

Personal Brand VALS Chart



■ Provides financial responsibility for an individual. It allows one to reflect and make financial decisions.

■ A fixing that is usually made at a traditional family function. Bush's Baked Beans is a traditional and familiar product. This brand is a predictable brand.

■ A sophisticated product that expresses one's taste and personality. Sparkling water is the perfect niche product for an innovator's high self-esteem.

■ Well-known pricy car that shows you're accomplished and successful. BMW is a prestigious brand.

■ Known to be trendy. Creates a sense of wealth at a lower cost.

■ Cautious way to save money, but still fulfills desire. A cheap brand that allows them to remain on a budget.

■ Signifies and enthusiastic individual. The brand represents someone who loves to socialize and entertain. This drink gives you the ability to do those things.

■ Represents people who love projects and possess things that are practical. With Dodge you can traditional people can use their constructive skills for practical work needed.