

Brand Tower - A brand-strategical analysis

The analytic model Brand Tower underlines in graphic terms decision-relevant topics and typical market connections in a holistic approach.

The analytic model Brand Tower has been developed by innomark after more than 10 years of experience in brand strategy consulting for numerous national and international customers. The scheme is based on long-term practical experience and the analytical preparation of commonly known strategy models. Both the well-known theoretical reflections and the analysis models of considerable management consultancies often provide some interesting partial aspects, but none offers a holistic view. Therefore innomark has evolved the analytic model Brand Tower.

The basic image is a round tower with three nested core columns that constitute three circles when seen from above:

1. The inner column (the inner circle) indicates the brand identity. It describes the identity-relevant scopes:

- vision
- values
- brand core or brand essence
- brand utility and
- promised benefits.

It virtually indicates the genetic constitution or DNA of a brand.

2. The medium or second column (the medium or second circle) enclosing the inner column indicates the field of action and describes 8 subject areas:

- offer orientation
- strategy
- architecture
- positioning
- communication & tonality
- design
- culture & behavior and
- proceedings & measures

that require appropriate success-relevant measures in order to control the brand based on the brand identity. These actions of the medium Brand Tower column shall be carried out subject

to the outer and third column - the so called sphere of influence.

3. The outer Brand Tower column, containing the sectors:

- branch/market/periphery
- strengths of the competitors
- customers/target groups
- service range of the company

defines the current market situation along with the own service range which is part of the market. This outer column is called sphere of influence, because on one hand the respective conditions shall be analysed in order to act or react accordingly with the measures of the medium Brand Tower column. On the other hand the own actions of the second Brand Tower column will influence or sustainably change the four sectors of the outer sphere of influence. Such studies are carried out by innomark's ZOOMEX brand, market and opinion research tool.

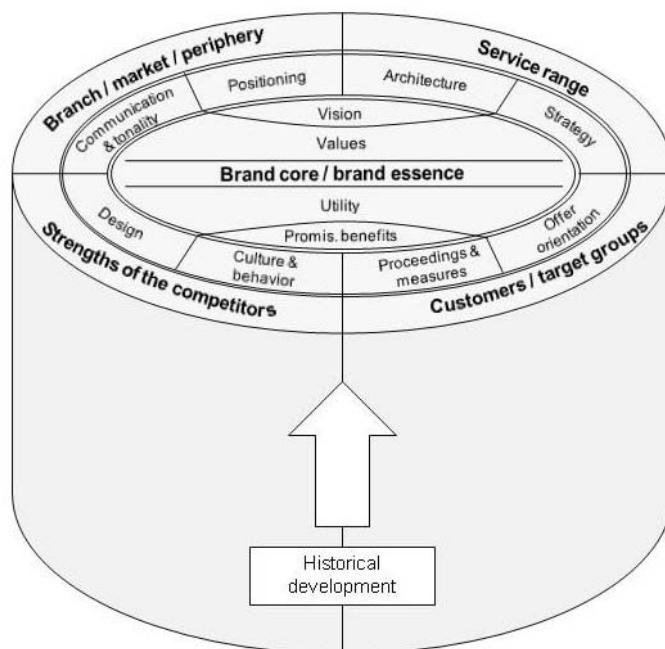
In addition, the „three-pillar model“ consisting of three columns nested within each other indicates growth and change of a brand by means of the analytic model Brand Tower. The objective is to build a long-lasting and successful history, leading to a highest possible Brand Tower that literally dominates other brands. The Brand Tower's core is the inner column which defines the brand identity and, as a kind of „spine“, leads to stable and growth-oriented statics. Only if the brand identity is right in the core, potential is given for further brand growth.

If the measures around the brand identity are placed strategically and operationally correct in a second step, the medium and the outer column of the Brand Tower will be able to grow in interaction with each other. That means, if the own service range, which is subject to the strengths of the competition, the requirements of customers and target groups and the further market and periphery conditions, is correctly decided and implemented, the growth of both outer columns is guaranteed as well and the whole Brand Tower will grow. The height of the tower and thus the layers of the three nested columns indicate the status of the analytic model Brand Tower over time. The cutaway model of the columns virtually documents the history of the brand development. The view from above documents the current status and a cut or slice of the model

represents the respective conditions for example 3, 5 or 10 years ago.

The growth of the brand within the meaning of this analytic model Brand Tower is only possible if all these three pillars interact in coordination with each other, and if the brand identity endures as a solid support in the future. As it is frequently the case with successful brands, only the third, outer column is visible for the outside world, because it gives a clear picture on the competition, the own range of services, the branch, the customers und the target groups. The measures of the medium column remain partially hidden or, as control elements, not visible at first glance. The inner column is usually visible and appears in glossy brochures as *Vision, Mission & Identity*, but only indirectly reaches the brand user by the measures of the second Brand Tower column and the resulting interactions with the third Brand Tower column.

The objective is to build a growth-oriented Brand Tower that sustainably dominates the competitor's brand buildings.



Brand Tower Strategic Analysis

© innomark GmbH