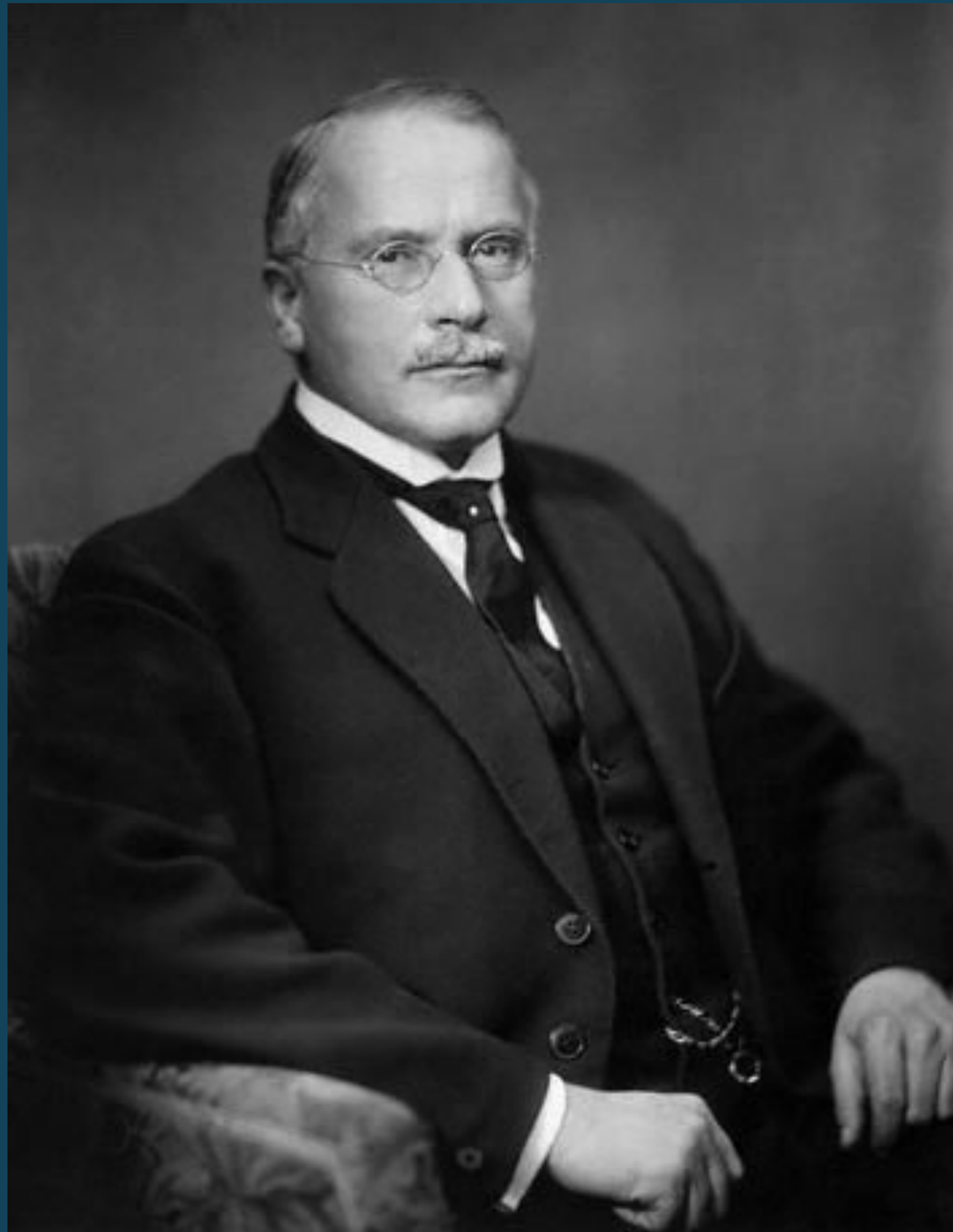


Finding your Brand Archetype



What is an Archetype?

How Archetypes play a crucial role



Carl Jung, a Swiss psychiatrist, proposed that all humans possess a dominant trait that shapes their typical behavioural patterns, desires, values, and motivations.

These universal patterns form archetypes, which are model images we instinctively recognise: the wise elder, the hero, the ruler, or the jester.

By connecting an archetype to your brand, you can subconsciously embody these traits, creating a deeper emotional connection with your target market and ensuring your brand resonates meaningfully.

The 12 Brand Archetypes



Lover



Neighbour



Entertainer



Magician



Outlaw



Hero



Sage



Explorer



Innocent



Ruler

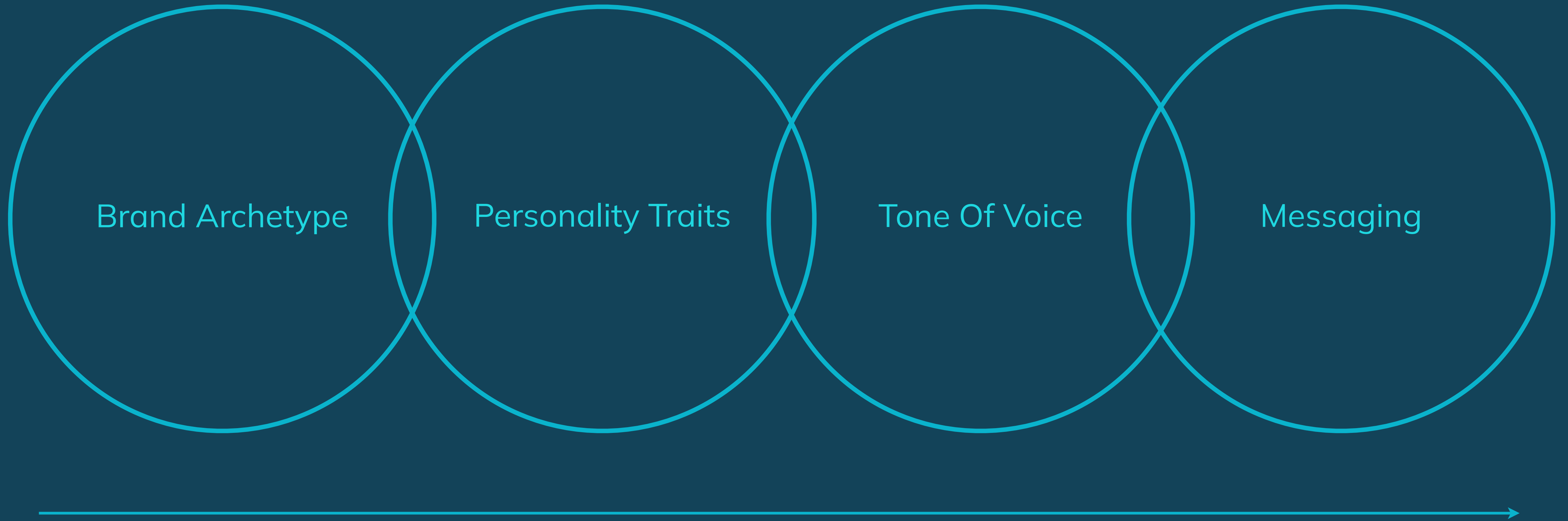


Caregiver



Creator

How it all connects



The 12 Brand Archetypes in detail



Belonging & Enjoyment



Lover

Core Desire Attaining Intimacy

Goal To be in a relationship with something they love

Fear Being alone or unwanted

Strategy Become more attractive in every way possible

Gift Passion & Commitment

Motivation Belonging, Connection & Enjoyment

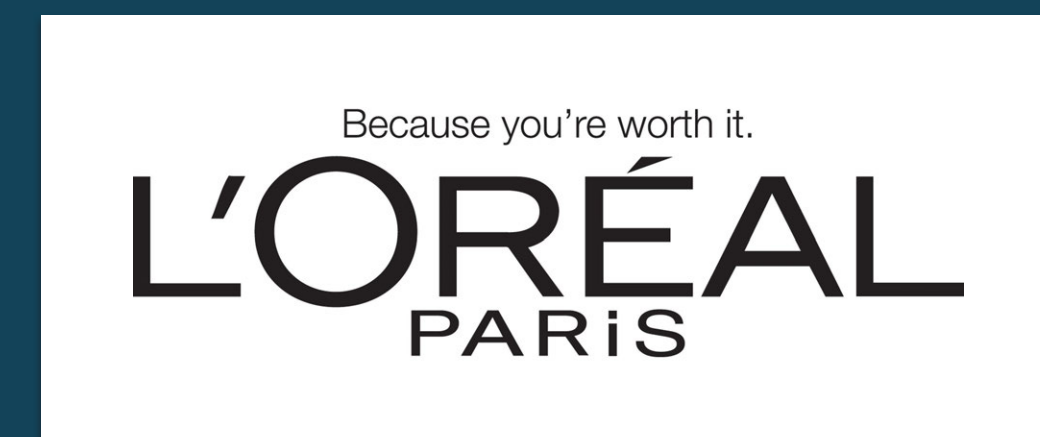
Achilles Heal Losing their identity in trying to please others

Motto "I only have eyes for you"

