

## HOW BRANDING TOOK TRUMP TO THE OVAL OFFICE

Like it or not, Donald J. Trump is one his way to becoming the 45th President of USA. Many people are wondering how a political outsider has beaten all the odds to clinch such an unlikely victory. I am not a political analyst and hence that's not much of my concern. However, as a marketer, I can't help but notice how the entire Trump campaign has been an absolute triumph of branding and marketing. He literally took the concept of "American Dream", re-packaged it, and sold it successfully to the American people. In the process, he has showed some traits which every marketer should adopt to build a triumphant brand.

### KNOW YOUR TARGET MARKET

First and foremost, for the purpose of branding, you have to identify the right target market. Almost of all Mr. Trump's efforts were concentrated on white male Americans. This is the largest demographic segment in USA as well as the segment most likely to accept the notions proposed by him. The result is quite evident through the image: Secretary Clinton got significantly more votes than Mr. Trump among all demographics except white men. This shows how choosing the right target market leads to desirable results for brands.

### BE RELATABLE

Once the right target market has been identified, the next challenge is to be relatable to that segment. This can be done through multiple ways: talking in the same accent/dialect of the target market, emulating their values, and so on. Mr. Trump's rhetoric in the campaign trail has all throughout been atypical of an everyday American citizen. From his vocabulary to his tone, everything was quite easily relatable to this segment. Similarly, if a brand talks in the language of its target market and/or the brand ambassadors dress up like the target market, it's more likely that the



consumers will identify themselves with the brand. A good example of that in Bangladesh has been airtel, which designed all of its communication revolving around the youth.

### BE BOLD

While it might create some controversy here and there, being bold has always been a highly profitable approach by brands. I believe everyone remembers Mr. Trump's many bold statements about building a literal

wall on the border or imposing term limits on Congress members or bombing ISIS to smithereens. However, it is important to remember that there exists a fine line between boldness and being offensive. While Mr. Trump did get away with some of his borderline-offensive remarks, brands might not. An ideal example of bold communication by brands is Durex, which never hesitates to communicate its unique selling proposition

in a controversial yet viral manner.

### BE UNIQUE

In today's world of hundreds of me-too products, standing out from the crowd is more important than ever before. Mr. Trump's biggest success factor was that he presented himself to the voters as someone who is absolutely opposite of typical politicians. He used his weakness of lack of experience in politics as a weapon of not being corrupt by

it. A lot of people did not favour him for this stance, but then a major portion of American voters welcomed this apparent change. Brands that can successfully establish the novelty characteristics in their offerings have achieved similar astounding success. For example, Domino's Pizza had disrupted the whole food delivery business by its "30 minutes or free" service guarantee. Competitors later copied this promise, but Domino's reaped the benefits of being the pioneer of bringing this change to the scene.

### INVOKE THE RIGHT EMOTIONS

Today's buzzword in marketing is experience. The only way to do successful experiential marketing is by invoking the right emotions. Mr. Trump took advantage of the already-existing frustration among Americans about losing jobs due to outsourcing, failed war efforts in Iraq and Syria, the perceived plethora of corruption in Washington, etc. Mr. Trump fuelled this frustration and positioned himself as the right person to solve these problems. This emotional attachment has helped him greatly in winning the war.

One point to remember is that just like Mr. Trump did a lot things right in terms of marketing, he crossed the line of basic human decency multiple times. Learning from his marketing techniques can prove useful, but his overall behaviour shouldn't be emulated by any means. While he might've gotten away with this due to a number of other factors, a brand will hardly survive with the same behaviour.

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## 4 WAYS TO BOOST YOUR WORKPLACE CRED



A study of nearly 20,000 employees around the globe by the Harvard Business Review found that employees who get respect from their leaders reported 89% greater enjoyment and satisfaction from their jobs, 92% greater focus and prioritisation, and 1.26 times more meaning and significance. But unfortunately, 54% of the respondents claimed that they don't regularly get respect from their leaders. Whether you're starting a new job or a couple of years into a cushy position, no one wants to be the office clown. Instead of waiting around for your boss and co-workers to notice you, here's what you can do to turn your fate around.

### 1. LOOK THE PART

Face it, we're judgmental beings. We make harsh criticisms about a person's character and abilities from the way they look all the time. Look sloppy and people are going to think your work is careless. Look put-together and they're going to think you're organised and capable.

You don't need to blow your month's salary on a trendy new wardrobe, but make sure that dress shirt is creaseless and you've taken care of your incorrigible bed head. Men, your ungroomed facial hair is doing you no favours, so invest in a good trimmer if you're afraid your baby face is going to ruin your deader as a lady-killer (and get some deodorant while you're at it).

And it's not just about your fashion sense. The way we make

ourselves influence whether or not others see us as powerful. Stop slouching and invest in some power heels. Own your personal space by straightening up your shoulders and opening up your arms. Holding a power pose for just two minutes can raise your level of testosterone by 20% and lower your cortisol level, i.e. the stress hormone.

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### 2. STUDY UP

Whether it's for the meeting ahead or watercooler talk, do your homework. Unproductive meetings cost millions of dollars worldwide. So bring ideas and be ready to defend them with data.

You spend over half your day in the office so it's up to you to make

that time meaningful. This means keeping abreast of trends in the world and having thoughtful conversations with your co-workers, even if you're in the middle of a cafeteria break. You don't want to look like a deer caught in headlights when someone starts talking about Uber coming to Dhaka.

### 3. DROP THE "UPSPEAK"

When you end your sentences on a higher inflection than when you started, it's called "upspeak" and our brains interpret that pattern as a question. In a survey of 700 managers, Pearson found that 85 percent considered employees who use upspeak to be insecure and emotionally weak because it makes it seem like you're asking if your own input is correct.

### 4. WORK ON THOSE CONVERSATION SKILLS

Tell stories, don't just give reports. The best TED talks are 75 percent stories and 25 percent data. Stories demonstrate that you can apply what you know and can connect to your audience with emotional intelligence.

It's also important to not just listen, but encourage others to talk about themselves as well. Self-disclosure makes people feel so good that it causes neurological changes in the brain. Let people talk about themselves first and once they get the 'feel-good' rush and start feeling connected to you, they're bound to take your say more seriously.

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## HOW TO BEAT DEADLINE STRESS

### BREAK IT DOWN | 1

Break your project down to its smallest steps. Do the hardest tasks during your best hours, or start with a medium challenge that'll warm you up for the big one, but leave the easiest for the end.



### 2 | STOP CLOCK-CHECKING

Watching the clock jacks up panic. Take it off. Hide the clock on your computer or put a post-it note it on the monitor. Put away the smart phone—it's a distraction anyway.



### TIDY YOUR DESK | 3

Put away all distractions and place materials you might need by your side. It'll be easier to find whatever you need and focus on the task at hand.



### 4 | TAKE A BREAK

If you feel stuck with the big challenge, take a break. Or, continue being productive by taking a break and doing some of the easy tasks.



Take a power nap and wake up energised to beat that deadline. Don't make all-nighters a habit. Lack of sleep will eventually wear you down.



### SLEEP MORE | 5

INFOGRAPHIC: AMIYA HALDER | SOURCE: WRIKE.COM