

Brand Attributes

Brief Research Method 1 Research Method 2 Research Method 3 Final

The brand attributes are the primary framing tool for the entire project. The six attributes selected with JCI representatives represent the defining characteristics of the brand and are used to evaluate any ideas attached to the development of this brand.

The attributes are split into two groups:

Rational Attributes are quantifiable aspects of the brand like *cost* or *quality*.

Emotional Attributes are the more subjective in their interpretation like *nostalgia* or *caring*.

Rational:

Efficient

Performs and Delivers

Simple

Understandable and Straightforward

Dependable

Reliable and Consistent

Emotional:

Aspirational

Desirable and Encouraging

Confident

Secure and Capable

Competitive

Economical and Ambitious