

*The*  
**CREATIVE BRIEF**  
**BRAND IMAGE MASTERCLASS**

*Module 2 - Your Magnetic Brand Personality*



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## BRAND PERSONALITY

As humans, our personality is a key part of our identity. It is the same in business, most successful brands have personalities that reflect the authentic nature of the founder.

The Virgin Group founder Sir Richard Branson is a great example. People need to identify with the brand that they choose to use. Having a clear definition of the personality of your brand and how you want to be perceived in the market is essential to creating a great brand identity and image. Here are the steps to defining your brand personality.

### STEP 1- MUSING

Before you identify your own attributes, I suggest that you do a little musing. Think about a brand that you believe has similar attributes to what you are trying to achieve. Many brands use what is called a "Muse", a person/thing that inspires the creative direction and/or personality of the brand.

**Which brand(s) have an image that you absolutely love and identify with?** *(make a list of 3 companies that inspire your brand). Go to their website and write down the key attributes that stand out about the logo, website, imagery, font, colours etc.*

Now it's time to create your own unique brand personality.

**How do you feel interacting with this brand?** *Write down all the key emotions that stood out for you looking at their website, social media, graphics etc.*

**What didn't you like about the brand(s)?** *Write out all the attributes and emotions that didn't resonate with you for each brand.*

## STEP 2- YOUR BRAND PERSONALITY

This is where you will now define your brand personality considering the inspiration from these other brands and your own vision for your brand. In defining your brand personality you will need to consider creating some core values.

### CORE VALUES

People often buy from companies whose values resonate with their own. Having clearly defined core values will not only help you attract the right customers, it will assist in:

-  Creating a unique positioning for your brand.
-  Setting better priorities and filtering opportunities.
-  Identify potential partners/collaborators who have shared values.

Brands tend to have anywhere from 3 to even 12 core values. However, consider committing to 3-5 so that you can give better focus to staying “on brand”. The first step is to identify at least 5 to 10 key words that represents what your brand stands for.

These may be your own values or personality traits. Think of your brand as this fictional person and describe this person’s personality and key attributes using adjectives.

Here are a list of some adjectives to consider. These are only a few suggestions, you can an online dictionary to get some more ideas.

BRAND VALUES					
Accessibility	Cooperation	Fairness	Inner Peace	Pleasure	Respect
Accountability	Country	Fame	Integrity	Polite	Security
Affordability	Creativity	Family	Intellectual Status	Positivity	Self-Reliance
Alternate	Customer Service	Financial Security	Justice	Power	Self-Respect
Aspiration	Decisiveness	Freedom	Knowledge	Prestige	Success
Authenticity	Democracy	Friendship	Justice	Proactive	Talent
Beautiful	Discipline	Fun	Knowledge	Problem-solving	Team
Bold	Diversity	Global View	Leadership	Prosperity	Timely
Change	Environmental	Growth	Location	Punctuality	Thorough
Cleanliness	Education	Hardwork	Loyalty	Quality	Traditional
Collaboration	Efficiency	Harmony	Luxury	Rebel	Tolerance
Comfort	Ethical Practice	Health	Money	Recognition	United
Commitment	Excellence	Helpful	Merit	Reputation	Unique
Competence	Excitement	Independence	Nature	Reliability	Universal
Competitive	Facts/Data	Influential	Order	Responsibility	Value
Contribution	Faith	Innovation	Personal Development	Romance	Wealth

**List 10 words that describe what your business stands for?**


**Select FIVE words from your list.** *(you can choose to add more if suitable for your business)*

**Use each of the five words in a complete sentence that defines what your business stands for. It is not enough to say "Respect". What does each word mean to your brand** *e.g. Respect for the environment through the use of...*

## REFLECTION

Usually a brand's personality reflect the characteristics people it wants to serve. For example Chanel branding reflects the modern, elegant woman and this is evident in the use of celebrities that reflect the ideals of their ideal client e.g. Kiera Knightly (*feminine, strong, modern, elegant*).

**Make a list of 3-5 attributes (from a style perspective) of your ideal client that you want your brand to reflect.** *E.g. modern, elegant.*

## SELF IMAGE

**How does your ideal client aspire to be perceived or feel through the use of your brand?** *E.g. Healthy, Sophisticated etc.*

## **BRAND VOICE**

Your brand voice is not only important for communicating through social media, it is a great guide for the development of your brand image.

Having a consistent and clear brand identity online will help your brand more successfully create connections, persuasion and reach into the emotions of your ideal client.

It is not what you tell people or how you say it, but how you make people feel, that will really set your brand apart.

The images, style of writing and tone should as much as possible reflect the lifestyle and values of your target audience.

Great brands use this to send the message that 'you' are the one this is for. The brand voice can be used as a guide for your photo shoot, website copy and other promotional material. Remember that pictures are meant to tell a story in the absence of words.

For example, Michael Kors in all of its ads reflect the woman who is a jetsetter, stylish and loves to enjoy the finer things in life. This is the ideal life of the Michael Kors customer and the ad reflects their inner most desires. It targets those who live that lifestyle and those who aspire to it. The copy on their website reflects the voice of the brand; youthful luxury.

