





Module III. Business

Branding for
Orange
Economy
course

Topic 2. Brand Identity

Lesson 2. Brand Personality



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*In this topic we will learn about the
personality that a brand can have*



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Once the topic is completed and approved, learners will be able to understand

Personality of a brand

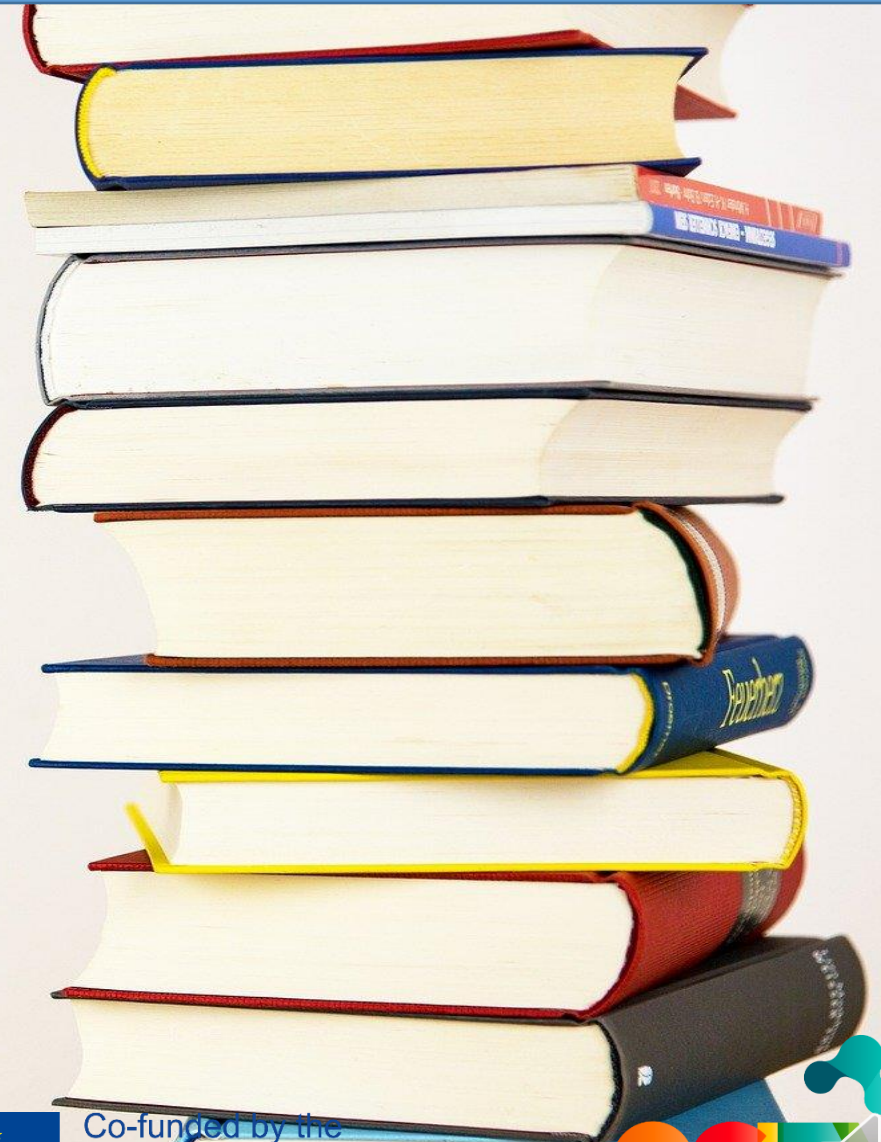


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In this lesson, we will learn

- *What is brand personality*
- *Brand personality framework*



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Brand Personality

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.



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Brand Personality Framework

down-to-earth,
honest,
wholesome and
cheerful
attitude

Sincerity



reliable,
intelligent,
successful and
hard-working
attributes.

Competence



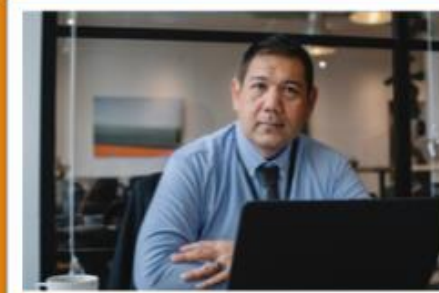
outdoorsy,
tough,
masculine and
western
attributes

Ruggedness



daring, spirited,
imaginative
and up-to-
date attributes

Excitement



upper-class,
charming,
glamorous and
feminine
attributes.

Sophistication



Sincerity



Excitement



Competence



Sophistication



Ruggedness



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