

WPP | BAV

#1

# GRAPHIC NOVEL

AMAZON.COM

BRAND PERSONALITY

USA



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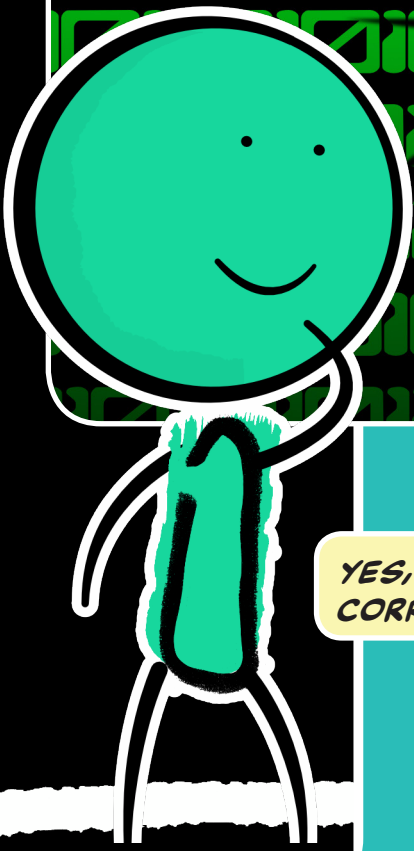


AMAZON.  
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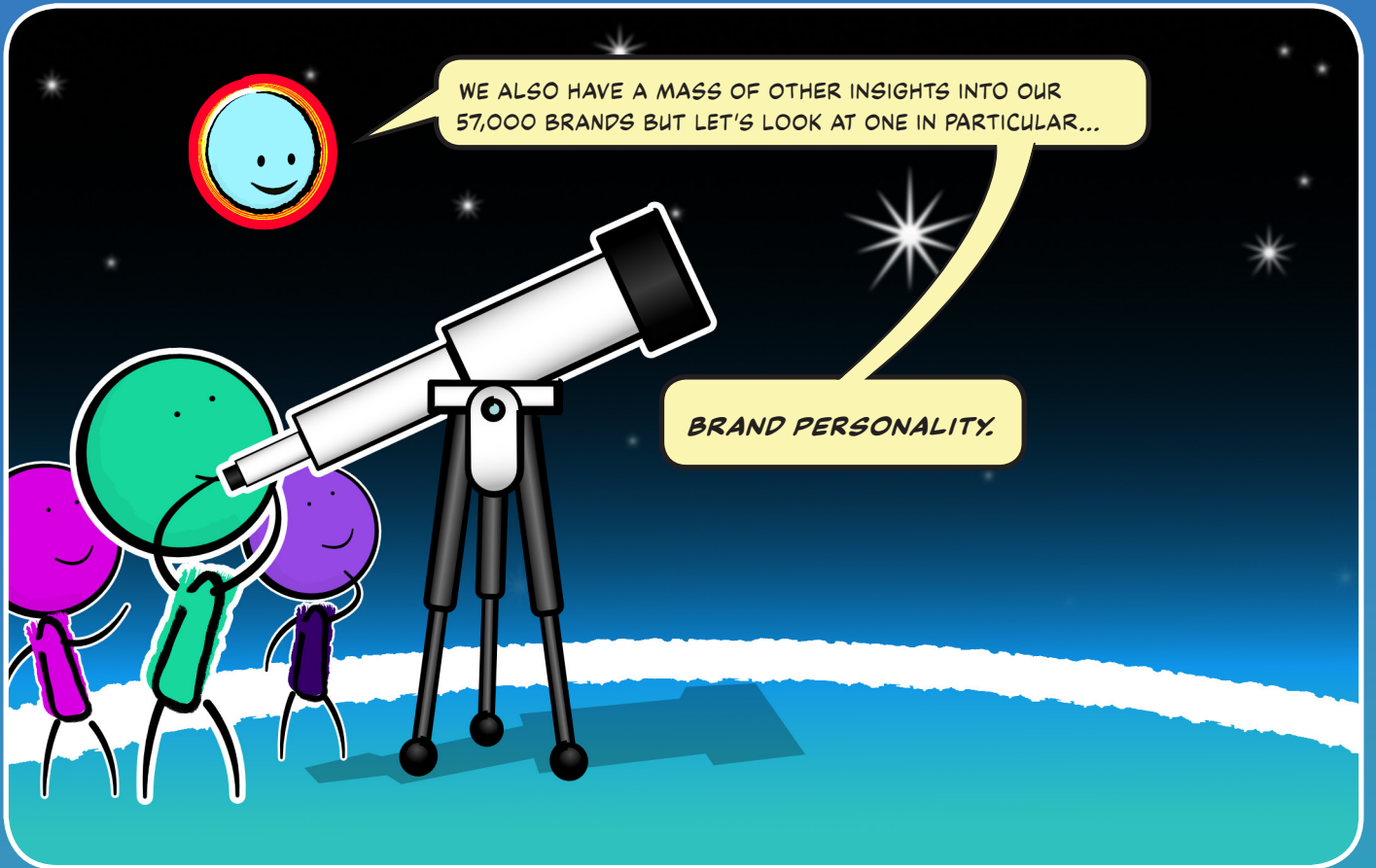
A BIG WELCOME TO YOUR BAV  
 AMAZON.COM PERSONALITY  
 GRAPHIC NOVEL. BEFORE WE START  
 LOOKING INTO AMAZON.COM A  
 WORD OR TWO ABOUT BAV.

