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|  | **Personal Brand 1** | **Personal Brand 2** |
| Individuals Name | Usimin | Heo jiwoong |
| Link to the personal brand blog | Usimin.net | https://ozzyz.tumblr.com/ |
| Active Social Media Network(s) used by the individual | Twitter | Naver blog, tumblr, facebook, Instagram, twitter |
| Location of the individual | South Korea | South Korea |
| The Person (context and expertise) | An author | Movie critic, Reporter |
| The Branding Strategy | Speak right opinion on political issues | Being logical, straight-talking |
| The Impact on Audience | 35.2k followers | 246k followers |
| Key global trends utilized in the strategy | Utilising social media network to increase his reputation | Being very active on social media channels |