

Brand Portfolio Strategy



**Unleash the full potential
of your brand portfolio**

**Program
for multi-brand
companies**

The art of strategy

What are the advantages and drawbacks of your current strategy?



Position in the market

What is your grand marketing strategy based on your position in the market?



Portfolio strategy map

What is the most critical segment to reach the ultimate victory?



Brand for the strategy

Which brand in your portfolio will best work for your strategy?



Portfolio brand map

How should all your brands align on the total consumer segments map to minimize frictions?



Concentrate your forces

Where to cut your product long-tail start to streamline your portfolio?