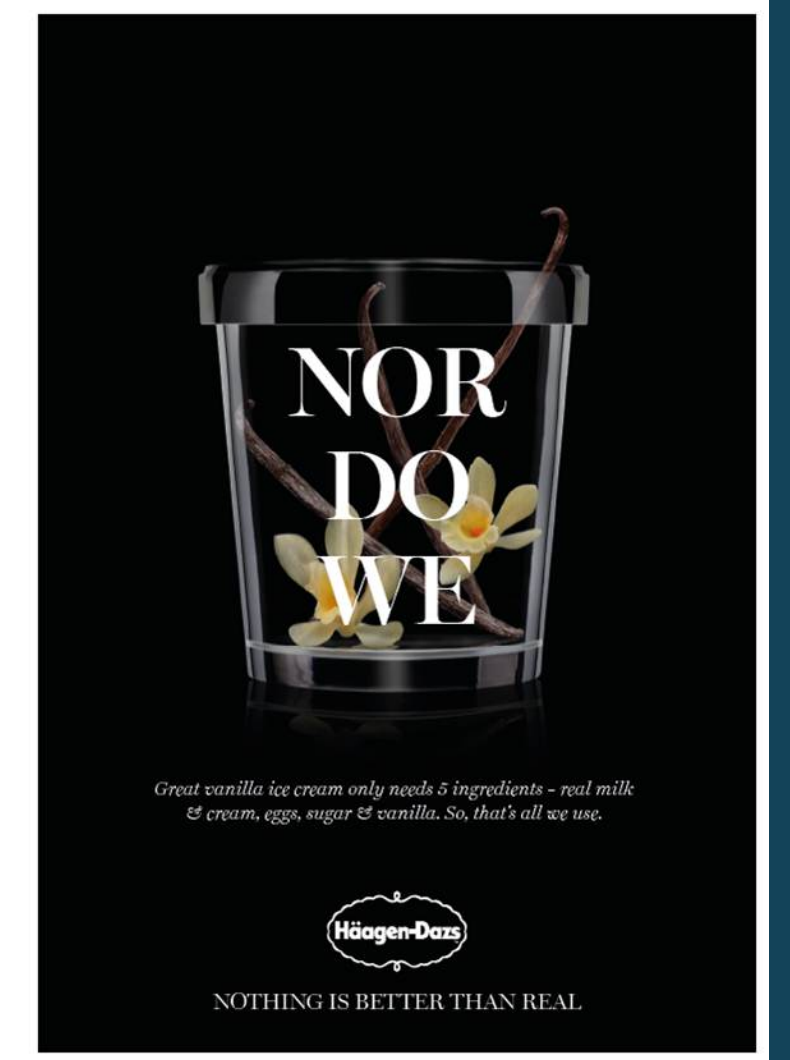
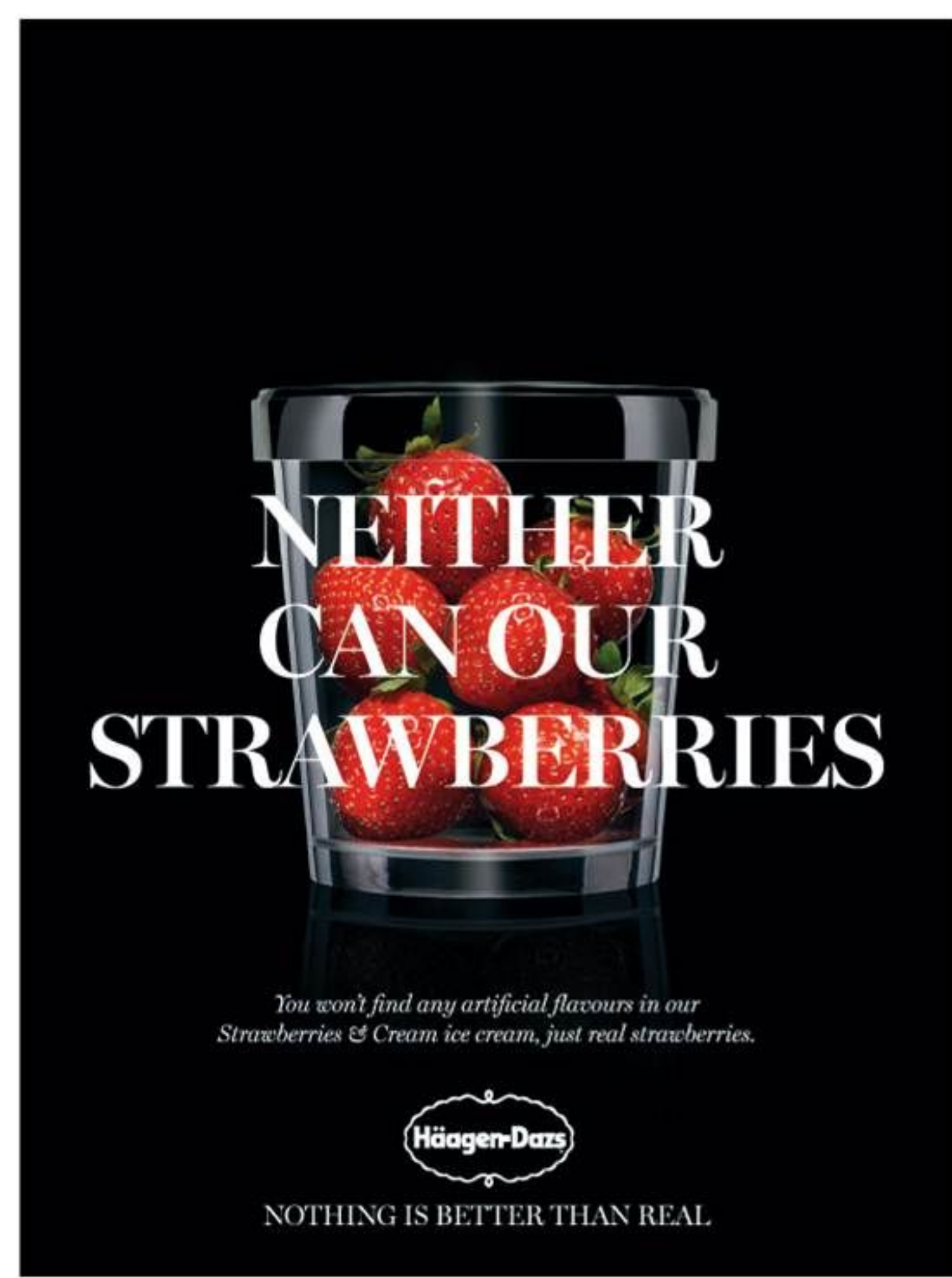
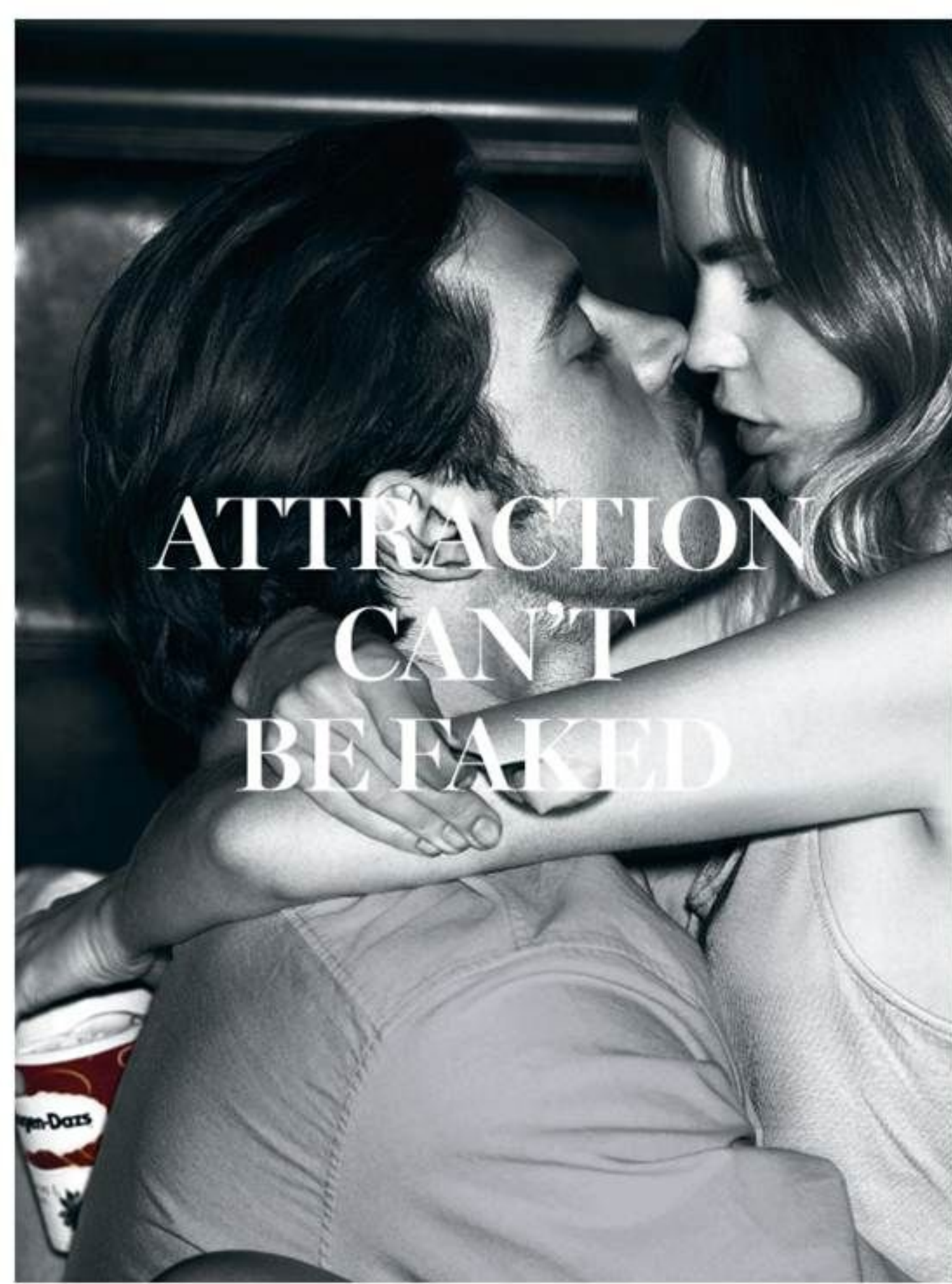
Brand Voice Affectionate. Sensual. Empathetic. Soothing



Lover Brands



Love Brand: Haagen-Dazs



Love Brand: L'Oreal



NO. 1
COLOUR RICHE®

Richness beyond compare.
Experience the richest indulgence for your lips...
Our most luxuriously rich color.
Our most intensely rich hydration.
Of course it's the #1 lipstick in the world.

In 74 rich, creamy shades,
from bold to nearly nude.

Because you're worth it™

L'ORÉAL.
PARIS



BECAUSE YOU'RE WORTH IT.
#WORTHSAYING

Because you're worth it.
L'ORÉAL
PARIS

L'ORÉAL.
PARIS

SUPERIOR Preference.
FADE-DEFYING COLOR & SHINE SYSTEM

Scarlett's fade-defying haircolor shade #10NB

Dream in *BLONDE* in 2008

Neighbour

Core Desire Connection with others

Goal To fit in

Fear Standing out or being rejected

Strategy Develop common ground and virtues to be at ease

Gift Empathy & Realism

Motivation Belonging & Connection

Achilles Heal Superficial connections

Motto “Everyone is created equal”

Brand Voice Friendly. Humble. Honest. Down to earth.



