

## BRAND 'FEELINGS' LIST

confident	affirmative	amazed	ambitious
brave	buoyant	calm	certain
cheerful	converted	convinced	courageous
determined	empowered	encouraged	enthusiastic
exhilarated	hopeful	independent	loyal
optimistic	persuaded	positive	proud
secure	sure	strong	triumphant
trusting	upbeat	blissful	peaceful
carefree	free	comfortable	complacent
contented	delighted	ecstatic	elated
easy	exalted	excited	exultant
fantastic	festive	glad	grateful
inspired	joyful	joyous	overjoyed
light-hearted	glorious	magnificent	playful
pleased	pleasant	relaxed	relieved
satisfied	serene	tranquil	thrilled
brilliant	comical	jubilant	attracted
awed	captivated	curious	eager
earnest	enchanted	engaged	enraptured
enthralled	at ease	fascinated	immersed
intrigued	mesmerized	obsessed	tremendous
amused	sparkling	animated	spirited