

# Devising a Branding Strategy

A firm's branding strategy—often called the **brand architecture**—reflects the number and nature of both common and distinctive brand elements. A firm has three main choices:

- It can develop **new brand elements** for the new product.
- It can apply some of its **existing brand elements**.
- It can use a **combination of new and existing brand elements**.

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**Julia Schneider**



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