BAV'S DATA BANK COVERS 57,000  
 DIFFERENT BRANDS AROUND THE  
 WORLD AND HOLDS 14 BILLION DATA  
 POINTS.



*YES, YOU READ THAT  
 CORRECTLY, 14 BILLION!*

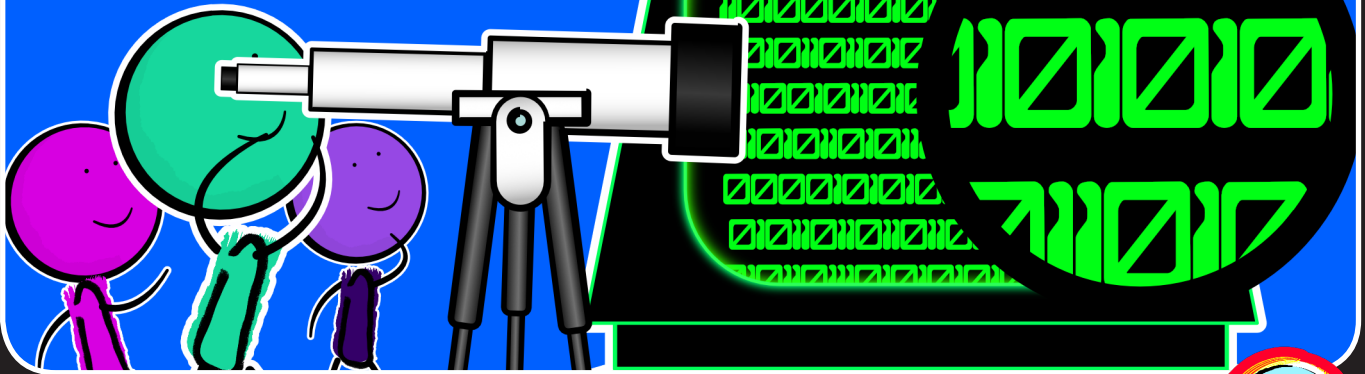








APPRECIATING A BRAND'S PERSONALITY IS THE FIRST BUILDING BLOCK INTO GAINING A TRUE UNDERSTANDING OF WHAT MAKES A BRAND TICK AND HOW CONSUMERS RELATE TO IT.

