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 â€˜human brandsâ€™ 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.

â€œFor 25 years Donald Trump has been one of the most powerful brands weâ€™ve tracked,â€• said Robert Passikoff, Brand K president. â€œYou 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 â€“ how much more a product or service is seen to meet consumer expectations and to be worth more monetarily â€“ â€œtook 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,â€• noted Passikoff.

â€œFor example, a luxury condominium that can charge $1,000 a square-foot, can charge upwards of $1,450 a square-foot when the â€˜Trump' name is appended to the building,â€• 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.