

EIA as Brand Strategy



Dr. Atsushi HASEGAWA, Naoko KAWACHI
Concent, Inc. based in Tokyo JAPAN
ia@concentinc.jp | <http://www.concentinc.jp>

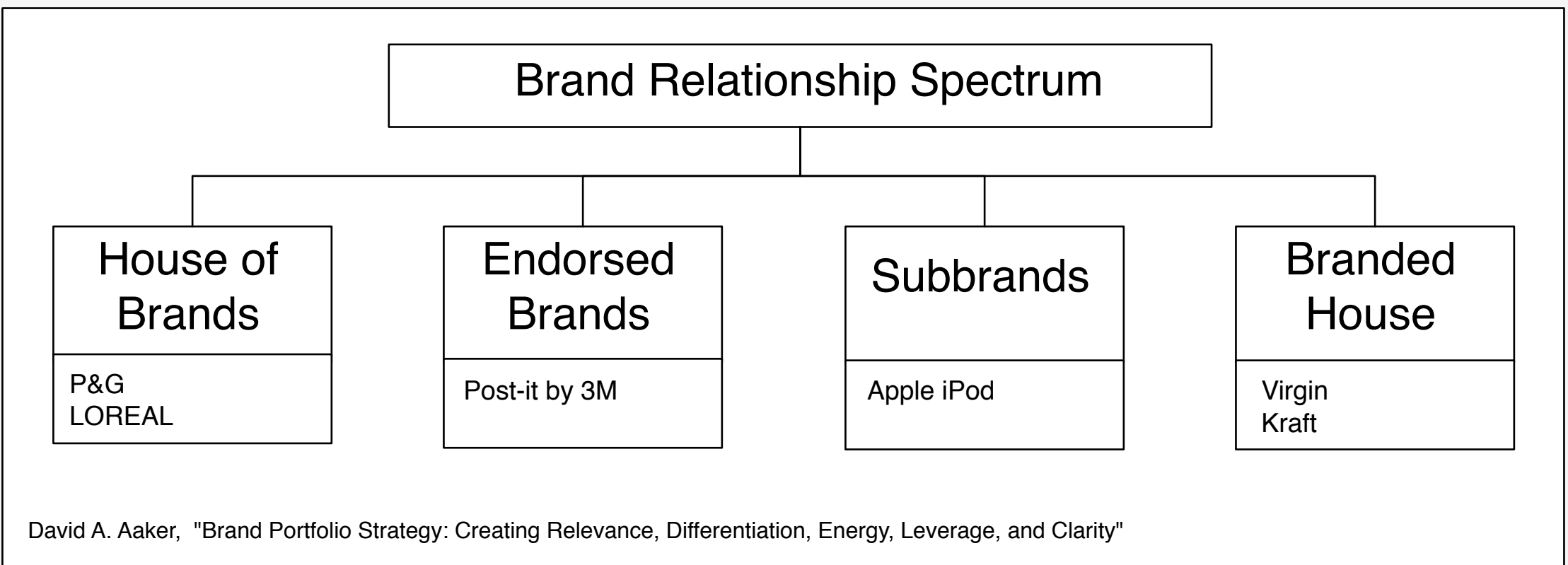
SUMMARY

EIA takes a key role to provide brand experience:

1. Customers recognize the organization's "Brand Structure" through **the structures of web site structures** in an enterprise.
2. Customers recognize the organization's hospitality by **its homepage** (i.e. the top page of the web site).

Organizations' brand structures, that are based on its brand strategy, make "Brand Relationship Spectrum" (Figure 1).

We have analyzed 4 popular organizations' web sites in Japan by 2 indexes: Brand Strategy and Customer Orientation.



David A. Aaker, "Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity"

Figure 1.

Customer-Oriented
Homepage is for customer

Kanebo COSMETICS

<http://www.kanebo-cosmetics.co.jp/>

TOP

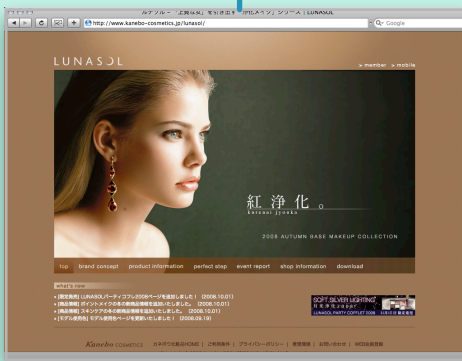


Kanebo COSMETICS is a second largest cosmetic company which operates more than 60 brands in Japan.