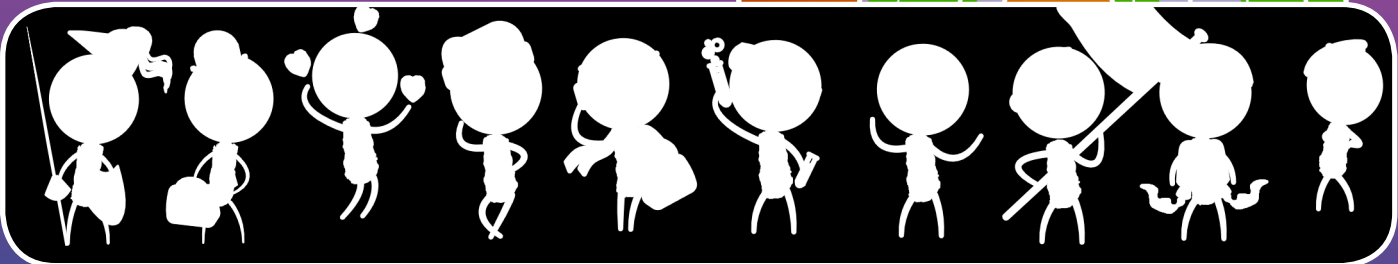


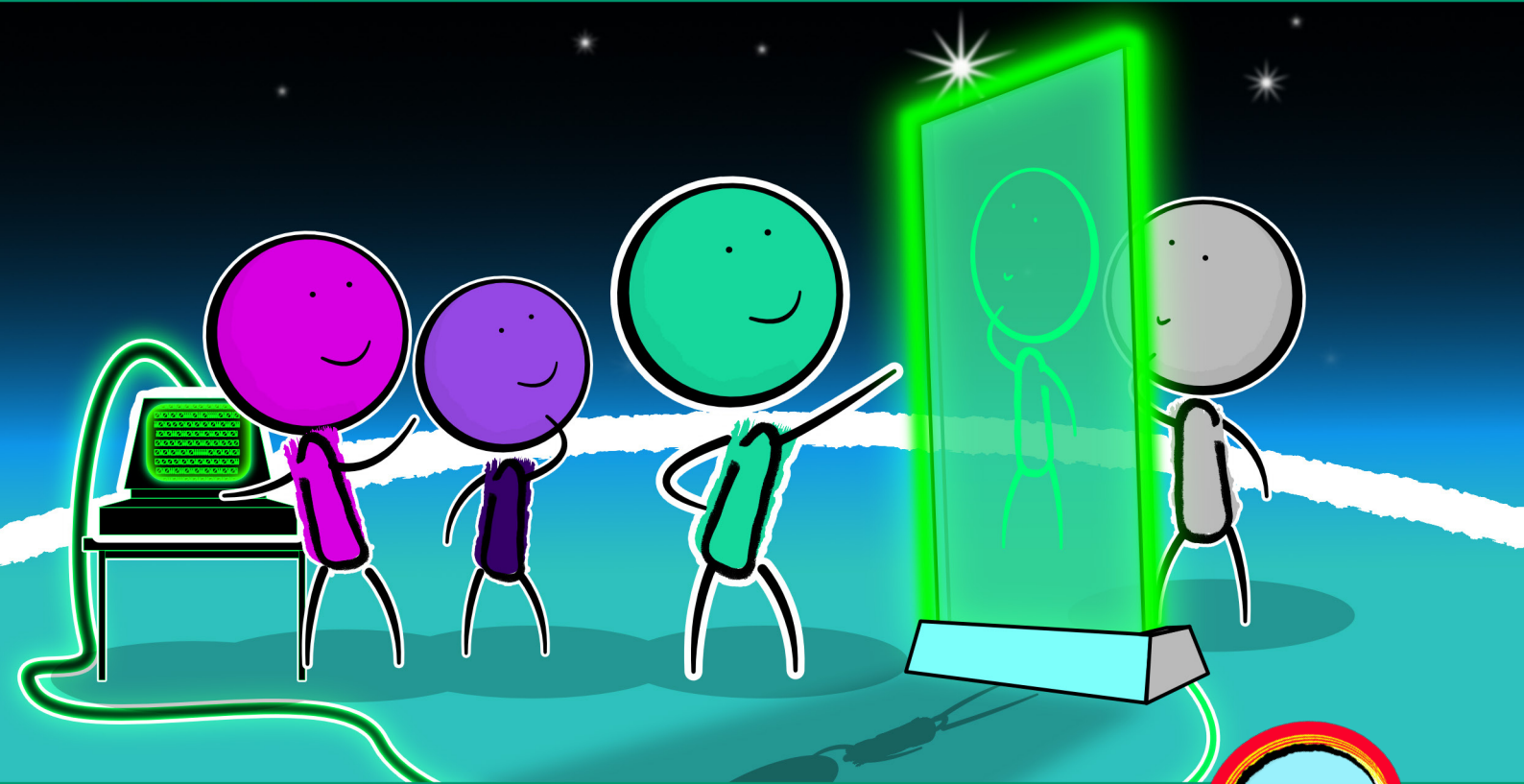
SO RIGHT NOW, BUCKLE UP AND GET READY TO READ AMAZON.COM'S BRAND PERSONALITY STORY.





AT BAV WE MEASURE BRANDS UNDER 10 DIFFERENT PERSONALITY TYPES, WE CALL THEM FACTORS. THESE DEFINE HOW A BRAND IS SEEN BY CONSUMERS.





A BRAND'S PERSONALITY IS DYNAMIC, ORGANIC AND MULTI-FACETED. JUST LIKE IN HUMANS, A BRAND'S PERSONALITY IS MADE UP BY CERTAIN KEY TRAITS WHICH COMBINE TO MAKE THEM WHO THEY ARE.





LET'S HAVE A LOOK AT THE TEN BAV PERSONALITIES.

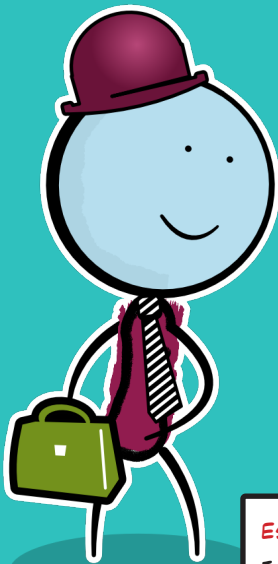
**COOL** - TRENDY,  
HIP, AND GAINING IN  
POPULARITY.



