

“HILLARY HAS TO JUST PUSH HER AGENDA AS A FIGHTER FOR WOMEN, WHETHER FOR THEIR RIGHTS OR EQUALITY. MEN WILL HAVE TO PUT THEIR RAZORS DOWN AND STAND BACK OUT OF RESPECT”

**BRANDING** By Daniel Scheffler @danielscheffler

# THE HILLARY EFFECT

**THE PRESS SLAMMED** Hillary Clinton, former First Lady and Secretary of State, because she gained some weight. But so is the press quick to nip and take hold of anyone's ankle. Hillary, according to Tina Fey and Amy Poehler (who actually plays Hillary) on Saturday Night Live (SNL), may get teased for her cankles (undefined ankle shape) but 'bitches get stuff done'. And that's the Hillary Effect.

Even when SNL makes fun of her there is an undertone of reverie, like somehow the cast knows this woman will run for president of the most powerful country in the world and will probably win and not by a small margin. Hillary Clinton is smart, ambitious in a very non-Lady Macbeth sense with just the right amount of sensitivity and has the capability to remain collected enough to appear level-headed and together. But it's because of how she has branded herself, yet again.

As Ms. Clinton, post-Monica Lewinsky, she donned herself as mother and supporting wife with clothes to match and let's not forget the haircut – sleek and pulled back. Of course when Hillary started to push her own agenda, the hair was cut and tucked and she started dressing like she was ready to lead the country. But her latest transformation pre-election announcement is the most prolific: possibly a successful member of Weight Watchers (who isn't doing something in that regard) and looking determined and with longer softer hair that looks graceful and just feminine enough to appeal to voters of all genders. This was revealed last month with her simple and to the point website <http://hillaryclintonoffice.com/>. The world is holding its breath to see if the free world will allow a woman to lead them.

Appearing at the right events, including Women in the World summit, and winning awards, such as the Department of Defence's Medal for Distinguished Public Service, The Kaleidoscope Trust and Pride London's World LGBT award means Hillary is making all the right moves. Then

of course there is the new highly anticipated book with Simon & Schuster where she will, with perfect timing (release June, 2014) show the world her inner most details and thoughts as she prepares to take the throne. Branding exercises if I ever saw any.

Besides for the cankles, hair and weight issues (all seemingly shallow and immaterial but pivotal in an election) Hillary is beleaguered by the press about her health concerns. A serious concussion late last year and having to deal with a blood clot earlier this year now needs the next bit of branding activity. The ever-eloquent *National Enquirer* of course declared that Hillary was dying of a brain tumour and the unread, uneducated few Republicans jumped on the bandwagon. But Hillary is now appearing to be back to health and is simply awaiting to announce her candidacy. Could the ultimate marketing exercise for Hillary be just to push her agenda for women and claim that all girls want to do is have some fun yes, but also run a country and therefore should stick together by proxy. It may just work. What Hillary has going for her besides her many achievements is that she is just simply a W-O-M-A-N.

With an almost revival of the feminist, and the equality battle happening once again across the world, Hillary has to just push her agenda as a fighter for women, whether for their rights or equality. Men will have to put their razors down and stand back out of respect. The youth, fickle as they may be, are more and more interested in liberalism in Egypt, to the happier part of Korea to New York City. The wave of the future is giving rights to gays, women, men and everyone and everything in between. Suddenly the crux of the matter is no doubt about human rights and not singular rights and Hillary Clinton is getting down with that. Maybe she always has while standing by Bill and Barack and now standing by her country and by herself.

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