

ECOLE DES HAUTES ETUDES COMMERCIALES



**An attempt to Develop a personal
brand identity**

Case study: Moncef NOUR from the Private
Algerian Sector

By : Sabrina BOUGHERARA

Submitted to the department of Marketing

A Thesis Submitted in Fulfilment of the Requirements for the Degree of Master of
Commercial Sciences

July 2021

Supervised by Mr. CHINE. Lazhar

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Dedications

To my dearest precious parents who prioritized their children's education over themselves,
who did not let bullying destroy my personality when I had a car accident at the age of 8.

The ones who did not let go of hope in my healing when I got paralyzed in the half-left
side of my face at the year of my baccalaureate.

The ones who encouraged me to move forward when I was so far away from home

The ones who came over thousands of kilometers just to check on me

The ones who accepted my difference and supported me

To my dear beloved father who did never discriminate his children based on gender

To the one who let me travel all alone across the borders

ABI Your trust in me is my pride.

To my twin sister who I shared my ups and downs with

The one and only who simply believed in me

To my dear beloved grandfathers who I never met

Your grandchildren Sabrina is the first member of your families graduating

Master degree's

YES, I DID IT

To my dear friend Abla who left the world at a very small age

I'm graduating my sweetie

To each child of my family, I'm working so hard to open doors for you which weren't that
easy opened to me

I went through lots and I'm not letting that happen again to you especially girls

To the dearest life family members

To every single person who gave me even a very bit of good

To my homeland Batna

To my dear country

We will build you

I promise

THANKS

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Abstract:

Personal branding can be defined as a planned process in which people make efforts to promote themselves. This process includes three stages. The basic stage is the identification of the brand, people have to differentiate themselves and stand out from others while keeping in mind the expectations of the chosen target market. The second stage is the development of brand positioning by developing an active connection to the brand identity through behavior management, communication, and symbolism. The third stage is to measure the brand image that satisfies personal and professional goals and thus, can help personal branding practices to compete within the crowded job market. Individuals involved in personal branding develop their human capital by investing in continuous learning; Enhance their social capital through visibility, fame, access to financial success, and economic profitability.

Key Words: Personal branding, Brand identity, marketing communication, personal and professional success.

ملخص

يمكن تعريف العلامة التجارية الشخصية على أنها عملية مخططة يبذل فيها الأشخاص جهودًا للترويج لأنفسهم. تتضمن هذه العملية ثلاث مراحل. تتمثل المرحلة الأساسية في تحديد هوية العلامة التجارية ، ويجب على الأشخاص تمييز أنفسهم والتميز عن غيرهم من الأشخاص مع مراعاة توقعات السوق المستهدفة المختارة. تتمثل المرحلة الثانية في تطوير وضع العلامة التجارية من خلال تطوير اتصال نشط لهوية العلامة التجارية من خلال إدارة السلوك والتواصل والرمزية. تتمثل المرحلة الثالثة في قياس صورة العلامة التجارية التي ترضي الأهداف الشخصية والمهنية ، وبالتالي ، يمكن أن تساعد ممارسات العلامات التجارية الشخصية على المنافسة داخل سوق العمل المزدهم. الأفراد المشاركون في العلامات التجارية الشخصية يطورون رأس مالهم البشري من خلال الاستثمار في التعلم المستمر ؛ تعزيز رأس مالهم الاجتماعي من خلال الظهور والشهرة والوصول إلى النجاح المالي والربحية الاقتصادية.

الكلمات المفتاحية: العلامات التجارية الشخصية ، هوية العلامة التجارية، التواصل التسويقي ، النجاح الشخصي والمهني.

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General Introduction

General Introduction:

Personal branding is becoming very required to achieve successful personal and professional visibility, investing efforts to develop online and offline self-presence is a way of self-promotion.

We picked this topic for our graduation thesis because as future professionals, it is very important to us to learn the key steps towards self-promotion, have more visibility and professional chances.

Regarding to the importance of personal branding, we worked on developing a personal brand identity for our client Moncef NOUR which we see an amazing opportunity to us to upgrade our knowledge.

We started working on the project on 21st of March 2021, and we finished the strategic part on June the 15th. Our communication and meetings were mainly online.

Therefore, we ask the following main question '**Does the personal brand image desired meet with the perceived one?**'

Followed with these sub questions:

- What is a personal brand?
- What is brand identity?
- What is brand image?
- What are the types of brand image?
- How to align the brand image desired with the perceived one?
- How to develop a strong personal brand identity for Moncef NOUR?

Our main hypotheses are:

- **H1** The personal brand image desired **completely meet** the perceived one.
- **H2** The personal brand image desired **does not completely meet** the perceived one.
- **H3** The personal brand image desired **approximately meet** the perceived one.

The main difficulties we faced during elaborating this research paper are:

- 80% of the work was held online.
- Defining the convenient research methods in order to reach measurable results.
- Very few Algerian researches and reviews concerned with personal branding.
- Understanding psychological dimensions of the study in which we mean the process of humanizing a brand.

Chapter One

Research Topic

1.1 Introduction

We dedicate the first chapter to present some of previous research papers which we find very interesting, also to explain our research structure and methods.

1.2 Literature review

Personal branding may be a new marketing concept related to a marketing strategy that an individual adopts to push themselves within the market, the recognition of self-branding is usually attributed to the growing number of articles, magazines, websites, training programs, personal coaches, and specialized literature on the way to prepare yourself for fulfillment within the business world. ((Montoya, 2002; McNally & Spec 2002; Arora & Dixon, 2007).

Personal branding is an individualistic approach. no matter age, irrespective of position, irrespective of business (Peters, 1997). Everyone has the chance to become a notable brand, that is, if personal branding is applied correctly, a person can be transformed into a brand in any field (Ren et al., 2006). Lear, Sullivan, and Cheney (2005) defined personal branding as "... development and promotion concepts" ... "Individuals are accustomed enter or relocate to the marketplace.

Shepherd (2005) defines personal branding as a range of headlines utilized by individuals to push themselves within the market. Hughes (2007) easily equates people with goods or services and suggests that the definition of a brand's current American Marketing Association has been extended to incorporate people only.

Since the late 1990s, personal branding has become more popular due to self-improvement books, websites, and consulting services articles. Writing on personal branding has been largely dominated by the recommendation of practitioners who advocate that anyone can develop a successful brand that will allow them to compete within the crowded market.

The business self-help genre of management communication goes back to Dale Carnegie's (1982) *How to Win Friends and Influence People*. Key to this self-help management moment is the idea that individuals in the corporate world can achieve success by engaging in a process of self-management. Some authors argued that personal branding was indirectly introduced by Erving Goffman (1959) in his book "The presentation of self in everyday life". Goffman pictures people as actors engaging in performances, in various

settings which are seen by audiences the actor is on stage and acting in ways that will lead to the most favorable impression, and the reactions of others are influenced by this impression.

Individual branding was firstly introduced in 1980 in a book titled "Positioning: The Battle for your Mind," by Al Ries and Jack Trout. More precisely in chapter 23, Positioning Yourself and Your Career – You can benefit by using positioning strategy to advance your own career. Key principle: Don't try to do everything yourself. Find a horse to ride". The term of personal branding is famed by Tom Peters (1997) in his article "The Brand Called You," he wrote: "We are CEOs of our own companies: MeInc. To be in business nowadays, our most important job is to be head marketer for the brand called You" (Peters 1997).(The authentic idea of personal branding coined by Peters did not focus specifically on the presentation of an online identity but was more generally applied to individuals and their conduct in business).

Kotler and Levy (1969) argued that persons could be marketed much like products, stating: "Personal marketing is an autochthonous human activity, from the employee attempting to impress his boss to the statesman attempting to win the support of the public" (p.12).

Kotler and Levy also noted that "no attempt is made to scrutinize whether the principles of 'good' marketing in conventional product areas are transferable to the marketing of services, persons, and ideas" (p.10). Today researchers recognize that brands can also be human, and has been studied in many areas, celebrity brand (Thomson, 2006), athlete brand (Arai and al, 2013),(CEO brands (Bendisch and al, 2013), leaders in politics (Hughes, 2007; Omojola, 2008), scholars are also thought of as human brands competing for entry into the job market (Close and al, 2010) or for occupations and professions (Parmentier and al 2012).

The key premise for personal branding is that everyone has a personal brand (Peters, 1997), but most people are not aware of this and do not manage it strategically, consistently, and effectively (Ramparsad, 2009).(A major selling proposition is a fear that if individuals don't manage their own brand, then someone else will manage it for them: "If you don't brand yourself, someone else will", writes Kaputa (2003), who continues: "you empower other people to mark you if you don't do it yourself".

Personal branding becomes an important marketing task for everyday people and has accelerated into the social networking sites of Web 2.0 (Shepherd, 2005). The rise of social media has shaped the need for a deeper analysis of building personal brands not only for professional consumption but rather for social.

Personal branding has increasing importance in the digital age web 2.0, social media such as Facebook, YouTube, LinkedIn, Twitter, Instagram, Blogs, Myspace, and many other applications entered the scene and made it virtually impossible for anyone to stay aside from creating a personal brand, whether they wanted to or not (Vasalou and Joinson, 2009, Marwick and Boyd, 2010, Way, 2011, Labrecque and al, 2011). Individuals who are not formally trained in marketing may often engage in the act of marketing without realizing that they are doing so. Personal style and social interaction inherently lend the international Journal of Information, themselves to the unconscious marketing of individuals and create platforms for communication and creativity (Way, 2011).

Numerous studies which we find mainly focused on defining personal branding, and highlighting the importance of having a strong personal brand mostly ignored the way of developing it in the virtual world, based on previous researches of Manel Khedher Ph.D. Student in Marketing, School of Business of Tunis, University Campus, 2010 Manouba, Tunisia, and, Mirza Sagdati, Bachelor Thesis, International Business Valkeakoski, 2015, this paper aims to explain how to develop a personal brand identity, its positioning, and measure the matching degree between the personal brand desired image and the perceived one, however it is really important to note that establishing a personal brand identity is the first phase towards having a strong online and outline personal brand, then develop the brand's positioning, and the third phase is to evaluate a brand's image.

There are two main well-known theories when it comes to establishing a brand identity, the first one (Figure 1) belongs to David Aaker which he developed to ensure that the brand has been taken into consideration from every angle, Aaker advises strategists to try thinking of it from four “perspectives”—as a) a product, b) an organization, c) a person, and d) a symbol—and consider each of 12 element categories broken out across these perspectives.

a/ Brand as a product is composed of 6 elements which are:

1. Product scope

2. Product attributes
3. Quality/Value
4. Uses
5. Users
6. Country of Origin

b/ Brand as an organization is composed of 2 elements which are:

7. Organization attributes
8. Local vs global

c/ Brand as person is composed of 2 elements which are:

9. Personality
10. Customer/ brand relationships

d/ Brand as a symbol is composed of 2 elements which are:

11. Visual image and metaphors
12. Brand heritage

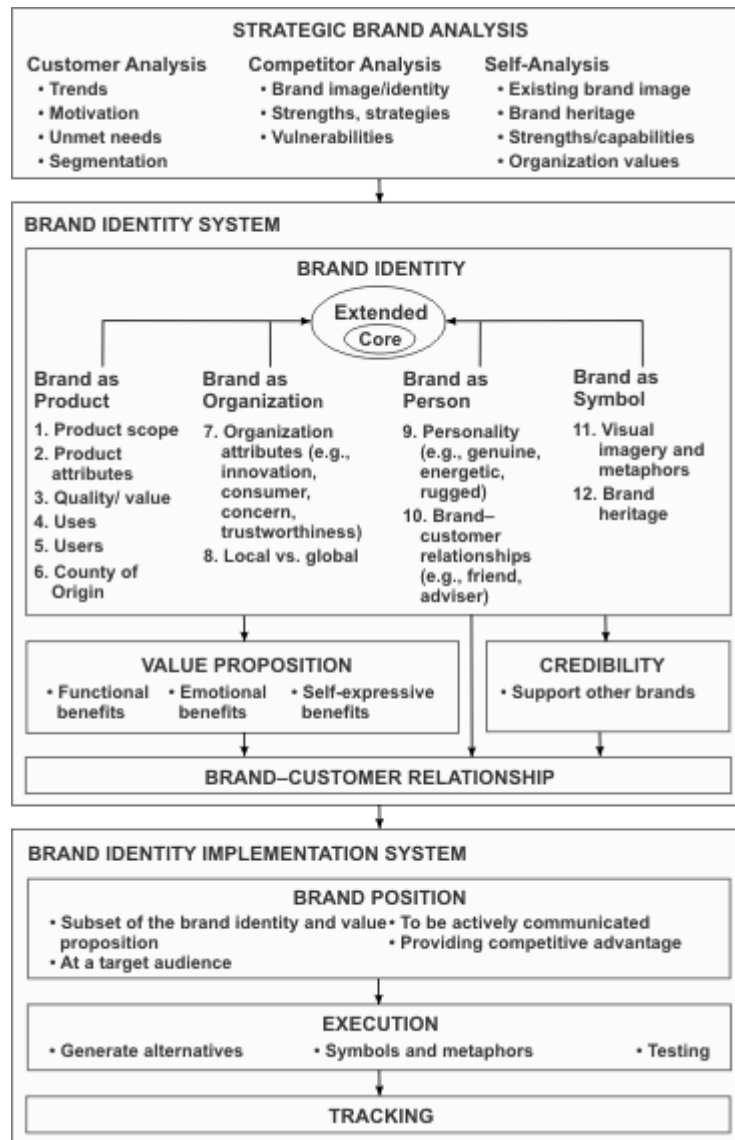


Figure 1: Aaker's Brand Identity/Vision Model

Source: Aaker, A. & Joachimsthaler, E. 2000).

The second theory (Figure 2) belongs to Jean-Noel Kapferer in which he aimed to conceptualize what he considers the six elements of a brand's identity. The Brand Identity Prism works as a diagram that helps to understand these elements and how they relate to one another. The prism elements are placed according to their position between the business that represents the sender and the client who represents the recipient and vice versa. The areas constructed between these points range from internal (Personality, Culture, Self-image) to external (Physique, Relationship, Reflection).

Kapferer's model includes the following key elements:

1. Physique
2. Personality
3. Culture
4. Relationship
5. Self-image
6. Reflection

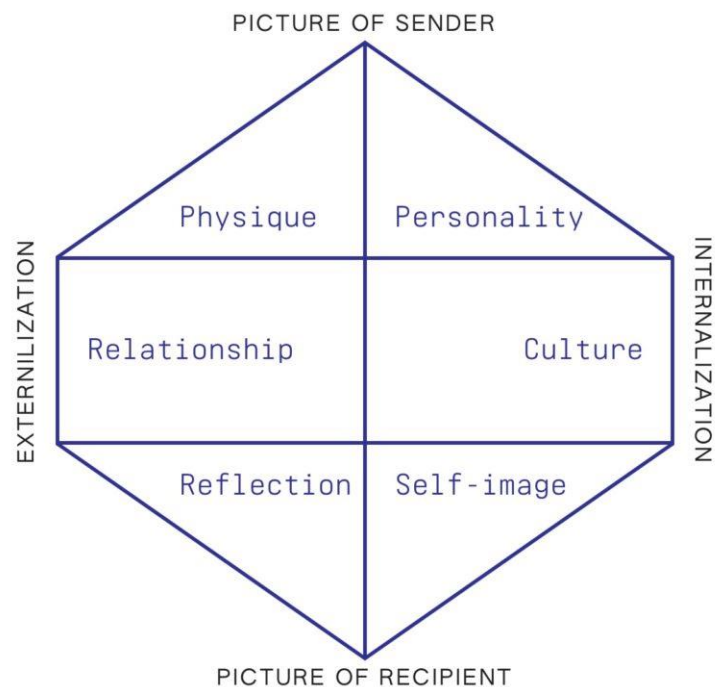


Figure 2: Kapferer's Brand Identity Prism

Source: <https://howbrandsarebuilt.com/blog/2018/12/21/the-brand-identity-prism-and-how-it-works/> ; checked 13/06/2021 at 14 :00

The model we chose to use to establish the brand identity is Kapferer's prism, because it simplifies the conceptualizing of a personal identity instead of Aaker's four perspectives model because we see it is more complicated and it suits more the extended brand identity.

In addition to an interesting personal brand model (Figure 3) that was held by an article in frontiers in psychology. November 2018, titled "Personal Branding Interdisciplinary Systematic Review and Research Agenda", Sergey Gorbatov*, Svetlana N. Khapova and Evgenia I. Lysova Department of Management and Organization, Vrije Universiteit Amsterdam, Amsterdam, Netherlands, which mainly presents the position of personal brand between desired self and perceived identity, related to positioning and needs analysis, self-reflection, self-awareness, and feedback-seeking.

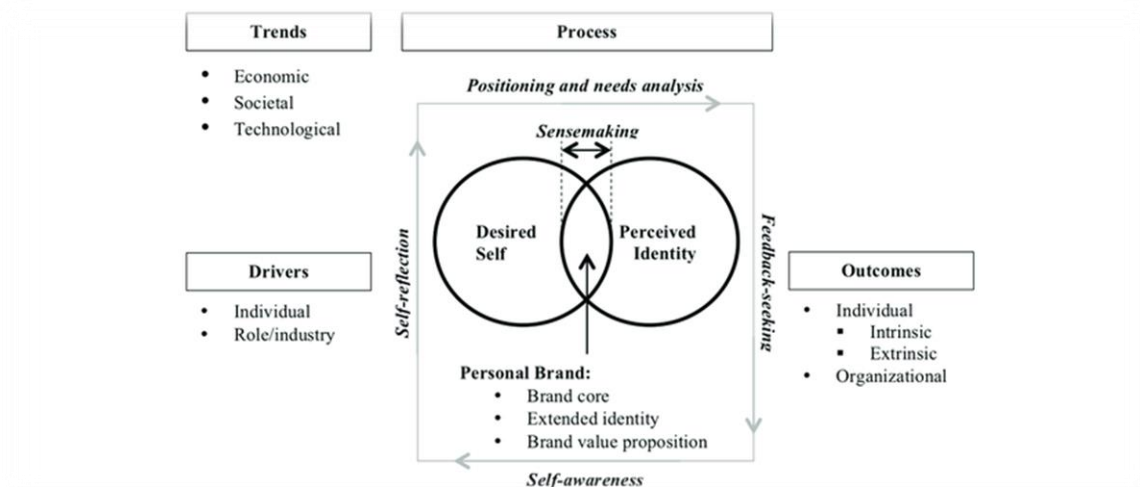


Figure 3: Personal branding model.

Source: https://www.researchgate.net/figure/Personal-branding-model_fig3_329092408 ; consulted 13/06/2021 at 14 :17

1.3 Research aim

The choice of the research topic was not the result of chance but was justified by my strong motivation to deepen my theoretical knowledge of the brand acquired during university, especially personal branding since we highly need it to fulfill our goals on both personal and professional levels, thus why we wanted to be part of creating and developing a personal brand identity for Moncef NOUR, whereas the major objective is to measure and evaluate the matching degree between the brand image desired and the perceived one for this brand, by highlighting the variable which mostly impacts the brand identity developed for Moncef NOUR.

- ✓ Objectives of my research are:
 - Introduce the main components and concepts of personal brand identity
 - The steps towards creating and developing a strong personal brand identity
 - Investigate the alignment between the brand projected desired image, and the perceived one of Moncef NOUR.

The end purpose of our thesis would be to explore, analyze and come up with tangible results/recommendations to improve the personal brand identity which we created and developed for Moncef NOUR.

1.4 Research questions

To be able to deal with this topic, we ask the following main question:

<<Does the personal brand image desired meet with the perceived one?>>

From this central question arises the following sub-questions:

- What is a personal brand?
- What is brand identity?
- What is brand image?
- What are the types of brand image?
- How to align the brand image desired with the perceived one?
- How to develop a strong personal brand identity for Moncef NOUR?

1.5 Research structure

The type of methodology used to elaborate this research is a combination of qualitative and quantitative methods.

We ranged a qualitative interview with Moncef NOUR whereas we prepared interview guide which includes two main sections, the first one was dedicated to discussing the brand identity's elements and positioning, the second one was dedicated to discussing the digital strategy, in addition to a research questionnaire, using simple random sampling that will allow us to collect information about the projected personal brand identity and its

positioning, to investigate the alignment between the desired brand image and the received one using **SPSS 24** software, ACM and correlation methods.

This paper contains two main parts, in the first part will address the theoretical aspect of our problem by devoting a chapter to explain the research topic and a second chapter for building a strong personal brand and explaining the crucial elements of a brand identity following Kapferer's prism.

In the second part, which will be devoted to the practical elements of our work, we will talk about the qualitative interview and the survey carried out to collect data then analysis and results in the 3rd chapter. Present and discuss the brand identity created and developed for Moncef NOUR in the 4th chapter.

1.6 ICONE AGENCY

ICÔNE is an agency specializing in real estate and territory marketing, where the impossible has no limits and audacity takes place. Since 2018, we take on the challenge of making our clients and their actions ICONIC and anchor their brands in the minds of consumers .

We work hard to gain a solid understanding of the essence of our clients' brands, their markets, their competition and future trends. We create strategic development plans for them and manage their images to increase their marketing performance and take them to a higher level.

Our Vision

The real estate sector is a very important lever in the economy of any country. It is undergoing profound changes due to the different trends related to new technologies and the evolution of consumer behavior and needs.

In this perspective, ICÔNE acts as an economic actor to contribute to the improvement and strengthening of this sector by bringing good marketing and management practices .

Our mission

To reveal the icon that hides in our customers!

Our values

Our actions cannot be realized without strong values that form the foundation of our company :

Expertise: We believe that our skills and expertise allow us to help you intelligently achieve your objectives and automate your activities.

Excellence: With proven processes and proven talent, we ensure that we deliver the best possible experience to our clients at the best possible value .

Efficiency: With a focus on continuous improvement, we create impact and measure our actions by being pragmatic and RESULT oriented.

Our approach / Philosophy

We enjoy the opportunity to immerse ourselves in our partners' diverse organizations by being challenged to deliver the best customer experience possible.

We are passionate about our work and this is the main engine that allows us to surpass ourselves and invest ourselves fully in the projects we undertake. We use our resources transparently to ensure the satisfaction of our clients, who are at the heart of our business.

At ICÔNE, we humanize modern marketing to bring more clarity to our clients.

1.7 Study case: Moncef NOUR

Endowed with a State Engineering degree in Electronics from the University of Science and Technology Houari Boumediene (USTHB) promotion 1988, Moncef NOUR is first a Designer of Information Systems, a Business Architect & a Business Analyst. At the same time, the consultant has built a career in another field to become an Expert in Strategic Management and Systems Governance. He has also been a Project Director and Management Coach and Trainer of Trainers for many years.¹

¹ <https://moncefnour.com/pages/presentation/> ; consulted 13/06/2021 at 16 :00

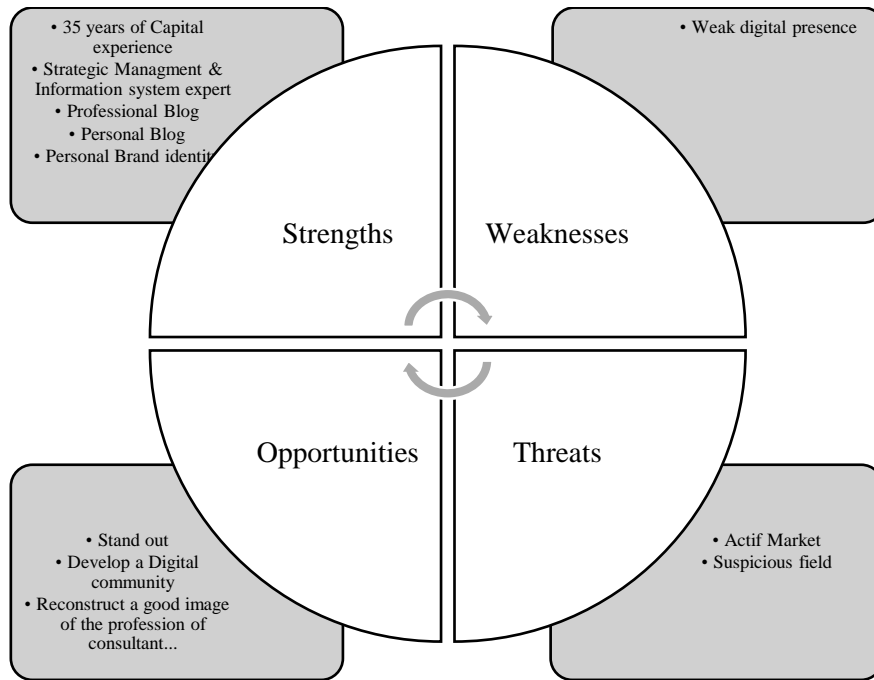


Figure 4: Analyze SWOT of Moncef NOUR

Source: Established by the student.

Moncef NOUR offers the following services:

1. Consulting
 - a) Organizational consulting
 - b) Development consulting
 - c) Performance management consulting
2. Training
 - a) IT Development
 - b) Operational management
 - c) Support functions
3. Coaching
 - a) In Management
 - b) In Management of performance systems
 - c) Coaching in managerial communication²

² <https://moncefhour.com/pages/presentation/> ; consulted 13/06/2021 at 16 :10

In relation to our thesis, our practical part is mainly about creating the personal brand identity of Moncef NOUR, defining its positioning, and measure the alignment between the projected desired image and the perceived one.

1.8 Conclusion

To conclude the first chapter, our research is a combination of structured and unstructured approaches.

The model chosen to shape the brand identity of Moncef NOUR is Kapferer's brand identity prism.

Chapter Two

Branding

2.1 Introduction

Branding is truly the art and cornerstone of marketing. Academics executives have both offered definitions of what brands are all about. Some executives talk about them as the essential tools with which to develop trust and a personal relationship with customers. The American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination of them, intended to identify one seller or group of sellers' goods or services and differentiate them from those of competition. And Pavel Lhokta, Vice president for Northern Europe at Danone, the leading French food company, explains: You can argue that water is water ... Unless that water happened to be Evian, one of our brands that most consumers around the world know, trust and are ready to pay a premium for. Our experience illustrates the old adage that there is no such thing as a commodity and that any product on earth can be differentiated provided the brand is managed well³.

Jean-Noel Kapferer, a pioneer in strategic brand management, has suggested that a brand is a complex symbol that can convey up to six levels of meanings: Attributes, Benefits, Values, Culture, Personality, and User⁴.

Branding is often the misunderstood element of marketing strategy. It is still perceived by too many managers as advertising to create an image for their products and services. In reality, brand management includes every aspect of communications, and every aspect of what the organization does influences it. Branding is not only about your products and the other elements of the marketing mix price, distribution, communications; it encompasses the whole enterprise, and first of all people. To quote a Nestle executive: A strong brand is simply the reward offered by the market for implementing an overall good business management.

And just like any other aspect of strategy, brand management can only be effective if properly implemented through people.⁵

³ KASHANI, Kamran, et al. *Beyond traditional marketing: innovations in marketing practice*. John Wiley & Sons, 2005. P. 153.

⁴ KASHANI, Kamran, et al. *Beyond traditional marketing: innovations in marketing practice*. John Wiley & Sons, 2005. P. 153.

⁵ KASHANI, Kamran, et al. *Beyond traditional marketing: innovations in marketing practice*. John Wiley & Sons, 2005. P. 161.

