

BRAND POSITIONING

BRAND PERSONALITY

“Start by knowing what you want and who you are, build credibility around it and deliver it online in a compelling way.”

Krista Neher



5 Benefits of Communicating Your Brand's Personality

1 Creates Competitive Differentiation

Your Brand's audience will constantly be comparing services to those of the competition

Your Brand's audience will constantly be comparing your products and services to those of the competition.

By communicating your brand personality, you have the opportunity to market and position the same products or services differently than the competition.

This will play a huge role in how your customer perceives your brand.

2 Increases Brand Awareness

Applying a personality to your brand will help you reach customers who can relate to those same

Applying a personality to your brand will consistently attract new customers who can relate to those same traits, and it makes your brand more recognizable in the marketplace.

3 Fosters Brand Loyalty

When your brand has a legion of customers who identify with the personality of your brand, they will continue to purchase from your brand, and evolve from brand recognition, to brand preference.

Enhances Your Brand Story

They want full transparency in the companies they choose to buy from.

Communication and being open with your brand's personality will enhance your brand's story, and further connect with your audience.

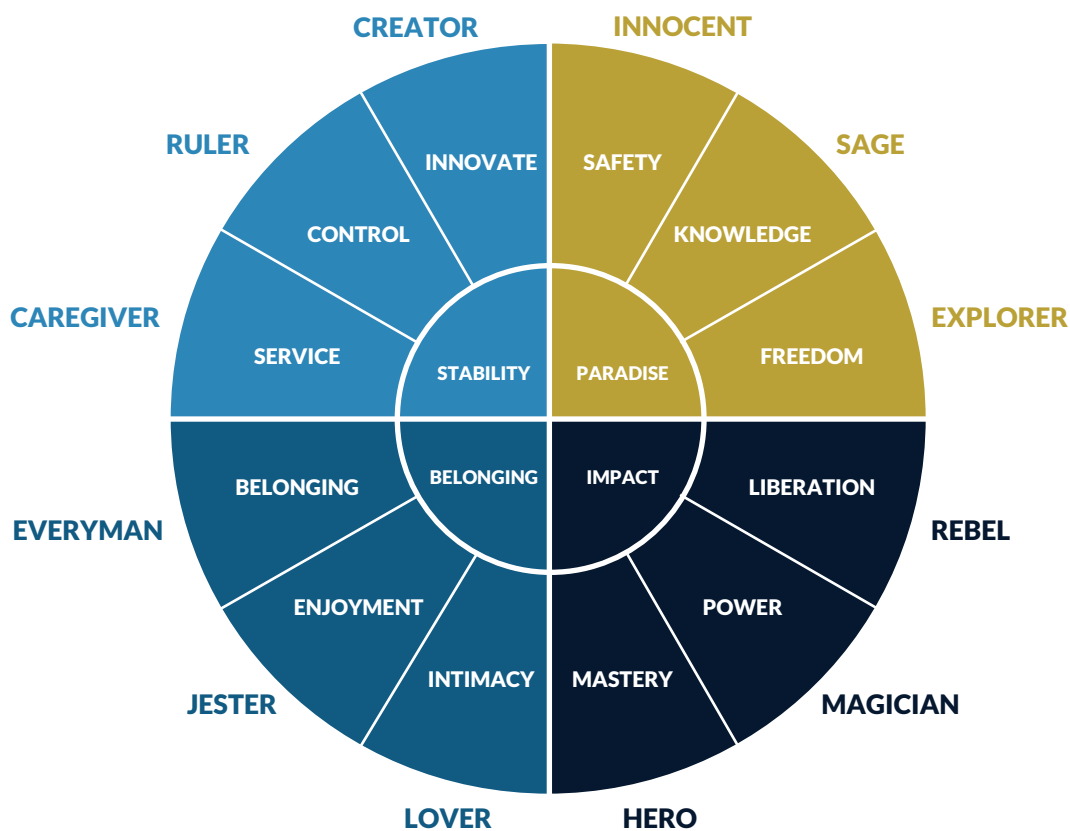
5 Authenticates Your Core Values

When your brand's personality reflects your values, your brand is perceived as authentic in the mind of your customers.

