

What is a 'house of brands' strategy?

A former coaching client reached out for help on how to structure their company to pursue a "house of brands" strategy. Rather than tweaking one brand to serve multiple markets, they were shifting to a portfolio approach--creating distinct, standalone brands for each segment.

Which companies use the House of brands strategy?

Notable examples of companies employing the House of Brands strategy include Procter & Gamble, Unilever, and Nestlé, which manage numerous brands across different product categories, from household goods and personal care items to food and beverages.

What is a branded House?

Branded House: The master brand dominates and extends its influence across all sub-brands. This approach leverages the strength of the master brand but may limit the distinctiveness of individual brands.

What are the key points of a house of brands strategy?

Key points of a house of brands strategy include: Brands operate autonomously with distinct identities. The parent company can target different market segments. Market penetration is enhanced due to brand variety. Risk is spread across multiple brands, reducing dependency on any single one.

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In this article, I'll show you how to architect that structure to support and scale your multi-brands strategy.

Let's dive in. First, I want to call out that there's a spectrum for how to pursue a ...

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