2.2 Definitions of personal branding

Personal branding is a strategic process of creating, positioning, and maintaining a positive impression of oneself, based on a unique combination of individual characteristics, which signal a certain promise to the target audience through a differentiated narrative and imagery.⁶

Drawing on the definition of personal branding and one provided by Ottovordemgentschenfelde (2017), we proceed to define a personal brand: Personal brand is a set of characteristics of an individual (attributes, values, beliefs, etc.) rendered into the differentiated narrative and imagery with the intent of establishing a competitive advantage in the minds of the target audience.⁷

We define personal branding as the process of establishing a unique personal identity, developing an active communication of one's brand identity to a specific target market and evaluating its impact on one's image and reputation, and that to fulfill personal and professional objectives. This process involves three phases just like other brands. The first phase is to establish a brand identity, the second phase is to develop the brand's positioning, and the third phase is to evaluate a brand's image.⁸

In this paper we define personal branding as the conversion of a person to a brand.

⁶ GORBATOV, Sergey; KHAPOVA, Svetlana N.; LYSOVA, Evgenia I. Personal branding: interdisciplinary systematic review and research agenda. *Frontiers in psychology*, 2018, 9: 2238.

⁷ GORBATOV, Sergey; KHAPOVA, Svetlana N.; LYSOVA, Evgenia I. Personal branding: interdisciplinary systematic review and research agenda. *Frontiers in psychology*, 2018, 9: 2238.

⁸ KHEDHER, Manel. Personal branding phenomenon. *International journal of information, business and management*, 2014, 6.2: 29.



Figure 5: Personal branding process

Source: Prepared by the student

2.3 The brand identity

“The way a brand presents itself to the consumer” – Stealing Share

“A unique set of functional and mental associations the brand aspires to create or maintain”
– Martin Roll

“The outward expression of a brand as it is seen and heard in the market—specifically the distinguishing verbal and visual elements and messages that appeal to the customer”
– OVO

“The collection of all brand elements that the company creates to portray the right image of itself to the consumer” – 99designs

“The outward expression of a brand, including its trademark, name, communications, and visual appearance” – *The Dictionary of Brand* by Marty Neumeier

In this paper we define a brand identity as a set of visual and mental elements that a brand creates and develops in order to be distinguished and perceived differently by customers.

2.4 The brand identity prism

A concept coined by J. Kapferer in 1986 which signifies the six aspects of brand identity personality, culture, self-image, physique, relationship and reflection. Ranged from internal to external dimensions from the brand's owner to the recipient.

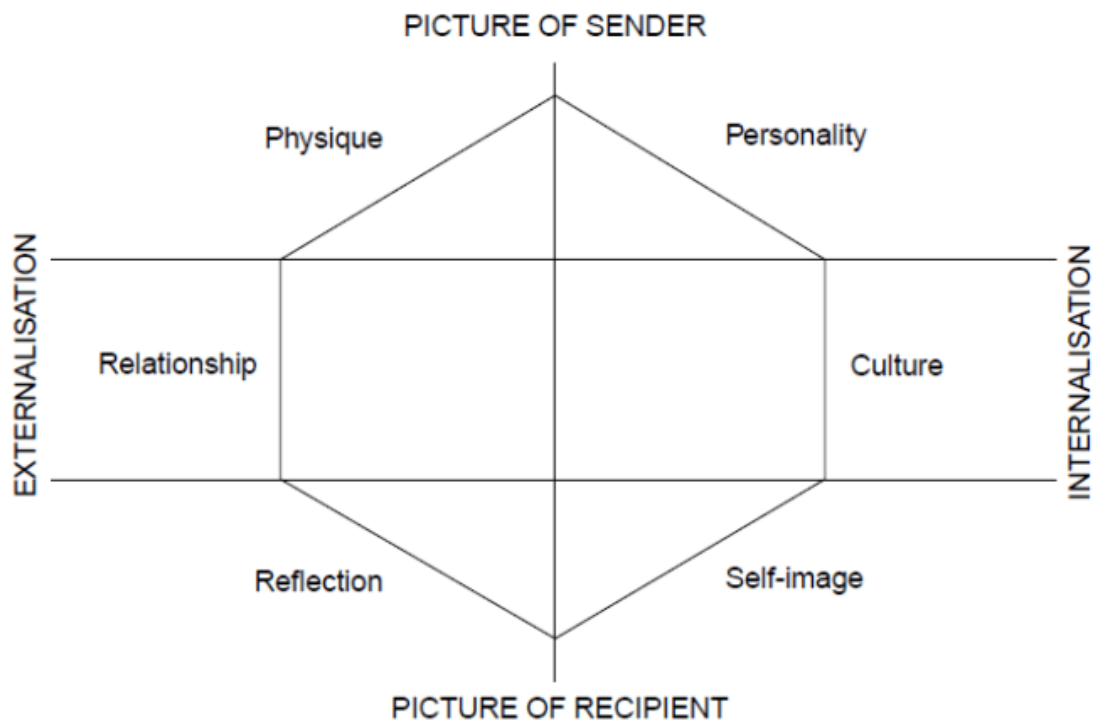


Figure 6: Kapferer's brand prism

Source: Exploring Kapferer's Brand Identity Prism Applicability in Theatre, Faculty of Marketing, Academy of Economic Studies, Bucharest 13-15 Mihai Eminescu, Bucharest, Romania

2.4.1 The brand personality

Brand personality one of the internal elements of brand identity and it refers to the personification of a brand.

A brand's personality can be defined as the face of the brand, the human characteristics associated with the brand (D. A. Aaker, 1996; Upshaw,1995).

According to Aaker (1997) the brand personality tends to serve a symbolic or self-expressive function or as the set of human characteristics associated with the typical user of a brand.

A brand with a personality tends to be more memorable and interesting than a brand which is nothing more than a set of attributes (D. A. Aaker, 1998).

There are 12 personality archetypes coined by the psychologist Carl Gustav Jung, they range from ‘The Joker’ to ‘The Outlaw,’ and each symbolizes the basic motivations of a human being and is accompanied by its own set of values, meanings and personality traits. Jung suggested that although people have multiple personality attributes, one trait is always dominant and leads to subsequent desires and drives.

The model below can be applied to brands. Businesses can use Jung’s 12 brand archetypes model to find their archetype and create personalities that are appealing to their target audience. They can develop brand characteristics with a human approach that allows them to connect on a more consistent and emotional level.

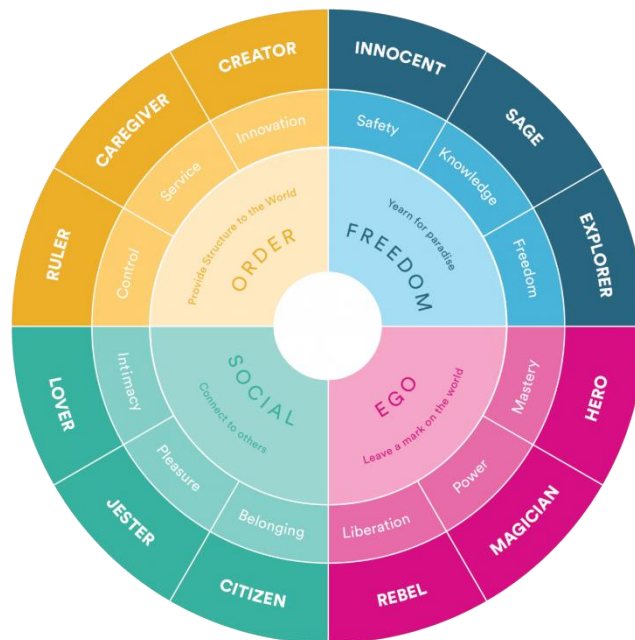


Figure 7: The 12 brand archetypes model

Source: <https://fluxbranding.com/intro-to-brand-archetypes/> ; checked 15/06/2021

at 13 :00

2.4.2 The brand's culture

A brand culture one of the internal elements of brand identity. According to Kapferer, culture is the set of values that feed into or set a foundation for the brand.

Here are some brand values:

- ✓ Abundance
- ✓ Acceptance
- ✓ Accessibility
- ✓ Fulfillment
- ✓ Adaptability
- ✓ Affection
- ✓ Agility
- ✓ Ease
- ✓ Altruism
- ✓ Ambition
- ✓ Friendship
- ✓ Love
- ✓ Fun
- ✓ Belonging
- ✓ Appreciation
- ✓ Learning
- ✓ Assurance
- ✓ Cunning
- ✓ Attraction
- ✓ Audacity
- ✓ Advancement
- ✓ Adventure
- ✓ Bliss
- ✓ Beauty
- ✓ Volunteering
- ✓ Benevolence
- ✓ Happiness
- ✓ Bravery

- ✓ Quiet
- ✓ Capacity
- ✓ Certainty
- ✓ Warmth
- ✓ Change
- ✓ Charity
- ✓ Charm
- ✓ Chastity
- ✓ Clarity
- ✓ Coherence
- ✓ Community
- ✓ Compassion
- ✓ Competence
- ✓ Understanding
- ✓ Focus
- ✓ Trust
- ✓ Compliance
- ✓ Comfort
- ✓ Congruence
- ✓ Knowledge
- ✓ Awareness
- ✓ Continuity
- ✓ Contribution
- ✓ Control
- ✓ Belief
- ✓ Conviviality
- ✓ Cooperation
- ✓ Cordiality
- ✓ Courage
- ✓ Courtesy
- ✓ Creativity
- ✓ Creativity
- ✓ Credibility

- ✓ Growth
- ✓ Curiosity
- ✓ Discovery
- ✓ Excessiveness
- ✓ Surpassing oneself
- ✓ Desire
- ✓ Relaxation
- ✓ Determination
- ✓ Duty
- ✓ Devotion
- ✓ Dexterity
- ✓ Dignity
- ✓ Direction
- ✓ Discipline
- ✓ Discretion
- ✓ Availability
- ✓ Diversity
- ✓ Entertainment
- ✓ Dominance
- ✓ Giving
- ✓ Gentleness
- ✓ Dynamism
- ✓ Radiance

2.4.3 The brand self-image

The brand self-image is one of the internal elements of brand identity, it relates to the way how customers see themselves in a particular brand.

2.4.4 The brand relationship

The brand relationship is one of the external elements of brand identity, it refers to the nature of the relationship between the brand and its consumers.

2.4.5 The brand physique

The brand physique is one of the external elements of brand identity, it refers to the physical characteristics of a brand.

How a brand manifests through its visual features such as logo and typography.

2.4.6 The brand reflection

The brand reflection is one of the external elements of brand identity, it refers to how a brand portrays its target audience .

The brand reflection is a set of stereotypical beliefs or attributes of a brand's target market.

2.5 The brand positioning

The brand positioning is the second phase of creating a personal brand which means once the brand identity is established, positioning comes next.

According to Kotler 2005, "Positioning is the act of designing the company's offering and image so that they occupy a meaningful and distinctive competitive position in the target customer's minds".

In order to develop positioning alternatives, it is helpful to determine the image and brand personality of the major competitors. Weaknesses of competitors on relevant attributes or personality traits can represent an opportunity to differentiate and develop advantage, strengths of competitors on important dimensions may represent challenges to exceed them (Aaker, 1998).

As Aaker (1996) states, is the part of brand identity and value proposition that is to be actively communicated to the target audience and demonstrates an advantage over competing brands.

The fundamentals of positioning are not to create something new or different, but to change or manipulate what is already in the sense of the consumer by tying associations to what already exists (Ries, Trout, 1985, p 12). Or as Fill (2002, p. 321) explains it; "Positioning is not about the product but what the buyer thinks about the product or organization".

According to Kapferer (2012) the distinctive characteristics of a brand can be summed up in the following four questions: "a brand for what benefit?", "a brand for whom?" (Which covers the target aspect), "the reason for the brand?" (Supporting the claimed benefits) and "a brand against whom?" (Describing the competitors).

2.6 The brand's image

According to Kapferer is on the receiver's side. Image researches focuses on the way in which certain groups perceive a product, a brand, a politician, a company, or a country.

The image refers to the way in which these groups decode all the signals emanating from the products, services and communication covered by the brand.

The brand's identity is on the sender's side. Before projecting an image to the public, we must know exactly what we want to project. Before it is received, we must know what to send and how to send it, (Kapferer, The new strategic brand management, p. 151)

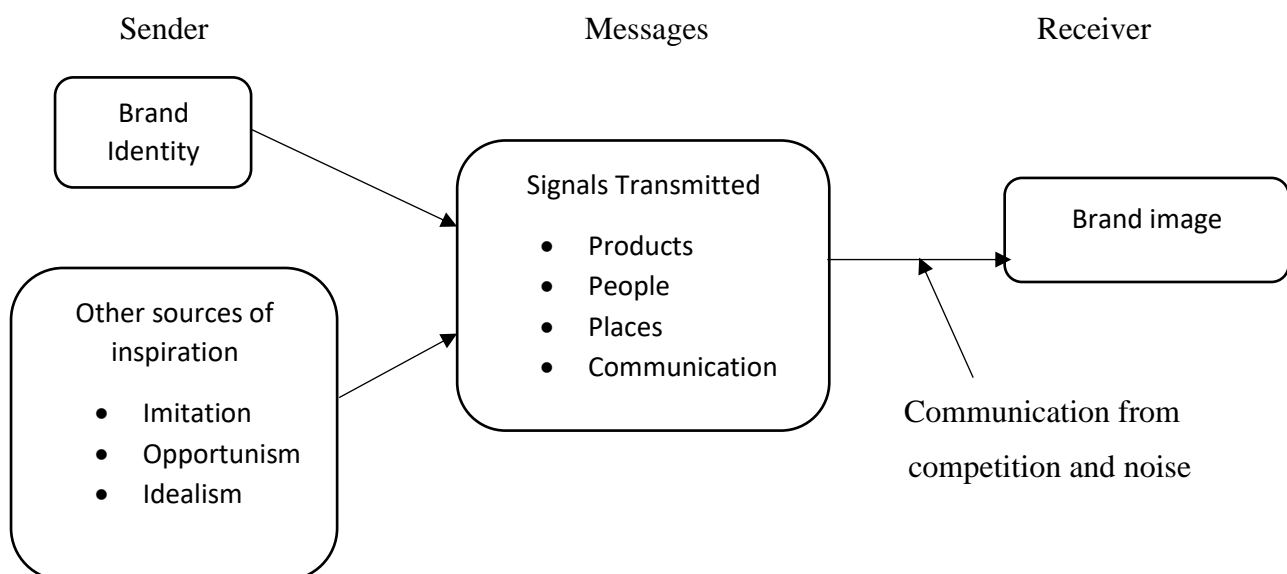


Figure 8: Kapferer's identity and image model

Source: Kapferer, The new strategic brand management, p. 15

2.7 The brand equity

Aaker (1992) defines it as a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. For assets or liabilities to underlie brand equity, they must be linked to the brand's name and/or symbol. If the brand's name or symbol should change, some or all of the assets or liabilities could be affected and even lost, although some might be shifted to a new name and symbol. Keller defines it as the differential effect that brand knowledge has on consumer response to the marketing of that brand. Kotler (2009) refers to it as the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act concerning the brand and the prices, market share, and profitability the brand commands for the firm ‘. Yoo et al define it as the difference in consumer choice between the focal branded product and an unbranded product have given the same level of product features.’

Brand equity exists in the hearts and minds of those in the marketplace, Consumer brand equity is only part of the whole: there are other customers along the chain, the sellers have brand equity and so do outside influencers. It is important to realize that brand equity is the intangible asset created by marketing endeavors (Ambler, 1997).

| Farquhar 1989 | Doyle 1990 | Aaker 1991 | Keller 1993 | Kapferer 1994 |
|--|--|---|---|---|
| Elements for building a strong <ul style="list-style-type: none"> • Positive Brand Evaluations • Accessible Brand Attitudes • Consistent Brand image | <ul style="list-style-type: none"> • Quality • Superior service • Innovation • Differentiation | Brand Equity Dimensions <ul style="list-style-type: none"> • Brand loyalty • Brand awareness • Perceived quality • Brand associations • Other proprietary brand assets <ul style="list-style-type: none"> - Patents - Trademarks - Channel relationships | Brand Knowledge <ul style="list-style-type: none"> • Brand Awareness <ul style="list-style-type: none"> - Brand recognition - Brand recall • Brand image <ul style="list-style-type: none"> - Types of brand associations - Favorability of brand associations - Strengths of brand associations - Uniqueness of brand associations | Brand assets <ul style="list-style-type: none"> • Brand Awareness • Brand reputation • Perceived brand personality • Perceived brand Values • Reflected Customer Imagery • Brand preference or attachment • Patents and rights |

Table 1: sources of brand equity

Source: Brand equity dimensions-A literature review, March 2018, Mohammad Shariq

2.8 Conclusion

To conclude the second chapter, we highlight the following notes:

- Kapferer's brand identity prism includes 6 components, internally (Personality, Culture and Self-image), externally (Physique, Relationship and reflection).
- The brand image is on the perceived side however the brand identity is from the sender's side.
- Brand equity appears in the way customers deal with a brand.

Chapter Three

Empirical research

3.1 Introduction

This chapter is dedicated to explain the chosen qualitative and quantitative methods and tools used in order to collect data plus the graphic representations of the online survey output.

3.2 Target population and sample

Our target population is everyone since we aim to measure the alignment between the projected desired brand image which we developed and the perceived one.

3.3 Methods

To collect the required data, we chose to implement both qualitative and quantitative research methods.

3.3.1 Qualitative research

First, our qualitative research was a one-to-one interview with Moncef NOUR, since our project is to create and develop his personal brand, the interview was crucial to help us understand his personality, vision, personal and professional goals, and the reasons behind his decision of creating a personal brand.

3.3.2 Instrument

✓ Our interview was structured using the interview guideline below:

1 .Hello, first of all we would like to thank you for agreeing to take part in this interview, and for the time you have given us.

2 .Please make yourself comfortable.

3 .First of all, I would like to introduce myself, Sabrina BOUGHERARA, a student in Master 2 Marketing at the School of Commercial High Studies EHEC Algiers.

4 .This study is about the creation of a brand identity and its positioning.

5 .We will use the tape recorder in order to facilitate our task of collecting information and analysis that will be used for educational purposes only.

Please feel free to answer as naturally as possible and tell us what you really think. There is no right or wrong answer.

6 .However, we would like your consent on three levels:

-Do you agree, yes or no, to participate in the study?

-Do you agree or not to have the interview recorded?

-Do you agree, yes or no, to have your name formally mentioned as a participant in the study.

-Signature of the consent agreement.

-Signing of the confidentiality agreement and beginning of the audio recording.

.This interview will last a maximum of one hour.

8 .Do you have any questions or concerns that we can answer before we begin?

Objectives of the study:

1 .Discussing and defining the vision of Moncef NOUR.

2. Propose a convenient digital personal brand identity and positioning for Moncef NOUR.

Questions:

- ✓ Tell us about yourself?
- ✓ Tell us a little more about your field of the profession?
- ✓ Can you describe yourself in one word?
- ✓ Describe your personality in 3 words?
- ✓ What is your philosophy?
- ✓ List your most important assets?
- ✓ What are your strengths and weaknesses?
- ✓ Tell us about your decision to build and develop your personal brand?
- ✓ How would you like to be described by your community?
- ✓ How would you describe your customer?
- ✓ What makes you different?
- ✓ What is the added value of your services?
- ✓ What do you want to accomplish in the next five years?
- ✓ What are your short- and long-term goals?
- ✓ What are your values?

- ✓ How do you want to be received by your customers taking into consideration the competition?
- ✓ What are the obstacles you face?
- ✓ Do you follow the latest developments in the profession?

Answers:

I'm a normative person, I am vulnerable I like to practice empathy, I admit my mistakes, I so appreciate the perseverance and exchange, I traveled to so many countries around the world and I think that we do not really know how to commercialize our culture and sell what we do better. We are bad sellers somehow; I see that the impact of Algerian role models through the digital platforms is very limited. I'm a pragmatic realistic person and I admire working with individuals striving to learn, to accept, and not criticize, I'm a very ordinary person however I try to be practical and pragmatic as much as possible. I'm multiskilled and I seek to launch my consultancy firm and compete with the international firms implemented here in Algeria.

3.3.3 Quantitative research

Second, our quantitative research is realized through an online survey which includes 9 sections, one introductory section, six sections dealing with Moncef NOUR's brand identity components (Personality, Culture, Self-image, Physique, Relationship, Reflection), a section dedicated to evaluating both strategic and visual work done, then one last section which is a brief datasheet.

3.3.4 Instrument

The questionnaire starts with Two pictures of Moncef NOUR reflecting different shades of his personality, we give to the interviewees proposals related to the variables which we already assumed, then we ask their judgment, we keep presenting some visuals along the sections in concern. Finally, we processed the collected information using SPSS.

3.3.5 Validity and Reliability

The thesis is divided into two main parts: a theoretical and an empirical part. Both secondary and primary sources were used to collect data. The secondary data were collected from relevant literature and reliable electronic sources. The primary data was collected by

interviewing Moncef NOUR. The aim of the study was to find an answer to the main research question.

The two classic evaluation criteria used to evaluate research are called validity and reliability. The meaning of these terms is different depending on the nature of the study.

Qualitative researchers and methods books are strongly divided in their opinion about whether validity and reliability are actually suitable evaluation criteria in qualitative research. (Eriksson & Kovalainen 2008, 292.) Validity in qualitative research refers to the extent to which the interviewee's knowledge and experiences have been studied and what kind of conclusions can be drawn based on that. Validity also measures the extent to which the research findings provide answers to the research questions. Reliability in qualitative research refers to the degree to which similar research findings and conclusions would be reached by alternative researchers. The concerns of reliability are associated with a lack of standardization and issues of bias. (Saunders, Lewis & Thornhill 2012, 381-382, 680, 684.)

Although the empirical research conducted for the thesis included an online survey with 50 participants, the answers received were relatively good and descriptive.

The answers to the research questions were found by using the combination of primary and secondary data, thus the study can be considered valid. The advantage of conducting a one-to-one interview is that the respondent can take time to think about the answers without disturbance and influence of the interviewer's tone or non-verbal actions, which reduces the risk of bias. Based on these observations, the thesis can be considered fairly reliable.

3.4 Results

3.4.1 The brand personality

Brand personality refers to the personification of a brand.

| | | Statistics | | | | | | | | |
|----------------|---------|--|---|--|---|--|---|---|--|---|
| | | What is your first impression about the person in picture 1? (Ruler) | What is your first impression about the person in picture 1? (Modern) | What is your first impression about the person in picture 1? (Serious) | What is your first impression about the person in picture 1? (Mysterious) | What is your first impression about the person in picture 1? (Prestige person) | What is your first impression about the person in picture 1? (Classy) | What is your first impression about the person in picture 1? (Academic) | What is your first impression about the person in picture 1? (Charismatic) | What is your first impression about the person in picture 1? (Professional) |
| N | Valid | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.2800 | 1.0800 | 1.6600 | 1.1800 | 1.2400 | 1.2600 | 1.4800 | 1.2600 | 1.5800 |
| Std. Deviation | | .45356 | .27405 | .47852 | .38809 | .43142 | .44309 | .50467 | .44309 | .49857 |
| Sum | | 64.00 | 54.00 | 83.00 | 59.00 | 62.00 | 63.00 | 74.00 | 63.00 | 79.00 |

Table 2: The brand personality picture1 statistics

Source: SPSS 24 Output

- ✓ What is your first impression about the person in picture 1? (Please select only 3 choices)

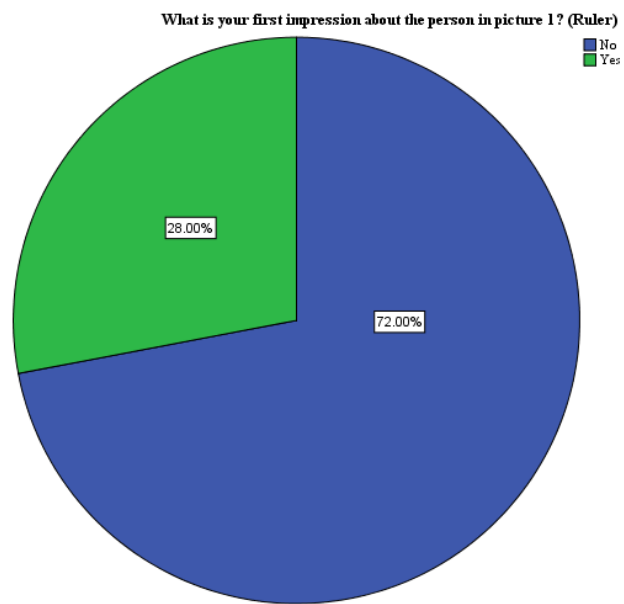


Figure 9: The brand personality (Ruler)

Source: SPSS 24 Output

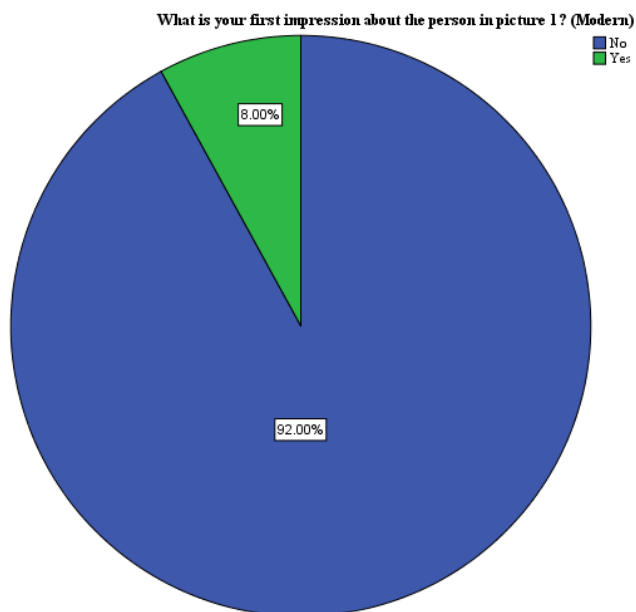


Figure 10: The brand personality (Modern)

Source: SPSS 24 Output

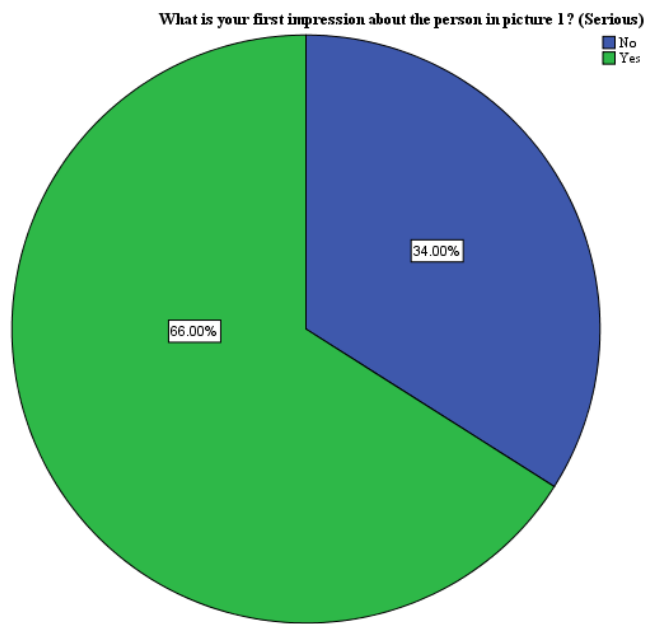


Figure 11: The brand personality (Serious)

