



Creators of Captivating Communication



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# ACTIVITY SHEETS | Brand Pyramid

Complete this brand pyramid to identify the key attributes of your brand.

**BRAND ESSENCE**  
*Summarises the key elements of a brand*

**BRAND PERSONALITY**  
*Human characteristics of the brand*

**BRAND VALUES**  
*What is most important to the brand*

**EMOTIONAL REWARDS**  
*Emotional benefits for customers*

**FUNCTIONAL ATTRIBUTES**  
*What the brand is good at and how it operates*

**PHYSICAL ATTRIBUTES**  
*Physical characteristics of the brand*