



LAW 15 & 16

GROUP MEMBERS

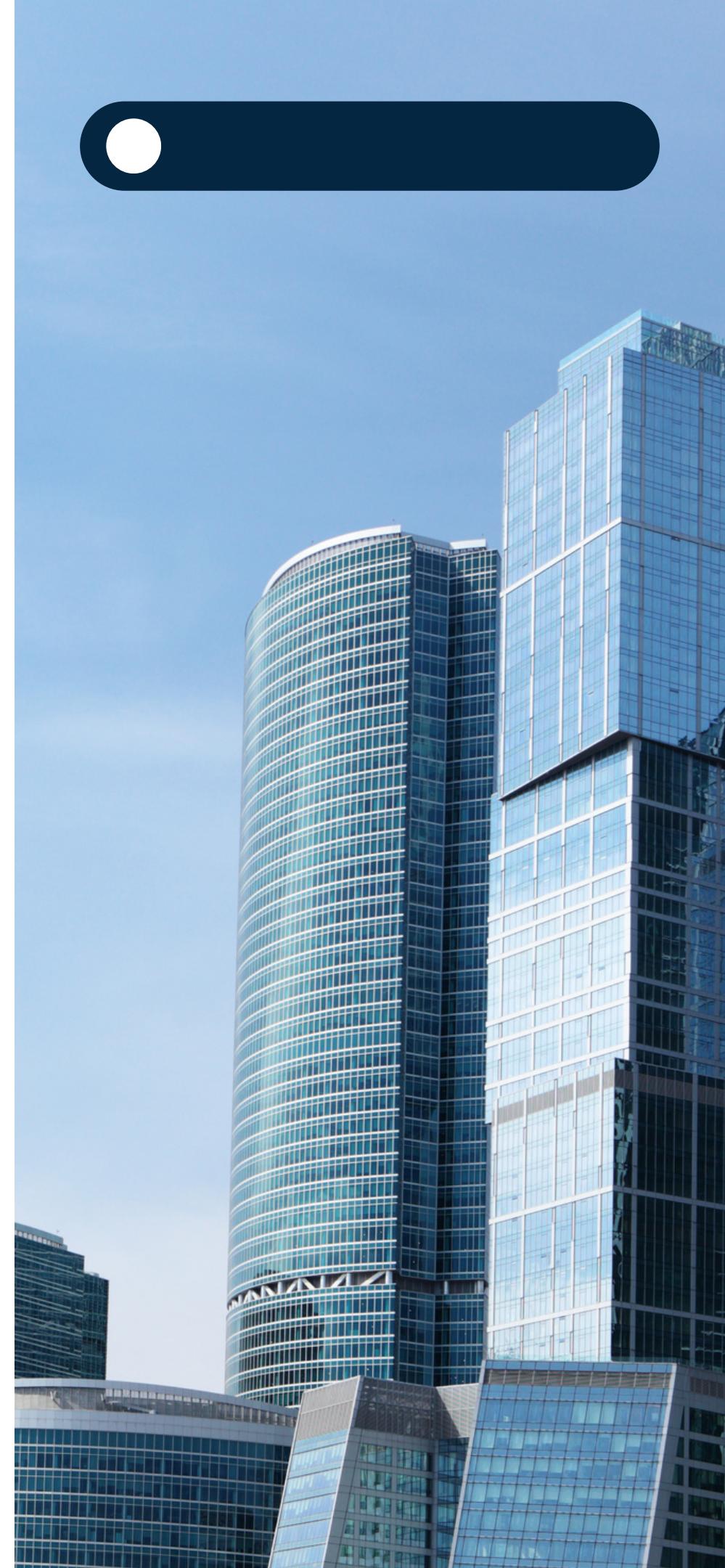
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The Law of Siblings: Building a Powerful Brand Family

Definition: Creating multiple distinct brands within the same market or category.

