How to Personify a Brand

To "personify your brand" means to create a character who portrays the image and culture that you want to be associated with an organization or event. This is similar to a school choosing a mascot (and why a school is more likely to choose the "Fighting Lions" than the "Slow Slugs" as a mascot). The character you choose will most likely be seen in advertisements, events, and other functions, so you'll want to consider your choice carefully.

A few ideas:

1) Choose a character who represents the spirit of the event or organization. A perfect example is Santa Claus, who helps define Christmas spirit and giving. Also, school mascots are often anthropomorphized predatory animals—such as bears, wolves, tigers or sharks—because they symbolize the fighting nature that sports teams want to portray.

2) Choose a character who is identified with the objects or traditions associated with what they represent. For example, a personification for Halloween could be inspired by a Jack-o-Lantern, or perhaps even candy.

3) Select a character who represents supernatural or mythological significance. The personification of Valentine's Day is Cupid, who is the ancient Roman God for Love. Also, Father Time is often used as a symbol for New Year's Day.

4) Turn to history for character ideas. For example, the mascot of the University of Massachusetts is the Minuteman (a group who was important in the area during the American Revolution).

5) Have fun with a cute character. Since its duty is to engage the crowd and stir up energy, funny characters such as rabbits, dogs, or cartoon-type creatures are very effective.

Source: adapted from http://www.ehow.com/how_2047639_choose-school-mascot.html