

BRAND ARCHITECTURE: Evaluation Worksheets



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Brand Architecture Evaluation:

Worksheet 1

1. List all the brand names, sub-brand names and product names in your portfolio

Brand names	
Sub-brand names	
Product Names	

2. Draw a hierarchy map of how your brands, products and positionings relate to one another.

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Brand Architecture Evaluation:

Worksheet 2

Fill out the left-hand column by listing all the brand names in your portfolio. Next, decide which role each brand name plays.

NOTE: Brand names can play more than one role.

Brand name(s)	Role(s) this name serves
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Brand name(s)	Role(s) this name serves
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Brand Architecture Evaluation:

Worksheet 3

Use the following questions to help evaluate the current brand architecture of your organization

1. What are your organization's short-term and long-term business goals?

2. What is the history of your company's existing brand architecture strategy? Was it intentional?

3. How have past mergers and acquisitions impacted the current brand portfolio?

4. What is the current process for determining the name of a new product?

5. How quickly does innovation happen in your industry?

6. Do your primary competitors use brand architecture structures similar to yours?

7. What resources have you dedicated to branding in the past? What resources are planned for the future?

8. Are you an international organization? If not, do you plan on going global in the future?

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Request a consultation

Are you looking for an agency to help
make sense of your brand portfolio?

Ervin & Smith is a digital marketing agency that helps brands improve interactive marketing results and optimize their online brand presence. We provide services and training for digital marketing efforts that include: branding, social media marketing, inbound marketing, Web design and development, email marketing, SEO and public relations. Our award-winning agency has been named to Inc.'s Fastest-Growing Privately Owned Businesses and voted one of Omaha's Best Places to Work by our employees.

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