

# BRAND *personality* EXERCISE

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# BRAND PERSONALITY EXERCISE

This exercise is based on The Brand Personality Framework, which was originally developed by Stanford University researcher Jennifer Aaker in [Dimensions of Brand Personality](#).

Aakers' model groups brand personalities into five broad dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness.

How it works is any personality traits you choose to represent your brand will fall under one of these five dimensions. For example, imaginative falls under the *excitement* dimension; charming falls under *sophistication* and so on.



## How to determine your brand personality:

On the following page, identify all of the traits you'd love to become known for. Think about how you want people to feel about your brand when they think of you.

Then, look to see which of the five categories is dominant — this is your personality dimension.

In order to be clear and consistent when communicating your personality — in your actions, messaging, and visual identity — you'll want to narrow down the individual traits (within that dimension) to no more than 3-5.

**SINCERITY**

Down-to-earth  
Honest  
Wholesome  
Cheerful  
Genuine  
Domestic  
Flexible  
Warm  
Accepting  
Healthy  
Small-town  
Family-oriented  
Real  
Sentimental  
Friendly  
Caring  
Soft-spoken  
Helpful  
Politically correct  
Kind  
Thoughtful  
Empowering  
Laid back  
Casual  
Altruistic  
Humble  
Calm  
Innocent  
Kind  
Generous  
Caring  
Loyal  
Hopeful  
Understanding  
Selfless  
Community-minded  
Empathetic  
Nurturing

**EXCITEMENT**

Daring  
Spirited  
Imaginative  
Up-to-date  
Energetic  
Active  
Social  
Outgoing  
Trendy  
Cool  
Youthful  
Playful  
Unique  
Contemporary  
Funny  
Creative  
Quirky  
Zany  
Provocative  
Carefree  
Spirited  
Uplifting  
Inspirational  
Adventurous  
Outspoken  
Bold  
Whimsical  
Feisty  
Worldly  
Innovative  
Witty  
Different  
Passionate  
Enjoyment  
Never boring  
Idealistic  
Charismatic  
Visionary  
Change-maker  
Disruptor  
Shocking

**COMPETENT**

Reliable  
Intelligent  
Successful  
Hard-working  
Responsible  
Dependable  
Conscientious  
Security  
Safety  
Technical  
Corporate  
Leader  
Confident  
Trustworthy  
Straightforward  
Mature  
Influential  
Accomplished  
Rational  
Conservative  
Authoritative  
Stoic  
Serious  
Assertive  
In control  
Wise  
Revered  
Steady  
Stable  
Capable  
Durable  
Practical  
Role model  
Organized  
Efficient  
Academic

**SOPHISTICATED**

Upper class  
Charming  
Glamorous  
Feminine  
Refined  
Sexy  
Charming  
Pretentious  
Romantic  
Good looking  
Smooth  
Prestigious  
Luxurious  
Fashion-forward  
Feminine  
Desirable  
Beauty  
Sensual

**RUGGED**

Outdoorsy  
Tough  
Masculine  
Western  
Urban  
Strong  
Original  
Rebellious  
Edgy  
Athletic  
Brave  
Hero  
Mysterious  
Dangerous  
Nature-lover  
Courageous  
Individualism  
Independent  
Pioneering

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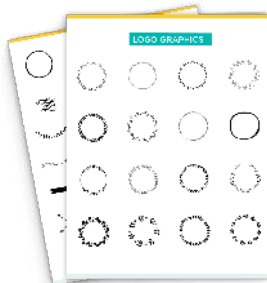


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