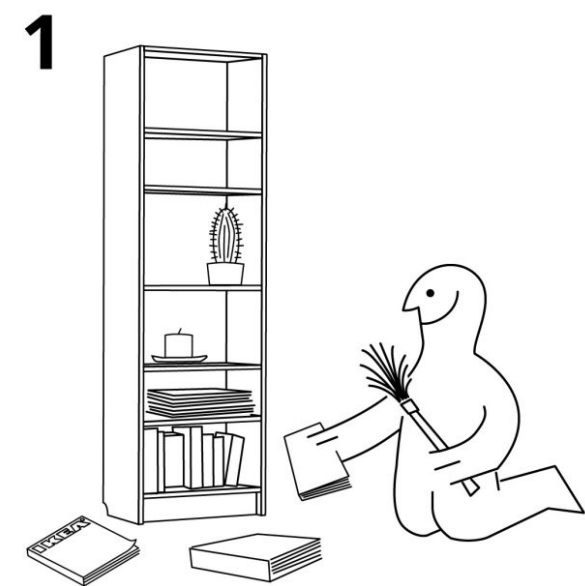
Neighbour Brands



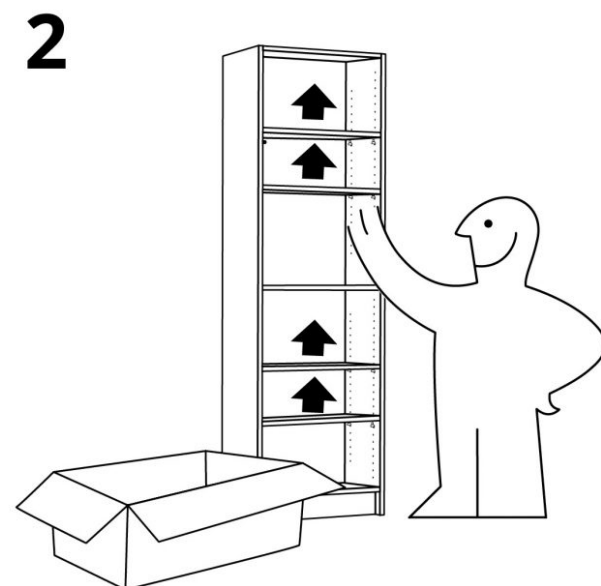
Neighbour Brand: Ikea

BILLY DISASSEMBLY INSTRUCTIONS

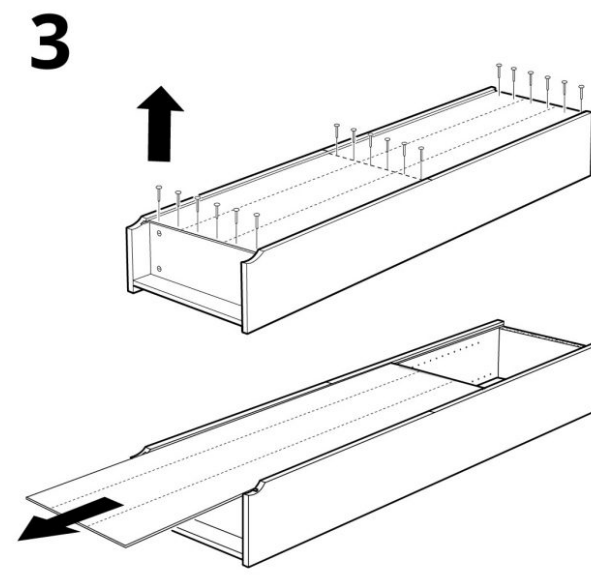
IKEA has created a number of Disassembly Instructions to help customers extend the lifecycle of their furniture. This easy-to-use guide will help customers take apart one of their favourite IKEA furniture items, BILLY, so it can be re-built in its new home.



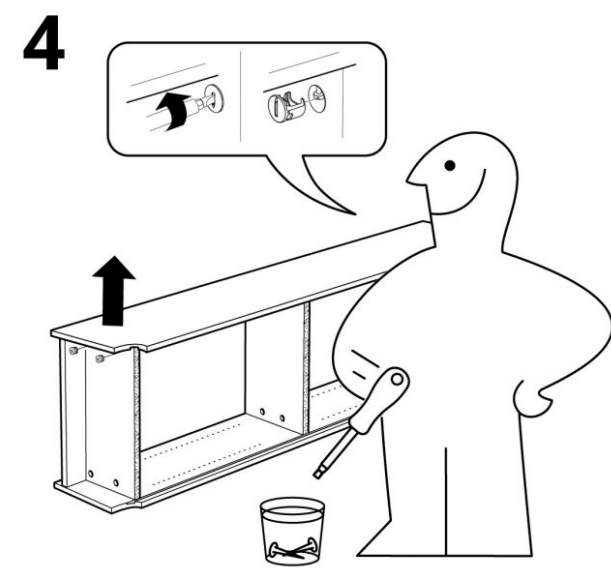
1 Remove books and other decorative items.



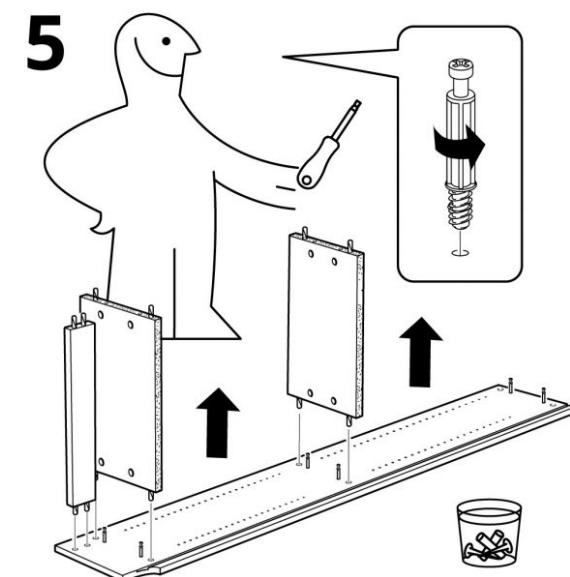
2 Remove shelves, shelf support pins and wall brackets.



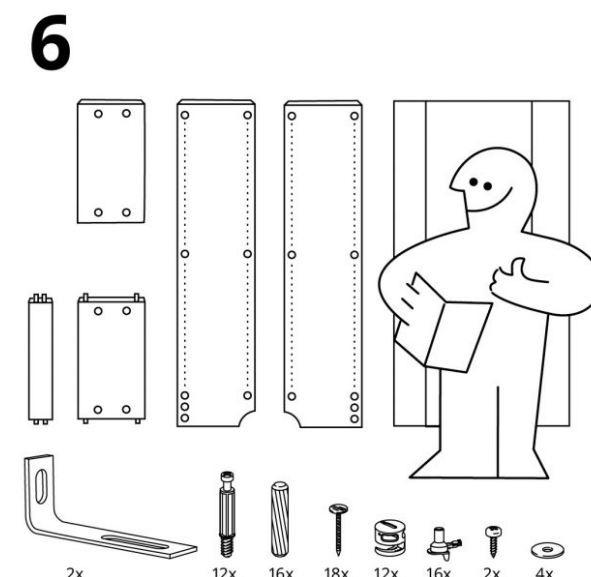
3 Place bookshelf on floor, remove pins on back board and slide backing off.



4 Place on side and remove screws.



5 Remove shelves and remove screws.



6 Here are all the parts you should have for your disassembled BILLY.

Note: If any screws or bolts are missing when you come to rebuild your bookshelf (or any other item), you can pick up free replacements from our Spare Parts Library. Simply visit Customer Returns once stores reopen.



The IKEA vision

“To create a better everyday life for the many people.” This vision goes beyond home furnishing. We want to have a positive impact on the world – from the communities where we source our raw materials to the way our products help our customers live a more sustainable life at home.

By sharing what we do, and speaking up for what we believe in, we can be part of positive change in society.

Neighbour Brand: Target

POLO \$5 Sale Goodfellow & Co.™ Loring pique polo Standard fit. Reg. \$9.99 Sizes S-XXL. Slim fit and Big & Tall sizes available at Target.com

SHORTS \$8 Sale Goodfellow & Co. twill shorts Elastic-waist style. Reg. \$4.99 Big & Tall sizes available at Target.com

Father's Day is Sunday, June 16

Yay for Dad

NEW AT **4.99-7.99** Goodfellow & Co. men's grooming Products shown and more.

Rad Dad, DAD, YOU'RE AWESOME, HAPPY FATHER'S DAY

Find the perfect card for Dad

Save 5% every day on specialty gift cards when you use your REDcard™ on cards shown and many more in store and at Target.com

Available Tuesday, June 11

Target exclusive 40-pg. filmmaker book with 4K UHD version.

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Same Day Delivery.

Easy as flipping a burger.

Delivered to your front door so you can grill more.

Visit [Target.com/Shipt](https://www.target.com/Shipt) to learn more.

same day delivery

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Expect less. Pay more.®

Entertainer

Core Desire To enjoy the moment

Goal To lighten up the work while having a great time

Fear Boredom or that they weren't invited to the party

Strategy Humour & playfulness

Gift Joy. Not too serious

Motivation Belonging & Connection

Achilles Heal Seen to be lacking a plan or vision

Motto "Life is too short to be serious"

Brand Voice Playful. Optimistic. Enthusiastic. Self-Deprecating



Entertainer Brands



Entertainer Brand: Dollar Shave Club



YOUR NEW STASH.



DollarShaveClub.com - Our Blades Are F***ing Great

A GREAT SHAVE FOR A FEW BUCKS A MONTH.
No commitment. No fees. No BS.

DO IT



Entertainer Brand: Skittles



STRUCK by a RAINBOW – A Skittles Documentary

654K views • 8 years ago

STRUCK by a RAINBOW is a real, made up documentary extravaganza that dives into the world of a man whose life was transformed forever after experiencing an unknown and unexplained meteorological,...




Entertainer Brand: Snickers

**OH DEER
ITS HARD TO SPEL
WHEN YOUR HUNGRY**

**IF YOU KEAP MAKING TYPING MISTAKES
GRAB YOURSELF A SNICKERS FAST**



VISIT OUR FACEBOOK PAGE IF YOUR NOT SHAKING TO MUTCH 



Stability & Control



Creator

Core Desire Creating enduring value

Goal Offering up new, imaginative ways of solving problems

Fear Mediocre execution & conformity

Strategy Create culture & self-expression

Gift Creativity & Imagination

Motivation Stability & Control

Achilles Heal Perfectionism, miscreation

Motto “Once imagined, then there’s no limitation”

Brand Voice Unique. Descriptive. Passionate.



