

What's My Brand Voice? Quiz

Instructions: Answer the following questions to determine which brand voice best represents your business. Choose the option that resonates most with your brand for each question.

1. How would you describe your brand's mission?

- A. To provide expert advice and solutions.
- B. To create a welcoming and enjoyable experience.
- C. To inspire and motivate people.
- D. To entertain and make people laugh.
- E. To be a leader and innovator in the industry.
- F. To care for and support our community.
- G. To encourage adventure and bold decisions.
- H. To be transparent and honest with our customers.
- I. To offer sophisticated and elegant products/services.
- J. To energize and engage a youthful audience.

2. What tone do you want to set in your communications?

- A. Professional and authoritative.
- B. Friendly and conversational.
- C. Inspirational and motivational.
- D. Quirky and humorous.
- E. Confident and assertive.
- F. Empathetic and compassionate.
- G. Bold and daring.
- H. Sincere and honest.
- I. Sophisticated and refined.
- J. Energetic and lively.

3. How do you want your audience to feel when interacting with your brand?

- A. Confident and assured.
- B. Welcomed and valued.

- C. Inspired and uplifted.
- D. Entertained and amused.
- E. Impressed and trusting.
- F. Understood and supported.
- G. Excited and adventurous.
- H. Trusted and respected.
- I. Elegant and exclusive.
- J. Excited and engaged.

4. Which word best describes your brand's personality?

- A. Expert
- B. Approachable
- C. Inspiring
- D. Fun
- E. Innovative
- F. Caring
- G. Adventurous
- H. Honest
- I. Elegant
- J. Youthful

5. What kind of relationship do you want to build with your customers?

- A. Professional and respectful.
- B. Friendly and personal.
- C. Supportive and encouraging.
- D. Light-hearted and fun.
- E. Trustworthy and authoritative.
- F. Compassionate and understanding.
- G. Bold and exciting.
- H. Transparent and reliable.
- I. Exclusive and refined.
- J. Energetic and dynamic.

Results

Mostly A's: Professional and Formal

Your brand voice is professional and formal. You prioritize expertise and reliability in your communications.

This style conveys a sense of authority, expertise, and reliability. It is often used by law firms, financial institutions, and B2B companies.

Example:

- **Company:** Deloitte
- **Tone:** "Our team of seasoned professionals is dedicated to delivering innovative solutions tailored to your unique business needs. We pride ourselves on our commitment to excellence and integrity."

Mostly B's: Friendly and Conversational

Your brand voice is friendly and conversational. You aim to create a welcoming and personal connection with your audience.

This voice is approachable and informal, aiming to create a sense of familiarity and trust with the audience. It is commonly used by consumer brands, retail, and hospitality sectors.

Example:

- **Company:** Starbucks
- **Tone:** "Hey there! Welcome to Starbucks, where your morning brew is just the start. Sit back, relax, and let's chat over a cup of coffee."

Mostly C's: Inspirational and Motivational

Your brand voice is inspirational and motivational. You focus on uplifting and encouraging your audience.

This style is uplifting and encouraging, often used by fitness brands, non-profits, and self-help industries to inspire their audience.

Example:

- **Company:** Nike
- **Tone:** "Believe in something bigger than yourself. Just do it. Push your limits and reach for greatness with every step."

Mostly D's: Quirky and Humorous

Your brand voice is quirky and humorous. You enjoy entertaining your audience and making them smile.

Brands using this voice aim to entertain and engage with wit and humor. It's often found in the tech industry, entertainment, and casual dining.

Example:

- **Company:** Old Spice
- **Tone:** "Smell like a man, man. Our scents will transform you from a mere mortal into a legend of freshness. Don't just live, smell amazing."

Mostly E's: Authoritative and Confident

Your brand voice is authoritative and confident. You position yourself as a leader and expert in your field.

This voice exudes confidence and expertise, aiming to instill trust and reliability. It's frequently used by luxury brands, technology companies, and financial services.

Example:

- **Company:** Apple

- **Tone:** “Innovate. Create. Elevate. Our technology redefines what’s possible, setting new standards in design and performance. Discover the future with Apple.”

Mostly F’s: Empathetic and Compassionate

Your brand voice is empathetic and compassionate. You prioritize understanding and supporting your audience.

This style is warm and understanding, resonating with audiences on an emotional level. It’s common in healthcare, wellness, and charitable organizations.

Example:

- **Company:** American Red Cross
- **Tone:** “Together, we can make a difference. Your generosity brings hope to those in need. Join us in our mission to save lives and strengthen communities.”

Mostly G’s: Bold and Daring

Your brand voice is bold and daring. You encourage your audience to take risks and embrace adventure.

This voice is adventurous and fearless, encouraging the audience to take risks and embrace change. It’s often used by travel companies, extreme sports brands, and innovative startups.

Example:

- **Company:** Red Bull
- **Tone:** “Red Bull gives you wings. Push boundaries, explore new horizons, and live life to the fullest with every sip.”

Mostly H’s: Sincere and Honest

Your brand voice is sincere and honest. You value transparency and integrity in your communications.

This voice is straightforward and transparent, aiming to build trust through honesty and integrity. It's often used by sustainable brands, small businesses, and ethical companies.

Example:

- **Company:** Patagonia
- **Tone:** "Built to last, designed to protect. Our commitment to the environment drives us to create sustainable products that stand the test of time. Together, we can make a difference."

Mostly I's: Sophisticated and Elegant

Your brand voice is sophisticated and elegant. You emphasize refinement and exclusivity in your messaging.

This voice is refined and graceful, often used by luxury brands, high-end fashion, and premium service providers.

Example:

- **Company:** Chanel
- **Tone:** "Timeless elegance. Exquisite craftsmanship. Chanel embodies the essence of luxury, creating iconic pieces that transcend trends and celebrate individuality."

Mostly J's: Youthful and Energetic

Your brand voice is youthful and energetic. You aim to engage and excite a younger audience.

This style is lively and enthusiastic, appealing to a younger audience with a sense of fun and excitement. It's common in fashion, music, and lifestyle brands.

Example:

- **Company:** Urban Outfitters
- **Tone:** “Express yourself. Embrace the unexpected. Urban Outfitters brings you the latest in fashion and lifestyle, celebrating creativity and individuality.”

Each brand voice style serves a different purpose and connects with its target audience in unique ways. The key is consistency and ensuring that the chosen voice aligns with the brand's values, mission, and audience expectations.

Need help filling this out? Schedule a 1:1 with me [here](#).