Brand Strategy: House of Brands endorsed by Master Brand

Orientation: Customer oriented

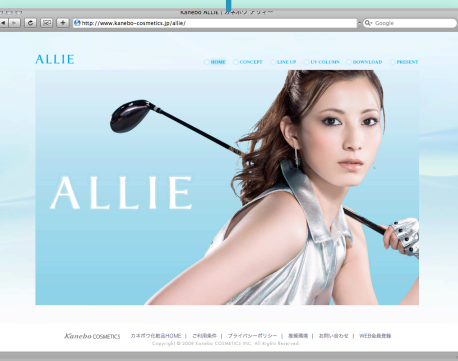
Web Site: Each brand's site is independent and has a common footer navigation. The top page of the corporate site aims the entrance to its brands.



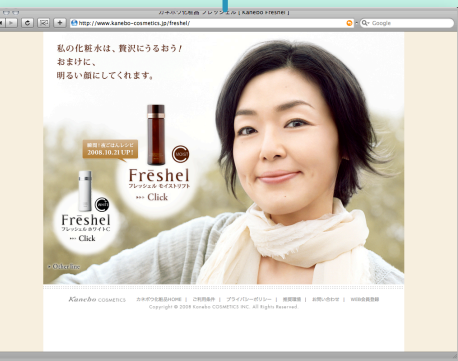
Brand A



Brand B



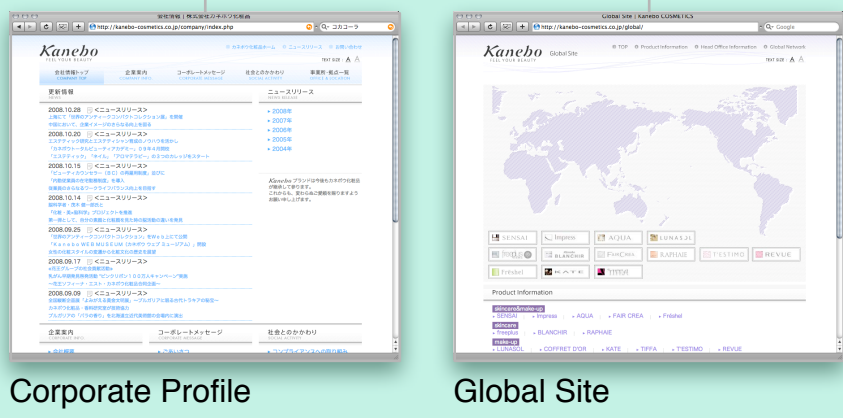
Brand C



Brand D



Brand E



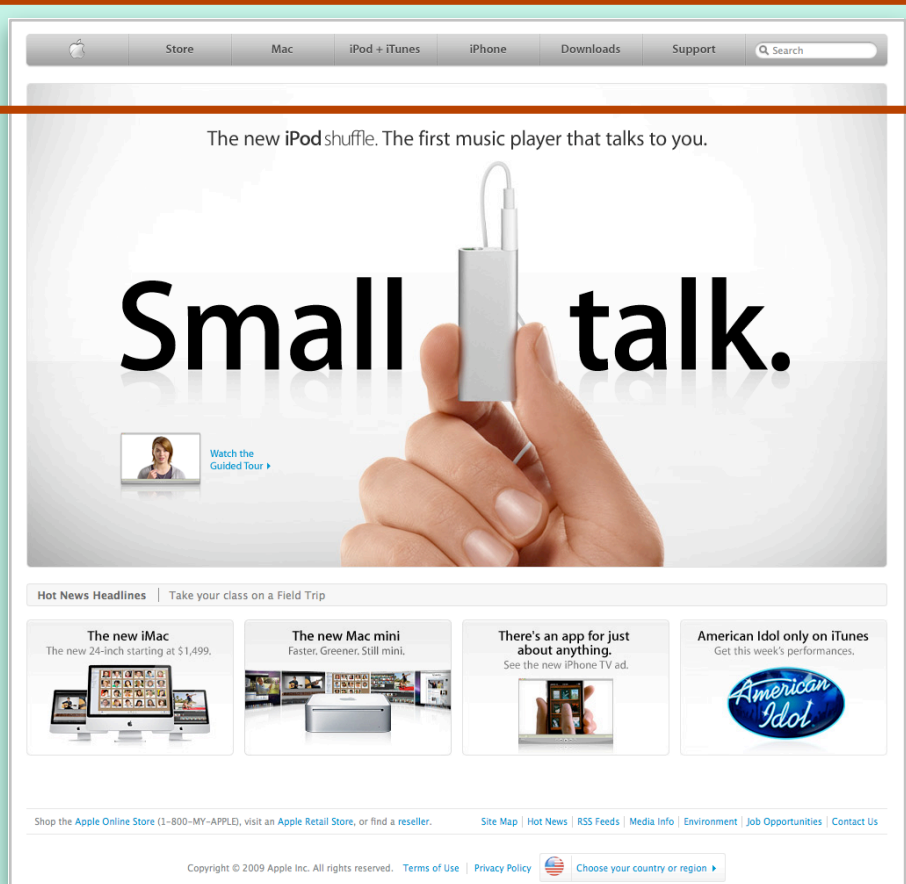
Corporate Profile

Global Site

Apple

<http://www.apple.com/>

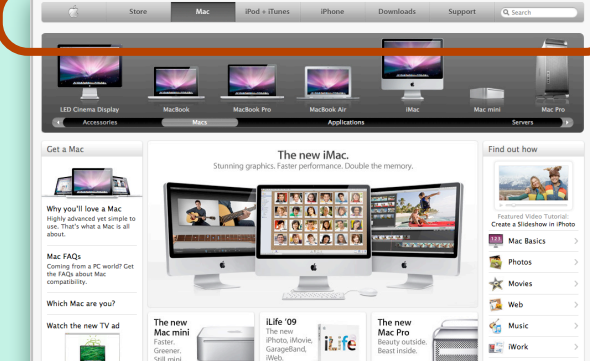
TOP



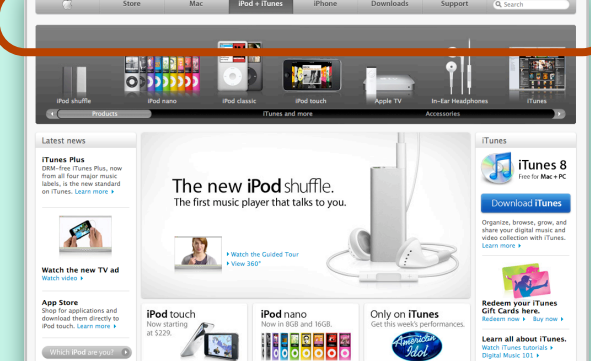
Apple provides variety of products and every product is strong brand. But Apple brand still have influences over all products by putting its logo on them.

Brand Strategy: Subbrands (Master brand + Sub brand)
Orientation: Customer oriented.

Web Site: All pages are under the common global navigation. The main navigation contains contents for customers.



Brand A



Brand B



Brand C

Independent Sites

House of Brands

Site Structure

Brand Strategy

Integrated Site

Branded House

P&G

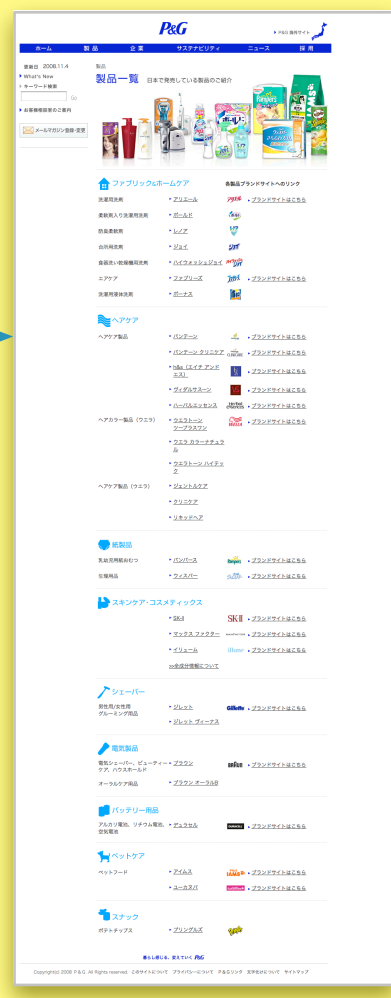
<http://jp.pg.com/>

Web Site should be
Customer-Oriented?

TOP



Product Top



Product List



Brand A



Brand B



Brand C

Proctor & Gamble operates more than 80 major brands across multiple businesses. Few consumer notice that each brand comes from P&G.

Brand Strategy: House of Brands

Orientation: Organization oriented.

Web Site: Each product's site is basically independent. The top page of the corporate site is not for customers, but for business. And it doesn't have product lineup at the top page.

SUNTORY

<http://www.suntory.co.jp/>

Web Site should be
Independent and
Customer-Oriented

TOP



Product Top



Category Top



Brand A



Brand B



Brand C

SUNTORY is one of the oldest Japanese brewing and distilling company. It now offers everything from soft drinks to vintage wines. Every drink's brand has a company name as a descriptor.

Brand Strategy: House of Brands endorsed by Master Brand
Orientation: Organization oriented.

Web Site: All product pages are under the common global navigation, which contains "Restaurant list", "CSR activity", "Cultural activity", etc. And the top page is not for customers.

Global navigation is seemed to be integrated by corporate matter. Product brand sites are under umbrella of SUNTORY's dominant navigation.

Organization-Oriented
Homepage is for organization