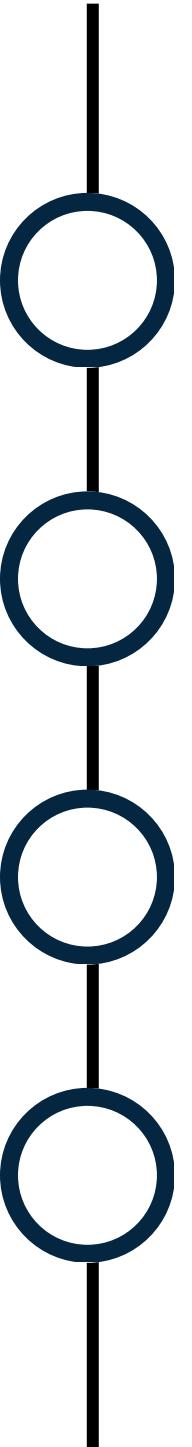
- Contrary to traditional branding advice, the law introduces the concept of creating multiple brands within a company for long-term market domination.
- Launching second, third, or more brands can be beneficial, but it requires a strategic approach.
- If handled incorrectly, the second brand can dilute the power of the first brand and waste resources.



Key Principles for Sibling Strategy



Wrigley Jr. Company



Distinct Identity

Emphasizing the importance of creating unique and individual identities for each brand within the family.

Avoiding Similarities

How similarity among brands can hinder success and the necessity of maintaining rigid distinctions.

Single Attribute Segmentation

Segmenting based on a single attribute to reduce confusion and overlap among brands..

Wrigley Jr. Company now have the following brands:



Example of some other big companies:



Implementation Guidelines:

- **Top Management Supervision:** Expands on the need for increased top-management involvement to maintain the distinct identities of sibling brands.
- **Avoiding Brand Similarities:** Details strategies for creating distinct brand names and identities within the same product category.
- **New Brand Launch Criteria:** Emphasizes the importance of launching new brands only when they create new market categories, not just to fill existing gaps.



Failed Brand Launches: Coca-Cola's Mr. Pibb, Fruitopia, Mello Yello, and Surge, attributed their lack of success to the absence of category creation and reliance on blocking competitors.

Core Benefits:

- **Long-Term Market Control:** Establishing a family of brands allows companies to capture diverse market segments, enhancing their resilience against market shifts and competition.
- **Preventing Brand Dilution:** Maintaining distinct identities safeguards against brand dilution, ensuring each brand retains its unique market position and consumer loyalty.



DOWNFALL

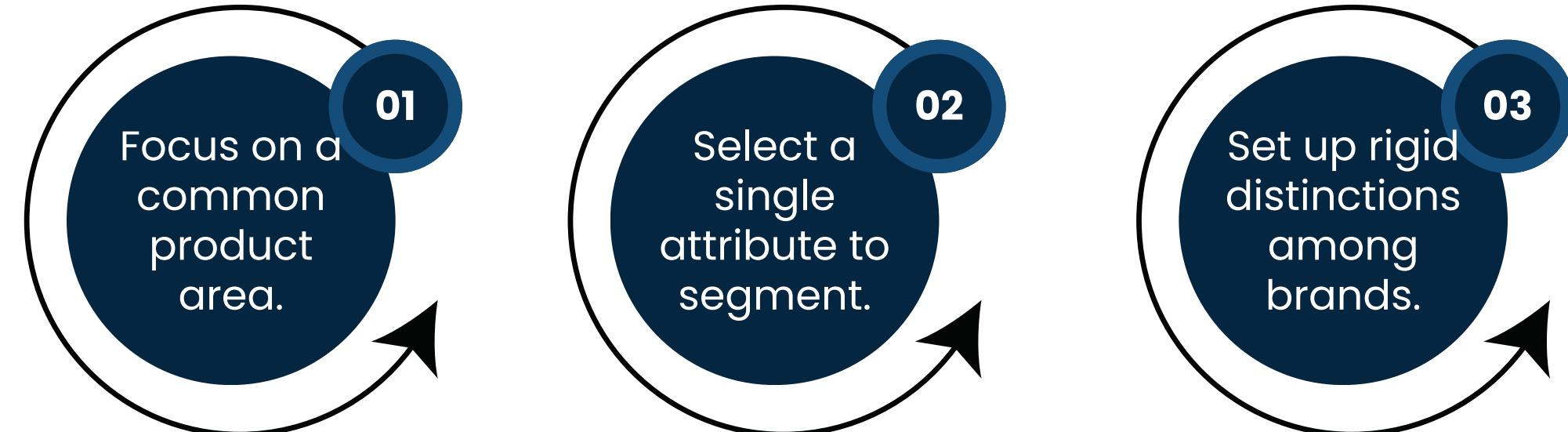
1. As time goes by, companies forget why the brands were created in the first place.
2. Many CEOs believe that a sibling strategy works best when the organization itself is decentralized
“Let the brands fight it out among themselves.”
3. This belief is what got General Motors in trouble. Control over the brands (or divisions) was lifted and each division allowed to set its own course. Results were predictable.
4. Each division broadened the scope of its brand and the world ended up with expensive Chevrolets, cheap Cadillacs,



