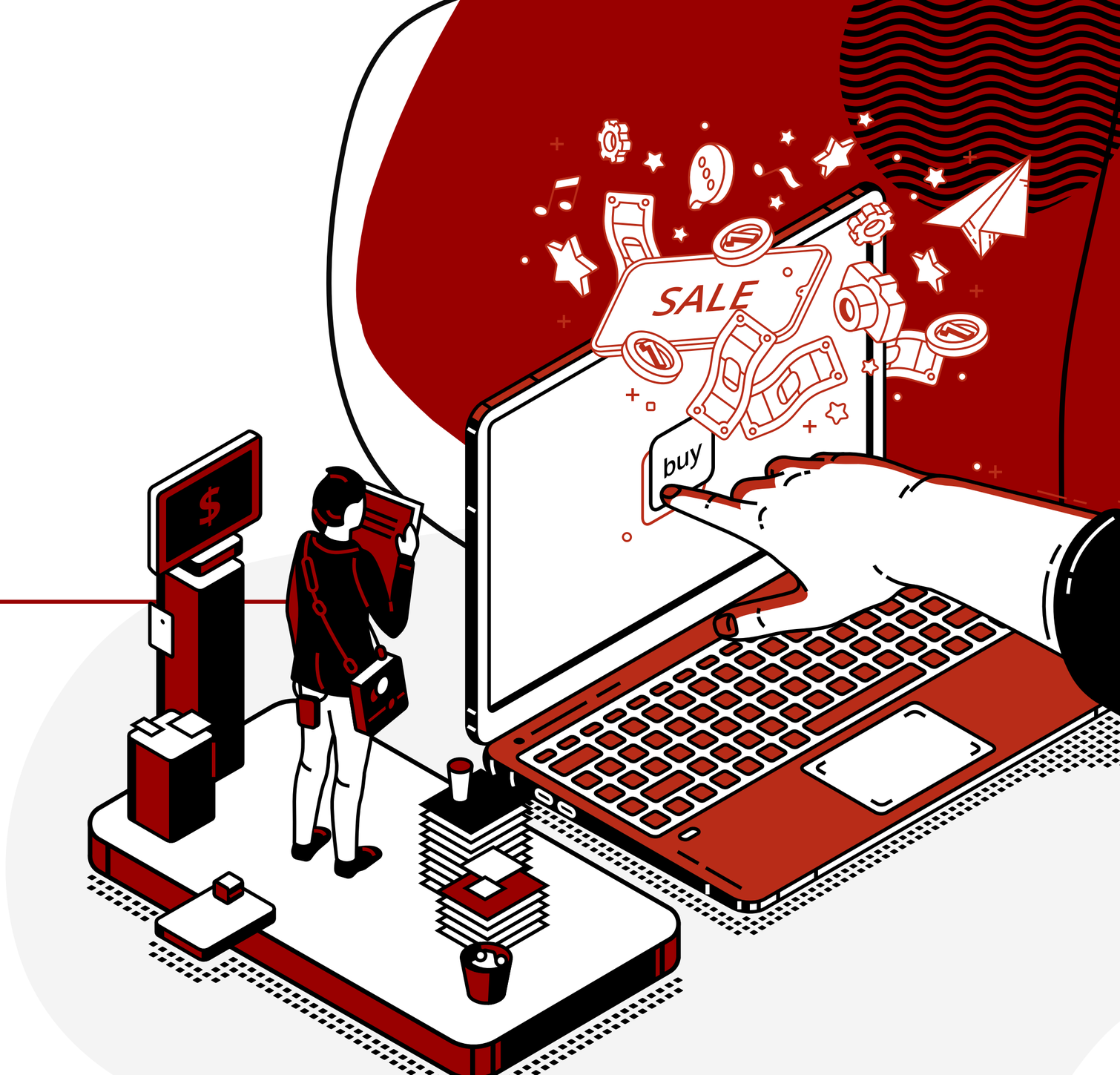
THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.

How many Brands do you need?

Brand Architecture

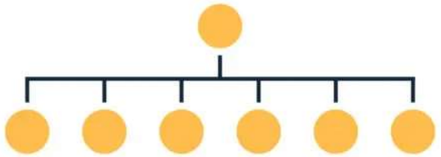
Having the right branding architecture is critical as brands allow you to charge a premium.

However, brands also need investment to remain healthy. Having too few brands may not give you the desired flexibility that you need to expand.

On the other hand, you may not have the money to maintain too many brands.

