



Brand Archetypes

By uncovering your brands true personality, the sooner you and your team can begin to leave a lasting impression in your buyers minds.

Module 7
Exercise 7.2



Contents	Pages
What are Brand Archetypes?	3
How archetypes influence brands	3
Brand Personality versus Brand Identity	3
The 12 Brand Archetypes	4
The Brand Archetype quadrants	5
The Innocent	7
The Sage	9
The Explorer	11
The Rebel	13
The Magician	15
The Hero	17
The Lover	19
The Jester	21
The Everyman	23
The Caregiver	25
The Ruler	27
The Creator	29

Your Brands Archetype

Exercise 7.2



What are brand archetypes?

A brand archetype is a personification of a brand on a human level.

Carl Gustave Jung (1875-1961) who is considered to have began modern psychology, first used the concept of archetypes in his theory of the human psyche known as the 'Collective Unconscious'. His radial approach and unique understanding of human behaviour based around universally understood characters has influenced many fields including that of branding and marketing.

How archetypes influence brands

We all know brands that have an uncanny knack of getting under our skin whether they provoke nostalgia (Coke), the allure of freedom (Harley Davidson) or fuel greatness (Nike).

Brands that know how to tap into our psyche isn't a stroke of luck on their part or a mystery. The intentional way they position themselves is grounded in years of psychological research. They borrow well-established character types that our subconscious forges a connection with from our desires, drivers, fears or the motivations we all have.

So archetypes help your potential customers understand who your brand is and what it stands for. It's a great mechanism to help you determine the **personality traits** that are the most important to convey in the look, feel and expression (voice) of your brand. Understanding which archetype you are, enables you to define the role you want your brand to play in people's lives.

Brand Personality versus Brand Identity

Just before we look at the different archetypes, here's a table to show the differences between **brand personality** and **brand identity**. This can be confusing but basically, identity can be thought of as a subset of personality as it informs buyers what they can expect. Here's some clarification:

	BRAND PERSONALITY	BRAND IDENTITY
1	Brand personality is the way a brand looks, feels, behaves and speaks based on a set of human traits	Brand identity is a bundle of functional and mental associations with the brand.
2	It means assigning human personality traits (some people include characteristics too) to a brand to achieve differentiation	Brand identity is the noticeable elements, for example - trademark logo, colour, name, symbol, collateral that identifies differentiation in target buyers mind
3	Brand personality brings an emotional response as a result of all the consumers experiences with the brand	Brand identity is the sum of what you and your team do to create those experiences through your Purpose, Position, Pillars, Promise and Vision.
4	It is unique and long lasting	Brand identity is futuristic i.e. it should reveal the associations 'aspired for' the brand.
5	Brand personality is an internal creation	Brand identity is the external expression

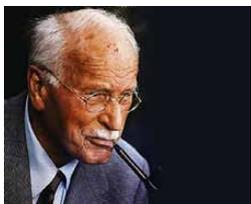
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The 12 Brand Archetypes

The idea behind using archetypes is to anchor your brand against something iconic – something already embedded within the conscious and subconscious of everyone. In you, your team, and buyers minds, aligning with an archetype makes your brand easier to identify.



“ There are forms or images of a collective nature which occur practically all over the earth as constituents of myths and at the same time as individual products of unconscious. These are imprinted and hard wired into our psyches.”

Carl Jung's archetypal theory

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The Brand Archetypes quadrants

YEARN FOR PARADISE

Motivators: Independence and Fulfilment

Fears: Entrapment, selling out, emptiness

Helps desire: To find happiness

The Innocent, Sage and Explorer use different strategies in the pursuit of individual fulfilment.

For the Innocent it's in the simple pleasures of the here and now. Through their optimism, no-nonsense values and simple user-friendly products they exude trust. People feel safe and stick by them.

The Sage tells us that education and learning is the route to fulfilment. As seekers of truth and with a rational intellect, Sages like to make an informed decision by gathering all the relevant information about a brand. Complexity or products with a high learning curve doesn't phase them.



For the Explorer, their search begins when they hit the road to escape the humdrum of life. They like to try new things that tap into their values of freedom and individuality but it's important for brands to continually improve and provide novelty to keep them loyal.

These archetypes emphasize autonomy in the search for paradise and fulfilment, often playing out in opposition to those archetypes that place higher value on belonging.

LEAVE A MARK

Motivators: Risk and Mastery

Fears: Ineffectual, impotence, powerlessness

Helps desire: To achieve

The **Rebel**, **Magician** and **Hero** are archetypes cut from the same cloth whereby they mobilise themselves and others to destroy or transform rigid or traditional structures. But they are slightly different in how they wish to make their impact.

The Rebel makes an impact by shaking things up and being an inherently disruptive force. They don't mind being feared by others, as fear is seen as power.

The Magician believes there is something more and greater than our perceived 'reality'. They stand in defiance of self-imposed limits and apply themselves to a vision with often, transformative results.



The Hero is about rising to the challenge and seeks to protect and inspire others. The challenge to overcome maybe humanitarian or a personal aspiration but it often involves great sacrifice.

Related emotions tend to be fiery and energetic ranging from anger to ambition to fierce determination. These powerful archetypes focus on buyers' attitudes and actions, not only to achieve a certain aim but also to change the World.

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CONNECT TO OTHERS

Motivators: Belonging and Enjoyment

Fears: Exile, orphaning, abandonment

Helps desire: To have love/community

The **Lover**, **Jester** and **Everyman** (regular guy/gal, fulfil our need to connect to others, from when we gathered as cave dwellers through to the social media chatter now. These archetypes provide a model or structure to allow us to do this.

