



THE POWER OF
***Personal
Branding***
IN POLITICS

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WHAT IS PERSONAL BRANDING?

- The practice of people marketing themselves and their careers as brands.
- Helps to establish a prescribed image or impression in the mind of others about an individual

RESEARCH QUESTIONS:

How does the **personal branding** of politicians affect the perception of their audience and their interest

What kind of role does **personal branding** play in the success of Armenian politicians.

METHODOLOGY: QUALITATIVE & QUANTITATIVE RESEARCH

A Mixed Methodology Research

- Interviews with media professional and a psychologist
- Online Surveys with 209 Participants

PRIMARY FOCUS AMONG THE ARMENIAN POLITICIANS



Nikol Pashinyan
PM of Armenia



Armen Sargsyan
President of
Armenia



Karen Karapetyan
Former PM of
Armenia



Serj Sargsyan
Former PM of
Armenia

RESEARCH FINDINGS

Interviews

- It's important to have expressed positioning
- Personal branding can have an influence on people's voting choices
- More Armenian politicians use social media to develop their personal brand
- Approachability and Relatability are the important characteristics in personal branding among the Armenian Politicians

EXAMPLES OF APPROACHABLE AND RELATABLE BEHAVIOR



RESEARCH FINDINGS

Online Survey

- Social media and online sources are the primary new outlets for participants
- Politician's presence in social media is possibly connected to the audience's interest toward him/her
- Political branding can change behavioral pattern among the audience

CONCLUSIONS

- Political branding does possibly effect on the success of Armenian politicians and social media is a central part of it
- Approachability and Relatability are important characteristics of political branding in Armenia



THANK YOU!