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This authenticity will build trust and support from your target audience.

BRAND PERSONALITY CHARACTERISTICS



Notes:

ARCHETYPE TO BRAND PERSONALITY DIMENSION

ARCHETYPE	ARCHETYPE MANIFESTATION	PERSONALITY TRAIT	BRAND PERSONALITY DIMENSION
RULER	Stability	Reliable Tough Upper Class	Competence Ruggedness Sophistication
CREATOR	Stability Independence	Imaginative Unique Upper Class	Excitement Excitement Sophistication
CAREGIVER	Stability Belonging	Embraced Welcoming Genuine	Sincerity Sincerity Sincerity
JESTER	Belonging Mastery	Genuine Charming Imaginative	Sincerity Sophistication Sincerity
LOVER	Belonging Stability	Welcoming Charming Embraced	Sincerity Sophistication Sincerity
EVERYMAN	Belonging	Welcoming Reliable Genuine	Sincerity Competence Sincerity
REBEL	Mastery Independence	Adventure Tough Charming	Excitement Ruggedness Sophistication
MAGICIAN	Mastery Belonging	Embraced Reliable Imaginative	Sincerity Competence Excitement
HERO	Mastery	Adventure Genuine Tough	Excitement Sincerity Ruggedness
SAGE	Independence Stability	Unique Reliable Imaginative	Excitement Competence Excitement
EXPLORER	Independence	Adventure Unique Tough	Excitement Excitement Ruggedness
INNOCENT	Independence Mastery	Genuine Unique Reliable	Sincerity Excitement Competence

Notes:

The 12 Brand Archetypes:

Brand archetypes are symbolic personas that represent a brand's core values, personality, and identity. There are 12 brand archetypes, each with its own unique characteristics and examples. Here are the descriptions and brand examples of each of them:

1 The Innocent:

The Innocent archetype is all about simplicity, purity, and happiness. Brands that embody this archetype are optimistic, positive, and uncomplicated. Examples of brands that embody the Innocent archetype include Coca-Cola and Dove.

2 The Sage:

The Sage archetype is associated with knowledge, wisdom, and insight. Brands that embody this archetype are experts in their field and are known for their intelligence and thought leadership. Examples of brands that embody the Sage archetype include Harvard University and National Geographic.

3 The Explorer:

The Explorer archetype is all about adventure, exploration, and independence. Brands that embody this archetype are known for their boldness, innovation, and the pursuit of new experiences. Examples of brands that embody the Explorer archetype include Jeep and North Face.

4 The Rebel:

The Rebel archetype is associated with rebellion, freedom, and nonconformity. Brands that embody this archetype are known for their edginess, rule-breaking, and non-traditional approach. Examples of brands that embody the Rebel archetype include Harley-Davidson and Virgin.

5 The Magician:

The Magician archetype is associated with transformation, vision, and innovation. Brands that embody this archetype are known for their ability to make things happen, their creativity, and their ability to see the big picture. Examples of brands that embody the Magician archetype include Apple and Disney.

6 The Hero:

The Hero archetype is all about bravery, courage, and triumph. Brands that embody this archetype are known for their strength, confidence, and ability to overcome obstacles. Examples of brands that embody the Hero archetype include Nike and FedEx.

Notes:

7 The Lover:

The Lover archetype is associated with romance, passion, and sensuality. Brands that embody this archetype are known for their emotional connection with their customers, their charm, and their ability to create a strong bond. Examples of brands that embody the Lover archetype include Victoria's Secret and Chanel.

