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## *Module 15, Lesson 3 Handout:*

### **Brand Voice and Personality**

Brand voice and personality together make up the tone of your company. These are words you say, and how you say them. It communicates your values and makes you recognizable to your audience. Brands are generally an intangible entity, so it's the voice and personality that a brand can convey that will bring it to life and make it feel more like a living, breathing thing to customers.

People gravitate towards brands that understand them, inspire them, and appeal to their needs. Sometimes the brand is right on target with who a customer is. Other times brands can be aspirational to a customer. Some prefer to convey exclusivity, others want to be sure everyone feels included and welcome. All of these feelings a customer experiences are the result of solid brand tone, personality, and messaging.

Your job is to make it very clear who your brand is, what it stands for, how it should make people feel, and what emotions it should evoke. In the following exercises, we'll help you do just that.

#### **Exercise 1: Adjectives, Words and Phrases**

Write down adjectives, words, phrases, and expressions that could describe your brand. Below are some examples to get you started, but they should only be used as reference. Your own brand may be completely different. Most likely, you'll start with simple words like "fun" or "nice" which are fine, but try to dig a little deeper. Be silly. Be controversial. Be specific.

#### **EXAMPLES:**

- **Luxurious**
- **Friendly**
- **Mature**
- **Cheeky**
- **Serious**
- **Aggressive**
- **Inclusive**

## Adjectives, Words and Phrases That Describe My Brand:

Now let's do the opposite.

Write down adjectives, words, and phrases that absolutely do NOT describe your brand. What would you absolutely NOT want to convey to a customer?

### EXAMPLES:

- Cliquesy
- Overbearing
- Expensive
- Judgemental
- Juvenile
- Snarky

## Adjectives, Words and Phrases That Do NOT Describe My Brand:

## Exercise 2: Grouping Your Adjectives, Words, and Phrases

Now that you have clarity on what your brand should - and should not - convey, try grouping your words from the first part into sections. The idea here is to make sure you have a well-rounded brand personality that doesn't pertain to just one aspect of your brand. For example, if you have 10 words that could all be used interchangeably to say that your brand is "friendly", but only one word "calm" that describes its overall mood, then this exercise will help you see maybe you need to think through more clearly how to better convey its mood. Perhaps it is also "subdued", "well-rested", "lavender"... The below chart should help you get started, but feel free to fill in empty squares with categories that best pertain to your brand. Ideally, limit each category to 5 or less descriptions.

MY BRAND'S TONE AND PERSONALITY		
COLOR	ATTITUDE	TONE
BRIGHTNESS	MOOD	EXCLUSIVITY
HUMOR	SOCIAL	DIFFICULTY

## Exercise 3: Brand Comparison

Sometimes when creating something new, it's helpful to refer to existing, known references to better paint the picture of what you're trying to achieve. Now that you have an idea of the brand tone and personality you are trying to create, think of other brands or items that have something similar, and create a spectrum where you would fall. For example, maybe your brand is more like flowers than plants. Or more like Jennifer Aniston than Courtney Cox. Or more like Whole Foods than Trader Joe's. Or more like Apple than Dell.

COMPARISON	
MY BRAND IS MORE LIKE...	THAN...