Source: SPSS 24 Output

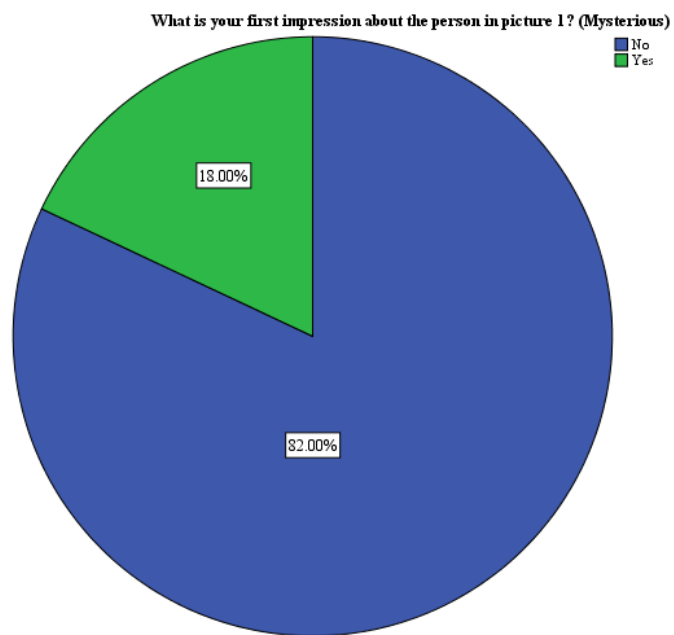


Figure 12: The brand personality (Mysterious)

Source: SPSS 24 Output

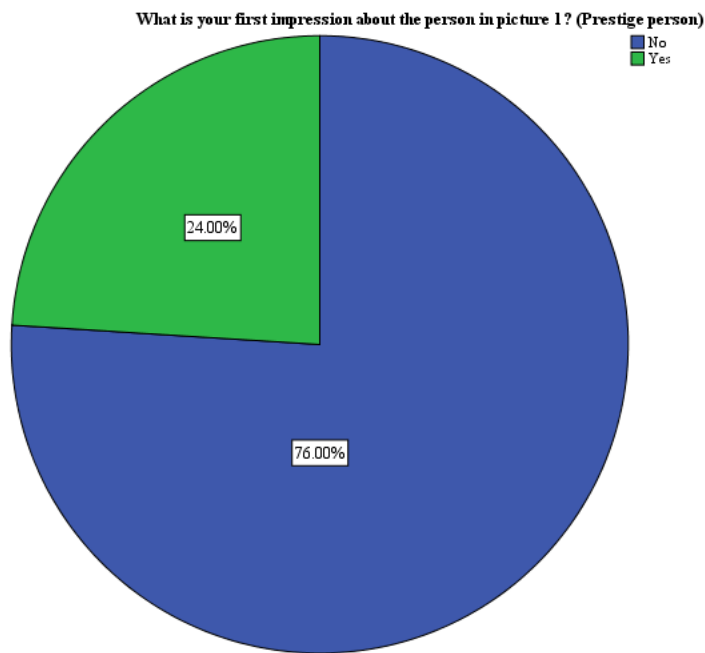


Figure 13: The brand personality (Prestige person)

Source: SPSS 24 Output

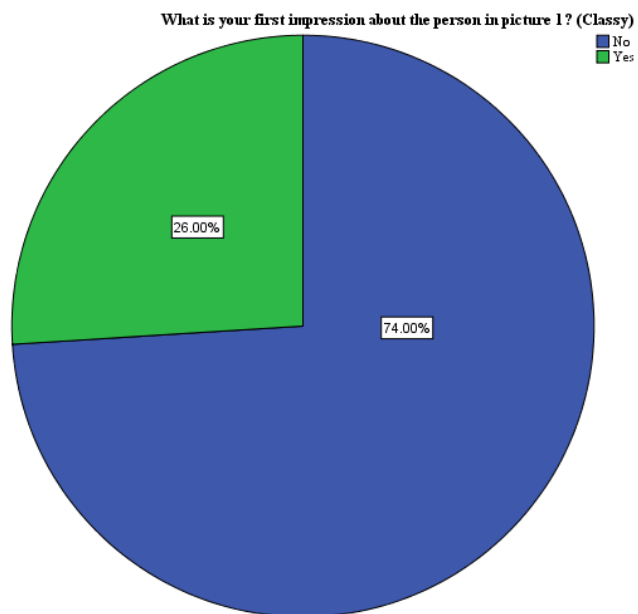


Figure 14: The brand personality (Classy)

Source: SPSS 24 Output

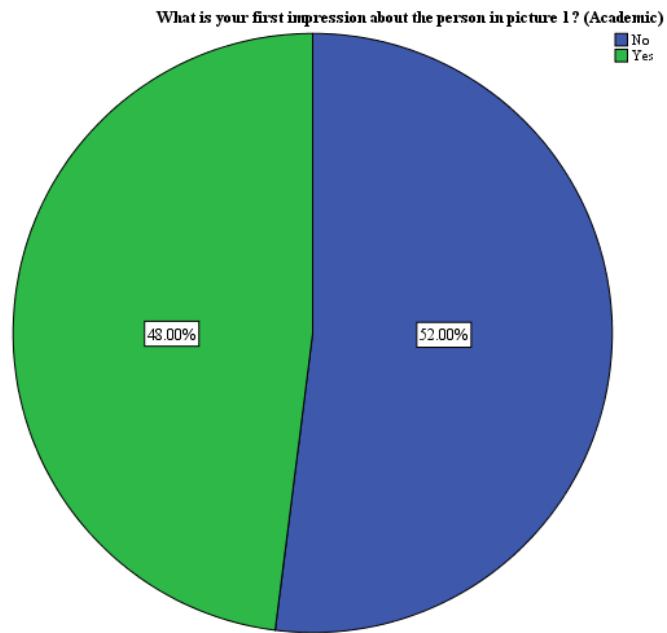


Figure 15: The brand personality (Academic)

Source: SPSS 24 Output

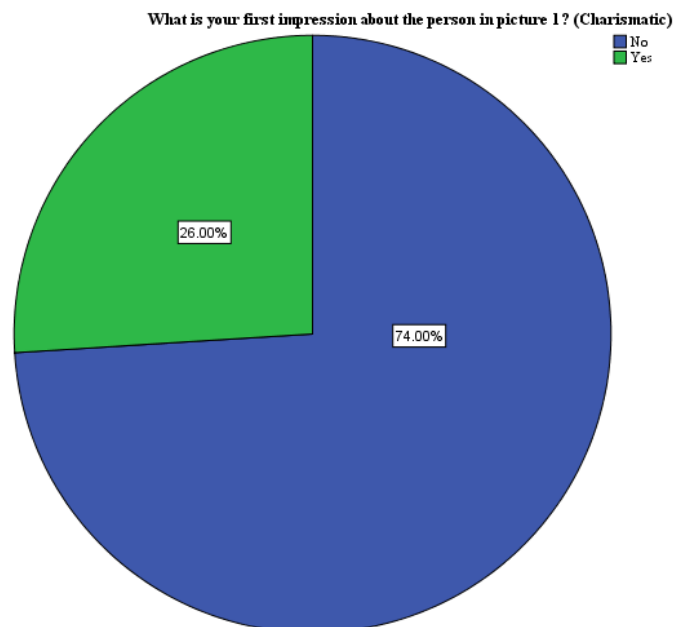


Figure 16: The brand personality (Charismatic)

Source: SPSS 24 Output

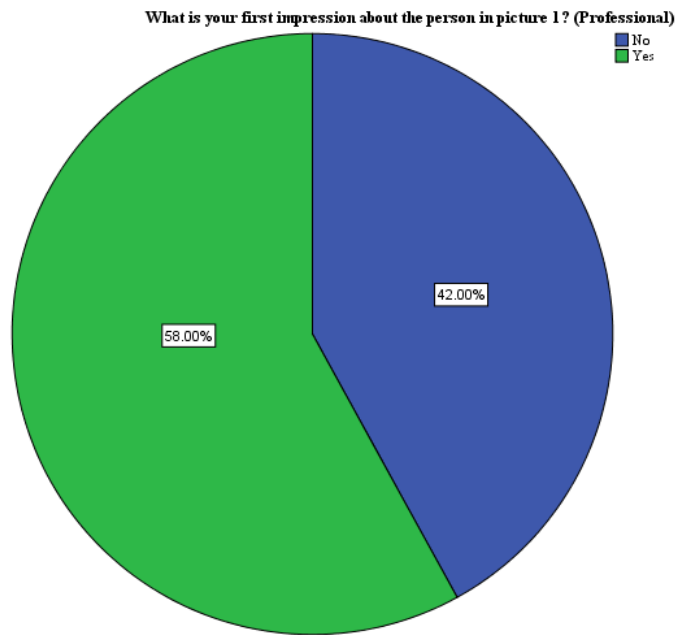


Figure 17: The brand personality (Professional)

Source: SPSS 24 Output

Interpretation:

Based on the first picture of Moncef NOUR shared in the survey, it appears that his personality is highly perceived as "Serious" (66%).

- ✓ How would you describe the person based on the second picture? (Please select only 3 choices)

| | | Statistics | | | | | | | |
|----------------|---------|---|--|--|---|--|---|--|---|
| | | How would you describe the person based on the second picture? (Gentle) | How would you describe the person based on the second picture? (Welcoming) | How would you describe the person based on the second picture? (Caregiver) | How would you describe the person based on the second picture? (Explorer) | How would you describe the person based on the second picture? (Attentive) | How would you describe the person based on the second picture? (Wise) | How would you describe the person based on the second picture? (Confident) | How would you describe the person based on the second picture? (Optimist) |
| N | Valid | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.5200 | 1.6200 | 1.0800 | 1.2000 | 1.2800 | 1.3400 | 1.3800 | 1.6200 |
| Std. Deviation | | .50467 | .49031 | .27405 | .40406 | .45356 | .47852 | .49031 | .49031 |

| | | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|
| Sum | 76.00 | 81.00 | 54.00 | 60.00 | 64.00 | 67.00 | 69.00 | 81.00 |
|-----|-------|-------|-------|-------|-------|-------|-------|-------|

Table 3: The brand personality picture2 statistics

Source: SPSS 24 Output

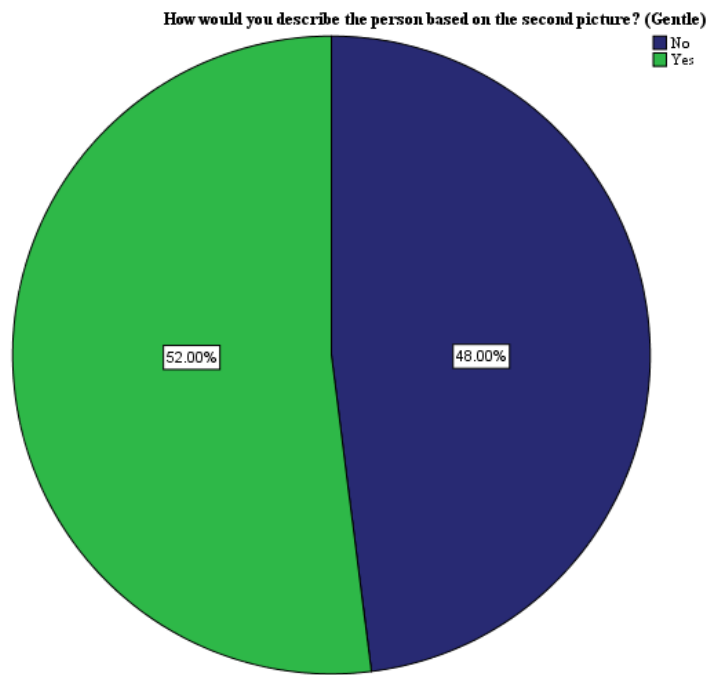


Figure 18: The brand personality (Gentle)

Source: SPSS 24 Output

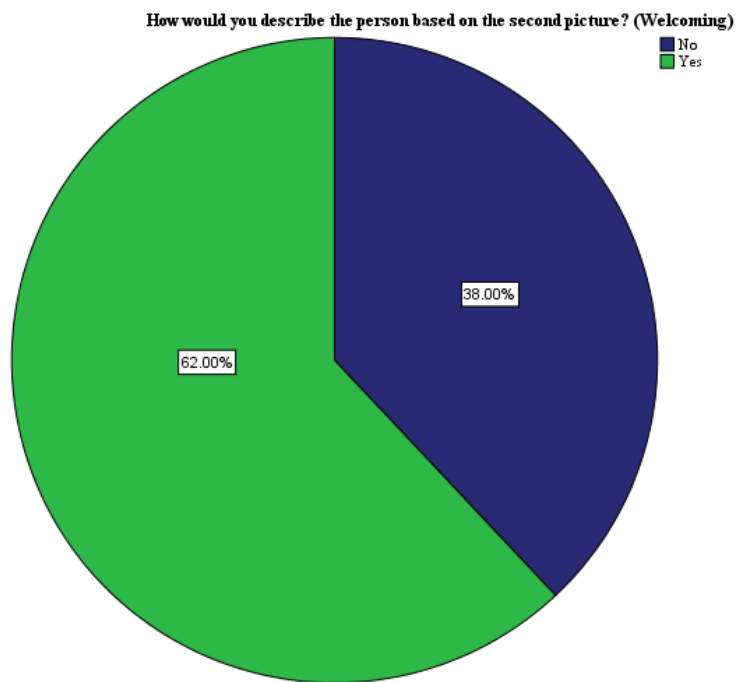


Figure 19: The brand personality (Welcoming)

Source: SPSS 24 Output

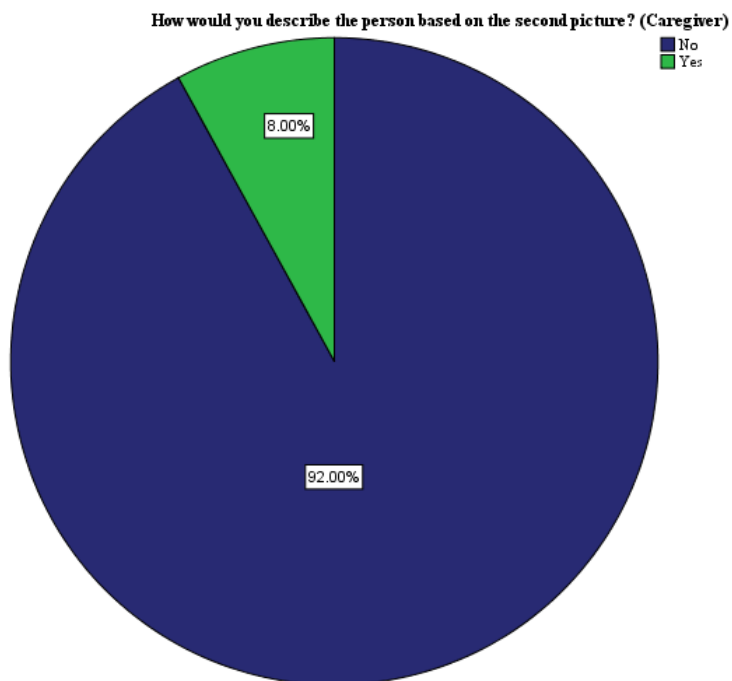


Figure 20: The brand personality (Caregiver)

Source: SPSS 24 Output

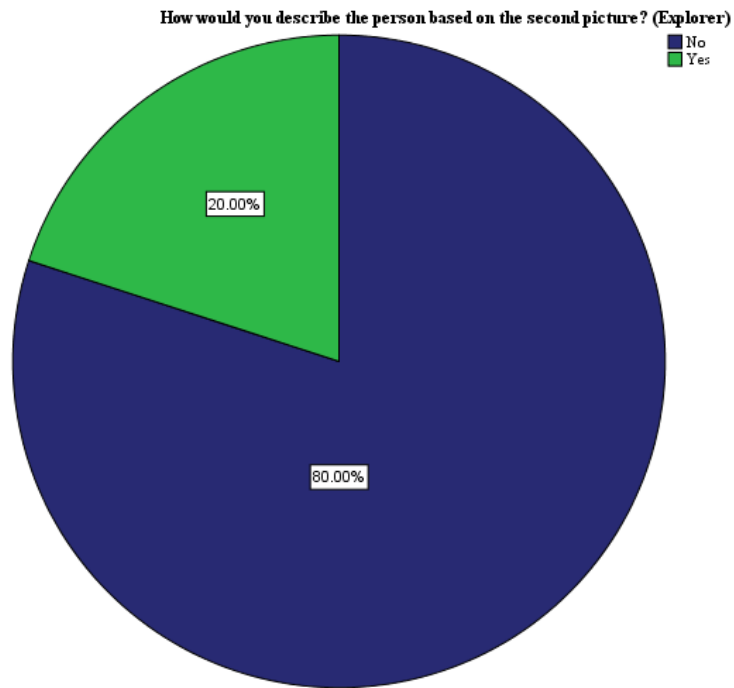


Figure 21: The brand personality (Explorer)

Source: SPSS 24 Output

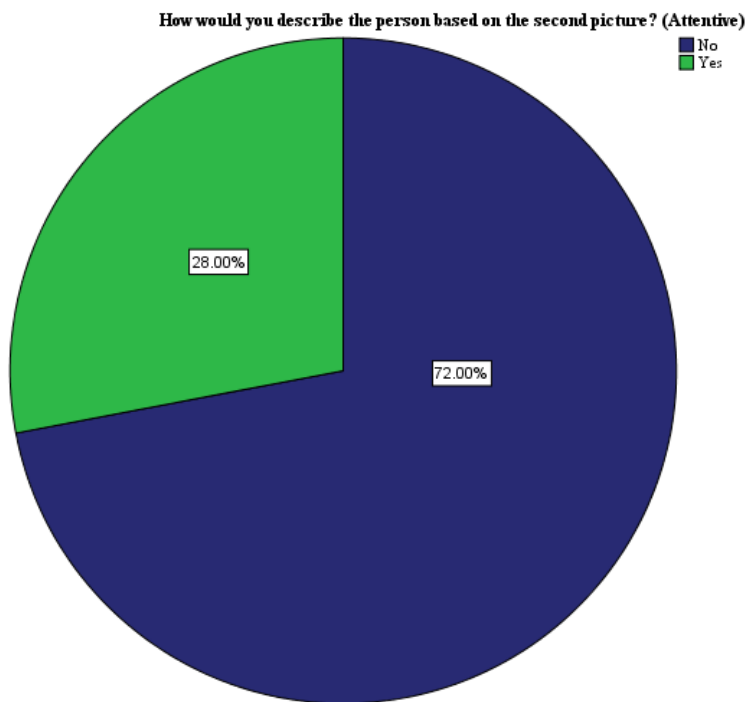


Figure 22: The brand personality (Attentive)

Source: SPSS Output

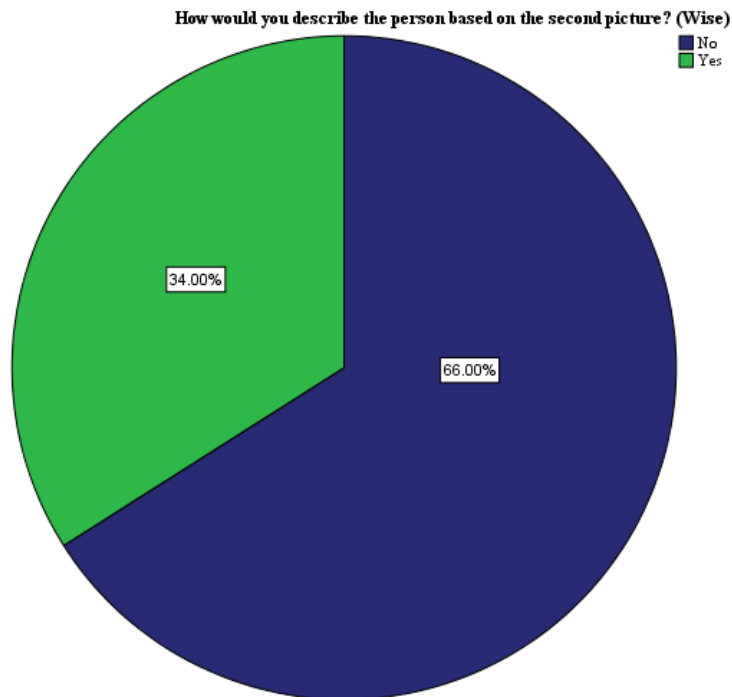


Figure 23: The brand personality (Wise)

Source: SPSS 24 Output

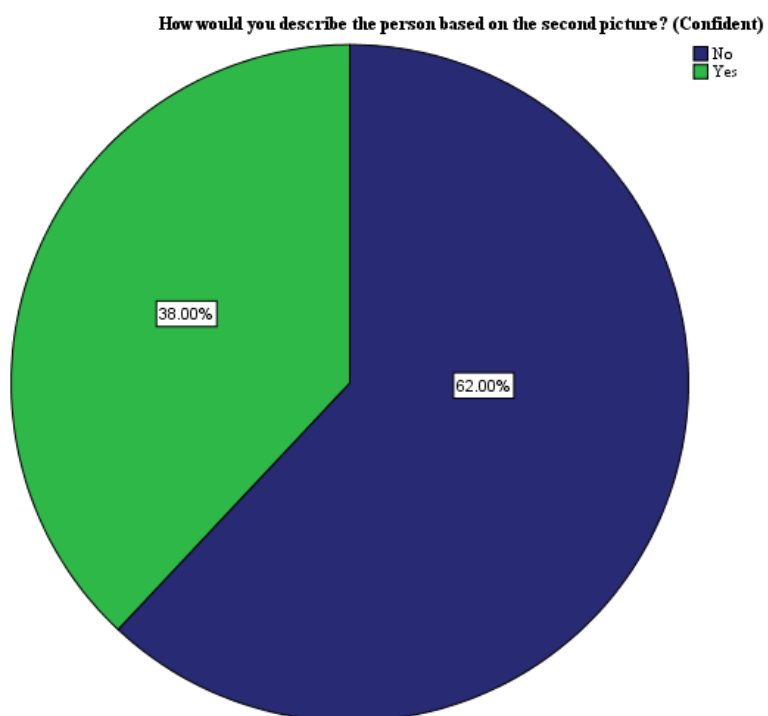


Figure 24: The brand personality (Confident)

Source: SPSS 24 Output

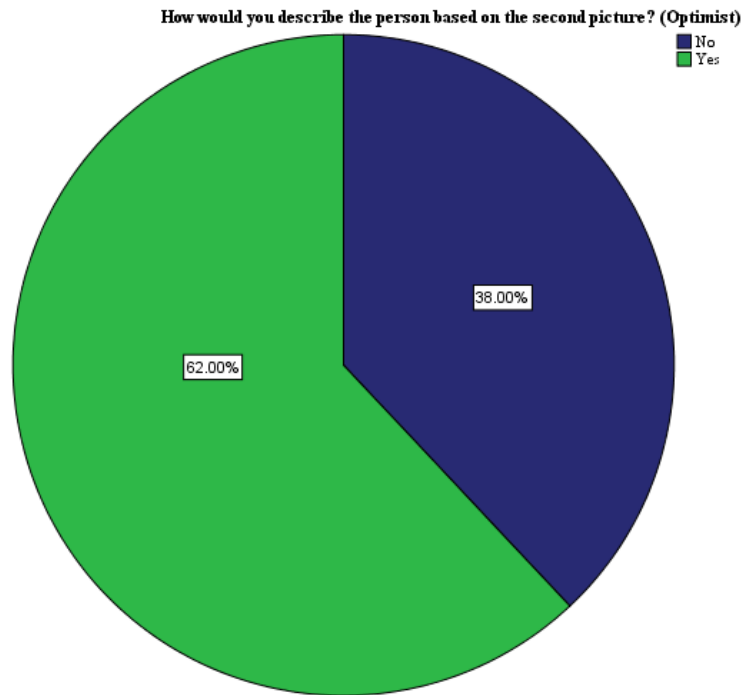


Figure 25: The brand personality (Optimist)

Source: SPSS 24 Output

Interpretation:

Based on the second picture of Moncef NOUR shared in the survey, it appears that his personality is highly perceived as "Welcoming" & "optimist" (62%).

- ✓ Select one of the answers below?

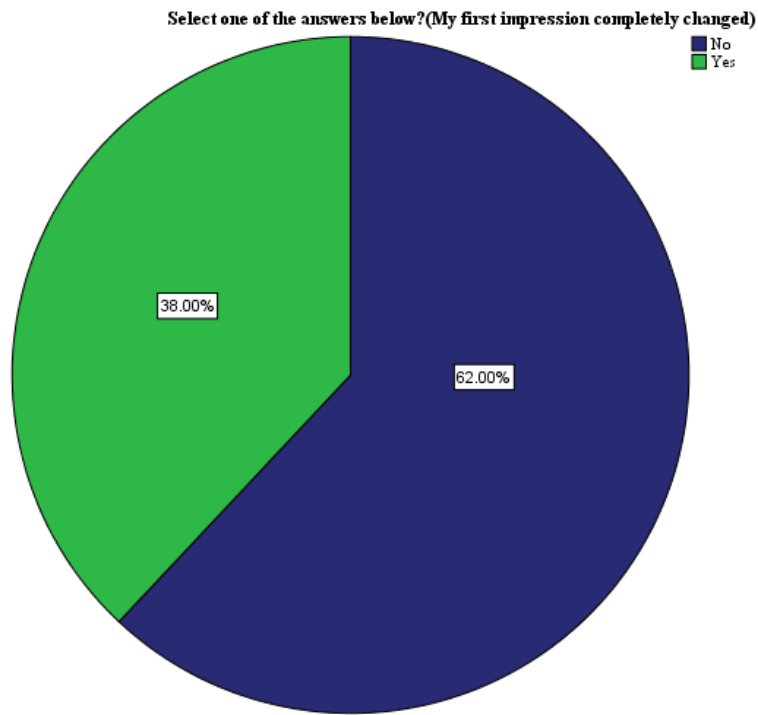


Figure 26: First impression (change)

Source: SPSS 24 Output

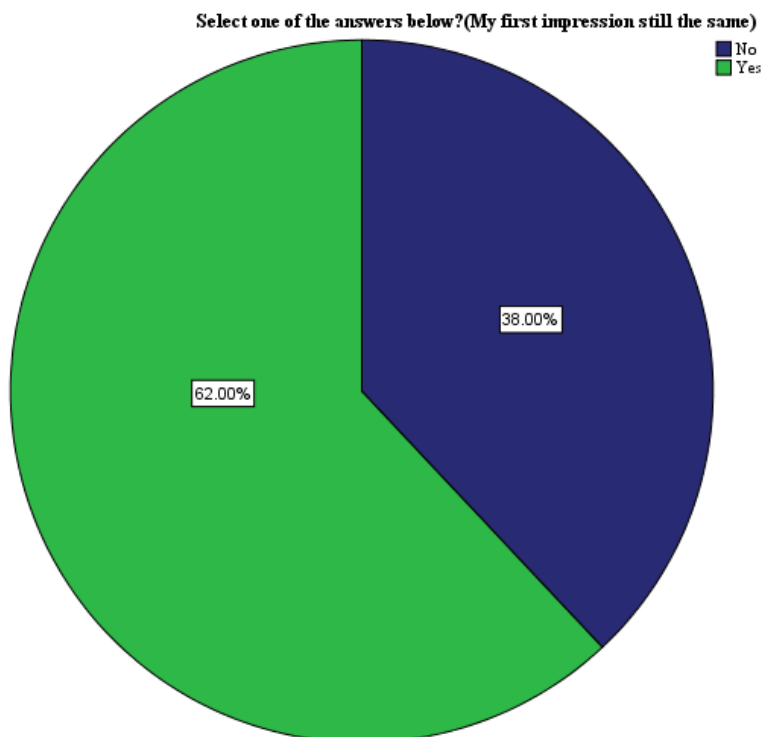


Figure 27: First impression (Same)

Source: SPSS 24 Output

Interpretation:

Based on both pictures of Moncef NOUR shared in the survey, it appears that his perceived personality according to the first picture did not change even after sharing the second one.

