



IDENTIFYING YOUR BRAND

The Market South quick guide

Your brand is your reputation; it is the sum of the impressions you leave on your customers. In a question form, your brand is the answer to “who am I?” and to tell this story, your voice must consistently and authentically uphold the core values of you as a brand and business.

Providing a consistent experience at every point of interaction with your brand – from staff to customers – is the key to crafting a strong and memorable brand that engages and motivates your customers.

The following brand personality quiz is a tool for you to share among your leadership team, and together answer the questions to identify your brand and what you stand for.

Brand Personality Quiz

If your business was a person, it would be wearing:

- a) Designer clothing, designer shoes and accessories
- b) Suit, crisp white shirt, corporate attire
- c) Fashionable clothing, with an air of practicality
- d) Smart casual attire, well-fitting jeans and a tidy T-shirt
- e) Edgy street wear and on-trend sportswear

If your business was a person, it would live:

- a) In a penthouse inner-city luxury apartment
- b) In a highly desirable suburban area
- c) In a large home, built within the past 20 years
- d) In a nice family home with a garden and kids' toys in the garden; may require some repairs
- e) In an eclectic flat or apartment, shared with good friends

If your business was a person, it would drive:

- a) A chauffeured, late model luxury vehicle
- b) A recent model BMW, Mercedes or Audi
- c) A four-wheel drive family vehicle
- d) An older model, yet reliable and tidy, sedan or people mover
- e) An older model car that may require some repairs but still works a treat, or a skateboard, or a borrowed/parents' car

If your business was a person, time with friends would include:

- a) Cocktail hour, followed by front row seating at the theatre
- b) Dinner and drinks with fine wine, at a nice restaurant with friends
- c) A dinner party with friends – a cooked meal and drinks
- d) Takeout and movie at home
- e) Something on the party scene or late nights in town

If your business was a person, its pet would be:

- a) A small, somewhat "designer" dog with its own fashion accessories, e.g. bandana
- b) A purebred dog with papers of lineage
- c) An energetic golden retriever
- d) An adult cat or a large, cross breed dog
- e) A collection of succulents and plants

How did you score?

MOSTLY As

Your brand position is elite and high end. Highly desirable and opulent, your communications and visuals exude class and sophistication. Your brand could carry gold, or high gloss blacks, velvety browns or coppers (if

mixed with shades of black) and use structured fonts. Thinner, sleek fonts work well to showcase sophistication. Your team will need to appear well groomed at all times and all communications with your company must be very

polished. Customers seeking these brands have very high expectations of service but are willing to pay for it.

MOSTLY Bs

Your brand position is highly desirable, yet attainable and trusted. Navy blues in particular, but most blue hues and charcoals represent these types of brands well. Corporate entities wanting to engender trust and

professionalism use variants of these colour palettes, often mixed with a "fun" colour to show their friendly and approachable side, such as mint green, orange or yellow. Use clean line structured fonts. Your team will need to be

professional and well-groomed but when appropriate and where rapport has been created can be jovial with your clients.

MOSTLY Cs

Your brand position is trusted, reliable and approachable. Your colour palette could be a little bit more creative - approachable brands have a lot more leniency with colour choice. Earthy

tones and greens are great for showcasing sturdy and reliable, but yellows or oranges can show friendly and approachable. Font usage can be softer for these brands, such as being curved

and having a wider gait. Staff can be friendly and fun with client interactions.

MOSTLY Ds

This is the type of brand that is used for repeat purchase or low-cost products, which are reliable and consistent. This type of brand is one of the few that true red can be effectively used - think of

fast food chains or fast-moving consumer goods. Bold fonts and bold colour choices lead the way, as this market is competitive. Your team are able to have fun with your customers; expectations of

customer service are generally focused on speed or efficiency not customer experience.

MOSTLY Es

Your brand position is street smart, social media savvy, cool and desirable. It is targeted towards a younger or fashion-forward market. Highly fashionable brands have the ability to break the branding rules as they are

carving a brand position out of being a trendsetter or different. Font choice has less boundaries, as does colour choice. Stay away from structured fonts unless paired with very creative visuals or colour. Engagements with this

brand can be very informal, yet still mature. This company can have fun with its clients, and may even use slang in communications.



THE 5-MINUTE BRAND AUDIT

Complete this after you've taken our brand personality quiz.

Now you've defined your brand personality, consider how accurately it is represented by each of the following. Consider both design or visual impression and language or audio impression:

	1	2	3	4	5
LOGO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STATIONERY business cards, letterheads/ document templates, email signatures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BROCHURES or printed sales material	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WEBSITE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADVERTISING digital, print, online, radio, outdoor, other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SOCIAL MEDIA PROFILES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QUOTES AND PROPOSALS TEMPLATES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YOUR STAFF , in the way they present themselves and the way they engage with customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CUSTOMER-FACING AREAS of your premises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COMPANY VEHICLES	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
THE FOLLOW-UP SERVICE YOU PROVIDE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NOW WHAT?

Review your scores. Items with the lowest scores should be prioritised to review and refresh as part of your marketing activity.

Updates and refreshing brand material must be meaningful and authentic, so keep in mind how the necessary changes to your materials will reflect your business' brand for the better.

