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UMETNOST PERSONALNOG BRENDIRANJA

Rezime

U doba evolucije ili radije revolucije interneta, te brojnih mogućnosti koje ona otvara, biti prepoznat važnije je nego ikad.

Štaviše, stvar nije toliko u tome da vas prepoznaju, koliko u tome da vas dožive kao drugačijeg i boljeg od konkurencije. Ovo važi za kompanije, ali i za pojedince.

I zaista, društvo sve više nameće pojedincu da vodi svoj život onako kako bi upravljao preduzećem. Za to je neophodna drugačija kultura, i u krajnjoj liniji, doživotno učenje.

Ključne reči: Brend, samodovoljnost, buka, udruženja, logoi, boje, stil življenja, ličnost, saveti, učenje, disciplina, kodeks ponašanja, angažovanost, mentalitet publike, motivisanost, slušanje, savršenstvo

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THE ART OF PERSONAL BRANDING

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Summary

In line with the INTERNET evolution or rather revolution and its numerous possibilities, being recognised is even more important than ever.

Even more so the issue, is not only to be recognised but to be seen as different and better than competition. It is valid for a company but also for a person.

Indeed, it is an increasing requirement of our society that one leads one's life like one would manage a business. It entails a different culture and to make a final point a lifelong learning requirement.

Keywords: brand, self-dependence, noise, associations, logos, colours, lifestyle, personality, tips, learning, disciplined, code of conduct, involved, audience mentality, motivated, listen and excellence

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Prema Geriju MekGavernu (Gerry McGovern), autoru knjige *Ubica sadržaja sa neta* (Killer Web Content): „Ovo je doba u kome moramo da se brendiramo, doba u kome su profesionalci - u manjoj ili većoj meri - postali organizacija koja se oslanja samo na sebe!“ Uostalom, suština brendiranja je u razlikovanju. Reč vodi poreklo od žiga koji je utiskivan u telo goveda kako bi njihovi vlasnici mogli da ih prepoznaju. Stoga je prvi korak da vas prepoznaju. Međutim, ličnost je ključni element iza vašeg brenda i onoga što on predstavlja. Brendiranje je vaša priča.

Mnogo toga se dešava oko nas. Kako ćete privući pažnju ljudi? Kako ćete lekcije o brendiranju primeniti na sebe? Šta vi od toga dobijate?

Šta znači brend?

Brend vuče mnoge asocijacije. Uzmite, recimo, *Citibank*-u kao primer: „*Citi* nikad ne spava“. Asocijacija stvorena ovim brendom jeste da su vam bankarske usluge dostupne 24 sata dnevno, 7 dana u nedelji. U drugoj oblasti imamo primer Audijevog slogana „Vorsprung durch Technik“ (koji se grubo može prevesti kao „Napredak kroz tehnologiju“), što označava da je Audi tehnički superioran i asocira na to da su Audijevi automobili zaista napredni u tehničkom smislu. Brend se obično vezuje za logo i tipične boje i slogane. Primera radi, *Citi* se vezuje za dobro poznatu plavu nijansu, dok *HSBC* koristi crvenu i belu, *ING* narandžastu, i tako dalje. Ove boje brzo bivaju poistovećene sa odgovarajućim brendovima. Pojedine boje nose niz kulturoloških asocijacija, kao što je slučaj sa nacionalnim bojama, i često se povezuju sa izvesnim emocijama i aktivnostima. Isto važi i za logoe koji predstavljaju brend. Prisetimo se novog logoa za *Starbucks*. On ne naglašava ono što kompanija prodaje, već samo prikazuje vilu u zelenom krugu, koja priziva asocijacije na trenutak spokoja, vaš lični trenutak, delić magije u sred ovog grozničavog sveta. Reči više nisu potrebne jer prosto znamo šta logo označava.

Za dizajn dobrog logoa delom je odgovoran grafički dizajner, ali da li je kompanija iza tog logoa profesionalna? Da li se čin brendiranja tiče dizajna ili kvaliteta koji stoji iza tog

dizajna? Da li prodajete maglu ili prodajete kvalitetan sadržaj? Da li se radi samo o logou ili o težnji ka savršenstvu? Zapravo, brend predstavlja obećanje i trebalo bi da ispuni očekivanja. Setimo se brendova parfema koji prodaju mnogo više od samih parfema - neki uz to prodaju stil života, ličnost. Odličan primer predstavlja dugogodišnji uspeh Šanela - njihovi poster, reklame i ostalo prodaju više od mirisne note. Oni prodaju ideju zadovoljstva, života ispunjenog luksuzom i vašim ličnim trenucima. Ideja je da učinite nešto posebno za sebe.