- ✓ How would you describe this person based on both pictures? (Please select only 3 choices)

| | | Statistics | | | |
|----------------|---------|--|---|---|--|
| | | How would you describe this person based on both pictures? (Wise1) | How would you describe this person based on both pictures? (Ruler1) | How would you describe this person based on both pictures? (Caregiver1) | How would you describe this person based on both pictures? (Explorer1) |
| N | Valid | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 |
| Mean | | 1.7200 | 1.4800 | 1.4000 | 1.5200 |
| Std. Deviation | | .45356 | .50467 | .49487 | .50467 |
| Sum | | 86.00 | 74.00 | 70.00 | 76.00 |

Table 4: The brand personality picture1&2 statistics

Source: SPSS 24 Output

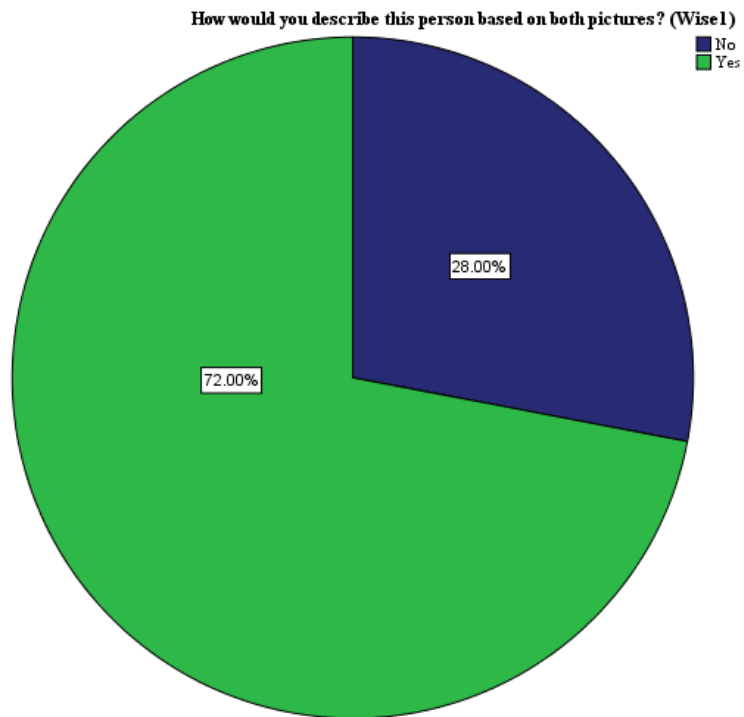


Figure 28: Personality description based on both pictures (wise)

Source: SPSS 24 Output

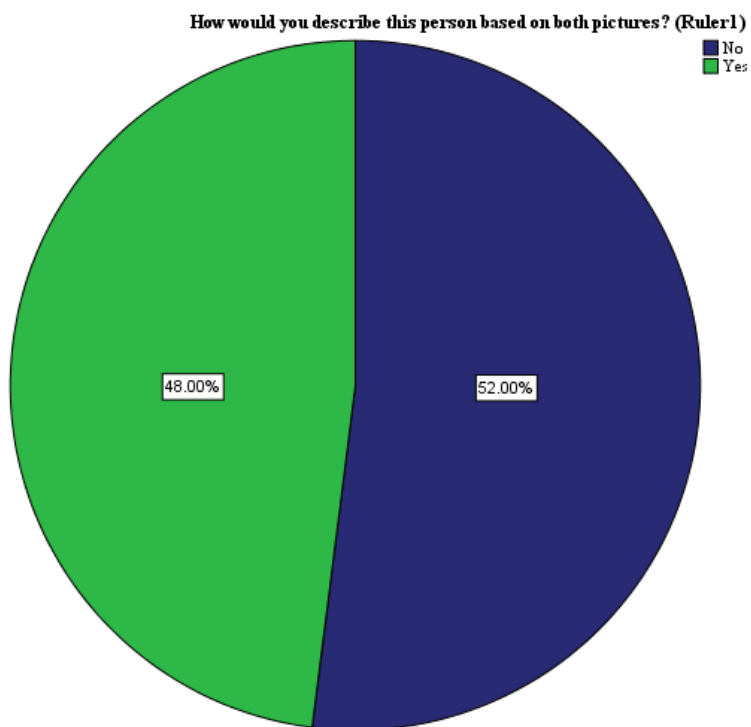


Figure 29: Personality description based on both pictures (Ruler)

Source: SPSS 24 Output

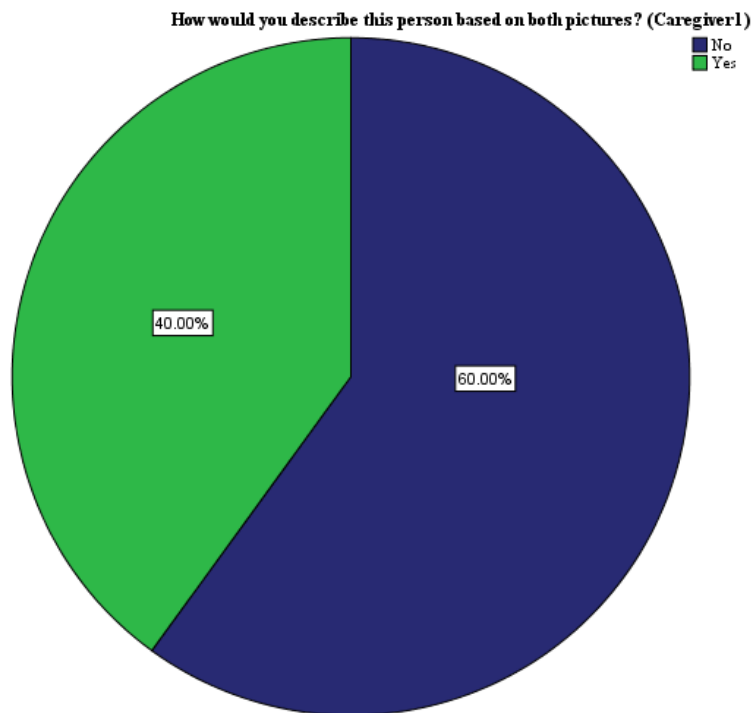


Figure 30: Personality description based on both pictures (Caregiver)

Source: SPSS 24 Output

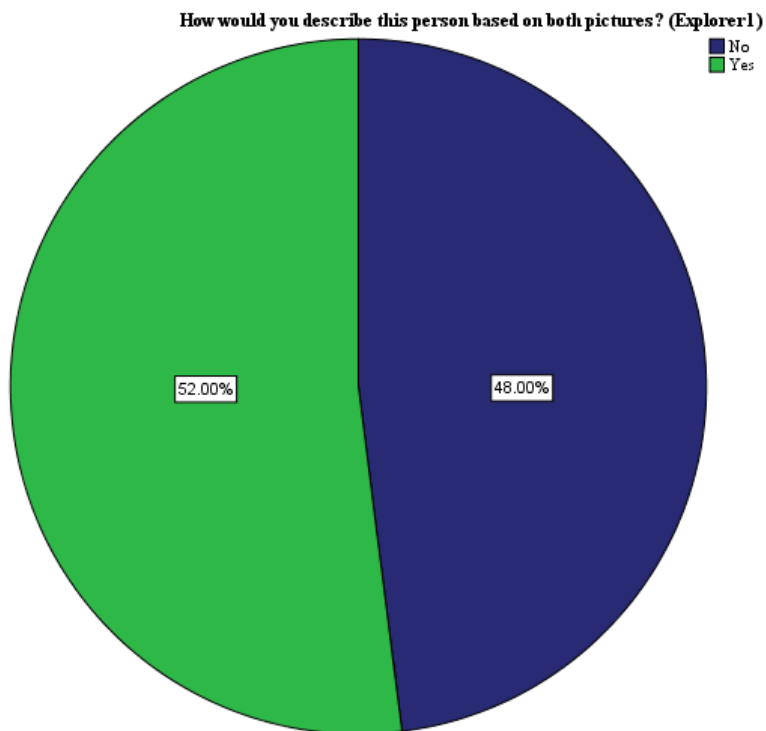


Figure 31: Personality description based on both pictures (Explorer)

Source: SPSS 24 Output

Interpretation:

Based on both pictures of Moncef NOUR shared in the survey, it appears that his perceived personality is: "Wise", "Ruler" and "Explorer".

- ✓ What do you suppose the profession of the person presented in the pictures? (Please select only 3 choices)

Statistics

| | What do you suppose the profession of the person presented in the pictures? (Consultant) | What do you suppose the profession of the person presented in the pictures? (Entrepreneur) | What do you suppose the profession of the person presented in the pictures? (Coach) | What do you suppose the profession of the person presented in the pictures? (Expert) | What do you suppose the profession of the person presented in the pictures? (Businessman) | |
|----------------|--|--|---|--|---|--------|
| N | Valid | 50 | 50 | 50 | 50 | |
| | Missing | 0 | 0 | 0 | 0 | |
| Mean | | 1.1600 | 1.7200 | 1.2000 | 1.5800 | 1.7400 |
| Std. Deviation | | .37033 | .45356 | .40406 | .49857 | .44309 |
| Sum | | 58.00 | 86.00 | 60.00 | 79.00 | 87.00 |

Table 5: Moncef NOUR's profession supposition statistics

Source: SPSS 24 Output

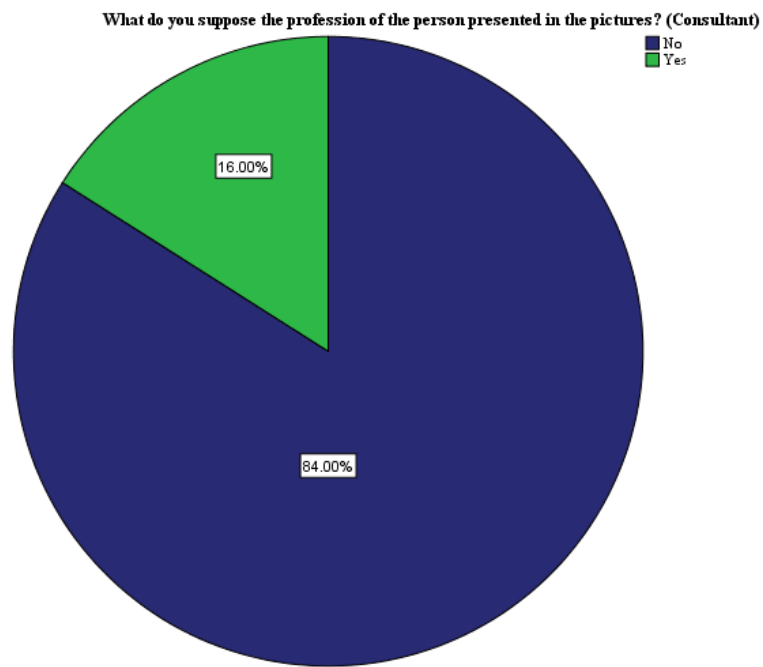


Figure 32: Profession (Consultant)

Source: SPSS 24 Output

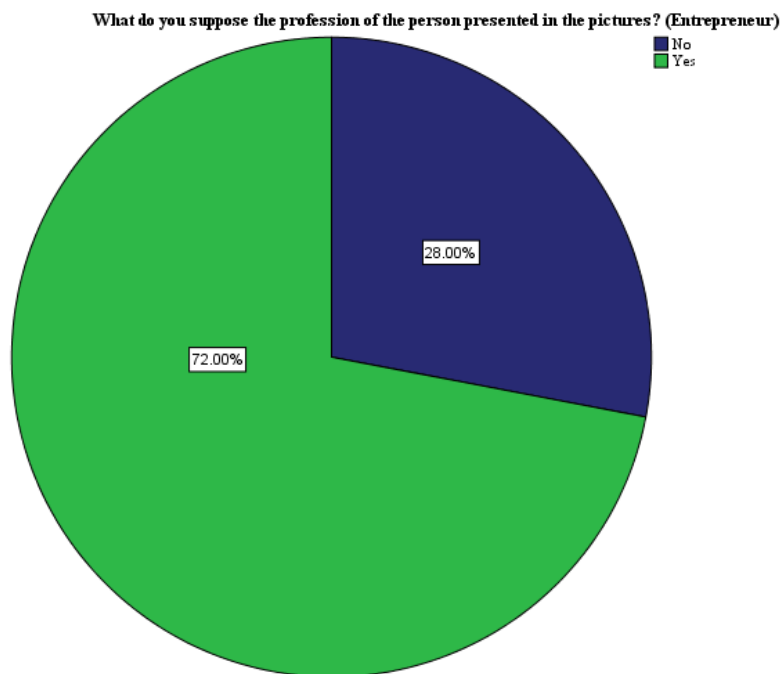


Figure 33: Profession (Entrepreneur)

Source : SPSS 24 Output

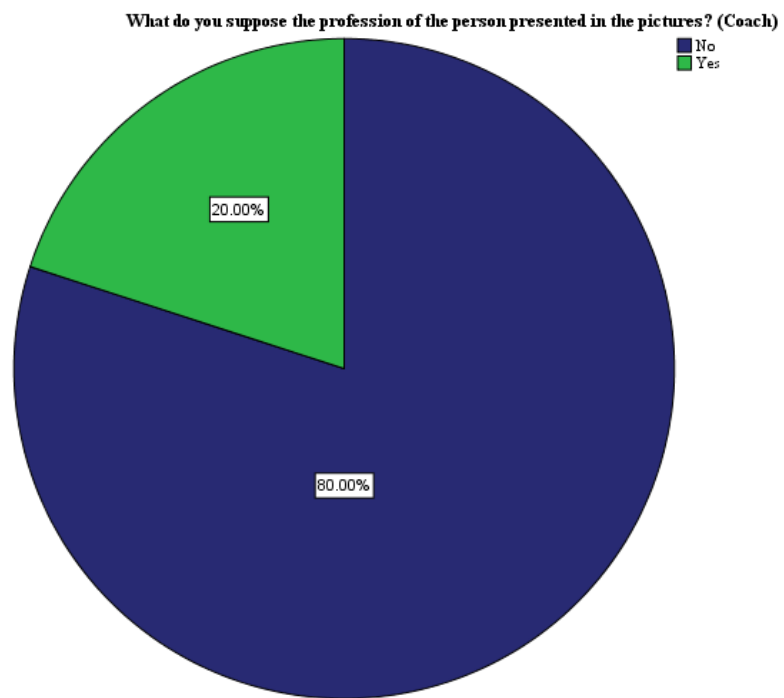


Figure 34: Profession (Coach)

Source : SPSS 24 Output

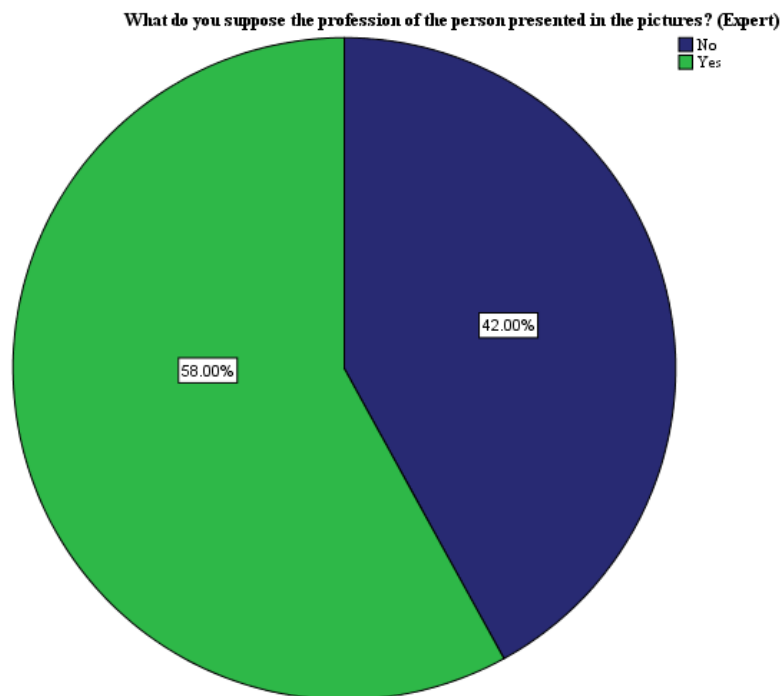


Figure 35: Profession (Expert)

Source: SPSS 24 Output

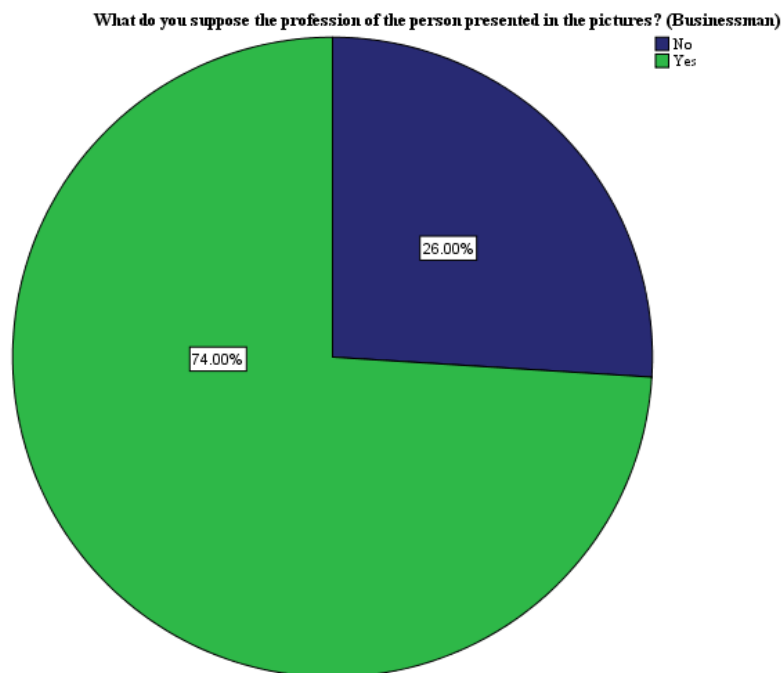


Figure 36: Profession (Businessman)

Source: SPSS 24 Output

Interpretation:

74% of the answers assumed that Moncef NOUR seems to be a "Businessman"
 And 26% assumed that he is an "Entrepreneur".

3.4.2 The brand physique

Refers to the physical characteristics of a brand.

- ✓ How do you evaluate the logo? (Please select only 3 choices)

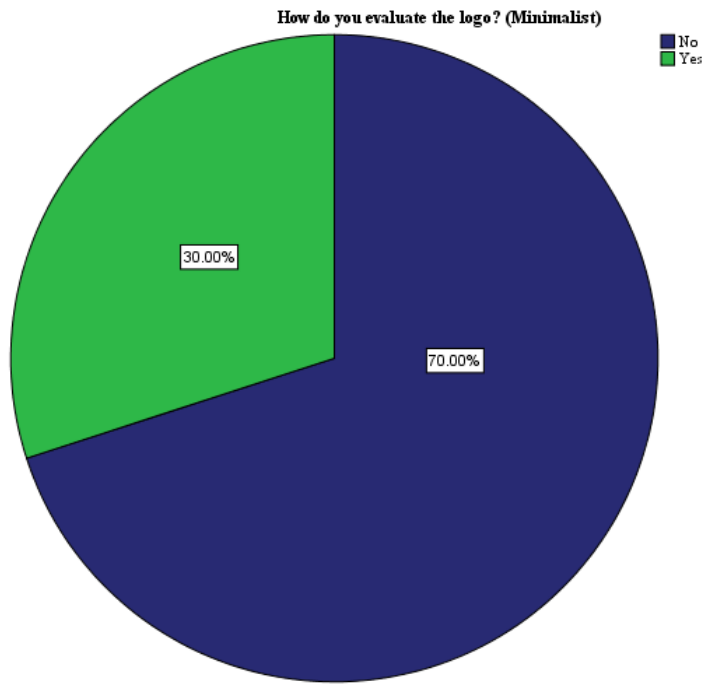


Figure 37: Logo (Minimalist)

Source: SPSS 24 Output

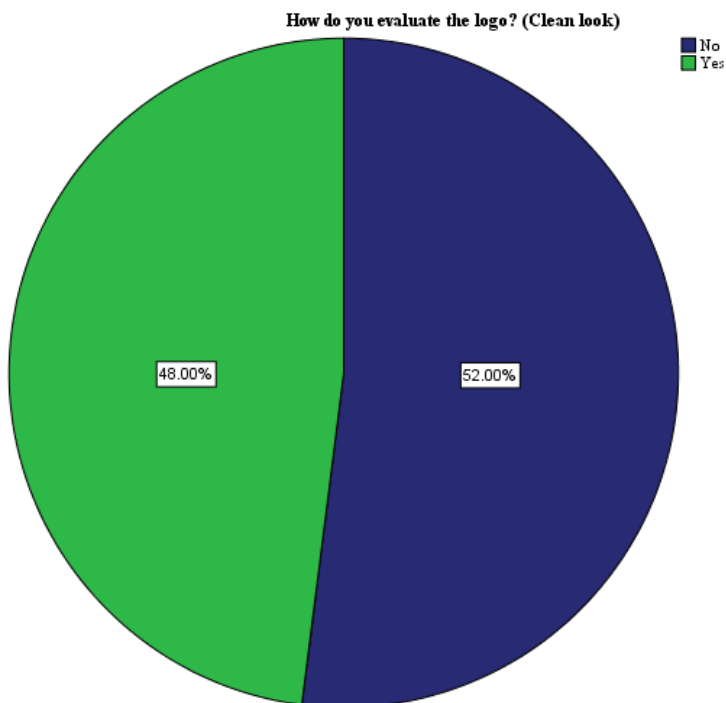


Figure 38: Logo (Clean look)

Source: SPSS 24 Output

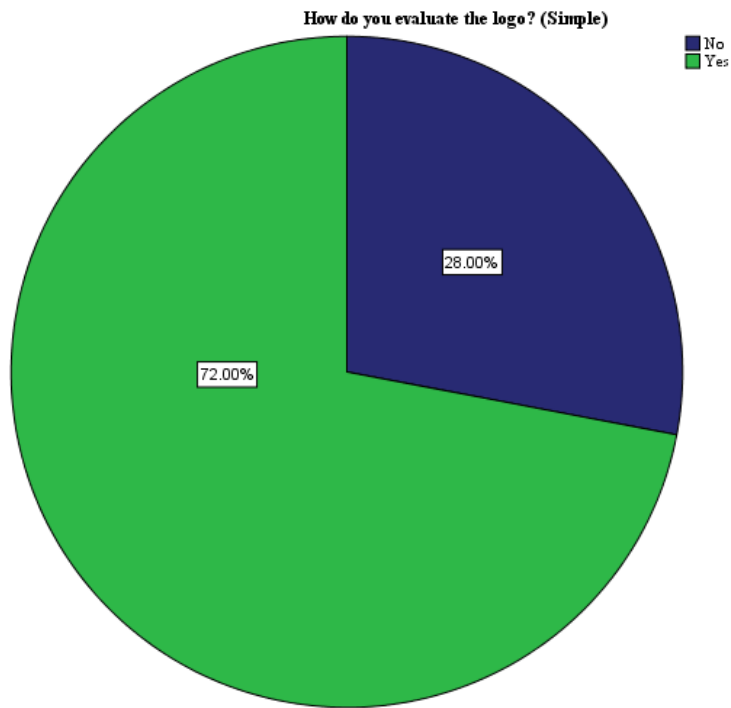


Figure 39: Logo (Simple)

Source: SPSS 24 Output

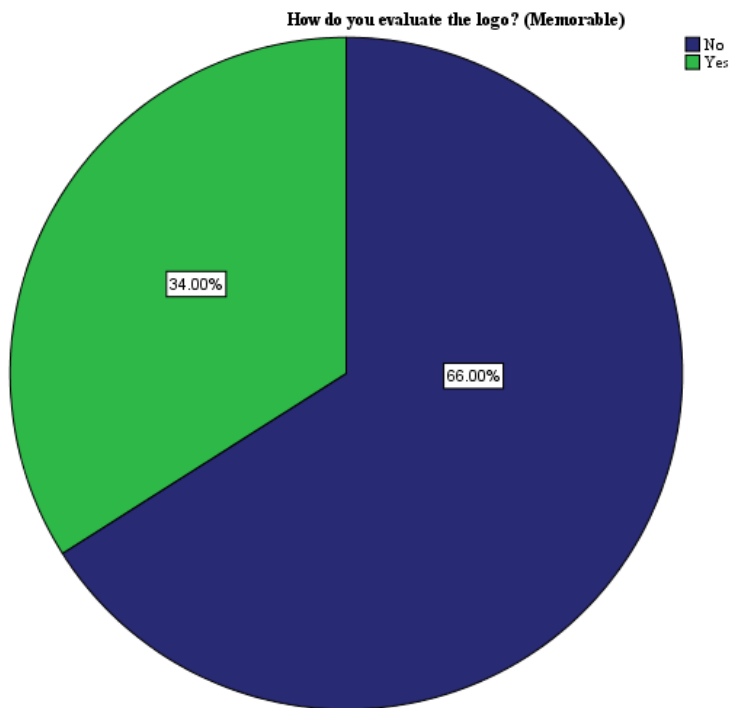


Figure 40: Logo (Memorable)

Source: SPSS 24 Output

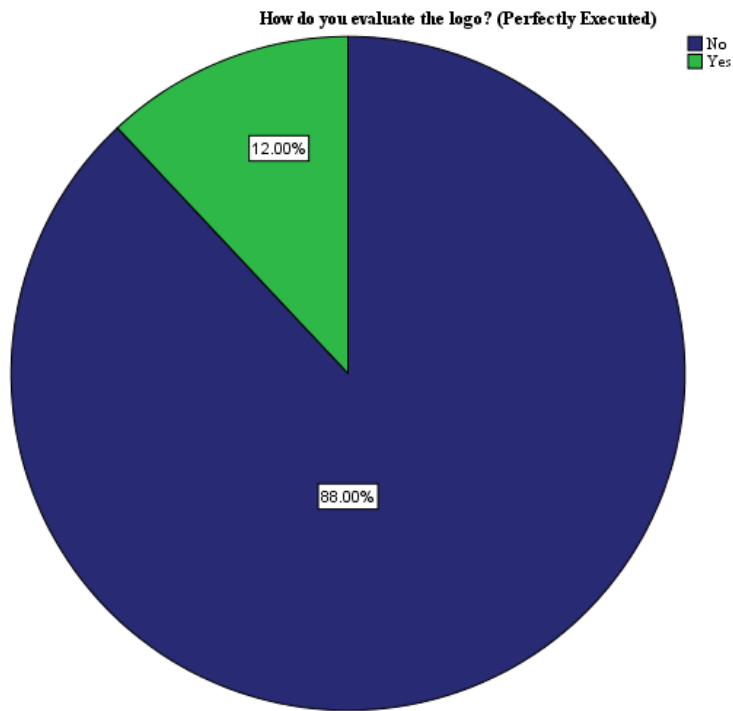


Figure 41: Logo (Perfectly executed)

