

# Creating a Brand Personality as a team

# What is a brand personality?

Your brand personality is a powerful communication strategy that breathes life into your identity. It can flexibly adapt to different contexts and audiences, ensuring your brand remains relevant and engaging.

However, this adaptability must be anchored by unwavering consistency. While we tailor messaging to fit various platforms and audience expectations, your brand's core values and distinctive tone must remain instantly recognisable.

# What is a brand personality?

Before we begin, take some time to think of any famous personalities that mirror your brand's essence.

Imagine they will be the company's spokesperson and reflect how you sound and potentially act.

Get a picture of them and save this for later.

# A brand personality can be influenced by the current leader



# They can bring people together or push people away



# Let's look at a few examples & their marketing



**innocent**  
tastes good, does good

A person is shown from the waist down, sitting in a meditative pose on a sandy beach. Their hands are resting on their knees in a mudra. The background is a soft-focus view of the ocean and sky. The word "Headspace" is written in large, white, bold letters across the center of the image.

# Headspace

# Headspace: Possible Personality Traits

Calm

Measured

Quirky

Clear

Authentic

# Headspace



## I meditate to get buckets

Sebastian, Basketball Player

Sebastian uses Headspace to get his head in the game. Download the Headspace app to find out what guided meditation can do for you.



Sebastian uses Headspace to get his head in the game. Download the Headspace app to find out what guided meditation can do for you.



## I meditate because I'm the father of two teenage girls


Joe, Triathlete

Joe uses Headspace to prepare for races and family life. Download the Headspace app to find out what guided meditation can do for you.




Joe uses Headspace to prepare for races and family life. Download the Headspace app to find out what guided meditation can do for you.

