

family-minded consumers who desire quality but also pay close attention to price. Finally, Ohse is a value product – its lower level of quality is reflected in its bargain price. The Farmland name is only attached to the Farmland product, leaving consumers with a separate view of each brand. They do not lose respect for the quality of the Carando or Farmland branded products because of the lower quality of the Ohse products because there is not a clear connection between the three brands.

Developing flanker brands does present challenges. Introducing a new brand is quite costly. Creating another independent brand requires name research and substantial advertising expenditures to create name recognition and preference for the new brand.

Will Flanker Branding Work for You?

Flanker branding is not for everyone. There are a number of questions that must be answered in order to make the best decision for your situation. The most basic questions include:

- Can my existing brand be changed enough that a

new brand will have unique qualities that will appeal to a separate group of consumers?

- Are these new qualities believable?
- How will the new brand impact my existing brand(s)?
- How will the new brand impact competitors' brands?
- Will the cost of product development and promotion be covered by the sales of the new brand?

A flanker branding strategy can be very effective if implemented appropriately. The next file *Information File C5-52* in this series will examine another type of branding – product line extensions.

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