

Ep 28: 4 Guidelines for Creating a Strong Brand Character

Creating a personality for your brand

- Your positioning and your brand character are not the same thing.
 - Brand positioning is your "why you exist". Brand character is the "how you show-up".
 - Take Athleta for example:
 - Brand positioning: Empower women to be unstoppable
 - Brand character: fierce, sassy, strong
- Your brand character should be described the same way you would describe a person.
 - This makes your brand feel human and relatable.
 - Think about how you would describe your best friend. It wouldn't be in terms of demographics (30 years old, mother of 2, average household income). It is in terms of attributes (funny, smart, loving). Similarly, your brand is more than what it is or does (athletic apparel, consultant, etc.).
- Your brand character MUST be multi-dimensional.
 - Just like people, brands flex their character depending on context and channel.
 - You will need 3-4 characteristics to allow for flex.
 - These shouldn't be contrasts or opposites (i.e. sometimes optimistic, sometimes pessimistic).
- Your brand character must be consistently authentic.
 - Consistency builds trust.
 - Can dial-up or down depending on situation and channel, but there shouldn't be drastic swings.
 - You can tweak the tone as you mature.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

