

## A Datasets

In our work we have used multiple datasets and modified them according to different experimental setups. This section details each dataset.

### A.1 Ads. Dataset

Ads. Dataset (Hussain et al., 2017) contains 64,832 images annotated with sentiments, topics, slogans, and action reason pairs (ARP). ARPs are question-and-answer type sentences. Eg: *I should buy a Butterfinger because it will make my life more fun.* Here, *Butterfinger* is the brand and *fun* is the attribute. Since, most of our experiments are cloze style, ARP annotations became a rich source for sentences containing brands and attributes together. The Ads. Dataset contains 2,02,090 ARPs out of which only 35,340 ARPs have explicit mentioning of 418 Lovett’s brands. Eg: I should buy **Apple** watch. There are 898 ARPs with multiple brand instances. We remove such ARPs to reduce noise and irregularities.

### A.2 Lovett’s Dataset

This dataset was formally introduced by (Lovett et al., 2014) in 2014. The dataset contains 697 top U.S. national brands with 136 different measures of the brand characteristics across 16 brand categories covered by 2010. The measures reported in the dataset includes personality, satisfaction, age, attributes related to Rogers’ innovation scheme such as complexity, and the four brand equity pillars of Young and Rubicam’s BrandAsset Valuator. The data was collected from different sources. Moreover, it includes an original survey on 4,769 subjects. For our experiments, we consider 40 brand image attributes from Young and Rubicam’s BrandAsset Valuator (BAV). For each item, the dataset contains the percentage of respondents who checked an attribute concerning the brand. While analyzing the data, we observed the presence of NaN values at certain attribute entries for few brands. We dropped these rows. Similarly, we removed movies, games, and TV-Shows from our list of brands. This resulted in 561 brands in total.

### A.3 Brand Consistency Data

Brand consistency dataset (Roy et al., 2019) contains textual data scrapped from the official websites of the Fortune 1000 companies of 2017. The considered pages (*about the company, media releases, blogs and communication.*) consist of in-

formation directed towards the customers. Data includes content from both the static as well as the dynamic webpages. In our experiments, we consider the data collected from the static pages and we only retain 1,962 sentences containing both the brand name and the affect attributes.

### A.4 Synthetic Data

IAT experiments require sentences that are similar for all the brands. Since non of our prior mentioned datasets maintains sentences that are consistent across all the brands, we are constrained to synthesize sentences that meet this specific requirement. This is widely practiced in probing literature. Table 16 details templates for Aaker’s brand personality that is used across all the brands.

## B Archetypes

The 12 archetypes and the corresponding personality traits exhibited by them.

- **Innocent:** Exhibits happiness, goodness, optimism, safety, romance, and youth.
- **Everyman:** Seeks connections and belonging; is recognized as supportive, faithful and down-to-earth.
- **Hero:** On a mission to make the world a better place, the Hero is courageous, bold, inspirational.
- **Rebel:** Questions authority and breaks the rules; the Rebel craves rebellion and revolution.
- **Explorer:** Finds inspiration in travel, risk, discovery, and the thrill of new experiences.
- **Creator:** Imaginative, inventive and driven to build things of enduring meaning and value.
- **Ruler:** Creates order from the chaos, the Ruler is typically controlling and stern, yet responsible and organized.
- **Magician:** Wishes to create something special and make dreams a reality, the Magician is seen as visionary and spiritual.
- **Lover:** Creates intimate moments, inspires love, passion, romance and commitment.
- **Caregiver:** Protects and cares for others, is compassionate, nurturing and generous.
- **Jester:** Brings joy to the world through humor, fun, irreverence and often likes to make some mischief.
- **Sage:** Committed to helping the world gain deeper insight and wisdom, the Sage serves as the thoughtful mentor or advisor.

Attribute	Aaker's dimension	Attribute	Aaker's dimension	Attribute	Aaker's dimension	Attribute	Aaker's dimension
Arrogant	Ruggedness	Fun	Excitement	Obliging	Sincerity	Straightforward	Sophistication
Authentic	Competence	Popular	Competence	Original	Competence	Stylish	Excitement
Best	Sincerity	Glamorous	Excitement	Prestigious	Excitement	Traditional	Sincerity
Carefree	Excitement	Reasonable	Sophistication	Progressive	Ruggedness	Trendy	Excitement
Caring	Sophistication	Healthy	Sincerity	Restrained	Ruggedness	Trustworthy	Sincerity
Charming	Excitement	Helpful	Sincerity	Rugged	Ruggedness	Unapproachable	Ruggedness
Daring	Ruggedness	Efficient	Competence	Sensuous	Excitement	Latest	Excitement
Practical	Competence	Independent	Ruggedness	Simple	Sophistication	Elite	Sophistication
Energetic	Excitement	Intelligent	Sincerity	Social	Competence	Visionary	Competence
Friendly	Sophistication	Kind	Sophistication	Responsible	Sincerity	Worthy	Competence

Table 8: Mapping between 40 attributes from Lovett's data and five Aaker's brand dimensions.

