



# Authenticity in brand leadership is critical

Marketing is no longer just traditional advertising with print ads and slogans, as the landscape constantly evolves, though some company leaders still treat marketing as a traditional, singular role.



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“Archaic communication tactics might deliver short-term gain or drive the brand message, but they don’t deliver on building the brand,” says Kate Mederer, principal owner at Restless Brands – specialists in innovative marketing that build, reinvent and recharge brands.

“Understanding that marketing is the art and amplification of clear, authentic, purpose-filled messaging is vital. More so, marketing is the amplification of the belief and heart of the brand leader.

“Look at any brand that takes care to delight you daily by speaking to you through its social messaging, employee satisfaction or reason to be. Now, look at that brand’s leader. Chances are he or she will be genuine, have a very high EQ, have compassion, want to build a team and act authentically. Chances are that the brand is at the very core of everything he or she does, behaves and strategically executes. If your brand is at the centre of everything you do, you will impact the brand and ultimately those who buy into it.”

“Authenticity springs from authentic people, which is what every brand wants. Lead an authentic brand and be in tune with those core goals that make your business unique.

“Impact your brand by connecting people to you, with the brand at the centre and by being intentional,” concludes Mederer. For more information, go to [www.restlessbrands.co.za](http://www.restlessbrands.co.za).

For more, visit: <https://www.bizcommunity.com>