Creator Brands

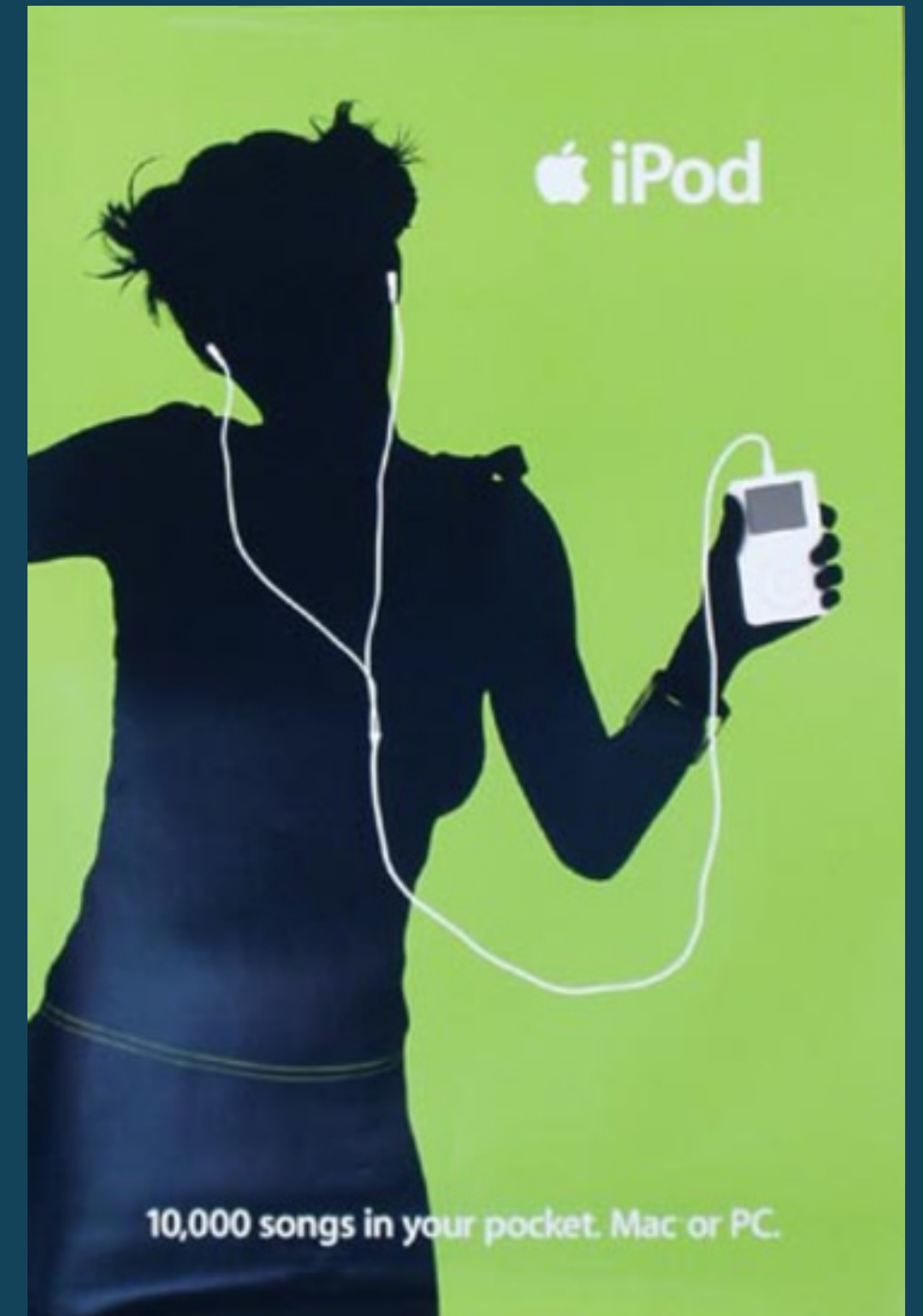


Creator Brand: apple



The thrill of surfing.
The agony of choosing a color.

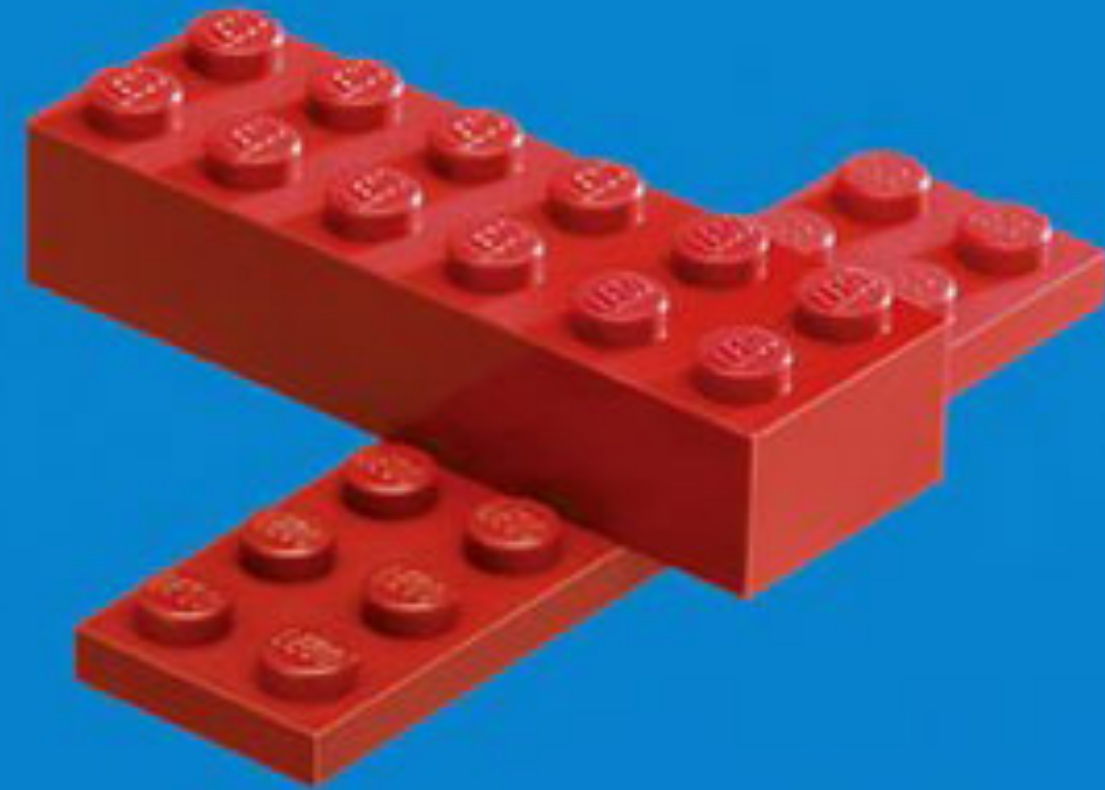
Hop on an iMac and in just ten minutes you could be surfing the internet and e-mailing everyone and their brother. Now for the hard part: what color will it be? www.apple.com Think different.



Apple iPod

10,000 songs in your pocket. Mac or PC.

Creator Brand: Lego



imagine
the possibilities



Inspiring and developing the builders of tomorrow.
visit www.lego.com

Caregiver

Core Desire Protect people from harm

Goal To help others

Fear Selfishness & Ingratitude

Strategy To do things for others

Gift Compassion & Generosity

Motivation Stability & Control

Achilles Heal Martyrdom of self & entrapment of others

Motto “Love everyone, as you do yourself”

Brand Voice Thoughtful. Kind. Caring. Warm. Reassuring



Caregiver Brands



Caregiver Brand: Toms Shoes



Caregiver Brand: Social Bite



Ruler

Core Desire	Control
Goal	To create a prosperous.... anything
Fear	Chaos & Being Over-thrown
Strategy	Expert Leadership
Gift	Responsibility, Leadership & Confidence
Motivation	Stability & Control
Achilles Heal	Too Bossy & Authoritarian
Motto	“Power isn’t everything. It’s the only thing”
Brand Voice	Commanding. Refined. Articulate



Ruler Brands



Ruler Brand: American Express

**AN EXPERIENCE
THAT MAKES
YOU RETHINK
EVERY OTHER
ONE YOU'VE
HAD**



AMERICAN EXPRESS
PLATINUM
C.F. FROST
95

The world is yours
with Platinum.