**DEPENDABLE** -  
RELIABLE, RUGGED,  
HIGH-PERFORMANCE,  
AND HIGH-QUALITY.



**DISTINGUISHED** -  
STYLISH, PRESTIGIOUS,  
GLAMOROUS, AND  
- DARE WE SAY IT -  
UPPER-CLASS.



**ESTABLISHED**  
- TRADITIONAL,  
ORIGINAL, AUTHENTIC,  
THE REAL DEAL IN ITS  
CATEGORY.



**INVENTIVE** -  
PROGRESSIVE,  
VISIONARY, INNOVATIVE,  
AND INTELLIGENT.





**ACCESSIBLE** - SIMPLE, WIDELY AVAILABLE, DOWN-TO-EARTH, GOOD VALUE AND EASYGOING.



**SPIRITED** - FUN, FRIENDLY, KIND, SOCIABLE, AND CARING.

**DISTANT** - A TRICKY PERSONALITY - SEEN AS A LITTLE BIT REMOTE, EVEN ARROGANT, BUT WITH STRONG VALUES IF USED STRATEGICALLY.



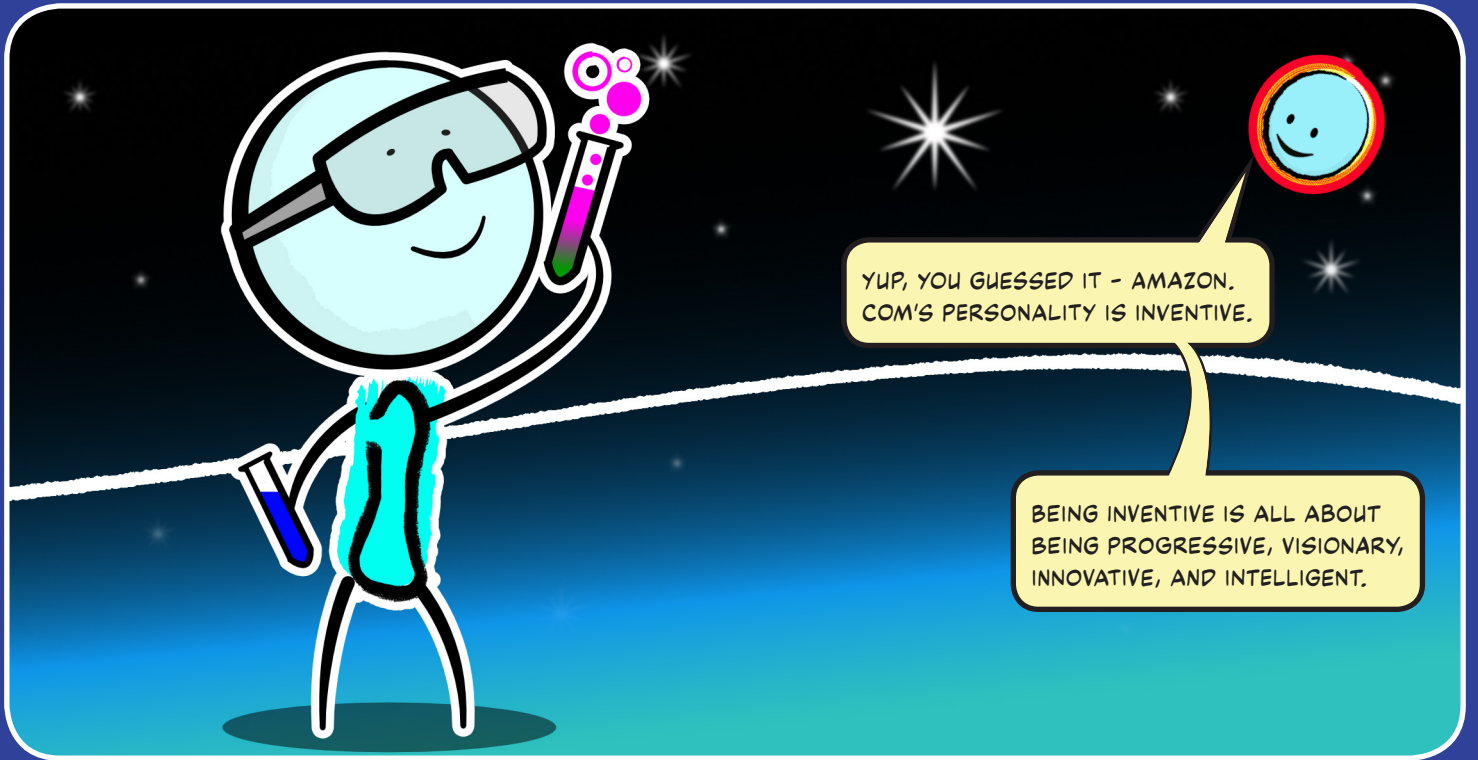
**PURPOSEFUL** - TRUSTWORTHY, CARES FOR CUSTOMERS, HELPFUL, SOCIALLY RESPONSIBLE & FOCUSED POPULARITY.

