

# Define and exploit your brand to succeed - marketing expert

 By [Walter Wafula](#)

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Ugandans who wish to be successful have been encouraged to identify their strong attributes and exploit them to be more competitive in the fast growing economy.

“Define your brand and push your perceived value as your brand,” Caleb Owino, chief executive, Fireworks Advertising, told about 200 youthful Ugandans who gathered in Kampala to learn about personal branding. Owino added that building a personal brand is a full time job. “You should never relax on that,” he told his audience.

The event was attended by the youth - mostly employed but looking forward to acquiring new knowledge to fit in an economy that is growing with many business and job opportunities.

In building powerful personal brands, the marketing expert emphasised five major attributes including; high value, accessibility, awareness, and differentiation, just like companies do.

In marketing themselves for better jobs, Owino further urged his listeners to focus on exploiting their strengths rather than fixing their weaknesses. “You will become best at what you do when you focus on your strengths,” he stressed.

David Lambert, the chief executive officer 360° Network, said the forum aimed at helping youthful Ugandans to market their way into prestigious jobs, by helping them discover themselves and build confidence about themselves.

## ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at [wafwalt@yahoo.com](mailto:wafwalt@yahoo.com) and connect on LinkedIn.

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