Source: SPSS 24 Output

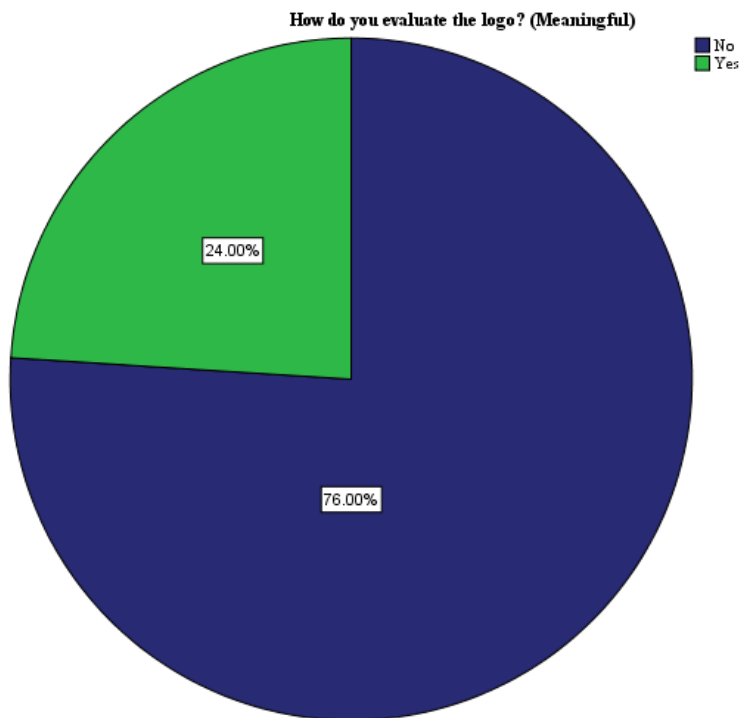


Figure 42: Logo (Meaningful)

Source: SPSS 24 Output

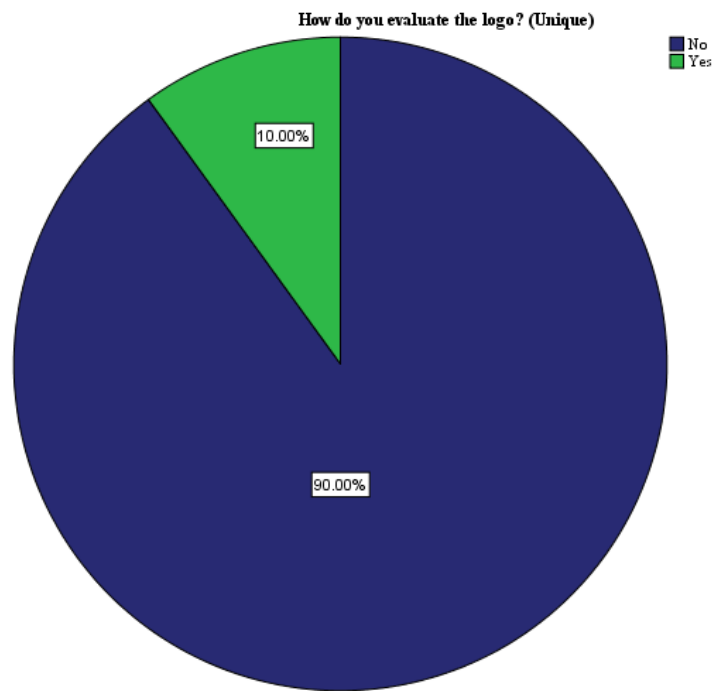


Figure 43: Logo (Unique)

Source: SPSS 24 Output

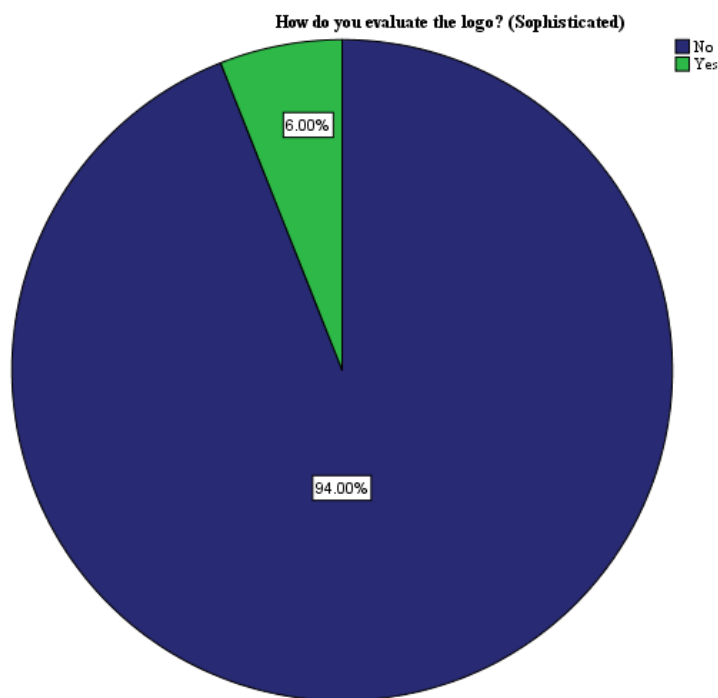


Figure 44: Logo (Sophisticated)

Source: SPSS 24 Output

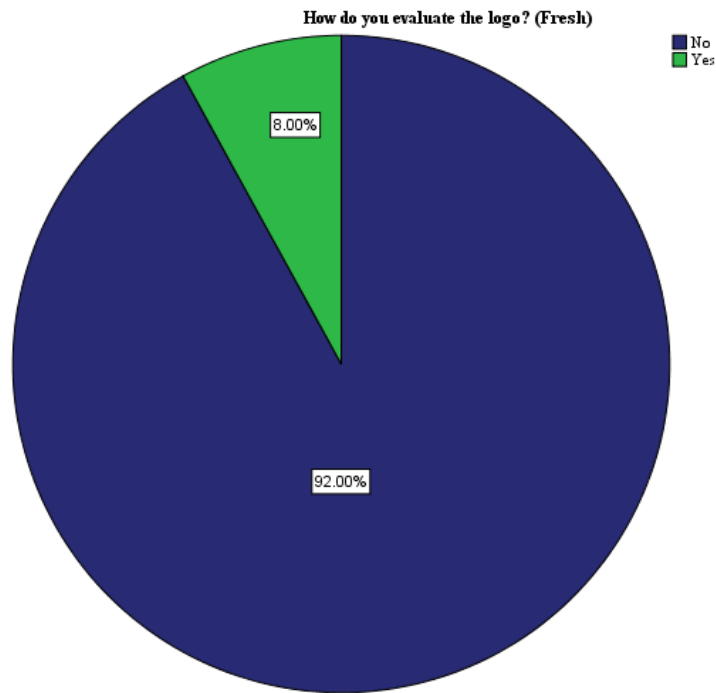


Figure 45: Logo (Fresh)

Source: SPSS 24 Output

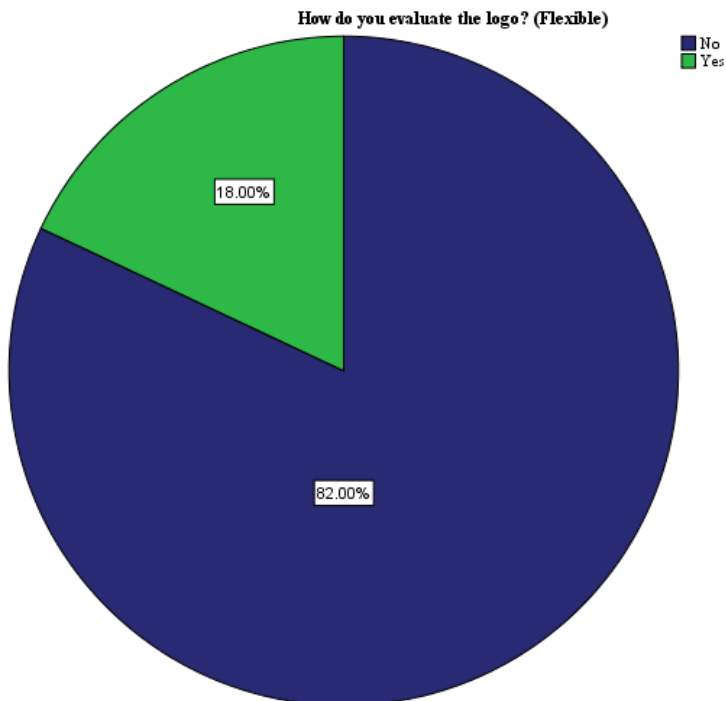


Figure 46: Logo (Flexible)

Source: SPSS 24 Output

Interpretation:

72% of the responses find the logo "Simple".

✓ Which color do you find more attractive?

| | | Statistics | |
|----------------|---------|---|---|
| | | Which color do you find more attractive? (Logo 1) | Which color do you find more attractive? (Logo 2) |
| N | Valid | 50 | 50 |
| | Missing | 0 | 0 |
| Mean | | 1.56000 | 1.4800 |
| Std. Deviation | | .501427 | .50467 |
| Sum | | 78.000 | 74.00 |

Table 6: Logos colors attractivity statistics

Source: SPSS 24 Output

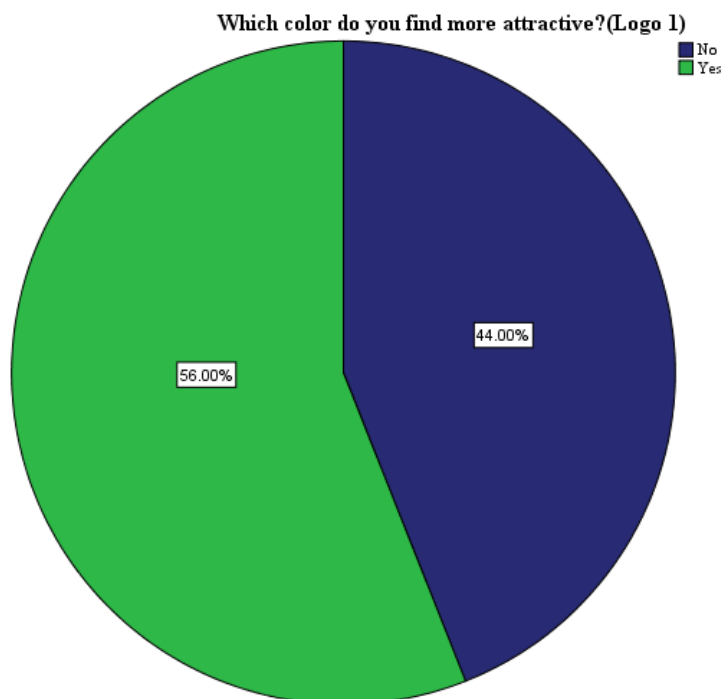


Figure 47: Logo 1

Source: SPSS 24 Output

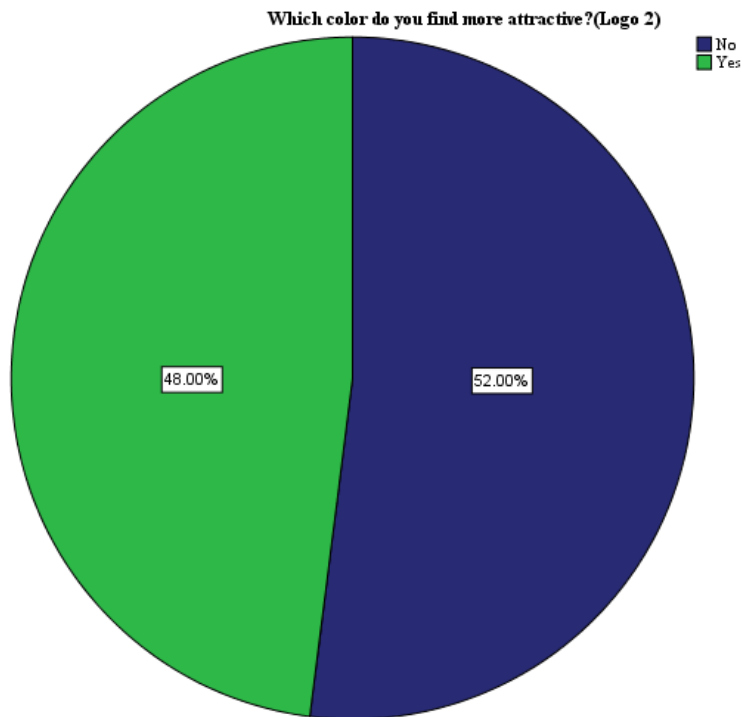


Figure 48: Logo 2

Source: SPSS 24 Output

Interpretation:

56% of the responses find that the color of logo 1 is more attractive.

- ✓ How do you feel seeing the colors used for both logos? (Please select only 3 choices)

| | | Statistics | | | | |
|----------------|---------|---|--|--|---|---|
| | | How do you feel seeing the colors used for both logos? (Vintage) | How do you feel seeing the colors used for both logos? (Chic) | How do you feel seeing the colors used for both logos? (Sophisticated1) | How do you feel seeing the colors used for both logos? (Modern1) | How do you feel seeing the colors used for both logos? (Aesthetic) |
| N | Valid | 50 | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.3200 | 1.5400 | 1.3400 | 1.7200 | 1.2800 |
| Std. Deviation | | .47121 | .50346 | .47852 | .45356 | .45356 |
| Sum | | 66.00 | 77.00 | 67.00 | 86.00 | 64.00 |

Table 7: Logos colors emotional reflection statistics

Source: SPSS 24 Output

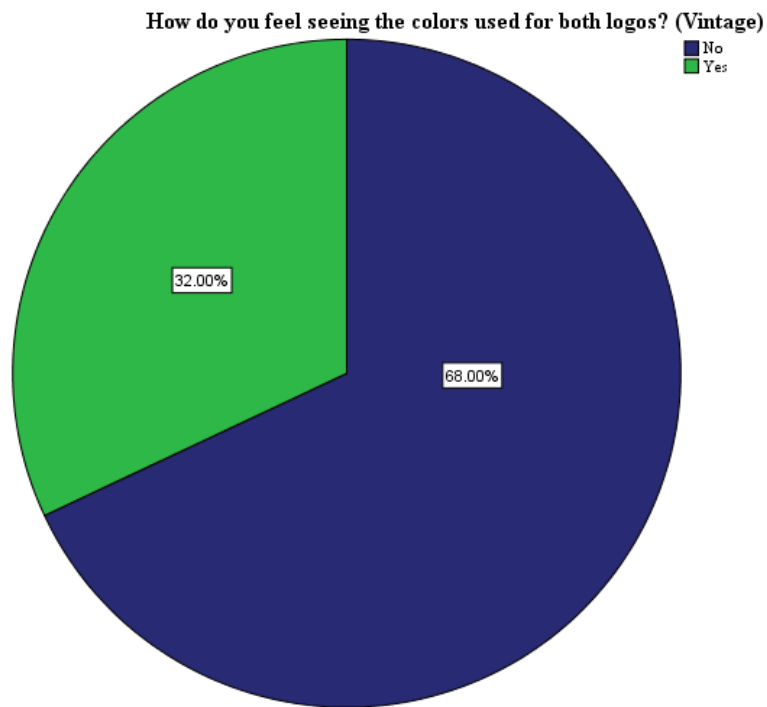


Figure 49: Logo (Vintage)

Source: SPSS 24 Output

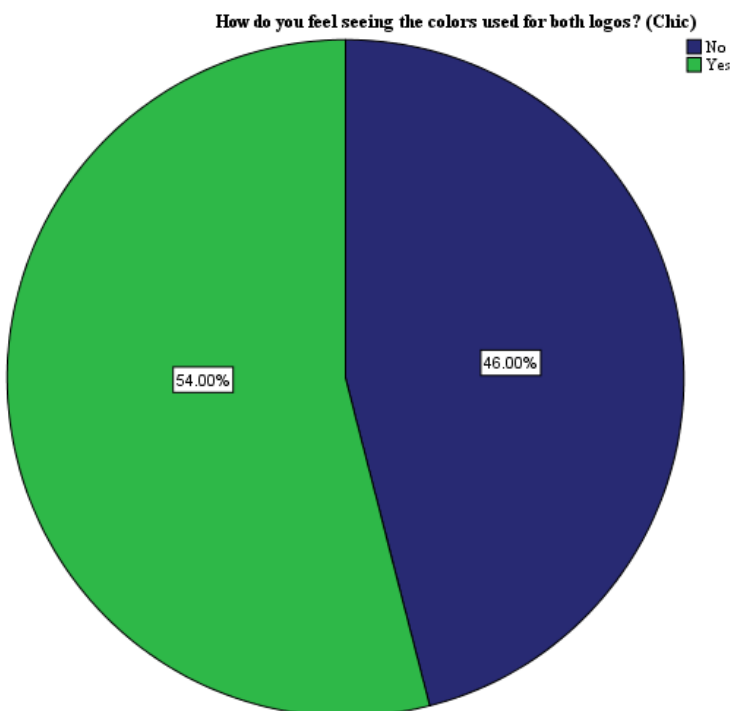


Figure 50: Logo (Chic)

Source: SPSS 24 Output

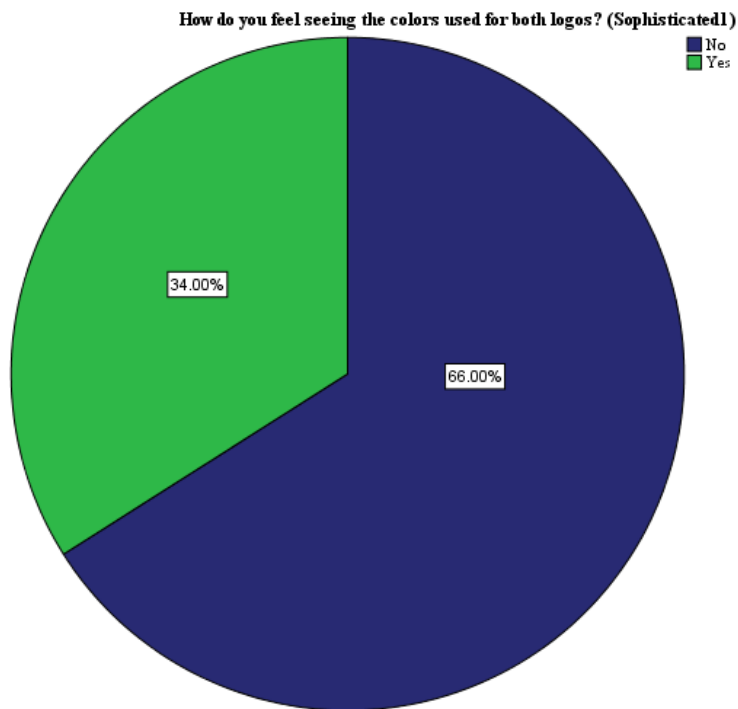


Figure 51: Logo (Sophisticated)

Source: SPSS 24 Output

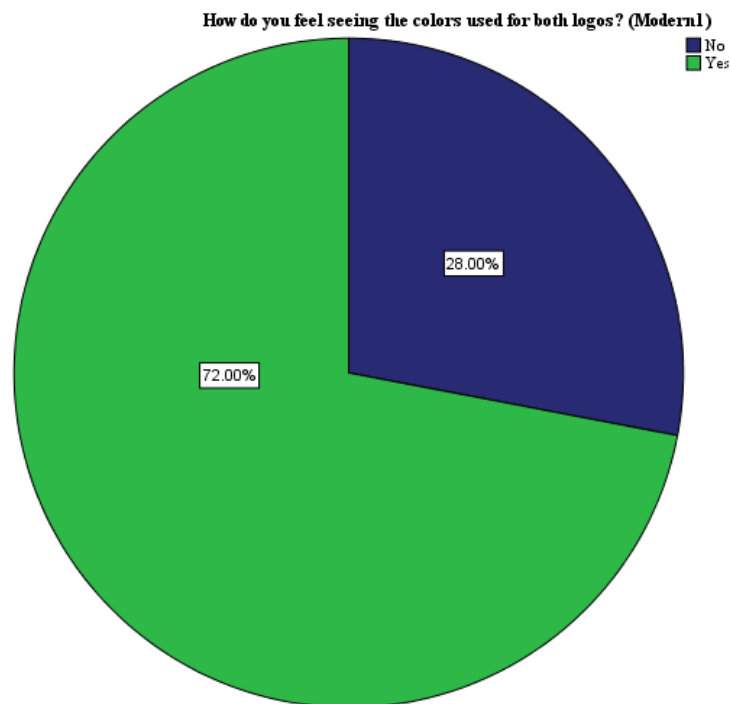


Figure 52: Logo (Modern)

Source: SPSS 24 Output

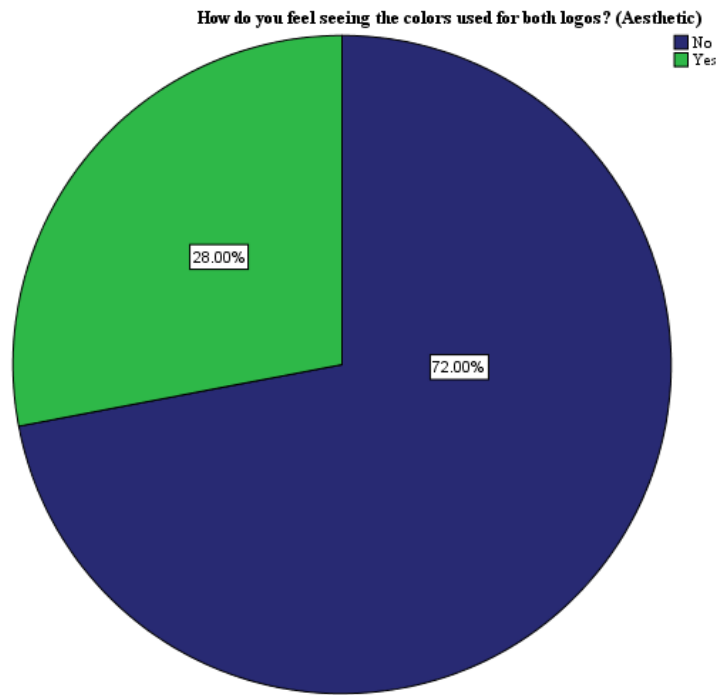


Figure 53: Logo (Aesthetic)

Source: SPSS 24 Output

Interpretation:

72% of the responses find that the colors used within logos are "Modern".

- ✓ How does it feel staring at the typography used? (Please select only 3 choices)

| | | Statistics | | | | | |
|----------------|---------|--|--|--|---|--|---|
| | | How does it feel staring at the typography used? (Urban) | How does it feel staring at the typography used? (Beautiful cursive details) | How does it feel staring at the typography used? (Traditional) | How does it feel staring at the typography used? (Bold geometric) | How does it feel staring at the typography used? (Old-style) | How does it feel staring at the typography used? (Charming) |
| N | Valid | 50 | 50 | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.4000 | 1.2800 | 1.4000 | 1.3600 | 1.3200 | 1.3400 |
| Std. Deviation | | .49487 | .45356 | .49487 | .48487 | .47121 | .47852 |
| Sum | | 70.00 | 64.00 | 70.00 | 68.00 | 66.00 | 67.00 |

Table 8: Typography emotional reflection statistics

Source: SPSS 24 Output

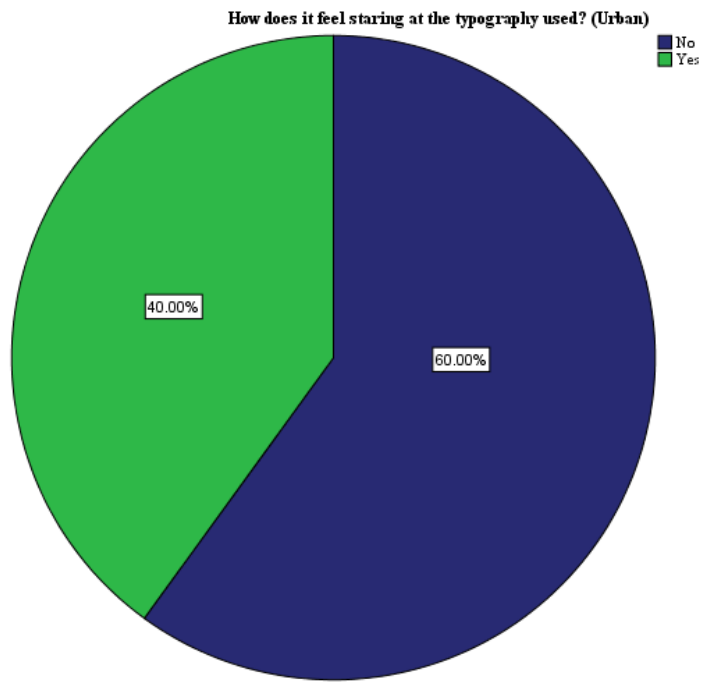


Figure 54: Typography (Urban)

Source: SPSS 24 Output

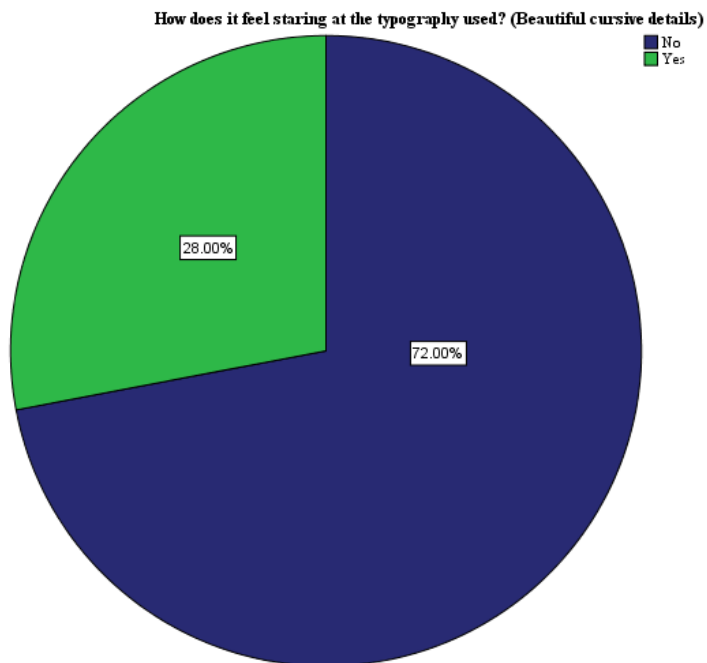


Figure 55: Typography (Beautiful cursive details)

Source: SPSS 24 Output

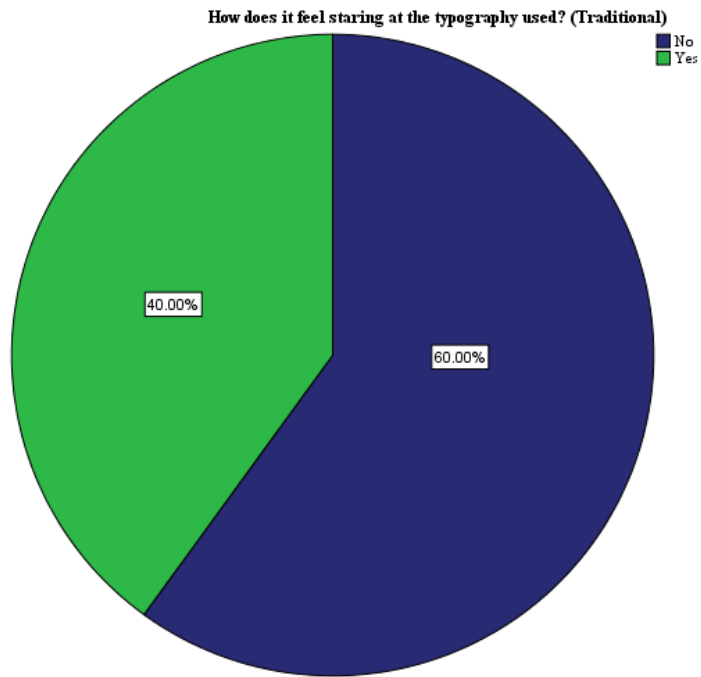


Figure 56: Typography (Traditional)

