

# Brand Character Portrait<sup>SM</sup> Analysis

“Products, like people, have personalities, and they can make or break them in the marketplace.” – David Ogilvy

## BUYING DECISIONS ARE BOTH RATIONAL AND EMOTIONAL.

The success of most products depends on more than just their clinical features. The power of your brand lies in the minds of your customers, and the attitudes and beliefs that result from every brand interaction.

By tapping into the underlying motivations affecting product acceptance, you dramatically improve your chances of success. You build relationships and advocacy. You build greater brand loyalty, which often translates into price premiums and successful brand extensions.

### Gain a clear picture of the underlying motivations affecting the acceptance of your product

- What are your brand’s key emotional and attitudinal characteristics?
- How relevant are they to the decision-maker?
- How do they compare to the competitors’ characteristics? To the ideal?
- What are customers looking for? Where are the gaps that your product could fill?
- How can your brand be emotionally positioned to maximize business results?

### Brand Character Portrait Analysis provides critical insights for:

- Framing promotion, communication strategy and tactics
- Developing tone of messages, creative themes, colors and other execution elements
- Directing tone and imagery to be like the ideal and contrast with competitive brands
- Differentiating your product at the emotional level

As every marketer knows, if you don’t position your product, the customer (or competitor) will. You can prevent your brand from becoming a commodity.

The savviest pharmaceutical marketers now routinely explore the emotional aspects of their brands to gain the advantages of building strong bonds with customers.

## TAP INTO THE CHARACTER OF YOUR BRAND

For more information about TVG’s Brand Character Portrait<sup>SM</sup> Analysis, contact:

Chris Leonard  
(215) 283-5337  
chleonard@tvg-inc.com

## WHAT IS YOUR BRAND’S PERSONALITY?

