

Brand Definition

WHICH OF THE FOLLOWING BEST DESCRIBES YOU AND YOUR BUSINESS?

Words that describe your growth

imaginative	innovative
adventurous	energetic
tough	edgy
leader	intellectual
stoic	mature
feisty	serious
rational	strong

Your ideals and motives

honest	humorous
liberal	gentle
kind	conservative
humble	caring
spiritual	bold
worldly	cosmopolitan
cooperative	generous

Personality / Customer engagement

quiet	serious
youthful	friendly
clever	helpful
rebellious	light-hearted
quirky	warm
sassy	relaxed
direct	sweet
dependable	calm

Product status / Market positioning

feminine	romantic
masculine	witty
old fashioned/	healthy
nostalgic	sexy
glamorous	authoritative
affordable	rugged
luxurious	youthful
whimsical	clean
elegant	mysterious
playful	casual

Remember, these can also be 'aspirational' – it's important to recognise where you **want** to be as well as your current brand description.



Brand Definition Exercise

Words that describe your growth

Your ideals and motives

Personality | Customer engagement

Product status | Market positioning

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