

100 Characters to Define Your Brand's Voice

Innocent

Main value: Safety

Brands: Dove, Hallmark, Gerber

- Ellie (Up)
- Bob Ross
- Mary Poppins
- Jack Johnson
- Phoebe Buffay (Friends)
- SpongeBob SquarePants
- Bilbo Baggins (The Hobbit)
- Alice (Alice in Wonderland)
- Frances "Baby" (Dirty Dancing)
- Dustin Henderson (Stranger Things)
- Christopher Robin (Winnie the Pooh)

Sage

Main value: Knowledge

Brands: TED, Google, The Economist

- Maya Angelou
- Andrew Huberman
- Hanandnah Arendt
- Yuval Noah Harari
- Stephen Hawking
- Daniel Kahneman
- Malcolm Gladwell
- Dumbledore (Harry Potter)
- Professor McGonagall (Harry Potter)

Explorer

Main value: Freedom

Brands: National Geographic, Jeep, REI

- Moana
- Bear Grylls
- Alex Honnold
- James Cameron
- Indiana Jones
- Amelia Earhart
- Lara Croft (Tomb Raider)
- Jack Sparrow (Pirates of the Caribbean)
- Christopher McCandless (Into the Wild)

Ruler

Main value: Control

Brands: BlackRock, Porsche, Rolex

- Ayn Rand
- Jeff Bezos
- Mary Barra
- Tony Stark (Iron Man)
- Indra Nooyi
- Don Draper (Mad Men)
- Angela Merkel
- Vito Corleone (The Godfather)
- Winston Churchill
- Margaret Thatcher

Creator

Main value: Innovation

Brands: TikTok, Apple, Tesla

- Elon Musk
- Steve Jobs
- Beyoncé
- Frida Kahlo
- Andy Warhol
- J.K. Rowling

- Nikola Tesla
- Alan Turing
- Billie Eilish
- Leonardo da Vinci
- Rosalind Franklin

Caregiver

Main value: Service

Brands: Cadbury, TOMS, Volvo

- Oprah Winfrey
- Clara Barton
- Anne Sullivan
- Princess Diana
- Aunt May (Spider-Man)
- Hagrid (Harry Potter)
- Molly Weasley (Harry Potter)
- Mrs. Bennet (Pride and Prejudice)
- Atticus Finch (To Kill a Mockingbird)
- Marge Simpson (The Simpsons)

Magician

Main value: Power

Brands: Disney, Coca Cola, Wiz

- Willy Wonka
- The Genie (Aladdin)
- Harry Houdini
- Aslan (Narnia)
- Tinkerbell
- Dr. Seuss
- Gandalf (Lord of the Rings)
- Elsa (Frozen)

Hero

Main value: Mastery

Brands: Red Bull, Under Armour, Marvel

- Mulan
- Superman
- Rocky Balboa
- David Goggins
- Michael Phelps
- Wonder Woman
- Nelson Mandela
- Ernest Shackleton
- Luke Skywalker (Star Wars)
- Katniss Everdeen (The Hunger Games)

Outlaw

Main value: Liberation

Brands: Harley Davidson, Back Market, MTV

- Richard Branson
- Julian Assange
- Tyler Durden (Fight Club)
- Eminem
- James Dean (Actor)
- Bonnie and Clyde (Criminal Couple)
- Walter White (Breaking Bad)
- Janis Joplin
- Lisbeth Salander (The Girl with the Dragon Tattoo)

Lover

Main value: Intimacy

Brands: Hinge, Paco Rabanne, Victoria's Secret

- Marilyn Monroe
- Jack Dawson (Titanic)

- Christian Grey (Fifty Shades of Grey)
- Princess Anna (Frozen)
- Edward Cullen (Twilight)
- Madonna

Jester

Main value: Pleasure

Brands: Burger King, Geico, Snickers

- Robin Williams
- Liz Lemon (30 Rock)
- Eddie Murphy
- Joey Tribbiani (Friends)
- Sacha Baron Cohen
- Jim Carrey
- Peter Griffin (Family Guy)
- Jerry Seinfeld
- Sarah Silverman
- Lil Dicky

Everyman

Main value: Belonging

Brands: Netflix, IKEA, Amazon

- Chris Gardner (The Pursuit of Happiness)
- J.D. (Scrubs)
- Santiago (The alchemist)
- Pam Beesly (The Office)
- Arthur Dent (The Hitchhiker's Guide to the Galaxy)
- Gary Vaynerchuk
- Jimmy Fallon
- Gary Halbert
- Jim Hopper (Stranger Things)

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