Brilliant Metrics

Selecting Your Brand Vectors

Measure and Document Your Brand

Brand vectors are tools used to visually map and evaluate a brand's unique personality attributes, emotional position, and points of differentiation within the market.

Personality Vectors

The specific attributes that represent a brand's emotional position and identity.

- Warts & All Authentic vs Highly Polished
- Spontaneous vs Strategic
- Accessible vs Elitist
- Fun/Playful vs Down-to-Work
- Risk Averse vs Embracing Risk
- Humble vs Projects Success
- Family-friendly vs Risqué
- Optimistic vs Pessimistic
- Youthful/Spirited vs Mature
- Trendy vs Timeless
- Intellectual vs Plain-Spoken
- Tough vs Delicate
- Outdoorsy vs Urban
- Adaptable vs Steadfast
- Ambitious/Aggressive vs Laid Back
- Entrepreneurial vs Corporate
- Secretive vs Open
- Easygoing vs Uptight
- Tactful vs Frank
- Funny vs Dead Serious
- Sarcastic vs Genuine
- Minimalist vs Complex/Ornate
- Quiet vs Outspoken
- Surprising vs Consistent
- Artsy vs Functional
- Authoritarian vs Flexible/Open to Ideas
- Feminine vs Masculine
- Folksy vs Cultured/Sophisticated
- Intense vs Peaceful
- Hurried vs Slow and Steady
- Idealistic vs Realistic
- Flouts the Rules vs By-the-Book

Market Position Vectors

The specific factors that differentiate a brand from its competitors.

- Bleeding Edge vs Tried and True
- Impartial vs Intentionally Biased
- Economical vs Luxurious
- Disposable vs Built-to-Last
- Independent/Agnostic vs Aligned/Partnered with a Brand
- Exclusive vs Open to All
- Immediate vs In Good Time
- Minimum quality vs Near Perfection
- Fresh Perspective vs Veteran Experts
- Specialized vs Broad Expertise or One-Stop-Shop
- Enterprise vs SMB
- Self-serve vs Full-service or High-Touch
- Disruptive vs Status Quo
- Privacy-Focused vs Data-Driven
- Custom vs Cookie-cutter
- Adapt to the Customer vs Fulfill on the Vision
- Simple & Easy vs Robust/Full-Featured
- Social Impact vs Profit-at-all-costs
- High-tech/Automated vs People Driven
- Niche Market vs Mass Market
- Open-source vs Closed Architecture
- Internal Training vs Hire the Best
- Vertical Integration vs Horizontal Expansion
- Local (feel) vs Global Presence