



The Strategic Planning Group's
BRAND ARCHITECTURE MODEL
Relationship to the Customer Experience

Peter Drucker wrote that the purpose of a business is to create and serve a customer. For this reason, he placed the customer at the centre of the Marketing Concept. We believe that just as the customer must be at the centre of business strategy, “customer experience” is at the centre of brand strategy because the customer defines the brand. Unfortunately, too many organizations approach issues of brand from an internal perspective, thinking that brand is largely a communications and positioning issue. We place the customer experience at the core of our “brand architecture” as shown below because, in the end, customers define the requirements for business success.

