

BRANDALIVE

This Quarter

A Letter from Pete

As always, I am thankful for the opportunity to reflect on the growth and excitement that I've been a part of as we finish up Q4 and 2023. I want to take a moment to express my heartfelt gratitude for the incredible journey we've been on together, whether it's been for 10 years, 10 months, or 10 days. I am inspired by the prospect of every opportunity to share my stories with you; it's your unwavering support that has made this journey possible.

I would love to connect with you outside this platform! Visit our [LinkTree](#) to see where you can find me. If you find what I have to say valuable, please share my newsletter or social media handles with your network. Anyone can [subscribe](#) to my mailing list through the Stay Connected link on my website!

As always in everything BrandAlive does, I am seeking to create meaningful experiences that help equip and educate you. Happy New Year!



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GUEST SPEAKER FOR MEDIA LITERACY

In October and November, I had the opportunity to speak to two groups of students taking Media Literacy taught by Dr. Heather Epkins, Ph.D. at Johns Hopkins University and the University of Maryland. For both classes, I talked to the students about how to develop their own personal brands and what all goes into branding. There was great conversation surrounding the topics of brand hierarchy (from building awareness all the way to advocacy), consistent branding (as we know is a hot topic within X, formerly known as Twitter), and having a purpose or passion (which is important for EVERYONE). I thoroughly enjoyed the opportunity to talk with these students who all showed their entrepreneurial spirit by asking thoughtful questions and engaging in delightful conversation.



Huge thanks to Dr. Epkins for allowing me to speak to her students once again! Having the opportunity to be a resource to professors and their students fulfills my purpose of encouraging them to find and pursue their purpose.



If you teach at a university, I am always interested in the opportunity to speak to your students. If interested, please reach out to me through the form on my “Invite” page. I’d love to connect!

Not signed up for BrandAlive’s quarterly newsletter?

Sign up to join our mailing list by clicking **this link!** We’re glad you’re here!



INTO THE AI-VERSE

HOW BRANDALIVE HAS
BEEN USING AI IN 2023...
AND WHERE WE'RE GOING!



CHECKING IN WITH BRANDALIVE.AI

We are bringing AI to BrandAlive, and we are in the middle of beta testing our Minimum Viable Product (MVP)! The MVP offers access to our first module which covers developing your purpose, mission, and vision. We are excited about the early responses that we have received. Through Brandalive.AI we aspire to create “a world where obtaining a brand strategy is as simple as answering a few questions.”

If you are one of our beta testers, I want to express my sincere gratitude for your contribution to this new product. Thank you for being a vital part of our beta testing community. If you're interested in learning more about BrandAlive.AI or would like to participate in future beta testing, reach out to me [via email](#).



MAKE YOUR WEBSITE ACCESSIBLE WITH



I am excited to share that I have taken the leap towards inclusivity by partnering with accessiBe to improve my website. accessiBe is the leading automated web accessibility solution powered by AI. This incredible platform ensures an accessible and user-friendly experience for everyone, regardless of their abilities. You can try it out for yourself on my [website](#) — just click this green button below in the bottom left corner of the page!



If you're ready to enhance your website's accessibility and ensure compliance with accessibility standards, join the movement with me towards inclusivity! Click [here](#) to discover how accessiBe can transform your website into an inclusive space for all. Let's make the web accessible together!

AN EXCERPT FROM

STRATEGIC BRAND LICENSING

BUILDING BRAND VALUE THROUGH ENDURING PARTNERSHIPS

I am excited to announce that I have teamed up once again with **Prof. Cristina Longo** of the University of Catania, Sicily, to co-author a comprehensive textbook, *Strategic Brand Licensing*. This textbook will focus on the complicated world of brand licensing and all that encompasses it. Together, we have created a manual to expose the many elements of licensing. The book covers a broad spectrum of topics, from the fundamental principles and legal aspects of brand licensing to the strategic considerations and practical applications. Students will gain a deep understanding of the types of licensing agreements, the different licensing models, and the key considerations for both licensors and licensees.

Our target market consists of postgraduate students, MBAs and executive education professionals. This textbook will complement other books focused in the area of brand strategy, brand management, marketing, communications, and international business. This material can be applied in many sectors including sports, apparel, CPGs, technology, digital, metaverse, music, entertainment, and art.

