

A woman with dark hair, wearing a white lace top, is sitting at a desk and working on a laptop. She is smiling and looking at the screen. On the desk, there is a croissant on a small plate. The background is a blurred interior space with a large circular light fixture.

Style Your Brand THE CREATIVE BRIEF

MODULE TWO

Your Magnetic (Visual) Brand Personality



HANNA FITZ

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BRAND PERSONALITY

Everyone has a type. Your clients are the ones who identify with your brand values, philosophy, products and services, message and brand image. These characteristics will communicate to the customer whether you understand them; their lifestyle and needs.

I was at a café the other day and the woman at the next table, about my age, was wearing sunglasses like mine. She had a different style of handbag, but the same designer and were using the same brand of laptop.

It struck me, that like-minded people really do frequent the same places and have similar buying patterns. This is why understanding your ideal client and their existing purchasing habits is so important to building the type of brand that will attract them and people like them.

Your brand image will play a key role in sending the right signal to your ideal client. 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's founder Sir Richard Branson is a great example.

Once you have become very clear about your brand's personality, it is important to remain consistent and true to that. Often romantic relationships end because of inconsistent or sudden changes in behavior. It is the same with your ideal clients. Your brand has to maintain a certain personality and image, while continually enhancing your client's experience.

While reinvention is important, it should not alienate your loyal followers. As David Ogilvy said about customers *"a consumer is not a moron. She's your wife... don't shock her!"*

In this module, we will work on creating the basics you need to create a personality for your brand, so that you can have greater clarity on how your brand image will be unique to you. Here are the steps to defining your brand image personality.

STEP 1: MUSING

STEP 2: PERSONALITY

STEP 3: BRAND VOICE

STEP 4: TAG LINE

STEP 1 - MUSING

Many brands use what is called a “muse”. This is a person/thing that inspires the creative direction and personality of the brand. Audrey Hepburn was Givenchy’s muse for many years.



Before you identify your brand’s unique attributes, I suggest that you do a little musing.

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

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

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

STEP 2- YOUR BRAND PERSONALITY

Now that you have gathered all this great inspiration, it's time to create your own unique brand personality to guide you further. Through out this process, you will want to keep in mind (or close by) your Ideal Client Avatar from Module One.

It is time for you to define your brand personality by identifying some core values. Use the brands you love and the vision that you have for your brand for inspiration.

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 position for your brand.



Setting better priorities and filtering opportunities.



Identifying potential partners/collaborators who share your values.

Brands tend to have anywhere from 3 to 12 core values. However, consider committing to 3-5 so that you can better focus to stay "on brand". The first step is to identify 5 to 10 key words that represents your brand.

These may be your own values or personality traits. Think of your brand as this fictional person (*if it is a separate business name*) or your own values if you are creating a personal brand. Describe the key attributes using adjectives. Here are a list of some adjectives to consider. These are only a few suggestions, you can use a dictionary to get some more ideas.

BRAND VALUES

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|----------------|------------------|--------------------|----------------------|-----------------|---------------|
| 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 |
| Committment | Excellence | Helpful | Merit | Reputation | Unique |
| Competence | Excitement | Independance | 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?

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

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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? *For example, Respect for the environment through the use of....*

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REFLECTION

Usually a brand's personality reflects the characteristics people it wants to serve. For example, Chanel's branding reflects the modern, elegant woman and this is evident in the use of celebrities that reflect the personality of their ideal client. For example, to attract women who are e.g. *feminine, strong, modern, elegant-rebel*, they used Kiera Knightly for the *Coco Mademoiselle* commercial.

Make a list of 3-5 attributes (*from a style perspective*) **of your ideal client that you want your brand to**

SELF IMAGE

How does your ideal client aspire to be perceived or feel through the use of your brand? For example, *healthy, sophisticated, etc.*

STEP 3: 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, persuade and reach 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 this product is for YOU. 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 stylish jetsetter, and loves to enjoy the finer things in life at an accessible price. This is the ideal life of the Michael Kors customer and the ads reflect their inner most desires. They target those who live that lifestyle and those who aspire to it. The website copy reflects the voice of the brand; youthful accessible 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 that is relatable for your ideal client.

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

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 represents.

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. Some examples are: 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 image 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 remains consistent and constant, the brand tone may change depending on the situation and context. Just as you want to keep your 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 my brand image.

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 you want to be perceived by your target audience:

- ✕ **Personable:** casual, easy going and friendly tone?
- ✕ **Professional:** advisory, educating and instructive?
- ✕ **Approachable:** 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 three words that best describe 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. It will also help you develop a tagline that is memorable and 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?

STEP 4: 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 write a memorable tagline (slogan) that you will use to 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 their dream outcome.

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, theirs will not will not make a mess in your hands.

Why is your product or service better than your competitors? 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.

REFLECTIONS/NOTES

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-companies-that-totally-nailed-their-taglines.aspx#sm.0000011fnnb1ihdxxtsqc3lzp26xe>

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