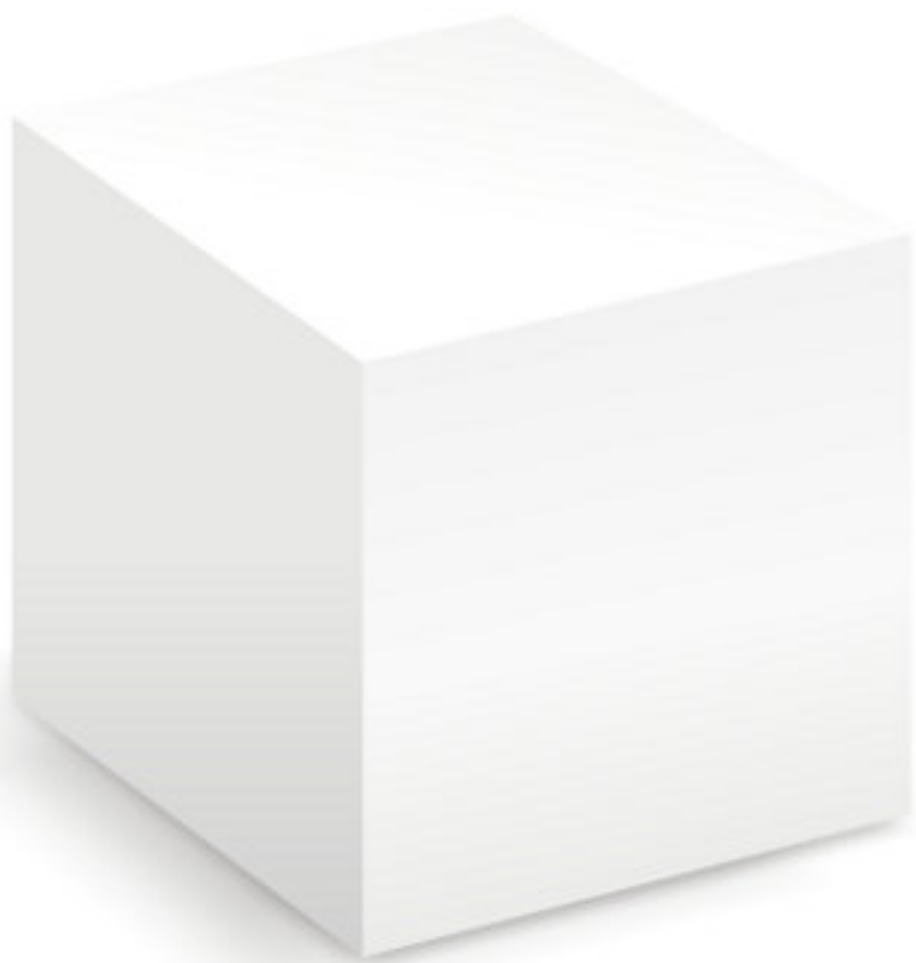


What is Branding?

Product + Branding = Added value





 iPhone





















vodafone UK 11:12

UBER



PICKUP LOCATION

CONCERT HALL APPRO

A301

5 MIN

SET PICKUP LO





Personal Branding

Stand **OUT** from the crowd

Differentiate **yourself** from the
rest

“Your simply the best, better than all the rest”

ənˈbiːn

Your name is your very own IP

No one else like **ME**

If you've got it flaunt it

Skills

Mind set

Experience

Design

Use **every** opportunity

Business cards

Direct Mail to;

impress, astound, entertain, but most
importantly be
memorable!

Who are you, is who you are

Call to

Action

Get people to engage with **you**

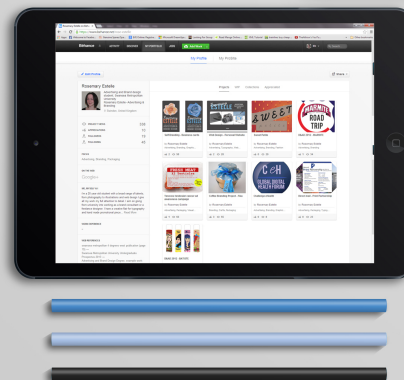
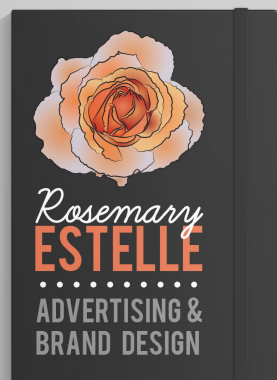
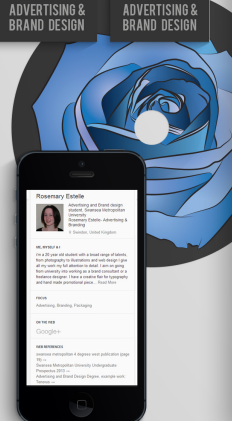
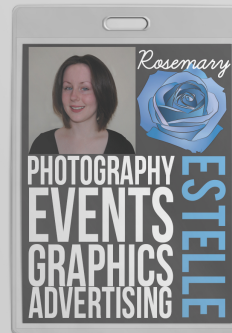
No Creatives here



Brand yourself viral



Express Yourself



BY ROSEMARY ESTELLE AUTHBERT



The 4 pillars of brand experience

Consistency
Differentiation
Narrative
Communication

Metaphor Gestalt

If my brand was a, it would be ...

COLOUR

ANIMAL

TYPEFACE

DRINK

ARCHITECTURE

HAIRSTYLE

SKY

TREE

FRUIT

SMELL

CAR

SHOE

JUMPER

CAKE

ARTIST

Exercise

Why should you build your own personal brand?

- Next week Prep
Research your top ten agencies.
Research the job profile of the jobs
you are looking for.
Bring along a recruitment ad for a job
you would like to apply for. (Linkedin
and CR)