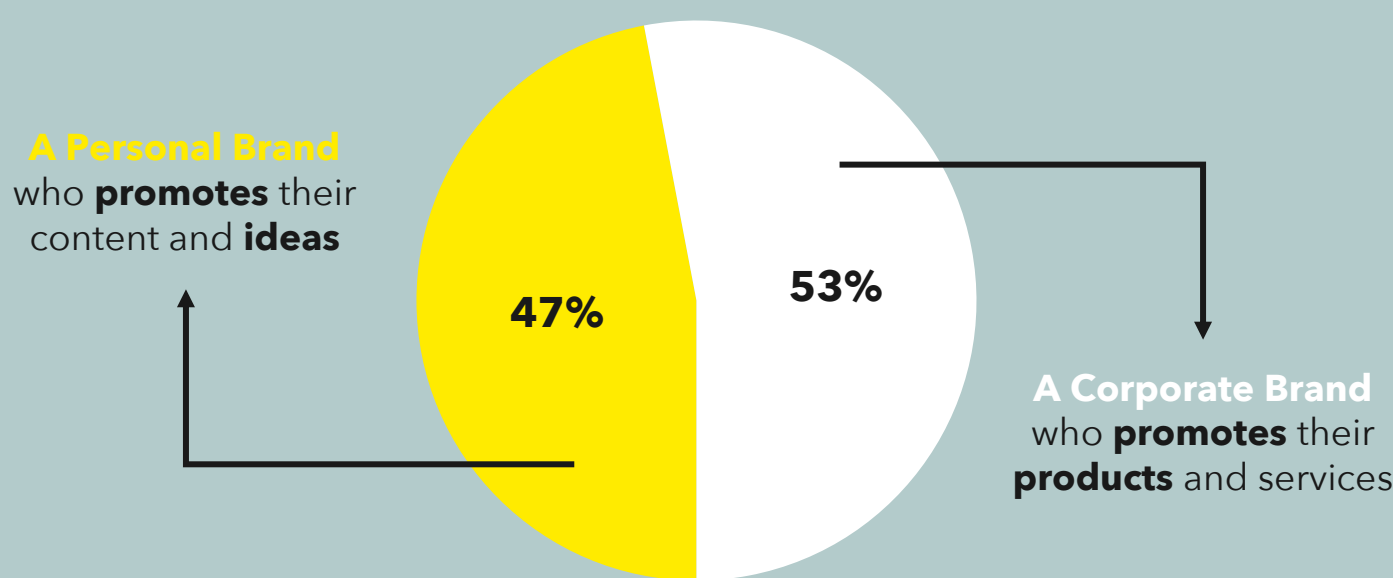


THE IMPACT OF Personal Brands ON Corporate Brands

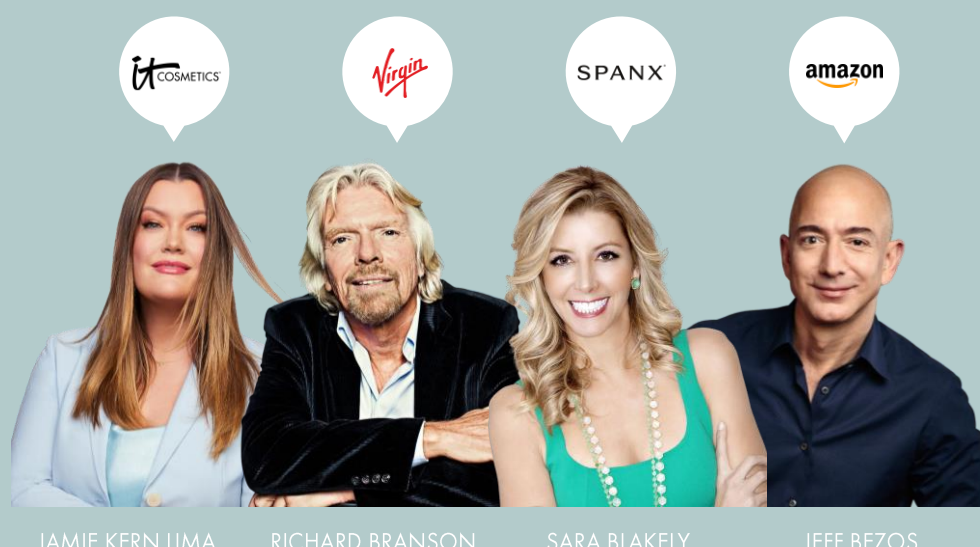
BROUGHT TO YOU
BY YOUR FRIENDS AT
brand builders

