

UMBRELLA BRANDING: A CONCEPTUAL REVIEW**P.S. Dabhade and L.A. Ajbani**School of Commerce & Management, YashwantraoChavan Maharashtra Open University, Nashik, India
prmgadekar@gmail.com**ABSTRACT**

Umbrella Branding is a popular marketing concept wherein a single brand is promoted for selling multiple products. The idea behind this branding strategy is to enhance the marketability of products and it believes the psychological thinking that whenever a product carries the same brand name, it will have the same quality standards like the other brands within the umbrella. So, brands can also have five different product lines, however, the trust in the particular brand leverages the attributes of all the five product lines. Different customers may respond to this strategy in different ways. The levels of receptiveness to umbrella branding may differ. This paper carries a conceptual review of umbrella branding and presents its advantages and disadvantages.

Keywords: *Umbrella branding, Parent branding, Individual branding*

1. Introduction

One of the famous branding tactics is Umbrella branding, also called as the family branding. The notion of umbrella branding signifies a marketing practice which comprises selling numerous related products under a single brand name. Thus, it comprises generating huge brand equity for a single brand. In practice, applying umbrella branding can be challenging marketing for the marketer because brand wants to efficiently coordinate amongst all individual brands. But in reality, it can be a remarkable benefit as well.

The basic idea behind this tactic is to increase marketability of products and it trails the psychological notion that any product that carries the same brand name is created using the same high standards of quality. Thus, a brand may have 10 product lines, but the belief on that brand, influences the features of all the 10 product lines.

In order to make it clearer, it can be explained with an existing example such as Apple. Under the Apple brand, a client can get Apple watch, iPhone, iPad, Mac Air, Mac Book, etc. The original brand of the Apple company has been the Mac computers, and hence it is at the peak of the Umbrella. But then the umbrella splits further into the Ipad, Iphone and others to shelter all the other products within the umbrella.

Generally, the parent brand fundamentals have to be merged in all products as it holds belief, respect and loyalty. Once customers gain the

trust of one single brand, they will be interested in trying the other products of the same brand due to the implementation of umbrella branding.

The growing brand image of the parent brand due to rise in number of products, and assuming that it upholds the quality, can signify a powerful competitive benefit particularly in competitive markets such as the telecommunication and electronics sector.

Another amazing benefit of this marketing technique is that once a renowned brand wants to launch another product, there will be no cost needed for brand formation. Thus, new product launch becomes simpler and inexpensive as it can find already existing recognition and market set up (Bhasin, 2021).

Umbrella branding can be effective if a customer uses information from the accomplishment of one product to interpret about another product within the same umbrella brand. But this has its disadvantage also, because the customer might interpret a negative conclusion about the product and the brand itself (iBuzzle, 2021).

When forming the brand strategy, a significant feature is brand architecture. There are numerous models that an organization can adopt and even hybrid models.

It is worth stating that, chiefly as organizations and brands grow in intricacy and obtain other brands or launch new areas of activity, there exists the massive range of hybrid models.

One extensively used brand architecture model is the umbrella brand or branded house model.

The umbrella brand or branded house uses a predominant brand as the chief focal point, and the brand's products or services are all sheltered within this.

Volvo is an instance of an umbrella brand or branded house brand architecture model, as is Virgin. Whether a client is ordering wine, booking a holiday or signing up for a flight, client is in no doubt that he/she are dealing initially and foremost with the Virgin brand and will see its acquainted signature-style logo (POP Branding Agency, 2021).

Umbrella Branding Examples

P&G

- Crest Toothpaste
- Gillette
- Head & Shoulders
- Pampers
- Tide

Unilever

- Dove Conditioner
- Dove Cream
- Dove Deodorants
- Dove Shampoo
- Dove Soap

Umbrella Branding in India

There are several organizations in India that undertake umbrella branding strategy for their products. Here is a list of four chief organizations following umbrella branding.

Amul

- Amul Butter
- Amul Cheese
- Amul Chocolate
- Amul Honey
- Amul Ice cream

Johnsons

- Johnsons Baby Cream
- Johnsons Baby Powder
- Johnsons Baby Shampoo
- Johnsons Baby Soap
- Johnsons Baby Wipes

Videocon

- Videocon Air-Conditioner
- Videocon Phone
- Videocon Refrigerator
- Videocon Television
- Videocon Washing Machine

Godrej

- Godrej Deodorant

- Godrej Hair Dye
- Godrej Microwave Oven
- Godrej Soap
- Godrej Washing Machine.

2. Umbrella Vs. Individual Branding

- An organization uses the same name, logo, marketing strategy for products it sells under umbrella branding.
- An organization may use a different name, logo, marketing tactic for each single product it creates.
- Umbrella branding chooses to promote and endorse all the products in the similar way.
- It permits the organization to sell its product to different regions, and endorse products in a different way than other products.
- The launch of a new product becomes easier in umbrella branding due to earlier marketing campaigns of the brand.
- Launching a new product can be a tough procedure in individual branding as an organization has to start its marketing promotion from scratch (iBuzzle, 2021).

3. Advantages of umbrella or parent brand

- Parent brand has a well - known brand image in the market; clients recognize the brand and its quality; therefore, it is easy for a brand to launch a new product under its brand loyalty.
- Investment is only made on parent brand, which will assist to focus all the energy in one direction instead of deviation.
- The market entry for umbrella branded products is comparatively cheap since reputable brands can take benefit of previous marketing efforts.
- The use of an umbrella branding does not stop organizations from using and executing other methods of brand extension, empowering them to continue to be flexible with marketing tactics.

4. Disadvantages of Umbrella Branding

- Irrespective of organization size, if it is unable to offer similar quality to all of its products, it will ruin reputation and negative word of mouth.
- In umbrella branding, several organizations emphasis on single product and lot of time neglect other products which is another topic of worry.
- Parent branding is mostly successful if it deal in fairly alike line of products such as if in future Coca-Cola plans for computers, medicines it can be certainly a failure.
- If one product fails to maintain the standard, then the entire brand name is in risk, which is another problem.

5. Conclusion

As umbrella branding benefits as well as can be a concern, but as per the market, several products which are functioning under one parent brand name are more successful and accepted by clients. Even today in a pandemic, individuals are more aware about which brand they are purchasing, food brands chiefly due to safety and quality; hence good organizations with their well-established names are trusted the most. Organizations must ensure to be completely aware and ready while offering the parent's name to new product or product line. The new product's logo design should also similar to the parent brand logo for more efficacy.

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