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# **BRAND EXERCISE**

## PLAYING CARDS

**ADVENTUROUS**

**AMBITIOUS**

**APPROVAL-SEEKING**

**ARROGANT**

**ASSERTIVE**

**AUTHENTIC**

**AUTHORITATIVE**



**BOLD**

**CAREFREE**

**CHARMING**

**CHEERFUL**

**CLEVER**

# **COMMANDING**

**COMPASSIONATE**

**COMPETITIVE**



**CONSIDERATE**

**CREATIVE**

**CONFIDENT**

**DANGEROUS**

**DARING**

**DETERMINED**

**DOWN-TO-EARTH**

**DRIVEN**



**EFFECTIVE**

**EXPECTED**

**EXPERT**

**EXPRESSIVE**

**FREE-SPIRITED**

**GENEROUS**

**HONEST**

**HUMOROUS**



**IDEALISTIC**

**IMAGINATIVE**

**IMPULSIVE**

**INDEPENDENT**

**INFLEXIBLE**

**INFLUENTIAL**

**INNOVATIVE**

**INTUITIVE**



**MAGNETIC**

**MEEK**

**NAÏVE**

**NEIGHBORLY**

**NURTURING**

**OPTIMISTIC**

**PASSIONATE**

**PIONEER**



**POWERFUL**

**PROUD**

**RADICAL**

**REBELLIOUS**

**RESPECTED**

**REVOLUTIONARY**

**RISKY**

**ROMANTIC**



**RUGGED**

**SIMPLE**

**SINCERE**

**SOPHISTICATED**

**SPIRITED**

**SPONTANEOUS**

**STRAIGHTFORWARD**

**SUCCESSFUL**



**TRENDY**

**TRUSTWORTHY**

**UNPREDICTABLE**

**UNPRETENTIOUS**

**UNRELIABLE**

**UNSERIOUS**

**VISIONARY**

**WHOLESOME**



**WISE**