



PERSONALITY PLAYBOOK

A ROADMAP TO EFFECTIVE BRAND EXPRESSION

Most brands use elaborate frameworks to manage their identity, but aren't always equipped to convert principles into real-world ideas or actions. Brand image can quickly unravel without a clear sense of self.

The *Personality Playbook* is a toolkit for effective self-expression. It provides resources that translate your brand's identity into concrete action plans and talking points.

We map the character traits baked into your brand's values and vision, and use them to set out coherent measures and messaging for all key audiences.

The result is a manual that gives you, your affiliates and agencies clear guidelines on correct tone and conduct.

Different desires and motivations drive every target audience...customers, resellers, workforce. The *Personality Playbook* promotes better engagement, using messaging and actions perfectly aligned with your brand's persona.



A roadmap to consistent, coherent expression:

- ✓ Tactics for engaging all key audiences
- ✓ Techniques and tools that reinforce values
- ✓ Practical guidelines for brands and agencies

The *Personality Playbook* gives brands more strategic choices and ways to communicate. How?

By visualising brands at their very best, then working backwards. We define coherent initiatives and messaging that help marketers focus and move audiences toward their goals.

Insights from your brand's culture and environment feed into frameworks that articulate your values and vision: providing a clear roadmap for powerful, consistent brand expression.

Verbal style Campaign planning
Content design Creative briefs
Storytelling Product ideation

Our wide experience in international lifestyle, fashion and luxury helps us design pathways that balance top-line performance with the actions brands take to stand apart.

**“Gavin’s way of reading brands is incisive and inspiring.
His ideas and structures provide a template for targeted communication.”**

Dimitris Koliadimas, Creative Director – Semiotik Design Agency

CORE SERVICE

Cost: From €2,500

Duration: 3-4 weeks

Includes: Briefing; research; interviews; creative origination; presentation; revisions

Excludes: Visual concepts/simulations; travel

AUXILIARY SERVICES

- Collateral creation
- Verbal branding
- Range optimisation
- Campaign planning

Pricing on request

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Crescendo Brands

EXPRESSION · INNOVATION · COMMUNICATION