# Headspace

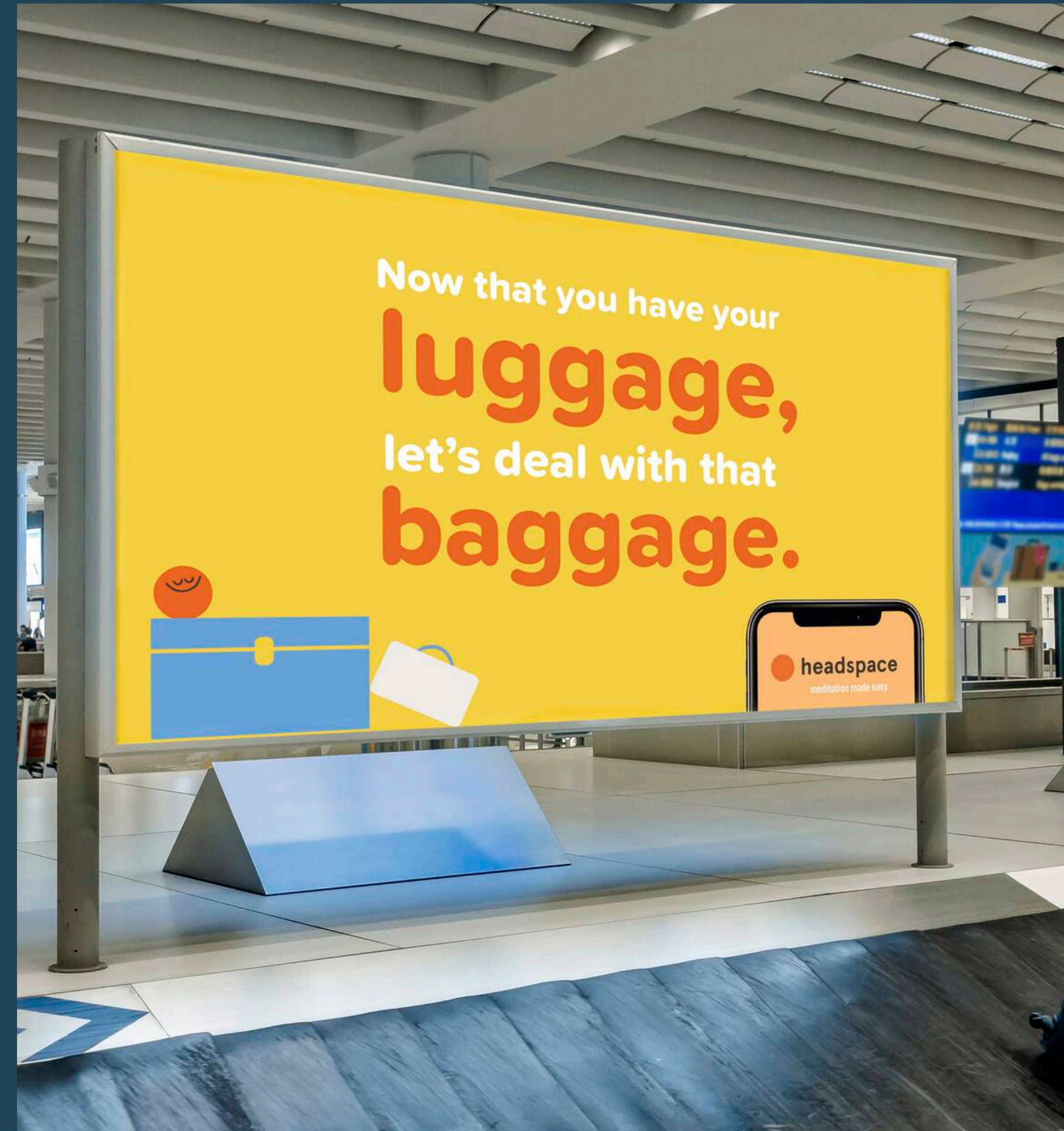


headspace




Stress less.  
Sleep soundly.

Meditation  
made simple.



Give yourself  
permission to  
fully feel what  
you're feeling.

