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## Brand character worksheet

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### Why is it important to define your brand personality

Not all brands have a strong personality, those that do have a significant advantage. This exercise helps us to differentiate your brand from your competitors, giving you an authentic point of differentiation that will give you a vital and enduring competitive edge.

### How to use this exercise sheet

This sheet is designed to be used in a facilitated Brand Discovery Session. Typically we gather together key members of an organisation\*, in that session we work through a series of exploratory steps, this is one step in that process.

We invite people to circle five words from any of the five columns, without discussing with the group. We then go round the room and ask people to say what words they selected and why. The final list is interesting but the insights gleaned from the resulting debate and discussion will also prove to be a rich resource.

### Rule of engagement

All views are valid, no one should be dismissive of a choice. By all means interrogate the choice but do not criticise.

### Result

Ideally we will find a consensus, but it is not essential. The conversations around the words will provide valuable insight to the creatives facilitating the session.

This is a very simple tool, a way to help us to start to apply human characteristics to your brand.

This is a simplified method inspired by Jennifer Aaker's 'Dimensions of Brand Personality' scale, which is a framework to describe the profile and traits of a brand in five core dimensions, each divided in to a set of facets.

There may be brands that can score high on one dimension and low on all others or a brand can score high on all the five dimensions. For instance, Aaker has identified Hallmark cards for sincerity, MTV for excitement, Wall street Journal for competence and Nike tennis shoes for ruggedness.

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*\*If the company is large then we will invite a range of roles and levels of seniority to attend. For example, recently when working with a tourist board we included senior leadership, marketing middle management and the visitor information centre front desk staff. A range of opinion is good as each person represents the brand at different touchpoints.*



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## Select 5 personality traits...

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### Sincerity

Down-to-earth  
Honest  
Wholesome  
Cheerful  
Family-oriented  
Small-town  
Sincere  
Real  
Original  
Sentimental  
Friendly

### Excitement

Daring  
Spirited  
Imaginative  
Up-to-date  
Trendy  
Exciting  
Cool  
Young  
Unique  
Independent  
Contemporary

### Competence

Reliable  
Intelligent  
Successful  
Hard-working  
Secure  
Technical  
Corporate  
Leader  
Confident

### Sophistication

Upper-class  
Charming  
Glamorous  
Good-looking  
Feminine  
Smooth

### Ruggedness

Outdoorsy  
Tough  
Masculine  
Rugged