

10 Ways to Extend Your Brand!

Based On a Study of 500+ Successful Brand Extensions with Dr. Edward M. Tauber*



Countless brand extensions exist. Many enjoy strong sales, but many fall flat. What separates the winners from the losers?

Parham Santana teamed up with Dr. Edward M. Tauber, who first coined the term “brand extension” in 1979, to analyze 500 successful brand extensions.

We discovered that all 500 launches fell into one of 10 brand extension categories. Are you following one of these ways to success?

*Dr. Tauber coined the term brand extension and has identified and launched brand extensions valued in the hundred millions.

1. Shift the Form

An existing product shifts form by changing its method of delivery, preservation, store placement, or ingredient profile. California Pizza Kitchen did this by offering its restaurant fare in grocery freezers.

2. Transfer a Component

Take something closely associated with a brand, such as a flavor, ingredient, scent, or color, to a different product where the same thing is desirable. P&G brought the famous Tide scent to dry cleaning.

3. Transfer a Benefit

The same concept as number two except that you’re transferring a benefit. Arm & Hammer baking soda removes odor, so it leveraged that accepted benefit with a branded cat litter.

4. Transfer Special Expertise

Some brands are seen as experts, and this expertise can be a competitive advantage for a brand extension. The Food Network’s branded cookware leverages the cable channel’s culinary skills.

5. Sell Companion Products

Offer products frequently used with your parent brand under the same brand name. Mr. Coffee sells both coffee makers and coffee.

6. Leverage Customer Base

Use your brand name to sell something entirely different to the same consumers. Moms see Fisher-Price as a trustworthy toy brand and this fact helped the name extend into diapers.

7. Leverage Lifestyle

Some brands represent a lifestyle that’s transferable to other products. Jeep means outdoor adventure, and this concept sells tents and bicycles just as well as off-road vehicles.

8. Leverage Celebrity Expertise

Celebrities with special talents can give a hand up to related products. Emeril Lagasse became famous cooking on TV, and those culinary skills help sell Emeril Cookware.

9. Leverage Celebrity Lifestyle

Some celebrities live a lifestyle others aspire to achieve. Paris Hilton’s socialite, party girl ways make her perfume line appealing to people who want to live like Paris.

10. Change the Game

Is your brand tired? Or have a weak spot? Modifier words can help you shift into a new category. Adding the words “intensive care” helped take Vaseline into lotion without any greasy associations to the original product.