Spring Summer Series Buick, Oldsmobile, Pontiac & Cadillac Show

Principles when selecting a sibling strategy

A sibling strategy requires more top-management supervision, not less. The urgent, long-term need is to maintain the separation between the brands, not to make them all alike.



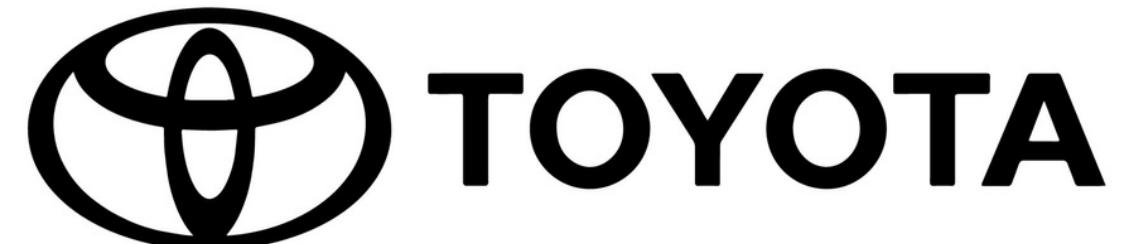
Law # 16

The Law of Shape

“A brand’s logotype should be designed to fit the eyes. Both eyes.”

The Importance of Logotype Design

- A logotype combines a visual trademark with the brand name in a distinctive type.
- Logotypes should be designed to fit the eyes, considering both shape and legibility.



The Ideal Logotype Shape

- Since the eyes of your customers are mounted side by side, the ideal shape for a logotype is horizontal.
- This horizontal shape will provide the maximum impact for your logotype.
- This is true wherever the logotype is used.

Legibility in Typeface

- Legibility Matters a lot in a logotype.
- Overemphasis on expressing brand attributes over readability.
- Typeface influences but does not substitute for the brand's power.
- Customers are only dimly aware of the differences.



REALTY
Feel at Home

Bata

Perceptual Differences and Exaggeration

- Perceptions: Sans serif – modern, serif – old-fashioned, bold – masculine, light – feminine.
- Typeface influences perception but doesn't overpower the brand's intrinsic power.
- Exaggeration for brand mood can compromise legibility.
- Sacrificing legibility isn't worth the trade-off.



ROLEX

Google

Overrating Visual Symbols

- Visual symbol (trademark) is overrated.
- The name carries the brand's power; the symbol alone has limited advantages.
- Symbol alone is useful in certain situations.



Symbol Approach vs Logotype Approach

- Shell using a symbol without the word "Shell," Mobil using a logotype.
- Shell approach works but has limited advantages, potential disadvantages.



Symbol Creation Challenges

- Many efforts are wasted; the power lies in the brand name's meaning.
- Symbols not necessarily impactful in creating brand meaning.
- Only a handful of simple symbols make effective trademarks.





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Thank You

No questions please!