

# THE VALUE OF A PLATFORM

We often talk about 'value association' in conversations about Sponsorship/Content, where a brand can borrow positive values from a platform to enhance its image or drive a different perception of its brand among the platform's audiences.

But what are the typical 'values' that a platform can offer? ASN has combed several studies in this space - and added in some values that its management have used over the years of managing brand investment in the space - to provide a helpful list here.

---

Adrenaline / Energetic  
Vibrant / Exciting  
Youthful  
Intense / Passionate  
Speed  
Power  
Stamina  
Aggressive / Competitive  
Determined  
Adventurous  
Technical  
Precise / Skillful  
Delivery  
Discipline  
Confident  
Dedication / Perseverance  
Progress  
Cerebral / Wise  
Smart / Clever  
Insight / Intellect  
Life improving  
Connector/ Enabler  
Optimism  
Success  
Celebration  
Heritage  
Patriotic  
Authoritative / Grey Hair  
Traditional / Serious  
Tough / Gritty  
Safety / Protection  
Health / Wellness  
Dependable / Trustworthy  
Likeable / Friendly

Considerate / Respectful  
Helpful / Selfless  
Transparent / Honest  
Causal  
Ethical  
Eco / Green  
Beauty / Style  
Feminine  
Romantic  
Grace / Charm  
Refinement / Elegance  
Relax / Pamper  
Zen / Spiritual  
Euphoria  
Premium / Exclusive  
Gourmet / Delicious  
Rebellious  
Unorthodox  
Mystery  
Underground / Cult  
Masculine  
Challenger  
Visionary  
Futurist / Progressive  
Innovation  
Discovery  
Magical / Brilliant  
Creative / Artistic  
Cool  
Teamwork  
Inclusive / For the people  
Talent finder  
Mentor  
Happy / Cheerful  
Flamboyant / Exaggerated  
Fun / Light-hearted  
Slapstick  
Flirtatious  
Gossip  
Retro / Classic  
Nostalgia

Phew! Please feel free to suggest more that you have come across or have used in place of some of the above. Email us at [info@asiasponsorshipnews.com](mailto:info@asiasponsorshipnews.com)