The Lover helps us to become attractive or bond to others, helping us to develop the skills of emotional and sexual intimacy. It also encapsulates other types of love including family, friend or spiritual. Anything that pleases the senses – beautiful things, acts, or enticing smells gives joy to the lover.

The Jester teaches us to lighten up, live in the moment and enjoy interaction with others without



worrying what they might think. Impulsive and unrestrained they allow us to connect with our fun inner child.

The Everyman triggers the behaviours and outlook that allows us to both fit in to the 'group' and place a value on all people, not just those who excel. Down-to-earth with a family orientated culture they tend to have a broad audience.

These archetypes have additional power to motivate because they promise to fulfill unsatisfied or repressed needs. The more they are under-valued in the culture, the greater their motivating power.

PROVIDE STRUCTURE

Motivators: Stability and Control

Fears: Financial ruin, ill health, uncontrolled chaos

Helps desire: To feel secure

The **Caregiver**, **Ruler** and **Creator** are the archetypes that bring stability through structure to make a profitable business.

The Caregiver anticipates our needs, telling us about the things that make us feel secure, safe and nurtured. Often associated with the maternal/paternal instincts in protecting to the point of self-sacrifice, they are compassionate, generous and derive meaning from helping others.

The Ruler seeks to prevent chaos by taking control and motivated by the desire for safety and security. They follow the rules, have clearly defined



organisational structures, and are role models for others to emulate because of their ability to they consistently high quality.

The Creator takes charge of innovating – new products, manufacturing processes, new organisations, etc. They exert control over an otherwise uncontrollable world through the act of structuring something into a tangible form.

Due to the uncertainty of life and contemporary life in particular, these archetypes are useful as they instruct us on how to preserve order and stability, and how to reconcile our desire for consistency with change.

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Also known as:
Idealist, Dreamer, Child, Cheerleader, Saint, Traditionalist.

Innocent brands in action

Associated with simple pleasures and wholesomeness, purity and optimism is at the heart of every action.

Organisational culture and customer service is focused on being truthful, honest, and reliable. Their focus is on predictability and sticking to what works rather than being innovative.

They see any situation with positivity, maintaining faith in their ideas and motivating others to believe all will be well in the end.

They seek to reinvent or renew themselves through new beginnings and believe that innocence (paradise) comes from within, not from outer experiences.

Innocent customers

Consumers drawn to Innocent brands are looking for products that provide an experience of peace and goodness. They like brands that make life simple, and when they find one they trust, they are loyal to it.

They long to have the ideal life, complete with perfect mate, well-behaved kids, fulfilling job and a nice home. They strive for goodness and have a great deal of faith in others. They are a traditional lot and do not seek change.

Marketing that is optimistic, and makes life simple and good, not guilt-tripping or gimmicky will resonate with them.

Motto <i>Free to be you and me</i>		Promise <i>Simplicity</i>	
Strategy To do things right	Goal To be happy	Desire Get to paradise (within oneself)	Talent Optimism, enthusiasm, honesty
Weakness Boring for all their naive innocence.		Fear To be punished for doing something wrong.	
<p>Innocent brands</p> <ul style="list-style-type: none"> • Offer a simple solution to a problem • Straight-forward no nonsense values • Associate with morality goodness, simplicity, nostalgia or childhood • Natural, simple, unfussy imagery 			
<p>Industry Examples</p> <p>Bath products, whole or organic food, fabric softeners, nature connected brands</p>			

Brand Examples					
	Charlie Brown		Dorothy Gale	Wii™	TINKERBELL

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Examples of Innocent brand marketing

This 2013 **Coke** conveys the message that they believe in the purity of life with a childlike quality. Everything is alright and beautiful – like in a paradise.

Their tagline '*Open Happiness*' connects drinking Coke to pleasurable moments whether through nature, or with family and friends.



This first ad and posters by UK brand **Innocent** smoothies use simple imagery and straight forward language. They were the first company to 'reinvent' the juice category.

Their website offers a **compliments generator** to brighten a friends day and some fun things to look at if your are '**bored?**'



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Also known as:
**Scholar, Teacher, Expert,
 Mentor, Thinker, Advisor,
 Philosopher.**

Motto <i>The truth will set you free</i>		Promise <i>Wisdom</i>	
Strategy Seek knowledge	Goal Understand world from knowledge	Desire To find the truth	Talent Wisdom, intelligence
Weakness Study too much and don't act		Fear To be duped or misled.	
<p>Sage brands</p> <ul style="list-style-type: none"> • Provide expertise or information to customers • Encourages thinking, grasp difficult ideas • Supported by research-based facts & knowledge • Use higher level of vocabulary and symbolic imagery 			
<p>Industry Examples</p> <p>News and broadcast networks, online journals, consultants, schools and universities.</p>			

Sage brands in action

At their core they are rational intellects. As seekers of truth, these brands are brilliant at developing expertise, gathering and analysing information so as to be useful to others.

Their culture is to encourage freedom of thought and individuality and focus on analysis, learning, research, and planning to develop the most valuable company asset – expertise. On the negative side, they can be excessively concerned with minor details, rules or detached from reality.

Sage brands refuse to “dumb down” their marketing, as that would be an insult to the intelligence of their customers.

Sage customers

Sage consumers value independence of thought and don't associate with the “herd mentality”.

They enjoy learning for learning's sake because they love adding new knowledge to their memory banks. Transparency in a brand is key as they are suspicious of those who might be trying to hide something.

High-pressure sales or marketing tactics are not for them. Hard data or a limitless supply of information that helps them make an informed choice will earn trust. They aren't afraid of products with a challenging learning curve since intelligence is the trait they prize above others.

