Erasmus+

1. **Template**

Topic Brand Identity

Lesson 2:

Brand Personality

Introduction

Do you know that brands we can observe people? If you look closely, you can assign some human characteristics to brands.

In this lesson, we will learn about:
- what is the personality of the brand
- five basic personalities that are part of the framework

Brand personality is a set of characteristics and attributes that describe people can also be used to describe a brand, which is in fact a brand personality. Customers identify with the characteristics of the brand and brands increase their equity by possessing a consistent set of features that a particular group of users enjoys.

Brand Personality should be distinguished from Imagery. Imagery is a series of creative assets that explains the benefits of a brand and what it represents while a personality directly creates an emotional association with a brand.

Brand Personality Framework

Source: Pexels

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Sincerity represent down-to-earth, honest, wholesome and cheerful attitude (Keller, 2013).

Excitement represent daring, spirited, imaginative and up-to-date attributes (Keller, 2013).

Competence represent reliable, intelligent, successful and hard-working attributes (Keller, 2013).

Sophistication represent upper-class, charming, glamorous and feminine attributes (Keller, 2013).

Ruggedness represent outdoorsy, tough, masculine and western attributes (Keller, 2013).

For your brand, you could combine some of these attributes to create personality.

Conclusions

This is just one piece of the puzzle that represents brand creation.