

First Impressions

How they scored in the ratings game



Chris Corrigan: rating 7 out of 10



Carly Fiorina: rating 9 out of 10



Mary Kostakidis: rating close to 9



Margaret Jackson: rating 8 out of 10



Ian Thorpe: rating 9 out of 10



Russell Crowe: close to superbrand

Mirror, mirror on the wall, who has the best brandpower of them all?

Jon-Michail, author and CEO of Image Group International, coaches individuals and groups on "personal brand power", classifying them as: "no-name"; "recognised" and "superbrand" status.

His new book, *Life Branding: How To Maximise Your Potential Using The Abundance Lifestyle Coaching System*, will be released in May.

"Recognised brands are names like Paul Keating or Margaret Jackson," he says, "superbrands are internationally recognised, like Bill Gates and Richard Branson".

He rates Simon Crean as an "improver", saying he is "specifically starting to look polished. His suits are well cut, his shirts also and his ties are well coordinated. It's been happening for 18 months. Crean is visually ahead of John Howard".

Chris Corrigan
He is in transition to a recognised brand. His media profile is making him increasingly recognisable. The Branson-Virgin association has given him more power. He obviously knows he needs to be fairly trendy because of that.

Branson's success transcends the need for him to conform. Brand status buys you a lot of insurance in society. The more you build the brand, the more you build insurance against criticism.

There was a time when Chris was rarely seen without a tie. I sense someone is telling him to loosen up. It's like Ted Turner with AOL, he loosened up. **RATING: 7/10**

Carly Fiorina
As CEO of Hewlett Packard she's a great international role model for

You're merely human – until you become a brand, as Jon-Michail tells **Susan Owens**.

women. She's taken on the boys and knows how to play the game. Her look is definitely suits that have a soft but structured appeal.

She doesn't mimic men, but claims her integrity as a woman through her dress. She's not interested in fashion but style and that conveys an image of strength.

She doesn't confuse "sexy" with "sensual". There is a danger for women who do not know the difference. Sexy does not work in a corporation – but on sofas in Hollywood. **RATING: 9/10**

Mary Kostakidis
She's an example of someone who has had makeovers over the years and gets better with age. She's very personable; rates highly on image, is very well groomed and you sense good taste and intelligence.

She's got a lot of credibility, and is appropriately dressed. Most newsmakers on commercial channels have "hit and miss" days, because wardrobe assistants dress them. You get the feeling Mary is wearing clothes she chose herself and that makes her complete. **RATING: Close to 9**

Margaret Jackson
Margaret, one of Australia's highest profile corporate women, presents well but she is fair and her glasses can be intimidating. Black frames are not the best colour for her skin and hair colour. But she's a good classic, contemporary dresser.

She's living today not yesterday. She's had a makeover. Her new hair

and glasses contemporize her. The pinstriped suit can look a little hard. It could be intimidating to men and very intimidating to women. In my experience, that doesn't deliver assertiveness nor does it build relationships. Pinstripes are better on young women on the way up. **RATING: 8/10**

Ian Thorpe
He's got what it takes – naturally. If you remember the Games, before any media training, he was so slick, very homespun and natural and that's a rare trait to have at an early age.

He's the kind of young man who could make a prime minister – if he was in America they'd be talking about him in that way. Sports people normally don't wear clothes well, and Thorpe comes from a generation who dressed down or were big on sportswear. In spite of that he wears Armani with ease, the clothes aren't wearing him. **RATING 9/10**

Russell Crowe
He's approaching superbrand status – many people didn't know him three years ago. If he'd won the second Oscar he would have flown close to Mars, would be untouchable. He presents as a slob. He behaves as if he's angry about something. His look is a bit anti-establishment, anti-authoritarian.

Still, he's got a kind of immunity, the more you build a superbrand, the more people will stop criticising. They get fearful. **RATING: close to Australia's first superbrand.**