



Not many people have attained the status of a brand in their country. Shimon Peres is one of them. The consistency, originality and determination he has shown throughout the years have helped him earn this position. Only after Peres, as a brand, focused on his advantages did he become a genuine Superbrand

Born in 1923 in the town of Visnieva Belarus, Shimon Peres immigrated to Israel in 1934. In 1944, he worked as a farmer and shepherd in Kibbutz Alumot, and three years later, was recruited by David Ben Gurion and Levy Eshkol into the Haganah, where he was involved in procurement and personnel recruitment.

In 1953, at the age of 30, Peres was appointed by Prime Minister and Defense Minister David Ben Gurion, Director General of the Ministry of Defense, where he established the Israel Aircraft Industries, and was responsible for the establishment of Israel's nuclear program, including the construction of two nuclear reactors.

In 1959, Peres launched his political career. He was elected to the Knesset and fulfilled a series of parliamentary positions over the course of 48 years (MK, Deputy Defense Minister, Minister of Absorption, Minister of Transportation and Communication, Minister of Information, Minister of Defense (in his term, he was responsible for Operation Yonatan to rescue the hostages at Entebbe), Minister of Finance, Minister of Foreign Affairs, Minister for Regional Cooperation, Minister of Development of the Negev and Galilee and Prime Minister (two terms).

Shimon Peres was awarded the Nobel Peace Prize in Oslo on 12 December 1994.

In June 1996, he established the Peres Center for Peace, and in June 2007, was elected by the Knesset to serve as ninth president of the State of Israel.

Brand Properties

During his entire extensive career, Peres was characterized



walking (on left) with David Ben Gurion

as being visionary, creative, consistent and determined. The new immigrant who worked as a farmer, who served in public positions from an early age, and served in nearly every position in the government, was not considered a brand, let alone a Superbrand, during extensive sections of his career.

In fact, for a long time, Peres was the punching bag in Israeli politics, and large sections of the Israeli public perceived him as the enemy.

So what does Shimon Peres have that has made him in recent years become a Superbrand in Israel as well as in the rest of the world?

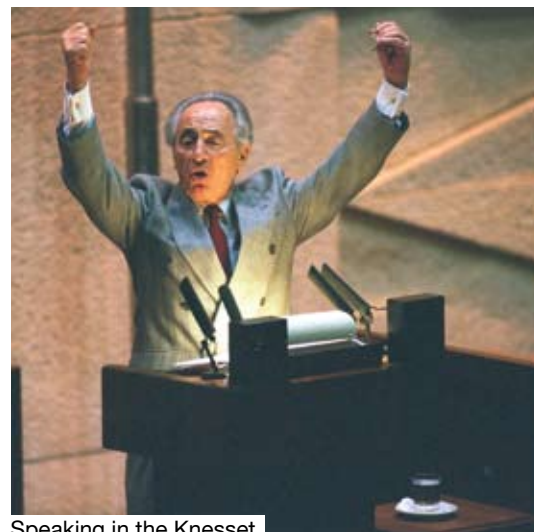
One fact is indisputable: Peres is a man who does not leave others indifferent. Like any brand, there is an emotional connection between consumers and him.

If we examine Peres the way we examine a brand, we identify unique characteristics that differentiate him from other persona: an identifiable voice, a unique accent, an unchanging appearance (forever young is an important image asset).

As a brand, Peres was built slowly, over years. Like many other brands, the Peres brand had to cope with crises but like other successful brands, the consistency he demonstrated helped him survive the crises and strengthened him throughout the years.

Brand Advantages

As such, why were there periods in which the Peres brand triggered hostility, and what happened to Peres as a brand that caused other people to begin having a



Speaking in the Knesset

sense of respect and even fondness towards him?

One of the main reasons is the change in Peres himself. He focused on his strengths and minimized his weaknesses. The watershed moment in the change that the public experienced in the way they referred to Peres took place in 2005. After Peres lost the Labor Party elections to Amir Peretz, he announced that he would not longer run for this position. At that moment, Peres transformed from politician to statesman.

As a brand, Peres was vulnerable throughout the political struggles that involved him. His political rivals – from outside and within – saw him as an easy target. Never in Israel's history there has been a politician who has been so maligned throughout the years.

Peres's brand assets include his creativity, his authenticity, culture, vision, accountability and leading process. All of these do not comprise an advantage when battling against a political or party rival, when Peres as a brand triggered resistance and his brand equity was damaged.

Once Peres left all of that behind him, and began to focus on his advantages: international relations, future vision, ability to run ahead before everyone to mark the way – public opinion of him began changing, and the brand skyrocketed.



Speaking at the memorial service for Yitzhak Rabin



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Things You Didn't Know About Shimon Peres

- Peres's birthday is August 2nd.
- His father, Yitzhak, was an affluent lumber merchant and his mother Sarah was a librarian and Russian language teacher.
- In his childhood, Peres was influenced by his maternal grandfather, Rabbi Zvi Meltzer, who taught Peres the Talmud, but also fine world literature and Hebrew.
- Peres published 12 books in a range of languages and even wrote poetry.

As previously mentioned, the Peres brand hasn't changed for years. What has changed is the environment in which it is operating.

First, over the past several years, Peres has become one of the last of the tribal elders.

Following Rabin's assassination and Ariel Sharon's hospitalization, he is the last one standing. Peres is the last of the generation of founders who is still living. This halo radiated on and improved the brand, helping Peres become an admired father figure.

The fact that many of his political rivals began adopting his views, Ariel Sharon being at the top of this list, helped Peres become accepted by large sectors of the Israeli public that had not previously accepted him.

What cannot be forgotten is that for many years, Peres was a more successful brand overseas than at home. For a

long time, the home front considered him a disadvantage: mocking him for his cosmopolitan nature and his fondness for the French. In recent years, however, with the Israeli consumers' inclination to adopt trends from overseas, the fact that in the outlying areas was a man who was congratulated by dozens of world leaders on his birthday who show him tremendous respect, further solidified the image values of the brand.

In addition, the public disgust with politicians following corruption scandals have provoked a yearning for a

different kind of politician. Peres was a name bandied about as an alternative to the corrupt politicians, and this fact further reinforced his brand.

The most significant move, however, that helped establish Shimon Peres not only as a brand but as an icon was his election as president. The presidential institution lent the brand the respect and the final governmental approval that established Peres as a Superbrand.

Shimon Peres is a brand that has gradually become stronger over many years. Like many other brands, the fact that he has behaved consistently over time and never deviated from his 'product' truth even during hard times – helped strengthen his position.



Shaking hands with Jordan's King Hussein



Standing next to French president's wife Carla Bruni



Speaking with the Pope during his visit to Israel

1923
Shimon Peres was born in the town of Visnieva Belarus.

1932
Peres and his family immigrated to Israel.

1959
Peres elected to the Knesset for the first time.

1984
Peres appointed Prime Minister in the National Unity Government.

1994
Awarded the Nobel Peace Prize.

2007
Shimon Peres elected President of the State of Israel.

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