Brand Examples					
	Oprah		Brian Cox		Confucius

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Examples of Sage brand marketing

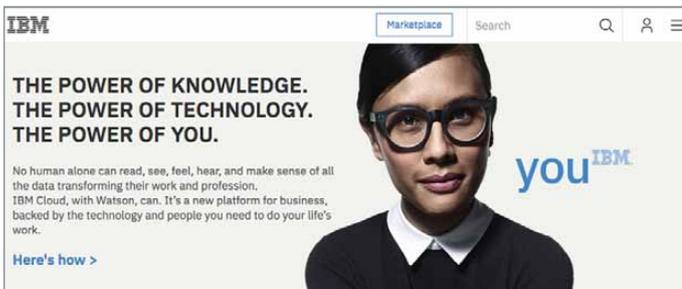
This is an apple' ad from **CNN** was developed to counterpoint Donald Trump's 'Its all fake news' viewpoint. It's blunt message is that CNN provides facts not fiction.

Spoof ads by comedians and talk show hosts followed – which CNN didn't mind because it kept the focus on them and what they stand for.



These posters from **IBM** demonstrates a Sage brand making a better World through intelligence. They encourage the seeking of knowledge to know truth.

Their 2017 campaign 'You to the power of IBM' to advertise **Watson**, their AI platform, underpins their leadership in helping businesses access transformative information and knowledge.



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Also known as:
**Adventurer, Searcher,
 Seeker, Wanderer,
 Pioneer, Trail-blazer.**

Motto <i>Don't fence me in</i>		Promise <i>Escapism</i>	
Strategy To seek out new experiences	Goal Escape boredom, freedom	Desire Inner fulfilment	Talent Autonomy, ambition, true to one's soul
Weakness Wandering aimlessly		Fear To be trapped, having to conform, inner emptiness.	
<p>Explorer brands</p> <ul style="list-style-type: none"> Promote themselves as a means to help others experience the new and unknown Has personal integrity and authenticity Place great value on being different or independent Searches for unique identity, path or solution 			
<p>Industry Examples</p> <p>Outdoor apparel, automotive, travel, magazine or journals, fashion</p>			

Explorer brands in action

Any brand that veers off the beaten path in its industry, is tapping into Explorer tendencies. Often ground breaking or pioneering, nonconforming, and leading an authentic life to its fullest, is the hallmark of the Explorer.

Culturally they de-emphasize rules and value individuality by allowing employees leeway to reach goals however they see fit. Independent self-actualisation is important to them.

Decentralised and democratic they gravitate towards virtual workers as opposed to people boxed in cubicles.

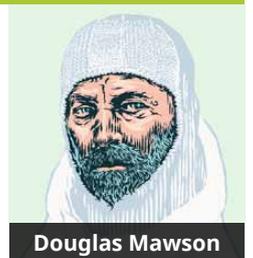
Explorer customers

Explorer consumers are trying to figure out their place in the world. The young, try to assert independence and figure out who they are, and the tired middle aged looking for new experiences.

They respond well to brands that empathise with internal desires and conflicts – between expressing individuality and being too different – by promising a worthwhile reward that makes them feel audacious and alive.

Change is a natural state of mind so brand loyal is not necessarily their thing. However, brands that tap into their values of freedom and individuality and doing so authentically, can win them over.

Brand Examples



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Exercise 7.2



Examples of Explorer brand marketing

This **Northface** video is one of many in their 'Never Stop Exploring' campaign which embodies their philosophy to explore and relentlessly pursue the things we love from around the World.

Their **Purpose** has remained unchanged since 1966:

'Provide the best gear for our athletes and the modern day explorer, support the preservation of the outdoors, and inspire a global movement of exploration.'

See more stories [here](#).



Jeep is synonymous with exploring the far reaches of the outdoors – so much so that this Leo Burnett campaign didn't even show the car, just the logo over it.

The real sense of freedom and escape you get from having a Jeep is visually demonstrated well here.



National Geographic is mainly an Explorer brand promoting travel, adventure and exploration. It also focuses on science and education about the planet, so it's influencer archetype is Sage.

It's Purpose of "*furthering the knowledge and understanding of our world*" has not changed since it's inception by the National Geographic Society in 1888.

This 2013 **video** was part of their 'Anthem' campaign to remind viewers that when they see high quality story telling (from NG), they feel like they're actually there.

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Exercise 7.2



Also known as:
**Outlaw, Activist,
 Iconoclast, Misfit,
 Reformer, Maverick.**

Rebel brands in action

The Rebel is best at developing truly radical ideas, products, services and leading reform of all kinds.

From activist causes to free thinking mavericks to watchdogs or whistle-blowers, they want to destroy or improve the existing. But care needs to be taken in not overstepping too many boundaries in the quest for reform.

Marketing departs from the ho-hum through dark, destructive, bold, shocking, extreme or by simply using a clever or unexpected joke. Marketing cues for 'normal' products can suggest

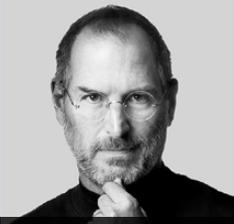
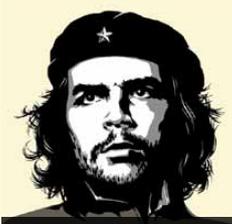
Rebel customers

Whether alienated youth or minority groups looking to 'find themselves' in a dominant culture these consumers push past the Explorer tendency. They can also be well-adjusted law abiding citizens who simply need to let off steam every now and then.

With a deep-seated desire for freedom, they are drawn to the racy, shocking or the politically incorrect. But promoting destruction or going against the law wont be viewed as cool.

They gravitate to those that stand against tradition and are a change agent with a unique message or content that is on the unconventional or outrageous side. Brands that want to reach rebel consumers need to gauge their level of extremism and act accordingly.