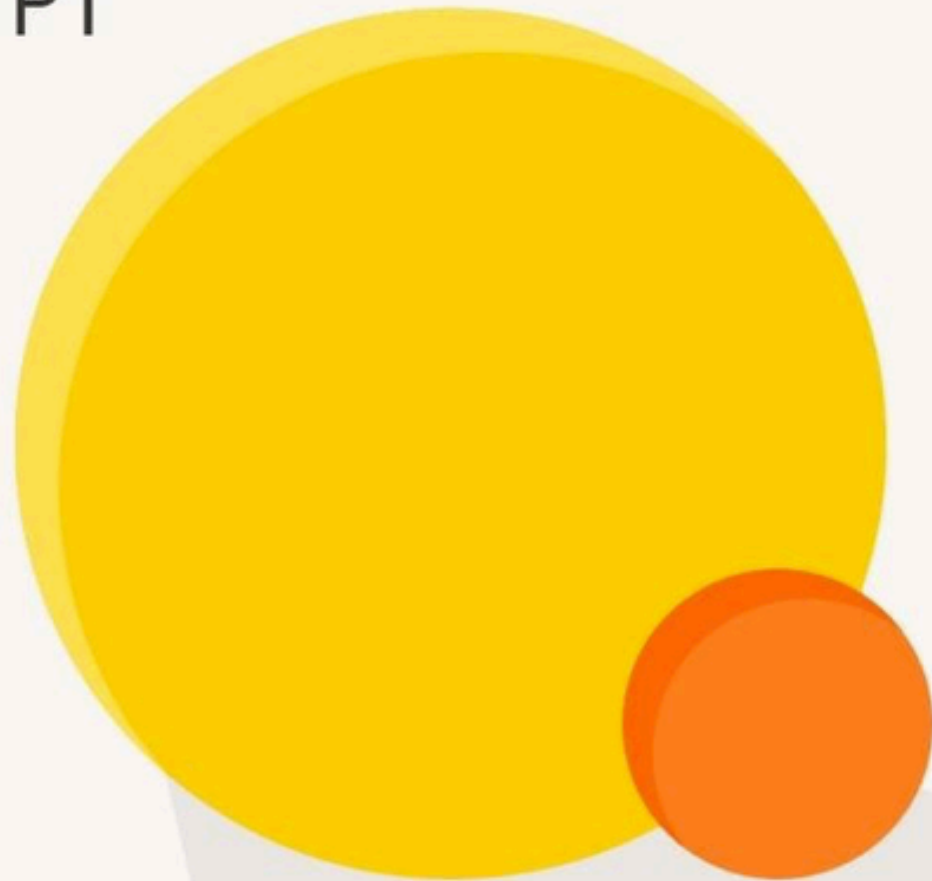


#mindfulmoments

# Headspace: Dialling up and down the Personality Traits

**Showing