

Brand personality is a set of human emotional and associative characteristics connected to a company or brand name. These things shape how people feel about and interact with a company. For example, in Apple's "I'm a Mac" campaign they literally show a human being that represents their personality, and he says, "Hi, I'm a Mac."

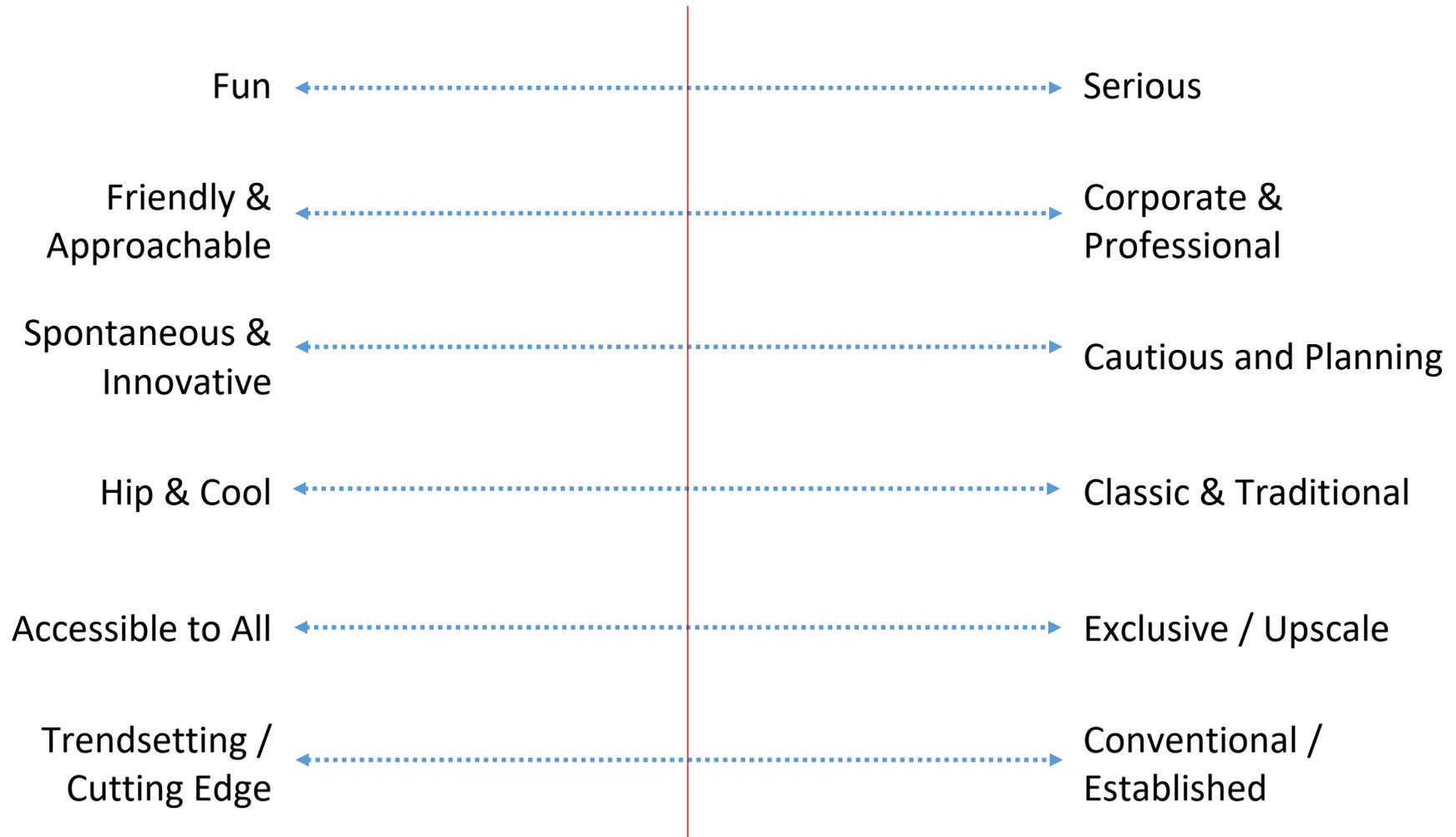
As mentioned in the book, a brand's personality will usually mirror that of the target customer base. A clear vision of your brand personality will guide all your decisions when it comes to how your brand is portrayed. It will influence everything from your choice of words to your dress code to the very colors of your brand.

INSTRUCTIONS:

1. Print out page 2, *the Brand Personality Spectrum*, and mark down your thoughts. This is how you, as the business owner, perceive your brand's personality.
2. Review page 3, *Interpreting the Results*, to see how your brand is probably "acting" based on your input. Does it hit the mark? Are you acting the way you expect to be? If not, you'll need to make some changes.
3. Print out page 2 and hand it out to your staff. Have them complete it and hand it back in. This should be done in solitude. You don't want them sharing notes or working in tandem. All the worksheets should come back virtually identical. If there's a significant difference then you have a problem. Your staff doesn't know your personality and as such, probably aren't acting the way they need to in order to convey brand consistency. You've got a lot of work to do.
4. Consider doing a study with other groups. (i.e., family, friends, clients, etc.)

The Brand Personality Spectrum

Print out this page mark a spot on the blue line to represent how far to the right or left your company falls for each personality trait type.



The Brand Personality Spectrum

Interpreting the results

Where does your company lie on the spectrum?

MOST DOTS TOWARD THE LEFT

The left side of the spectrum represents contemporary and energetic personalities. Your communication style will likely be casual – a conversational tone. If you were to look at your marketing over the course of 10 – 20 years you would likely see a reimagining of your image as you stay in sync with (or ahead of) current trends. You like to make ideas happen quickly, and you don't mind taking risks. The farther left, the more pronounced these tendencies will be.

MOST DOTS TOWARD THE RIGHT

The right side of the spectrum represents a traditional and conservative personality. You will tend to communicate in a very formal tone. Your image is unlikely to change... ever. But because your brand is so well-established, it's time-tested elements will look fresh year after year. You exude confidence in your traditional demeanor.

YOUR DOTS ARE ALL OVER THE PLACE

If your dots fall with some on the right, some on the left and you can't determine any pattern at all, don't worry. This means you can't fit neatly into a box, and that's unique! Most companies that show this pattern will be quirky and eccentric. And this is okay! You will most certainly have a memorable brand.

ALL DOTS ARE IN THE MIDDLE

This is the worst place to be. Your company doesn't stand for anything and is very bland. You are trying to be everything to everyone, walking the line of boring nothingness. You have a very forgettable brand personality. You must make changes.