

ANCHOR FOCUS MODEL

The Anchor-Focus Model of Business Branding is an orbital-model. It attempts to understand how brands are held together cohesively by the anchor which represents the core essence/offering of the business as a whole. Additionally, it tries to see how brands in each orbit can have a focussed approach in terms of their architecture, nomenclature, personality, and communication, depending on their distance from the anchor. More Importantly, it helps in modeling possibilities and future scenarios.