8 The Jester:

The Jester archetype is all about joy, humor, and playfulness. Brands that embody this archetype are known for their lightheartedness, their ability to make people laugh, and their sense of fun. Examples of brands that embody the Jester archetype include M&M's and Geico.

9 The Everyman:

The Everyman archetype is associated with relatability, humility, and honesty. Brands that embody this archetype are known for their down-to-earth nature, their authenticity, and their ability to connect with the common person. Examples of brands that embody the Everyman archetype include TOMS and Coca-Cola.

10 The Caregiver:

The Caregiver archetype is all about compassion, empathy, and nurturing. Brands that embody this archetype are known for their kindness, their ability to take care of others, and their desire to make the world a better place. Examples of brands that embody the Caregiver archetype include Johnson & Johnson and World Vision.

11 The Ruler:

The Ruler archetype is associated with power, control, and authority. Brands that embody this archetype are known for their dominance, their ability to lead, and their desire to make a difference in the world. Examples of brands that embody the Ruler archetype include Mercedes-Benz and American Express.

12 The Creator:

The Creator archetype is all about imagination, creativity, and originality. Brands that embody this archetype are known for their ability to innovate, their vision, and their desire to create something new. Examples of brands that embody the Creator archetype include Lego and Etsy.

Define a Brand's Personality

STEP 1: Choose Adjectives

Choose 10-15 adjectives that support your brand's personality type.

POSITIVE TRAITS

Accessible	Decisive	Honest	Patient	Serious
Active	Dedicated	Honorable	Patriotic	Sexy
Adaptable	Deep	Humble	Peaceful	Sharing
Admirable	Dignified	Humorous	Perceptive	Shrewd
Adventurous	Directed	Idealistic	Perfectionist	Simple
Agreeable	Disciplined	Imaginative	Personable	Skillful
Alert	Discreet	Impressive	Persuasive	Sober
Allocentric	Dramatic	Incisive	Planful	Sociable
Amiable	Dutiful	Incorruptible	Playful	Solid
Anticipative	Dynamic	Independent	Polished	Sophisticated
Appreciative	Earnest	Individualistic	Popular	Spontaneous
Articulate	Ebullient	Innovative	Practical	Sporting
Aspiring	Educated	Inoffensive	Precise	Stable
Athletic	Efficient	Insightful	Principled	Steadfast
Attractive	Elegant	Insouciant	Profound	Steady
Balanced	Eloquent	Intelligent	Protean	Stoic
Benevolent	Empathetic	Intuitive	Protective	Strong
Brilliant	Energetic	Invulnerable	Providential	Studios
Calm	Enthusiastic	Kind	Punctual	Suave
Capable	Esthetic	Knowledge	Punctual	Subtle
Captivating	Exciting	Leaderly	Purposeful	Sweet
Caring	Extraordinary	Leisurely	Rational	Sympathetic
Challenging	Fair	Liberal	Realistic	Systematic
Charismatic	Faithful	Logical	Reflective	Tasteful
Charming	Farsighted	Lovable	Relaxed	Teacherly
Cheerful	Felicitic	Loyal	Reliable	Thorough
Clean	Firm	Lyrical	Resourceful	Tidy
Clear-headed	Flexible	Magnanimous	Respectful	Tolerant
Clever	Focused	Many-sided	Responsible	Tractable
Colorful	Foreful	Masculine (Manly)	Responsive	Trusting
Companionly	Forgiving	Mature	Reverential	Uncomplaining
Compassionate	Forthright	Methodical	Romantic	Understanding
Conciliatory	Freethinking	Meticulous	Rustic	Undogmatic
Confident	Friendly	Moderate	Sage	Unfoolable
Conscientious	Fun-loving	Modest	Sane	Upright
Considerate	Gallant	Multi-leveled	Scholarly	Urbane
Constant	Generous	Neat	Scrupulous	Venturesome
Contemplative	Gentle	Nonauthoritarian	Secure	Vivacious
Cooperative	Genuine	Objective	Selfless	Warm
Courageous	Good-natured	Observant	Self-critical	Well-bred
Courteous	Gracious	Open	Self-defacing	Well-read
Creative	Hardworking	Optimistic	Self-denying	Well-rounded
Cultured	Healthy	Orderly	Self-reliant	Winning
Curious	Hearty	Organized	Self-sufficient	Wise
Daring	Helpful	Original	Sensitive	Witty
Debonair	Herioc	Painstaking	Sentimental	Youthful
Decent	High-minded	Passionate	Seraphic	

