

Brand Positioning...

Whether your brand already exists or you have just started out, it's always useful to take a look at what's out there in the big wide world. This helps you to **understand your competition's brand position** in terms of the brand's personality and **how you might stand out from the crowd**.

There's little point in being just-another-product-or-service if you want to succeed in any meaningful sense.

You might not know exactly how your brand should communicate just yet, and that's ok, but you can certainly start by seeing where it might fit in with brands you do know already. Your motivation should help with this - why does your organisation exist can also become 'why does your organisation need to exist?'. This will help you paint a picture of what your brand might become which will help you share your vision with your customers of course, but also creative partners e.g. designers, copywriters, marketers etc.

Take a look through the following slides and get a sense of where your brand fits in and what it will be known for.

Brand Personality: Where does your brand fit on these spectrums?



Elite

Mass Appeal



Serious

Playful



Conventional

Rebel



Friend

Authority



Classic

Innovative



Brand Personality: Mark an X for each spectrum (yellow sections highlight the important ones)

PLAYFUL										SERIOUS
CASUAL										FORMAL
YOUNG										ESTABLISHED
ECONOMIC										LUXURY
HOMEMADE										HIGH TECH
CLEAN										BUSY
FEMININE										MASCULINE
VIBRANT										MUTED
LOUD										QUIET
FRIENDLY										IMPARTIAL
SIMPLE										COMPLEX
MODERN										CLASSIC
INNOVATIVE										HERITAGE
FRIEND										AUTHORITY
MASS APPEAL										ELITE
CONVENTIONAL										REBEL

Brand Personality: If you were a CAR COMPANY which would you be and why?



Brand Personality: If you were a SUPERMARKET which would you be and why?

The logo for Tesco, featuring the word "TESCO" in red capital letters with a blue chevron-like graphic underneath.The logo for Waitrose, featuring the word "Waitrose" in a green, sans-serif font.The logo for Sainsbury's, featuring the word "Sainsbury's" in orange with a wavy orange line underneath.The logo for M&S, featuring the letters "M&S" in a large, black, serif font, with "EST. 1884" in a smaller, black, sans-serif font below it.The logo for Whole Foods Market, featuring the words "WHOLE FOODS" in a green, serif font, with "MARKET" in a smaller, green, sans-serif font below it, all enclosed in a green rectangular border.The logo for Asda, featuring the word "ASDA" in a large, green, bold, sans-serif font, with the tagline "Save money. Live better." in a smaller, green, sans-serif font below it.The logo for Harrods, featuring the word "Harrods" in a black, cursive script font.

Brand Personality: If you were a HOTEL CHAIN which would you be and why?



HOTELS



Hilton



Premier Inn



FOUR SEASONS
Hotels and Resorts



airbnb



Marriott®
HOTELS · RESORTS · SUITES



SHERATON
EST. 1937

easyHotel



Brand Personality: If you were an AIRLINE which would you be and why?

easyJet

 **RYANAIR**

W!ZZ

**SINGAPORE
AIRLINES** 

BRITISH AIRWAYS 


Emirates

American Airlines 

NETJETS®

virgin atlantic 

Brand Personality: If you were an TECH FIRM which would you be and why?

The Google logo, featuring the word "Google" in its characteristic multi-colored font.The Microsoft logo, consisting of a four-colored square icon followed by the word "Microsoft" in a grey sans-serif font.The Raspberry Pi logo, featuring a red raspberry icon with green leaves next to the text "Raspberry Pi".The Samsung logo, with the word "SAMSUNG" in white capital letters inside a blue oval.The Logitech logo, with the word "logitech" in a black lowercase sans-serif font.The Tesla logo, featuring a stylized black "T" shape above the word "TESLA" in a black sans-serif font.The Facebook logo, with the word "facebook" in a blue lowercase sans-serif font.The Amazon logo, with the word "amazon" in a black lowercase sans-serif font and a curved orange arrow underneath it.

Brand Personality: If you were an BANK which would you be and why?



first direct



Revolut



Brand Personality: If you were an FASHION BRAND which would you be and why?



GUCCI



H&M

TOPSHOP



GIORGIO ARMANI



FRUIT OF THE LOOM®



Levi's®



UNIQLO



NIKE



LACOSTE

Brand Personality: If you were an COSMETICS BRAND which would you be and why?

The MAC logo is a stylized, black, sans-serif font where the letters are interconnected. The 'M' and 'A' are joined, as are the 'C' and 'I', and the 'A' and 'C' are also joined.The LUSH logo features the word "LUSH" in a large, bold, black, sans-serif font. Below it, the words "FRESH HANDMADE COSMETICS" are written in a smaller, black, sans-serif font.The Revolution logo consists of the word "REVOLUTION" in a large, black, sans-serif font. Below it, the words "MAKEUP REVOLUTION LONDON" are written in a smaller, black, sans-serif font.The Sephora logo features a stylized, black, sans-serif font for the word "SEPHORA". Above the letter 'S' is a large, black, stylized drop shape.The Too Faced Cosmetics logo features the words "Too Faced" in a large, black, cursive script font. Below it, the word "COSMETICS" is written in a smaller, black, sans-serif font.The Nivea logo consists of the word "NIVEA" in a large, white, sans-serif font, set against a solid blue rectangular background.The NYX logo features the word "NYX" in a large, black, sans-serif font. Below it, the words "PROFESSIONAL MAKEUP" are written in a smaller, black, sans-serif font. A small black heart symbol is positioned between the 'Y' and 'X'.The L'Oréal logo features the word "L'ORÉAL" in a large, black, sans-serif font.The Body Shop logo features the words "THE BODY SHOP" in a black, sans-serif font, enclosed within a circular border. The border is composed of two curved lines that meet at the top and bottom, creating a stylized circular shape. A small trademark symbol (TM) is located at the bottom right of the circle.

Brand Personality: If you were an FAST FOOD BRAND which would you be and why?

