

HOW TO IDENTIFY YOUR BRAND PERSONALITY

Use this worksheet to home in on your brand personality.

Understanding your brand attributes will help you to better connect with your target audience. It'll also ensure that you deliver a consistent brand experience across all media.

Let's get started.

STEP 1: WHAT'S ITS NAME?

STEP 2: WHAT DOES IT WEAR?

(i.e., design)

STEP 3: HOW DOES IT COMMUNICATE?

(i.e., brand positioning—the benefits you want your target market to think of when they think of your brand)

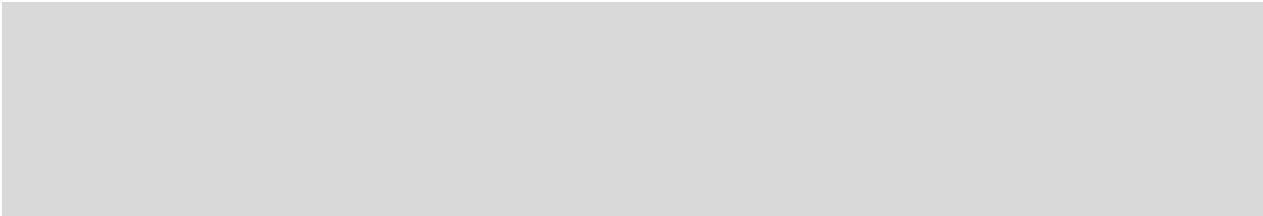
STEP 4: WHAT ARE ITS CORE VALUES AND WHAT DOES IT STAND FOR?

(i.e., brand promise, value proposition)



STEP 5: WITH WHOM DOES IT ASSOCIATE?

(i.e., target market)



STEP 6: IS IT WELL-KNOWN?

(i.e., brand awareness—the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services.)

