Brand personality and branding techniques

|  |  |
| --- | --- |
|  |  |
| Target audience |  |
| Company purpose |  |
| Strapline |  |
| Personality |  |
| If it was a car |  |
| If it was an alcoholic drink |  |
| If it was an animal |  |
| Celebrity infleuncers (real or imagined) |  |
| Where advertise? Ad spend? |  |
| Things you like |  |
| Things you don’t like |  |

Brand personality and branding techniques

|  |  |
| --- | --- |
| Brand name |  |
| Target audience | UK families with young and teenage children (13 million UK homes today) |
| Company purpose | Sustained, long term profit and financial return to shareholders |
| Strapline | Believe in Better |
| Personality | Bold, aspirational, confident |
| If it was a car | BMW |
| If it was an alcoholic drink | Chardonnay? |
| If it was an animal | Panther |
| Celebrity infleuncer (real or imagined) | Idris Elba |
| Where advertise? Ad spend? | Outdoor posters, TV, Cinema £178 million ad spend to March 2020 (top spend in UK) |
| Things you like | Confident, puts the customer at the heart of what they do |
| Things you don’t like | Brash, always trying to sell me more, bundling what I want with things I don’t want |

Brand personality and branding techniques

|  |  |
| --- | --- |
| Brand name |  |
| Target audience |  |
| Company purpose |  |
| Strapline |  |
| Personality |  |
| If it was a car |  |
| If it was an alcoholic drink |  |
| If it was an animal |  |
| Celebrity infleuncer (real or imagined) |  |
| Where advertise? Ad spend? |  |
| Things you like |  |
| Things you don’t like |  |