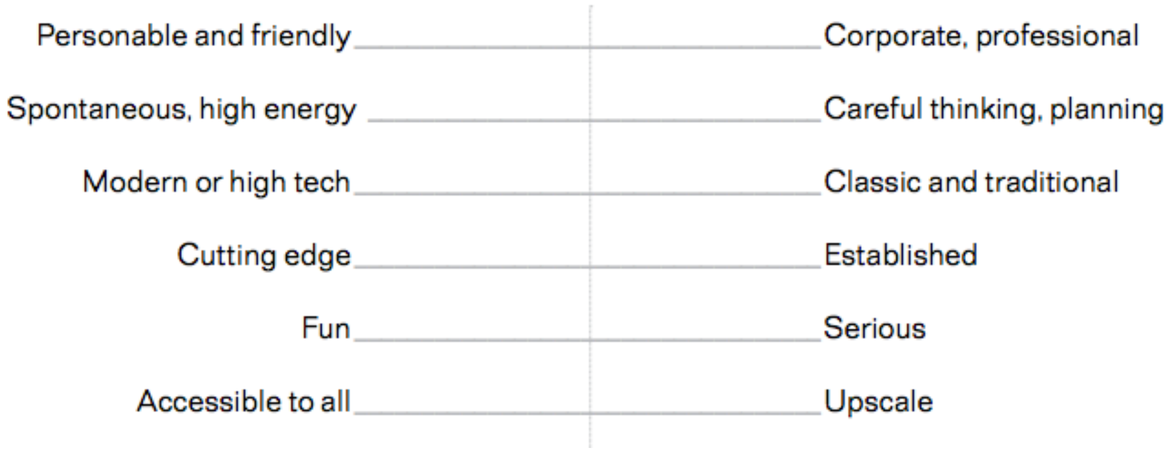
Brand Identity Workshop Report
Marrakech, 2018.10.12

Brand Personality Spectrum

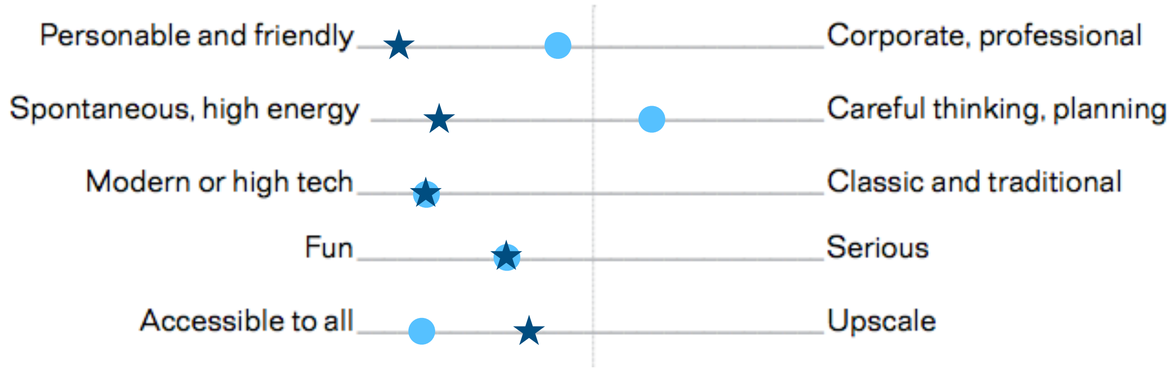
What is the current (★ and desired (●) personality of your brand ?



Brand Personality Spectrum - Answers



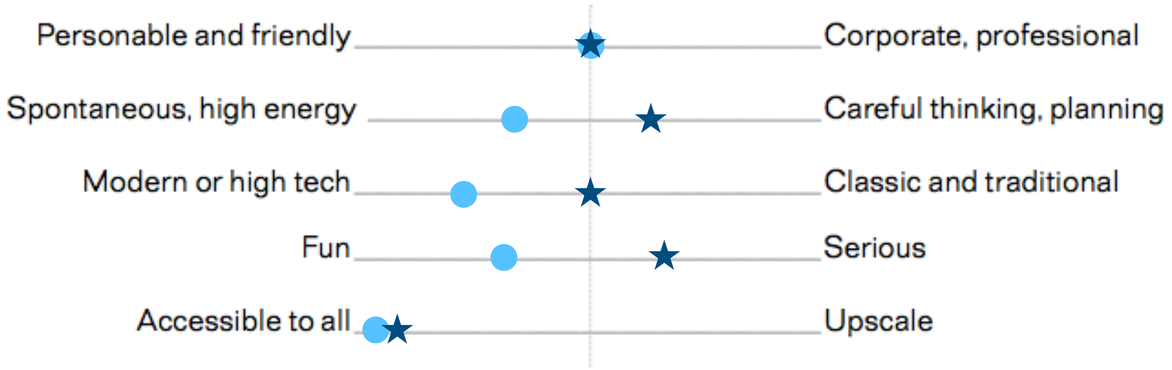
Sees Strapi personality sliding towards more professionalism and reliability in delivery (less spontaneous/more planned). Sees Strapi as a high tech company, today and tomorrow. Whose team is fun and the product is serious. Accessibility should be a goal as today Strapi is thought for specialists.



