**Protex**

* Logo\_color

A picture containing umbrella

Description automatically generated

* Product\_color

Chart, pie chart

Description automatically generated

Analysis: The main color of brand protex is white and blue. It is the same with its brand and product. Also, its products contain some color like green, grey and brown. The are all colors that can calm people, which means that they can make people feel more sense of security in their products.

* Noun Chunks

A picture containing chart

Description automatically generated

* Pos

A picture containing scatter chart

Description automatically generatedNoun

Verb

Chart, scatter chart

Description automatically generated

Adj & Adv

* A picture containing text

  Description automatically generatedA picture containing chart

  Description automatically generatedLDA
* Brand Personality:

1. Protex is a brand which is focus on deep cleaning on their skin. Their aim is to keep the skin from bacteria and make it healthy.
2. Protex also pay attention to the protection time. They would like to make the protection time as long as possible.
3. It also emphasizes natural in their products.

**Dove**

* Logo color

**A picture containing arrow

Description automatically generated**

* **Product Color**

**Chart, pie chart

Description automatically generated**

Analysis: The main color for Dove is black, white, blue and brown for both their brand and products. They have almost the same color composition but different proportion. The overall tone of the color is soft and makes people feel comfortable.

* **A picture containing chart

  Description automatically generated**Noun Chunks
* Pos

Noun

A picture containing graphical user interface

Description automatically generatedVerb

**A picture containing chart

Description automatically generated**Adj & Adv

* Text

  Description automatically generatedA picture containing timeline

  Description automatically generatedLDA
* Brand Personality

1. Dove is a brand which mainly focuses on caring about your hands. It moisturizes your hand and makes your hands feel smooth.
2. It loves to add many fresh fruits and herbs into their products. On one hand, it will have a fresh smell which makes people feel comfortable. On the other hand, it will make people think their hands are under good care.
3. It also has some products which focuses on antibacterial. However, it is not that much.

**JNJ**

* Logo color

Chart, pie chart

Description automatically generated

* Product color

Chart, pie chart

Description automatically generated

A picture containing graphical user interface

Description automatically generatedAnalysis: The main color of jnj logo is red. However, the main color of their bar soap products color is white, black, grey and orange. It’s different from the former two brands which we analyze before. It’s mainly because jnj is a very large brand and it has many sub-brands. Each of them has their own feature. For the bar soap products, it mainly wants to make people feel clean.

* Noun Chunks
* Pos

A picture containing chart

Description automatically generatedNoun

A picture containing chart

Description automatically generatedVerb

Adj & Adv

A picture containing chart

Description automatically generated

* Text

  Description automatically generatedLDA
* Brand Personality

1. jnj mainly focuses on fragrance.
2. It wants to gently clean people’s hand with creamy foams and moisturizing their hands

**Avon**

* **Logo color**

**A close up of a logo

Description automatically generated**

* **Product color**

**Chart, pie chart

Description automatically generated**

**Analysis:** The brand color is very simple, just black and white. However, the products color is very plentiful. There are a lot of different colors. That’s mainly because avon has many bar soap products, some of them are for children, some of them are for different customer groups. Therefore, they have a lot of different color scheme.

* **A picture containing graphical user interface

  Description automatically generatedNoun Chunks**
* **Pos**

**Noun**

**A picture containing chart

Description automatically generatedChart, scatter chart

Description automatically generatedVerb**

**A picture containing timeline

Description automatically generatedAdj & Adv**

* **Text

  Description automatically generatedLDA**
* **Brand Personality**

1. Avon is a brand which consists of a lot of products. They have different smell and different color. Some even has interesting pictures on it. They use creative product appearance to attract customers.
2. Avon is a brand mainly focus on the fragrance. It has a lot of different smell products so they can almost satisfy all of their customers’ demand on the fragrance.
3. Avon also focuses on the sensation of their products. They want their products to be creamy so that people will feel their hands are refreshed after using it.