



# Brand Personality Research

Understand your brand traits through focused brand personality research

Every brand has a personality – but not every brand is intentionally designed with that in mind. Find out how your audience perceives the character of your brand, and use that research to align your goals across channels.

## THIS SERVICE HELPS TO...

Gain insight on how people perceive your brand

Uncover what personality your brand communicates

Learn how to better align brand perceptions with what is desired



## WHAT YOU GET

Brand personality research gives a clear understanding of your brand's presence. You'll get:

- ✓ A comprehensive presentation of the brand research findings
- ✓ A high-impact visualization of your brand's personality as it relates to others in the competitive landscape
- ✓ Direction on how to close the gap between your intended personality and your brand perception



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## HOW WE DO IT

- 1** We begin with interactive stakeholder workshops to capture the strategy, vision, and business goals for the brand.
- 2** We then conduct competitive research to understand customer perceptions using focus groups, surveys and other research techniques.

- 3** We will visualize the research findings, giving your teams a fast and high-impact understanding of the personality your brand conveys in the marketplace.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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