

Theme #1
Confidence



Value Proposition

Reliability
Support
Experience

Character

Assurance
Certainty
Daring
Determination
Poise
Reliance
Resolution
Tenacity

Analogies



Theme #3
Intuitive



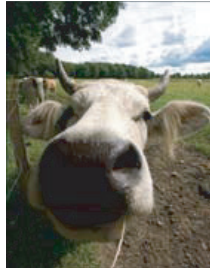
Value Proposition
Instinctive
Understood

Character
Automatic
Direct
Habitual
Inherent
Innate
Natural
Spontaneous
Visceral

Analogies



Theme #2
Friendly



Value Proposition
Fun Experience
Casual
Lighthearted

Character
Amiable
Attentive
Benevolent
Civil
Cordial
Familiar
Helpful
Peaceful
Receptive
Sympathetic
Welcoming

Analogies

