



Brand Hierarchy

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Topics covered

- Meaning of Brand Hierarchy
- Levels of Brand Hierarchy
- Major decisions related to Brand Hierarchy

The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in shades of yellow, blue, and red. Below the logo, the text 'GALGOTIAS UNIVERSITY' is displayed in a large, light grey, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

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Brand Hierarchy

- **Brand hierarchy** is a useful means of graphically portraying a firm's branding strategy by displaying the number and nature of common and distinctive brand elements across the firm's products, revealing their explicit ordering.

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Brand Hierarchy

- There are different ways to define brand elements and levels of the hierarchy. The simplest representation of brand hierarchy from top to bottom can be:
- Corporate name
- Family brand
- Individual brand
- Modifier
- Product description

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Levels of Brand Hierarchy

- **Corporate name** – The highest level of hierarchy always consists of the corporate or company name. For legal reasons also the company or corporate brand is almost always present somewhere on the product or package.
- **Family brand level** – At the next-lower level, a family brand also called a umbrella brand is used.
- Family brand name can be an effective means to link common associations to multiple products. The cost of introducing a related new product can be lower and the likelihood of acceptance higher when marketers apply an existing family brand to a new product.

Levels of Brand Hierarchy

- **Individual brand level** – Individual brands are essentially one product category, although multiple product types may differ on the basis of model, package, size and flavour. In the “salty snack” product class, Frito-Lays offers Fritos corn chips, Doritos tortilla chips, Lays and Rold Gold pretzels.

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Levels of Brand Hierarchy

- **Modifier Level** – A modifier is a means to differentiate a specific item or model type or particular version of the product. Example – Lay's potato chips' "Sour cream and Onion" "Magic masala" flavours.
- Wringley's Spearmint, Doublemint, Juicy Fruit and Winterfresh flavours of chewing gums.
- **Product Descriptor** – The Product Descriptor helps consumers understand what the product is and what it does.

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Brand Hierarchy

- Designing the right brand hierarchy is crucial. Brand elements at each level of the hierarchy contribute to brand equity by creating brand awareness and fostering unique brand associations. The challenge in setting up a hierarchy is to decide:
- The specific products to be introduced for any one brand.
- The number of levels of the hierarchy to use.
- The desired brand awareness and image at each level.
- The combinations of brand elements from different levels of hierarchy to use for any one product.
- The best way to link one brand element to multiple products

References

- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.

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