

Test Your Product's Personality with Brand Libs

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Anatomy of a Product Personality

Creating a personality that's consistent enough to represent your product but flexible enough to adapt to different applications requires three components:

Voice: The rock-solid constant in the personality profile. It expresses the core traits of the product in language. Wherever the product speaks up — in display ads, thought leadership pieces, videos, shopping guides, social media — its voice must come through clearly.

Tone: The ways the brand expresses itself to fit specific media and applications. Flexibility is important here. A person doesn't write a tweet the same way they write an email to a friend, and neither should a product.

Style: Grammar, capitalization, formatting, and other mechanics suited to different applications.

No matter the platform, the voice must remain true to the product.

Putting Your Personality to the Test

To ensure consistency of voice, we use exercises that draw on the power of metaphor. Just as the concept of a 'product personality' is itself a metaphor — imbuing the sum of a product's communications with personhood — arriving at a coherent product personality benefits from testing it in human terms.

Our Brand Libs tool uses the principle of Mad Libs to test out the story you want your product to tell. Grab a partner and ask them to name real-world items — from car makes to song titles — that they feel characterize the product. Fill the corresponding blanks in the story template with the words your partner provides. Together, read through the story to identify whether your concept of the product hangs together or lacks cohesion.