



brandbooster

Tribune / Sun-Sentinel
Branding Session Overview
South Market

Facilitator:
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This guide will help visualize and communicate with our audience(s)
It is meant to inspire, guide and focus the marketing efforts of any product associated with the Sun-Sentinel. Anyone involved in the initiation, development or approval of marketing materials will need and rely on this.

The Sun-Sentinel brand personality

If the Sun-Sentinel could walk, talk and think, it would do so like a white male, early forties, who is married with two teenage kids. His wife works and both are active in the community. They have two cars; one a high end sport utility like a Ford Explorer and the other a leased Acura.

There is a lot new in their life: institutions, schools, churches, friends and house. They are overextended in several ways. At present they are not newspaper readers; they just don't have the time.

He is from a suburban Long Island neighborhood of professional, educated people whose income is at the low end of affluent. He is a college graduate and was in the top 10% of the class at a state college. Had a good time in college, but studied hard. Didn't go to graduate school.

He is stable, strong, analytical, innovative, results-oriented, iconoclastic, inquisitive, and confident.

He has the traits of a good friend: loyal, reliable, direct...a straight shooter who always has good advice.

Work is who he is. Although a company man and team player, he thinks about doing something on own one day related to hi-tech or sporting goods. In that area, he can be described as a prudent risk-taker.

A consistent theme: balance of middle class family values with unabashed ambition and a strong dose of hard work paying off evolved naturally throughout the Brandbooster session. The educational background of excelling (top 10%) in a middle class environment (state school) is in line with this theme of hard work paying off handsomely.

Tone

An understanding, sympathetic older brother you can look up to: straightforward, reassuring, inspirational and optimistic. Try to keep the tone light and, when appropriate, fun.

Attitude

Fraternal , advisory, friendly.

Philosophy would be, "Work very hard and you will succeed."

Possible theme opportunities:

Working hard for you.

Hard at work for you.

Working with you.

Working for you.