

BRAND ARCHITECTURE: BUILDING ICONIC BRAND SYSTEMS

Start Date:	18/05/2026	End Date:	22/05/2026
Categories:	Public Relations & Market	Venues:	Madrid
Formats:	In Person	Instructors:	

OVERVIEW

This course explores how to design scalable brand architectures that support growth, clarity, and market presence. Participants will learn to align parent, sub, and product brands for maximum visibility and business impact.

OBJECTIVES

By the end of this course, participants will be able to: – Understand different brand architecture models and their business implications. – Design coherent brand systems that support expansion and differentiation. – Clarify the relationships between master brands, sub-brands, and endorsed brands. – Align brand architecture with audience segmentation and product strategy. – Apply branding consistency across digital and physical touchpoints.

COURSE OUTLINE

1- Introduction to Brand Architecture and Strategy 2- Types of Brand Architecture: House of Brands, Branded House, and Hybrids 3- Mapping Brand Relationships and Hierarchies 4- Portfolio Management and Brand Extension Strategy 5- Auditing and Evolving Your Brand System

TARGET AUDIENCE

All Supervisory Levels, Brand strategists, marketing directors, creative leads, and business leaders managing multi-brand portfolios.

METHODOLOGY

Brand audits, architecture mapping exercises, case study analysis, and brand hierarchy workshops.

CONCLUSION

Participants will leave with a working model to build or refine their own brand architecture for clarity, equity, and scalability.

DAILY AGENDA

Day 1: Understanding Brand Systems

Review global brand structures and what makes them scalable and effective.

Day 2: Models of Brand Architecture

Explore the strengths and challenges of different architecture types.

Day 3: Visualizing Your Brand Hierarchy

Create visual maps to clarify brand relationships, positioning, and extension logic.

Day 4: Optimizing the Brand Portfolio

Evaluate your current brand setup and identify risks, gaps, and growth opportunities.

Day 5: Future-Proofing the System

Design a scalable architecture that adapts to innovation and market shifts.

Page 2 of 3

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