

Oprah winfrey: a brand unto herself case study examples

[Business](#), [Company](#)



**ASSIGN
BUSTER**

Oprah Winfrey is a philanthropist, producer, an actress and a winner of many awards. She is also well known for her famous talk show that is followed by lots of people all over the world. Oprah has co-written and published several books that end up being best sellers. Winfrey and her company created a website ([www. oprah. com](http://www.oprah.com)) that provides interactive sessions and resources relating to her shows, book club, charity and magazines. It is a website with many users per month and word has it that it receives approximately 20, 000 views in a week.

Oprah being a marketer has expanded her personal brand through a range of product lines that include her two production companies, Harpo Studios and Harpo Films. (People Magazine chapter 11). Relating to Oprah's story of personal victory, the Winfrey brand offers its fans authentic proof that anybody is capable of controlling their destiny. People believe her, and that gives Winfrey a lot of influence and contributes to helping other brands connect to with her audience. Marketing experts have it that Oprah's brand, built on self-improvement and living well now ranks with brands of Coca-Cola and Marlboro. Meaning that the Winfrey brand has been immensely profitable, making Oprah the richest of America's four hundred wealthiest self-made women.

Oprah has continued to promote her brand and characters of personal growth in her monthly product which is among her products. Product line breath of a product refers to all the product lines that the company has to offer to its market. Oprah's line breath would be described as four since her products include magazines, talk-show, book-club and charity events. The other features associated with product breadth are the length, consistency

and depth. Oprah has risen from the depths of poverty and hardships to becoming one of the most influential entrepreneurs and icons. Oprah is such a successful brand by herself.

Television as one of her product categories is the one with the greatest depth. Harpo studios produce Winfrey's shows. Through the television shows, she is able to draw a huge audience to view various social and economics influencers in the lives of different people. Oprah interviews various people from diverse backgrounds and classes in the society.

Magazines on the other hand have Oprah has produced the least depth since only one magazine. The magazine has various articles on various themes and topics. The magazine generates money through sponsorships and advertisements.

Oprah's company has positioned its brand in several ways. She has brought up a corporate brand, which includes all products and services under her name. Winfrey finds ways to target her market's needs by reviews of other different products. Online communication is the most important communicating tool when it comes to her brand since every product is accessible on the website, and it is always updated with her latest things. Another communication way that Oprah uses is her magazine because it is also a representation of her brand.

In conclusion, Oprah Winfrey and her successful company offering different products have been of great assistance to the society especially with the focus on her life experience. They are product worth one's time and resources. Oprah has effectively exploited the social media as a platform for

viral marketing in which information about her products, and, or services reach a wider population within a shorter period of time.

Work cited

Oprah Winfrey. About Us. Web. www. oprah. com