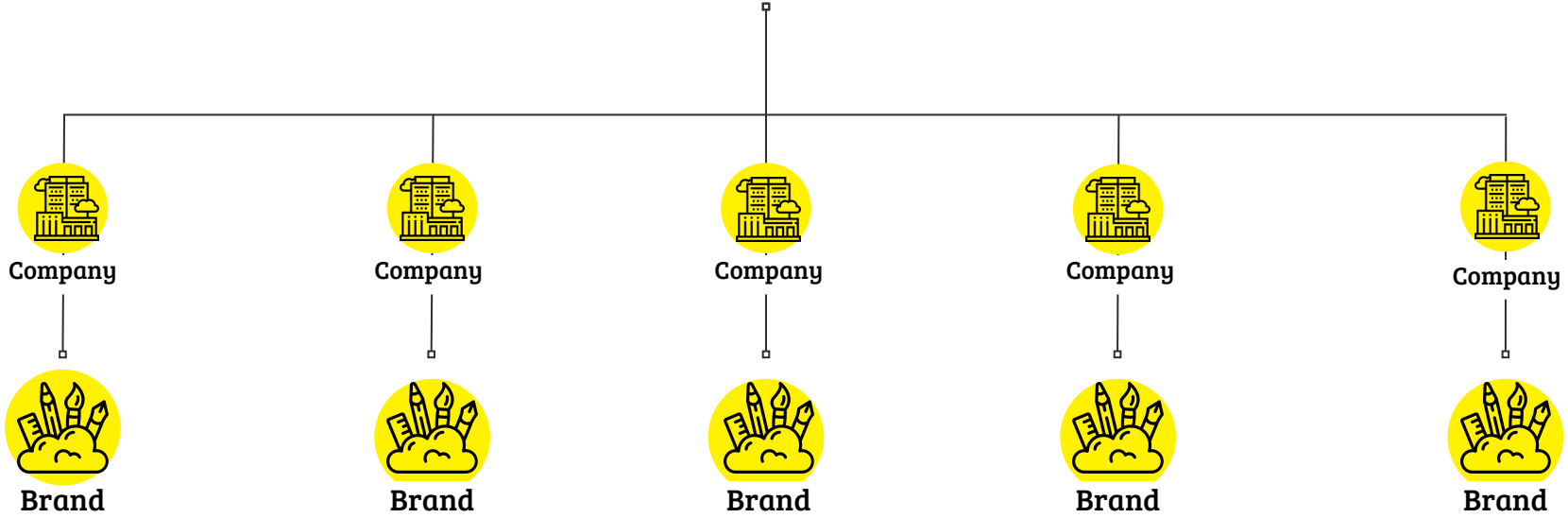
easyJet® 1999	easyTech® 1999	easyKiosk® 1999	easy® 2000
easyRamp® 2000	easyClickit® 2000	easyHotel® 2000	easyPoints® 2001
easyLand® 2001	easyInsure® 2001	easySure® 2001	easyCar® 2001
easyDorm® 2001	easyCinema® 2001	easyCruise® 2001	easyInternetcafe® 2002
eazi® 2002	easyDrivingschool® 2002	easi® 2002	easyOffice® 2002
easyBizjet® 2002	easyGroup® 2002	easyMoney® 2002	easyGym® 2002
easyStorage®	easyBus®	easyTruck®	easyContainer®

Brand Families: Endorsed model

An endorsed model is made up of individual and distinct product brands, which are linked together by a single company brand, which plays a supportive role.

Endorsed Brands

For example: If the endorsed brands are Windows, Bing and XBox, the endorsing brand is Microsoft.



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Brand Families: Endorsed model examples

Microsoft

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Brand Families: Endorsed model examples

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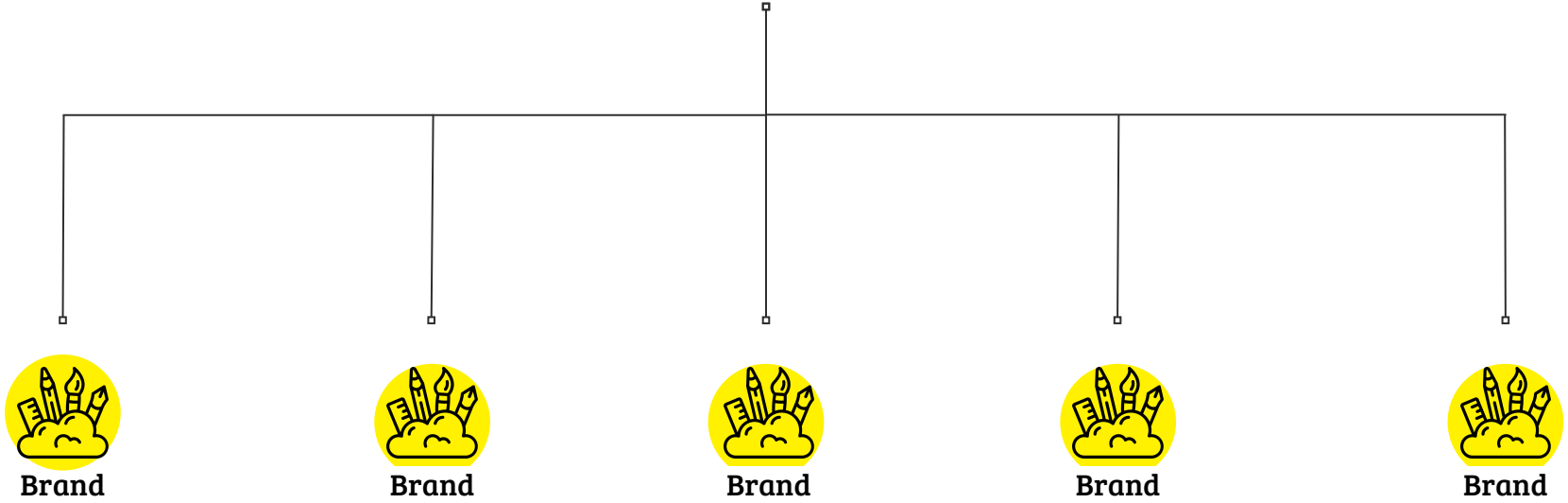
Brand Families: Individual model

