

BRITNEY SPEARS

Grace & Kirti





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I DON'T LIKE DEFINING MYSELF.

I JUST AM.

Britney

1993: Starred in The All-New Mickey Mouse Club at age 11

1998: Breakout Songs: "...Baby One More Time" and "Oops!... I Did It Again"

2002: Leading role in the feature film "Crossroads"

2003: Married Jason Alexander which was annulled 2 days later

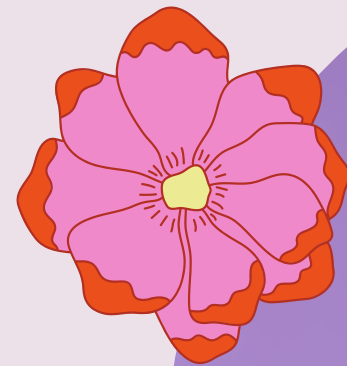
2004: Married Kevin Federline

2006: Divorced Kevin and was battling for custody of her 2 sons

2007: Shaved her head at a beauty salon + in and out of rehabs

2008: Her Father was appointed conservator

2011-17: More new albums and things finally getting better





Britney received the Fragrance of the Year Award at this year's Hollywood Beauty Awards for her Fantasy In Bloom perfume!

Branding Choices



Kim Kaiman, Britney Spears marketing manager says "the creator themselves actually has a lot more agency in shaping their brand and in their ongoing marketing strategy, rather than a label or marketing agency having control over that"





MARKET & MANAGEMENT

- Series of public incidences brought up a concern for her mental welfare
- Admitted in the hospital twice for psychiatric holding when she wouldn't turn over her children
- Forced into temporary conservatorship turned permanent with her father as the conservator
- Adamantly against Jamie being in control from the start
- Negative involvement of her mother and sister
- Britney lost control over finances, her career, and personal life

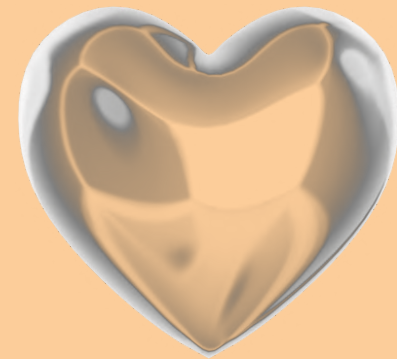


SWOT ANALYSIS



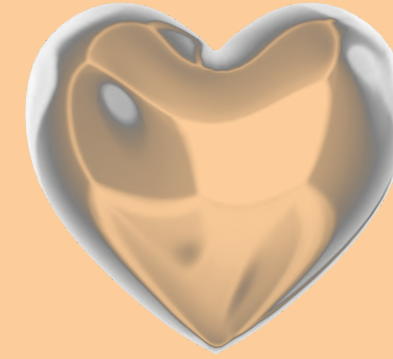
Strengths

- Successful product portfolio
- High product quality
- Strong online presence cross platforms
- Iconic persona and charm



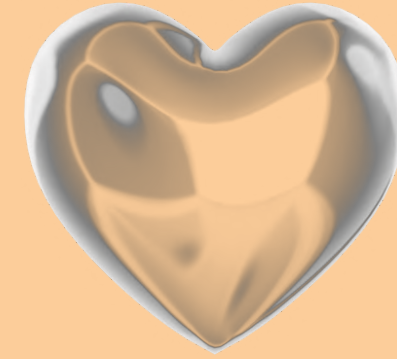
Weaknesses

- Criticism in the media
- Exploitation and public manipulation
- Oppressive conservatorship
- Cycle of dehumanization



Oppertunities

- Released from conservatorship
- November 2021
- #FreeBritney movement and public campaign



Threats

- Public scrutiny
- Legal battle over the conservatorship with her family

FUTURE ACTIONS

Legal action against her
family

Growing and investing in
her immediate family and
herself

Capitalize on momentum
from the campaign to
rebrand her new self





11 May 2022

THANK YOU

Personal Branding Group Project

CITATIONS

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