

MINI BRAND QUIZ

Your brand is a bit like a person, it has its own personality, preferences and skills. How so? Simple. People buy from people; they buy an experience. Even if your brand is a thing, how they feel about it is still an experience. Subconsciously your market is buying the experience you give them as though your brand is a person. Got it?

That means it's important for all of your communications to tell the same story. Whether it's the words on your website, or the photos on your social media account, they all have to add up to the same personality, or at least be in the ballpark. That still leaves a fair bit of room to be creative, after all, personalities have a lot of depth and nuance, giving you loads to draw on.

KNOW **WHO** YOUR BRAND IS, KNOW **WHAT** THEY'D SAY, AND NAIL IT WITH EVERY PIECE OF COMMUNICATION, INCLUDING SOCIAL.

We think that getting your brand message right is so important that we're giving you our mini brand quiz for free. Yep, gratis, because we want to know what brand story to tell with our kits. You're welcome! Now this isn't a science, it's a bit of fun! And it's just enough to get you thinking, so here goes:

Circle the letter that most suits your brand in the questions below. There are no right or wrong answers, there really, really aren't! Next, interpret your results, then sit back and smile, feeling a little closer and cozier with your brand.

1

IF YOUR BRAND WAS CHATTING WITH A GROUP, IT WOULD:

- a. Be handing out the drinks with smiles and generosity
- b. Listen, to add wisdom at the right time
- c. Lead the conversation with knowledge
- d. Make the joke that gets everyone laughing – a well-received distraction
- e. Encourage individuals in the group to have their say

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2

WHAT'S YOUR BRAND'S FAVOURITE HOT DRINK?

- a. English Breakfast Tea
- b. Matcha latte
- c. Espresso
- d. Hot chocolate with marshmallows
- e. Flat white, piccolo or latte

3

YOUR BRAND ALWAYS WEARS:

- a. Denim
- b. Designer apparel
- c. Black
- d. Bright colours
- e. Patterns

4

GOING OUT AT NIGHT, YOUR BRAND PREFERS:

- a. Organic popcorn and a movie
- b. Fine dining restaurants
- c. The theatre
- d. A cozy lounge bar
- e. Nightclubs

5

YOUR BRAND'S FAVOURITE FOOTWEAR:

- a. Converse
- b. Heels/Armani
- c. Birkenstocks
- d. Cowboy/girl boots
- e. Ugg boots

6

YOUR BRAND'S FAVOURITE HOLIDAY ACCOMMODATION STYLE:

- a. Caravan Park by the beach
- b. 5 star hotel & spa pretty much anywhere
- c. Trek & tent in the wilderness
- d. Urban Air B&B
- e. Rural B&B

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7

WHAT'S YOUR BRAND'S FAVOURITE MOVIE?

- a. There's something about Mary
- b. Breakfast at Tiffany's
- c. Star Wars (any of them)
- d. Deadpool
- e. Shawshank Redemption
- f. A Nightmare on Elm Street (just kidding, don't choose this one)

8

WHEN YOUR BRAND GOES OUT FOR DINNER, THEY TYPICALLY ORDER:

- a. Pasta
- b. Wine and cheese
- c. The Special
- d. Anything from the grill
- e. Entrée, main and dessert...plus a cheese plate if at all possible

9

WHAT'S YOUR BRAND'S FAVOURITE SALAD?

- a. Coleslaw
- b. Duck, blue cheese and pear
- c. Bocconcini, tomato and basil
- d. Thai beef salad
- e. Roast lamb salad (hold the greens)

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WHAT'S YOUR BRAND'S FAVOURITE DRINK?

- a. Craft beer
- b. Dry Martini
- c. Single malt whiskey
- d. Red wine
- e. Soda + lime

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RESULTS

MOSTLY A's

Your brand is probably pretty laid back, they're the person you can count on to help host and maybe even clean up! They're most likely family oriented and in touch with the people around them. They're keeping up with trends, but not ruled by them. They could even be considered the classic girl/guy next door. This is the person you want on your team to help support you on a daily basis. We're going to hazard a guess – is your product a day to day product? Is it something your audience could easily consume or use every day and really benefit from its consumption? The benefit might be by way of health, pleasure, convenience or even something entirely different, but dependably appreciated.

MOSTLY B's

Luxury and sophistication marks your brand. It might be an everyday luxury for a discerning audience, or it could be a sometimes purchase for those who aspire to luxury. Either way, your brand aligns itself with others like it, keeping company with an environment frequented by its discerning audience. You know what we mean, you sell in just the right stores, advertise in just the right blogs and publications. Your brand knows quality of course, but they embody high end quality. Creatively, your brand might be Versace (all glitz and glam) or it might be Vera Wang (modern and chic), either way, it knows all there is to know about keeping its customers well suited for style.

MOSTLY C's

Your brand is a leader, or they're well on the way. They're the one that sets the trends, or empowers their audience to create their own trends! They're down to earth, in a no-nonsense kinda way, but they care about their audience more than they let on. Sure they buy The Special when they're dining, but that's because they don't like to waste money where it doesn't need to be spent, not because their stingy. When it's worth it, they spend it (notice the shoe choice?). Your audience sees this and appreciates it. Your products are well priced and that's nothing to be ashamed of. When you communicate it, it comes across as value driven, rather than price driven. Good job! Your brand might have some classic elements to it too (Star Wars anyone?). That's a great attribute, your audience loves the classics.

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MOSTLY D's

Well well, is there a party girl or guy hiding in your brand? Your brand has a great sense of humour that resonates with your audience. They get it and they feel like they're part of your tribe. Your brand isn't frivolous though, they have thought provoking humour in a way that edifies whatever situation they find themselves in. Your brand's products could be really practical or completely desire driven, either way, there is a twist of fun attached to them. Your brand is the one that has a secret message printed on the inside of a chocolate wrapper e.g. "please lick clean"

MOSTLY E's

What a generous nature your brand has! It's mission in life is to help others succeed. Your products are the kind your customers turn to when they want to be nourished or fed well. Even if they just want to get a big warm hug from a food brand, yours is the one they turn to. Your brand isn't one dimensional though, they're multifaceted and quite often surprise their audience with a deeply felt need for fun! (Did you say nightclub? Whaaaaat?) The fun loving, warmly classical nature of your brand means your audience feels a great deal of confidence buying from them. You could communicate this confidence and generosity through a number of different creative forms, you could be classic with a modern edge, warm tones or a sunny coastal vibe. Whichever you choose, success comes in you because you stick to the core message of who this brand is. Go with confidence!

Don't forget, if you're going to join the [insta.kits](#) family, just scan (try the [camscanner](#) app) this quiz and send it back to us by email to hello@instakits.com.au, we're keen to get to know your brand better too!