up for Children During Times of Tragedy**

LIVE 1 pm PT

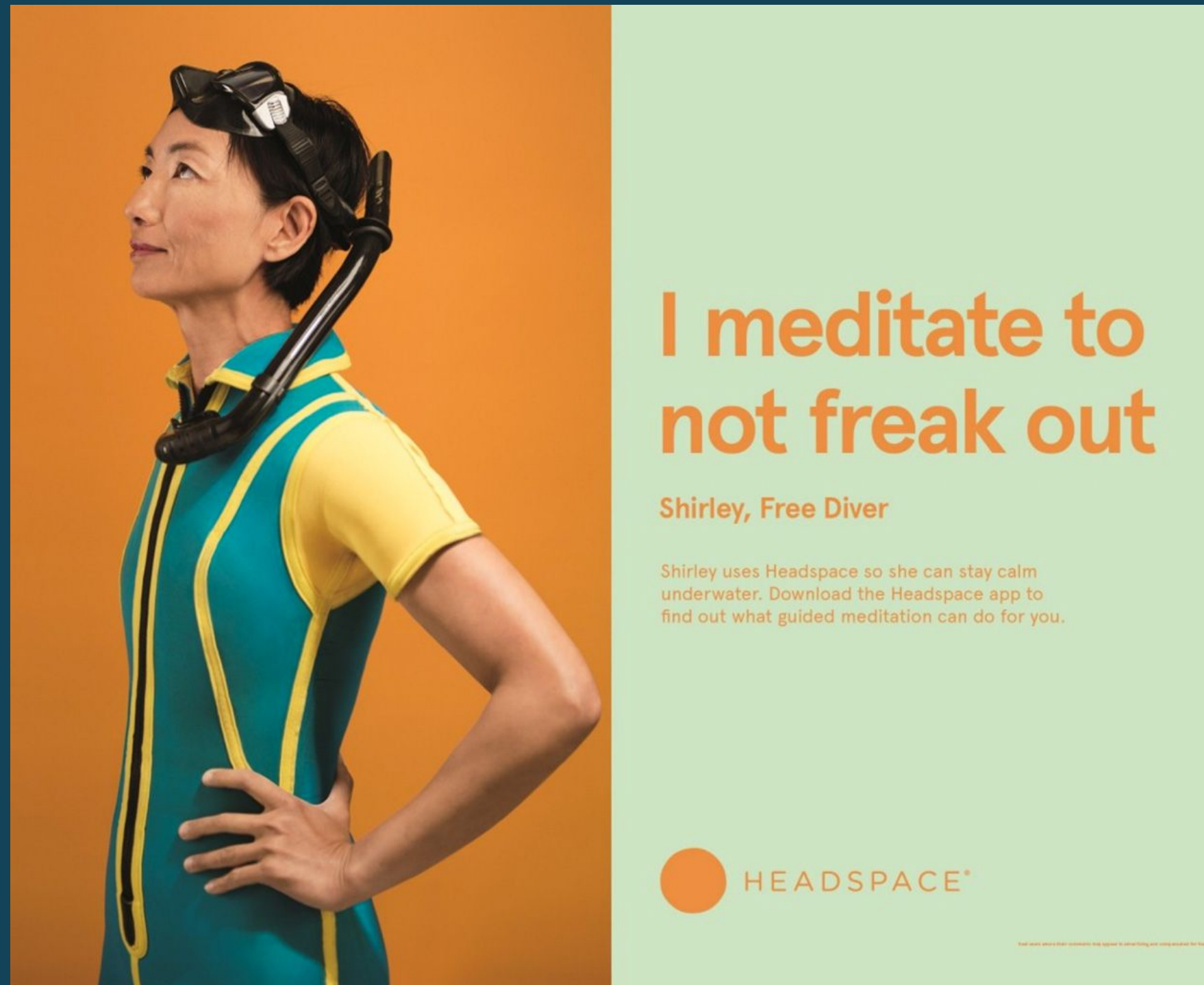


headspace  
headspace health.

