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Beyoncé as a Brand

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Beyoncé as a Brand

Beyoncé is a female artist who was born in 1981 in Texas in the USA. The artist has shown creativity in her career life (Trier-Bieniek, 2016). The journey of her musical career began when she was a leader of the R&B girl group Destiny child, which her father founded in 1996. It is from this group that Beyoncé was made both as an artist and as a brand. Beyoncé brand is defined by her musical career, which shows a high level of creativity and attracts many fans worldwide.

Similarly, Beyoncé is purely made from many planned events where she shows cases her musical career. The musical career has earned the artist fame around the world hence promoting the overall brand name. Beyoncé has won numerous music awards in the world. For example, Beyoncé won the Best R&B ARTIST I Album for the year in 1999. Her brilliant performance in the music industry help promotes the overall brand image and her entire career.

Despite her brilliant performance in the music industry, Beyoncé has demonstrated great personality traits that helps her to build a strong brand among the competitors (Olutola, 2019). The clear illustration of her brave and confident performance and her life story acts as a great inspiration to her fans. Most Beyoncé fans can associate with that unique character that defines Beyoncé.

Beyoncé has creatively combined her professional knowledge as musical and personal skills to turn challenges into opportunities in her life. The artist creativity in music has attracted a huge number of fans across the world. However, there are some challenges that the artist encountered in the course of her career. For instance, there was a time where Kanye West interrupted Taylor as she was giving her speech and requested Beyoncé to perform because she

had the best video of the year. Unfortunately, Kanye finished all the time that was allocated for Tylor. Beyoncé used this chance to combine her professional knowledge by performing her best video of the year and utilizing the opportunity to give Tylor finish her speech.

Giving Tylor a chance to finish her speech showed her character of bravery and confidence. However, this was challenging as she had to choose between her friends and do what was ethically right. Additionally, the artist struggles with some family challenges such as miscarriages and her responsibility as a wife. Beyoncé has disclosed her family life in public and the challenges that she undergoes in her marriage to build her brand name. The application of her struggles serves as one of the most common motivating factors to her fans. She is involved in some family fights (Li,2017). However, she transforms these fights and challenges to build her brand by realizing songs concerning her love life. This attracts many fans across the world.

Beyoncé business is proactive because it involves the development of strategies to increase the earnings in her business. Beyoncé has started various entertainment firms and marketing firms to promote her earnings. Additionally, Beyoncé has initiated some kind of partnership with some business ventures such as Ivy Park. Mainly, the Beyoncé business is concerned with the entertainment sector and marketing sector whereby some firms use the popularity of Beyoncé to advertise their products (Keleta-Mae,2017). In conclusion, Beyoncé business strategy is proactive because it involves strategizing on new methods to increase revenue. Apart from engaging in the music industry, she is also engaged in the marketing sector.

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