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The Ivanka Trump Brand Avoids a Trump Brand Boycott as a Majority of Millennials Keep Ivanka on Their Shopping Lists

NEW YORK, NY OCTOBER 17, 2016 – In the wake of the release of a video showing Donald Trump speaking about women in vulgar sexual terms, a 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 Donald Trump brand had been negatively affected. But in a follow-up survey regarding Ivanka Trump, Brand Keys found that the damage to her brand was insignificant compared to that of her father's.

In a national survey conducted among Millennial female shoppers, Brand Keys found that 83% were positively disposed to Ivanka Trump's line of clothing or shoes – despite her involvement in her father's presidential campaign. "It's apparent that consumers can separate the political from the paternal," noted Robert Passikoff, founder and president of Brand Keys.

A study conducted among 950 female Millennial shoppers found more than half (51%) are still extremely or very willing to keep Ivanka Trump brand on their shopping lists. When asked, "In light of Ivanka Trump's involvement with the Trump campaign for president, how likely would you be to consider buying her line of shoes or clothing?" responses fell as follows:

Extremely Likely	18%
Very Likely	33%
Somewhat Likely	32%
Not Very Likely	11%
Not At All Likely	6%

While some groups have called for a boycott of all things Trump, "Ivanka's comments has been pretty balanced regarding the campaign overall," said Passikoff. "She's been

extraordinarily articulate about issues and generally supportive of her father, something anyone should have expected.”

“But when the video surfaced on October 7th, she was *not* among the many surrogates and apologists to rush to Mr. Trump’s defense. And, while there’s been large losses to the (Donald) Trump brand and its ability to bring added value to various products and services, Ivanka’s brand does not appear to have suffered the same fate as her father’s.

Brand Keys has been tracking the (Donald) Trump brand for more than 20 years. “At one point Mr. Trump was the most powerful ‘Human Brands’ we had ever encountered,” noted Passikoff. “That included people like Martha Stewart and Tiger Woods. But recent revelations, and his ongoing political rhetoric, have badly damaged his brand, and history proves that when a brand has been damaged this badly, it generally doesn’t come back.”