



PoliticalBranding™

A S S O C I A T E S

# WINNING *the race:*

***WHY BRANDING HAS TO BE A PART OF  
YOUR CAMPAIGN STRATEGY***

**The Fundamentals Of Successful Political Branding**

**A THREE-PART FRAMEWORK FOR SUCCESS**

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**The political arena is a muddle of candidates,  
policies and competing sound bites.  
It's a race to be heard, to gain momentum -**

**to win.**

***Candidates with  
a distinct message and strong brand prevail.***

We have witnessed candidates  
***“blend in”*** rather than ***“stand out”***  
because they lack

**political brand identity**



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THE  
BRAND  
STRATEGY  
EXPERT



Bonnie Siegel

**What do Ronald Reagan, Barack Obama, Donald Trump...  
even Ted Cruz and Bernie Sanders have in common?**

## ***STRONG POLITICAL BRAND IDENTITY***



Bonnie was a ***force of nature*** for our campaign. From our first Houston organizational meeting to our Indiana suspension event she was the ‘warlord’ on staying consistent to our brand. ***Instead of a branding strategist being unconventional it should be the flat out way we do things.*** With Bonnie that is an easy component to add to our current campaign configuration. ***Branding isn’t a concept, it is a political reality*** and Bonnie added that to our campaign and demanded accountability from every member of the team when it dealt with voter communication.

***Not only would campaigns be smart to add PBA to their strategy team they would be dumb not to.***



***Jeff Roe***

*Founder, Axiom Strategies*

*Campaign Manager, Ted Cruz for President*



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## A Strong Political Brand...

- ✓ Differentiates your candidate from the opposition
- ✓ Creates a solid campaign roadmap to work with
- ✓ Drives engaging content and messaging
- ✓ Helps you use data and polling much more effectively
- ✓ Raises significantly more campaign dollars
- ✓ Greatly improves brand recognition and brand awareness
- ✓ Enhances donor engagement and volunteer support

**Creating a**  
**winning campaign roadmap**  
**FOR SUCCESS**



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## ***Bonnie brings her experience and knowledge to life in a three-part framework for success:***

The Framework for Success is a two-day seminar designed to teach you and your team to identify and build your candidate's political brand identity. Prior to these sessions, Siegel and her team review and research your candidate's current assets, material, public presence, and data and polling information, providing valuable insight designed to help you identify a strong political brand identity.

### **SESSION ONE:**

**Branding 101 - The Language that Defines Political Branding**

### **SESSION TWO:**

**Understanding and Building Your Candidate's Brand**

### **SESSION THREE:**

**The "How-To" Strategies: Taking Your Brand to Market**

## **WHITE GLOVE SERVICE**

For larger campaigns, PoliticalBranding Associates can also be retained for white glove brand identity services, providing dedicated, one-on-one consulting to you and your team covering every aspect of your messaging, media development, events, website and voter communication.



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# BRANDING 101

## The Language that Defines Political Branding

Branding 101 is a thorough and informative introduction to branding and brand terminology, as well as an exploration of real-life scenarios, analyzing successful and unsuccessful campaigns – **all while keeping your candidate's brand top-of-mind.**

- ✓ What is the essence of your candidate's brand?
- ✓ Can you articulate the brand personality?
- ✓ Is there existing public brand awareness?
- ✓ Is this awareness in alignment with your efforts to effectively market the candidate?
- ✓ Is the existing brand perception positive or negative?

***Do your campaign staff and volunteers have a unified answer?***

SESSION ONE



# Understanding and Building Your CANDIDATE'S BRAND

This session dissects the actual components that make your **brand unique** – that make your brand, **“you.”**

*Does your team know the difference between branding and marketing?*

**Marketing drives the brand!**

Define the brand before you go to market.

Siegel explains why being true to your brand **drives results**, develops **strong campaign team alignment**, and shines a spotlight on your campaign, **leaving other candidates in the shadows.**

Critical questions will be asked to fuel a **robust understanding** of your candidate's unique brand.

- ✓ What makes your brand, “you”?
- ✓ How does the political environment affect your brand?
- ✓ What are your candidate/campaign differentiators?
- ✓ How do you consistently review data and polling to be in alignment with your brand?
- ✓ How do you craft messages that resonate with early voters and keep your candidate in the race?
- ✓ Do you know the differences between branding, messaging and marketing?



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# SESSION THREE

## The “How-To” STRATEGIES Taking Your Brand to Market

Now that you have mastered the **essentials and importance** of having a strong brand identity for your candidate, session three guides you through the process of **taking your brand public**, as well as **driving home** the importance of having your candidate follow the brand strategy.

