

What is Your Brand Personality? Sometimes we get lost in business-speak and forget that for a brand to truly resonate it has to have personality. Here are 10 questions that will help reveal your company's brand personality.

1. What one word best describes your company (product or service)?

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2. If the company were a person how would you describe its personality?

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3. What kind of clothes would the company-personality wear?

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4. Who is its best friend?

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5. What motivates the company-personality?

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6. How would others describe your company-personality?

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7. What does this personality (company) value?

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8. What three main benefits does this company offer?

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9. What psychological needs does this company address? (Hopes, fears, aspirations...)

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10. What is the company's favorite color(s)?

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Extra Credit Exercise - Write a note to a friend describing how this company (product/service) has helped them.

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*The above questions will help you unravel the unique personality of your company brand. Add some solid marketing research and you are well on your way to creating a memorable brand.*