This is why it is important to devote some time to clearly defining your brand voice so that you are speaking in a language and style your ideal customer can relate to.

You should always think of your relationship with your customers as similar to what draws best friends together. You like the same things even at times dress the same way and speak the same language.

Your brand voice is all about the tone of voice and style you use to communicate with your client.

When you are able to craft a unique tone of voice for your brand, without even seeing your logo, your customers will know this is from you, if you can create a distinct voice and style.

## **STEPS TO CREATING YOUR BRAND VOICE**

### **STEP 1: DEFINE BRAND VOICE PERSONALITY**

This is where you outline your brand voice personality traits based on your brand values. In this process it is important to focus on creating an authentic personality, one that is true to what your brand stands for.

This will often be reflected in advertising, collateral material, social media, blogs and product/service packaging.

Remember the Spice Girls? An epic part of their branding was the one word adjective used to personify each girl: Posh, Sporty etc. You knew what each girl was about from that one word.

Your clients should be able to describe your brand personality in one or two words. E.g. Local- HSBC, Different- Apple.

**What is your brand voice personality in ONE word?** Use about 1-2 adjectives that best describe it. E.g. Feminine, chic, playful. When doing this exercise, think about your own personality and the people that you are trying to attract.

## BRAND TONE

Every aspect of your brand should trigger a positive emotional experience and be memorable.

**Robert Frost said “No Tears In The Writer, No Tears In The Reader.”**

**Your Tone = The flavor of your voice**

While your brand voice personality remains consistent and constant, the brand tone may change tending on the situation and context. Just as you want you to keep you brand image (logo etc.) consistent, your brand tone is key in achieving engagement and long-term brand recognition.

**Define what you want to achieve or be perceived as:**

**I want people to feel \_\_\_\_\_ when they encounter with our brand.**

In defining your brand tone, you can create a list of synonyms or keywords that reflect your style and narrow it down to one to three words.

Consider how do you want to be perceived by your target audience:

-  **Personable:** casual, easy going and friendly tone?
-  **Professional:** advisory, educating and instructive?
-  **Approach:** open, easy going
-  **Confident:** Self-assured, competent, experienced
-  **Sassy:** Casual, fun-loving and happy
-  **Sophisticated:** in the know, formal and traditional
-  **Romantic:** loving, emotional, soothing

Select one to three words that best describes your brand tone.

## LANGUAGE

This can help guide you through the process of naming your business (*if you don't have one yet*) and is especially useful for developing copy and content for your website and blog, developing a tagline that attracts your ideal clients.

**What type of language does your brand use?** Do you describe things as: Fabulous? Amazing? Gorgeous? HOW DOES YOUR BRAND SAY STUNNING?



Is your brand language formal, casual, playful?

## TAGLINE

Now that you have defined your brand's personality and have clarity on your brand voice and the tone you want to create, it's time to create a memorable tagline (slogan) that you will use connect with ideal clients.

A great slogan can become a movement or a culture. It communicates what your brand does in one or two sentences that are memorable, simple and meaningful to your ideal clients. There are two approaches, "**the ideal result view**" or "**Better than the competition view**" Answer these three questions to create your tagline:

The **Ideal Result View** is based on the outcome you are trying to create for your ideal client through the use of your products/services. This is where you focus on the ideal outcome or result. The dream life of your client or dream experience.

**What do I want my client to achieve after using my products and services or interacting with my brand?** *(one sentence).*

**How will my client's life be better after using my products/services?** *(one sentence, think of the transformation you will create in their lives).*

**Better than the Competition View** is where you focus on what you are doing better than the competition. A famous example is M & Ms "*melts in your mouth not in your hands.*" This tagline tells you without saying it that unlike other chocolate candies, ours will not will not make a mess in your hands.

**Why is your product or service better than the competition? What are you doing better?** *(One sentence).*

**Review what you just wrote and write down a one sentence phrase that you believe captures the essence of your brand and what you do for your ideal client.**

*Remember to add some of your brand personality in it and keep it simple and MEMORABLE. After you write it, how does saying your tagline make you feel? Does it capture the mood of the brand experience you want to create for your clients. It is OK to write and rewrite this several times. If you come up with more than one, ask a few people what they think.*

## HOMework SUGGESTIONS



Complete the worksheets and templates in this workbook.



Read this article with examples of really great tagline:

[http://blog.hubspot.com/blog/tabid/6307/bid/33535/10-](http://blog.hubspot.com/blog/tabid/6307/bid/33535/10-companies-that-totally-nailed-their-taglines.aspx#sm.0000011fnnb1ihdxxtsqc3lzp26xe)

[companies-that-totally-nailed-their-taglines.aspx#sm.0000011fnnb1ihdxxtsqc3lzp26xe](http://blog.hubspot.com/blog/tabid/6307/bid/33535/10-companies-that-totally-nailed-their-taglines.aspx#sm.0000011fnnb1ihdxxtsqc3lzp26xe)

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