

## Quiz: What's Your Brand Name Personality?

### Question 1: What is the primary goal of your brand?

- A. To be seen as innovative and cutting-edge
- B. To build trust and reliability
- C. To evoke a specific emotion or feeling
- D. To be easily understood and remembered

### Question 2: Who is your target audience?

- A. Professionals and business leaders
- B. Young adults and teenagers
- C. Families and parents
- D. General consumers

### Question 3: What are your brand's core values?

- A. Quality, reliability, and tradition
- B. Creativity, innovation, and disruption
- C. Community, sustainability, and social responsibility
- D. Affordability, convenience, and accessibility

### Question 4: What emotions do you want your brand to evoke?

- A. Excitement and energy
- B. Trust and security

C. Nostalgia and familiarity

D. Luxury and sophistication

**Question 5: How do you want your brand to be perceived?**

A. As a leader in your industry

B. As a friendly and approachable brand

C. As a premium and exclusive brand

D. As a reliable and trustworthy brand

**Based on your answers, your brand name personality is:**

- If you answered mostly A and B: Descriptive or evocative brand names might be a good fit for your brand.
- If you answered mostly C and D: Abstract or suggestive brand names could be effective.
- If you answered a mix of answers: Consider a combination of brand name types to create a unique and memorable name.

Remember: This quiz is just a starting point. The best brand name will depend on your specific goals and target audience. Experiment with different options and see what resonates with you.