

## THE BRANDING ISSUE

### Reality TV as a Platform for Brand Building

Reality TV has done more than provide consumers with entertainment. It's allowed its stars to build brands. Kim Kardashian has become a household name ever since the launch of E's "Keeping Up With The Kardashians" in 2007. Increasingly known for her style and sex appeal, Kim Kardashian began to transform that notoriety into a strong brand.



Taking note of what her fans were asking her about such as style, diet and beauty tips, the reality TV star introduced ShoeDazzle (a shoe-shopping website), an eponymous fragrance line, and workout DVDs in addition to her own expanding clothing boutiques and various product endorsements (Quik Trim and PerfectSkin).

Kim Kardashian believes that reality TV has served as a powerful platform for marketing tool her personal brand, stating ""The show is the reason we have the brands...The show started it all...It's our best commercial."

Fashion designer Christian Siriano of "Runway's" season four, is another reality TV star who has discovered the value of reality TV in building a personal brand. After his win in 2008, he made an effort to go to talk shows and do fittings with

celebrities like Heidi Klum and Victoria Beckham. That's when he realized how marketable his name had become. "I thought, I need to turn this into a business."

Siriano's post-reality TV gig has been impressive. He has debuted collections several times at New York Fashion Week, with big-name sponsors like LG and Sprint, sold his Fall 2009 collection to Saks Fifth Avenue, launched a line of shoes and bags for Payless, created a makeup line for Victoria's Secret and produced a clothing collection for Puma. "(Project Runway) was an amazing experience," he says, "but afterward, you really have to take it on your own and keep it going."

"The smart ones will jump on the opportunity quickly with a good, diversified business plan," says Adam Kluger, former E! News producer and current president of Adam Kluger Public Relations. "You have to have something that people want."

"Bridging reality TV fame and smart commerce isn't easy", says Mark Stevens, CEO of marketing firm MSCO and author of "Your Marketing Sucks.". To properly capitalize on reality TV fame, the celebrity's product or service must strongly relate to his or her reputation that was built on the show. For example, Kim Kardashian's "sexy socialite" persona on her show (which targeted young women), made her Kardashian's fragrance line a good fit for her business brand. "But we wouldn't want to buy a Kim Kardashian encyclopedia," Stevens adds.

More often than not, appearing on a reality show can be a risk. "Most of the time it's not good for business," says Richard Laermer, author of 2011: Trend-Spotting and former cohost of TLC's reality show "Taking Care Of Business." "If you go on 'Fear Factor' and are made to look like an idiot, people will say, 'Why hire this guy?'"

For full article: Goudreau, Jenna 04/20/2010  
<http://www.msnbc.msn.com/id/36632827/>

## Create Dunkin's Next Donut

The finals of the Create Dunkin's Next Donut contest are upon us. In this contest, participants created their own virtual donut on Dunkin' Donuts' newly-created site. They used the ingredients available to them to design a donut for the masses. These donuts, such as the "s'morgasbord," a donut that incorporates the flavors of S'more in a donut shape, combine clever ideas with great tastes to win. It is too late to create your own donut for the contest, but you can still go to the website to create one for fun.



This project cost Dunkin' Donuts a significant amount of money and effort. However, last year the company "saw a healthy response in donut sales during the promotion period," meaning that this raises top of mind awareness for Dunkin' Donuts. Another interesting fact is that last year, more than twice the number of donuts were created after the promotion was over than were created during the promotion. This shows that the campaign continued to be on consumers' minds even after it was over.

The voting ends on May 3<sup>rd</sup>, so make sure you vote for your favorite donut soon.

To cast a vote:

<https://www.dunkindonuts.com/donut/#/vote-now>

For full article: Van Grove, Jennifer

<http://mashable.com/2010/02/08/dunkin-donuts-contest/>

## Yum Brands Puts Name on Arena

Yum Brands, which owns KFC, Taco Bell and Pizza Hut just acquired naming rights for a new arena in Louisville, where the group is headquartered. The 10-year, \$13.5 million deal also gives Yum eight concession outlets within the arena for its food chains and various potential sponsorships for features inside the arena.

The \$238 million, 22,000-seat arena will be named KFC Yum! Center and will take place as the new home of the University of Louisville basketball teams.



Jim Host, chairman of the Louisville Arena Authority reported how Yum Brands beat four other finalists. David Novak, CEO of Yum Brands revealed how his company became interested in naming rights when the project first came about four years ago.

Louisville Mayor Jerry Abramson remarked that the new branded arena will benefit Yum greatly, as the city of Louisville employs about 1,400 people in Louisville. Rick Pitino, University of Louisville basketball coach, remarked that the arena will also benefit university's recruiting efforts.

To finance the deal, Yum Brands is using bonds insured by Assured Guaranty of nearly \$585.8 million (including interest) to be paid off over 30 years. Kentucky lawmakers and the city contributed \$75 million and \$206 million toward the arena, respectively.

The arena will open with the Louisville women's basketball team who is set to play against national power Tennessee. The facility will also host the 2012 NCAA volleyball championship.

For full article: Barrouquere, Brett 04/20/2010

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