

Smart Power
by
Smiling Diplomacy

Positioning – Differentiation – Branding
Hillary Clinton

Prepared by Fritz E Simandjuntak
Indonesia Marketing Association

Smiling Diplomacy



Friday, 20 February 2009

Headline 1st Page



Friday, February 20, 2009

The Jakarta Post



Friday 20 February 2009

JakartaGlobe

Clinton Talks With Teens on Local Variety Show



guardian.co.uk



Bangkok Post 2.0 BETA
The world's window to Thailand



thestar
online



brand i Integrity

POSITIONING

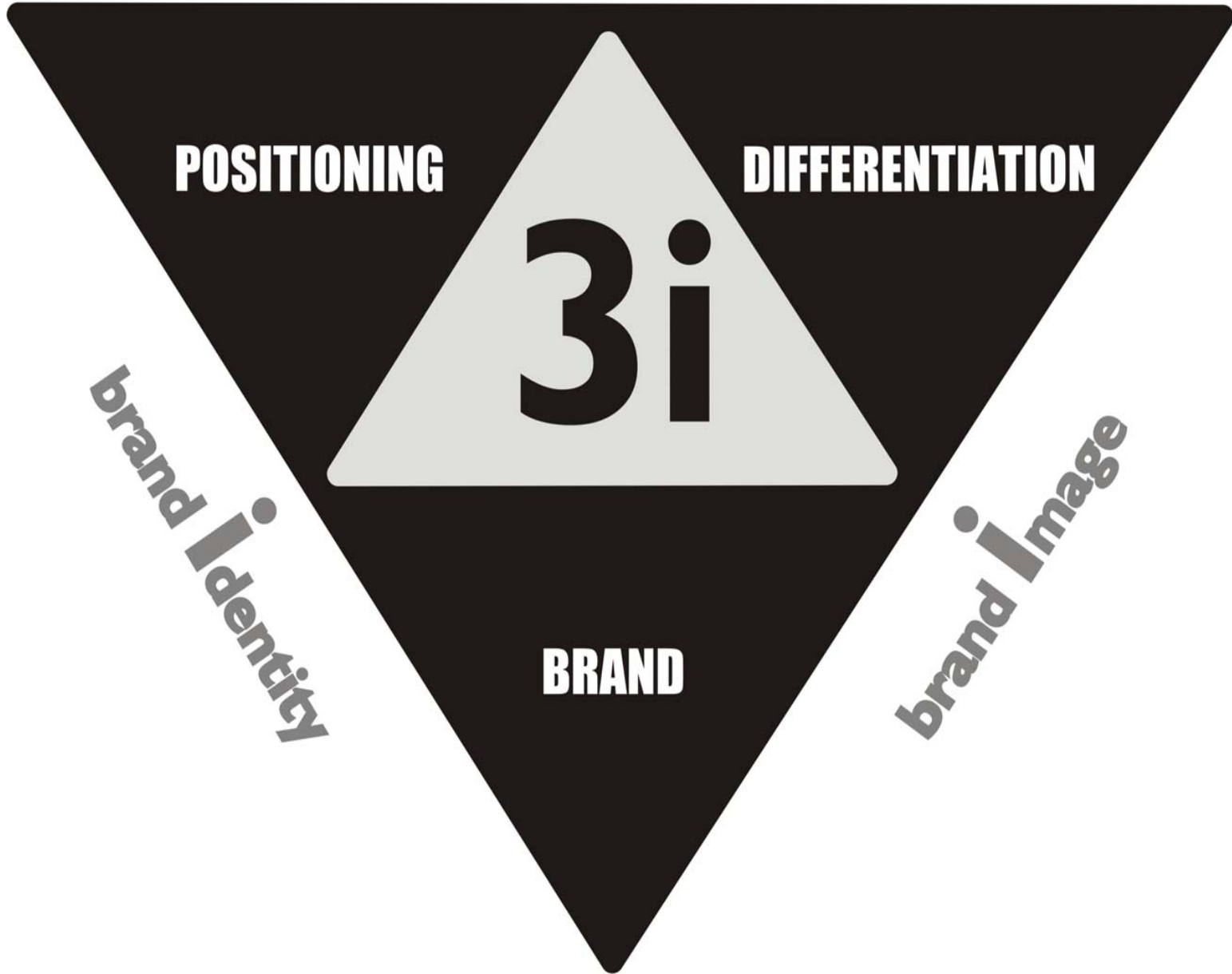
DIFFERENTIATION

3i

brand i Identity

brand i Image

BRAND



Hillary Clinton: Smart Power by Smiling Diplomacy