Brand Category	Preferred Dimensions	
Travel services	Sincerity	Sophistication
Beverages	Excitement	Sincerity
Children's products	Sincerity	Excitement
Clothing products	Excitement	Sophistication
Telecommunications	Competence	Excitement
Department stores	Excitement	Competence
Beauty products	Sincerity	Sophistication
Department Stores	Excitement	Sincerity
Health products and services	Sincerity	Competence
Financial services	Competence	Sophistication
Media and entertainment	Excitement	Competence
Cars	Sophistication	Ruggedness
Household Products (cleaning ingredients etc.)	Ruggedness	Sincerity
Sports and hobbies	Excitement	Ruggedness
Technology products and stores	Competence	Excitement
Home design and decoration	Sincerity	Excitement

Table 9: Mapping Aaker's dimensions to brand categories using Lovett's data.

Archetype	Aaker's dimensions
Ruler	Competence, Ruggedness, Sophistication
Creator	Excitement, Sophistication
Caregiver	Sincerity
Jester	Sincerity, Sophistication, Excitement
Lover	Sincerity, Sophistication
Regular Guy	Sincerity, Competence
Outlaw	Excitement, Ruggedness, Sophistication
Magician	Sincerity, Competence, Excitement
Hero	Excitement, Sincerity, Ruggedness
Sage	Excitement, Competence
Explorer	Excitement, Ruggedness
Innocent	Sincerity, Excitement, Competence

Table 10: Mapping between the 12 brand archetypes and five Aaker's brand dimensions.

LM	Top archetype(s) based on the attribute overlap
BERT	Ruler, Everyman, Magician, Sage, Innocent
RoBERTa	Ruler, Everyman, Magician, Sage, Innocent
DistilBERT	Ruler, Everyman, Magician, Sage, Innocent
ALBERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
BART	Ruler, Everyman, Magician, Sage, Innocent

Table 11: Archetype information extracted from the LMs for the brand *Apple*. The actual archetype of *Apple* is Ruler.

LM	Top archetype(s) based on the attribute overlap
BERT	Creator, Outlaw, Magician, Hero, Sage, Explorer, Innocent
RoBERTa	Caregiver, Jester, Lover, Everyman, Magician, Hero, Innocent
DistilBERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
ALBERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
BART	Caregiver, Jester, Lover, Everyman, Magician, Hero, Innocent

Table 12: Archetype information extracted from the LMs for the brand *GAP*. The actual archetype of *GAP* is Everyman.

LM	Top archetype(s) based on the attribute overlap
BERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
RoBERTa	Ruler, Outlaw, Hero, Explorer
DistilBERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
ALBERT	Ruler, Everyman, Magician, Sage, Innocent
BART	Ruler, Everyman, Magician, Sage, Innocent

Table 13: Archetype information extracted from the LMs for the brand *Pepsi*. The actual archetype of *Pepsi* is Jester.

LM	Top archetype(s) based on the attribute overlap
BERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
RoBERTa	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
DistilBERT	Ruler, Creator, Jester, Lover, Outlaw
ALBERT	Creator, Jester, Outlaw, Magician, Hero, Sage, Explorer, Innocent
BART	Ruler, Everyman, Magician, Sage, Innocent

Table 14: Archetype information extracted from the LMs for the brand *Porsche*. The actual archetype of *Porsche* is Ruler.

