

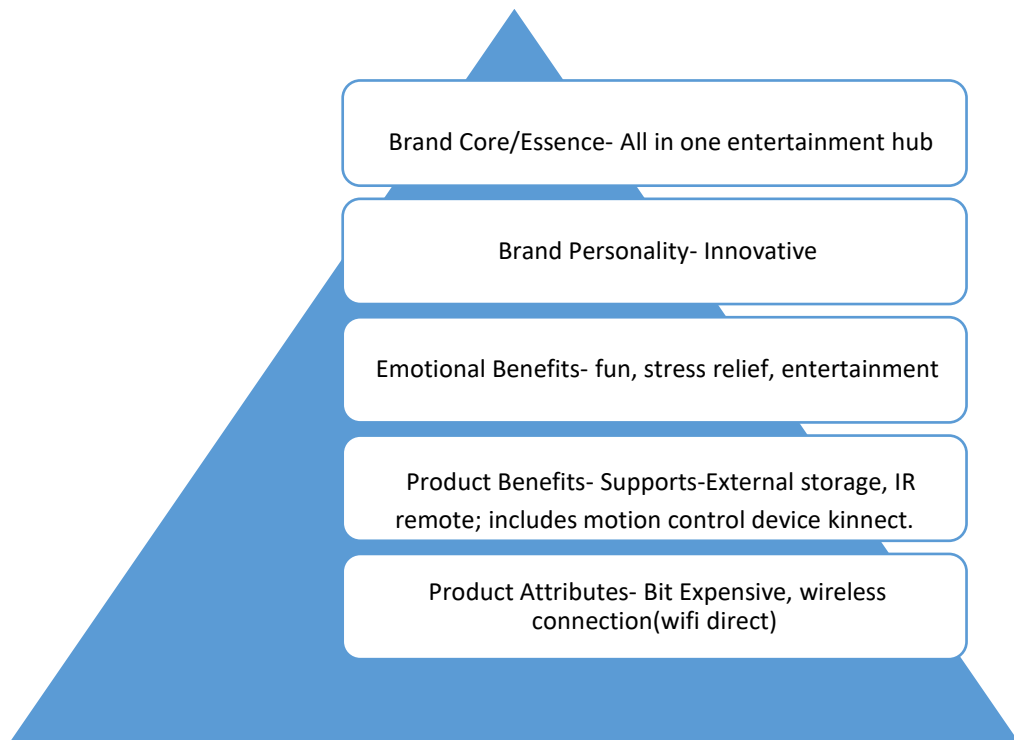
# Brand Architecture Report

## Introduction:

This report builds brand architecture of two brands which belongs to same markets- Gaming devices of Microsoft (Xbox) and Sony (PlayStation). These two products of gaming devices market are chosen because they are the major selling products in the market. (Personal interest reason: I have chosen these products since planning to buy). In this report Firstly, details about brand architecture for both brand product. Secondly, Brand comparison and Finally with brand value. Overall idea is to understand the core concepts of brand and its importance in the marketing analytics of a business. <sup>1</sup>

## Brand Architecture:

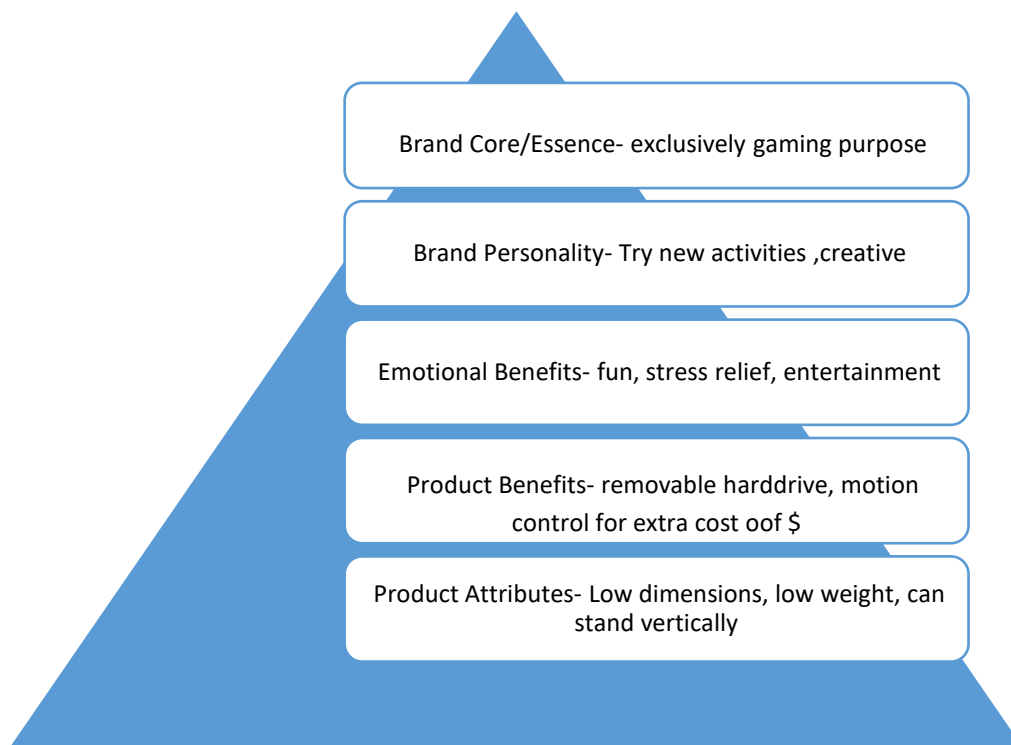
Microsoft (Xbox)'s brand architecture pyramid



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<sup>1</sup> <https://www.cnet.com/news/sony-ps5-vs-microsoft-xbox-series-x-game-on-for-holiday-2020/>

### Sony (PlayStation) brand architecture pyramid



### Brand Comparison:

**Similarities:** Both supports gameplay sharing, real time gameplay streaming which is the important feature now a days for gamers. Both provides high product quality and user friendly.

**Differences:** Microsoft (Xbox) includes more features than Sony (PlayStation). Xbox is mainly for top end of the market and to the developing enthusiastic personnel. Recently Sony-PlayStation introduces more services like PS music, PS video etc. Tech savvy in both gaming devices have respective community which is more useful.

It is really challenging to compare these both gaming devices since they have very minor pros and cons.

## Brand Value:

<sup>2</sup>Coming to the overall brand value Microsoft is in 4<sup>th</sup> place and Sony is 56<sup>th</sup> place according to Interbrand but here comparing only gaming devices of that companies which is one product of many so it is not fair brand value for each company based on gaming devices.

<sup>3</sup>PlayStation is ranked high than Xbox according to ranker.com. When coming to more selling numbers also PlayStation is winner. But each gaming devices has their own unique games which is the main reason more competition exist even though they almost have same cost and features.

## References:

As inserted in the Footnote.

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<sup>2</sup> <https://www.interbrand.com/best-brands/best-global-brands/2019/ranking/>

<sup>3</sup> <https://www.ranker.com/crowdranked-list/best-game-systems-of-all-time>