**BOLD** - CREATIVE, DARING, ENERGETIC, DYNAMIC... A RISK-TAKER.

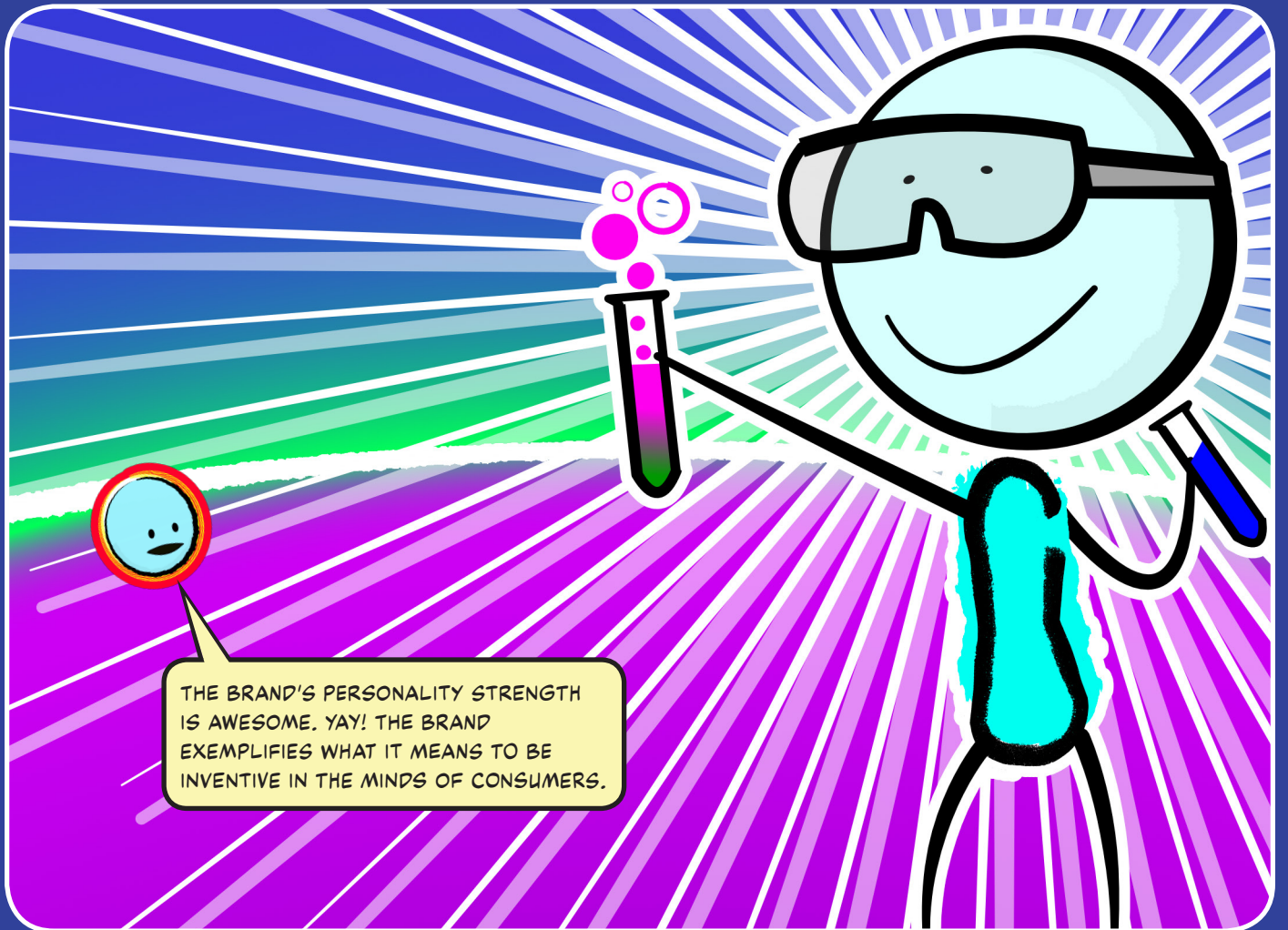


WHICH OF ONE DO YOU THINK IS THE BEST FIT WITH AMAZON.COM?





