



BRAND ATTRIBUTES

Discover The Foundation of Your Brand



WELCOME

WHAT ARE BRAND ATTRIBUTES?

Also known as core values, brand attributes represent the essence of your brand. Brand attributes are a set of characteristics that identify the physical, emotional, character and personality traits of your brand.

They signify the basic nature of your brand, the heart and soul – the foundation of your brand – and help in creating brand identity. They should reflect your current brand, but also what it hopes to be in the future. These words and phrases help you work out your key point of difference and your brand positioning. The more you know how your audience thinks, feels and behaves, the easier it is to have a successful brand.

DIFFERENT TYPES OF BRAND ATTRIBUTES:

Emotional brand attributes dive into how you connect with your audience. They impact how a customer feels when they are shopping for your goods or services.

Functional brand attributes are focused on the attributes of the product, which should be unique so as to mark it out as being superior to competing brands. In particular, functional attributes focus on tangible attributes and benefits which give the product the ability to perform its intended task to a higher level of effectiveness than other products, thus providing tangible value to consumers.

Intellectual brand attributes explore what you do better or different than the competition. If you know what your audience is looking for, it's easier to align your brand's attributes with their needs.

Symbolic brand attributes represent the extrinsic advantages and features that a product or service might possess. They are not directly related to the product or service itself, but are rather linked to the intangible benefits that your audience could gain by using the product or service. The symbolic attributes of the brand are strongly linked to the brand image, and hence your audiences' perception of themselves and other people when using or interacting with your brand.

Experiential brand attributes are similar to symbolic attributes, in that they too are based on intangible factors. However, at the same time they are also linked to the extent to which your brand as a whole matches the tastes and self-images of your audience. The success of any experiential attribute is highly subjective and is based on demographic as well. Undoubtedly, experiential attributes are some of the most powerful attributes in determining the success of a brand. In particular, internal values and your audiences' personalities play important roles in developing brand loyalty, depending on how your audience sees the brand's role in their lifestyles. Due to the power of experiential attributes, they tend to lie at the heart of many of the most successful branding images.

Physical brand attributes relate to how you want to be seen by your audience and relate directly to your experiential brand attributes. You want your brand's visual appearance to reflect the type of audience you'd like to appeal to, as well as the way you want that audience to feel.

ACTION STEPS:

- 1 Choose 6-12 attributes from the list on the next page (1-2 of each type of brand attribute).
- 2 Ask yourself: "Does this attribute reflect my products, services, what I do, and how I want my audience to feel?"
- 3 Aim to carry out these attributes through each touchpoint and interaction you have with your audience.
- 4 Commit to fulfilling these attributes with each new product or service you create.
- 5 Celebrate your new brand attributes by creating Instagram posts featuring each one of your new attributes using the hashtag #mybrandstory

EXAMPLE:



BRAND ATTRIBUTES:

Accessible	Effortless	Laid-back	Scientific
Active	Elegant	Leader	Sensible
Adventurous	Empathetic	Liberal	Sentimental
Alluring	Empowering	Light-hearted	Serious
Ambitious	Encouraging	Lively	Sexy
Appealing	Enchanting	Loveable	Simple
Approachable	Enduring	Loving	Sincere
Artistic	Energetic	Loyal	Skillful
Aspiring	Engaged	Magical	Smart
Assertive	Entertaining	Masculine	Social
Authentic	Enthusiastic	Mature	Socially Responsible
Authoritative	Ethical	Meaningful	Sophisticated
Aware	Exclusive	Memorable	Sparkling
Balanced	Expert	Mindful	Spirited
Bold	Fair	Modern	Spiritual
Boundless	Familiar	Motivating	Spontaneous
Brave	Fascinating	Mysterious	Stable
Calm	Fashionable	Natural	Steady
Capable	Feisty	Noble	Straightforward
Captivating	Feminine	Nurturing	Steadfast
Carefree	Fierce	Open-minded	Strong
Caring	Flexible	Optimistic	Stylish
Charitable	Frank	Organized	Supportive
Charming	Friendly	Original	Surprising
Cheerful	Fun	Passionate	Sustainable
Clever	Funny	Patient	Sweet
Clinical	Futuristic	Patriotic	Sympathetic
Collaborative	Generous	Peaceful	Technical
Committed	Gentle	Perceptive	Tenacious
Confident	Genuine	Perky	Thoughtful
Conscientious	Giving	Personable	Timeless
Conservative	Glamorous	Playful	Tireless
Consistent	Global	Pleasant	Tolerant
Cool	Gracious	Polished	Traditional
Cooperative	Gutsy	Positive	Tranquil
Cosmopolitan	Healthy	Powerful	Transparent
Courageous	Helpful	Practical	Trendy
Creative	Homey	Present	Trustworthy
Credible	Honest	Prestigious	Truthful
Cultured	Humble	Professional	Unconventional
Curious	Humorous	Progressive	Understanding
Daring	Idealistic	Purposeful	Unified
Deliberate	Imaginative	Quaint	Unique
Delightful	Independent	Quality	Unpretentious
Dependable	Influential	Quiet	Upbeat
Detailed	Ingenious	Quirky	Up-to-date
Devoted	Innocent	Rational	Upper Class
Different	Innovative	Real	Urban
Dignified	Inquisitive	Rebellious	Valuable
Diligent	Inspiring	Relaxed	Vigilant
Direct	Intelligent	Relevant	Virtuous
Distinctive	Intentional	Reliable	Warm
Down-to-earth	Intuitive	Resilient	Well-managed
Dynamic	Inventive	Resourceful	Whimsical
Eager	Jolly	Respectful	Wholesome
Easygoing	Jovial	Responsible	Wise
Eccentric	Joyful	Responsive	Witty
Edgy	Keen	Rugged	Worldly
Educated	Kind	Safe	Youthful
Effective	Knowledgeable	Savvy	Zealous

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