

Brand Architecture

Marketing

How a portfolio of brands relates to each other.

Branded house

- One master brand across products
- Marketing spend compounds
- Cheaper to launch new lines
- One failure contaminates everything
- Google, FedEx, Virgin

House of brands

- Independent brands, hidden parent
- Each targets its own segment
- Failure is contained
- Expensive — no shared equity
- Procter & Gamble, Unilever

THE DIFFERENCE THAT MATTERS

Branded house is efficient and fragile. House of brands is expensive and resilient.

Endorsed brands sit between the two: an independent name with a visible parent, sharing some trust without full exposure.