The individual brand family model has a parent brand and separate brands for a products or service offerings. They are purposely created to stand apart and be independent from the other brands in the portfolio.

Individual Brands

For example: If the parent brand is P&G, the sub brands would be Tide, Pantene, Venus, Gillette, Febreze etc.



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Brand Families: Individual model examples

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Brand Families: Individual model examples

The Coca-Cola Company

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SONY

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Yum! Brands

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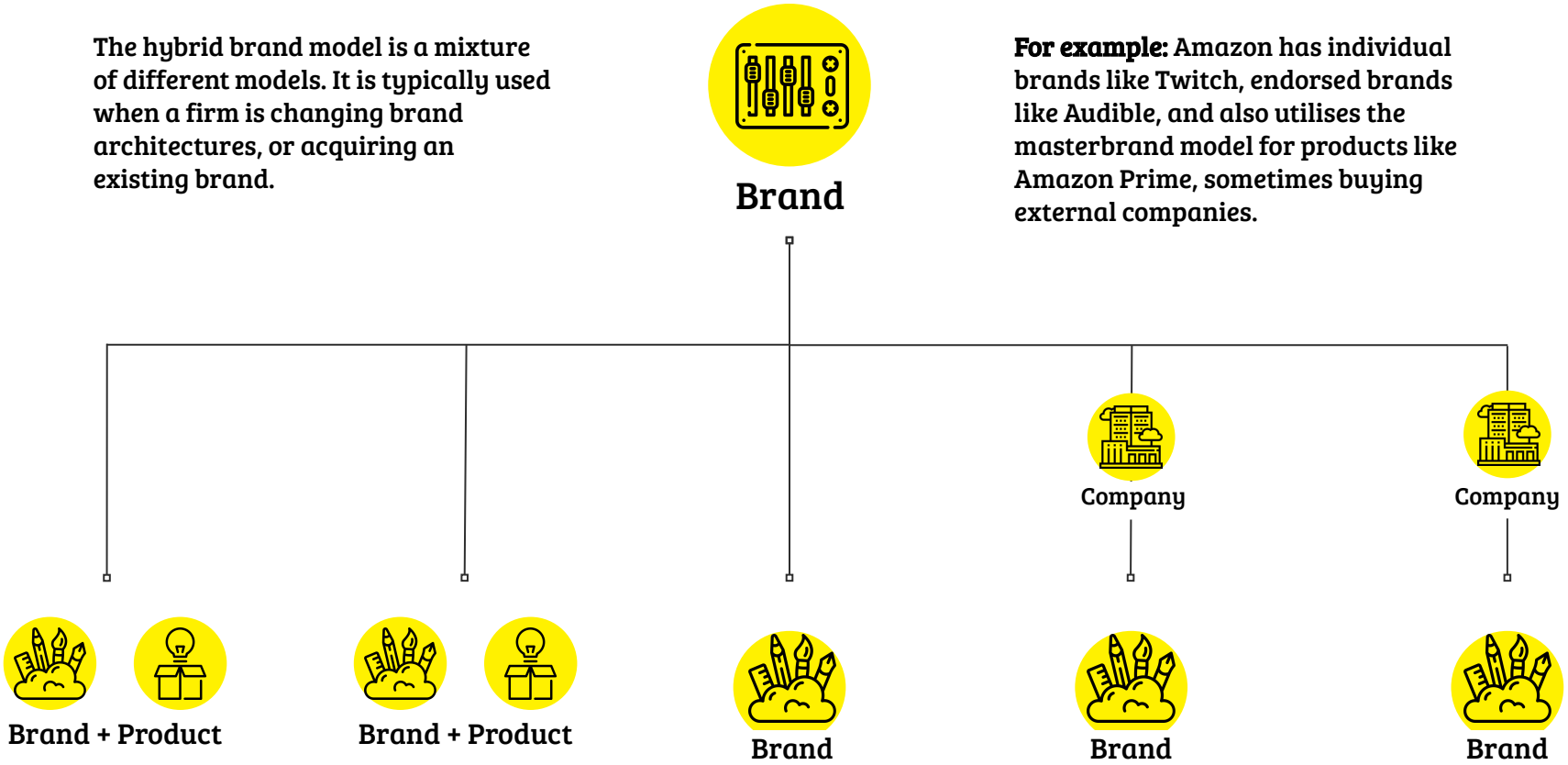
Brand Families: Hybrid model

The hybrid brand model is a mixture of different models. It is typically used when a firm is changing brand architectures, or acquiring an existing brand.



For example: Amazon has individual brands like Twitch, endorsed brands like Audible, and also utilises the masterbrand model for products like Amazon Prime, sometimes buying external companies.

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Brand Families: Hybrid model examples

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The Walt Disney Company

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Brand Families: Hybrid model examples

Kellogg's

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