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# Headspace: Dialling up and down the Personality Traits



**I meditate to not freak out**

Shirley, Free Diver

Shirley uses Headspace so she can stay calm underwater. Download the Headspace app to find out what guided meditation can do for you.

HEADSPACE

**Shirley, Free Diver**

Shirley uses Headspace so she can stay calm underwater. Download the Headspace app to find out what guided meditation can do for you.



# Headspace: Dialling up and down the Personality Traits



**Strong self-worth  
is the belief that  
you are worthy  
of happiness.**

**Improve yours with  
these tips. →**

Clear

Authentic

Calm

Measured

quirky

# Innocent Smoothies

# Innocent Smoothies: Possible Personality Traits

Personal

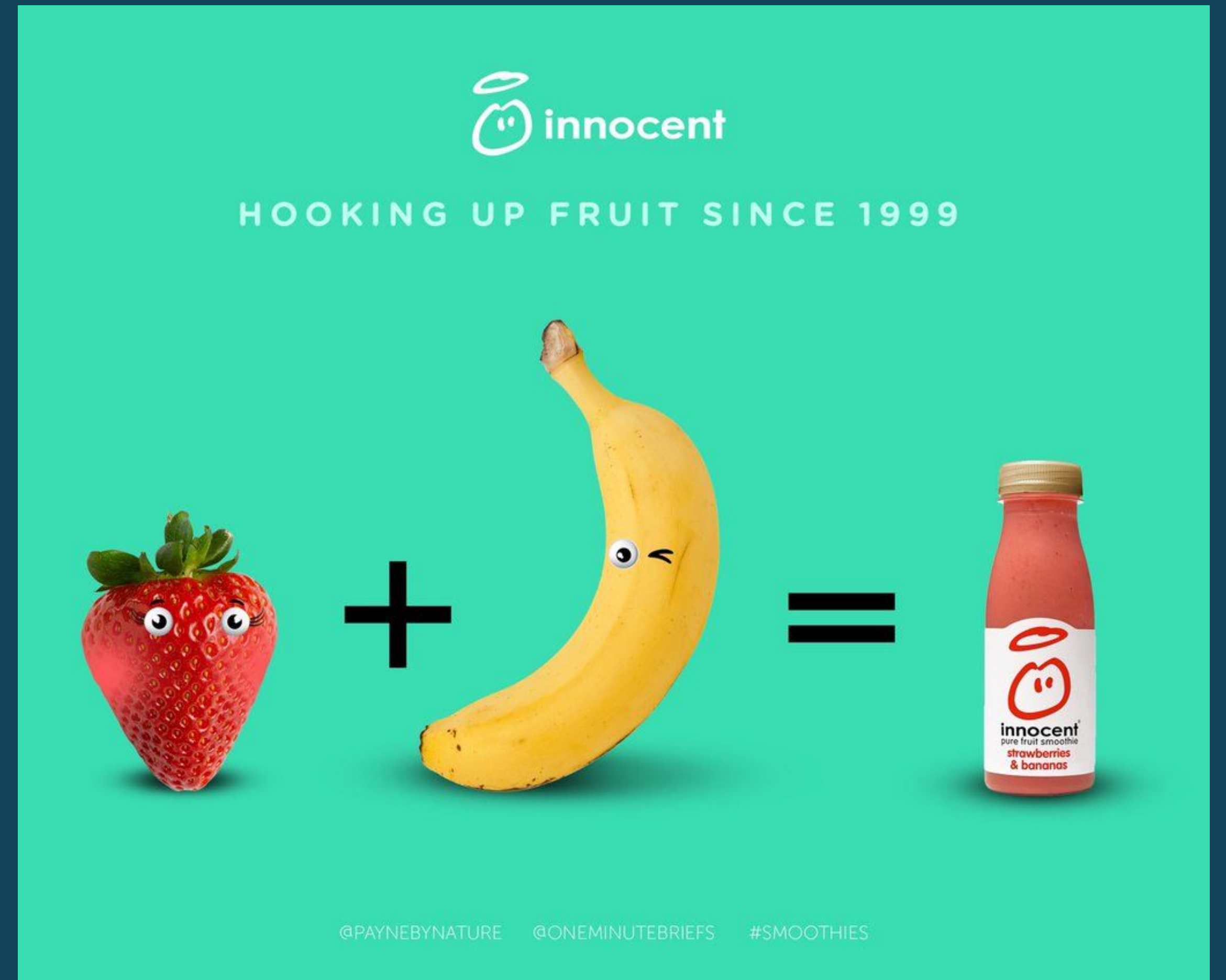
Authentic

Informal

Intimate

Empathetic

# Innocent Smoothies



# Innocent Smoothies

**meet our big knitters**



**the big knit**  
making winter warmer for older people



**say hello to Mike**  
Mike's a crafty crafter who fills any spare moment with a quick bit of knitting and says he'd like to challenge more men to get involved with the Big Knit this year.

