WHO ARE YOU?
Brand Personality Development Guide

Document Purpose

This document is designed to help identify your brand's personality and how you want to showcase it on blogs and social media platforms.

Moving forward, this document can be used for:

- Creative content development
- Social media posting
- Bragging to your buddies that your company is actually interesting

Let's Do This Right...

Are the answers to the following questions yes?

- ☐ We have three or fewer people in charge of making this decision.

- ☐ Each decision maker has read blogs and uses social media.

- ☐ At least one decision maker understands the rules and regulations of marketing content in our industry.

- ☐ We are committed to being an interesting brand.

- ☐ We know why this is a super lame post for social media:

    "Do you know we offer XYZ? Check out our website at this link!"

- ☐ We have basic brand guidelines in place for imagery & colors.

What Makes Us Interesting?

IF OUR BRAND WAS A PERSON, WHAT KIND OF PERSON ARE WE AT PARTIES?

e.g. - the crazy fun guy that brings a flask and spikes everyone's punch and talks everyone into doing karaoke, the super smart person that pulls people into really good conversations, the friendly networker who want to be friends with everyone, etc.

IF WE COULD MAKE AND SONG OUR BRAND'S THEME SONG, WHAT WOULD IT BE AND WHY?

IF WE WERE CREATING AN ONLINE DATING PROFILE FOR OUR BRAND, WHAT WOULD IT LOOK LIKE?

e.g. What are we looking for in a potential "partner"? What do we offer that's interesting and unique? What types of people would be a good match for us?

WHAT BRANDS STAND OUT TO YOU AS EXCELLENT COMMUNICATORS? HOW & WHY?

This doesn't have to be a competitive brand.

WHAT SOCIAL / POLITICAL ISSUES DO WE CARE ABOUT?
What conversations are we ok taking a stand on, and what is our stance?

Brand Tone

HOW MUCH ARE YOU OF THE FOLLOWING?

Instructions - double click each slider to drag the icon

Irreverent   **vs.**   **Respective**

1   10

Score from 1-10:

Casual   **vs.**   **Formal**

1   10

Score from 1-10:

Funny- Entertaining   **vs.**   **Serious**

1   10

Score from 1-10:

Funny - Dry Humor   **vs.**   **Cheerful**

1   10

Score from 1-10:

Enthusiastic   **vs.**   **Matter-of-Fact**

1   10

Score from 1-10:

Trendy   **vs.**   **Classic**

1   10

Score from 1-10:

Youthful   **vs.**   **Mature**

1   10

Score from 1-10:

Technical   **vs.**   **Simple**

1   10

Score from 1-10:

Open-Minded　　　　　　**vs.**　　　　　　**Confident**

1　　　　　　　　　　　　　　　　　　　10

Score from 1-10:

Transparent　　　　　　**vs.**　　　　　　**Mysterious**

1　　　　　　　　　　　　　　　　　　　10

Score from 1-10:

Realistic　　　　　　**vs.**　　　　　　**Optimistic**

1　　　　　　　　　　　　　　　　　　　10

Score from 1-10:

Brand Attributes

WHICH OF THE FOLLOWING WORDS DESCRIBE OUR BRAND PERSONALITY?
Choose ~10 from the list below or add your own words if you are an overachiever

- Accessible
- Amiable
- Calm
- Charismatic
- Creative
- Debonair
- Elegant
- Flexible
- Friendly
- Healthy
- Imaginative
- Logical
- Moderate
- Perceptive
- Realistic
- Romantic
- Sentimental
- Simple
- Spontaneous
- Suave
- Tractable
- Wise

- Adaptable
- Appreciative
- Capable
- Compassionate
- Curious
- Dedicated
- Enthusiastic
- Focused
- Fun-Loving
- Honest
- Innovative
- Magnanimous
- Objective
- Playful
- Relaxed
- Rustic
- Serious
- Sociable
- Steadfast
- Tasteful
- Understanding
- Witty