Motto <i>Rules are made to be broken</i>		Promise <i>Liberation</i>	
Strategy Disrupt, destroy, or shock	Goal Overturn what is not working	Desire Revolution or Revenge	Talent Boldness, radical freedom
Weakness Crossing over to the dark side		Fear To be powerless or ineffectual	
Rebel brands			
<ul style="list-style-type: none"> • Breaks with industries current conventions • Offer an opposing viewpoint to the tried and true 		<ul style="list-style-type: none"> • Initiates radical, game changing innovations • Show risky, racy, bold or politically incorrect imagery 	
Industry Examples			
Niche apparel, gaming, automotive, online digital and app services			

Brand Examples	 Steve Jobs		 Wolverine		 Ché Guevara
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Your Brands Archetype

Exercise 7.2



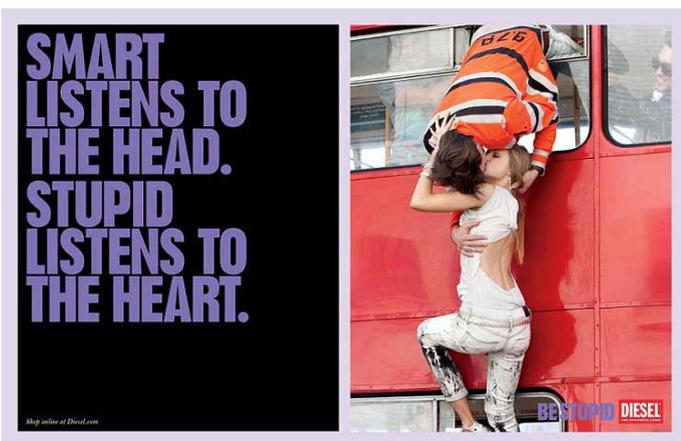
Examples of Rebel brand marketing

While you could say there are more revolutionary forms of ecommerce such as Bitcoin or Apple and Samsung Pay, **PayPal** nonetheless positions itself in this 2016 campaign ad as the Outlaw or Rebel... still shaking things up as the "New Money in town".



Recognised as the mainstream Outlaw brand, **Harley Davidson's** loyal fan base love the freedom from the rigid constraints of society it represents.

When you're on a Harley, you know who you really are.



Diesel, the jeans brand "Be Stupid" campaign encouraged consumers to take risks and move beyond the smart and sensible track for life. There's not many other fashion brands that would have the guts to do this.

See the **video** for their philosophy behind this award winning (Cannes 2010) controversial campaign.



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Exercise 7.2



Also known as:
**Inventor, Transformer,
 Alchemist, Scientist,
 Engineer, Healer.**

Magician brands in action

Magician brands promote themselves as the gateway to transformative knowledge and experience. With a grandiose vision that may seem impossible to some, they believe if they apply the right formula, success is inevitable.

There focus is to connect with the individual (not group), by telling them they can grow wiser or influence others by using their products.

Marketing is not edgy or extreme as that would alienate consumers but about transformative moments e.g. life coaching – from feeling lost to having insight. The aim is to makes customers feel captivated and think 'I want to experience that'.

Magician customers

Motivated both by the desire for personal transformation and to be a change agent in the world around them, these consumers may be in a position of leadership, influence and possibly charismatic by nature.

The typical Magician consumer believes in a higher consciousness e.g. a metaphysical belief that “the Universe” will reward positive thinking (Law of Attraction). They may also turn to the laws of nature and the sciences, relying on biology, physics, and psychology as strong guiding principles.

They are more likely to align with brands as long as they can clearly see and connect with the true identity and purpose – the consciousness – of the brand.

Motto <i>I make things happen</i>		Promise <i>Power</i>	
Strategy Develop and live out their Vision	Goal To make dreams come true	Desire Understand fundamental laws of universe	Talent Make complex appear simple
Weakness Becoming manipulative		Fear Unintended, negative consequences	
<p>Magician brands</p> <ul style="list-style-type: none"> • Help customers feel they can grow wiser or influence people • Promotes as a gateway to transformative knowledge/experience • Appears to have special access to secret or illusive information • Imaginative, dramatic, awe inspiring imagery 			
<p>Industry Examples</p> <p>Entertainment, beauty products, health, innovative technology, life coaches</p>			

Brand Examples					

Your Brands Archetype

Exercise 7.2



Examples of Magician brand marketing

Some think **Disney** is an Innocent Archetype but it's truly the perfect Magician. They offer a transformative experience and are in a class of their own because of the grandness of the Vision they live by.

This video talks (often!) of the many 'magical benefits' we get from staying at their Magical Kingdom resorts.



Dyson is a clever and smart magician. They've evolved the domestic appliance market for by conjuring up the most technological, sleek-looking vacuum cleaners, fans (look no blades!) and hair dryers.

Dyson engineers are waving a magic wand to create things so incredible it leaves us wondering – how did they do that?



Skin care and beauty products are all about transformation. **Olay** use words like miracle, boost, youthful, anti oxidant and made up words like 'regenerist' to reinforce the power and secrets behind their products.

Imagery often involves endorsements by well known celebrities with picture perfect ageless skin beside 'magic meets science' visualisation.

Your Brands Archetype

Exercise 7.2



Also known as:
**Warrior, Rescuer,
 Team Player, Athlete,
 Liberator.**

Hero brands in action

Hero brand positions itself as offering superior quality to their competition. Helping people to develop discipline, focus and strength is at their core, and a natural fit for philanthropic, humanitarian, athletic or military brands.