AMERICAN EXPRESS

**DON'T
TAKE ON
THE WORLD
WITHOUT IT.**

REBECCA GILL
MEMBER SINCE 2014



AMERICAN EXPRESS

DON'T *live life* WITHOUT IT™

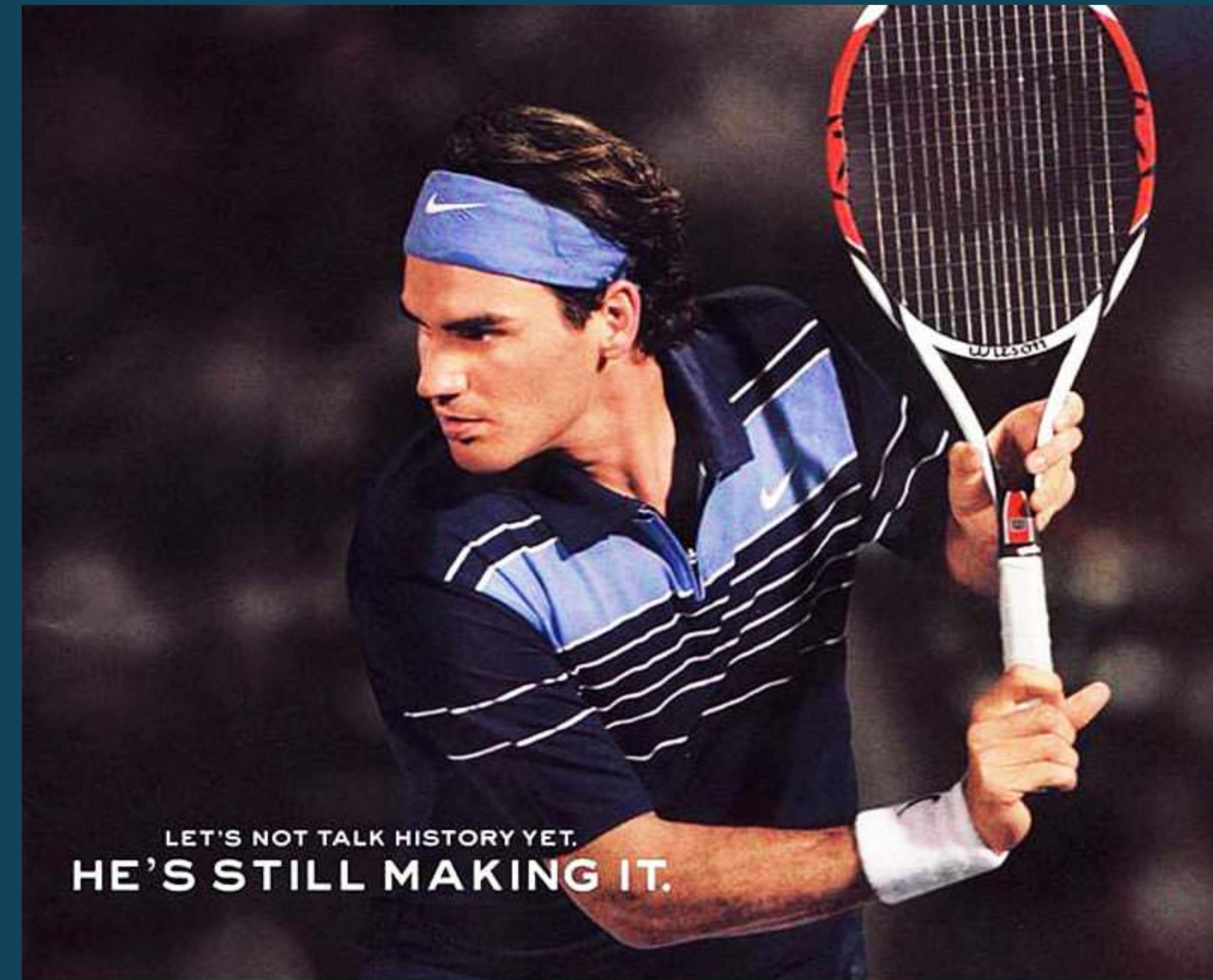
Ruler Brand: Rolex

CHECKING HIS WATCH
COSTS BILL GATES

\$300

A SECOND

WHAT IS YOUR TIME WORTH?



LET'S NOT TALK HISTORY YET.
HE'S STILL MAKING IT.

How complete is Roger Federer's game? His forehand unleashes the ball at speeds nearing 100 mph. His backhand finds angles that nobody can return. His volley: graceful, efficient, precise. His mental game can be described as tough, brilliant and daunting. Whether you're sitting in the stands or facing him across the net, to watch Roger Federer play is to witness something that comes along very seldom. Greatness.



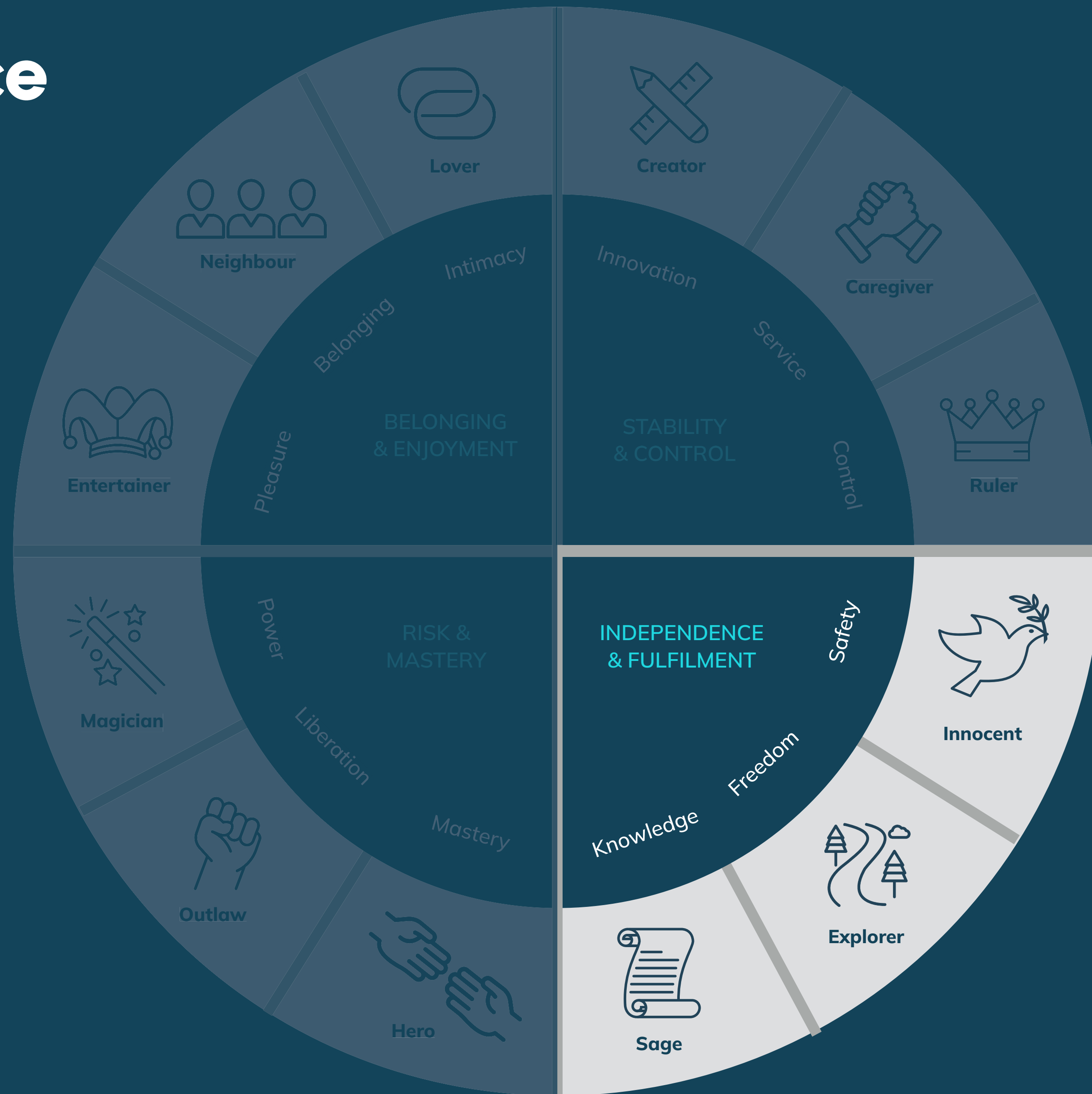
ROLEX.COM

OYSTER PERPETUAL GMT-MASTER II


ROLEX

FOR AN OFFICIAL ROLEX JEWELER CALL 1-800-367-6539. ROLEX, OYSTER PERPETUAL AND GMT-MASTER II ARE TRADEMARKS.
NEW YORK

Independence & Fulfilment



Innocent

Core Desire To experience paradise

Goal To be happy

Fear Being wrong that provokes punishment

Strategy Do things right

Gift Optimism, Carings & Virtuous

Motivation Independence & Fulfilment

Achilles Heal Struggle when times are hard

Motto “Free to be you and me”

Brand Voice Optimistic. Honest. Humble. Simple. Cheerful.



Innocent Brands



Innocent Brand: innocent smoothies

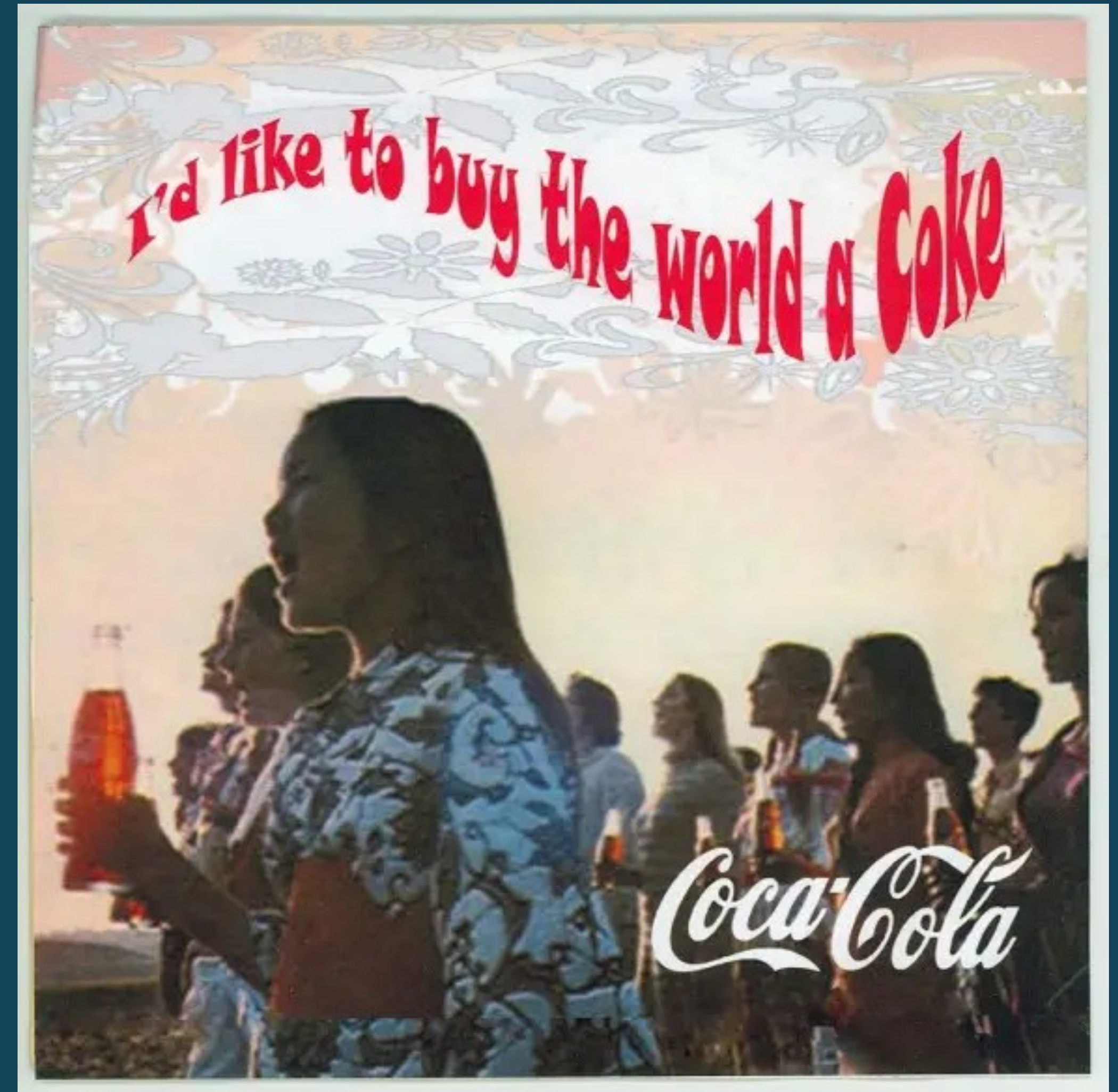


fill yourself
with goodness



innocent smoothies
2 of your 5 a day

Innocent Brand: Coca-Cola



Explorer

Core Desire	To be free to find ones self
Goal	Experience a better, more authentic & fulfilling life
Fear	Being part of the establishment & feeling empty
Strategy	Discover new experiences, even if they have to take risks
Gift	Autonomy, “no limit” philosophy & true to themselves
Motivation	Independence & Fulfilment
Achilles Heal	Aimless wandering and not fitting in.
Motto	“Don’t fence me in”
Brand Voice	Confident. Empowering. Relatable. Open-minded



Explorer Brands



Explorer Brand: Red Bull



SKYDIVING

The Space Jump That Shook the World

© Red Bull

A new documentary further explores the challenges behind Stratos on its one-year anniversary.