- Adventurous
- Articulate
- Caring
- Confident
- Daring
- Efficient
- Exciting
- Freethinking
- Hardworking
- Humorous
- Insightful
- Mature
- Passionate
- Polished
- Responsible
- Scholarly
- Sexy
- Sophisticated
- Studious
- Thorough
- Vivacious
- Youthful

**HOW DO OUR CURRENT CUSTOMERS DESCRIBE OUR BRAND?**

WHEN A MEMBER OF OUR TARGET AUDIENCE SEES US ON SOCIAL MEDIA FOR THE FIRST TIME, HOW DO WE WANT THEM TO FEEL?

WHEN A MEMBER OF OUR TARGET AUDIENCE VISITS OUR WEBSITE FOR THE FIRST TIME, HOW DO WE WANT THEM TO FEEL?

Imagery

Copy and paste some imagery that is entertaining and/or funny, but also fits within your brand personality. Try to push your limits!

e.g. -
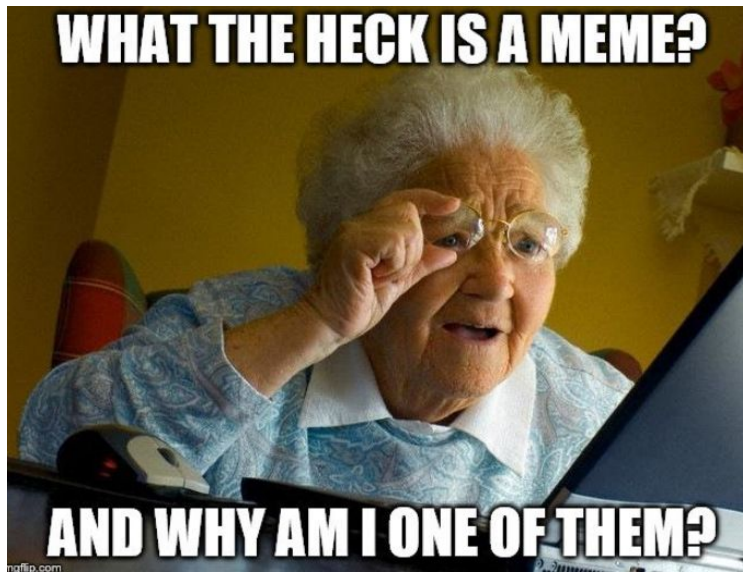
Who We Are Not

TYPES OF CONTENT WE NEVER WANT TO CREATE OR PROMOTE:

Here are a few examples to get you started. Feel free to delete or add to this list as is appropriate for your brand.

- Political content
- Anything that promotes a specific religion
- Anything that makes light of people because of their race, appearance, age, nationality, gender, etc.
- What else? (e.g.s curse words, directly slamming competitors, etc.)

WHAT BRANDS PORTRAY A SOCIAL MEDIA PERSONALITY THAT WE <u>DO NOT</u> WANT TO EMULATE?

Who Are Our Competitors?

WHO ARE OUR MAJOR COMPETITORS ON SOCIAL MEDIA? WHAT IS OUR FAVORITE POST THAT THEY'VE DONE?

WHO ARE OUR MAJOR COMPETITORS IN CONTENT MARKETING? WHAT ARE OUR FAVORITE PIECES OF CONTENT THAT THEY'VE DONE?

Other Stuff About Us

WHO ARE WE TALKING TO? WHO IS OUR TARGET AUDIENCE?

DO WE HAVE PHRASES, TRADEMARKED TERMS OR INDUSTRY JARGON THAT MUST BE INCLUDED IN OUR ONLINE CONTENT?

WHO INSPIRES US? WHAT BRANDS PUBLISH THE BEST SHAREABLE CONTENT? WHAT ARE OUR FAVORITE QUOTES? HAVE WE POSTED SOMETHING ON SOCIAL THAT WE LOVE?

WHAT IS OUR APPROVAL PROCESS ?
e.g. does all content need to go through legal?