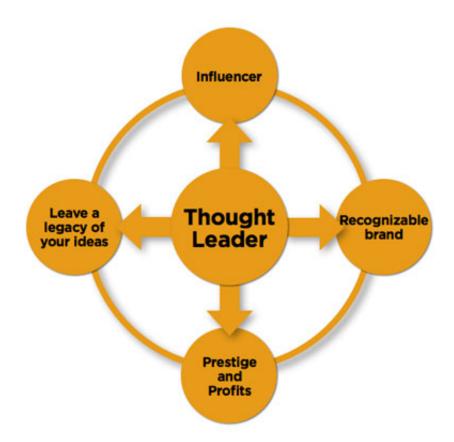
## Thought Leader Brands and their After Thoughts? What are they thinking?

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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

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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!

Image Source: www.quisemarketing.com

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