Types of Brand Architecture

Branded House



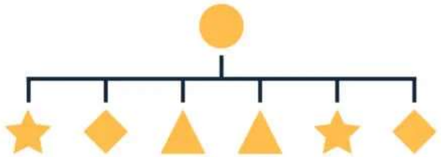
Google

Google Chrome

Google Cloud

Google Maps

Sub- Brands



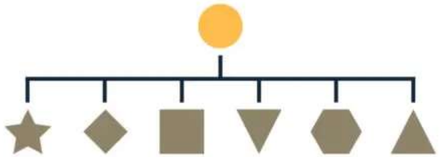
Virgin

Virgin HOTELS

Virgin Express

Virgin MEGASTORE

House of Brands



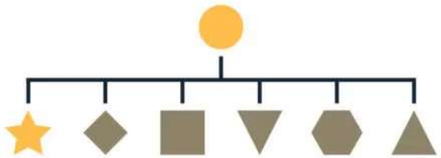
P&G

ARIEL Essential

Gillette

Pampers

Endorsed Brand



Coca-Cola

Coca-Cola

Sprite

FANTA

*Source : The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term by Jean-Noel Kapferer
Managing Brand Equity by David Aaker

Brand Architecture: Branded House

Google

- Google Chrome
- Google Cloud
- Google Maps

FedEx Express

- FedEx Ground
- FedEx Freight
- FedEx Office
- FedEx Trade Networks

Brand Architecture: Sub Brands

Cadbury

Good Day

Brand Architecture: House of Brands

P&G

Unilever

Brand Architecture: Endorsed Brand

Marriott

Kelloggs

How do I solve for it?

Competitors | **Need States** | **Sizing** | **Associations**

Surprise Me
Search is fun and entertaining. It is extensive with many unique iterations.

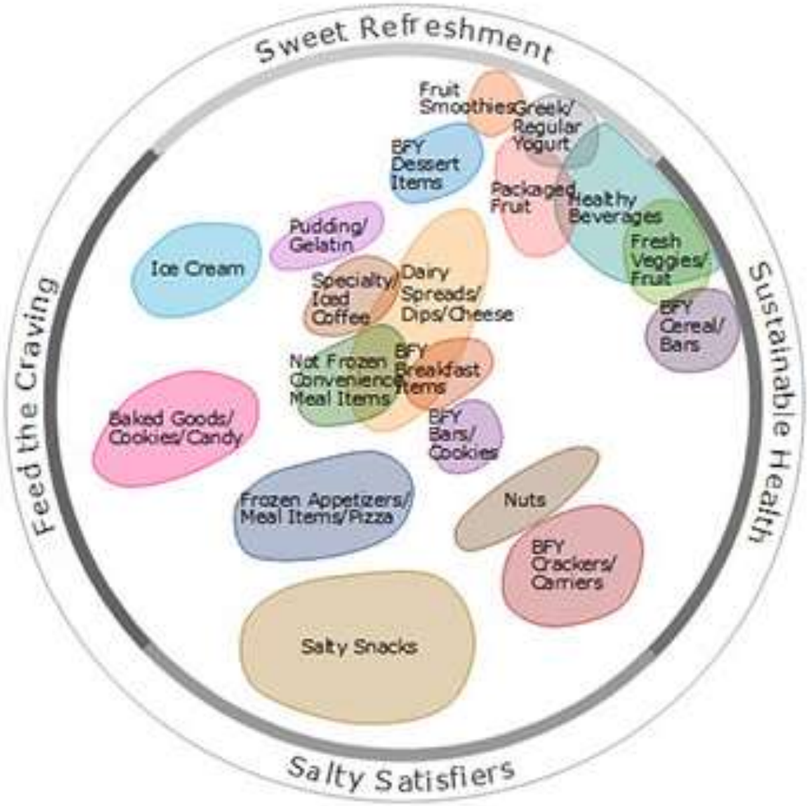
Thrill Me
Search is a quick adventure to find new things. It is brief, with just a few words and minimal back-button use.

Impress Me
Search is about influencing and winning. It is laser focused, using specific phrases.

Educate Me
Search is about competence and control. It is thorough: reviews, ratings, comparisons, etc.

Reassure Me
Search is about simplicity, comfort, and trust. It is uncomplicated and more likely to include questions.

Help Me
Search is about connecting and practicality. It is to-the-point, and more likely to mention family or location.



BRAND ARCHITECTURE

Architecture Requirements	What am I solving for?	How do I solve for it?
Scale	Category Selection	Competition Analysis
Range	Market Share Ambition	Sizing of Need States
Proposition	Business Projection	Creation of Associations

BRAND ARCHITECTURE

Need States

Associations	**Health**	**Crackers**	**Tea Time**	**Cookies**	**Indulgence**
Snacking		50 50			
Family			Marie	Good Day	
Fun					Treat
Pleasure					Oreo
					Dark Fantasy

Paper Boat : Investing in Nostalgia

Requirements	Ambition	Associations

Chikki, Nuts, Aam Papad	Thick Juice, Coconut Water, Swing	Sparkling water, Swing Jheera

Paper Boat : Investing in Nostalgia

Requirements	Ambition	Associations

Thank You !