

M&A · 15

Brand Architecture & Positioning

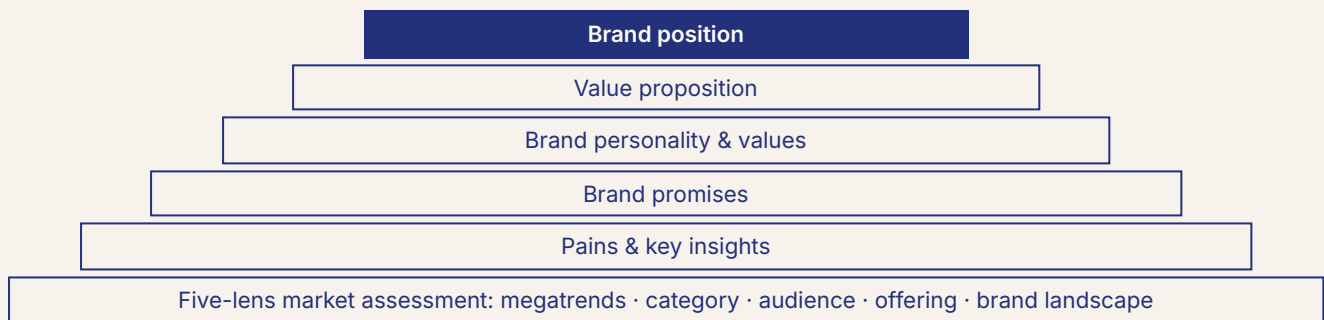
After an acquisition, one positioning has to hold several products, brands and buyers together.

THE QUESTION IT ANSWERS

What does the combined company stand for, under which name, and how does each buyer hear it?

THE METHOD

The brand house, built bottom-up



WHAT WE DO

Run the five-lens market assessment, ending in testable assumptions

Validate with structured interviews across the buying committee

Build the brand house from verified pains up to one position

Decide the architecture: branded house, endorsed or house of brands

WHAT YOU RECEIVE

Brand house and position statement

Brand architecture and naming decision

Messaging by altitude: system, suite, product

Website, deck and sales materials carrying the new story

METRICS MOVED → ENTERPRISE VALUE

Win rate and price: buyers understand the value across the portfolio

Cross-sell: one story lets one team sell across the portfolio

Multiple: category position moves the valuation frame

TYPICAL TIMELINE

10–16 weeks

PROOF

Danelec: from hardware maker to integrated technology platform. The repositioning became the equity story in the exit to GTT.

Strategic Positioning (05) sets the position of one company. Brand Architecture & Positioning sets it for a combined portfolio after an acquisition.

Let's talk about your commercial foundation.

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