Explorer Brand: The North Face



Sage

Core Desire To discover the truth

Goal To understand the world & pass it on

Fear Ignorance & being duped

Strategy Seek knowledge & information to understand & reflect on

Gift Wisdom, Intelligence & Rational decisions makers

Motivation Independence & Fulfilment

Achilles Heal Endless study without action

Motto “The truth will set you free”

Brand Voice Knowledgeable. Factual. Intelligent. Assured



Sage Brands



Sage Brand: TEDx

Featured

What if you could sing in your favorite musician's voice?

In this mind-blowing tech demo, multidisciplinary artist Holly Herndon and musician Pher introduce Holly+, an AI-powered instrument that lets other people sing in Holly's voice.

Watch now



KATE KAHLE

Why autism is often missed in women and girls



ALEXANDRA HOROWITZ

Why all dogs are good dogs

TEDx

1 Billion Views of TEDx Ideas Worth Spreading

Since the beginning of the TEDx program in 2009, nearly 15,000 events have been held in every corner of the globe. And now, a new TEDx milestone has been reached: one billion views of TEDx Talks. To celebrate, **explore 15 amazing talks from around the globe**, sparking both global and local conversations and connections.

For the full experience, please try exploring the app on your desktop or tablet in landscape mode.

Sage Brand: BBC

Nature

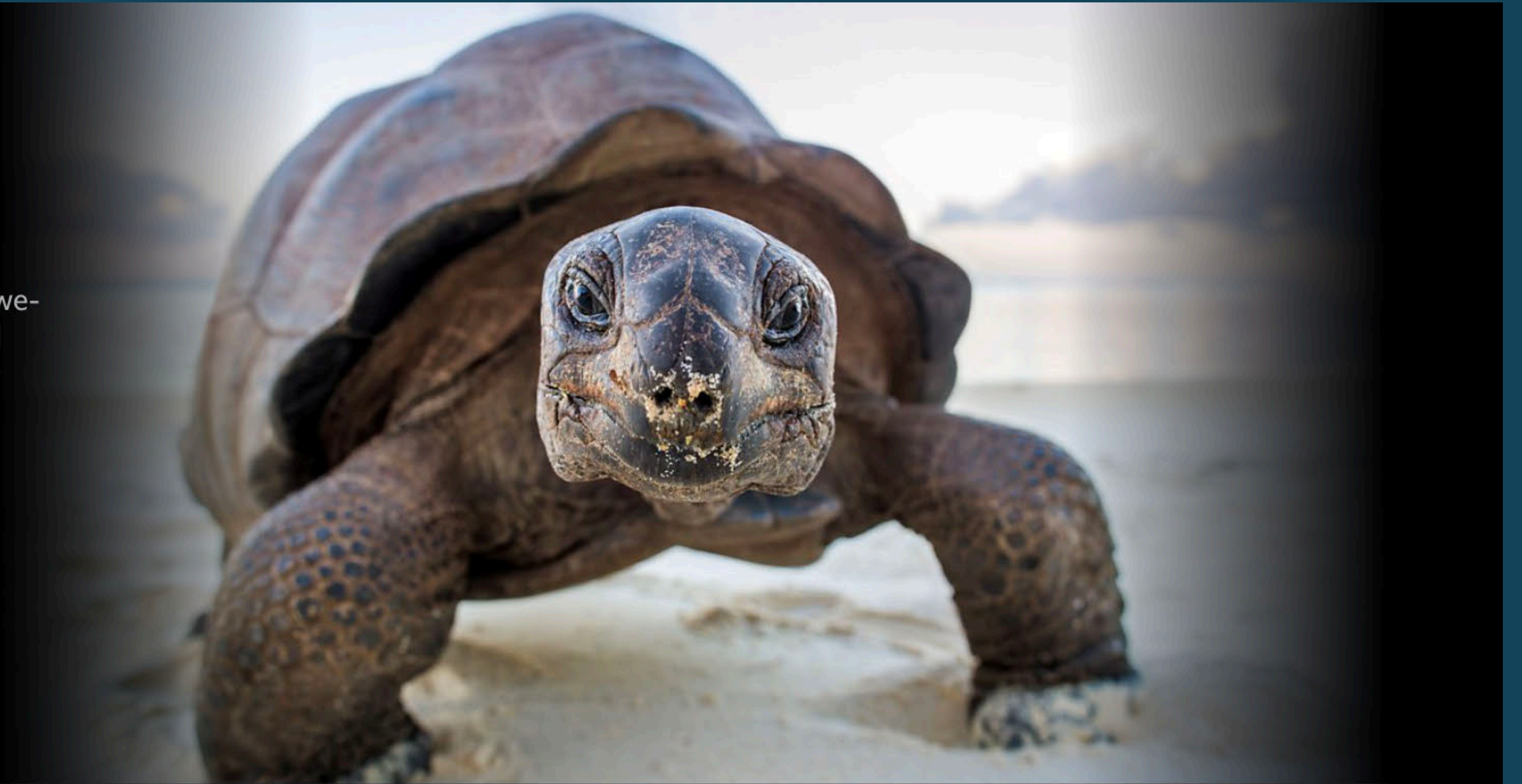
A Perfect Planet

Our planet is one in a billion. How incredible, awe-inspiring life is driven by its natural forces - and how we can ensure humans become a force for good. With David Attenborough.

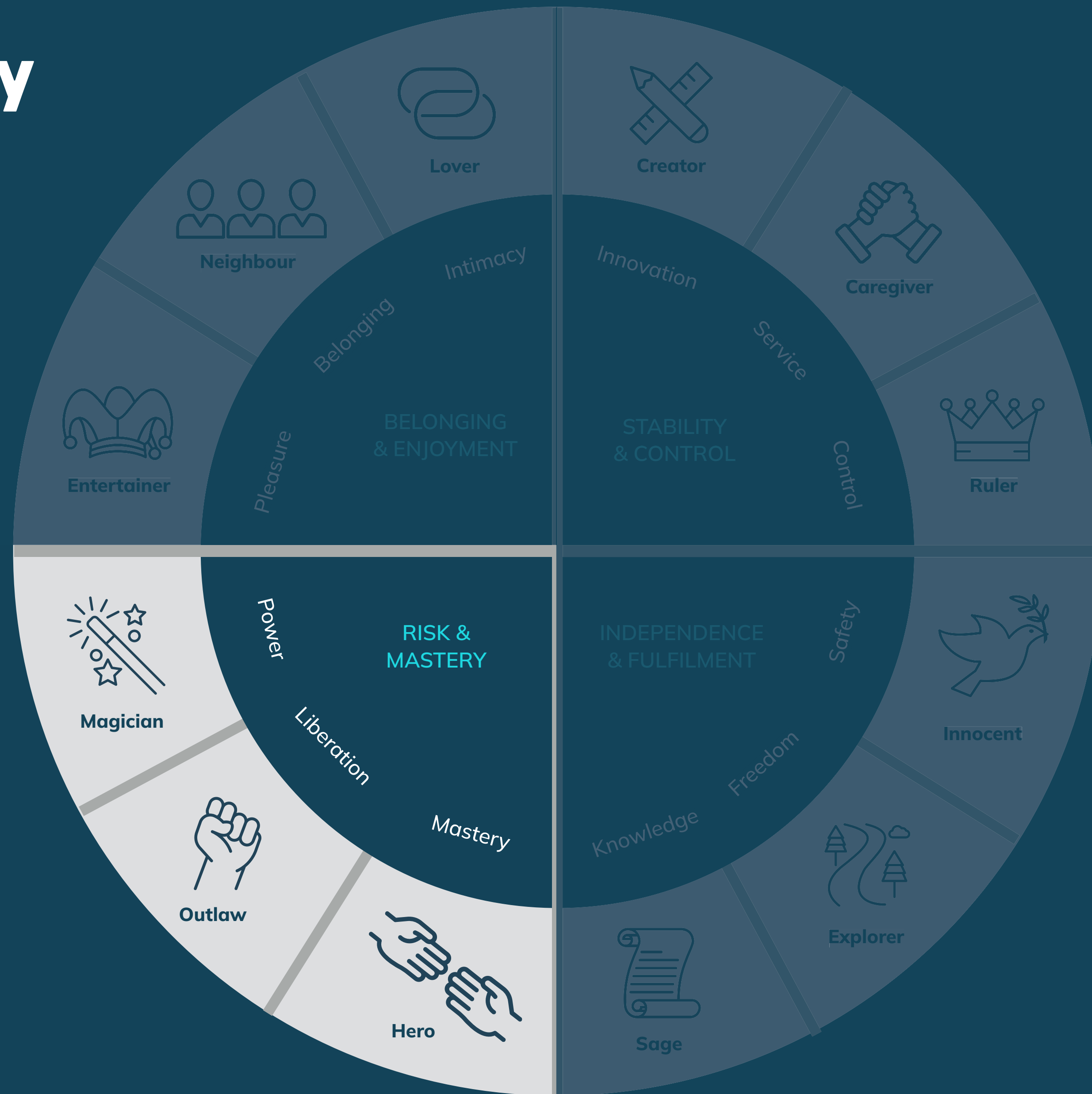
5 Episodes Available



Start Watching
Series 1: 1. Volcano



Risk & Mastery



Magician

Core Desire To understand the laws of how the universe works

Goal Make dreams come true

Fear Unanticipated negative consequences

Strategy Develop a vision, live it & connect others to the inspiration

Gift Transformation to find win-win outcomes

Motivation Risk & Mastery

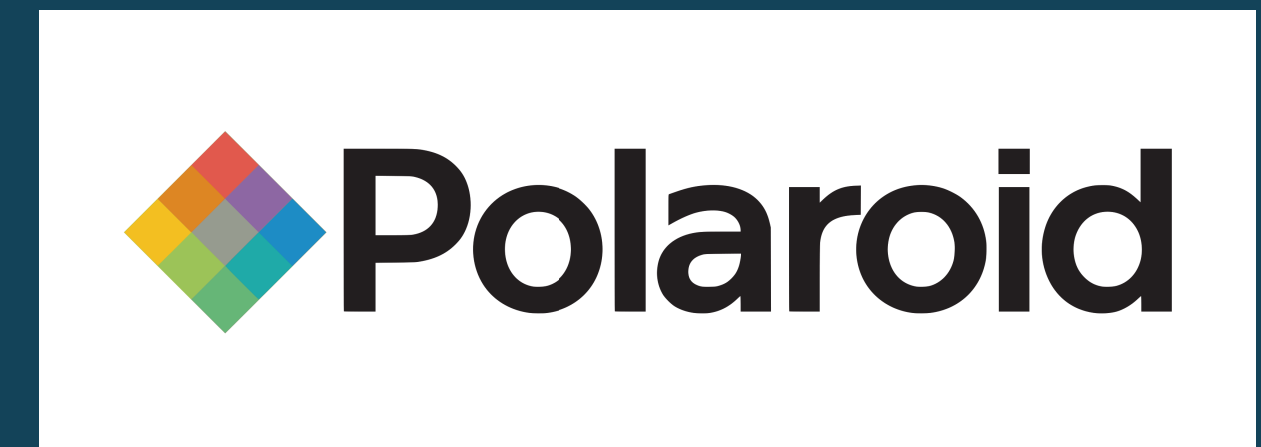
Achilles Heal Becoming or been seen as manipulative

