



first degree PR

CUT THROUGH THE NOISE

Welcome to our September news!

This month, we're talking all things b-r-a-n-d-i-n-g branding. From personal branding to organisational branding, we think a brand is a pretty important thing. So important, in fact, that we've decided to *brand* this month's newsletter with the theme. Get it?



[U2 admitted to setting up their band and establishing their brand before they learned to play](#)

Fake it til you make it.



[Here's our list of the do's and don'ts of brand management](#)

DO NOT take pointers from politicians.



[How to improve your brand as recommended by celebs: give back](#)

Be a nice human.



[High end fashion designers are coming to reinvent your corporate uniform](#)

Say chanello to designer workwear threads.

Plus hear from our all-star intern, Madelaine Wong!



[From no makeup selfies to ice bucket challenges, what makes a good social media campaign?](#)

Hint: famous people.

And in other news...



[We support Kiva](#)

With this month's [Kiva loan](#), we're helping the Abizerana (meaning 'believe in themselves') group in Rwanda to buy more sorghum for their business. The profits from the sales will be used for the welfare of the group members, and to reinvest back into the business.

Monthly dose not enough? Check out our [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

The fine print: We disclaim nothing. In fact, we're quite proud of our newsletter!