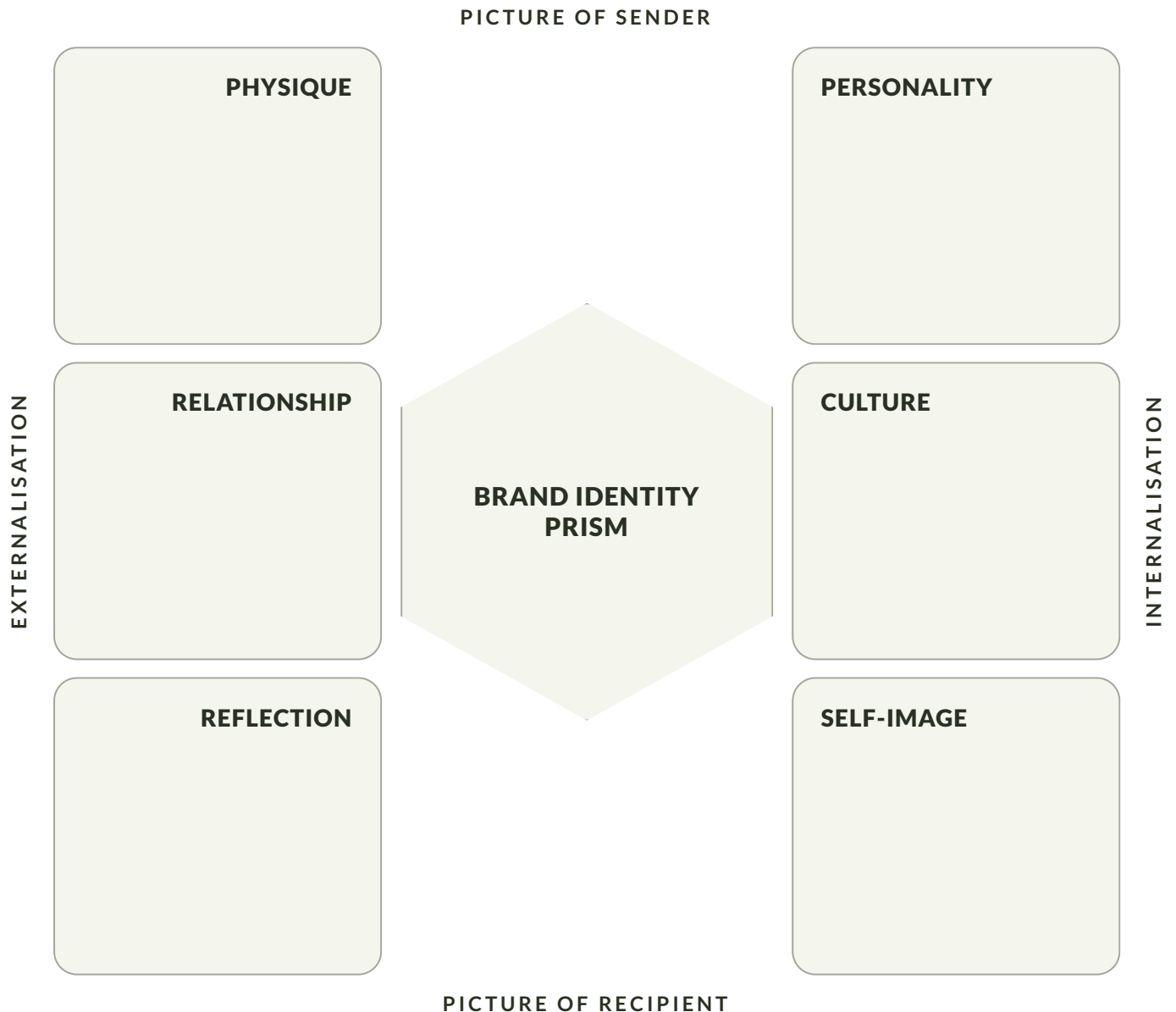


Brand Identity Prism

A brand-identity tool: Kapferer's six facets that define how the brand sees itself and how it pictures the person who buys it. Origin: Jean-Noel Kapferer



- **PHYSIQUE:** Tangible features, look, and physical signature of the brand. Picture-of-sender, externalised side. Keep only photographable facts.
- **CULTURE:** The values, origin, and belief system the brand draws from. Internalised side. The engine room that predicts every other facet.
- **REFLECTION:** How the typical buyer is portrayed - the customer shown in the ads. Picture-of-recipient, externalised side. NOT your actual demographic.

- **PERSONALITY:** The brand's character, as if it were a person. Picture-of-sender, internalised side. A real personality has edges.
- **RELATIONSHIP:** The bond and role the brand offers the customer. Externalised side. Name a role (guardian, accomplice, coach), not a satisfaction score.
- **SELF-IMAGE:** How customers see themselves for using the brand - who they privately feel they become. Picture-of-recipient, internalised side.