

**ENDEAVOUR**  
C o n s u l t i n g

# You Need a Brand

*Making it happen*

# Perception *is* Reality

*Making it happen*

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# You Need A Brand



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## Brand Components

■ Brand Image

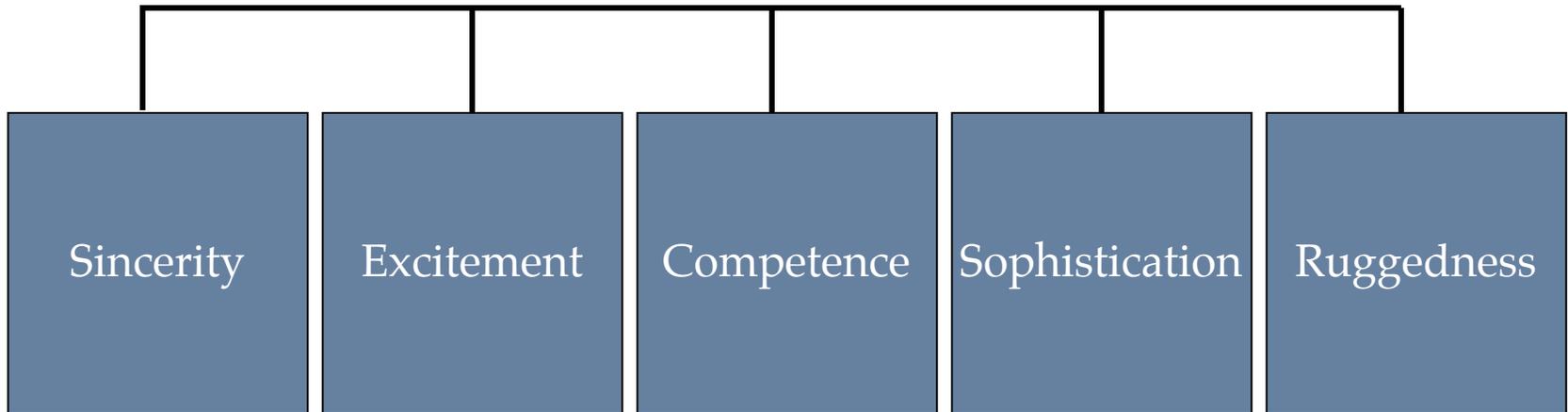
■ Brand Message

■ Brand Personality ← Gesture ← Facet ← Trait

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# Brand Personality

## Facets



### Traits

Sincere  
Honest  
Cheerful  
Down to earth  
Wholesome  
Sentimental  
Friendly

### Traits

Exciting  
Daring  
Spirited  
Up-to-date  
Imaginative

### Traits

Competent  
Reliable  
Intelligent  
Successful  
Confident

### Traits

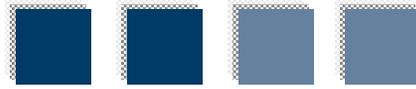
Sophisticated  
Charming  
Upper Class

### Traits

Tough  
Rugged  
Outdoors like

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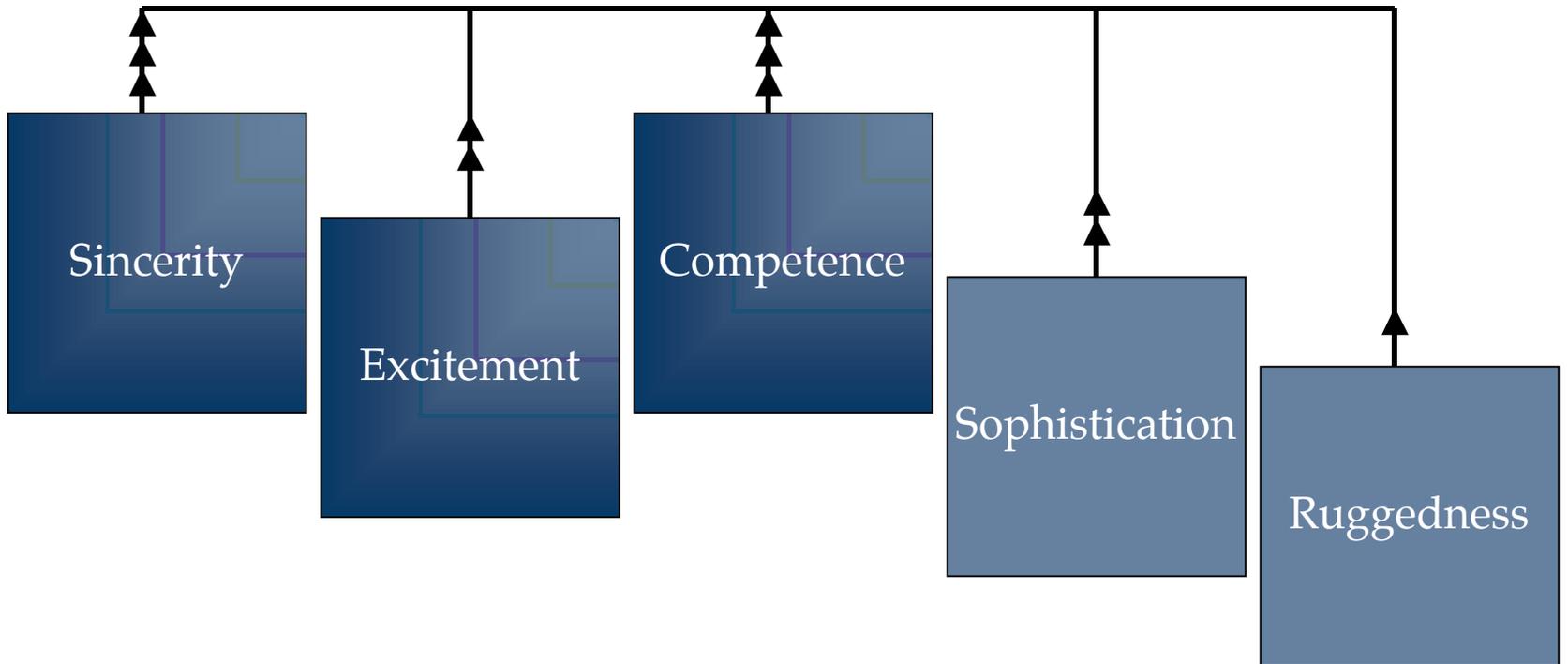
*Source: Aaker and Joachimsthaler*



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## Facets



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*Source: Aaker and Joachimsthaler*

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# Brand Equity

Brand awareness

Perceived quality

Brand association

Brand loyalty

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*Source: Aaker and Joachimsthaler*

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