Brand Personality Spectrum - Answers



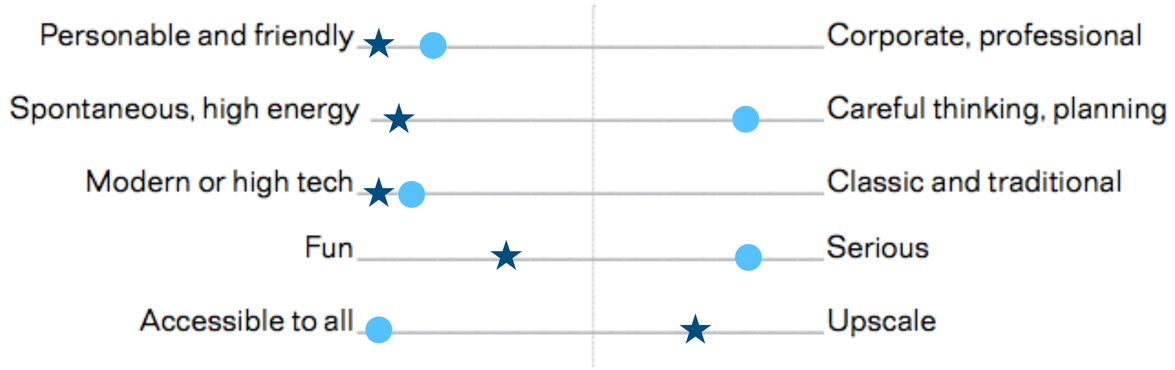
Sees Strapi as a professional (reliable) and friendly (close to community) personality. Says that today, no big marketing action has been made yet and would consider a strong marketing action. Strapi has to evolve toward more innovation, more fun and always be more and more accessible.



Brand Personality Spectrum - Answers



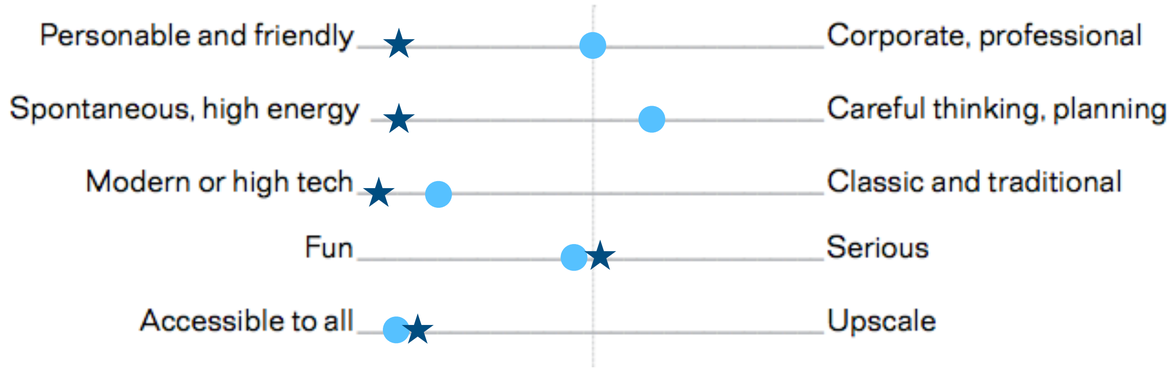
Sees Strapi as a friendly personality that just need more structure but needs to stay friendly. Strapi has to define its strategy as today's communication is too smooth, not spontaneous. Sees a switch toward tradition and serious, but keeping the fun while evolving. Serious != boring ! Strapi needs to be more accessible as it is too upscale for the moment.



Brand Personality Spectrum - Answers



Says Strapi should be more central on the friendly/professional scale.
Strapi has to be more organised but why not be more spontaneous about features production and surprise the community? Regarding innovation scale personality, Alex says we should stay current and communicate about latest trends. Strapi personality is as fun as serious and should stay this way.

