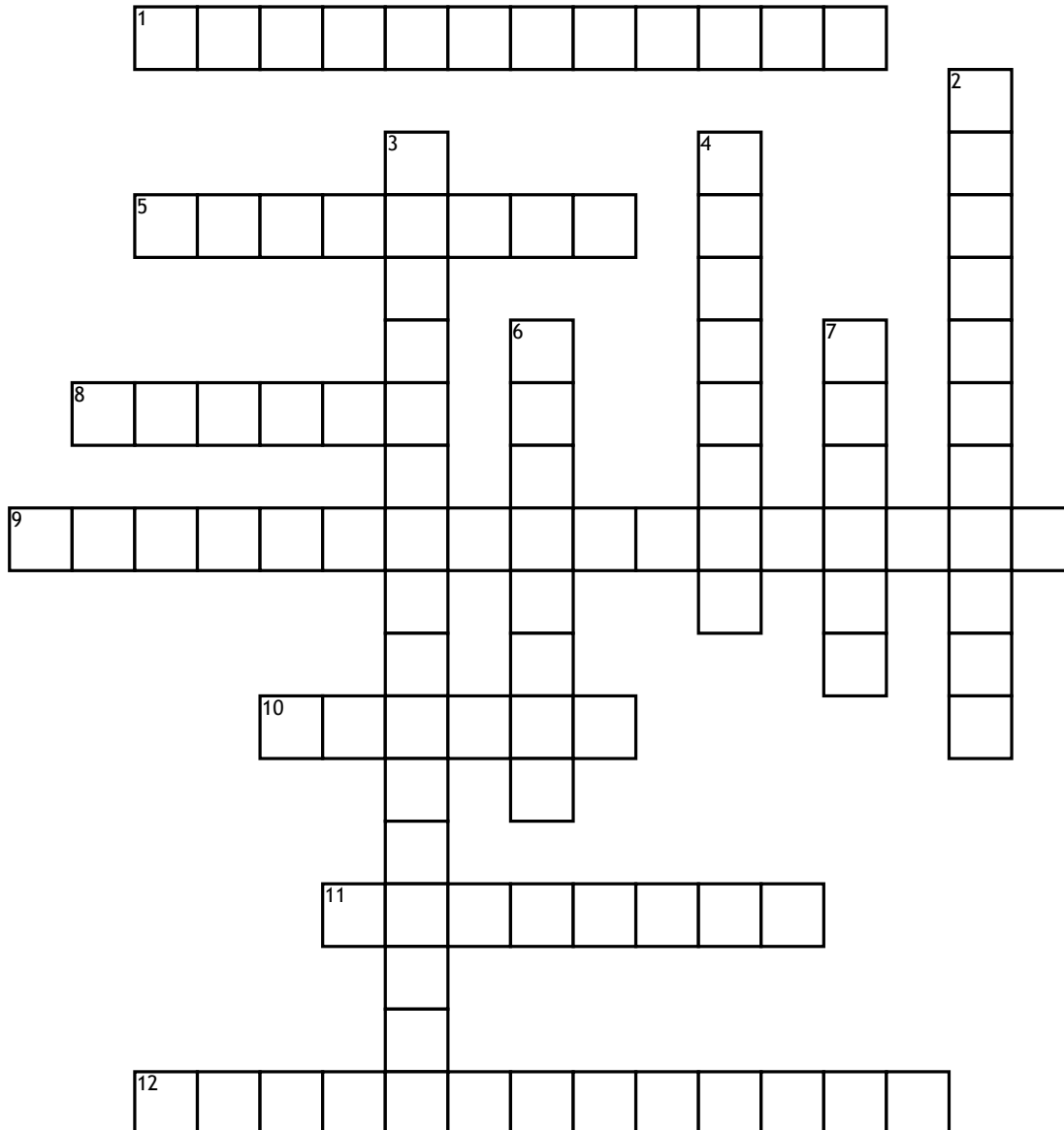


Brand Strategy



Across

1. The company itself is the brand, and its products or services are subsets of the main brand
5. Type of structure where the brand's name is acknowledged first, followed by the masterbrand.
8. Example of endorsed brand
9. The way a company manages, organises and markets its brands

10. The part of marketing that can affect how much or how little marketing the company can do
11. The company uses the company name as a brand for all the products across diverse categories
12. when a company has varied products and offerings but markets them with their own identities.

Down

2. An example of branded house

3. Well known FMCG business
4. Type of brand strategy consisting of the creation of sub-brands with their own identity for certain business units under a parent brand, which are grouped together adding prestige and credibility.
6. Google's parent company
7. Type of strategy where there is a singular brand approach that is used across all the brands