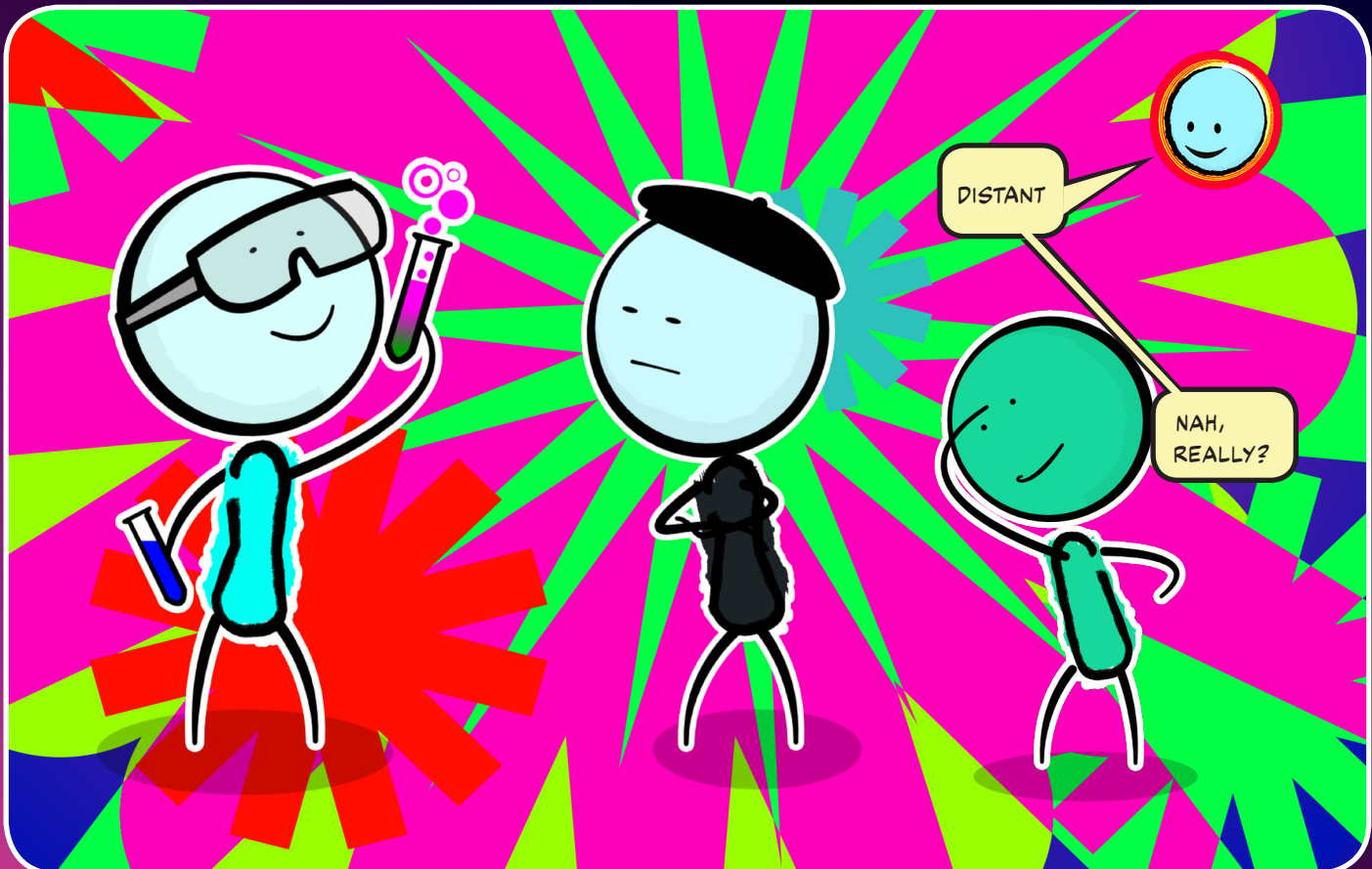
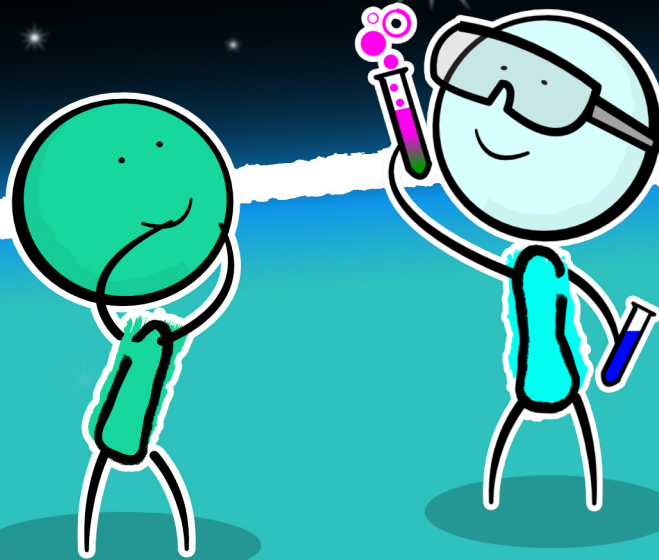
BEING INVENTIVE IS ALL ABOUT BEING PROGRESSIVE, VISIONARY, INNOVATIVE, AND INTELLIGENT.





BUT THERE'S MORE TO AMAZON.COM'S PERSONALITY THAN JUST BEING INVENTIVE. CONSUMERS SEE ANOTHER ATTRIBUTE TO THE BRAND...

