



4 ways to expand your brand based on business objectives and challenges





Extend core offer

Engage existing customers in new places by extending core offer

Extend complementary offer

Gain greater share of wallet from existing customers by extending to complementary offer

Extend via product associations

Reach new customers within core segments and reinforce positive brand associations

Extend meaning of brand

Broadly reach new customers by extending the meaning of the brand



Engage existing customers in new places by extending core offer

Considerations

- Does the brand credibly extend into this space?
- Will this enable the brand to reach the existing customer base and potential new customers?
- Does this offer build on existing brand strengths and/or equities?

Best practices

- Aligns with core offer
- Leverages primary brand to add credibility and build equity
- Extends offer while preserving brand's focus and meaning
- Does not create confusion with existing brand and offer

Gain greater share of wallet from existing customers by extending to complementary offer

Considerations

- How much distance from the primary brand is needed to create a viable offer?
- Does this new brand distract or damage the existing brand?
- Will this new distinct brand still reach the existing customer base and potential new customers to create value for primary brand?

Best practices

- Creates a new distinct brand while leveraging cues which tie back to primary brand and offer
- Credibly extends offer and brand's meaning into new space
- Can be brought closer or distanced from the primary brand over time

Reach new customers within core segments and reinforce positive brand associations

Considerations

- Does this offer make sense coming from the primary brand?
- Will this new offer create confusion or risk for the primary brand and offer?
- Will this new offer enable the brand to reach the existing customer base while driving consideration or interest among potential new customers or segments?
- Does this offer build on existing brand strengths, equities, or associations?

Best practices

- Credibly extends offer and brand's meaning into a new space which builds on existing associations
- Enables brand to directly target high value segments/customers
- Builds brand loyalty beyond core offer while adding new positive equities

Broadly reach new customers by extending the meaning of the brand

Considerations

- Will this new offer create confusion or risk for the primary brand and offer?
- Will this new offer enable the brand to reach the existing customer base while driving consideration or interest among potential new customers or segments?
- Does this offer build on existing brand strengths, equities, or associations?

Best practices

- Leverages core values/promise of primary brand to extend offer into a new space
- Builds brand loyalty beyond core offer while adding new positive equities
- Enables the brand to enter new, potentially unrelated markets which capture greater share of customer spend based on customer loyalty





Maximize the returns from your brand



SCOTCH GAME