



Hello Insider,

Have you ever wondered why some brands' messages land, while others just fade into the background?

Your brand communicates in a certain way (your tone, your visuals, your stories, the way you engage your community), and understanding that is the first step to making your impact felt.

Valentine's Day is beyond chocolates and flowers. It is about connection, and this goes for your brand also.

Take our fun quiz to discover your **Brand Love Language**, see how your impact is perceived, and get actionable insight to strengthen your voice.

It is fun, insightful, and fully digital.



## How It Works

The quiz has **10 quick questions**. It will take you less than 30 minutes.

Answer honestly, no second-guessing, no overthinking.

Your answers will show which of the following categories your brand resonates with

Each answer corresponds to a category:

- A = Storytelling Heart
- B = Visual Soul
- C = Data and Proof Lover
- D = Community Connector

📌 Count the number of points in each category.

📌 The category with the **highest score** is your Brand Love Language.

If there is a tie, you can use the hybrid result (after the quiz section) with the blended description.

## Optional Reflection Index

- 0–2 points = Emerging in this area
- 3–5 points = Growing strength

- 6–10 points = Strong presence

## Quiz Questions (10 Questions)

1. When you communicate with your audience, what matters most?

- A: Telling a story that touches hearts
- B: Using visuals and design to capture attention
- C: Showing proof that your work actually makes an impact
- D: Highlighting collaboration and community involvement

2. Your audience engages most when...?

- A: They hear authentic experiences from beneficiaries
- B: They see bold, creative visuals
- C: They can measure the results of your work
- D: They feel included in a shared mission

3. If your brand was a Valentine's gift, it would be...?

- A: A handwritten letter full of stories
- B: A beautifully designed card that wows
- C: A report that shows tangible impact
- D: An invitation to join a meaningful project

4. When planning your campaigns, your first question is...?

- A: How will this story connect emotionally?
- B: How will this look and feel visually?

- C: How can we demonstrate measurable results?
  - D: How will this engage and empower the community?
5. Your team's secret superpower is...?
- A: Crafting narratives people remember
  - B: Creating visuals that stop the scroll
  - C: Providing credibility and proof that builds trust
  - D: Building authentic connections that last
6. When reviewing past work, you notice your greatest wins are...?
- A: Stories that moved people to take action
  - B: Designs that made your audience stop and look
  - C: Projects with clear, measurable impact
  - D: Initiatives that strengthened relationships and partnerships
7. Your audience often tells you they value...?
- A: How you make them feel connected to your mission
  - B: The way your work visually inspires or excites
  - C: The clarity and honesty of your impact reports
  - D: The sense of inclusion and collaboration they experience
8. Your content strategy usually begins with...?
- A: Identifying stories worth telling
  - B: Planning visuals and brand consistency

- C: Gathering data and proof points
  - D: Mapping out key partners and community voices
9. When presenting your work internally, you rely on...?
- A: Stories and examples to explain impact
  - B: Visual mockups and design boards
  - C: Metrics, dashboards, and measurable outcomes
  - D: Testimonials and feedback from community stakeholders
10. The feedback you hope to receive most is...?
- A: People remember our story and mission
  - B: Our visuals and branding made an impression
  - C: Our work shows real, measurable change
  - D: People feel included and empowered by our efforts

## Hybrid Outcomes

Sometimes, your scores may tie between categories. That's a good thing, it shows your brand has multiple strengths.

Here's how hybrid results are presented:

- **Storytelling + Visual Soul** – Your stories move people and your visuals capture attention. Combine them to create impact that is felt and seen.
- **Storytelling + Data Lover** – You tell emotional stories backed by proof. Pair these to build trust and show results that matter.
- **Storytelling + Community Connector** – You tell stories that inspire and involve your community. Use narratives to deepen engagement and connection

- **Visual Soul + Data Lover** – Your visuals captivate and your data convinces. Show impact in ways people can see and believe.
- **Visual Soul + Community Connector:**  
Your design stands out and your community feels included. Highlight collaboration and inclusion visually.
- **Data Lover + Community Connector:** You have evidence and relationships. Let proof humanize your work, and communities amplify your impact.
- **Three-way tie** – Focus on your strongest strengths across storytelling, visuals, and data or community. Mix them to create campaigns that engage, inspire, and prove results.
- **All four** – You have stories, visuals, proof, and community in one. Use every tool to communicate, connect, and show measurable impact.

Now that you know your **Brand Love Language**, it is time to put it into **ACTION!**

Whether your strength is **storytelling, visuals, proof, or community**, **ICONIQ** can help you amplify it across **campaigns, reports, and messaging**.

Let's turn your brand voice into impact that is **SEEN, FELT, AND TRUSTED**.

[\[Schedule a 30-minute clarity call with IconiQ\)](#)

Happy Valentine's Day!