Culturally they are typically achievement-oriented, dedicated and hold themselves to high standards. The 'never give up' attitude fuels their passion to make a difference and overcome challenges. Both team player and winner, a negative consequence is the potential for employee burnout.

Using metaphors to represent challenges, bold, definitive visuals and idealistic language forms the backbone of their marketing, essentially say 'I dare you' to the consumer.

Hero customers

Motivated both by the desire for personal Mirroring the brand, they are typically achievement-oriented and competitive – even if just against themselves.

In trying to prove themselves, these consumers have a desire to develop their character or physical ability, and are often tenaciously dedicated to overcoming challenges. They are attracted to brands they think will empower them to be ahead of everyone else.

They see themselves as good, moral people with strong convictions. To win this consumer's heart, a brand must realise it's being evaluated not just on its product offering, but also on the strength of its moral convictions.

Motto <i>Where there's a will, there's a way</i>		Promise <i>Mastery</i>	
Strategy To be strong and competent	Goal Exert mastery that improves the World	Desire Prove worth through courage	Talent Competence, courage
Weakness Arrogance, always needing another battle		Fear Weakness or vulnerability	
<p>Hero brands</p> <ul style="list-style-type: none"> • Help people to be all they can be • Can be underdog or challenger brands • Help us do tough jobs exceptionally well • Invent or innovate to have major impact on the World • Strong, bold, powerful imagery 			
<p>Industry Examples</p> <p>Home maintenance, military, pet rescue, delivery services, sports equipment & apparel</p>			

<p>Brand Examples</p>	 Luke Skywalker	 	 Pink	 	 Captain America
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Your Brands Archetype

Exercise 7.2



Examples of Hero brand marketing

Nike 'Find your Greatness' ad campaign reminds us that greatness is not reserved for the chosen few but for all of us, whenever we try to find it.



The **Premier League** chose to showcase their Premier League Primary Stars community programme in their first ever ad campaign. Featuring top footballers and managers, it's theme is around perseverance.



Steve McQueen (1990's) Chris Hemsworth (2016)



An advertising campaign for **Tag Heuer** in the 1990's was so good, they brought it back – still using legendary ambassadors who underpin the companies 'unbreakable determination'.

Your Brands Archetype

Exercise 7.2



Also known as
**Romantic, Companion,
Hedonist, Matchmaker,
Partner.**

Motto <i>You're the only one</i>		Promise <i>Intimacy</i>	
Strategy Become physically & emotionally attractive	Goal Relationship with people, work & place they love	Desire To attain intimacy and experience	Talent Passion, gratitude, commitment
Weakness Outward-directed desire – risk of losing identity		Fear Being alone, unwanted and unloved	
LOVER brands			
<ul style="list-style-type: none"> • Finds ways to make others feel special • Ensures relationships are harmonious and pleasurable 		<ul style="list-style-type: none"> • Bon vivant – lives life with passion and enthusiasm • Imagery ranges from friendly, elegant to edgy, erotic 	
Industry Examples			
Jewellery, cosmetics, fashion, indulgence foods, travel, fragrances, animal shelters, gift delivery			

LOVER brands in action

Finding love or friendships, showing appreciation, becoming more attractive or pleasuring the senses – these are at the core of the Lover brand.

Culturally they value quality partnerships and work collaboratively to the point where decision-making is by consensus. Being passionate is an asset, but on the negative side can turn to internal jealousy or competitiveness.

Marketing focuses on making the customer feel special so always has a strong emotional appeal. Customer appreciation, and nurturing good relationship with those they serve, is a way of life to them.

LOVER customers

With individualism becoming more prevalent in the World, the void to finding true and meaningful relationship keeps getting bigger.

The Lover consumer looks to fill this void in a myriad of ways e.g. by seeking out like-minded people to bond with, or wanting to create the best version of them to attract others. They want to connect with others to fulfil their desire of being wanted.

Lover consumers want to feel special. They want brands that love them and that they can love back. A brand risks losing to a competitor if this consumers need to feel special and wanted isn't met.

Brand Examples



Your Brands Archetype

Exercise 7.2



Examples of Lover brand marketing

Hallmark's #CareEnough campaign is about changing the world through caring. Going right to the heart of the brand, head office staff were encouraged to 'Grab a card' and deliver the small acts of kindness within. Check out more CareEnough [stories](#).



Godiva chocolates used women in a submissive and objectified way in their GoDiva 2004 campaign. Promoted to appeal to women aged 25-30 it was not as successful as hoped because it was seen as exploiting rather than empowering women.



Chanel has stuck to its tried and true appeal to free spirited, elegant women who are sexy but who don't need to sexualise themselves to appeal to men.



Haagen Dazs has decided to move away from its sensual and overtly sexualised advertising to appeal more to Millenials (read [article](#)).

Being generally healthier than their parents, Haagen Dazs has reduced portion size too to appeal to this group.

When a brand changes there's always a risk of losing loyal followers, so time will tell if this strategy pays off.

Your Brands Archetype

Exercise 7.2



Also known as:
**Comedian, Entertainer,
 Clown, Provocateur
 Shape-shifter.**

Motto <i>You only live once</i>		Promise <i>Pleasure</i>	
Strategy Be funny and playful	Goal To lighten up the World, entertain people	Desire Live in the moment with full enjoyment	Talent Joy
Weakness Frivolity or being disrespectful		Fear Being bored or boring others	
<p>Jester brands</p> <ul style="list-style-type: none"> • Help people to have a good time, feel good or enjoy what they're doing • Allow people to be more impulsive/spontaneous • Satirizes or parodies current thinking • High-energy, bright, rule bending, humorous imagery 			
<p>Industry Examples</p> <p>Entertainment, confectionery, food, service-based, toys, software</p>			

Jester brands in action

Grabbing our attention, the biggest draw of the Jester brand is usually its cleverness. Obvious in the entertainment world, you can also find them expressed in otherwise 'serious' markets e.g. insurance, where a Jester brand can really stand out.

