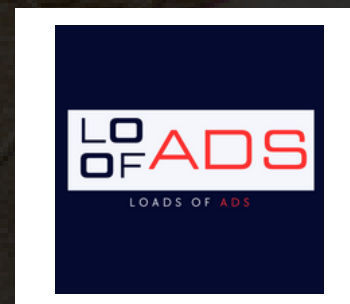
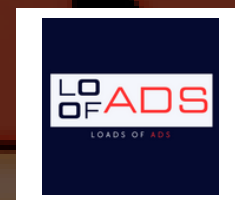


PERSONAL BRANDING





**Personal branding
ensures
your walk is louder
than your talk.**



BRAND PERSONA

CHUPA-CHUPS



Chupa Chups specializes in selling candy, shaping their brand persona to be lighthearted and youthful. Marketers diligently ensure that every interaction with the brand leaves the audience with a sense of joy and playfulness.



BRAND PERSONA



NIKE

Nike has effectively connected with sports enthusiasts, leveraging endorsements from numerous athletes and designing sneakers primarily tailored for individual sports. Notably, their landing page prominently showcases basketball-themed apparel, footwear, and accessories, catering to the passion of their target audience.



BRAND PERSONA

REDBULL



Red bull has an exciting, courageous, outgoing and hyper-energetic brand personality.

It's an inspirational brand that relates to two different types of customers: professional athletes and fun-loving people



BRAND PERSONA



GYM SHARK

**They built their brand around fostering
a supportive community of fitness
enthusiasts by creating a neighborhood**





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