

Frank discussions: business to business

Brand architecture made easy

The goal of brand architecture is to communicate your offer in a clear and coherent way. But getting there and managing your family of brands couldn't be harder. How do you overcome fiefdoms and emotions, create the coherence, and engage the relevant individuals along the way?

Creating a structure so all the brands in your portfolio support your business strategy can feel overwhelming. Why did the brands become so complicated and unwieldy in the first place? How and where do you start to understand and unravel them? What's the best structure for all your brands moving forward? And once you've defined this, you've still got to convince people who may be about to lose an identity that they probably spent considerable time and energy creating, that they can still communicate with their customers in a meaningful and distinctive way.

We'll share our experience. You'll no doubt have your own experiences. Together we'll have a frank discussion and start to demystify what brand architecture is, why it's needed, and how you do it.

We have a point of view. You'll have some bright thoughts. Together we'll have a frank discussion. Let's see whether any of us has the answer.

Where and when and how

**Thursday 26 April 2018, 4.45pm for a 5pm start, 6.30pm finish
Frank, Bright & Abel, 326 City Road, London EC1V 2PT**

To register for the event email m.coleman@frankbrightabel.com

Drinks and nibbles provided