Culturally it's loose and fun loving, where corporate rules don't apply. They create their own way of doing things, and due to their out-of-the-box thinking, they're highly innovative in their operations or product offerings.

Marketing can go from the provocative, unconventional, silly to over-the-top but the action is often playful and high-energy.

Jester customers

Jester customers tend to be young or perpetually 'young at heart'. Turned off by serious topics or people, they tend to flock with those having similar attitudes.

Avoidance of important but seemingly boring tasks means getting their attention can be a challenge. A brand offering playful, humorous advertising over serious, is more likely to attract them.

Marketing must find ways to be relevant and cutting edge in how and what is communicated. It's about reframing the desired action to be in line with the Jester mindset and attention span – the zanier the better! Creativity and cleverness will be rewarded.

Brand Examples



Your Brands Archetype

Exercise 7.2



Examples of Jester brand marketing

If you don't get the humour right it can end in disaster – not for **Aldi**. Unlike competitors who focus on pricing or freshness, they use every day experiences and turn them into clever and quirky moments of fun.



Ben and Jerry's bring a playful, tongue-in-cheek fun to their brand. A tagline of 'Peace, love & icecream' and icecream flavours such as *Boom Chocolatta* and *Scotch Scotch* shows their out of the box humour.



iSelect the health, life and car insurance comparison website uses humour to reinvigorate what can be seen as a rather dry subject. They stand apart by not taking themselves too seriously whilst balancing the need for consumers to feel they take their needs seriously.

Your Brands Archetype

Exercise 7.2



Also known as:
Regular Guy/Gal, Citizen, Advocate, Servant, Networker, Realist.

Motto <i>Everyone is created equal</i>		Promise <i>Belonging</i>	
Strategy Develop down-to-earth virtues	Goal To really belong	Desire A real connection with others	Talent Empathy, authenticity, lack of pretence
Weakness Losing one's self in order to fit in		Fear To be left out or to stand out from the crowd	
<p>Everyman brands</p> <ul style="list-style-type: none"> • Give people a real sense of belonging • Community building, family culture, dignity to all • Everyday functionality • Non-pretentious, home-grown, people-orientated imagery 			
<p>Industry Examples</p> <p>Food, retail, alcohol, airlines car manufacturers, fashion</p>			

Everyman brands in action

An Everyman brands offering usually has a broad appeal that meets a basic need and nothing fancy or extravagant.

The culture tends to have a 'family' feel that's welcoming and inviting. Down playing hierarchy, decisions are made democratically or by consensus and team working is common. Nurturing a strong sense of pride, the atmosphere is comfortable and casual.

Marketing is about trust building e.g. money-back guarantees, rather than outlandish claims or shock value tactics. To attract the Everyman customer, brands need to use colloquial language, be relatable, transparent, and really helpful to them.

Everyman customers

Everyman consumers are neighbourly and respectful of others, even when they don't know (or particularly like!) them very much. Humble, hard working and often frugal, they appreciate the simple things in life.

Focusing on brand experience by being approachable, responsive, and friendly will go a long way in reaching these consumers.

Innovation, whilst important, is less of an issue, these consumers want to feel understood and included. Brands who encourage these consumers to be okay just as they are, and who give the assurance of trustworthiness, reliability, and openness will attract them.

Brand Examples



Your Brands Archetype

Exercise 7.2



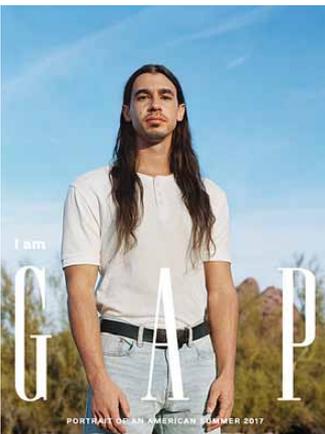
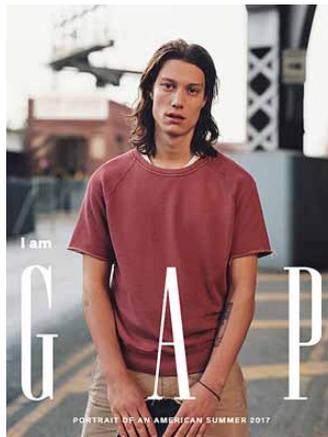
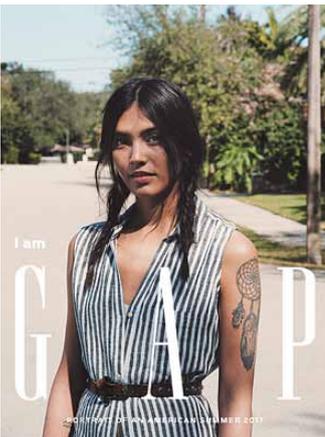
Examples of Everyman brand marketing

The ad campaign for Carlton and United Breweries **Victoria Bitter** (VBs) "*hard earned thirst*" has run virtually unchanged since 1968, apart from a few years hiatus in the early 2000's.

The voice overs rhyming couplets – which many drinkers can recite word for word – is the backdrop to images of the every day Australian bloke going about his everyday business.

These iconic ads are raw, honest and authentic, making them a part of Australia's cultural vernacular.

See more [VB ads](#).



GAP markets itself to people who want to be themselves with no pretence. There appeal to millennials who pursue authenticity (in a world of fake news) is through high quality and simple classic clothing.

