

BRAND VOICE EXERCISE



accessible	diverse	historic	reliable	tried-and-true
actionable	down-to-earth	in touch	responsible	trusted
aggressive	driven	informal	responsive	urban
approachable	eclectic	innovative	rural	value-oriented
assertive	efficient	international	savvy	visionary
authentic	elegant	lavish	serious	welcoming
bleeding-edge	elite	leading edge	sexy	white collar
blue collar	empowering	market-driven	simple	wise
broad	expensive	modern	slick	
casual	experienced	narrow	smart	
classic	fair	national	strategic	
community-building	flexible	pioneering	structured	
conservative	focused	practical	tactical	
consistent	formal	premium	tailored	
cool	friendly	proactive	technological	
current	fun	professional	the thought leader	
custom	global	progressive	timeless	
customer-oriented	high-level	reactive	timely	
cutting edge	high-quality	regional	traditional	
detail-oriented	hip	relationship-oriented	trendy	