**"I think it's genius. It's a fun, unusual way to spread the word about the amazing work that Age UK does."**

If you'd like to be like Mike and send us a hat or two for this year's Big Knit, visit [bigknit.co.uk](http://bigknit.co.uk) for patterns, ideas and inspiration. Then look out for the hats on our smoothie bottles in stores, because for every one sold we'll donate 25p to charity. Just like that.

**innocent**  
pure fruit smoothie  
mangoes & passion fruits

tastes good, does good

**say hello to Mike**  
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According to a recent study, there's a one in two chance your mind is on something else as you read this sentence. Maybe it's the washing up you haven't done. Or the cake you haven't eaten yet. Experts say we should live in the moment and be mindful of what's happening right now. We say that if you're going to allow your mind to wander, make sure it's to somewhere sunny and fun where peace reigns supreme, the wifi's free and fast, no one's invented ironing or work emails, and everything you eat is as good for you as the contents of this bottle. Even chips.

Pop in: Fruit Towers, 342 Ladbrooke Grove, London W10 5BU • banana phone 020 7993 3311 (UK) or 01 44 11 11 11

# Innocent Smoothies



innocent • Follow

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[unveilapp](#) Great :)

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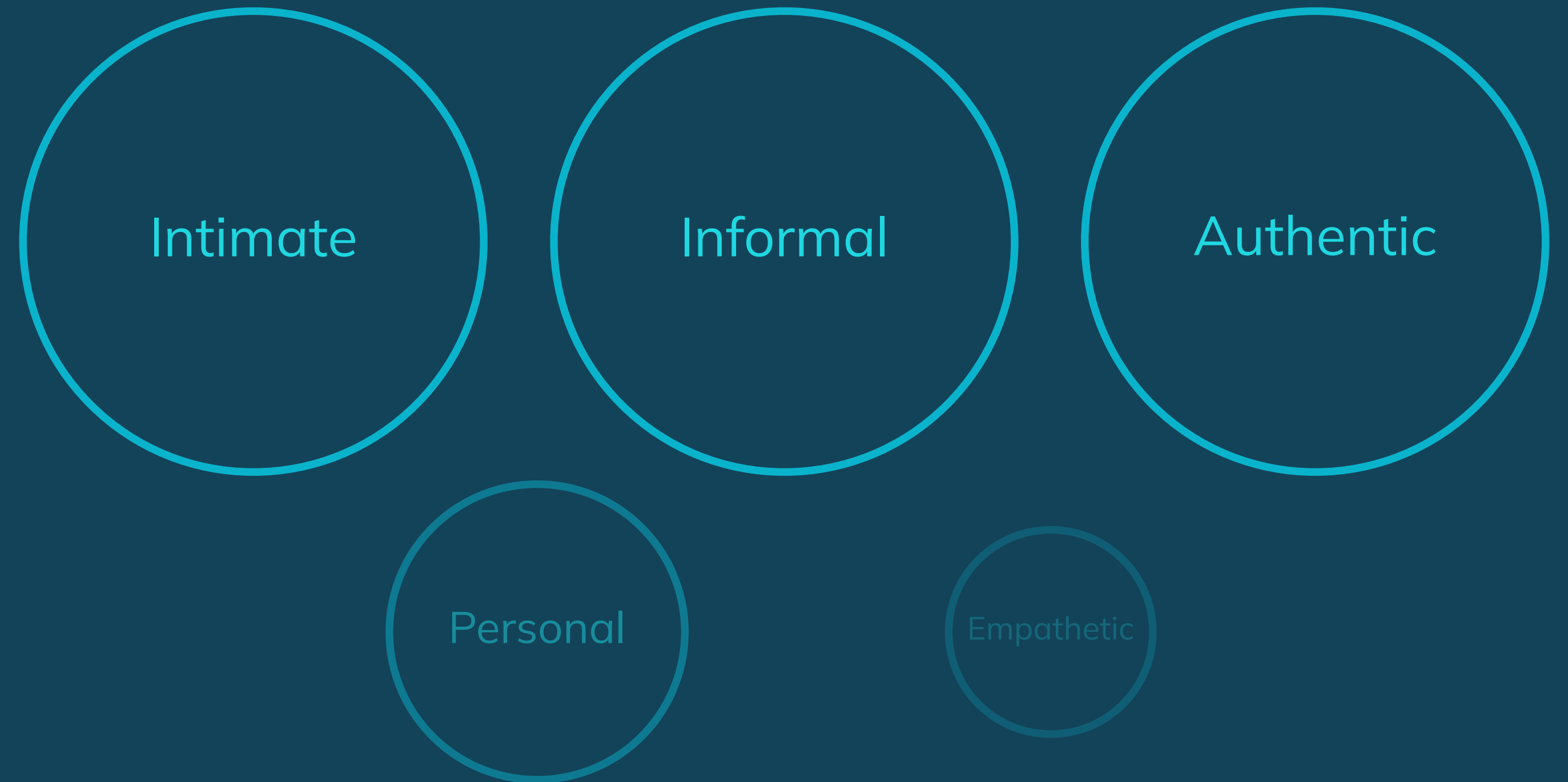


