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**The Trump Brand's First 100 Days**

**"The Most Powerful Brand In the World" - In Certain Categories**

**NEW YORK, NY February 27, 2017** – Mr. Trump literally qualifies as '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 are able to successfully, seamlessly, and profitably transfer to products and services.

"For 25 years Mr. 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 perceived value of the products increases upwards of 30 percent. As a reference point, on average, the most celebrated of celebrities generally adds 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 – that is, how much more a product or service is seen to better meet consumer expectations and be seen to be worth more monetarily – "took a hit when the *Access Hollywood* tape was released, but had 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 building that can charge \$1,000 a square foot, can now 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 and determination, and a sense of the visionary.

Category	Trump Brand April 2015	President-Elect November 2016	First 100 Days February 2017
TV/Entertainment:	37%	40%	45%
Country/Golf Clubs:	35%	42%	51%
Real Estate/Hotels:	30%	43%	48%
Dress Shirts:	30%	28%	27%
Ties:	29%	24%	19%
Suits:	25%	30%	28%
Watches:	20%	13%	8%

## Methodology

One thousand, two hundred (1,200) Republicans, Democrats, and Independents, drawn from the nine U.S. Census Regions, participated in a national study conducted by Brand Keys ([brandkeys.com](http://brandkeys.com)) the week of February 20<sup>th</sup>. The survey examined seven categories in which Brand Keys has traditionally tracked the Trump brand.

“Clearly political protests and feelings of voter/consumer disenfranchisement regarding Mr. Trump’s win is showing up in more ‘consumer-related’ categories like clothing and jewelry,” noted Passikoff, “Brands where consumer boycotts like the #GrabYourWallet campaign, which was launched after the release of the *Access Hollywood* tapes, of the Trump brand and retailers carrying the Trump brand may be making inroads. Right now, we wouldn’t advise betting against Real Estate, Hotels, or Country Clubs.”

“We know that these brand engagement numbers correlate very highly with consumer behavior and perceptions of added-value for sense of self and product/service price value,” said Passikoff. “It’s also a partial explanation of why brands and corporations are having difficulty dealing with the President’s Twitter assaults.”

“These brand effects – positive and negative – *always* show up in the marketplace. It’s been reported that the cost of membership to Mar-a-Lago has been raised 100 percent to \$200,000.00 since Mr. Trump was elected President, proving the Trump brand’s added-

value adds a lot of meaning if you're reserving the Presidential Suite at a Trump Hotel or scheduling a tee-time at a Trump Golf Course," said Passikoff.

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