Kako primeniti brendiranje u svoju korist?

Danas je, više nego ikad ranije, pred profesionalcem dvostruki izazov: prvo, da bude prepoznat, budući da je u svakoj oblasti konkurencija jaka; i drugo, da bude viđen ne samo kao drugačiji, već kao bolji od konkurencije. Čak i ako ste pravi profesionalac, morate da postignete da i drugi toga budu svesni. Neko bi pomislio da je u eri novih medija to lakše nego ranije, ali imajte u vidu da ne koristimo svi iste kanale. Vaš glas se brzo može izgubiti u buci.

Izazov pred vama jeste da se plasirate kao brend svim raspoloživim sredstvima, na koherentan, sistematičan način, primenjujući sve instrumente klasičnog marketinga. Posmatrajte sebe kao proizvod. Najuspešniji proizvodi su uspešni zahvaljujući svom kvalitetu, ali još više zahvaljujući tome što su prodavani primenom instrumenata čistog marketinga, koji je opisan u knjigama o marketingu pre pedesetak godina. Posmatrajte sebe ne samo kao utrživi proizvod, već kao augmentirani proizvod koji poseduje svoje jedinstvene prodajne karakteristike. Postoji mnogo odličnih pevača na muzičkoj sceni, ali Lejdi Gaga ima preko 58 miliona „lajkova“ na Fejsbuku uglavnom zbog svoje sirove marketinške strategije! Ona primenjuje sve moguće raspoložive marketinške alate. Na Harvardu je uveden kurs koji se bavi elementima njenog marketinškog uspeha.

According to Gerry McGovern, author of *Killer Web Content*, “This is an age in which we need to brand ourselves, an age in which professionals have become to a lesser or greater degree an organization of self-dependence!” Branding is, after all, about differentiation. The origin of the word stems from the mark given to cattle so that they could be recognized by their owners. Thus, being recognized is the first step. However, personality is the key element behind your brand and what it stands for. Branding is your story.

There is a lot of noise out there. How are you going to get people’s attention? How can you apply the lessons of branding to yourself? What’s in it for you?

What does a brand mean?

A brand holds many associations. Think about Citibank, for instance: “Citi never sleeps”. The association created with this brand is that it is possible to do your banking 24/7. In another field, take Audi’s “Vorsprung durch Technik” (roughly translated as “Advancement through technology,”), meaning that Audi has technical superiority and the association being that Audi cars are indeed technically advanced. A brand is usually associated with a logo and typical brand colors and slogans. Citi, for example, is associated with the well-known Citi blue, while HSBC uses red and white, ING uses orange, and so on. These colours become quickly identifiable with their respective brands. Individual colors have a variety of cultural associations such as national colors and are associated with emotion and activity. The same is valid for logos that represent a brand. Think about the new logo of Starbucks. It does not highlight what the company is selling, just shows a Fairy in a green circle calling for an association with a moment of peace, a moment for you, a bit of magic in the middle of a hectic world. Words are no longer needed as we just know what it stands for.

The design of a solid logo is partly the graphic designer’s concern, but is the company *behind* the logo professional? Is the action of branding about design or about the quality that is behind that design? Is it about selling wind or selling substance? Is it merely a

logo, or is it about the search for excellence? Actually, a brand equals a promise and should match expectations. Think about the brands of perfume which sell much more than perfume—some also sell a lifestyle, a personality. To take a great example, think of the enduring success of Chanel—its print ads, videos and more sell more than a fragrance. They sell the idea of a pleasure, a luxurious lifestyle, a moment for you. It means doing something special for you.

Using Branding to Your Advantage

Today, more than ever, the professional has a double challenge: first, being recognized, as there is tough competition in every field; and secondly, being seen as not just different, but better than the competition. Even if you are a real professional, you still have to ascertain that others know it. One might think that with new media this is easier than it was before, but keep in mind that not all of us use the same channels. Your voice is quickly lost in the noise.

Your challenge is selling yourself as a brand by all possible means in a coherent, systematic manner using all the tools of classical marketing. Look at yourself as a product. Most successful products are successful because of their quality but even more so because they are sold using all the tools of pure marketing as described in the marketing books, about fifty years ago. Think about yourself not just as a marketable product, but as an augmented product which has its own unique, sellable features. There are a lot of excellent singers out there, but Lady Gaga has over 58 million Facebook “likes” mainly because of raw marketing techniques! She uses every single available marketing tool. Harvard University introduced a course covering the ingredients of her marketing success.

