

## Aaker's Brand Personality Framework (Journal of Marketing Research, 8/97, pp. 347-356)

Jennifer Aaker developed a framework for measuring brand personality with five core dimensions of brand personality, each divided into a set of facets. The five core dimensions and their facets are

- Sincerity (down-to-earth, honest, wholesome, cheerful)
- Excitement (daring, spirited, imaginative, up-to-date)
- Competence (reliable, intelligent, successful)
- Sophistication (upper class, charming)
- Ruggedness (outdoorsy, tough)

Each facet is in turn measured by a set of traits. The trait measures are taken using a five-point scale (1= not at all descriptive, 5=extremely descriptive) rating the extent to which each trait describes the specific brand of interest. The traits used for each of the facets are

- Down-to-earth (down-to-earth, family-oriented, small-town)
- Honest (honest, sincere, real)
- Wholesome (wholesome, original)
- Cheerful (cheerful, sentimental, friendly)
- Daring (daring, trendy, exciting)
- Spirited (spirited, cool, young)
- Imaginative (imaginative, unique)
- Up-to-date (up-to-date, independent, contemporary)
- Reliable (reliable, hard working, secure)
- Intelligent (intelligent, technical, corporate)
- Successful (successful, leader, confident)
- Upper class (upper class, glamorous, good looking)
- Charming (charming, feminine, smooth)
- Outdoorsy (outdoorsy, masculine, Western)
- Tough (tough, rugged)

