

Brand Personality Quiz Result
THE JESTER



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LOVE: ENTERTAINMENT **GOAL:** SPREADING JOY

Jesters live in the moment and always seek to lighten up the world with their sense of playfulness and wits. They often bend perspectives, twist meanings, and make sense of the surroundings in an unexpected way.

PLAYFUL

With word and visual plays, JESTERs treat the world as their massive playground where things can be utilised and no combinations are too unreal to try. They can present things lightly without decreasing their true meaning.

WITTY

JESTERs fascination and enthusiasm of the world around them make them a quick-witted bunch that can make sense of things in a different and stimulating way. Their mischief nature pushes them to present ideas that may seem obvious, in a new and exciting way.

CHARISMATIC

Having the courage to be bold, original, and humorous creates a sense of charisma that is unique to JESTERs. Being able to see many opportunities and highly intellect, JESTERs are friendly in a sense that they like it when everyone is having fun with things that they do.

LIFE IS A STAGE, ENJOY THE SHOW

FERARRY RED

TYPEFACE

Cerebri

THE JESTER
BRAND ARCHETYPE

Monument

THE JESTER
BRAND ARCHETYPE

BRIGHT GOLD

BRAND EXAMPLE




ELECTRIC
BLUE

HELLO!

We are Asure Bio, and our mantra is: **'no one is you, and that's your superpower.'** Imagine a world where your brand effortlessly shines, connects perfectly with your audience, and feels genuinely authentic. We make that world real by helping you discover your brand's unique 'I' factor - superpower.

Ready to discover and unleash your brand's potential? Reach out to us, and let's supercharge your brand today!

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KFC CAMPAIGN



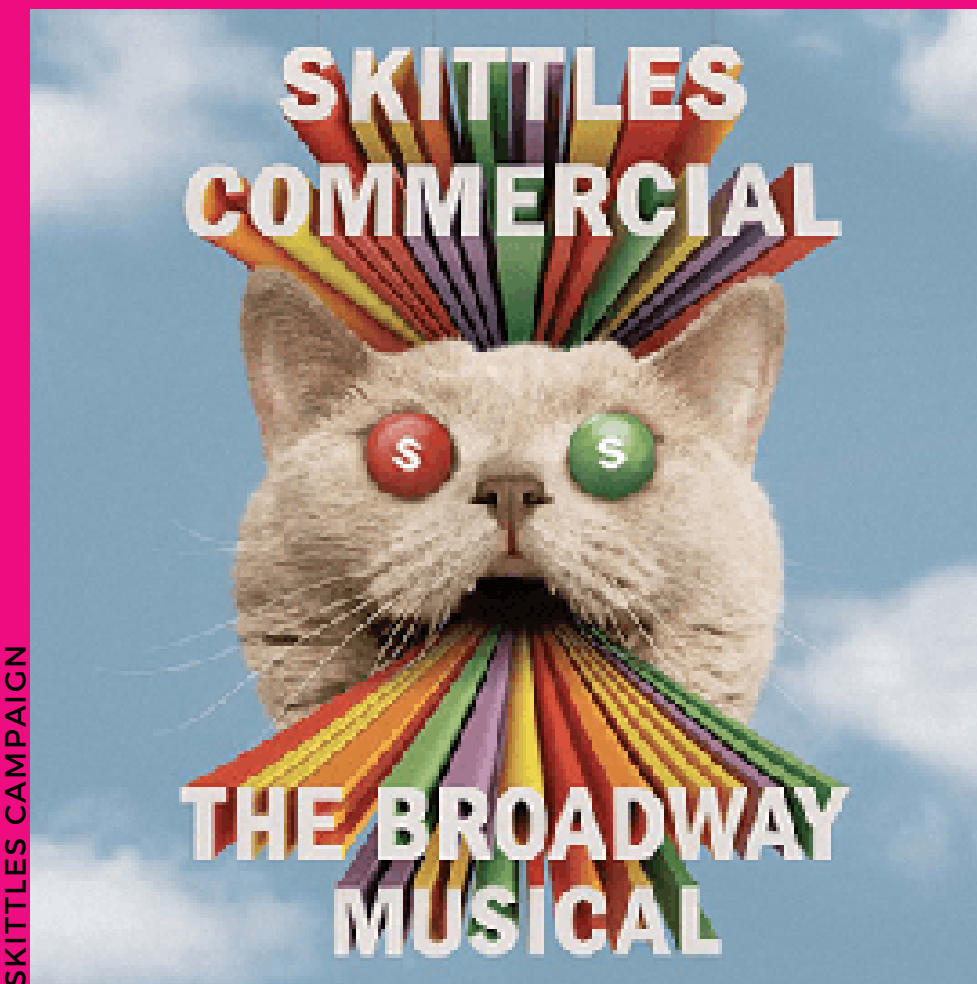
SKITTLES CAMPAIGN



GEIKO CAMPAIGN



SKITTLES CAMPAIGN



BURGER KING CAMPAIGN