Notes:

NEGATIVE TRAITS

Abrasive	Destructive	High-handed	One-sided	Stiff
Abrupt	Devious	Hostile	Opinionated	Strong-willed
Agonizing	Difficult	Ignorant	Opportunistic	Stupid
Aimless	Dirty	Imitative	Oppressed	Submissive
Airy	Disconcerting	Impatient	Outrageous	Superficial
Aloof	Discontented	Impractical	Overimaginative	Superstitious
Amoral	Discouraging	Imprudent	Paranoid	Suspicious
Angry	Discourteous	Impulsive	Passive	Tactless
Anxious	Dishonest	Inconsiderate	Pedantic	Tasteless
Apathetic	Disloyal	Incurious	Perverse	Tense
Arbitrary	Disobedient	Indecisive	Petty	Thievish
Argumentative	Disorderly	Indulgent	Pharissical	Thoughtless
Arrogant	Disorganized	Inert	Phlegmatic	Timid
Artificial	Disputatious	Inhibited	Plodding	Transparent
Asocial	Disrespectful	Insecure	Pompous	Treacherous
Assertive	Disruptive	Insensitive	Possessive	Trendy
Astigmatic	Dissolute	Insincere	Power-hungry	Troublesome
Barbaric	Dissonant	Insulting	Predatory	Unappreciative
Bewildered	Distractible	Intolerant	Prejudiced	Uncaring
Bizarre	Disturbing	Irascible	Presumptuous	Uncharitable
Bland	Dogmatic	Irrational	Pretentious	Unconvincing
Blunt	Domineering	Irresponsible	Prim	Uncooperative
Boisterous	Dull	Irritable	Procrastinating	Uncreative
Brittle	Easily Discouraged	Lazy	Profligate	Uncritical
Brutal	Egocentric	Libidinous	Provocative	Unctuous
Calculating	Enervated	Loquacious	Pugnacious	Undisciplined
Callous	Envious	Malicious	Puritanical	Unfriendly
Cantankerous	Erratic	Mannered	Quirky	Ungrateful
Careless	Escapist	Mannerless	Reactionary	Unhealthy
Cautious	Excitable	Mawkish	Reactive	Unimaginative
Charmless	Expedient	Mealymouthed	Regimental	Unimpressive
Childish	Extravagant	Mechanical	Regretful	Unlovable
Clumsy	Extreme	Meddlesome	Repentant	Unpolished
Coarse	Faithless	Melancholic	Repressed	Unprincipled
Cold	False	Meretricious	Resentful	Unrealistic
Colorless	Fanatical	Messy	Ridiculous	Unreflective
Complacent	Fanciful	Miserable	Rigid	Unreliable
Complaintive	Fatalistic	Miserly	Ritualistic	Unrestrained
Compulsive	Fawning	Misguided	Rowdy	Unself-critical
Conceited	Fearful	Mistaken	Ruined	Unstable
Condemnatory	Fickle	Money-minded	Sadistic	Vacuous
Conformist	Fiery	Monstrous	Sanctimonious	Vague
Confused	Fixed	Moody	Scheming	Venal
Contemptible	Flamboyant	Morbid	Scornful	Venomous
Conventional	Foolish	Muddle-headed	Secretive	Vindictive
Cowardly	Forgetful	Naive	Sedentary	Vulnerable
Crafty	Fraudulent	Narcissistic	Selfish	Weak
Crass	Frightening	Narrow	Self-indulgent	Weak-willed
Crazy	Frivolous	Narrow-minded	Shallow	Well-meaning
Criminal	Gloomy	Natty	Shortsighted	Willful
Critical	Graceless	Negativistic	Shy	Wishful
Crude	Grand	Neglectful	Silly	Zany
Cruel	Greedy	Neurotic	Single-minded	
Cynical	Grim	Nihilistic	Sloppy	
Decadent	Gullible	Obnoxious	Slow	
Deceitful	Hateful	Obsessive	Sly	
Delicate	Haughty	Obvious	Small-thinking	
Demanding	Hedonistic	Odd	Softheaded	
Dependent	Hesitant	Offhand	Sordid	
Desperate	Hidebound	One-dimensional	Steely	

