

BRAND NEWS

“WHAT’S YOUR SUPERPOWER?”



MILLION DOLLAR BRAND ICONIC MAGAZINE SOLD!

Former NBA player turned fast-food chain magnate, Ulysses Lee Bridgeman, Jr. snapped up the legendary EBONY Magazine in U.S. Bankruptcy court December 23, 2020

OFF BRAND CHAPTER 7 TO 11

The Clear View Group purchased the family-owned EBONY-JET publications from Johnson Publishing in 2016. In 2020, Parkview Capital Credit allegedly forced CVG into bankruptcy after loan default.

FAMILY AFFAIR BRAND FOOD SPORTS MEDIA

Bridgeman entered the \$14 M winning bid. The legacy publication is expected to join the Coca-Cola bottling plant, Wendy’s restaurant food chain to name a few items in the family’s business portfolio.



BRAND MARKETING MEMES

A tweet about COVID-19 Vaccine goes viral. 10 days later Black Twitter catalyzes it into meme: Black People get Superpowers on 12/21/20. Followed by tweet with hashtag #negrosolstice. 65k likes later, OP adds tweet promoting his Résumé writing business for the mortals left behind. #brandmagic

Show Us Your Superpower

A middle-aged woman walks off the job, determined to start a new business. But after years of working on a team she can't remember how to stand out in her field. See how she rediscovered her brand, gained new insight on how and what makes her special. Will it work for you? [[Subscriber Content](#)]

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REDISCOVERING YOUR HIDDEN TALENTS

WHAT MARVEL SUPERHEROES TEACH US ABOUT WEAKNESS

Captain America, Iron Man, Thor, The Hulk, Black Widow, Hawkeye, and of course Loki are all of questionable character. Iron Man -Tony Stark even told Captain America, that his best parts were made in a laboratory. Technically that may be true -BUT it is Roger's weakness that makes him a superhero! In fact, it's the weakness that gives them all the winning edge. Can you use your weakness to unlock your superpowers? The answer in... [[Subscriber Content](#)]

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**“Your
superpower is
your brand,
and
Your brand is
your bond”**

BRAND NEWS MENTIONS

HYPERLINKS

[Retired NBA Player Wins \\$14 M Bid for legacy publication](#) - Atlantablackstar dot com.

A [Twitter](#) user helps those who lost out on superpowers.

Is there a new “[Heroes](#)” television series on the horizon?

...

JOIN! In her “[Build-a-Brand](#)” Newsletter, Mel Hopkins, an experienced, passionate storyteller, shows how to craft your personal brand identity