Source: SPSS 24 Output

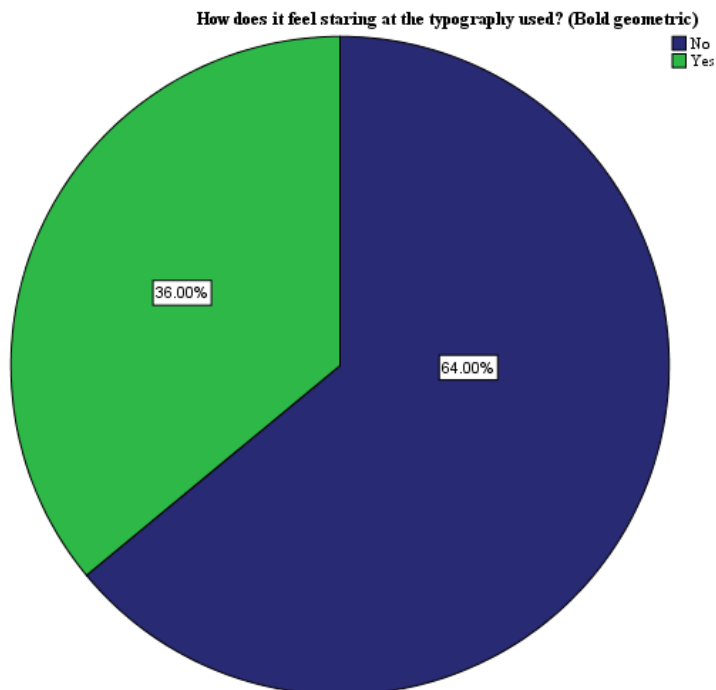


Figure 57: Typography (Bold geometric)

Source: SPSS 24 Output

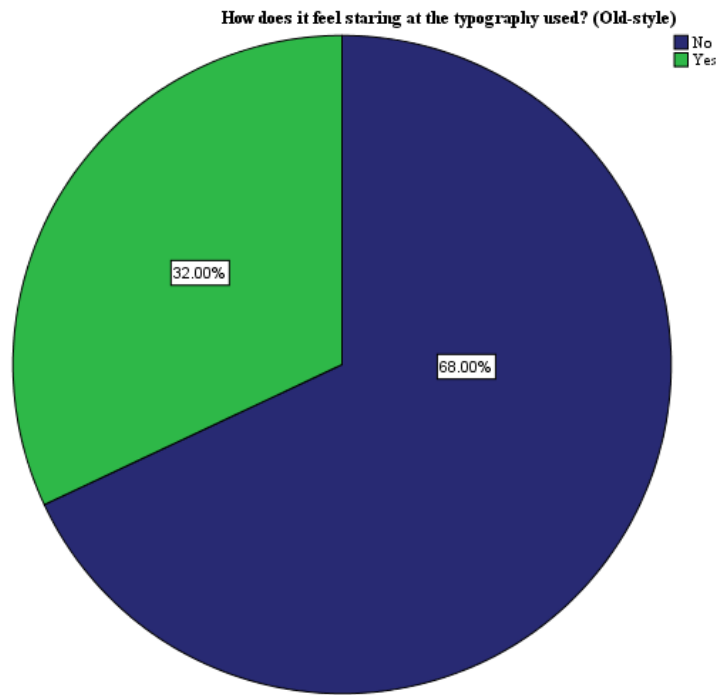


Figure 58: Typography (Old-style)

Source: SPSS 24 Output

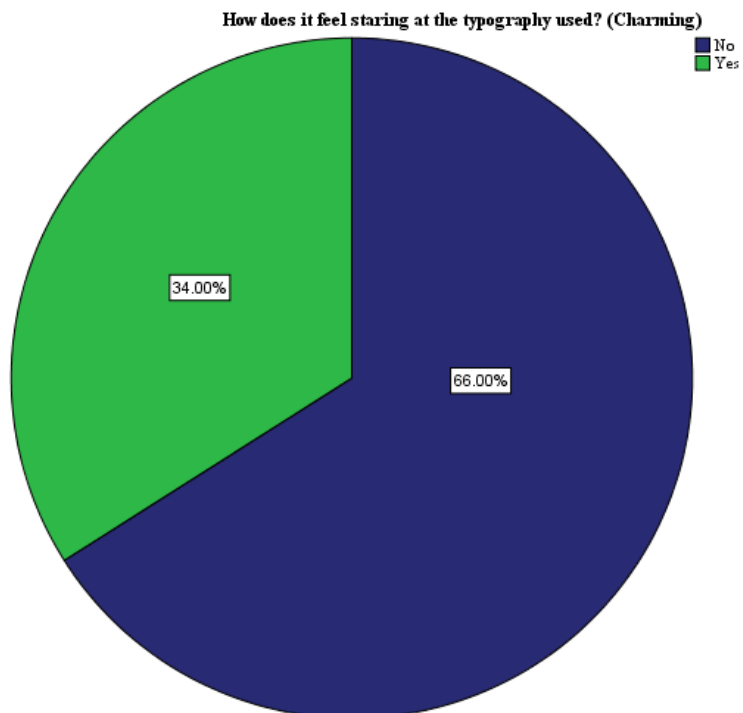


Figure 59: Typography (Charming)

Source: SPSS 24 Output

Interpretation:

40% of the responses find that the typography used within the logos is "urban" and "Traditional".

3.4.3 The brand's culture

According to Kapferer, culture is the set of values that feed into or set a foundation for the brand.

- ✓ What are the values you suppose more convenient to this personal brand? (Please select only 3 choices)

| | | Statistics | | | | | |
|----------------|---------|---|--|---|---|---|---|
| | | What are the values you suppose more convenient to this personal brand? (Expertise) | What are the values you suppose more convenient to this personal brand? (Excellence) | What are the values you suppose more convenient to this personal brand? (Professionalism) | What are the values you suppose more convenient to this personal brand? (Quality) | What are the values you suppose more convenient to this personal brand? (Modernity) | What are the values you suppose more convenient to this personal brand? (Trustworthy) |
| N | Valid | 50 | 50 | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.5000 | 1.3000 | 1.7000 | 1.6200 | 1.2800 | 1.3400 |
| Std. Deviation | | .50508 | .46291 | .46291 | .49031 | .45356 | .47852 |
| Sum | | 75.00 | 65.00 | 85.00 | 81.00 | 64.00 | 67.00 |

Table 9: Brand values statistics

Source: SPSS 24 Output

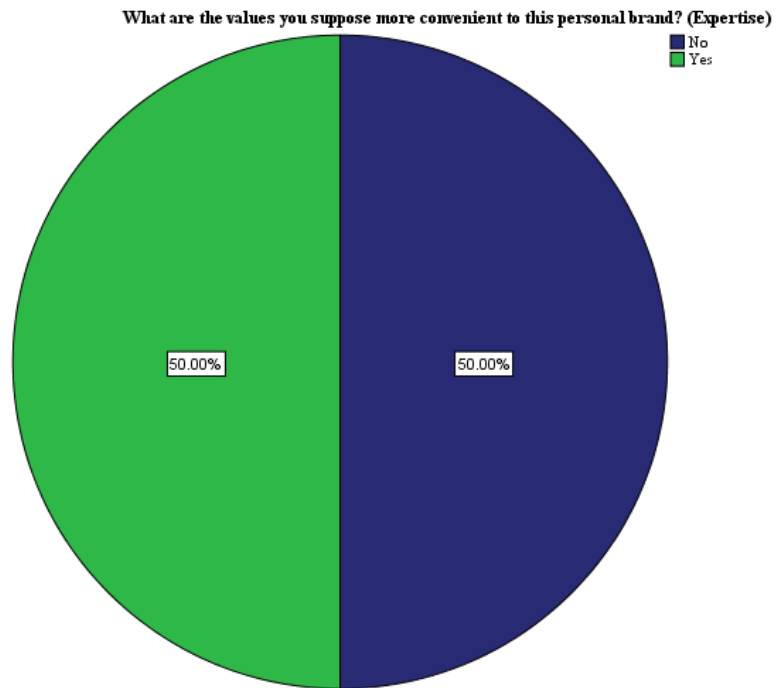


Figure 60: Value (Expertise)

Source: SPSS 24 Output

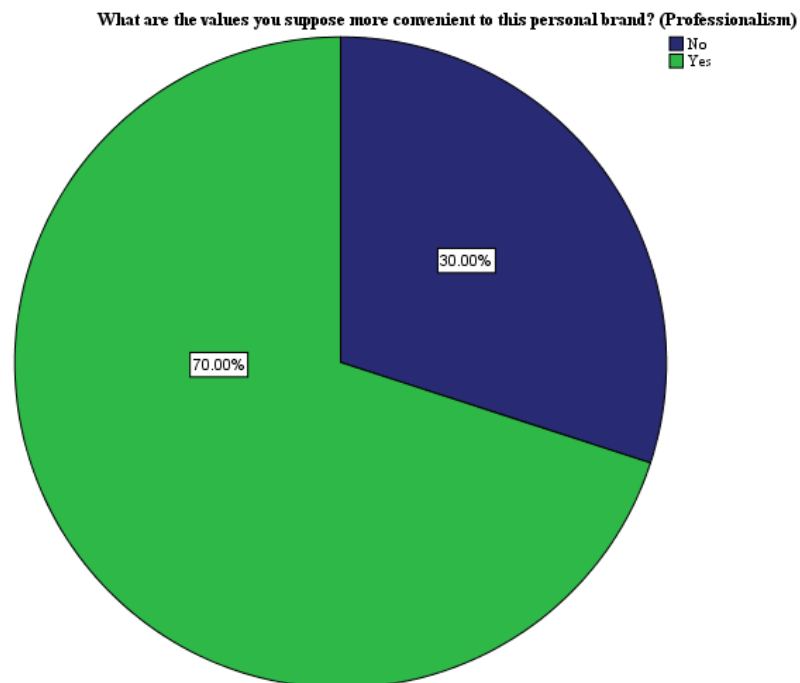


Figure 61: Value (Professionalism)

Source: SPSS 24 Output

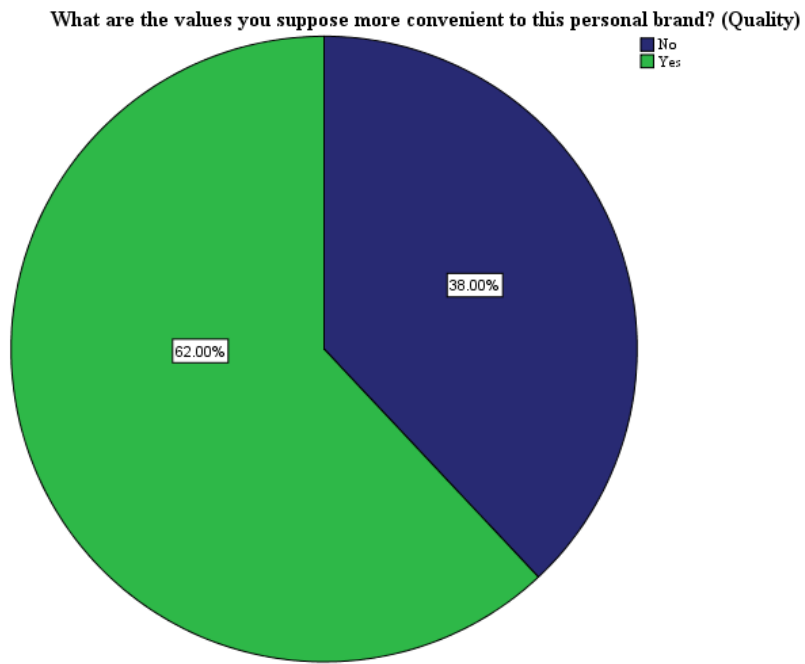


Figure 62: Value (Quality)

Source: SPSS 24 Output

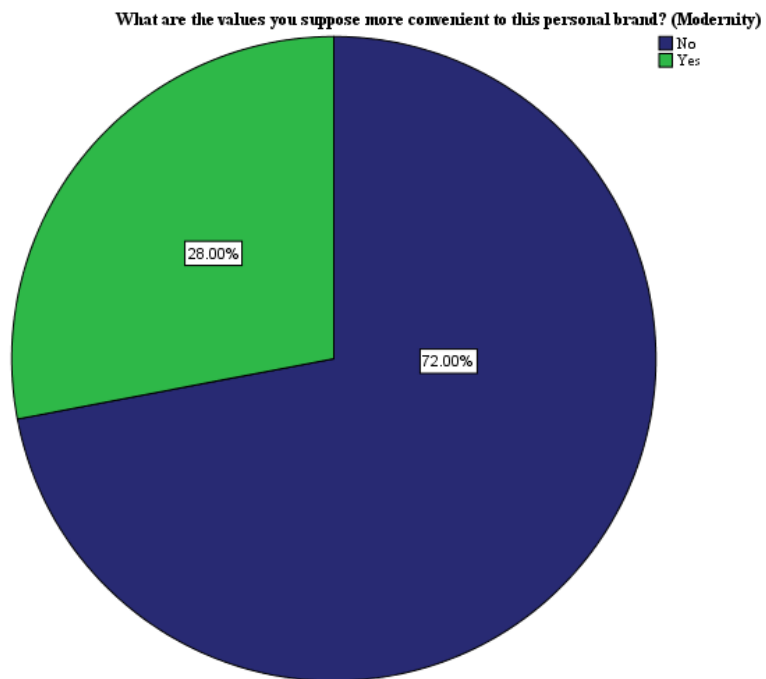


Figure 63: Value (Moderty)

Source: SPSS 24 Output

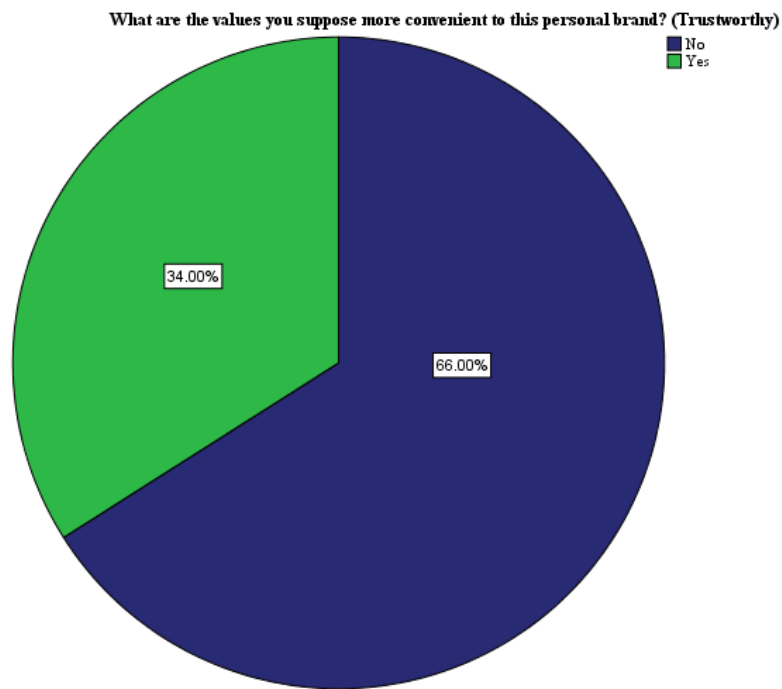


Figure 64: Value (Trustworthy)

Source: SPSS 24 Output

Interpretation:

70% of the responses suppose that "Professionalism" is the first most convenient value for this personal brand, then 62% chose "Quality" and 50% selected "Expertise", so the top selected values are: professionalism, quality and expertise.

3.4.4 The brand self-image

Self-image relates to the way in which customers see themselves in a particular brand.

- ✓ What is the ideal self-image you suppose for this brand?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Better Strategist | 20 | 40.0 | 40.0 | 40.0 |
| | Better Manager | 16 | 32.0 | 32.0 | 72.0 |
| | Better Professional | 14 | 28.0 | 28.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 10: Brand self-image statistics

Source: SPSS 24 Output

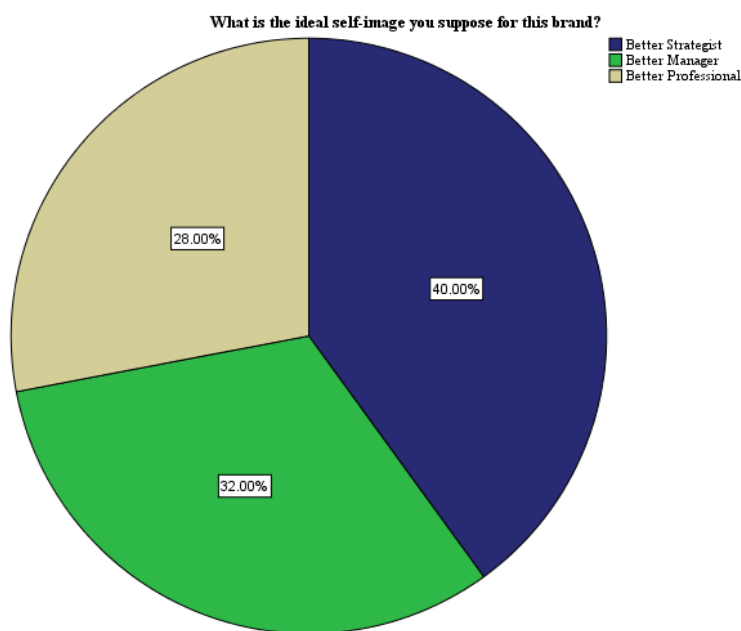


Figure 65: The Ideal self-image

Source: SPSS 24 Output

Interpretation:

40% of the responses suppose that the ideal self-image for this personal brand is a "Better Strategist".

3.4.5 The brand reflection

Reflection refers to how a brand portrays its target audience .

Reflection is a set of stereotypical beliefs or attributes of a brand’s target market.

- ✓ Who do you assume is the ideal client?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | Qualified individuals | 17 | 34.0 | 34.0 | 34.0 |
| | Everyone | 9 | 18.0 | 18.0 | 52.0 |
| | Only people in need of consultation and mentorship | 24 | 48.0 | 48.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 11: Brand reflection statistics

Source: SPSS 24 Output

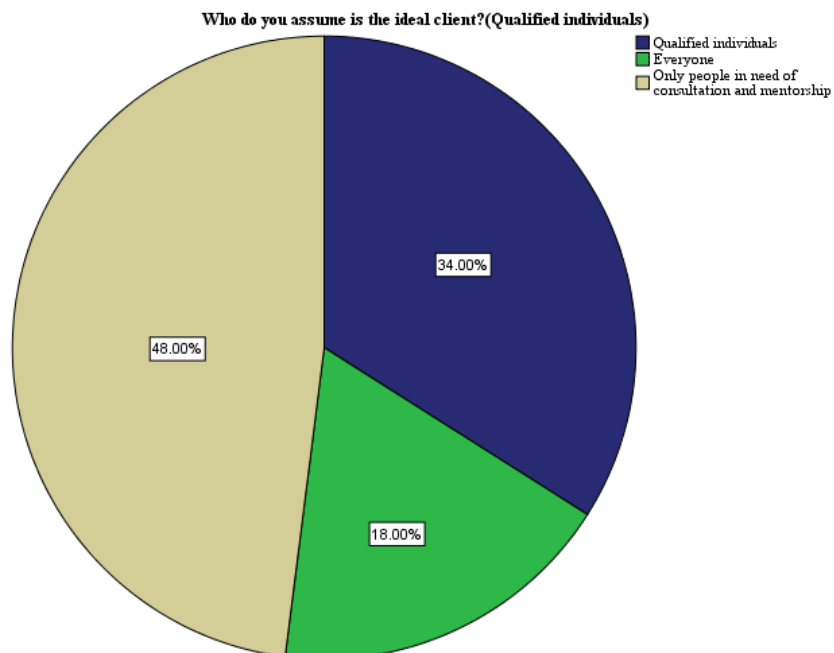


Figure 66: The ideal client

Source: SPSS 24 Output

Interpretation:

48% of the responses assume that "Only people in need of consultation & mentorship" are the ideal clients.

3.4.6 The brand relationship

Refers to the nature of the relationship between the brand and its consumers.

- ✓ How do you imagine the relationship between clients and this brand? (Please select only 3 choices)

| | | Statistics | | | | | |
|----------------|---------|--|---|---|---|---|--|
| | | How do you imagine the relationship between clients and this brand? (Trust) | How do you imagine the relationship between clients and this brand? (Connection) | How do you imagine the relationship between clients and this brand? (Consultation) | How do you imagine the relationship between clients and this brand? (Mentorship) | How do you imagine the relationship between clients and this brand? (Guidance) | How do you imagine the relationship between clients and this brand? (Empathy) |
| N | Valid | 50 | 50 | 50 | 50 | 50 | 50 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.7600 | 1.4200 | 1.5400 | 1.2200 | 1.4800 | 1.2600 |
| Std. Deviation | | .43142 | .49857 | .50346 | .41845 | .50467 | .44309 |
| Sum | | 88.00 | 71.00 | 77.00 | 61.00 | 74.00 | 63.00 |

Table 12: Brand relationship statistics

Source: SPSS 24 Output

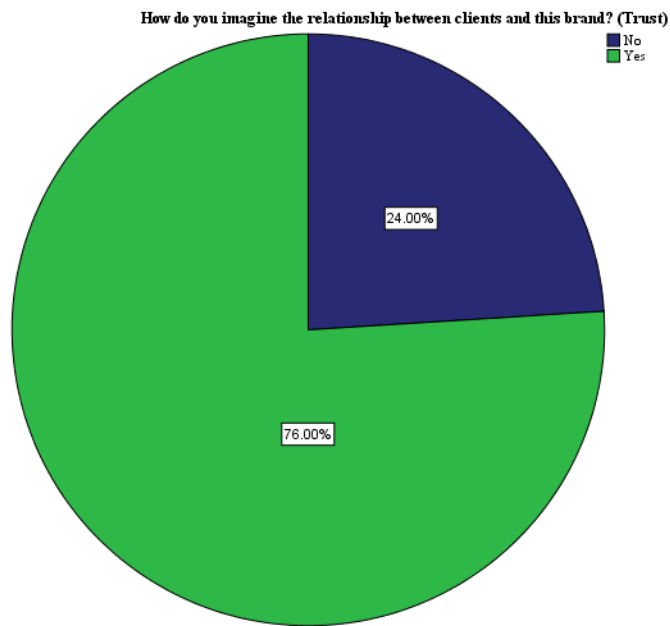


Figure 67: Brand relationship (Trust)

Source: SPSS 24 Output

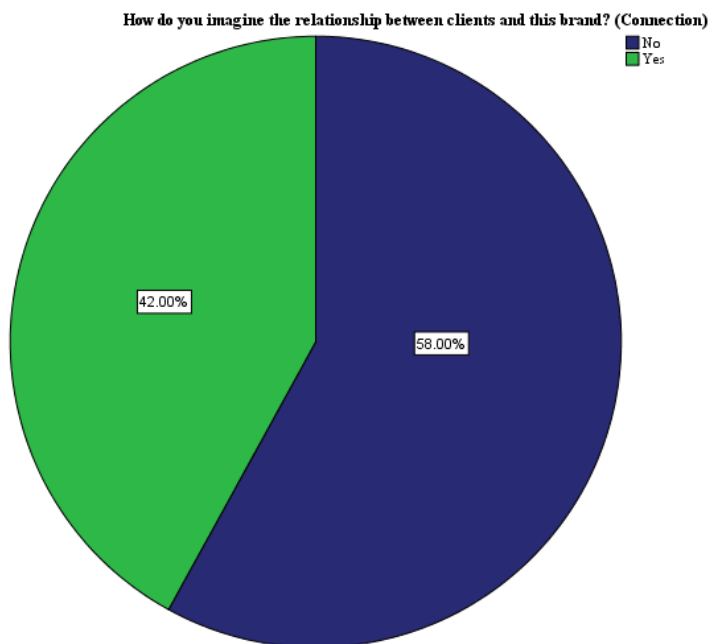


Figure 68: Brand relationship (Connection)

Source: SPSS 24 Output

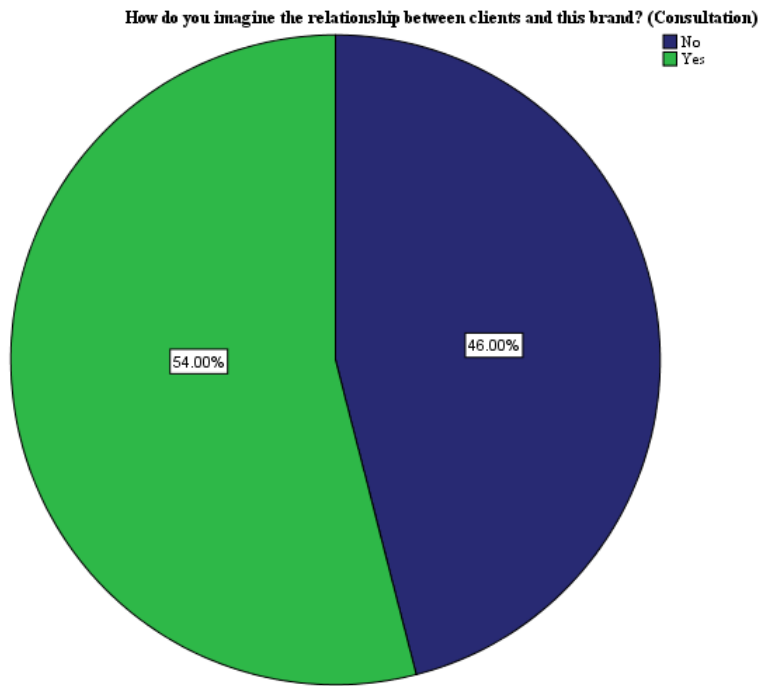


Figure 69: Brand relationship (Consultation)

Source: SPSS 24 Output

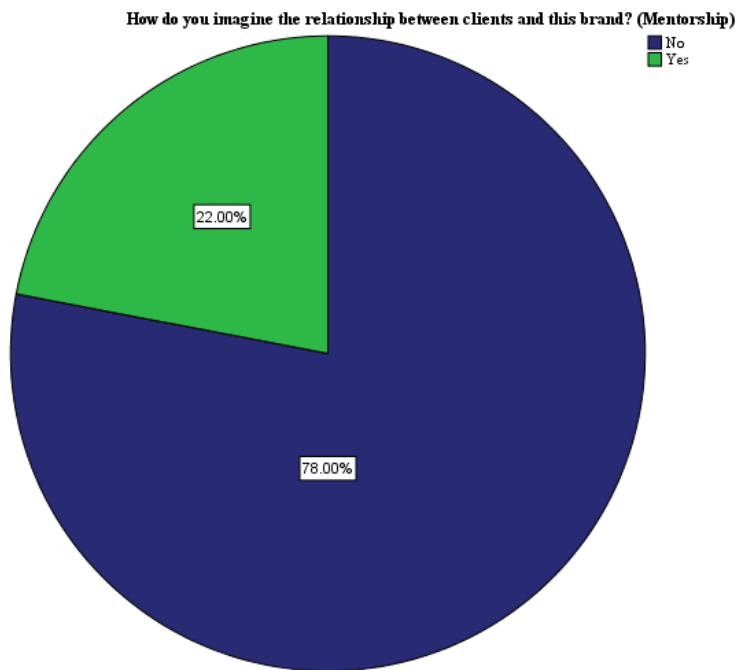


Figure 70: Brand relationship (Mentorship)

Source: SPSS 24 Output

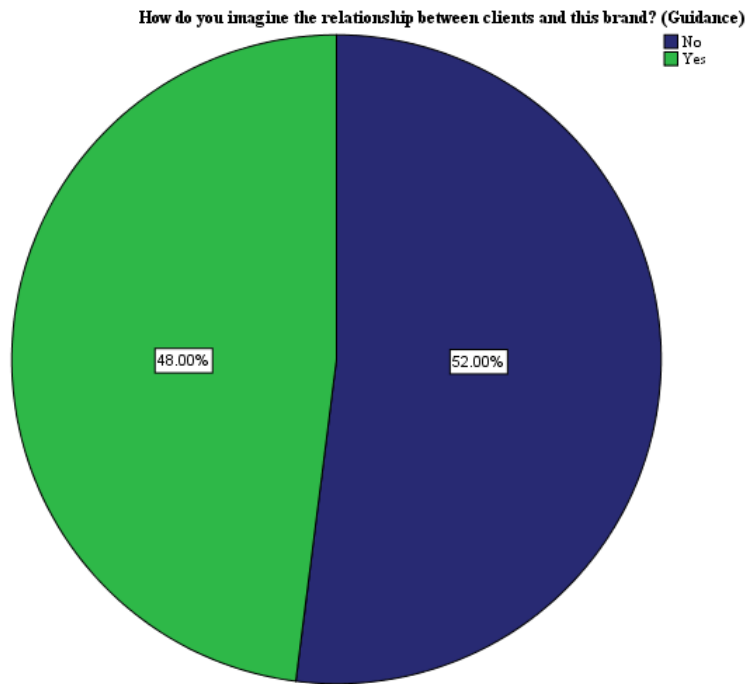


Figure 71: Brand relationship (Guidance)

Source: SPSS 24 Output

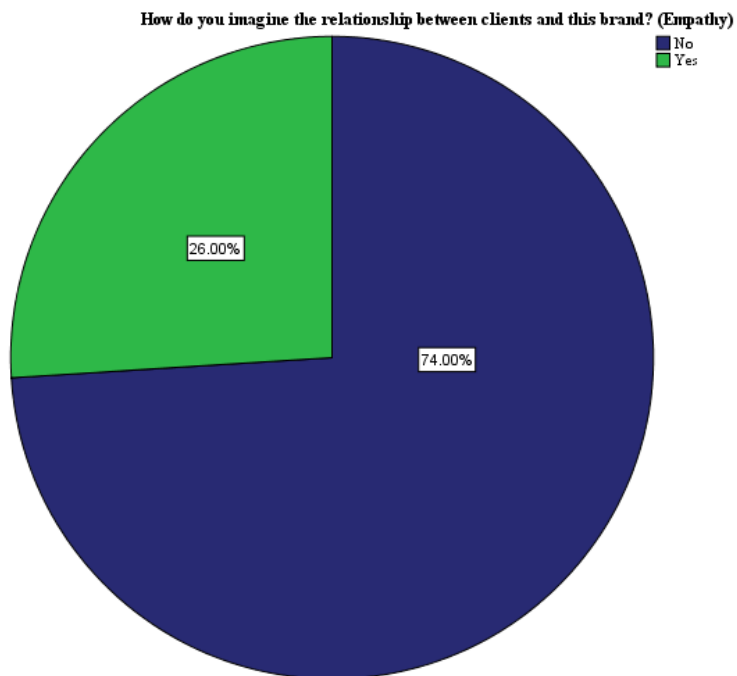


Figure 72: Brand relationship (Empathy)

Source: SPSS 24 Output

Interpretation:

76% of the responses chose "Trust" for the relationship between Moncef NOUR's brand and clients, then "Consultation" selected by 54% of the responses, last and not least "Guidance" by 48% of the responses.

