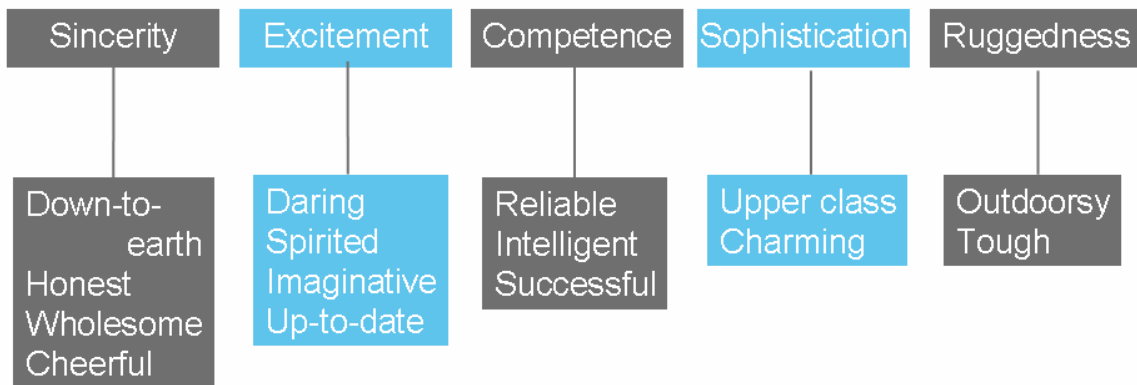


## Model: Dimensions of Brand Personality

Type of model: Brand model (structure model)  
 Author(s): Jennifer Aaker  
 Domain: Identity and Image



**Figure 1:** The five dimensions of brand personality (according to Jennifer Aaker).

People continuously assess the personalities of the people that surround them. And we also have a tendency to allocate personality traits to objects, such as brands and products. Jennifer Aaker defines brand personality as 'the human character traits that are associated with a brand'. The extent to which a consumer feels attracted to a brand is down to the extent to which he/she recognizes him/herself in the brand on the basis of the brand personality traits, sees an ideal of him/herself in the brand, or sees specific dimensions of his/her own personality reflected in the brand. Aaker identified five dimensions of brand personality after studying 37 American brands. These are: *sincerity*, *excitement*, *competence*, *sophistication* and *ruggedness*. In particular those brands that greatly resemble each other in terms of functionality can carve out a clear market position for themselves by appealing to brand personality (psycho-social meaning). Aaker defined a number of typical facets or personality traits for each dimension.

These traits are presented below with their respective brand personality dimensions:

1. *Sincerity*:
  - a. down-to-earth: both feet firmly planted on the ground, family-oriented and narrow-minded
  - b. honest: sincere and genuine (pure)
  - c. wholesome: original (not fake)

- d. cheerful: sensitive and friendly
- 2. *Excitement*:
  - a. daring: trendy and exciting
  - b. spirited: cool and young
  - c. imaginative: remarkable and special
  - d. up-to-date: independent and contemporary
- 3. *Competence*:
  - a. reliable: meticulous/ careful and hardworking
  - b. intelligent: content-driven and social
  - c. successful: leadership and self-confidence
- 4. *Sophistication*:
  - a. upper class: attractive and sex appeal
  - b. charming: feminine and soft
- 5. *Ruggedness*:
  - a. outdoorsy: manly and wild
  - b. tough: rugged and rough

*Reference(s)*

Aaker, J.L. (1997), Dimensions of brand personality. Journal of Marketing Research, vol.34, no.2, p.347-356. \*

\* : available in the EURIB library.