



freedom



brand voice

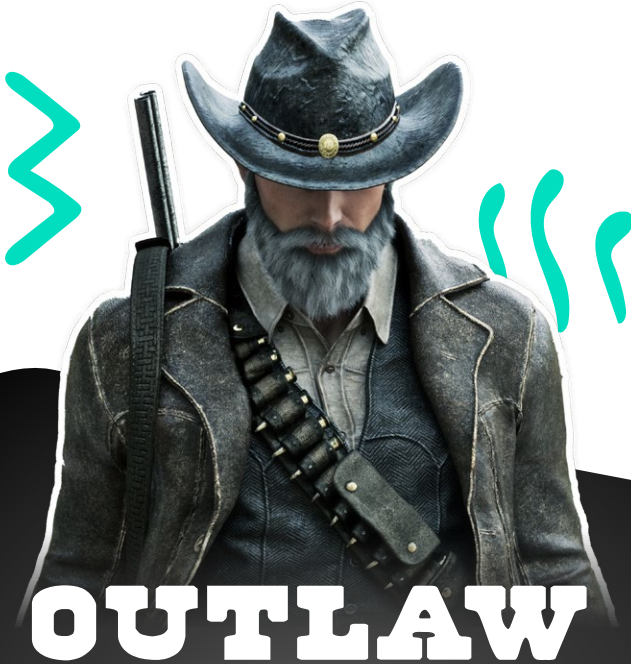
- self-sufficient
- unattached

“

You only get one life. Get out and make it count.

explorer brands





## REVOLUTION

brand voice

- rebellious
- outbreak from surroundings

“

Rules are made to be broken.

outlaw brands

**HUMMER**

  
Red Bull®

JACK DANIEL'S  




# JESTER

PLEASURE

brand voice

- humour
- fun
- spontaneity

“

If I can't  
dance,  
I'm not part  
of it.

jester brands

**JIM**  
MOBILE

Vermont's Finest  
**BEN & JERRY'S**  
ICE CREAM

**m&m's**



brand voice

- **sexy**
- **passion**
- **desire**

“

**I only have  
eyes for you.**

lover brands





# Caregiver

SERVICE

brand voice

- compassion
- caring

“

Love your neighbour as yourself.

caregiver brands

Dove

Pampers

unicef 



brand voice

- cooperation
- loyalty
- friendship

“

You're just like me and I'm just like you.

everyman brands



ebay

HEMA



brand voice

- do-gooder
- idealism
- honest

“

Life is simple  
and simplicity  
is elegant.

innocent brands

Coca-Cola

Disney

efeling





brand voice

- status
- leadership
- capability

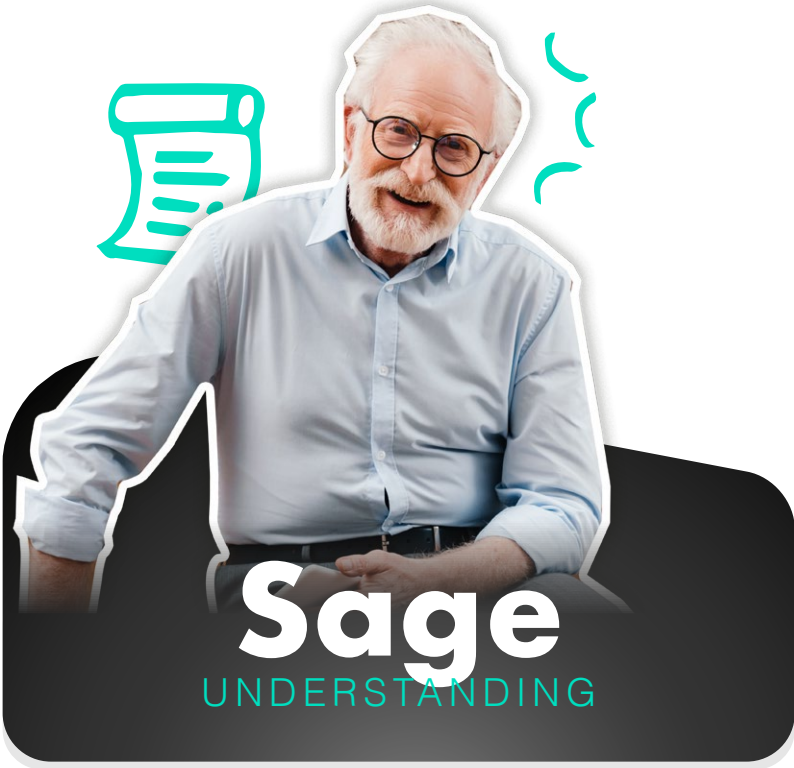
“

Power isn't everything, it's the only thing.

ruler brands







brand voice

- sensible
- logical
- reasoning

“

**The truth will  
set you free.**

sage brands



Google





brand voice

- dreaming
- prove
- solutions
- creating

“

It can happen.

magician brands

dyson



AXE



# HERO

MASTERY

brand voice

- challenge
- perform
- winning

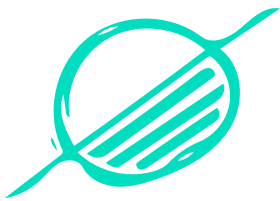
“

Where there's  
a will there's  
a way.

outlaw brands



DURACELL



# Creator

INNOVATION

brand voice

- unique
- differentiating
- own identity

“

If it can be  
imagined,  
it can be  
created.

creator brands



TESLA