



Elvis Has Left The Building But the brand is stronger than ever

Elvis Presley's singing career began with Sun Records in 1954 in Memphis, TN. Commonly referred to as "The King," he is regarded as one of the most important figures of 20th century popular culture. When Elvis died on the 16th of August in 1977, he had \$1 million dollars to his name. His estate is valued over \$300 million dollars today. The power of the Elvis brand is alive and well, and arguably stronger than ever.

Brands have personalities. Brands have attributes that consumers want to tie themselves to. Brands need to offer distinct characteristics that quickly and easily separate them from competitive brands in the same sector. Elvis definitely had an undeniable personality. While there were numerous other recording artists who performed during the same time Elvis was singing, no one would have ever confused Presley with another singer. Elvis was, well, Elvis.

Next time you sit around the table in your meeting room with all your marketing colleagues, ask the question "Does our brand have a personality?" If the answer is yes, what are you doing to communicate that personality? An additional question to ask your team could be, "Is our company defining the personality of our brand or is the consumer defining the personality of our brand?" Your brand may have some issues in the market place if you are attempting to communicate one proposition, yet the consumer identifies your brand as something other. If this is the case, best to get on the same page as your consumer.

Protect Thy Brand: Like people, brands have personalities. It is a good idea to find out how consumers define the personality of your brand.



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