Saveti za personalno brendiranje

Pred vama je kratka lista stvari koje možete primenjivati svakoga dana kako biste bili brendirani. Mnoge od stavki na ovoj listi su ujedno i ključne odlike uspešne korporativne kulture, što se i moglo očekivati. Kako biste efektivno stvorili svoj brend, trudite se da:

- Budete osoba otvorena za nova saznanja.
- Stvorite disciplinovanu okruženje.
- Poštujete rigorozan kodeks ponašanja.
- Negujete timski duh kada sarađujete sa drugima.
- Budete orijentisani ka ljudima, vremenom produbljujući svoj odnos sa drugima.
- Budete svesni toga da ljudi plaćaju samo za dodatnu vrednost.
- Ostanete angažovani.
- Imate mentalitet posmatrača.
- Pišete onako kako govorite kada želite da budete ubedljivi.
- Časkate, čak i kada zapravo nemate ništa tako dramatično da saopštite.
- Ostanete izuzetno motivisani.
- Negujete sposobnost da (sa)slušate.
- Uvek težite ka savršenstvu.

Zašto je personalno brendiranje toliko važno?

U svojoj knjizi *Ja, d.o.o. (Me, Inc.)*, Skot V. Ventrela (Scott W. Ventrella) piše: „Zapamtite da ste sami sebi direktor. Kad biste bili službenik u svojoj kompaniji, da li biste sledili samog sebe? Uzeti stvari u svoje ruke nikada nije bilo tako veliki izazov niti tako važno kao danas, pošto više ne možemo da se oslonimo na svoje zaposlene, pa čak ni na svoje partnere da zarađuju za nas. Moramo se oslanjati samo na sebe.“

Putem brendiranja ćete, pre svega, steći reputaciju. Dobar glas daleko se čuje. Preostali izazov biće da svoju reputaciju opravdate, što će vas mnogo više zabaviti i ispuniti nego prva faza brendiranja! To ćete postići primenjivanjem gore navedenih saveta rutinski, bez razmišljanja. Istina, to će zahtevati nepokolebljivu disciplinu iz dana u dan, ali to je neophodno za uspeh. Doći do vrha je teško, ali ostati na vrhu je još teže!

Konačno, zapamtite ovu rečenicu Džefa Bezosa (Jeff Bezos), osnivača veb sajta Amazon.com: „Brendiranje je ono što ljudi kažu o vama nakon što napustite prostoriju.“ I na samom kraju još nešto od Gerija MekGaverna, što zaista treba imati na umu: „Ljudi sve percipiraju po istom principu po kojem prate saobraćajne znake dok voze autoputem - ako nisu očigledni, neće ih ni uočiti!“ Vi se možete istaći.

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Tips for Personal Branding

The following is a short list of things you can do on a day-to-day basis in order to be branded. Many of the items on the list are also key features of a successful corporate culture, as one might expect. To effectively brand yourself, try to:

- Be a person open to learning.
- Create a disciplined environment.
- Possess a strong code of conduct.
- Have a team spirit when working with others.
- Be people-oriented and deepen your relationships with others over time.
- Be conscious that people pay for added value only.
- Stay involved.
- Have an audience mentality.
- Write the way you talk to convince someone.
- Chat, even when there is nothing really that dramatic to say.
- Be highly motivated.
- Have the capacity to listen.
- Be on a permanent search for excellence.

Why is your personal branding so important?

Scott W. Ventrella, in his book *Me, Inc.*, writes, “Remember you are the CEO of yourself. If you were an employee of your company, would you follow you? Taking control of our lives has never been as challenging or as important as it is today as we can no longer depend on our employers or even partners to provide for us. We must be self-reliant.”

Through branding, you will first and foremost get a reputation. Your reputation will precede you. The remaining challenge will be to keep up with your reputation, which is much more fun and rewarding than the first phase of branding! You will achieve this by applying above tips as a matter of routine, without thinking about it. True, it will require an unwavering discipline day after day but that is what success requires. Getting “there” is difficult but staying “there” is even more difficult!

Finally, remember this sentence from Jeff Bezos, founder of Amazon.com: “Branding is what people say about you when you leave the room” and a very last thing by Gerry McGovern, something to really keep in mind: “People read everything in the way they read road signs as they are driving down the motorway – if it is not obvious they won’t see it!”. You can stand out.