Almost half (47%) of Americans say a **personal brand** is **more influential** in their purchasing decisions than a **corporate brand**



58%
WILLING TO
Pay More

to receive their services from
a professional who **does NOT**
work at a large company
BUT HAS AN ESTABLISHED
Personal Brand



72% of older Millennials* **TRUST** a company or brand **more** if they **feel like** they **know or recognize its executives**.

(* OLDER MILLENNIALS, AGES 35-44)

Smart **corporate brands** are learning to **leverage personal brands** to grow their influence and their bottom line.

CASE STUDY #1

Paris St. Germain
VS. **Leo Messi**



In August 2021, Global soccer superstar Lionel Messi signed a two-year unprecedented deal with PSG (Paris St Germain) that will net him an annual salary of \$41M plus bonuses and a reported \$30M signing fee.

So, the question is why would PSG put so much money on the line for only 1 player?

Because they know **fans follow players** as much, if not more than, teams.

Messi's online fanbase is 6 times that of the PSG club.

Will it pay off for PSG? All signs point to yes. The French team is already getting a solid return on their investment.

According to MARCA, PSG sold a mind-boggling 832,000 Messi jerseys in the first 24 hours of his arrival in Paris. Those sales equal \$105M in revenue and an insane \$10.5M in profits for the club!

CASE STUDY #2

Victoria's Secret
VS. **Priyanka Chopra**



2021 marks one of the largest corporate rebrands in recent history with Victoria's Secret discontinuing their famous "Angels" and replacing them with 7 women famous for their achievements not their proportions.

Instead of the traditional model, the brand has chosen to **leverage established personal brands** including a professional athlete, an Olympian, an inclusivity advocate, a tech investor, a photographic journalist and an international actor.

In an effort to **turn around sales and regain market share** they are engaging in a long overdue brand image overhaul and partnering with a variety of unique and **strategically different women (personal brands)** who each have a well-established, trusted and dedicated audience.

Priyanka Chopra alone has more online followers than the entire Victoria's Secret online brand.