Borrowing from corporate America’s playbook, this session is key to developing a consistent strategy that will **win voter recognition and confidence.**

Through this process of discovery, Siegel emphasizes **resisting the temptation to broaden your brand’s scope or being something your candidate IS NOT.**  
**Focus on what your candidate IS.**

- ✓ Knowing how to go to market is as important as knowing your brand.
- ✓ Choose a market discipline or value proposition, which highlights a candidate’s particular strength:  
Operational Excellence, Customer Intimacy, and Product Leadership
- ✓ The need for the candidate to choose and lead with one operating model and deliver the right value proposition to constituents.
- ✓ The need for the candidate to practice Operational Excellence, Customer Intimacy or Product Leadership can be the difference between **winning and losing.**





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# White Glove

## Political Brand Consulting Services

Personal, One-On-One Political Branding Strategy,  
Implementation and Management

For larger campaigns, **PoliticalBranding Associates** can also be retained for white glove brand identity services.

***White glove services are designed to provide dedicated, one-on-one consulting to you and your team, reviewing and researching your candidate's current assets, material, public presence, and data and polling information, identifying and creating your candidate's unique brand identity.***

Throughout the campaign, our team works closely with your team, covering every aspect of your messaging, media development, events, website and voter communications, **creating a campaign roadmap for success.**



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# Bonnie Siegel

## The Brand Strategy Expert

In 2015, Bonnie Siegel became the ***first person to utilize and successfully implement*** a new strategy that inevitably changed the game in campaign management **political candidate branding** a crucial ingredient for a successful political campaign.

Siegel works with political campaigns and teams, leading, guiding, melding, creating, implementing, managing and ultimately bringing to market, a candidate's political brand identity. Additionally, Siegel is responsible for steering advance teams, overseeing branding at all campaign events, as well as campaign merchandise, further **solidifying and strengthening a candidate's brand consistency and identity.**

**A well-known and respected national brand strategist,** Siegel has more than 30 years experience bringing brands to market, dedicating her career to bringing brand strategy to life through consulting, teaching, coaching and mentoring executives and their teams.

In addition to PoliticalBranding Associates, Siegel is also the founder and president of ASE Group, Inc. Founded in 1988, ASE Group, Inc. revolutionized the industry by creating event marketing, using the medium of meetings and events to ***see beyond the ordinary.***



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# RESULTS

“Bonnie Siegel and her team were able to **take our data and mold it into an authentic brand** for Senator Cruz. Data without a story is just ones and zeros. Bonnie turned those digits into **a compelling narrative that truly spoke to voters**. Most importantly, she is truly brilliant and it’s always a learning experience to work with her.”

**Chris Wilson**  
Partner and CEO  
WPAi Intelligence

“**Bonnie has created brands that have become verbs**, and that is a remarkable talent. Through her experience in the corporate world and political world **she has the ability to capture not only what something looks like on the outside, but also what it feels like on the inside**. Her teamwork spirit and tireless devotion to detail enables her to convey the true brand essence for her clients, resulting in strategic communication that is purposeful and meaningful for any campaign or candidate.”

**Alice Stewart**  
CNN Political Commentator and  
Communications Consultant

“Bonnie is an absolute force of nature! With an iron will **she brings people and perspectives together to synthesize truly compelling brand visions**. Her driving force behind a fundamentally important brand exercise was critical to our successful and award-winning website re-design for Senator Cruz’s presidential campaign. **Serious campaigns would be smart to seek out Bonnie’s expertise.**”

**Kristen Luidhardt**  
President  
The Prosper Group

“Bonnie and team produced and transformed our Cruz for President campaign **investor retreats** into unique experiences, and through these **events**, our investors really felt and understood the campaign brand and themes. She was able to **create events with equal parts purpose, inspiration and fun, and her thoughtfulness, consistency, and attention to detail and true understanding of these strategic events created incredible experiences**. In fact, our investors talked about these events often in relationship to the **culture of our campaign**, and were anxious to partake in, again and again.”

**Lauren Lofstrom**  
National Finance Director,  
United States Senator Ted Cruz, Texas

“Successful campaigns communicate that ‘thing’ that is unique to the candidate and meets the needs and desires of a majority coalition. Yet it’s not enough. **The brand must be omnipresent across all channels.**

**Few political professionals understand the difference between issue positions and a unique brand. Bonnie does.** And with her help, so will you.”

**Jason Johnson**  
Founder and Political Strategist  
J2Strategies

“I’ve worked for a wide range of candidates, including George H. W. Bush and George W. Bush, and in all of my years on the political campaign trail, **I have never met anyone like Bonnie Siegel**. Through her vision, passion and leadership, **Bonnie was able to create a brand for Ted Cruz that not only encapsulated his true character, but also strongly resonated with voters.**

Her unique approach and absolute insistence in driving all campaign elements around a brand definitely makes a difference. **Bonnie changed the way campaigns are run, placing brand before anything else, and I highly recommend all campaigns capitalize on what PoliticalBranding Associates brings to the table.**”

**Mark Campbell**  
CEO, Intellz.com



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“People don’t buy a particular  
**PRODUCT**  
**OR SERVICE**  
they buy an **OUTCOME.**”

*Bonnie Siegel*

*Founder, PoliticalBranding Associates*

A strong political **BRAND**  
will change the race’s **OUTCOME.**

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