Trade Character Development Template

1. Brand Personality Definition

- Brand Attributes: List the key attributes that define your brand's personality (e.g., playful, serious, innovative, traditional).
- Brand Values: Clearly state your brand values that the character should embody.
- Mission Statement: Write a concise mission statement that reflects your brand's purpose.

2. Audience Research

- Demographics: Detail the age, gender, location, income, and other demographic information of your target audience.
- Psychographics: Describe the interests, attitudes, and lifestyle of your audience.
- Behavioral Insights: Note the listening habits, purchasing behavior, and media consumption patterns of your audience.

3. Character Conceptualization

- Brainstorming Session: Schedule a brainstorming session with team members from various departments.
- Character Ideas: List down all potential ideas for your trade character.
- Character Traits: Define the key traits of your character (e.g., friendly, adventurous, wise).
- Sketches: Include initial sketches or rough drawings of character concepts.

4. Design and Development

- Professional Designer: Hire a professional illustrator or designer.
- Character Design: Develop a detailed design of the character, including:
    - Appearance: Physical attributes, clothing, accessories.

- Color Palette: Colors that align with your brand's color scheme.
- Expressions: Range of facial expressions and body language.
- Feedback and Iteration: Get feedback from stakeholders and iterate on the design as needed.

5. Story and Background

- Character Background: Create a backstory for your character that aligns with your brand's story.
- Personality Profile: Develop a personality profile detailing the character's likes, dislikes, and quirks.
- Role in Branding: Explain how the character fits into your overall branding strategy.

6. Integration Plan

- Marketing Channels: List all the marketing channels where the character will be featured (e.g., social media, website, packaging).
- Content Strategy: Develop a content strategy that includes the character, such as storylines, appearances, and interactions with the audience.
- Brand Guidelines: Create guidelines for using the character consistently across all platforms.

7. Launch and Promotion

- Launch Plan: Outline the steps for launching the trade character, including:
  - Teasers: Pre-launch teasers on social media and other platforms.
  - Launch Event: Details of any events or promotions around the launch.
  - Campaigns: Initial campaigns featuring the character.
- Promotion Channels: Identify the channels for promoting the character post-launch.

8. Performance Measurement

- Brand Awareness Surveys: Develop surveys to gauge consumer recognition and recall of the trade character.
- Engagement Metrics: Define key engagement metrics to track (e.g., social media interactions, website visits).
- Sales Data Analysis: Outline the process for analyzing sales data to determine the impact of the trade character.
- Feedback Collection: Plan for ongoing collection of audience feedback to refine and improve the character.