	Top-1			Top-2			Top-3			Top-4		
	WEAT	LOGPROB	WEAT	LOGPROB	WEAT	LOGPROB	WEAT	LOGPROB	WEAT	LOGPROB	WEAT	LOGPROB
<b>Beauty products</b>	BERT	DistilBERT	ALBERT	BERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	DistilBERT	RoBERTa	DistilBERT	RoBERTa
<b>Beverages</b>	DistilBERT	DistilBERT	BERT	BERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	ALBERT	ALBERT	ALBERT	ALBERT
<b>Cars</b>	BERT	BERT	RoBERTa	RoBERTa	ALBERT	ALBERT	ALBERT	ALBERT	DistilBERT	ALBERT	DistilBERT	DistilBERT
<b>Children’s products</b>	DistilBERT	ALBERT	BERT	BERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	ALBERT	ALBERT	ALBERT	DistilBERT
<b>Clothing products</b>	ALBERT	BERT	DistilBERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	ALBERT	BERT	BERT	BERT	DistilBERT
<b>Department Stores</b>	BERT	RoBERTa	RoBERTa	ALBERT	ALBERT	ALBERT	ALBERT	DistilBERT	DistilBERT	DistilBERT	DistilBERT	BERT
<b>Financial services</b>	BERT	RoBERTa	RoBERTa	BERT	BERT	ALBERT	ALBERT	ALBERT	DistilBERT	ALBERT	DistilBERT	DistilBERT
<b>Health products and services</b>	ALBERT	BERT	DistilBERT	ALBERT	BERT	BERT	BERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	DistilBERT
<b>Home design and decoration</b>	BERT	RoBERTa	RoBERTa	BERT	BERT	ALBERT	ALBERT	DistilBERT	DistilBERT	DistilBERT	DistilBERT	ALBERT
<b>Household Products (cleaning ingredients etc.)</b>	RoBERTa	BERT	ALBERT	RoBERTa	RoBERTa	ALBERT	ALBERT	ALBERT	BERT	BERT	BERT	DistilBERT
<b>Media and entertainment</b>	BERT	BERT	ALBERT	RoBERTa	RoBERTa	ALBERT	ALBERT	ALBERT	RoBERTa	ALBERT	DistilBERT	DistilBERT
<b>Sports and hobbies</b>	ALBERT	DistilBERT	BERT	BERT	BERT	BERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	DistilBERT	ALBERT
<b>Technology products and stores</b>	BERT	BERT	ALBERT	ALBERT	ALBERT	ALBERT	RoBERTa	RoBERTa	RoBERTa	RoBERTa	DistilBERT	DistilBERT
<b>Telecommunications</b>	RoBERTa	ALBERT	BERT	DistilBERT	ALBERT	ALBERT	ALBERT	RoBERTa	RoBERTa	RoBERTa	DistilBERT	BERT
<b>Travel services</b>	RoBERTa	BERT	BERT	ALBERT	ALBERT	ALBERT	DistilBERT	RoBERTa	ALBERT	ALBERT	ALBERT	DistilBERT

Table 15: Ranking language models by evaluating brand and personality associations against consumers perceptions from Lovett’s data.

Aaker Dimension	Brand Personality	Template
Sincerity	practical	<BRAND>is known to be <PERSONALITY>.
	traditional	<BRAND>generally has a <PERSONALITY>approach.
	Straightforward	<PERSONALITY>policies are preferred by <BRAND>.
	honest	Customers find <BRAND>as <PERSONALITY>.
	sincere	Products and offerings by <BRAND>are generally <PERSONALITY>.
	real	People find <BRAND>as <PERSONALITY>.
	wholesome	<BRAND>promotes <PERSONALITY>lifestyle.
	original	Offerings by <BRAND>are usually <PERSONALITY>.
	cheerful	<BRAND>is recognized for being <PERSONALITY>.
	sentimental	Often times customers feel <PERSONALITY>about the <BRAND>.
Excitement	friendly	<BRAND>is generally <PERSONALITY>.
	daring	<BRAND>seems to be <PERSONALITY>.
	trendy	<BRAND>has a <PERSONALITY>outlook.
	exciting	Offerings by <BRAND>are generally <PERSONALITY>.
	spirited	Offerings by <BRAND>are <PERSONALITY>and youthful.
	cool	Product or offerings by <BRAND>are <PERSONALITY>.
	young	<BRAND>is regarded as <PERSONALITY>and energetic.
	imaginative	Product or offerings by <BRAND>are generally <PERSONALITY>.
	unique	Offerings by <BRAND>are <PERSONALITY>in the market.
	latest	Customers prefer <PERSONALITY>offerings by <BRAND>.
Competence	independent	<BRAND>promotes <PERSONALITY>way of life.
	contemporary	Offerings by <BRAND>are <PERSONALITY>.
	reliable	<BRAND>products are recognized as <PERSONALITY>products.
	persistent	<BRAND>is <PERSONALITY>.
	secure	<BRAND>products or offerings are known for being <PERSONALITY>.
	intelligent	<BRAND>has some <PERSONALITY>promotion strategies.
	technical	<BRAND>is highly <PERSONALITY>.
	corporate	<BRAND>comes across as <PERSONALITY>.
	successful	<BRAND>is considered as a <PERSONALITY>brand.
	leader	<BRAND>is considered as a <PERSONALITY>in it category.
Sophistication	confident	<BRAND>has a <PERSONALITY>public face.
	elite	<BRAND>is recognized as <PERSONALITY>.
	glamorous	<BRAND>products are <PERSONALITY>.
	appealing	Offerings by <BRAND>are normally <PERSONALITY>.
	charming	Often times <BRAND>is <PERSONALITY>.
	feminine	<BRAND>has <PERSONALITY>persona.
Ruggedness	smooth	The products of the <BRAND>are <PERSONALITY>in nature.
	outdoorsy	<BRAND>is regarded as <PERSONALITY>.
	masculine	<BRAND>has <PERSONALITY>outlook.
	western	The products of the <BRAND>are generally considered <PERSONALITY>.
	tough	Offerings by <BRAND>are considered <PERSONALITY>.
	rugged	Offerings for <BRAND>are for <PERSONALITY>.

Table 16: Synthetic dataset.