2/3

THINK COMPANIES
Should Teach
all employees

HOW TO BUILD THEIR
Personal Brand

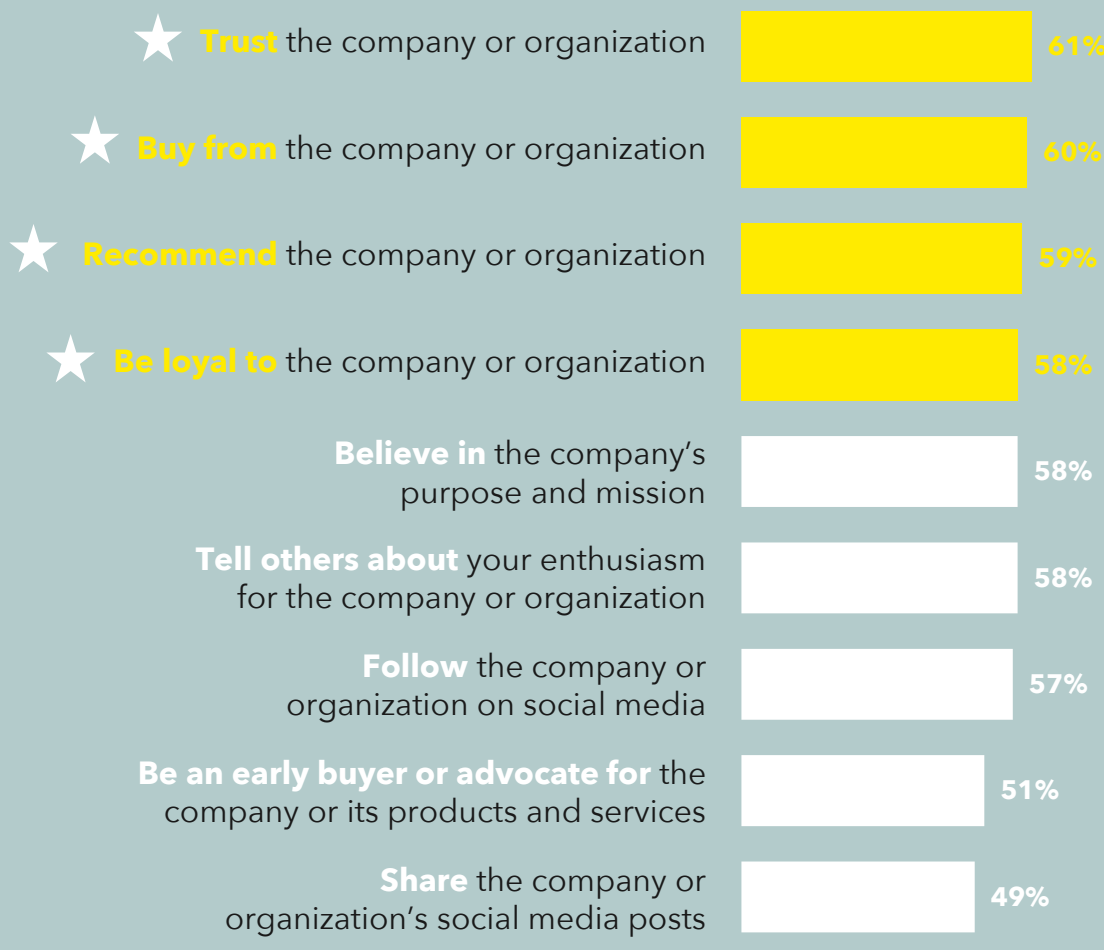
When knowing that a company's founder has
An Established Personal Brand

POTENTIAL EMPLOYEES

are **more likely to**
accept a job with that company, recommend it and **apply for a job** with that company.

67% of Americans would be willing to **spend more money** on products and services from the companies of founders whose **personal brand aligns with their personal values**.

THEY ARE ALSO MORE LIKELY TO...



*YOUNGER GENERATION (GEN Z – MILLENNIALS, 18 TO 24) | OLDER GENERATION (GEN X – BOOMERS, 45-65)

CUSTOM 27-QUESTION SURVEY COMPLETED BY 1,005 U.S. PARTICIPANTS (50% WOMEN, 50% MEN)
WEIGHTED TO THE U.S. CENSUS FOR AGE, REGION, GENDER, AND ETHNICITY.

Trends in Personal Branding

NATIONAL RESEARCH STUDY

brand builders X CGK THE CENTER FOR GenerationalKinetics

The "Trends in Personal Branding National Research Study" was conducted by Brand Builders Group in partnership with and fielded by independent research firm, The Center for Generational Kinetics.



Brand Builders Group is a personal brand strategy firm that helps **speakers, authors, influencers, entrepreneurs and executives** to clarify their positioning, expand their reach and grow their revenue.

Our methodologies, frameworks and teachings are based on our personal track record of releasing **New York Times bestselling books, giving viral TEDx talks, building 8-figure businesses**, amassing millions of online followers, hosting top-ranked podcasts, and creating Hall of Fame Keynote Speakers.

Learn more about us and download a copy of the full study at www.brandbuildersgroup.com/study