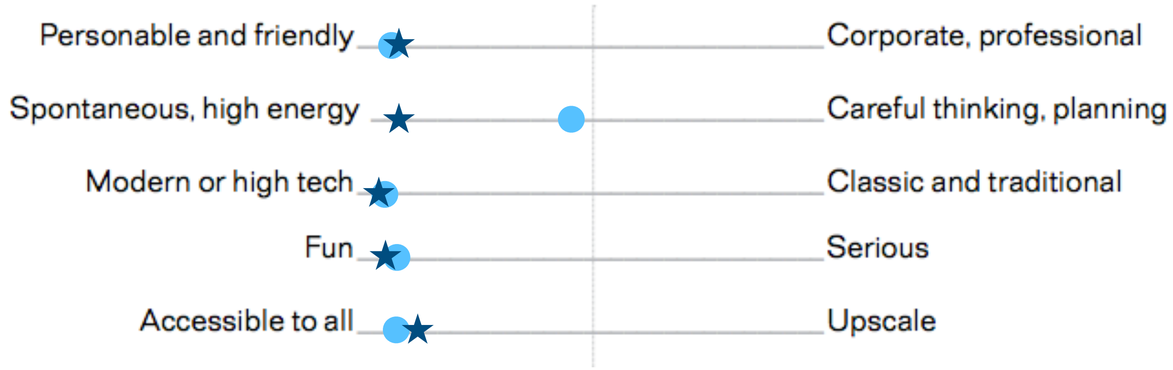


Brand Personality Spectrum - Answers

Package : une de nos forces ; équipe jeune = image
Image : close/family à conserver curseur à fond à gauche, spontanéité ok mais plus organisé
Cutting edge
Fun ET sérieux
Accessible à fond



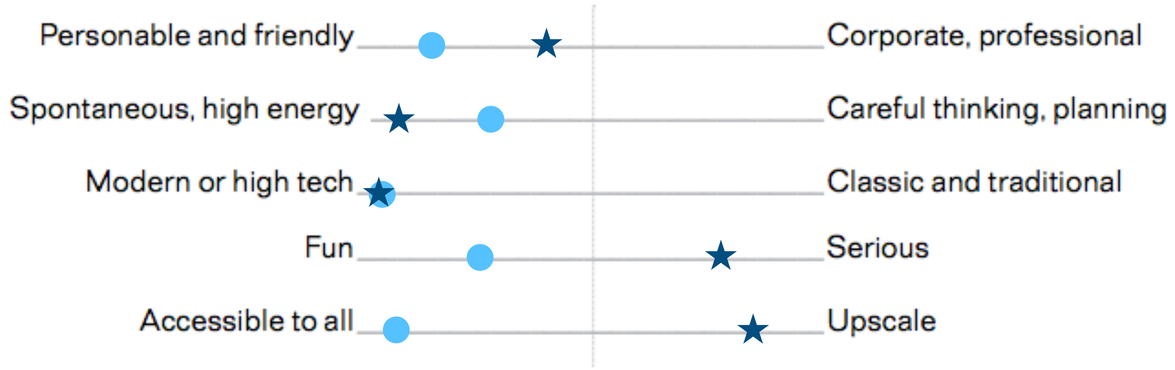
Cyril sees Strapi as a young company and says this is a strength we should promote. In terms of image, we are a family and the closeness between us should be kept. Globally, sees Strapi on the left side of the scale : spontaneous (though Strapi could be more organised), at the edge of technology, fun AND serious and completely accessible. And Strapi should stay this way.



Brand Personality Spectrum - Answers



I think Strapi's personality is currently very close from the community, friendly but with a corporate voice. Strapi's speaks could even be more friendly and personal in my point of view. I think Strapi is very spontaneous and should stay that way, while being more organised. For me, Strapi is a cutting-edge company and that's where it should be. In terms of communication, Strapi's quite serious and could evolve towards more fun. And it should be more and more accessible.



Game #1 - The Cocktail Party

Imagine Strapi is a person who just showed up at an party full of our ideal customers and competitors.

Describe what he/she is like. What is he wearing? How does he approach people?

What does he say?

Next, imagine Strapi had a bit too much to drink.

He comes back to the party a bit buzzed.

How does Strapi act differently?

Is he funnier? Talking louder? More confrontational?

How does he approach competitors and customers now?

The cocktail party - Answers



Strapi is a woman, thin, well dressed but shy. She’s fine with people addressing her. Contentful is a loud fatso while Prismic is a woman, less complexed.
Strapi is like Ismail associate-like, wearing Stan Smith, fresh, open and bi.

After a few drinks, a bit tipsy, Strapi is feeling more confident she’s starting to give punchlines to people and there’s dope.
She goes to others girls and brags about how she’s going to knock them down.

The cocktail party - Answers



Strapi is a shy woman, she fits your needs. Lots of people want to talk to her, she’s popular and get along everybody. She’s blond, has a red dress but nobody sees her. She’s not the talkative type but will reply when adressed. She drinks Gin Tonics. She’s well surrounded by guys. She’s diplomatic when she has to deal with other girls’ jealousy. She’s got an unstreaking potential that needs to be discovered.

