

WorkInStyle

BRAND PERSONALITY

Brand Personality

What is 'Brand Personality'?

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys. This personality is a qualitative value-add that a brand gains, in addition to its functional benefits. The brand personalities gives consumers something with which they can relate, effectively increasing brand awareness and popularity.

*Values are what we say, **personality** is how we say it - our tone of voice.*

KENDRICK LAMAR

- Real
- Unique
- Cool
- Intelligent
- Sophisticated
- Innovative
- Straight forward
- Impactful





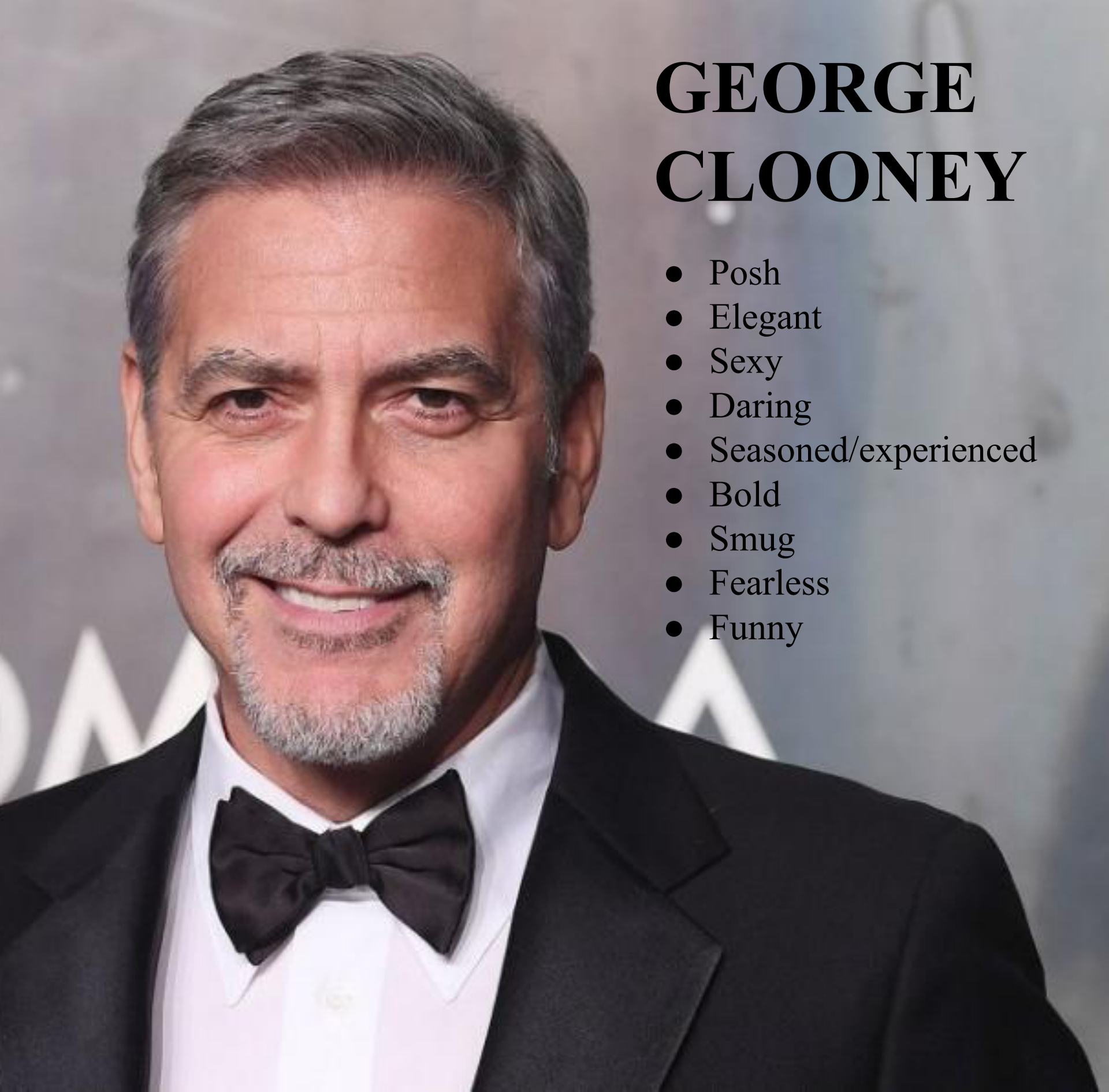
EMMA WATSON

- Eloquent
- Beautiful
- Classy
- Elegant
- Breaking Boundaries
- Desirable
- Multidisciplinary
- Sophisticated
- Charismatic
- Inspiring
- Goal-driven
- Woman



BECK

- Own brand
- Confident
- Multidisciplinary
- Means business
- Unique
- Boundary free
- Experimental



GEORGE CLOONEY

- Posh
- Elegant
- Sexy
- Daring
- Seasoned/experienced
- Bold
- Smug
- Fearless
- Funny

RICHARD BRANSON

- Entrepreneur, Leader
- Multidisciplinary
- Stylish
- Doesn't take himself seriously
- Smug
- Cool
- Accesible
- Caring



WES ANDERSON

- Clever
- Original
- Unique
- Clear visioned
- Multidisciplinary
- Humurous
- Diverse
- Speaks through his work
- Attentive to details
- Rich in details



**THE LOVE CHILD OF KENDRICK,
EMMA, BECK, GEORGE, RICHARD
& WES IS...**

WorkInStyle

- Multidisciplinary
- Stylish / aesthetic
- Smart / witty / educated
- Cool & hip / unique
- Sophisticated / classy
- Confident
- Attentive to details
- Caring