3.4.7 Evaluation

- How do you evaluate the Strategic work done for this brand?

| Statistics | | |
|----------------|---------|------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 3.62 |
| Std. Deviation | | .753 |
| Sum | | 181 |

Table 13: Evaluation of strategic work statistics

Source: SPSS 24 Output

| How do you evaluate the Strategic work done for this brand? | | | | | |
|---|-----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Poor | 1 | 2.0 | 2.0 | 2.0 |
| | Fair | 1 | 2.0 | 2.0 | 4.0 |
| | Average | 18 | 36.0 | 36.0 | 40.0 |
| | Good | 26 | 52.0 | 52.0 | 92.0 |
| | Excellent | 4 | 8.0 | 8.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 14: Evaluation of strategic work

Source: SPSS 24 Output

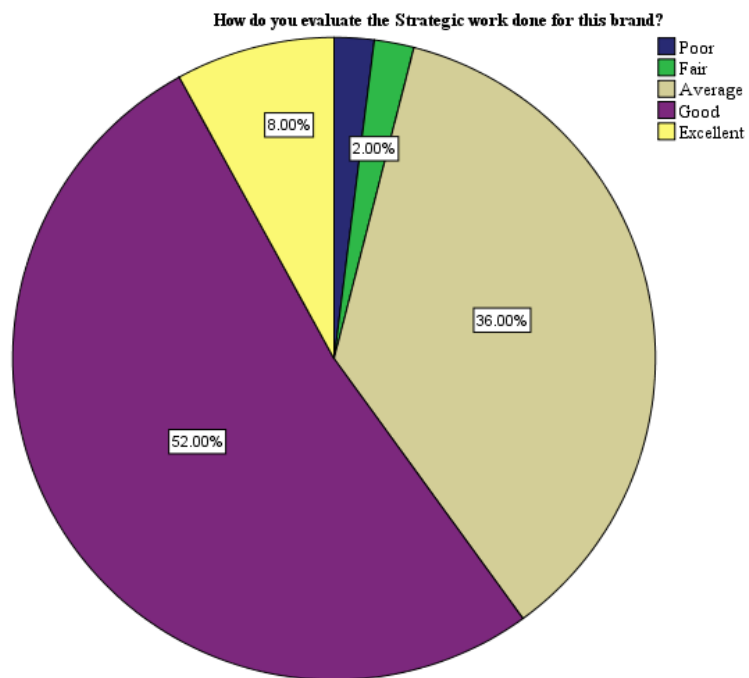


Figure 73: Strategic work

Source: SPSS 24 Output

Interpretation:

52% of the responses find the strategic work done for Moncef NOUR's personal brand "Good".

- How do you evaluate the visual work done for this brand?

Statistics

| | | |
|----------------|---------|------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 4.00 |
| Std. Deviation | | .728 |
| Sum | | 200 |

Table 15: Evaluation of visual work statistics

Source: SPSS 24 Output

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Fair | 1 | 2.0 | 2.0 | 2.0 |
| | Average | 10 | 20.0 | 20.0 | 22.0 |
| | Good | 27 | 54.0 | 54.0 | 76.0 |
| | Excellent | 12 | 24.0 | 24.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 16: Evaluation of visual work

Source: SPSS Output

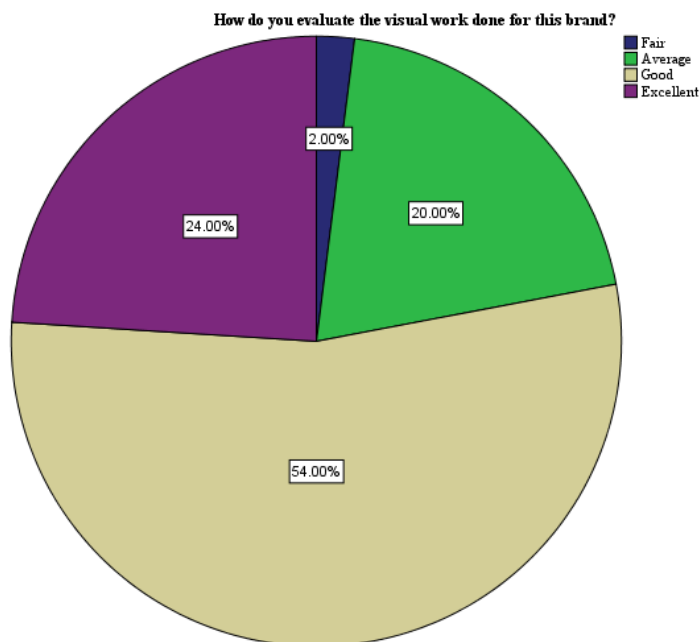


Figure 74: Visual work

Source: SPSS 24 Output

Interpretation:

54% of the responses point find the visual work done for Moncef NOUR's personal brand "Good".

- Rate the harmony between the strategic and visual work done for this brand?

Statistics

| | | |
|----------------|---------|------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 3.84 |
| Std. Deviation | | .681 |
| Sum | | 192 |

Table 17: Statistics of the harmony between the strategic and visual work

Source: SPSS 24 Output

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Fair | 1 | 2.0 | 2.0 | 2.0 |
| | Average | 13 | 26.0 | 26.0 | 28.0 |
| | Good | 29 | 58.0 | 58.0 | 86.0 |
| | Excellent | 7 | 14.0 | 14.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: SPSS 24 Output

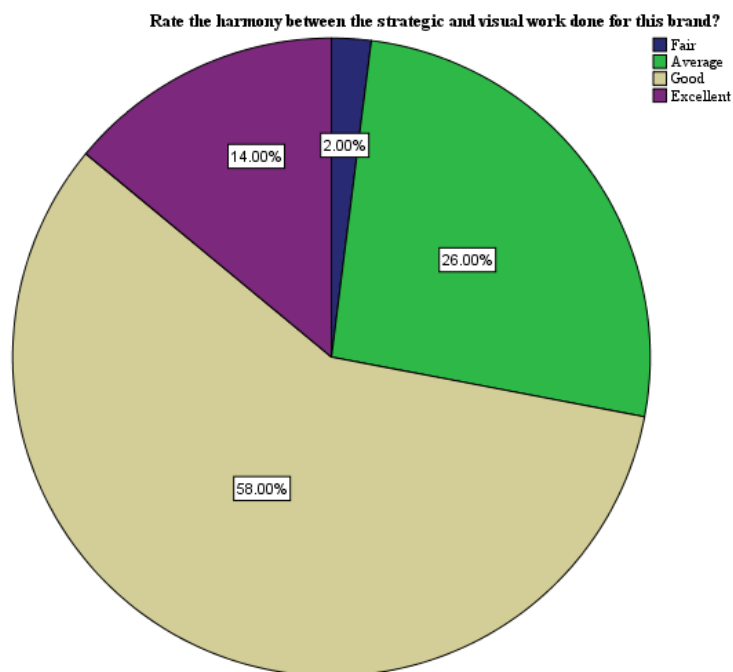


Figure 75: Strategic and visual work harmony

Source: SPSS 24 Output

Interpretation:

58% of the responses find that there is a "Good Harmony" between both of the strategic and visual work done for Moncef NOUR's personal brand.

3.4.8 Datasheet

- You are

Statistics

| | | |
|----------------|---------|------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 1.66 |
| Std. Deviation | | .479 |
| Sum | | 83 |

Table 18: Gender statistics

Source: SPSS 24 Output

| | | You are? | | | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | Man | 17 | 34.0 | 34.0 | 34.0 |
| | Woman | 33 | 66.0 | 66.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 19: Gender

Source: SPSS 24 Output

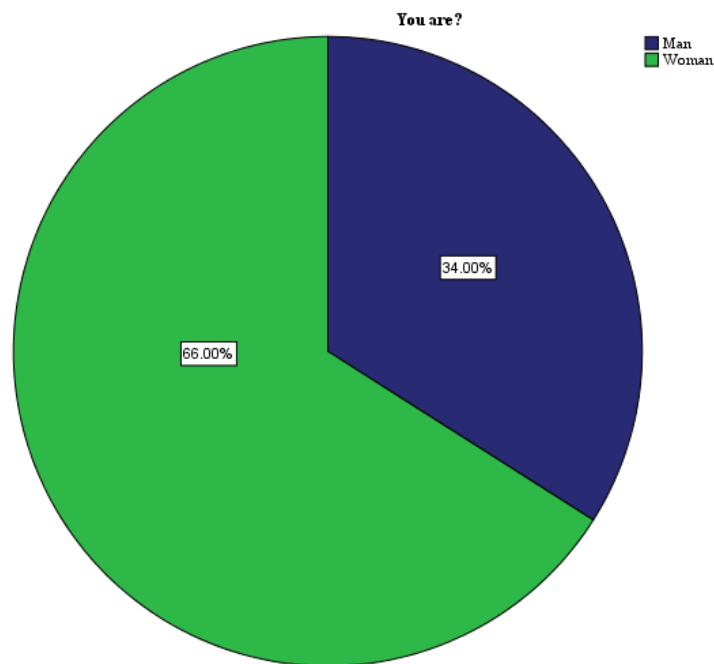


Figure 76: Gender

Source: SPSS 24 Output

Interpretation:

66% of the responses are delivered by "Women", since the survey was shared online, it's possible to explain the fact of having more responses from women as it's the result of their interest, support and high sense of collaboration.

- What is your age range?

Statistics

| | | |
|----------------|---------|--------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 1.9600 |
| Std. Deviation | | .28284 |
| Sum | | 98.00 |

Table 20: Age range statistics

Source: SPSS 24 Output

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | less than 20 | 3 | 6.0 | 6.0 | 6.0 |
| | BT 20-35 | 46 | 92.0 | 92.0 | 98.0 |
| | BT 36-50 | 1 | 2.0 | 2.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 21: Age range

Source: SPSS 24 Output

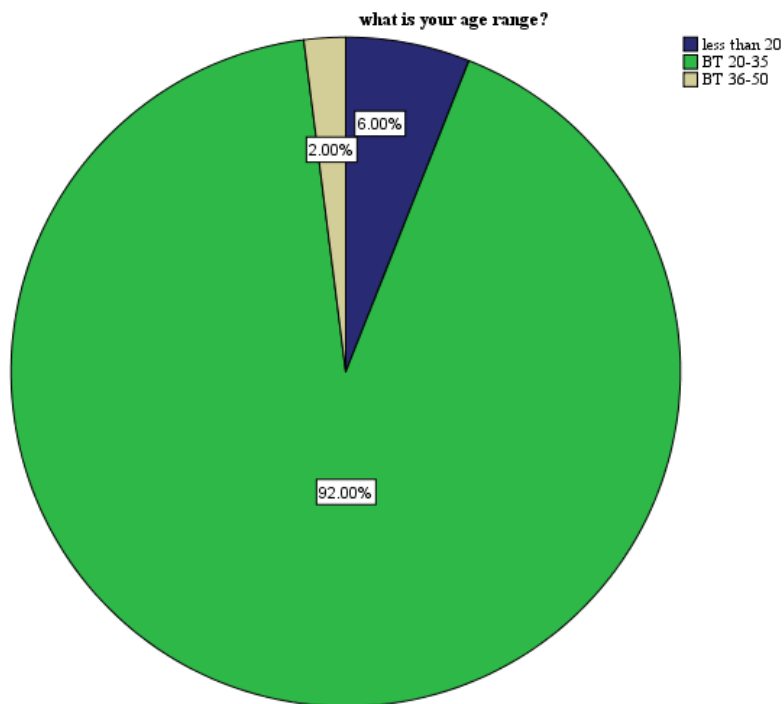


Figure 77: Age range

Source: SPSS 24 Output

Interpretation:

92% of the responses are delivered by young individuals, their age range is between 20 and 35 years old, which can reflect a remarkable interest and interaction level towards research.

- What is your socio-professional status?

Statistics

| | | |
|----------------|---------|------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 1.30 |
| Std. Deviation | | .863 |
| Sum | | 65 |

Table 22: Socio-professional status statistics

Source: SPSS 24 Output

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Student | 43 | 86.0 | 86.0 | 86.0 |
| | Employee | 3 | 6.0 | 6.0 | 92.0 |
| | Retired | 1 | 2.0 | 2.0 | 94.0 |
| | Unemployed | 2 | 4.0 | 4.0 | 98.0 |
| | Brand Strategist | 1 | 2.0 | 2.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 23: Socio-professional status

Source: SPSS 24 Output

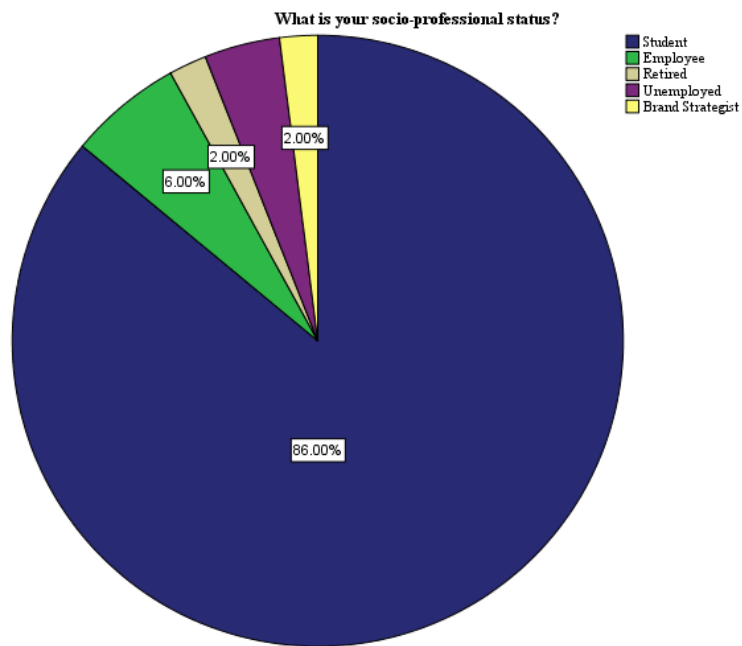


Figure 78: Professional status

Source: SPSS 24 Output

Interpretation:

86% of the individuals who answered our survey are "Students", which may reflect their collaborative mindset towards research.

- Are you interested in Strategic Management and Information System consultation and coaching?

Statistics

| | | |
|----------------|---------|------|
| N | Valid | 50 |
| | Missing | 0 |
| Mean | | 2.10 |
| Std. Deviation | | .544 |
| Sum | | 105 |

Table 24: Interest in strategic management and information system consultation and coaching statistics.

Source: SPSS 24 Output

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | No | 5 | 10.0 | 10.0 | 10.0 |
| | Yes | 35 | 70.0 | 70.0 | 80.0 |
| | Maybe | 10 | 20.0 | 20.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Table 25: Interest in strategic management and information system consultation and coaching.

Source: SPSS 24 Output

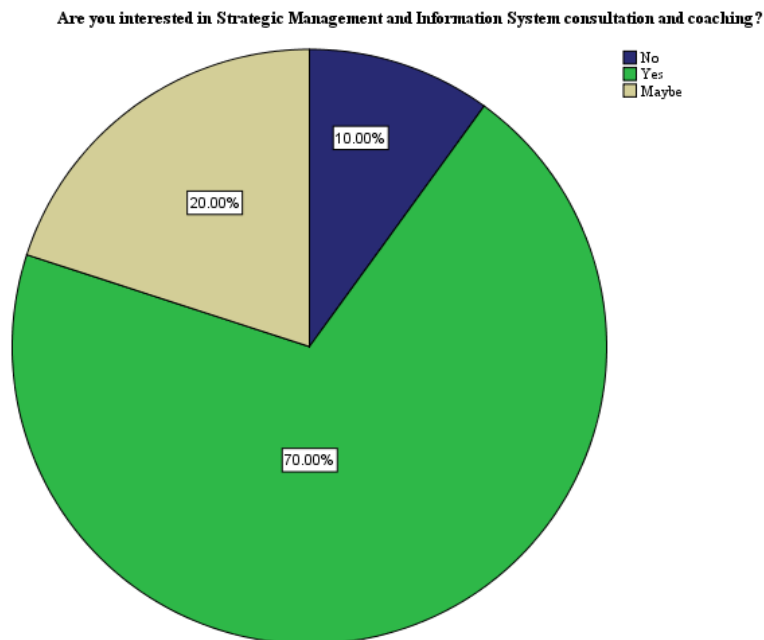


Figure 79: Interest in strategic management and information system

Source: SPSS 24 Output

Interpretation:

70% of the individuals who answered our survey are interested in strategic management and information system consultation and coaching, which confirms their remarkable interest in our research.

3.4.9 Conclusion

After having a one-to-one interview with Moncef NOUR, constructing and publishing an online survey divided into sections in correspondence with Kapferer's brand identity prism, we received 107 answers during 4 days.

The pie charts are extracted using SPSS 24 software presenting the data collection results then their interpretations.

It appears that personal branding is likely attracting attention as a research topic, especially when we combined qualitative methods to define the strategic part with quantitative methods to test the variables assumed on the hypotheses and to explain the results obtained according to the answers we received, as a result answer the hypotheses of our research.

Chapter Four

Conclusion and Discussion

4.1 Introduction

This chapter is dedicated to present and explain the developed desired brand identity for Moncef NOUR, the perceived brand image and answer the main question of our research.

4.2 The core identity

4.2.1 Internalization

- **Personality**

Wise, Caregiver, Ruler and Explorer.

- **Culture**

A one-Man Business, Empathy, Expertise, Excellence, Professionalism, Trustworthy and Quality

- **Self-image**

Thanks to Moncef NOUR I Am a better strategic and information system manager.

4.2.2 Externalization

- **Physique**

Golden, Blue, Clean look.

- **Relationship**

Connection, Mentorship, Consultation, Guidance and Trust.

- **Reflection**

Motivated qualified Individuals looking for quality strategic management plus Information System Consultation and Mentoring experience.

Have personal connection to Moncef NOUR, trust and recommend it.

4.2.3 Core Brand Attributes

| Culture | Customers | Voice | Feeling | Impact | Archetype |
|--|---------------------------------------|--|---|---|--|
| How would your community describe you? | How would you describe your customer? | How do you sound to others? | How others feel after interacting with you? | What tangible impact do you have on others? | How are you different from others? What makes you special? |
| Expert Trust-worthy | Motivated Qualified | Professional Classy Modern Energetic Attentive | Connected Accomplished Fruitful | Knowledge Experience Skills | Wise Caregiver Explorer Ruler |

Table 26: Core brand attributes

Source: Established by the student.

4.2.4 Core Brand Statement

Moncef NOUR provides Consultation, Coaching and Mentorship services in Strategic Management and information system to Motivated and Qualified Customers in an excellent, trustworthy and welcoming environment with a professional, energetic and modern voice.

Helping them feeling Connected and Accomplished and be more aware of strategic management and information system knowledge and develop their skills.

4.3 Positioning Statement

- Who you serve?
- What you offer them?
- How you offer it?
- Why you do what you do?
- How this compares to what's already out there?

4.3.1 Who you serve?

- Companies
- Professional training centers
- Audit offices
- Incubators & Accelerators
- Researchers and Students

4.3.2 What you offer them?

- Consultation
- Coaching
- Mentorship

4.3.3 How you offer it?

- Social Media
- Website

4.3.4 Why you do what you do?

From Invisible to ICON

From Business to BRAND

becoming Strategic Management and information System industry ICONE

4.3.5 How this compares to what's already out there?

- Website
- Customer centered Business

- Innovation
- Variety of services

4.3.6 Positioning Statement

For Customers who are looking for quality strategic management plus Information System Consultation and Mentoring experience. Moncef NOUR is a ONE-MAN BUSINESS that offers multiple services which are Consultation, Mentorship and coaching so customers can reach high potential and become better managers because Moncef NOUR is committed to Excellence and strives to impact.

4.4 What is the brand identity of Moncef NOUR?

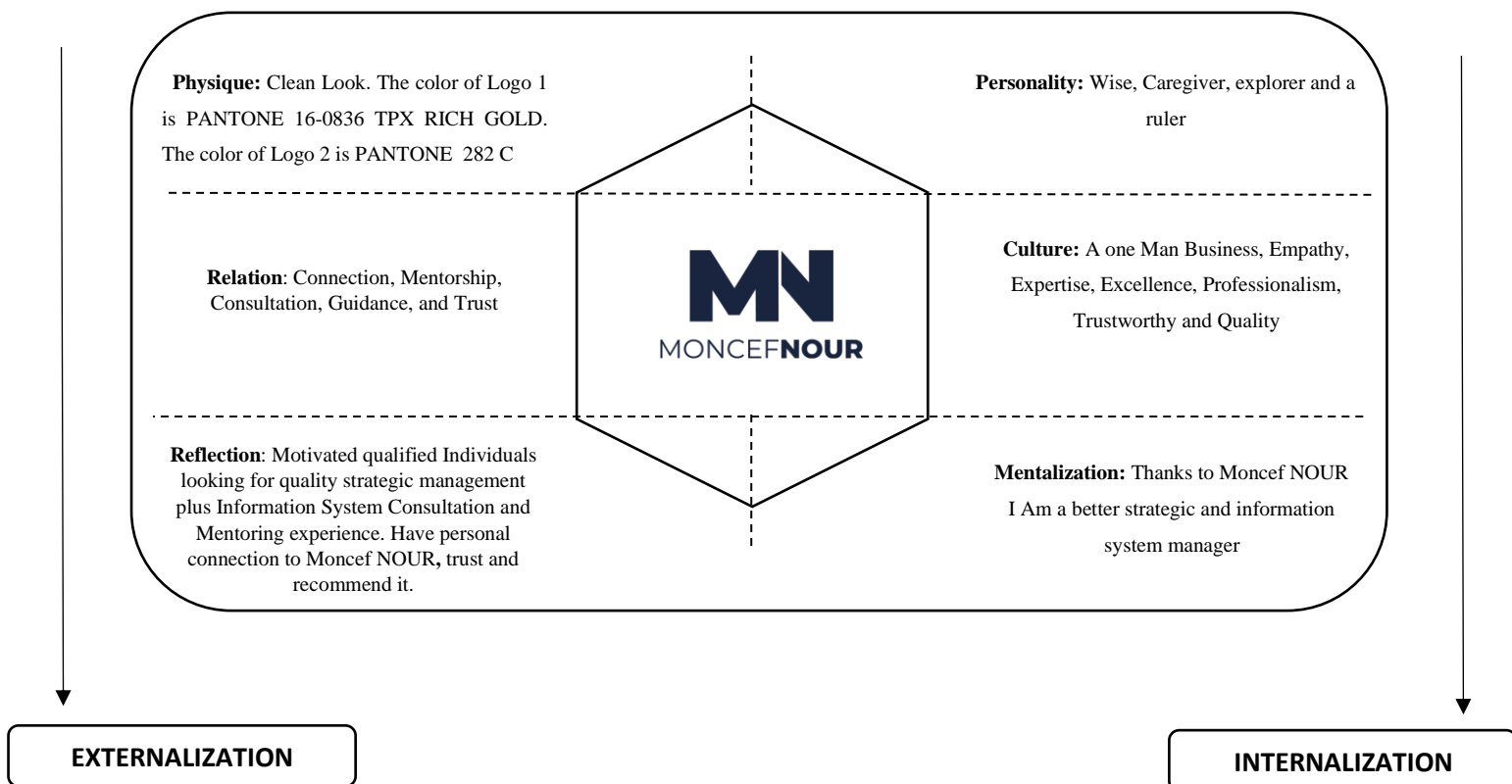


Figure 80: Moncef NOUR brand identity prism

Source: Established by the student

4.5 Brand Strategy Road Map

4.5.1 Vision

Moncef NOUR the best modern consultant, coach and mentor.

make Moncef NOUR a 10 000 000 DZD Brand by 2025.

4.5.2 Purpose

Create a TOP-of-MIND BRAND

4.5.3 Values

- Customer first
- One Man business
- Offer innovative and quality services

4.5.4 Promise

Reach your full potential become a better strategic and information system Manager.

Reach your full potential become a better Management and information system Strategist.

