# ARHITECTURA MĂRCILOR – SISTEM DE CLASIFICARE A STRATEGIILOR DE MARCĂ

# BRAND ARCHITECTURE – A CLASSIFICATION SYSTEM OF BRANDING STRATEGIES

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**Abstract:** The concepts of "brand architecture" (Aaker, Joachimsthaler, 2000) and "brand hierarchy" (Keller, 2003) respectively are understood in the academic literature as a "systematization of various enterprise brands" (Burmann, Meffert, 2005) within a specific hierarchical framework. As with the enterprise structure (top management, strategic business unit, and performance level) a distinction is equally made in the case of brands between: Corporate brands, Enterprise brands or Strategic Business Units, Product and service brands. Each of the above levels are associated by the technical literature with a range of specific strategies: knowing them as well as various strategy combinations allows the possibility to choose the best way to approach the target market. Even if more firms operate on the same market, in order to adapt to the market realities and, implicitly, to the consumption requirements, they mix strategies resulting in vertical and horizontal, one- and multi-dimensional or dynamic and static combinations.

**Keywords:** brand architecture, strategy, classification.