



The Academy Awards and Becoming a Little Bit Famous

By Catherine Kaputa

Why do people like award shows so much?

Soon we'll all be watching the Academy Awards. It's one of the few shows on television that gets a big audience like the Super Bowl.

We're all putting together our picks for best picture, best actor and best actress. Just like the Super Bowl is about the commercials as much as the game. The Academy Awards are as much about the celebrities and what they are wearing as the awards – particularly for women viewers (this one included.)

We're fascinated by people who are well known and have won awards. That's why I say from a branding perspective, it's important to become a little bit famous.

In self-branding, we're talking of being famous for something – an idea, a belief system, an accomplishment, an area of excellence. And we're talking about visibility on some level – your industry, your company, your community, even the nation if you're ambitious.

Visibility – what advertisers call mindshare – brings big rewards. You can get a higher price for your services or a bigger salary. People will seek you out. That's because of the connection people make between something that's well-known being better than something that is not. ("She must be good, or why would she be so well known?")



Fair or not, that's the way the world works.