Motto “It can happen”

Brand Voice Mystical. Articulate. Informed. Expansive



Magician Brands



Magician Brand: Disney



Magician Brand: Polaroid

Real Life is beautifully imperfect

It's messy and unexpected. It's beautifully imperfect - just like Polaroid Photography. Capture real life with our Polaroid Generation 2 instant cameras.

[Shop Now](#)

[Get Inspired](#)



Camera Coughs Out Finished Prints

YOUR present camera performs only one of many steps—developing, fixing, printing, and so on—involving in making a photograph. Edwin H. Land, 38-year-old president of the Polaroid Corporation, has invented a one-step process in which the camera does everything. With his camera, you snap the shutter and turn a knob; 60 seconds later you have a finished, dry print.

The Land camera takes its pictures in the conventional way, but inside it, in addition to the film roll, there is a roll of positive paper with a pod of developing chemicals at the top of each frame. Turning the knob forces the exposed negative and the paper together through rollers, breaking the pod and spreading the reagents evenly between the two layers as they emerge from the rear of the camera. Clipped off, they can be peeled apart a minute later.

Ordinary chemicals are used, but the negative is not transparent and light is not

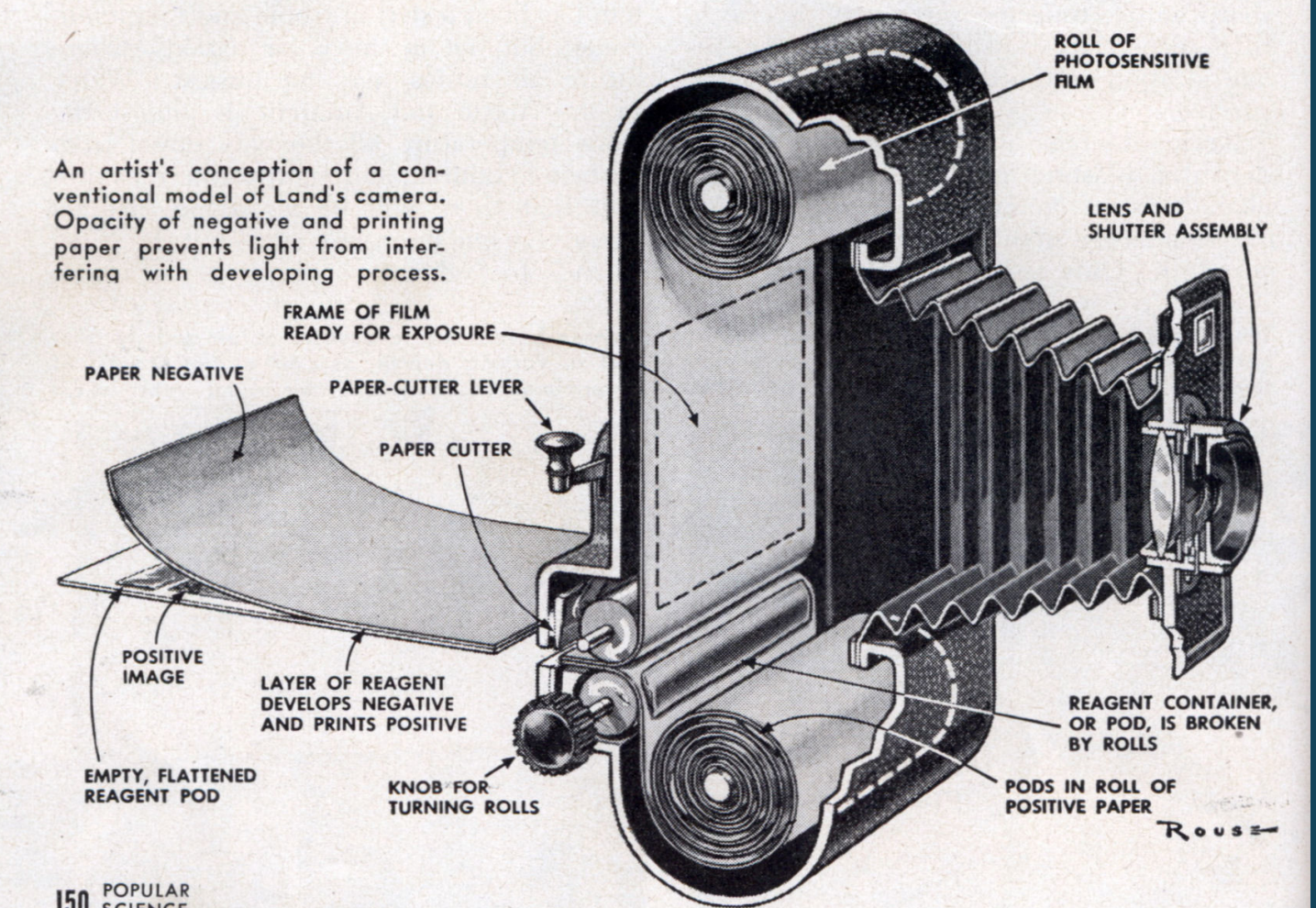


Land displays a one-minute photograph of himself. A model of his camera has been designed for large-scale production, but plans for it are undisclosed.

required for printing. The unexposed portions of silver halide are transferred from the negative to form the positive image.

Land says that ordinary transparent film can be adapted to one-step photography, but he sees no need for it. If additional prints are desired, the easiest way is to make additional exposures. If necessary, the original print can be rephotographed.

An artist's conception of a conventional model of Land's camera. Opacity of negative and printing paper prevents light from interfering with developing process.

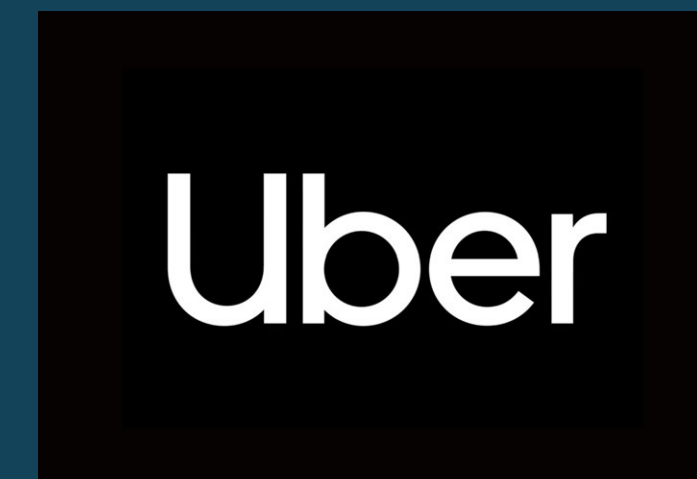


Outlaw

Core Desire	Revolution or Revenge
Goal	To destroy what is not working. Break rules
Fear	Regulated. Conformity. Inconsequential
Strategy	Disrupt, destroy or shock
Gift	Radical freedom, outrageousness, empowerment.
Motivation	Risk & Mastery
Achilles Heal	Going too far
Motto	“Rules are meant to be broken”
Brand Voice	Disruptive. Rebellious. Honest. Candid



Outlaw Brands



Outlaw Brand: Harley Davidson

**THIS COUNTRY WASN'T FOUNDED ON
THE DECLARATION OF BLENDING IN.**



YOU CAN'T BOIL DOWN WHAT A HARLEY-DAVIDSON® STANDS FOR MORE THAN THAT. BECAUSE FROM THE BEGINNING, IT'S ALWAYS BEEN ABOUT MORE THAN JUST A MOTORCYCLE. IT'S A BELIEF THAT LIFE SHOULD BE LIVED ON YOUR OWN TERMS. LIVE YOUR LEGEND.™ SIGN UP FOR A TEST RIDE AT H-D.COM/TODAY



**I AM WOMAN.
HEAR ME ROAR.**



A woman's place, we all know, is wherever she wants to be. And there's no better way to get there than on a Harley.® So join the club that put the "move" in the women's movement, the Harley Owners Group, by visiting your local Harley-Davidson® dealer or calling 1(800) CLUB HOG.™

JOIN THE HARLEY OWNERS GROUP.™



Outlaw Brand: Virgin

BA don't give a Shiatsu.

UpperClass Free onboard massage.

virgin atlantic 



Hero

Core Desire Be courageous & prove one's worth through difficult action

Goal To exert mastery that helps to improve the world

Fear Weakness. Vulnerability.

