

Survey Shows 'Trump' Is The Most Powerful Brand In the World” In Some Categories

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Donald Trump is 'the most powerful brand in the world,' according to a new national survey by consumer market research firm Brand Keys.

Brands, particularly “human brands”™ like Mr. Trump, are people who are seen to be the living embodiments of values they alone can successfully, seamlessly, and profitably transfer to products and services.

“For 25 years Donald Trump has been one of the most powerful brands we’ve tracked,” said Robert Passikoff, Brand Keys president. “You could add his name to anything and the increased perceived value of the products increases upwards of 30 percent. As a reference point, on average the most celebrated celebrities generally add 12-15 percent additional value to products or services they endorse or to which they lend their names.”

Added-value related to the Trump brand “how much more a product or service is seen to meet consumer expectations and to be worth more monetarily” “took a hit when the Access Hollywood tape was released, but has rebounded with his election and is up significantly in three categories that President Trump is most closely identified with: TV/Entertainment, Country/Golf Clubs and Real Estate/ Hotels,” noted Passikoff.

“For example, a luxury condominium that can charge \$1,000 a square-foot, can charge upwards of \$1,450 a square-foot when the “Trump’ name is appended to the building,” explained Passikoff.

The Trump brand is seen as an emotionally desirable option, especially given the new set of values that the brand has created: victory, self-confidence, determination, and a sense of the visionary.