

# The Brand Called *YOU*

*Jack Kerigan, Jr.*  
*Kerigan Marketing Associates, Inc.*

“It’s not enough to be the best at what you do, you’ve got to be the *only one* that does what you do.”

-Author?

“It’s not enough to be the best at what you do, you’ve got to be the *only one* that does what you do.”

-Jerry Garcia



# What is a Brand?

# What is a Brand?

To “brand” means to distinguish;  
to impress indelibly.

A brand is an identity...

**Red Bull**

**Disney**

**Apple**

# What is a Brand?

A brand should be memorable.



# What is a Brand?

If you can't communicate what makes you different, you've got a big problem.

To stand out in today's competitive marketplace, your brand needs to be recognizable and consistent— in person, online, everywhere!



# What is a Brand?

**FIND WHAT MATTERS.**



**THE FSU THAT FITS YOU.**



FLORIDA STATE UNIVERSITY  
PANAMA CITY

**Click here to  
apply online.**

**BE A SEMINOLE  
CLOSER TO HOME**



 THE FLORIDA STATE UNIVERSITY  
PANAMA CITY

**PC.FSU.EDU**

Carrier 3:22 AM

< Coldplay  
Yellow  
Parachutes

COLDPLAY · PARACHUTES

**FIND WHAT MATTERS.**



**THE FSU THAT FITS YOU.**



FLORIDA STATE UNIVERSITY  
PANAMA CITY

👍 🗣️ ⏸️ ⏭️





# The Brand Called *YOU*

# The Brand Called *YOU*

Brands have unique value. Consider the possibility that you are no longer defined by just your GPA or ACT.

Consider the possibility that *you are a brand* – where the promise of selecting you offers a promise as unique as McDonald's, Monster, Apple or Amazon.

# The Brand Called *YOU*

Just as companies brand themselves for consumers, you can brand yourself to show why *YOU* offer a point of difference versus your competitors. **Marketers call this “product positioning.”**

When you have the opportunity to communicate your value, what will you be remembered for?





# BRAND BOOT CAMP

THE FLORIDA STATE UNIVERSITY  
PANAMA CITY





# SWOT:

## Strengths

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Weaknesses

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# SWOT:

## Opportunities

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Threats

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Building Brand *YOU*

# Building Brand *YOU*

## Step 1: Get to Know Your Prospect

Candidates who demonstrate knowledge of a company, and the specific position being offered, then tailor their resumes, cover letters and interviews accordingly tend to stand out.



# Building Brand *YOU*

## Step 2: Get Your Prospect to Know *YOU*

The second step in making yourself relevant is by creating a compelling campaign for your brand.

Show how your skills, education and experiences make you a better choice than those you are competing with through your applications, essays and cover letters.

# Building Brand *YOU*

## Step 3: Apply your Brand

Every encounter that your prospect has with your brand affects your image---either positively or negatively; never neutrally.

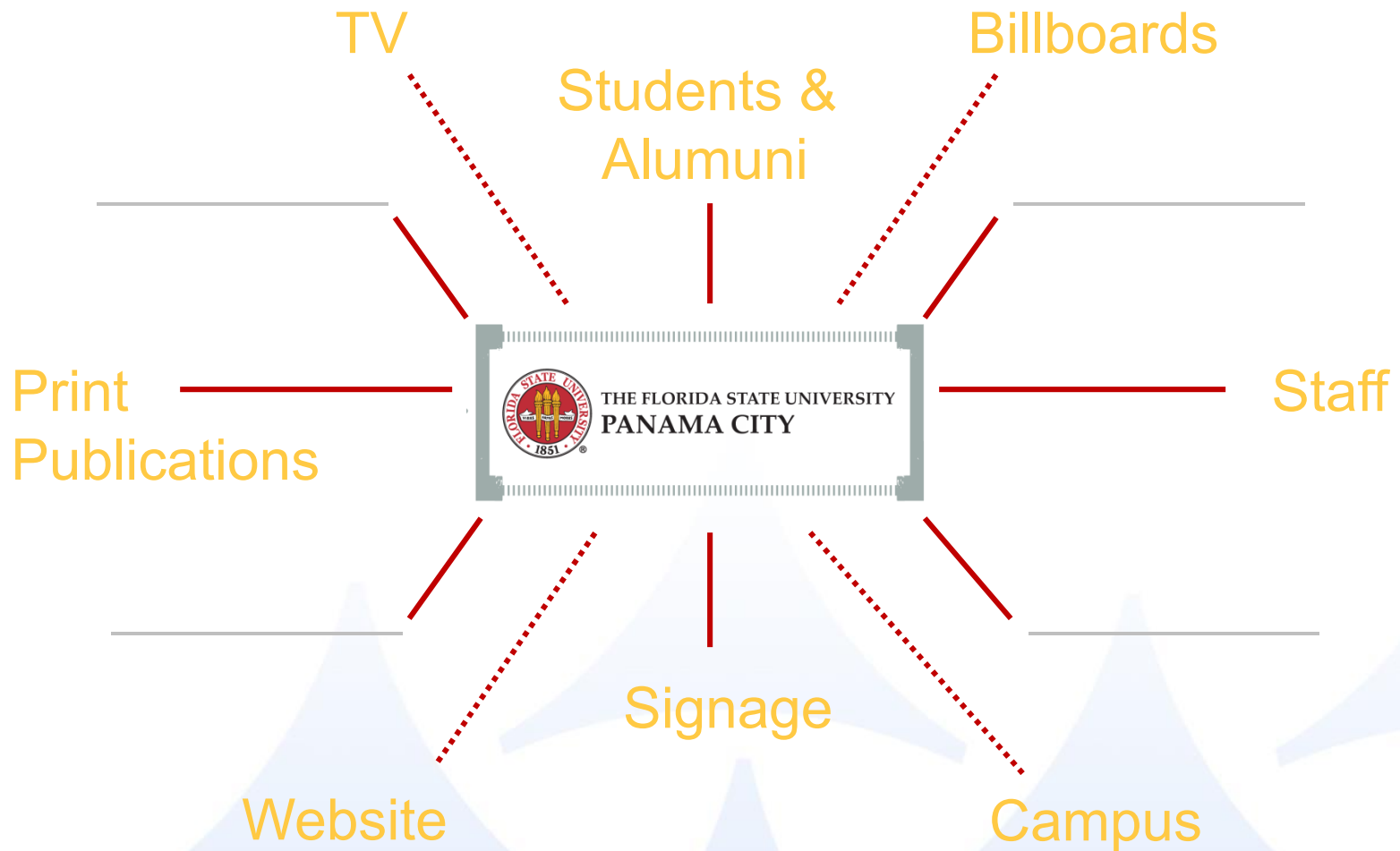
**Where does your brand get recognized? By teachers and leaders? In the community? Social media?**

# Building Brand *YOU*

## **The Communications Brief**

1. Why are we communicating?
2. Who are we trying to reach?
3. What do they currently think?
4. What would we like them to think?
5. What is the single most persuasive idea we can convey?
6. Why should they believe it?

# BRAND TOUCHPOINTS





# BRAND TOUCHPOINTS





# THERE IS SUCH THING AS A FREE LUNCH

Visit [www.KMAFreeLunch.com](http://www.KMAFreeLunch.com)

and download this presentation, *The Brand Called You*,  
as well as marketing white papers and other resources.

kerigan  
MARKETING ASSOCIATES