

PERCEPTION PROFILE

Please check up to 8 words that best describe the way in which you would like for your company to be perceived, not necessarily the way it is currently positioned. These words should describe the feeling that your customer receives when they use your product or service.

- | | | | |
|---|--|--|---------------------------------------|
| <input type="checkbox"/> artistic | <input type="checkbox"/> fluid | <input type="checkbox"/> rough | <input type="checkbox"/> trustworthy |
| <input type="checkbox"/> edgy | <input type="checkbox"/> aggressive | <input type="checkbox"/> mellow | <input type="checkbox"/> radical |
| <input type="checkbox"/> serene | <input type="checkbox"/> kid-like | <input type="checkbox"/> pleasant | <input type="checkbox"/> excessive |
| <input type="checkbox"/> tranquil | <input type="checkbox"/> dynamic | <input type="checkbox"/> dramatic | <input type="checkbox"/> modest |
| <input type="checkbox"/> peaceful | <input type="checkbox"/> steady | <input type="checkbox"/> relaxed | <input type="checkbox"/> reserved |
| <input type="checkbox"/> sleek | <input type="checkbox"/> bold | <input type="checkbox"/> light-hearted | <input type="checkbox"/> contemporary |
| <input type="checkbox"/> robust | <input type="checkbox"/> vibrant | <input type="checkbox"/> machine-like | <input type="checkbox"/> fresh |
| <input type="checkbox"/> dominant | <input type="checkbox"/> loud | <input type="checkbox"/> plain | <input type="checkbox"/> advanced |
| <input type="checkbox"/> vigorous | <input type="checkbox"/> subtle | <input type="checkbox"/> quiet | <input type="checkbox"/> natural |
| <input type="checkbox"/> strong | <input type="checkbox"/> extraordinary | <input type="checkbox"/> gentle | <input type="checkbox"/> raw |
| <input type="checkbox"/> stable | <input type="checkbox"/> authentic | <input type="checkbox"/> trendy | <input type="checkbox"/> dependable |
| <input type="checkbox"/> secure | <input type="checkbox"/> active | <input type="checkbox"/> intense | <input type="checkbox"/> innocent |
| <input type="checkbox"/> luxurious | <input type="checkbox"/> colorful | <input type="checkbox"/> energetic | <input type="checkbox"/> worn |
| <input type="checkbox"/> determined | <input type="checkbox"/> graceful | <input type="checkbox"/> organic | <input type="checkbox"/> feminine |
| <input type="checkbox"/> persistent | <input type="checkbox"/> courageous | <input type="checkbox"/> fragile | <input type="checkbox"/> elegant |
| <input type="checkbox"/> delightful | <input type="checkbox"/> complex | <input type="checkbox"/> massive | <input type="checkbox"/> refined |
| <input type="checkbox"/> cheerful | <input type="checkbox"/> bright | <input type="checkbox"/> surreal | <input type="checkbox"/> casual |
| <input type="checkbox"/> optimistic | <input type="checkbox"/> fearful | <input type="checkbox"/> ever-changing | <input type="checkbox"/> elite |
| <input type="checkbox"/> cozy | <input type="checkbox"/> enduring | <input type="checkbox"/> harmonious | <input type="checkbox"/> rustic |
| <input type="checkbox"/> enthusiastic | <input type="checkbox"/> solitary | <input type="checkbox"/> familiar | <input type="checkbox"/> cutting-edge |
| <input type="checkbox"/> cost-effective | <input type="checkbox"/> cute | <input type="checkbox"/> informal | <input type="checkbox"/> rhythmic |
| <input type="checkbox"/> spiritual | <input type="checkbox"/> confident | <input type="checkbox"/> nostalgic | <input type="checkbox"/> conservative |
| <input type="checkbox"/> ecstatic | <input type="checkbox"/> playful | <input type="checkbox"/> accomodating | <input type="checkbox"/> accomodating |
| <input type="checkbox"/> mysterious | <input type="checkbox"/> passionate | <input type="checkbox"/> friendly | <input type="checkbox"/> soft |
| <input type="checkbox"/> diverse | <input type="checkbox"/> revered | <input type="checkbox"/> confrontational | <input type="checkbox"/> organized |
| <input type="checkbox"/> durable | <input type="checkbox"/> witty | <input type="checkbox"/> clean-cut | <input type="checkbox"/> attractive |
| <input type="checkbox"/> classy | <input type="checkbox"/> polished | <input type="checkbox"/> fast | <input type="checkbox"/> intriguing |
| <input type="checkbox"/> comfortable | <input type="checkbox"/> sophisticated | <input type="checkbox"/> masculine | <input type="checkbox"/> traditional |
| <input type="checkbox"/> simple | <input type="checkbox"/> fundamental | <input type="checkbox"/> wild | <input type="checkbox"/> inviting |
| <input type="checkbox"/> rooted | <input type="checkbox"/> precise | <input type="checkbox"/> magical | <input type="checkbox"/> delicate |
| <input type="checkbox"/> powerful | <input type="checkbox"/> dignified | <input type="checkbox"/> progressive | <input type="checkbox"/> relational |