Notes:

NEUTRAL TRAITS

Absentminded	Deceptive	Idiosyncratic	Political	Strict
Aggressive	Determined	Impassive	Predictable	Stubborn
Ambitious	Dominating	Impersonal	Preoccupied	Stylish
Amusing	Dreamy	Impressionable	Private	Subjective
Artful	Driving	Intense	Progressive	Surprising
Ascetic	Droll	Invisible	Proud	Soft
Authoritarian	Dry	Irreligious	Pure	Tough
Big-thinking	Eathy	Irreverent	Questioning	Unaggressive
Boyish	Effeminate	Maternal	Quiet	Unambitious
Breezy	Emotional	Mellow	Religious	Unceremonious
Businesslike	Enigmatic	Modern	Reserved	Unchanging
Busy	Experimental	Moralistic	Restrained	Undemanding
Casual	Familial	Mystical	Retiring	Unfathomable
Crebral	Folksy	Neutral	Sarcastic	Unhurried
Chummy	Formal	Noncommittal	Self-conscious	Uninhibited
Circumspect	Freewheeling	Noncompetitive	Sensual	Unpatriotic
Competitive	Frugal	Obedient	Skeptical	Unpredicatable
Complex	Glamorous	Old-fashioned	Smooth	Unreligious
Confidential	Guileless	Ordinary	Soft	Unsentimental
Conservative	High-spirited	Outspoken	Solemn	Whimsical
Contradictory	Huried	Paternalistic	Solitary	
Crisp	Hypnotic	Physical	Stern	
Cute	Iconoclastic	Placid	Stooid	

STEP 2: Refine Your List

Refine your list to the top 5 adjectives that best represent your brand's personality

- 1
- 2
- 3
- 4
- 5

STEP 3: Create A Persona

If your brand were a person, who would that person be?

Notes:

STEP 4: Decide Who You Want to Be to The Customers

What type of personality would they search out when they are in need of help, or when they want to have fun? Ask yourself...

"I'm the one that's. _____."

When you've filled in that blank, you've provided the potential customers with a clear and easy-to-understand differentiator.

STEP 5: Describe Your Brand's Personality

Keeping in mind who the fictional persona is, and who you want to be to the customers.

Take those 3-5 adjectives you've defined and describe your personality into a simple description.

Keep this description to one or two tight sentences.

The goal is to articulate your brand personality in a way that is quickly and easily understood by your audience.

3 Ways to Communicate Your Brand's Personality

- **The first way to communicate your brand's personality through your visual identity.**
This includes your logo, your typography, your brand colors, your imagery and the look and feel of the design used in marketing. You will learn how to do all of this later in the brand designs stage.
- **The second way to communicate your brand's personality is through your voice.**
This includes your messaging, your language your brand uses, your tagline, and how your brand speaks to your customers. Once again, I will show you how to do all of this in later modules.
- **The third way to demonstrate your brand's personality is through your actions.**
This basically includes everything your brand does both online and offline. How you conduct yourself. How you represent your brand in videos. How you interact on social media. And how your customer service department responds to emails.

Notes:



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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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