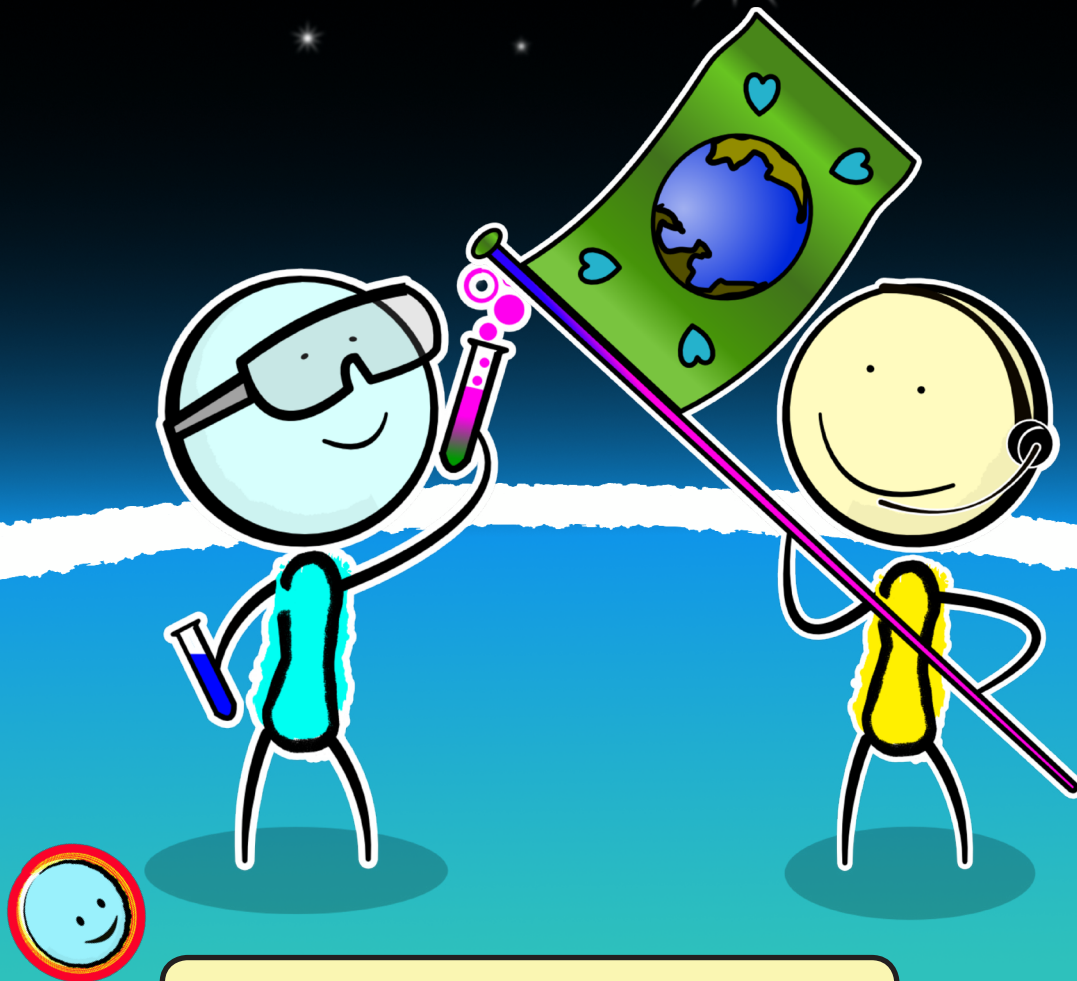
WHAT DO YOU THINK THAT MIGHT BE?



DISTANT

NAH, REALLY?





IT'S PRETTY OBVIOUS WHEN YOU THINK ABOUT IT - AMAZON.COM ALSO HAS PURPOSEFUL VALUES WHICH BRING OTHER POSITIVE ATTRIBUTES LIKE SOCIALLY RESPONSIBLE, TRUSTWORTHY AND HELPFUL TO THE BRAND.

ALL IN ALL, THE BRAND'S PERSONALITY IS A BLEND OF THE BEST OF INVENTIVE AND PURPOSEFUL.