GAP has struggled in recent years to stay relevant so it's looked to it's 1990's heyday to utilise its 'authentic heritage' into the future.

A US print and video campaign for Summer 2017 "*I Am Gap*", involved casting models from the street to capture the diversity of young people who buy the brand. Check out the "*I am Gap*" videos [here](#).

Your Brands Archetype

Exercise 7.2



Also known as:
**Guardian, Samaritan,
 Healer, Supporter,
 Nurturer, Angel.**

Motto <i>Love your neighbour as yourself</i>		Promise <i>Service</i>	
Strategy Doing things for others	Goal To help others	Desire To care for and protect others	Talent Compassion and generosity
Weakness Martyrdom, being taken advantage of		Fear Selfishness and ingratitude	

Caregiver brands

- Supports, counsels, provide comfort and kindness to people
- Consistent, high quality service and support
- Anticipate needs in advance, goes above and beyond to accommodate
- Heart warming, non-patronising, thoughtful, humanist marketing

Industry Examples

Healthcare, not-for-profit, financial planning education, baby products, maintenance services

Caregiver brands in action

The Caregivers nurturing tendencies can be seen in obvious industries such as healthcare but also in the less obvious e.g. cleaning or gardening services.

A well-functioning Caregiver anticipates consumer needs in advance and goes above and beyond to accommodate them. Exemplary customer service is their hallmark.

They foster a stable, relational culture that's highly structured or bureaucratic. Healthy when employees are treated well, not so when burnout happens due to the level of sacrifice expected.

Marketing revolves around providing helpful experiences and nurturing relationships. Sentimentality, happy memories, the comforts of home, family and feelings of security, all help their message.

Caregiver customers

Caregiver consumers are constantly trying to achieve balance – caring for kids, ageing parents, or the world at large versus caring for themselves.

Brands that can speak to this struggle as well as recognising their 'service' to others will resonate – appreciating the unappreciated often goes under the radar.

These consumers aren't easily fooled. They search for brands that really show they care, instead of those that say they do. In targeting them, it's imperative that the brands show authentic action i.e. walk the walk. Products proven to be harmful or exploitative, is this archetypes downfall.

Brand Examples



thankyou.



TOMS



Your Brands Archetype

Exercise 7.2



Examples of Caregiver brand marketing

Thankyou is a social enterprise with a *'Live everyday, give everyday'* motto. They sell water, food, baby and body care products in over 5000 outlets across Australia. Profits fund various projects such as clean water and health programs around the World.

Buyers can enter a unique code into an app to track their impact over time, and use social media to encourage friends to purchase.

This **video** was part of their 2016 campaign to get their products into two major supermarkets. If you want to know if it worked, check out the follow up video [here](#).



Toms shoes offer a simple *'One for one, for one another'* motto – you buy a pair and they donate a pair to someone in need.

They use mood shifting music in their videos and demonstrates the message of show we can all make a difference through a simple gesture.



Your Brands Archetype

Exercise 7.2



Also known as:
**Sovereign, Judge,
 Leader, Ambassador,
 Benevolent Protector.**

Motto <i>Power isn't everything, it's the only thing</i>		Promise Control	
Strategy Exercise power, confidence, exclusivity	Goal Create a prosperous, successful community	Desire Control	Talent Responsibility and leadership
Weakness Being authoritarian, unable to delegate		Fear Chaos, being overthrown, losing influence	
<p align="center">Ruler brands</p> <ul style="list-style-type: none"> Empowers people to maintain or enhance their power Takes charge of people, situations or communities Offers order, by managing complex systems, processes, structures Classical, traditional, sophisticated imagery 			
<p align="center">Industry Examples</p> <p align="center">Finance, luxury cars, fashion apparel, hotels, technology, Government</p>			

Ruler brands in action

Ruler brands are confident, proficient and best-qualified leaders, whose market power is exerted by offering high-end products or services, and by acquisition, taking over competitors and swallowing up the little guys.

Culturally, ruler brands are highly stable, functional, orderly and with roles clearly defined. They are often incapable of a quick response or nimbleness because decisions go through a chain of command.

Marketing emphasises prestige, control and competence that appeals to the consumers' desire to feel important, influential, and successful.

Ruler customers

Typically concerned with image, status, or prestige, these consumers like the powerful impressions associated with these brands to influence how others perceive them.

Often accomplished high achievers they don't like taking orders from others, but do appreciate their country's laws, traditions and heritage. On one hand, the world should cater to them – no queuing, second-tier status or asking twice, while others that don't expect special treatment, will at least appreciate it.

To reach them, brands need to make them feel important e.g. through VIP status or exclusive membership, as well as focus on the stability and security they can give them.

Brand Examples						
	Bill Gates	 Mercedes-Benz	Jennifer Lopez			King Arthur

Your Brands Archetype

Exercise 7.2



Examples of Ruler brand marketing

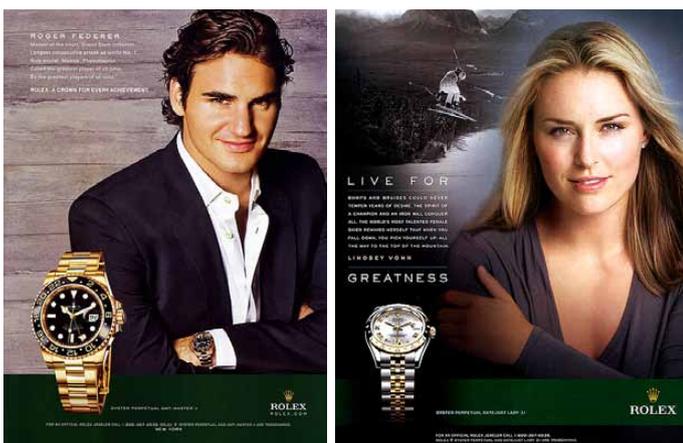
Hugo Boss – the name says it all. Sleek, stylish, in control and powerful, the Hugo Boss man epitomises 'success with integrity'.

