



PERSONALITY PLAYBOOK

YOUR ETIQUETTE GUIDE FOR EFFECTIVE BRAND EXPRESSION

Most brands use elaborate frameworks to manage their identity, but aren't always equipped to convert principles into real-world actions. Brand image can unravel quickly 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 talking points and action plans.

We map the character traits baked into your brand's values, vision and culture, and use them to set out coherent messaging and measures for every target audience.

The result is a manual that gives you, affiliates and agencies clear guidelines on brand-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.



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

Dimitris Koliadimas, Creative Director – Semiotik Design Agency

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* helps brands communicate consistently and strategically. 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

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

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