

BRAND PERSONALITY SLIDERS

To capture the brand identity and redefine it if necessary, the Personality Sliders help for an assessment. Opposing pairs of characteristics provide a space in which the brand is placed. Here it is not a matter of a rigid either-or, but of defining tendencies of a brand personality that should be carried outwards.

When this exercise is done with multiple team members and the results are very divergent, it's an incentive to take a step back. Are the values of the brand defined clearly enough to be carried throughout the company or is there a need for a clear orientation both internally and externally?

empathic	_____	distant
emotional	_____	rational
accessible	_____	exclusive
unconventional	_____	mainstream
progressive	_____	conservative
understated	_____	bold
informal	_____	formal