

Building Brand Architecture Sample Report: HP vs. Apple

Introduction:

I am going to prepare a report on “brand architecture”. This report will talk and explain the brand architecture of two brands –**HP& Apple**- in the personal computers (PC) market such as, desktops and laptops.

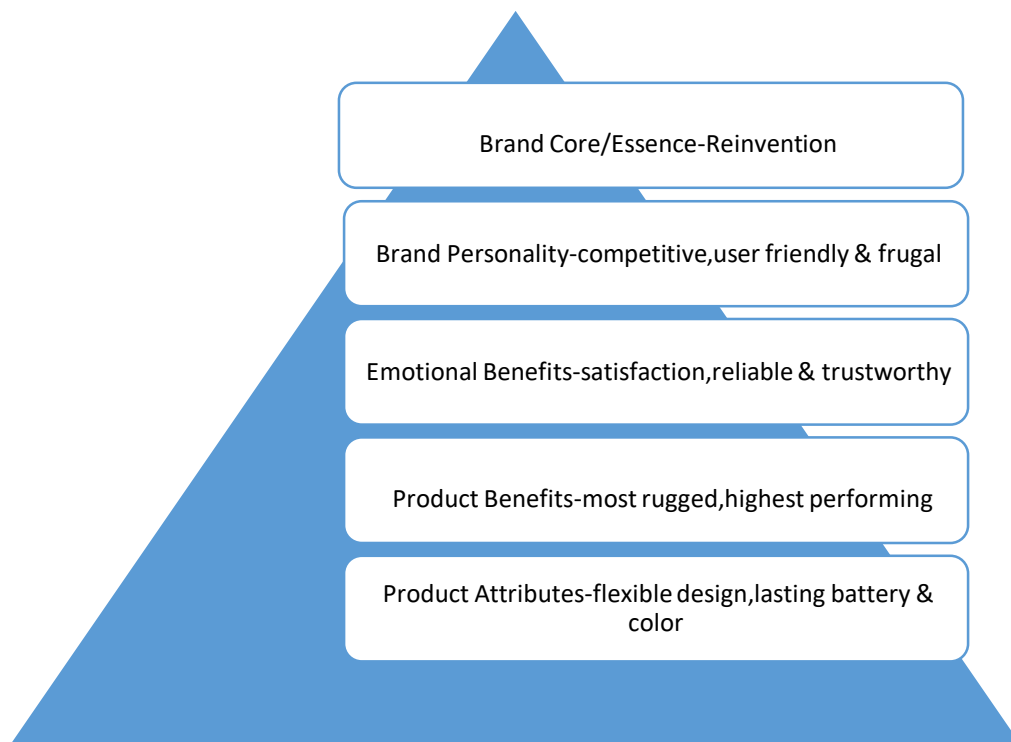
I have **chosen** these two brands because both are known as both belong to very similar markets. In the personal computer market, **Apple and HP** are among the most valuable & popular brands and this report will show how both brands are different from each other with the help of brand architectures of these two brands that I am going to prepare.

The **goal** of this report to is to observe & identify how consumers can have vastly different perceptions of and relationships with very similar products just because of the differences exist in brand architectures.

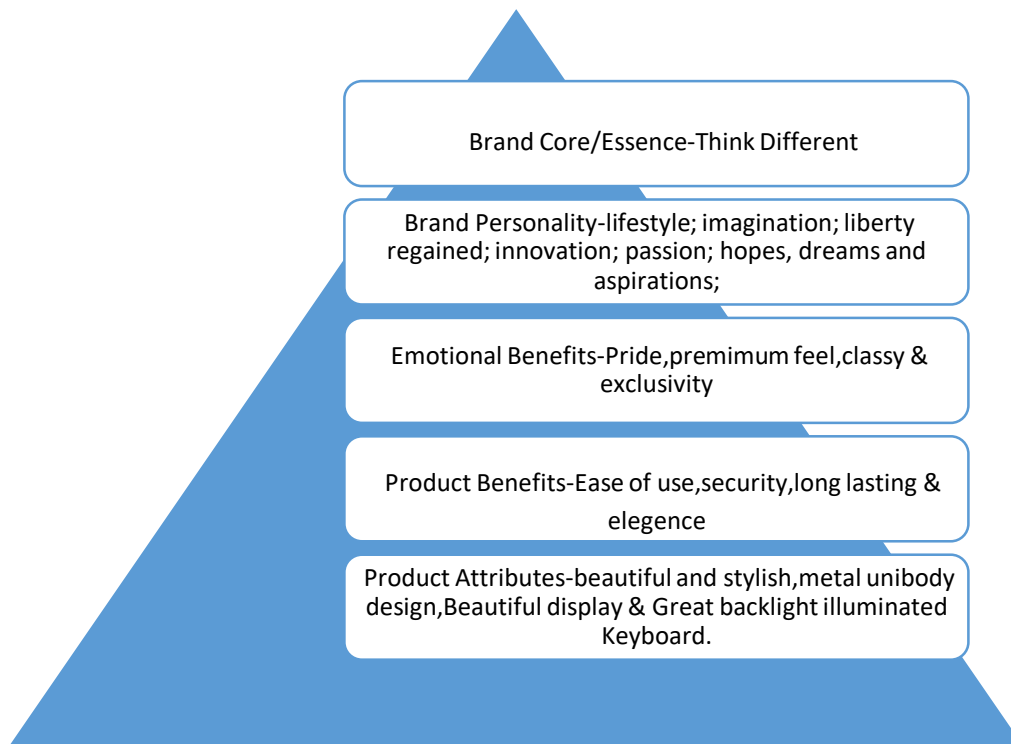
Brand Architecture

At first, we have to develop brand pyramids for both brands (HP & Apple).

Brand Architecture for HP



Brand Architecture for Apple



Brand comparison

Apple brand focuses on their UVP (unique value proposition), which is beautiful design that works right out of the box with ever-smaller packaging. A marketing strategy gets juice throughout social media and is very much a competitive advantage for Apple and its market share. On the other hand, **HP** uses differentiating targeting strategy to provide customized products & services to the enterprises. HP uses a mix of value/ product and pricing based positioning strategies to compete in the market.

Apple follows market-skimming strategy but **HP** follows market penetration strategy.

Product is the main or an important thing about **Apple** is marketing strategy. Its product help in gaining market share, brand awareness and brand loyalty & **HP** uses differentiating targeting **strategy** to provide customized products & services to the enterprises.

Brand Value

Interbrand ranked Apple as the number one with 234,241 million dollar. On the part interbrand ranked HP in 54th position in ranking with 10,891 million dollar.

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. apple.com.

. HP Inc. creates technology that makes life better for everyone, everywhere. Through our portfolio of personal systems, printers and 3D printing solutions, we engineer experiences that amaze. hp.com.

Apple tops Forbes' annual look at the world's most valuable brands for the ninth straight time. The brand of the tech giant is worth \$205.5 billion, up 12% over last year. It is the first time a brand crossed the \$200 billion threshold.

As a laptop brand, HP is much better than Acer and ASUS when it comes to durability as well as performance. ... Overall, HP computers might not be able to offer the stylish and attractive design, but they are very reliable and come for a very reasonable price with excellent warranty and support.

Source Consulted-

Reference are given bellow-

http://www.marketingminds.com.au/apple_branding_strategy.html

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<https://www.forbes.com/sites/kurtbadenhausen/2019/05/22/the-worlds-most-valuable-brands-2019-apple-on-top-at-206-billion/>

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