Maura Regan, President of Licensing International, says in our forward, “The beauty of this industry is that, as soon as you understand licensing, you’ll realize you’re surrounded by it in your everyday life.” With this textbook, we hope to bring awareness about the licensing world to students and business professionals. I am excited to share an excerpt from the first section, “The World of Licensing”, in *Strategic Brand Licensing* with you today. Stay tuned for more updates on the release of our textbook! To view or preorder *Strategic Brand Licensing* through Routledge, click [here](#).

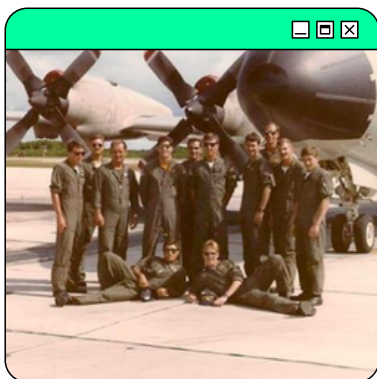
“Licensing means the renting or leasing of an intangible asset, which include a song, such as Need You Now by Lady A, a character like Disney’s Donald Duck, a person’s name such as George Clooney, or a brand like The Ritz-Carlton. This book is focused on strategic brand licensing, which is characterized by a commitment and involvement of both the licensor and licensee in the production and distribution of the licensed brand that lasts in the medium and long term. An example of strategic brand licensing is that of Caterpillar. The program is active in over 150 countries and generates \$3 billion in licensed product sales at retail. The program has allowed Caterpillar to build a direct-to-consumer connection for over 30 years while building on its core equity of toughness in a variety of categories (Canalichio, 2018).”

Strategic brand licensing is a way to create value both for the licensor and the licensee by exploiting the intangible assets over time. The licensor has the opportunity to extend its brand into new product categories, expanding product portfolios, targets, distribution channels and geographic areas with a limited investment compared to a direct one. The licensee expands its product range, leveraging the strength of the licensor's brand, reputation and image, thus enhancing its market positioning. Investing in enduring partnerships is of strategic importance for both firms and industry and requires a deep knowledge and understanding of the art of licensing management.”

#HIGHLIGHT REEL: #BEST OF 2023

As we bid farewell to 2023, it's time to celebrate the incredible journey that we've had all year long! Sharing content on social media allows me to connect with you on a deeper level. Your unwavering support, engagement, and enthusiasm for the inspirational content I share means the world to us at BrandAlive. Your reactions, comments, and shares tell me that these messages are resonating and making a difference in your lives.

As I reflect on all that I've shared in 2023, let's take a trip down memory lane! We've curated a collection of the top-performing posts this year on [my LinkedIn](#). From thought-provoking discussions to heart-touching comments from you, these posts have left a lasting impact on me. And I hope you, too.

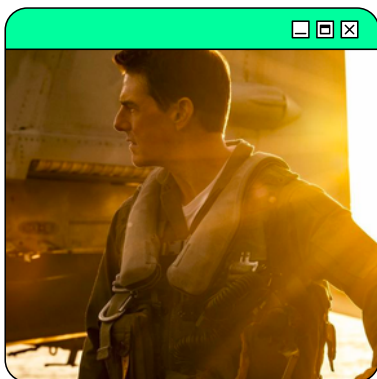
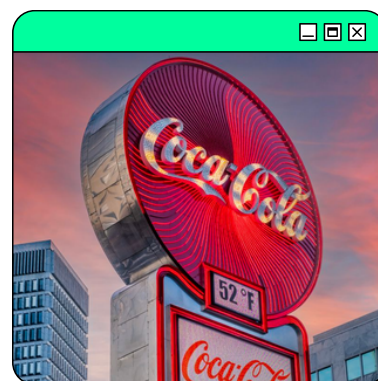


How Flight Training Prepared Me for Life

As many of you know, I graduated from the United States Naval Academy in 1981. It's one thing to say I flew planes, and quite another to talk about what, exactly, that entailed. More importantly, how I got there and what I learned from it that I carry with me every day in my professional life.

Is Your Career A Challenge in Disguise?

Do you expect your career to take a linear path? What if the perceived failures or rejections we get along our journey are what actually define us and make us stronger? What if a real career is just a challenge in disguise?



Lessons in Business from Test Pilot School

I felt nostalgic with the release of *Top Gun: Maverick* in 2022. Like Maverick and the other folks in both *Top Gun* movies, I also learned some powerful lessons about myself, which are foundational to my life as an entrepreneur. Life does imitate art sometimes!