



1.1 Defining your brand

Brand aspect		Describe your brand aspects
Personality	For personality, imagine your brand as a person. How would you describe that person? Are they fun, dynamic, conservative, sincere? Extroverted or responsible? Self-assured or optimistic? Strong brands have distinct personalities. What is your brand personality?	
Values of User	These are defined in the Oxford dictionary as being 'one's principles or standards, one's judgement of what is valuable or important in life'. Different people have different values. What are your customers/clients values?	
Emotional Rewards	The emotional rewards recognise how you want your customers/clients to feel as a result of dealing with you and your business. To build brand loyalty, consumers must have an emotional connection to your brand. Do they feel proud; smart; valued; confident? What is the outcome you hope every customer/client feels?	
Functional Benefits	These are the benefits your customers/clients receive from your product or service. What are the functional benefits that your brand delivers?	
Attributes	Brands must possess relevant and distinctive features. These are the tangible aspects of your brand that you can see or touch. What tangibles does your brand deliver?	
Brand Essence	What is the summary of your brand? What does all the above say	