



OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE NEUTRAL CALM

STRENGTH • EXCITEMENT • DANGER
AGGRESSION • APPETITE • PASSION
ADVENTURE • LOVE • COURAGE • ACTION • ENERGY

Red Bull
 AFFORDABLE • YOUTHFUL • PLAYFUL
 FUN • CREATIVE • WARM • FOOD • JOVIAL
 CHEERFUL • LIGHT-HEARTED • ENTHUSIASTIC

NICKELODEON
 CAUTION • HAPPINESS • WARMTH • TROPICAL
 CURIOSITY • JOYFUL • SUNSHINE • HEALING
 CHEERFULNESS • POSITIVITY • COWARDICE

McDonald's
 HEALTH • RENEWAL • FRESHNESS • JEALOUSY
 MONEY • ECO-FRIENDLY • TRANQUILITY • NATURE
 AUTHORITY • ESTABLISHED

STARBUCKS
 SECURITY • ACADEMIC • CONFIDENCE
 POWER • TRUSTABLE • CALM • SUCCESSFUL • RELIABILITY

BARCLAYS
 EXPENSIVE • MYSTERY • SPIRITUAL • FANTASY
 LUXURY • SOPHISTICATED • ROYAL • CEREMONY

Barbie
 DELICATE • GENTLE • ADVENTURE • GIRLY
 TRANQUILITY • FEMININITY • INNOCENCE
 GRATITUDE • FLORAL • ROMANCE • SOFT

ups
 CALMNESS • ROUGHNESS • WARMTH • WEALTHY
 WOODSY • EARTH • RICHNESS • UTILITY • SUBTLE
 STABILITY • NATURAL • SERIOUS • CONSTRUCTION

Apple
 AUTHORITY • FORMAL • TRADITION • BOLD
 IMPORTANT • ELEGANT • SECURE • CLASSIC

Nike
 PURITY • PEACE • CLEAN • SIMPLICITY • INNOCENT