When choosing a celebrity role model they need to think carefully about who can represent their brand ethos.

Gerard Butler has been a



Mercedes celebrate 50 years of Driving Performance in 2017. They use words in this video such as ultimate, legendary, breathtaking and winning to emphasise their powerful position in the market and which also appeal to the motivations of the Ruler customer.



Rolex enjoys an unrivalled reputation. The Swiss watch manufacturer sponsors prestigious sporting tournaments and uses legendary high profile ambassadors to underpin success and being at the top of their game – 'Rolex. Live for Greatness.'

Your Brands Archetype

Exercise 7.2



Also known as:
**Visionary, Storyteller,
 Artist, Experimenter,
 Maker, Innovator.**

Motto <i>If you can imagine it, it can be done</i>		Promise <i>Innovation</i>	
Strategy Develop artistic control and skill	Goal To give form to a vision	Desire To create things of enduring value	Talent Creativity and imagination
Weakness Perfectionism, bad solutions		Fear Mediocre vision or execution, lost inspiration	
<p>Creator brands</p> <ul style="list-style-type: none"> • Help people create things by themselves • Makes new forms, objects, processes or structures • New approaches by seeing the World through an imaginative lens • Novel, experimental, inspiring imagery 			
<p>Industry Examples</p> <p>The Arts, design, technology, marketing, consultants</p>			

Creator brands in action

Creator brands focus on creativity and self-expression. A natural fit for design or technology brands but also those that dismantle old systems or processes to create something new in its place.

Culturally, whether structure is loose or ordered, it's always collaborative. Brainstorming, teamwork and employee autonomy are critical. The bottom line is to work on innovation and quality to produce beautiful products of enduring value.

Marketing is often extremely aesthetic, seeming to be works of art in themselves. They differ from the "do-it-all" brands by encouraging user imagination. Their message revolves around inspiring people to think, 'I want to do what they can do'.

Creator customers

Intolerant of cheap, mass-produced junk these consumers demonstrate their taste by the things they buy. In other words, they buy not to impress but to express how much they love beautiful, high-quality things.

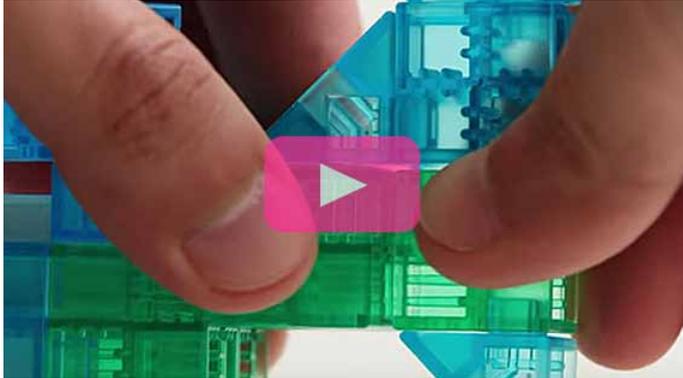
This doesn't mean they only buy high-ticket items. They are just at home browsing flea markets looking for bargains to turn into their next project. Activities such as beautifying their surroundings are what these DIY 'do-ers' are drawn to.

To reach these buyers marketing that is experimental, novel or inspires them to push boundaries, to create culture and express their own vision, will be attractive.

Brand Examples					
	Steven Spielberg	SONY	Natalie Portman	Adobe	Jimmy Hendrix

Your Brands Archetype

Exercise 7.2

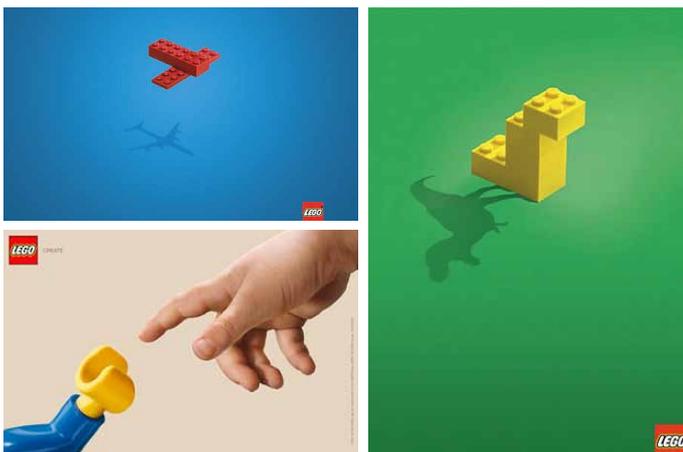


Examples of Creator brand marketing

We think of **Sony** as a producer of TV's, cameras, headphones and more, but they have been involved in childrens education from the start. Here they showcase their new coding and robotics kit "KOOV" for the next generation of young inventors.



Adobe is the out and out winner for creative software for...creatives. Here is a tongue in cheek ad for their Adobe Stock application that really helps a designers creativity and pain point of 'Keeping up with the hovering art director'.



Lego is all about the creating things and ideas through using ones imagination. This series of ads demonstrates this concept simply and powerfully.

See how lego helped people learn as they grew up and into careers they love in this [video](#).



Think, Act & Grow like a Brand

References:

Third-party trademarks are used for illustrative purposes only and are the property of the respective third party.

[The Hero and the Outlaw](#) - building extraordinary brands through the power of archetypes

[Archetypes in branding](#) - a toolkit for creatives and strategies

[Nvision-that.com](#)