

Brand Emotional Positioning

Based on the emotional axis and brand design principles, we define the emotional positioning of both the company brand and its sub-brands. Each is anchored by a set of emotional keywords that reflect user perception and inform clear design strategies and visual expression.

Company Brand (Anker Innovations)

Leadership, Inspiration, Purity, Serenity

Domain Brand Positioning

Anker :
Breakthrough, Co-Creation, Focus, Efficiency

soundcore :
Resonance, Freedom, Openness, Exploration

eufy :
Balance, Healing, Gentleness, Warmth

Powerful, Inspiring

High Energy Value

