FIGURE 1. Brand Relationship Spectrum

- House of Brands
  - Not Connected
    - RCA (GE)
    - Saturn (GM)
    - Nutrasweet (G.D. Searle)
    - Tide (P&G)
    - Lexus (Toyota)
    - Touchstone (Disney)
    - Grape Nuts from Post
  - Shadow Endorser
  - Token Endorsement
    - Universal Pictures, A Sony Company
    - Dockers, LS & Co.
    - DKNY
    - McMuffin
    - Nestea
    - Courtyard by Marriott
    - Obsession by Calvin Klein
    - Friends & Family by MCI
    - Gillette Mach3
    - Sony Trinitron
    - DuPont Stainmaster
    - Buick LeSabre
    - HP Deskjet
    - Dell Dimension
    - GE Capital, GE Appliance
    - Club Med Singles vs. Couples
    - Levi-Europe, Levi US
    - BMW
    - Healthy Choice
    - Virgin

- Endorsed Brands
  - Linked Name

- Subbrands
  - Co-Drivers
  - Master Brand as Driver

- Branded House
  - Different Identity
  - Same Identity