**AMAZON.COM**

**AMAZON**

**AMAZON PRIME**

**NETFLIX**



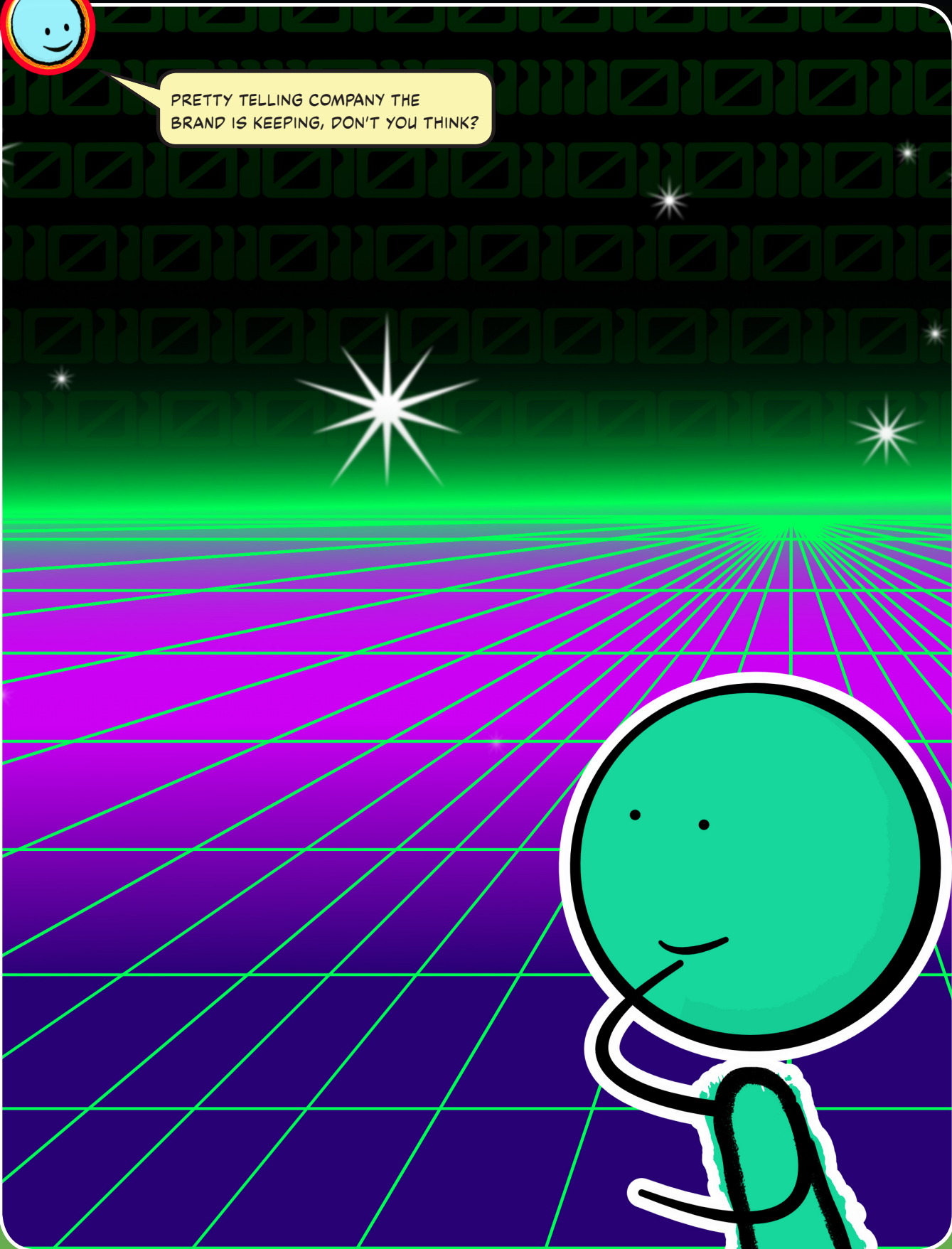
BUT, BRAND GUARDIANSHIP ISN'T JUST ABOUT LOOKING INWARDS - A BRAND ALWAYS NEEDS TO BE CHECKING WHERE IT FITS IN CULTURE GENERALLY.



LOOK AT THESE OTHER MAJOR BRANDS THAT HAVE THE SAME PERSONALITIES AS AMAZON.COM...



PRETTY TELLING COMPANY THE  
BRAND IS KEEPING, DON'T YOU THINK?





SO, NOW WE'VE GOT OUR  
FIRST BUILDING BLOCK TO  
HELP CREATE OUR OVERALL  
AMAZON.COM BRAND STORY.







IN THE NEXT CHAPTER WE ARE GOING TO DIG A LOT DEEPER AS WE TAKE A DEEP DIVE INTO THE BRAND'S EQUITY.





**COMING SOON...**

**ISSUE TWO - BRAND EQUITY**

**ISSUE THREE - BRAND  
PARTNERSHIPS**

**ISSUE FOUR - DO YOU LOVE ME?**

**ISSUE FIVE - BRAND  
CHALLENGES**

**WPP**

**BAV**



# GRAPHIC NOVEL BRAND PERSONALITY

*BAV'S SERIES OF GRAPHIC NOVELS ARE DELIGHTFULLY ILLUSTRATED, RICH IN CHARM AND COLOUR AND CUSTOM-WRITTEN TO THE BRAND OF YOUR CHOICE.*

*CHOOSE ANY ONE OF THE 57,000 BRANDS IN OUR DATA BASE AND ONE CLICK BRINGS YOU YOUR CHOSEN GRAPHIC NOVEL.*

*COMBINING DEEP MIND DATA ANALYTICS AND CREATIVE STORY-TELLING THE SERIES PRESENTS BRAND ANALYSIS IN A NEW, INFORMATIVE AND CAPTIVATING WAY.*

*THOUGHT-PROVOKING, INSIGHT-DRIVEN AND CONSUMER-CENTRIC, THE BAV GRAPHIC NOVELS ARE A MUST-READ FOR ANY BRAND BUILDER.*

WPP

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