



Latest Episode



ANNE VS APRIL: WEEKLY POV

Joe Burrow's style...fashion forward or faux pas?

Anne: Fashion forward. I LOVE that Joe is rocking his Personal Brand. The stylistic flare gives him a sense of swagger and edge that earned him the moniker of "Joe Cool". Developing your PB in this way grows your popularity, even transcending football. And let's be honest, for someone who looks like Kevin McCallister from Home Alone with his stocking cap on, it helps to remind us that he isn't 12 either.

April: You can't argue that the man rocks his own style. While the outfits leave me scratching my head more often than not, I realize that I am definitely NOT the target consumer of his fashion and that there are plenty of people out there mimicking it, so his personal brand is effective! "Joe Cool" as a moniker is a statement to the brand he has built and the fan receptivity to it. He is a breath of fresh air that Cincinnati needed - both on the field and off.



Photo credit: New York Post

BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

Marketing campaigns are a great way to rise above the noise. By focusing your efforts with consistent messaging across your channels, you create scale that can fuel your brand. For more on how to leverage marketing campaigns, check out our Marketing Smarts episode:



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

Stimulating your Business Growth:
The Art of Marketing Campaigns.

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