

Campaign Kit: Branding for Politicians

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A passionate brand builder and strategic thinker, Carina is the fearless leader of Henryk Branding Co. With over six years of industry experience creating brands and effectively managing them, Carina has a reputation for producing high-quality work with optimized results.

Her attention to detail and tactical know-how allow Carina to execute with accuracy and professionalism, ensuring the best outcomes for every client portfolio. She is an enthusiastic brand creator who loves to see a client's brand come to life through a variety of strategic channels. Carina has extensive experience working in the public, private, and nonprofit sectors, and has worked with small to mid-sized companies on both a local and national level.

Carina holds a Bachelor of Arts in political science from the University of Alberta, a Bachelor of Communications from MacEwan University, and is currently completing a Masters of Arts in Communications and Technology. Her Masters thesis is focused on brand communication and its impact on brand loyalty.

A firm believer in giving back, Carina spends a lot of her time volunteering, including every Wednesday when she visits Alzheimer's patients with her therapy dog, Edward. She also dedicates time to mentoring the next generation through a variety of informal and formal channels, including the InterVivos Mentorship Society and The Peter Lougheed School of Leadership.

As a Lululemon Legacy Ambassador, Carina loves to engage in physical activity — usually in Edmonton's beautiful river valley.

Recommended Approach for building your brand

Step 1

Define your “why.” Why do you get out of bed every morning? Why are you running for office? What is your defining purpose?

Step 2

Define your values. What are the top five values that you stand for? What are your “non-negotiables?”

Step 3

Get clear on your person, expertise, and what you want to share. We can't be all things to all people. What is it you *most* want your audience to know about you? Where does your expertise lie? What do you *most* want to be known for? If you weren't in the room, what do you want people to say about you?

Step 4

Identify your top ten brand personality characteristics. Like “Step 3” above, you can't be all things to all people, so what are your unique defining characteristics? How do you want to be perceived by others?

Step 5

Identify your brand voice and tone. This will be critical if you have people helping you with things like writing, managing your social media channels, or responding on your behalf. Clearly identify and articulate what your brand should sound like, words you do and do not use, and the manner it all gets delivered.

Mistakes to Avoid

- As you go through the steps outlined above, try not to over-think things, but also make sure you're 100% confident in the responses you're giving.
- Try not to only consider what you are. Sometimes it's just as helpful to define what you aren't.
- An important consideration for personal branding in the political field is your positioning and how you communicate it with your audience. Regardless of party affiliation or position on the political spectrum, we can all agree that there is an abundance of negativity in the political sphere right now. We've seen it happen to many politicians — they

don't start out with a negative campaign, but can get sucked into it somewhere along the way. A critical part of brand building is being clear on your positioning and consistently and clearly communicating that with your audience. Avoid the pitfall of over-comparison with yourself and your opponents. Yes, this might be necessary to communicate under some circumstances, but remaining steadfast in your brand and your positioning will get you further and the consistency will ensure you're more memorable to your audience.

Resources Needed

QUESTIONS TO HELP YOU BUILD YOUR PERSONAL BRAND

Download helpful "Personal Branding Questions" here:

<http://henrykbrandingco.com/s/PersonalBrandDiscoveryQuestions.pdf>

BOOK (optional)

Viral Personal Branding: Marketing a personal brand, building buzz and getting your dream clients by Michael Allebach

https://www.amazon.ca/dp/1794297545/ref=cm_sw_em_r_mt_dp_U_VDz0EbJH8RK27

NEED HELP OR CLARIFICATION?

Get in touch!

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Three things you can do now to prepare for your campaign:

1. **Ask yourself some tough questions.** Begin building your personal brand by answering and reflecting on the questions [here](#). Solidify your responses and have others close to you review them too. Make sure you document the pieces of your personal brand somewhere so you can go back and reference them.
2. **Start the brand building process now.** That's not to say this should be the beginning of campaigning, but building a brand and trust with your audience takes time. It's a marathon, not a sprint. The sooner you can start to build that rapport, the better.
3. **Gather feedback and make adjustments accordingly.** Before you launch your campaign, now is a great time to get feedback on your brand from friends, family, colleagues, and others in your network. This

will give you ample time to make tweaks where needed before you launch anything publicly.