

Content Camp

Content Mapping – Brand Personality Words

Able	Empathetic	Jolly	Practical	Tireless
Active	Enduring	Jovial	Principled	Tolerant
Adaptable	Energetic	Joyful	Private	Trusting
Adventuresome	Enterprising	Keen	Problem-solver	Trustworthy
Adventurous	Enthusiastic	Kind	Proud	Truthful
Ambitious	Ethical	Knowledgeable	Quick-witted	Understanding
Appreciative	Exceptional	Laid-back	Quiet	Unique
Authentic	Excited	Leader	Rational	Unselfish
Aware	Exuberant	Light-hearted	Real	Upbeat
Balanced	Fair	Likable	Reasonable	Vigilant
Bold	Fascinating	Lively	Reflective	Warm
Brave	Feisty	Loveable	Reliable	Wise
Calm	Fervent	Loving	Resilient	Witty
Capable	Flexible	Loyal	Resourceful	Worthy
Carefree	Forgiving	Magical	Respectful	
Caring	Friendly	Mannerly	Responsible	
Cheerful	Fun	Mature	Self-confident	
Clever	Generous	Mellow	Self-directed	
Compassionate	Gentle	Memorable	Self-sacrificing	
Concerned	Genuine	Mighty	Self-starter	
Confident	Giving	Motivated	Self-sufficient	
Conscientious	Gutsy	Natural	Sensitive	
Considerate	Happy	Neat	Sharp	
Courageous	Hard Working	Noble	Sincere	
Creative	Healthy	Nurturing	Skillful	
Curious	Helpful	Observant	Smart	
Dainty	Honest	Open-minded	Sociable	
Daring	Honorable	Optimistic	Spirited	
Dedicated	Humble	Organized	Spiritual	
Dependable	Humorous	Original	Spontaneous	
Determined	Idealistic	Out-going	Stable	
Devoted	Imaginative	Patient	Steady	
Diligent	Independent	Patriotic	Strong	
Direct	Ingenious	Peaceful	Studious	
Directed	Inquisitive	Perceptive	Successful	
Disciplined	Insightful	Perky	Supportive	
Discriminating	Integrity	Persevering	Surprising	
Distinct	Intelligent	Persistent	Sympathetic	
Dynamic	Interesting	Pleasant	Talented	
Eager	Intuitive	Popular	Thorough	
Easy-going	Inventive	Positive	Thoughtful	