

The Brand Personalities



1. The Innocent (The Dreamer, The Romantic)

Brand promise is simplicity. Promote themselves as pure, simple, and trustworthy. Imagery is often natural (lawns, nature, unfinished surfaces) and unfussy. The worst thing that can happen to an innocent brand is to have any corruption or deceit come-to-light.

Innocent Company: McDonald's



2. The Hero (The Superhero, The Warrior)

Brand promise is triumph. Hero brands promote themselves as being superior to their competitors and offering good quality. The very worst that can happen to a hero brand is for a competitor to be given a higher rating or be proven to be a better value.

Hero Company: Nike, FedEx



3. The Regular Guy (The Everyman, The Good Guy)

Brand promise is belonging. Promote themselves as being down-to-earth. They are honest, approachable, and dependable. The worst thing that can happen to a regular guy brand is for them to appear greedy or elitist.

Regular Guy Company: Budwieser



4. The Nurturer (The Saint, The Parent)

Brand promise is recognition. Promote themselves as offering a safe harbor, being supportive. The worst thing that can happen to a nurturer brand is that their products be proven to be harmful or their practices exploitative in any way.

Nurturer Company: Lush



5. The Creator (The Artist, The Dreamer)

Brand promise is authenticity. Promote themselves as the key to unlocking a fellow creator's creativity and individuality. The worst thing that can happen to a creator brand is being perceived as inauthentic, a copy or a 'sell-out'.

Creator Company: Lego, Apple



6. The Explorer (The Seeker, The Wanderer)

Brand promise is freedom. Promote themselves as a means to help others experience the new and unknown. The worst thing that can happen to an explorer brand is coming across as too rigid or corporate.

Explorer Company: T-Mobile, North Face



7. The Rebel (The Revolutionary, The Outlaw)

Brand promise is revolution. Promote themselves as an alternative to the mainstream. They make an effort to stand apart. Successful rebel brands are very likely to have a cult-like following. The worst thing that can happen to a rebel brand is to be bought out or become too popular and 'mainstream'.

Rebel Company: Harley Davidson, Levi



8. The Lover (The Idealist)

Brand promise is passion. Promote themselves as glamorous and sensual. Ads focus on how a product feels for the customer. The worst thing that can happen to a lover brand is to be seen as cheap or business-like.

Lover Company: Victoria's Secret



9. The Magician (The Shaman, The Visionary)

Brand promise is knowledge. Promote themselves as the gateway to transformative knowledge and experience. They focus on the individual rather than the group and flatter the customer – telling them to trust their gut and make the purchase. The worst thing that can happen to the magician brand is being seen as too structured, regulated or empty.

Magician Company: Disney



10. The Ruler (The King, The Leader)

Brand promise is power. Promote themselves as the leader in their field, solid and polished. Often portrayed as masculine. The worst thing that can happen to a ruler brand is to be viewed as weak or to have to publically admit a loss to a competitor.

Ruler Company: Rolex, Lincoln



11. The Jester (The Comedian, The Fool)

Brand promise is entertainment. Promote themselves as living in the moment. They will use outrageous imagery and tease their audience. They often target younger purchasers who will appreciate them being silly. The worst thing that can happen to a jester brand is being involved in something serious like a product recall or being seen as 'the parent' to their customers.

Explorer Company: Skittles



12. The Sage (The Scholar, The Teacher)

Brand promise is wisdom. Promote themselves as esoteric. They use high-level vocabulary and symbolism in their promotions. They trust their true customers will grasp their ideas and understand their smart "insider" jokes. The worst thing that can happen to a sage brand is to be seen as patronizing or as having "dumbed down" for the masses.

Explorer Company: National Geographic

Which Brand Personality best fits your business? How do you want to connect with your customers and what do you want them to feel as they interact with you? The answers to those questions will help you determine and develop you brand's personality and reach your target audience.