Strategy Strong, competent & powerful as possible to help others

Gift Endurance, strength & courage

Motivation Risk & Mastery

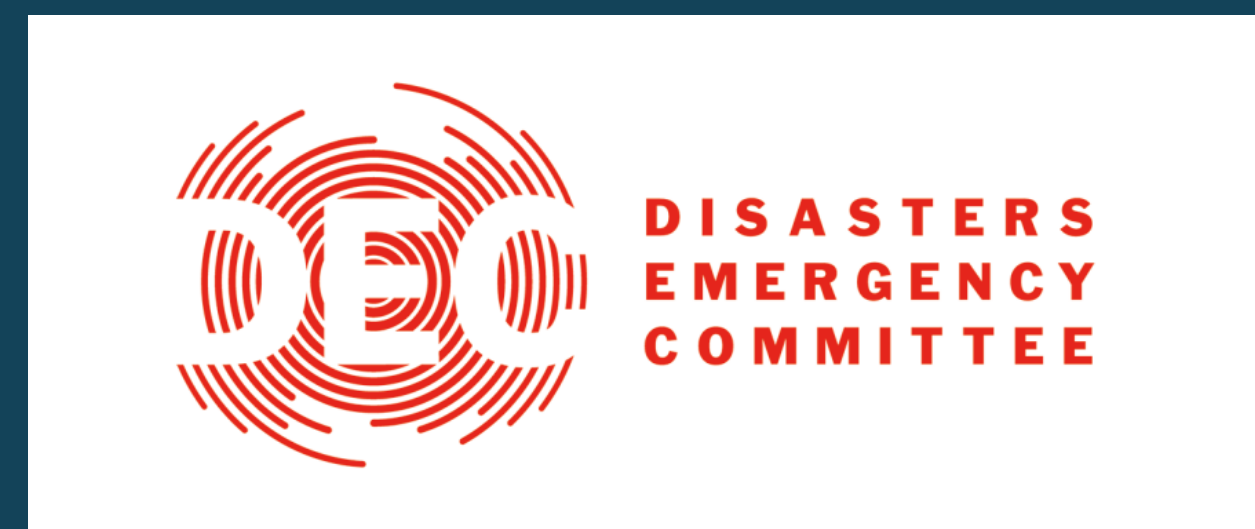
Achilles Heal Arrogance & the need to be fighting something/someone

Motto "Where there's a will, there's a way"

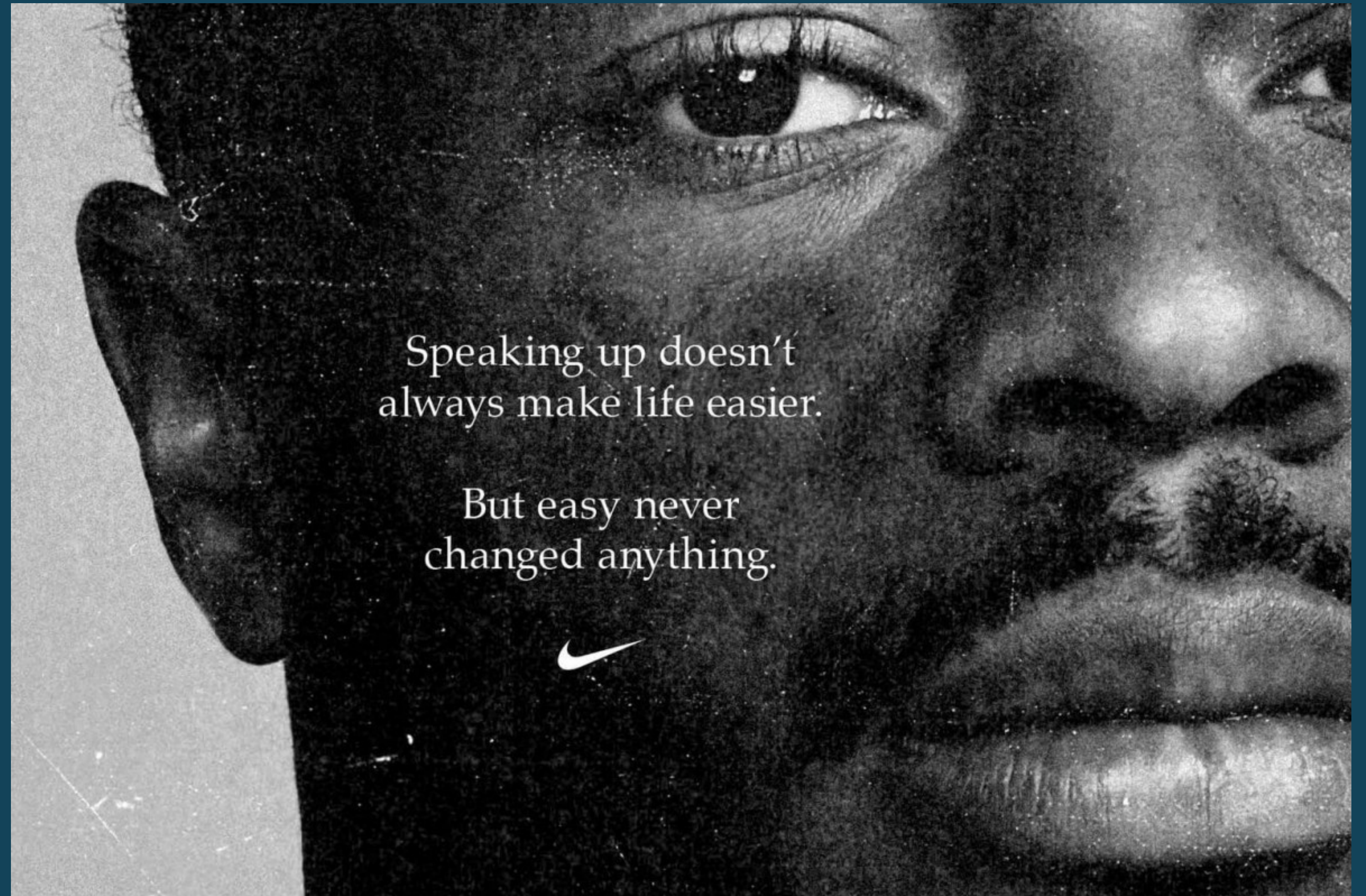
Brand Voice Motivational. Direct. Brave. Self-confident & disciplined



Hero Brands



Hero Brand: Nike



Hero Brand: DEC

YEMEN IS IN THE GRIP OF A CIVIL WAR THAT HAS LEFT:

7 MILLION PEOPLE ON THE BRINK OF STARVATION

**OVER 3 MILLION MOTHERS AND CHILDREN
ACUTELY MALNOURISHED**

**MORE THAN 60% OF THE POPULATION IN
URGENT NEED OF HELP**



YEMEN CRISIS APPEAL

HELP SAVE LIVES

He died...

but there are thousands
we can save.

Africa is suffering its greatest famine in living memory. In countless villages in the worst affected countries in East Africa and the Sahel – Ethiopia, Djibouti, Somalia, Kenya, Uganda, Sudan, Chad, Upper Volta, Mali, Mauritania, Senegal there is no food or water.

We need money to buy the essentials to keep people alive today. Then to buy items to help them build a future – seed, tools, equipment to locate and develop new water supplies.

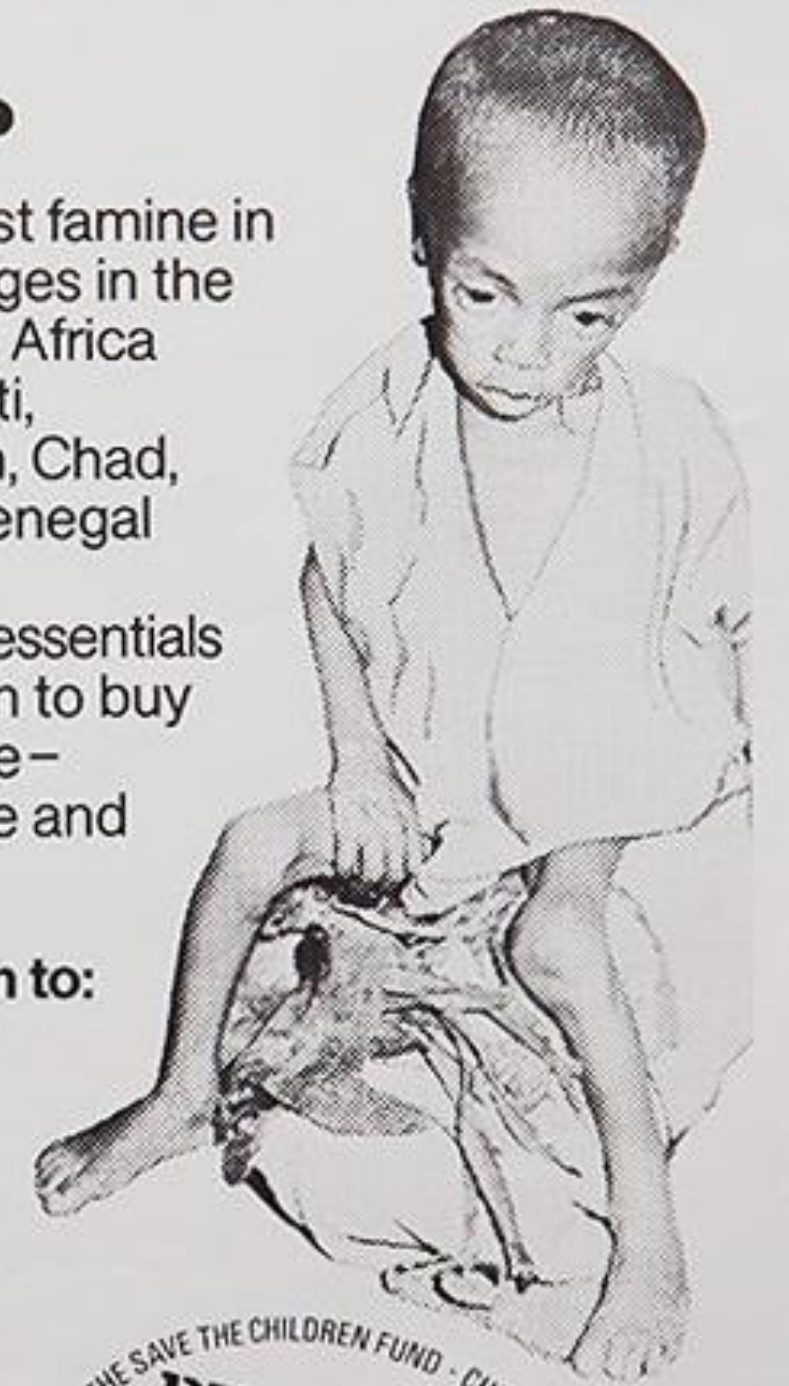
Please send as much as you can to:

FAMINE IN AFRICA APPEAL

Room 110, PO Box 999, London EC3V 9HP.

(Please enclose SAE if receipt required.)

Or through any Post Office
by Transcash (A/C FREEPAY 9911) or through any Bank.



THE SAVE THE CHILDREN FUND - CHRISTIAN AID
**DISASTERS
EMERGENCY
COMMITTEE**
CAFOD - THE BRITISH RED CROSS SOCIETY - OXFAM

Chris Dowdall
Brand & Culture
Partner