

# Brand extensions



| Brand Extensions| | | Lili Korcok| 3/2/2012| | The Calcium Rich Tums brand has an assortment of products currently under the brand name Tums. The product extensions under the Tums brand name are: Tums Regular Strength, Tums Extra Strength 750, Tums Ultra Strength 1000, Tums Smoothies Extra Strength 750, Tums Extra Strength 750 Sugar Free, Tums Freshers, Tums Dual Action and Tums Kids. The Tums brand positioning is that of heart burn relief on contact that is also rich in calcium.

They have an assortment of different brand extensions giving customers a variety of fast acting heart burn relief to choose from under the Tums brand name. Brand extension could go into a multi-vitamin, or calcium-enriched drinks. Another brand extension for children could be character heating pad to help a sick “ Tum-ee. ” The Dell brand offers an array of different product extensions under the brand name including Solutions, Services, Systems, Printers, Software, Accessories and Tech support to customers.

The brand positioning of Dell is of personalized computers, laptops, and all the products to and services to go along with them. The Dell slogan is “ The power to do more. ” which goes along with the brand positioning in the sense that Dell offers everything needed to give the customer the power to do more with electronics. The Dell brand extension possibilities stem from “ the power to do more” which can be defined as electronics, software, systems, accessories, etc. nd extends into related categories such as laptops, desktops, printers, projectors, audio, computer services, systems and various software and much more. Another brand extension Dell could cross into is they could develop their own brand of television sets as well with special Dell features. This extension would keep in line with the positioning of “ the

power to do more. ” Lifesavers brand has 3 product categories under the brand name: Gummies, Hard candies and Mints. The Lifesavers brand positioning is inexpensive, good-tasting, well-made sweets.

The extension possibilities of Lifesavers are through the definitions it holds the brand has of candy, mints, sweets and Lifesaver flavored and scented products which reach into the related categories of hard candy, gum, chewy candy, gummies, lollipops, chap stick, fruit drinks, and body spray. The current product extensions of the brand keep with the brand positioning and give the customer a variety of different sweets from which to choose. For a brand extension Lifesavers could try a brand extension into the fruit snack product category.

The fruit snacks would keep in line with the same great taste of Lifesavers. The Ikea brand position is of well-made, affordable home furniture and cabinetry. The brand extensions are appliances for the kitchen cabinets, linens, mattresses for beds, rugs and other textiles to finish out the decor of the rooms. Possible product extensions come from the definitions of the brand which are: sturdy, reliable, affordable, decorations, home products and extend to the related categories of furniture, appliances, home decor, cookware, fixtures and more.

Although the brand already covers children’s furniture and textiles, another brand extension could be into play houses and toys. The Sunkist brand started out with selling orange juice as its main product and has extended into many different product categories through its brand extensions. The brand extension possibilities start with Sunkist oranges and can have the

definitions of: beverage, refreshing, healthy, and flavorful. These can extend into the product categories of fruit snacks, soda, juice, fresh fruit and candies. The brand positioning is that of being a fresh fruit supplier and of great tasting citrus flavored products.

One of the most popular of the Sunkist brand extensions is Sunkist orange soda. The brand positioning of this Sunkist product is “ aimed at trend savvy teens and young adults. ” (BrandSource) Another possible brand extension of Sunkist could be Sunkist citrus flavored gum which would reach into another product category and would be seen as having the same great taste as other Sunkist products. Works Cited: BrandSource. “ Sunkist Brands Repositioning. ” [http://www. labbrand. com/brand-source/sunkist-brand-repositionin](http://www.labbrand.com/brand-source/sunkist-brand-repositionin). Web. Jun. 9 2009. Access. Mar. 1. 2012