After a few drinks, even when tipsy, Strapi is in control. She masters herself, she won’t be abused by anybody nor would abuse anyone.

The cocktail party - Answers



Strapi is a man, colourfully dressed, like a ray of sun. Surrounded by people that wants to talk to him, people identify to him. He’s elegant, stylish and it seems like he’s naturally in the spotlight. Very confident, he’s not afraid of competitors. Straight-up guy, he could gently poke fun at any competitors but is interested in others by asking questions, making jokes. If he’s into someone, he’ll just show interest by warning her about the bad aspects of competitors.

After a few drinks, Strapi is even more talkative. Being tipsy will amplify his funny side.

The cocktail party - Answers



Strapi is a woman, because women are more beautiful than men. She's not the cutest, not the ugliest either. She's charming. She stands out because of her charms, her sparkling eyes and what she emits. People come to her.
She's casually dressed, wears jeans, very Hanaé-like. She's simple, and people listen to her when she talks.
She does not drink too much but know how to have fun. She likes having Moscow Mule. She likes to drink something different from others but she's not fussy and won't keep other people waiting.
She feels comfortable anywhere, does not try to seduce but goes towards people showing interest.
She does not care about other girls, she's not confronting and if someone is eventually going away, she'll consider it wasn't meant to be. She's elegantly witty, has a sharp sense of humour and knows how to adapt regarding who's she's talking to.

After a few drinks, Strapi is even more talkative. Being tipsy will make her funnier, she'll easily crack jokes. She's glowing.

The cocktail party - Answers



Strapi is arriving at a party with lots of little groups. Upon arrival, Strapi is welcomed by a few people that gather around. When someone new arrives, he's warmly welcomed. Strapi talks to them, listens to them, she easily discusses with people. She's more the listener type, not like other that talks a lot.

She's happy to go around and invite people from other groups. Not in an aggressive manner but inviting. She's happy to do so because she's interesting, talking about global subjects, more philosophical. She's cultured and know about the latest trends.

He's casual, drinking beers but very interesting.

In time, he'll evolve (style-component) ?

The cocktail party - Answers



Strapi is a handsome man, confident and elegant. He’s very popular, people love him, because he’s very generous, and easy-going with everyone. He’s never judgemental, he’s welcoming and happy to meet new people.
He drinks cocktails but he’s not posh, totally the opposite. He’s funny, love to laugh but can switch very quickly to seriousness when needed.
To attract people, he’ll not brag he’ll just let people talk about him but will make sure people are not lying about him. So in the end of the day, people will come to him.
When compared to others, he’ll just point out his qualities but will never put any competitors down.
When tipsy, he’ll just be laughing a lot, spreading love to others and be very joyful and dancy and funky.

Game #2 - The Chinese Portrait

If Strapi was an animal, what would it be ?

If Strapi was a colour, what would it be ?

If Strapi was an emotion, what would it be ?

If Strapi was a band, what would it be ?

If Strapi was a role played in a movie, which celebrity would play the role ?

The Chinese Portrait - Answers

	If Strapi was an animal, what would it be ?	If Strapi was a colour, what would it be ?	If Strapi was an emotion, what would it be ?	If Strapi was a band, what would it be ?	If Strapi was a role played in a movie, which celebrity would play it ?
	Leopard Lion Lynx: hidden and attack at the right time	Blue and Orange : good mix of Red and Yellow	Good Surprise	bon entendeur réinventer un style vieux avec du jeune	Will Smith in *I am Legend*: he's terrified but organised
	Eagle: Global Vision from above	Blue : Calmness almost neutral Violet : Sensuality / Seduction	Enthusiasm and Joy	Daft Punk: electromusic but not excited electrochilled	Angelina Jolie or Brad Pitt in *Mr et Mrs Smith*: both are into action and very professional
	Turtle: long life graceful, beautiful (feminine)	Blue : sky ocean infinity calmness	Calmness and Joy	Red Hot Chili Peppers: Punchy / Legendary / Strong over the years	-
	Fox: fascinating	Blue : infinity excitation	Excitation	ACDC: fire-like / timeless	Keira Knightley beautiful
	Deer: we don't see them but we know they're there and they're beautiful	Blue : sky rocket corporate entreprise	Wow Effect	Parov Stelar: reinventing oldies	Rami Malek in *Mr Robot* or Kit Harington in *Games of Thrones*: rising stars
	Owl: symbol of wisdom & chouette c'est chouette	Blue Yellow	Calmness	Two Doors Cinema Club: independent, punchy and joyful	Leonardo di Caprio: handsome, dedicated and soulful