

Brand Personality

Marketing

The human characteristics attached to a brand, and why they matter.

Common personality dimensions.

Dimension	Reads as
Sincerity	Honest, wholesome, down to earth
Excitement	Daring, spirited, imaginative
Competence	Reliable, intelligent, successful
Sophistication	Upper class, charming
Ruggedness	Outdoorsy, tough

Personality matters most where products are functionally similar. It is how a customer chooses between equals.