SEPTEMBER 20, 2016

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# Innocent: Dialling up and down the Personality Traits



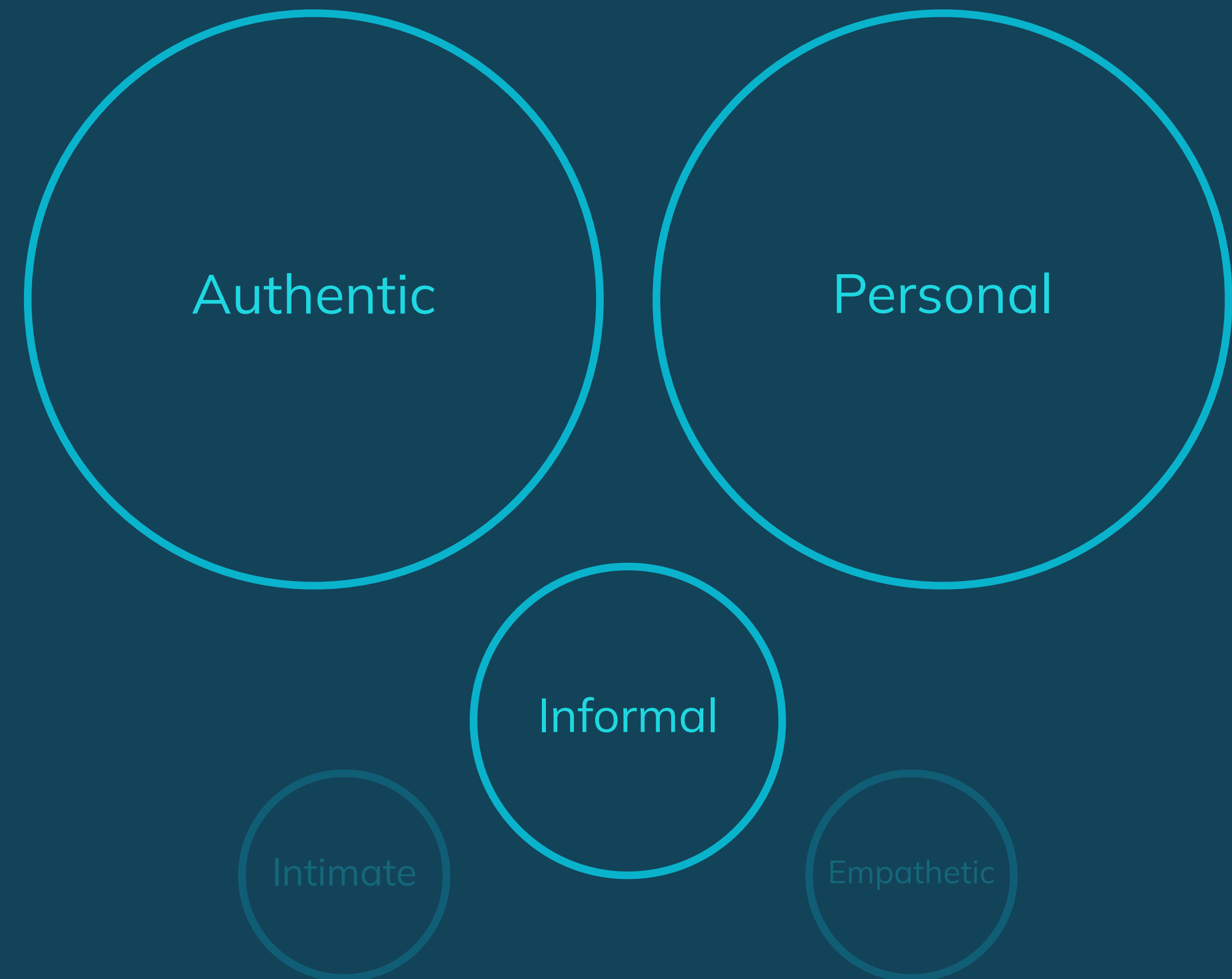


# Innocent: Dialling up and down the Personality Traits

## the earth's favourite little healthy drinks factory

Factories. If we asked you to name a bunch of sustainable things, we doubt they'd make the list. There's a much higher chance you'd go for old favourites like wind turbines, grass, reusable coffee cups or jumpers knitted by your great uncle Derek. But we're on a mission to change that by building the blender – our very own carbon neutral, factory complete with wind turbines and solar panels.

The blender means we can make our drinks under one roof, reducing road miles and playing an important part in reducing our carbon footprint. Here's how the blender is going to be better for our planet, our people and our business as a whole.



A photograph of an office environment. In the foreground, two women are seated at desks, facing each other and smiling. The woman on the left has blonde hair and wears glasses and a patterned top. The woman on the right has dark hair and wears a dark blue top. In the background, another woman is standing and holding a silver laptop. The office has cubicles with yellow dividers and large windows in the background showing a city skyline. The overall lighting is soft and professional.

# Looking In

\_ EXERCISE 1 \_

# Looking In

Now individually, for the next 30 minutes, reflect on colleagues or anyone who embodies your organisation's spirit.

Consider them in work settings, out in the field, attending events or giving a talk.

What characteristics, mannerisms, and traits stand out?

Write one adjective or word per Post-it note. Once done, place them on the designated wall space.



# Looking Out

\_ EXERCISE 2 \_

# Looking Out

Now, it's time to dig out the famous personalities that mirror your brand's essence.

Spend 20 minutes jotting down words that come to mind after the 'looking in' exercise based on the chosen celebrity... again one word per post-it.

Stick your notes on the wall, and then we'll briefly share who you chose and why.

As the group are sharing, any new words that come up, place them on a new Post-it now.

# Your Values Review

\_ EXERCISE 3 \_

# Let's examine your brand values

We'll identify words that resonate as personality traits if you have established brand values.

Trust your instincts - if a value doesn't feel right as a trait, leave it off.

Take 20 minutes for this, adding your choices to the wall on post-its.

# Cluster Grouping

\_ EXERCISE 4 \_

# Cluster Grouping (40 mins)

We'll now group similar words into collections, like sorting Skittles by colour.

We'll work together, trusting our collective intuition. If something feels off, we'll set it aside for now.

Once we have our clusters, we'll split them into teams to craft short statements summarising our personality traits.

Aim for authentic over polished. Reconvene as a team to aligned and agree on the front runners before wrapping up.

**Chris Dowdall**  
**Brand & Culture**  
**Partner**