



# PERSONALITY PLAYBOOK

AN ETIQUETTE GUIDE FOR EVERYDAY BRAND EXPRESSION

Most brands are meticulous about their identity in major campaigns, but struggle to project it through everyday words and actions. Without a clear sense of self, brand image can quickly become inauthentic.

The *Personality Playbook* is a toolkit that helps brands express themselves authentically by translating the pillars of identity into practical talking points and actions.

It's an etiquette guide that empowers people to reinforce essential brand ideas by using correct language, conduct and tone.

We map out the character traits that make up your brand's vision, values and culture, and use them to tailor coherent messaging and measures for diverse groups of stakeholders.

Customers, resellers, workforce...every target group has its own motivations and desires. The *Personality Playbook* promotes better engagement by recommending language and actions aligned with your brand's unique essence and persona.



Roadmaps for consistent, authentic expression:

- ✓ Tactics to engage distinct target audiences
- ✓ Talking points and tools that reinforce values
- ✓ Practical guidelines for brands and agencies

The *Personality Playbook* helps brands become more authentic and believable. How?

By recognising that they also exist beyond the manicured image of key campaigns. We study brands at their best, and retrofit solutions into everyday ideas and initiatives that constantly nudge audiences in the right direction.

- Verbal style
- Creative briefs
- Content design
- Product ideation
- Storytelling
- Campaign planning

Wide experience in international lifestyle, fashion and luxury markets helps us to understand the personality patterns that top brands use to stand apart. By combining best-practice insights with deep understanding of your brand's culture, we design pathways to higher levels of performance and belief.

**“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

## CORE SERVICE

Cost: From €3,000

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