4.5.5 Story

Moncef NOUR

35 years of expertise

a rich professional journey

Little visibility

Time to be SEEN and Marked

4.5.6 Goals

- Build awareness
- Create a brand community with an emotional connection
- Differentiate the offering
- Create credibility and trust

4.5.7 Issues

How to ignite greater passion for and engagement with Moncef NOUR brand to drive growth?

How to defend the leadership position in the industry?

How to implement becoming a better manager idea in new range of services?

4.5.8 Strategies

- Build a community of brand lovers
- Reflect the experience in the Digital world
- Consistency
- Get feedback
- Halo effect

4.5.9 Tactics

- According to hingemarketing.com the best tactics are
- A book.
- Speaking engagements.
- A website.
- A blog platform .
- Email marketing service.
- Search engine optimization (SEO).
- A media kits.
- Online Courses

- Word of mouth

4.6 What is the personal brand image perceived of Moncef NOUR?

4.6.1 Perceived brand personality

Wise, ruler and explorer.

4.6.2 Perceived brand culture

Professionalism, quality and expertise.

4.6.3 Perceived brand self-image

Thanks to Moncef NOUR I Am a better management and information system strategist.

4.6.4 Perceived brand physique

Clean Look. The color of logo 1 is PANTONE 16-0836 TPX RICH GOLD.

4.6.5 Perceived brand relationship

Trust, consultation and guidance.

4.6.6 Perceived brand reflection

Only people in need of quality strategic management plus Information System Consultation and Mentoring experience.

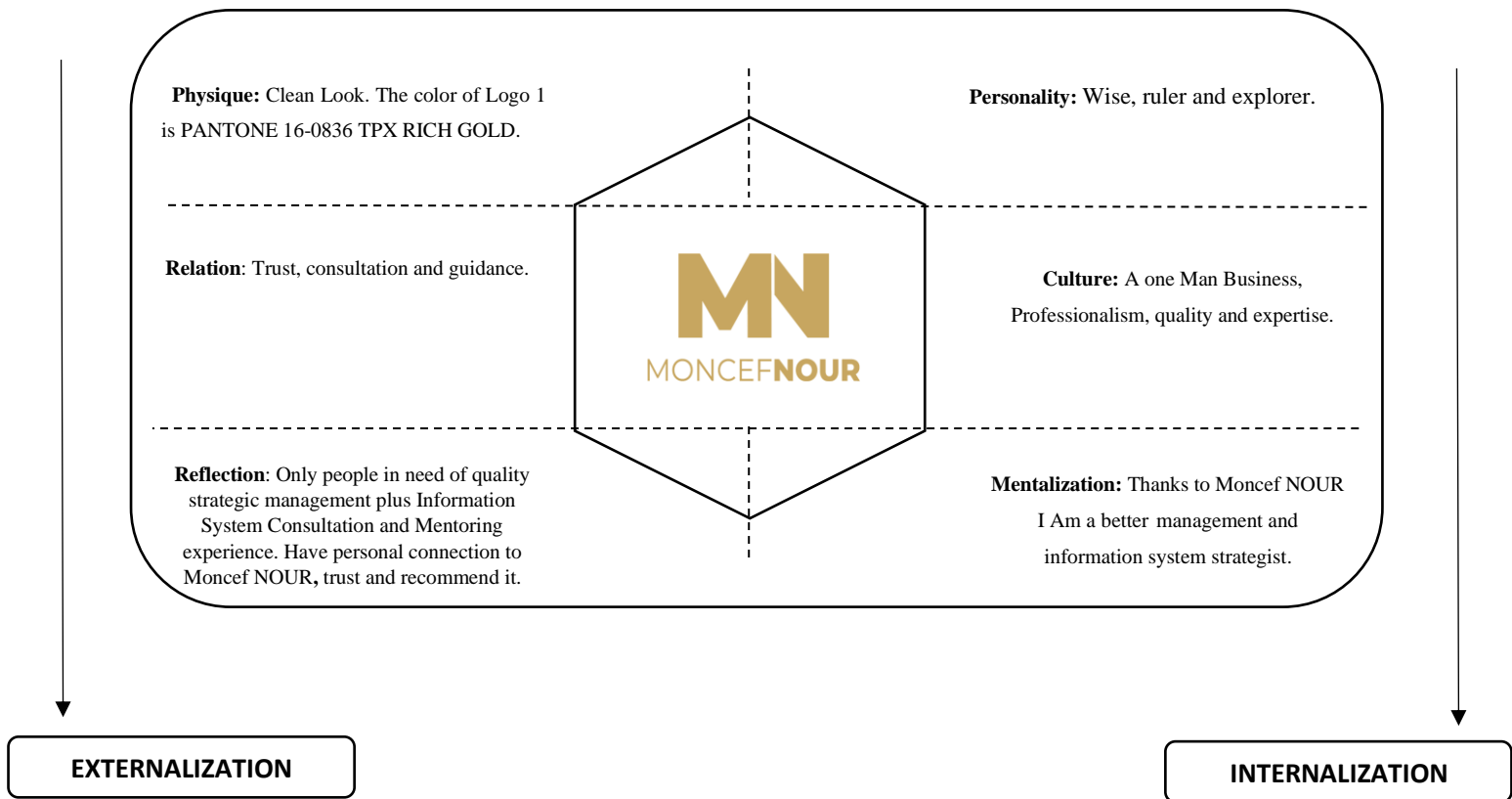


Figure 81: Moncef Nour perceived brand prism

Source: Established by the student.

4.7 Does the brand image desired meet with the perceived one?

4.7.1 Brand personality

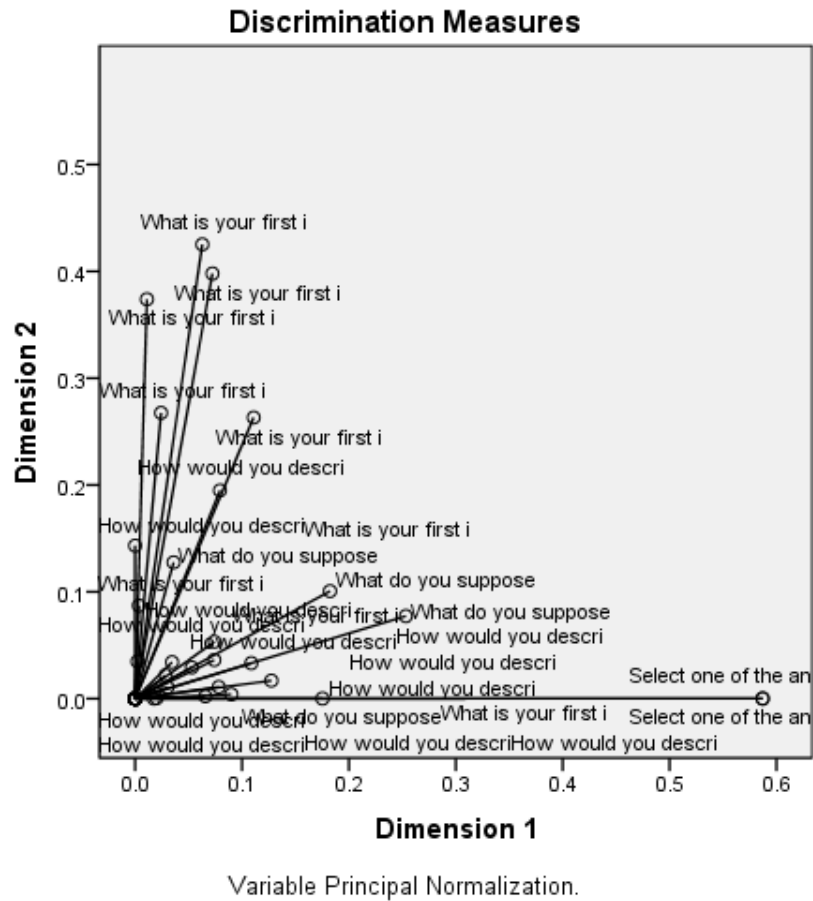


Figure 82: Brand personality ACM

Source: SPSS 24 Output

Interpretation: Variables appearing on the right side of the chart have a high positive correlation, however the ones close to '0' have a low positive correlation.

4.7.2 Brand physique

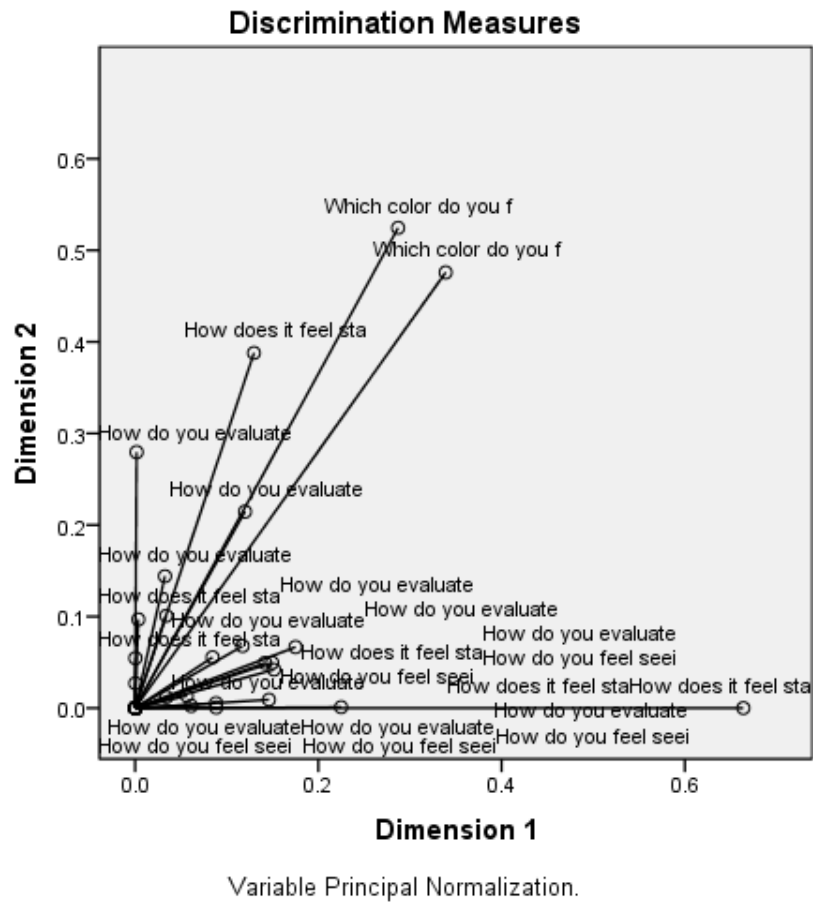


Figure 83: Brand physique ACM

Source: SPSS 24 Output

Interpretation: Variables appearing on the right side of the chart have a high positive correlation, however the ones close to '0' have a low positive correlation.

4.7.3 Brand culture

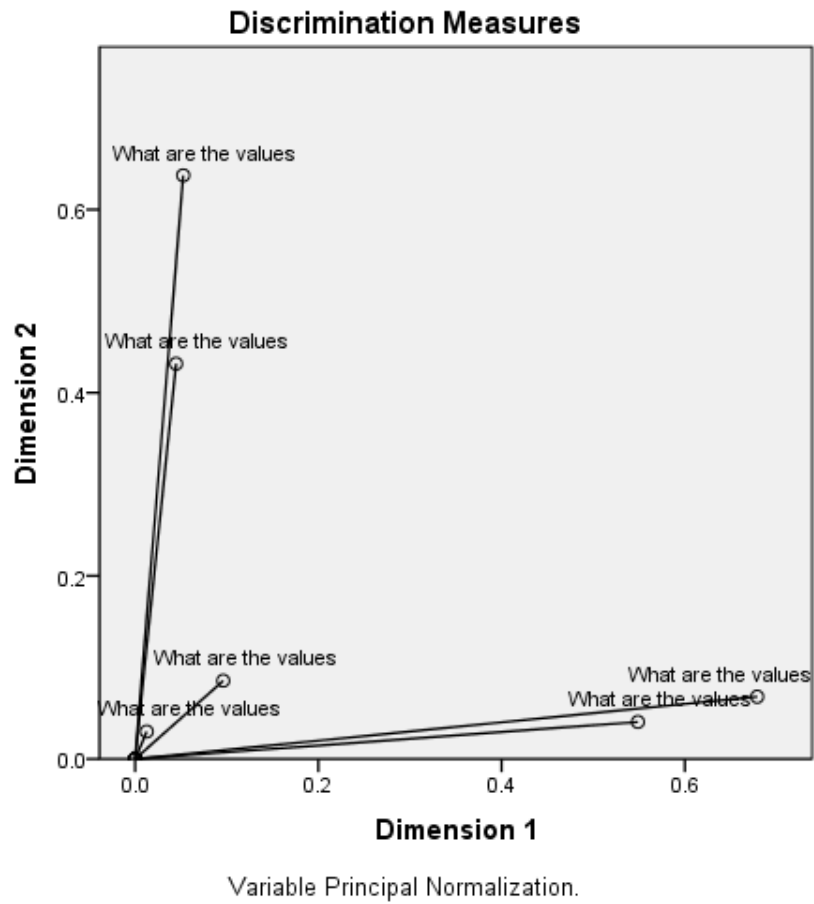


Figure 84: Brand culture ACM

Source: SPSS 24 Output

Interpretation: Variables appearing on the right side of the chart have a high positive correlation, however the ones close to '0' have a low positive correlation.

4.7.5 Brand relationship

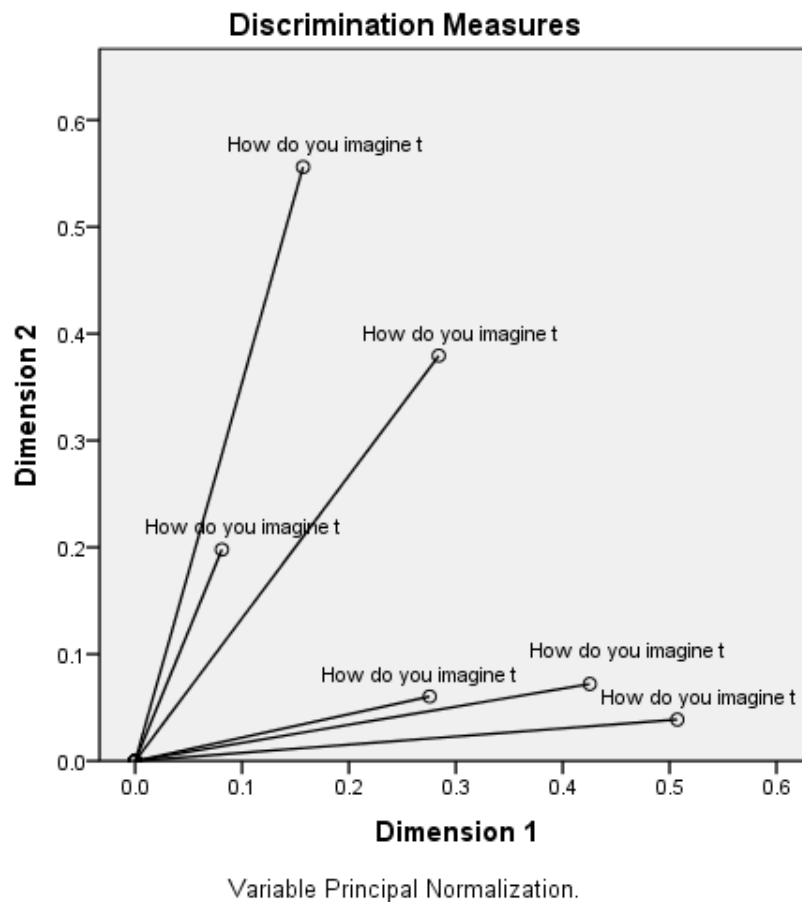


Figure 85: Brand relationship ACM

Source: SPSS Output

Interpretation:

Variables appearing on the right side of the chart have a high positive correlation, however the ones close to '0' have a low positive correlation.

Note: the other brand identity components have only one sub variable within, thus why we couldn't extract their ACM using SPSS 24 software.

4.7.8 Variables correlation

- **Correlation between brand personality and brand physique**

After creating cross tables and directional measures tables we find that correlation results are weak.

- **Correlation between brand culture and brand relationship**

After creating cross tables and directional measures tables we find that correlation results are weak.

- **Correlation between brand self-image and brand reflection**

After creating cross tables and directional measures tables we find that correlation results are weak.

4.8 Conclusion and discussion

Does the brand image desired meet with the perceived one ?

- ✓ **Yes, the brand image desired meet with the perceived one.**

General Conclusion

General conclusion

To every beginning, there is an end, the conclusion of our work is not only the fruit of this modest work but the result of three years of study at the highest school of Commercial Studies, it is a work that has allowed us to implement the knowledge acquired theoretically and develop our practical skills. We could also read international literature, research papers, and develop our academic English.

Personal branding is highly recommended to reach high visibility, to concrete success on the personal and professional levels, therefore we highlight its importance, the key steps towards it and the way to investigate the alignment between the desired brand image and the perceived one. Based on a real study case Moncef NOUR, we ask the following main question: **'Does the personal brand image desired meet with the perceived one?'**

To answer it, we adopted a mix structured and unstructured research approaches, using SPSS 24 software to analyze the data, acm and correlation methods.

Our main hypotheses are:

- **H1** The personal brand image desired of Moncef NOUR completely meet the perceived one.
- **H2** The personal brand image desired of Moncef NOUR does not completely meet the perceived one.
- **H3** The personal brand image desired of Moncef NOUR approximately meet the perceived one.

The principal result we reached at the end of this research paper is that the desired brand image **approximately** meets with the perceived one, which leads to rejecting H1 and H2, accepting H3.

We recommend the following adjustments to strengthen the alignment between the desired brand image and the perceived one of Moncef NOUR:

- ✓ Establish a digital communication plan
- ✓ Communicate the brand values
- ✓ Develop more flexible choices of the brand physique
- ✓ Keep it smooth between both of strategic and visual aspects of Moncef NOUR's personal brand.

- ✓ Measure, control and adjust the progress.

Nevertheless, we hope to have contributed to the reflection on the issue of consumer understanding the way to develop a strong personal brand and how to measure the alignment between the desired brand image and the perceived one, we hope that other researches will come to enrich our research and to discover other facets concerning developing a strong personal branding and maybe continue to working on the same study case of ours and measure the alignment between the existing personal brand image and the perceived one using David. Aaker's brand vision model.

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Kamran, KASHANI et al. *Beyond traditional marketing: innovations in marketing practice*. John Wiley & Sons, 2005.

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https://www.researchgate.net/figure/Personal-branding-model_fig3_329092408 ; consulted 13/06/2021 at 14 :17

<https://moncefnour.com/pages/presentation/> ; consulted 13/06/2021 at 16 :00

<https://moncefnour.com/pages/presentation/> ; consulted 13/06/2021 at 16 :10

<https://howbrandsarebuilt.com/blog/2018/12/21/the-brand-identity-prism-and-how-it-works/> ; checked 13/06/2021 at 14 :00

<https://fluxbranding.com/intro-to-brand-archetypes/> ; checked 15/06/2021 at 13 :00

Enclosures

School of Higher Commercial Studies of Algiers
EHEC

1. Interview guideline

✓ Our interview was structured using the interview guideline below:

1 .Hello, first of all we would like to thank you for agreeing to take part in this interview, and for the time you have given us.

2 .Please make yourself comfortable.

3 .First of all, I would like to introduce myself, Sabrina BOUGHERARA, a student in Master 2 Marketing at the School of Commercial High Studies EHEC Algiers.

4 .This study is about the creation of a brand identity and its positioning.

5 .We will use the tape recorder in order to facilitate our task of collecting information and analysis that will be used for educational purposes only.

Please feel free to answer as naturally as possible and tell us what you really think. There is no right or wrong answer.

6 .However, we would like your consent on three levels:

-Do you agree, yes or no, to participate in the study?

-Do you agree or not to have the interview recorded?

-Do you agree, yes or no, to have your name formally mentioned as a participant in the study.

-Signature of the consent agreement.

-Signing of the confidentiality agreement and beginning of the audio recording.

.This interview will last a maximum of one hour.

8 .Do you have any questions or concerns that we can answer before we begin?

Objectives of the study:

- 1 .Discussing and defining the vision of Moncef NOUR.
2. Propose a convenient digital personal brand identity and positioning for Moncef NOUR.

Questions:

- ✓ Tell us about yourself?
- ✓ Tell us a little more about your field of the profession?
- ✓ Can you describe yourself in one word?
- ✓ Describe your personality in 3 words?
- ✓ What is your philosophy?
- ✓ List your most important assets?
- ✓ What are your strengths and weaknesses?
- ✓ Tell us about your decision to build and develop your personal brand?
- ✓ How would you like to be described by your community?
- ✓ How would you describe your customer?
- ✓ What makes you different?
- ✓ What is the added value of your services?
- ✓ What do you want to accomplish in the next five years?
- ✓ What are your short- and long-term goals?
- ✓ What are your values?
- ✓ How do you want to be received by your customers taking into consideration the competition?
- ✓ What are the obstacles you face?
- ✓ Do you follow the latest developments in the profession?

2. Online survey: Brand Identity

We're conducting research on the different parts of a personal brand identity we developed. We'd love to hear from you about how you receive it . This will help us evaluate and make improvements to the existing work. The survey should only take 5 minutes, and your responses are completely anonymous.

You can only take the survey once, but you can edit your responses until the survey is closed on June 14, 2021. Questions marked with an asterisk (*) are required.

If you have any questions about the survey, please email us:
sabrinabougherara05@gmail.com

We really appreciate your input!

Section 1:

- Take a good a look at picture 1



- Take a good a look at picture 2



Section 2: Brand Personality

Brand personality refers to the personification of a brand.

1. What is your first impression about the person in picture 1?

- Ruler
- Modern
- Serious
- Mysterious
- Prestige person
- Classy
- Academic
- Professional
- Charismatic
- Others

2. How would you describe the person based on the second picture?

- Gentle
- Welcoming
- Caregiver
- Explorer
- Attentive
- Wise
- Confident
- Optimist
- Others

3. Select one of the answers below?

- My first impression completely changed
- My first impression still the same

4. How would you describe this person based on both pictures?

- Wise
- Ruler
- Caregiver
- Explorer

5. What do you suppose the profession of the person presented in the pictures?

- Consultant
- Entrepreneur
- Coach
- Expert
- Businessman

Section 3: Brand Physique

Refers to the physical characteristics of a brand.

- Take a good look at the Logo 1



- Take a good look at the Logo 2



1. How do you evaluate the logo?

- Minimalist
- Clean look
- Simple
- Memorable
- Perfectly Executed
- Meaningful
- Unique
- Authentic
- Sophisticated
- Fresh
- Flexible
- Others

"There are painters who transform the sun into a yellow spot, but there are others who, thanks to their art and intelligence, transform a yellow spot into the sun".

_Pablo Picasso

2. Which color do you find more attractive?

- Logo 1
- Logo 2

3. How do you feel seeing the colors used for both logos?

- Vintage
- Chic
- Sophisticated
- Modern
- Aesthetic
- Others

4. How does it feel staring at the typography used?

- Urban
- beautiful cursive details
- Traditional
- Bold geometric
- Old-style
- Charming
- Others

➤ **Read it carefully in order to know how to answer the few next questions**

➤ The personal brand identity we developed belongs to an Expert Consultant that has 35 years of experience in the field of Strategic Management and information System. Our survey is modeled with Kapferer brand identity prism. The next

questions will be about the following brand identity elements Culture, Self-image, Relationship and Reflection.

Section 4: Brand Culture

According to Kapferer, culture is the set of values that feed into or set a foundation for the brand.

1. What are the values you suppose more convenient to this personal brand?

- Expertise
- Excellence
- Professionalism
- Quality
- Modernity
- Trustworthy
- Others

Section 5: Self Image

Self-image relates to the way in which customers see themselves in a particular brand.

1. What is the ideal self-image you suppose for this brand?

- Better Manager
- Better Strategist
- Better Professional
- Others

Section 6: Reflection

Reflection refers to how a brand portrays its target audience .

Reflection is a set of stereotypical beliefs or attributes of a brand's target market.

1. Who do you assume is the ideal client?

- Qualified individuals
- Everyone

- Only people in need of consultation and mentorship
- Others

Section 7: Relationship

Refers to the nature of the relationship between the brand and its consumers.

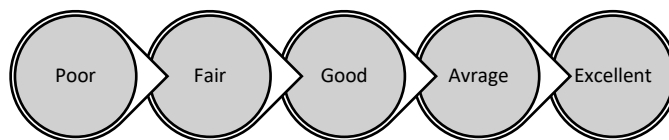
1. How do you imagine the relationship between clients and this brand?

- Trust
- Connection
- Consultation
- Mentorship
- Guidance
- Empathy
- Others

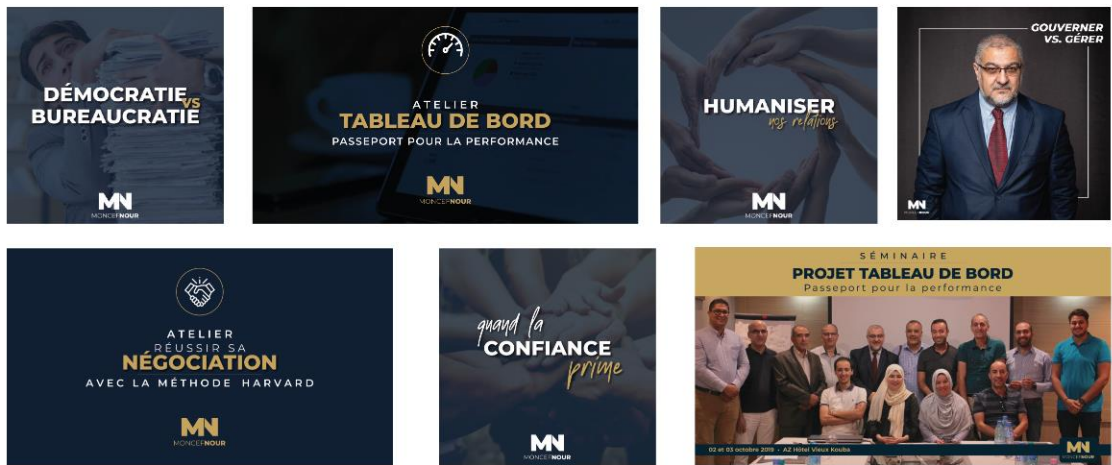
➤ **your feedback, Suggestions are appreciated**

Section 8: Evaluation

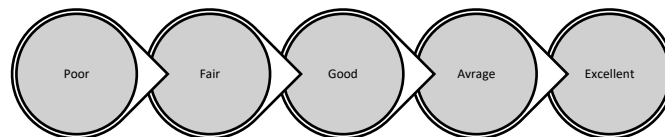
1. How do you evaluate the Strategic work done for this brand?



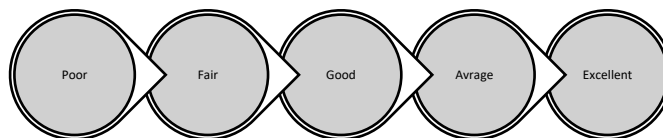
➤ Take a good look at these visuals below



2. How do you evaluate the visual work done for this brand?



3. Rate the harmony between the strategic and visual work done for this brand?



Section 9: Datasheet

1. Are you?

- Man
- Woman

2. what is your age range?

- Less than 20 years old
- Between 20 and 35 years old

- Between 36 and 50 years old
- 51 years old and more

3. What is your socio-professional status?

- Student
- Employee
- Retired
- Unemployed
- Brand Strategist
- Others

4. Are you interested in Strategic Management and Information System consultation and coaching?

- Yes
- No
- Maybe