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Lewd Tape Bombs Trump Brand

NEW YORK, NY OCTOBER 10, 2016 – In the wake of a video release showing Donald. Trump speaking about women in vulgar sexual terms it isn't only Republican leaders and elected officials who are abandoning Mr. Trump. Consumers are repudiating him too.

A new National study conducted by the New York-based brand engagement and customer loyalty research consultancy, Brand Keys (brandkeys.com), revealed that 100% of the categories where Brand Keys has tracked the Trump brand had been negatively affected, according to 1,536 registered voters, polled in the 9 US Census regions.

Prior to Mr. Trump entering the presidential race, adding the Trump name to virtually any product or service *increased* the perceived value of products or services. "In 2015 we calculated that added value was anywhere from 20% to 37% depending on the category, which is precisely what a brand is supposed to do," noted Robert Passikoff, Brand Keys founder and president. "That's a range enviable by *any* category or brand standards." But consumer reactions – triggered by the revelation of a 2005 tape that recorded Mr. Trump making lewd comments and condoning unwanted sexual contact toward women – has resulted in dramatically diminished added value for the Trump brand.

While Mr. Trump's often-contentious presidential campaign hasn't helped consumer engagement and brand loyalty levels (see 'Post-Candidacy evaluations below), disclosure of the video has significantly eroded the power of the Trump brand. Added value related to the Trump brand is down in each of the seven categories Brand Keys has traditionally tracked. "But this newest revelation has opened the consumer floodgates, especially in the three categories with which Mr. Trump is currently most associated: Real Estate, TV/Entertainment and Country Clubs/Golf Courses are all significantly down," said Passikoff.

Category	Trump Brand	Post-Candidacy	Post-Video Ta _l	e Release
TV/Entertain:	ment: 37%	43%	30% (-13%)
Country/Golf	Clubs: 35%	40%	34% (-6%)
Real Estate:	30%	30%	22% (-8%)
Dress Shirts:	30%	22%	18% (-4%)
Ties:	29%	23%	18%	-5%)
Suits:	25%	19%	15% (-	-4%)

Watches: 20% 11% 10% (-1%)

"The disclosure of the videotape came in advance of the second presidential debate and is undoubtedly going to color both subject, substance, and voter reaction to it," noted Passikoff. From a political perspective, with the Senate race still seemingly a toss-up, GOP officials abandoning Mr. Trump and urging him to drop out of the race would seem to make sense from both rational *and* emotional point-of-views; More vulnerable Republican candidates may feel that they have enough time to distance themselves from Trump and "not get tarred with the same brush."

"What we know for sure is that these brand engagement numbers correlate very highly with consumer behavior in the marketplace. And, as the Trump brand becomes more toxic," said Passikoff, "It's pretty sure consumers will be distancing themselves from Trump-branded products as well."

For more information regarding this Brand Keys study, your brand's position on the list, or general information about integrating predictive loyalty and emotional engagement metrics into your marketing and research efforts, contact: Robert Passikoff at robertp@brandkeys.com or 212-532-6028.