

## Thought Leader Brands and their After Thoughts? What are they thinking?

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As a **brand**, you are already on a very high pedestal. You fall in the revered, 'looked up to in awe' (literally) category. You are the **brand** that sets industry trends, disrupts the category and expected to be the game changer. You lead while others invariably follow. You, the **brand** can do no wrong. Carrying the title **Superbrands** with aplomb. And then the drop of this bomb!



In recent weeks, we read the news about Hollywood actress **Jennifer Aniston** being appointed as the **brand** ambassador of powerhouse iconic global airline **brand Emirates**. It's certain, considering its pedigree, that the **brand** has thought long and hard about this strategy before

becoming friends with the high flying Friends star. But, what stands to bemusement is that this comes just a few weeks after another major airline **brand Etihad** launched a multi media blitz with another Hollywood biggie **Nicole Kidman** as **brand** ambassador. Is there more to it than meets the eye or is it a case of birds of the same feather flocking together? Amidst all this, lets not forget that the first salvo was fired by **Emirates** when it used football legend Pele as **brand** ambassador. What is the thought here? Who is following and who is leading? Definitely begs the question!

Would the strategy of using Hollywood celebrities as **brand** ambassadors get the Gulf based carriers more attention (and more passengers)? Time will tell. In the meanwhile, lets think who would be the next carrier to join the bandwagon!

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