



RENO - THE HOUSE CAR

RENO is a brand of cars that is known for its reliability and durability. It is a brand that has been around for a long time and has a strong reputation for being a 'house car' - a car that is reliable and easy to maintain.

DUROCELL
NIKE
GOODYEAR
BMW

STARBUCKS - THE COFFEE COMPANY

Starbucks is a brand of coffee that is known for its quality and variety. It is a brand that has been around for a long time and has a strong reputation for being a 'coffee company' - a company that is dedicated to providing high-quality coffee to its customers.

STARBUCKS
PEPPER
WOLFE
WOLFE

GOOGLE - THE SEARCH ENGINE

Google is a brand of search engine that is known for its speed and accuracy. It is a brand that has been around for a long time and has a strong reputation for being a 'search engine' - a company that is dedicated to providing high-quality search results to its users.

PHILIPS
HBO
CNN
Google

FIRST THINGS FIRST - WHAT DO WE WANT TO USE IT FOR?

PROJECT - THE NEW WORLD OF THE FUTURE

Project is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

Project
Dove
Carroll
Amtrak

CREATOR - THE NEW WORLD OF THE FUTURE

Creator is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

dyson
B&B
LEGO

RULER - THE NEW WORLD OF THE FUTURE

Ruler is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

Microsoft
Apple
Amazon
Sony

CATERGIRL - THE NEW WORLD OF THE FUTURE

Catergirl is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

YOKO
OKO
FURY
YOKO

EVERYMAN - THE NEW WORLD OF THE FUTURE

Everyman is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

Disney
ebay

LOVER - THE NEW WORLD OF THE FUTURE

Lover is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

marie claire

LESTER - THE NEW WORLD OF THE FUTURE

Lester is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

Ferrari
BMW
Volvo
4

BULLAW - THE NEW WORLD OF THE FUTURE

Bullaw is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

ESSENTIAL
DIESEL

MADON - THE NEW WORLD OF THE FUTURE

Madon is a brand of products that is known for its innovation and quality. It is a brand that has been around for a long time and has a strong reputation for being a 'new world of the future' - a company that is dedicated to providing high-quality products to its customers.

LYNX
intel
ARCUT
Volvo

THE 11 MASTER ARCHETYPES

DEVELOPING COMPELLING BRAND PERSONALITIES

Developing compelling brand personalities is a key to success in the marketplace. It involves creating a brand that is unique, memorable, and resonates with your target audience.

USING ARCHETYPES TO DEVELOP BRAND PERSONALITIES

Using archetypes to develop brand personalities is a powerful tool for creating a brand that is unique and memorable. It involves identifying the core values and personality traits of your brand and using them to guide your marketing and branding efforts.

PERLA PLAYS THE FIVE CARDS

ARIEL COMMUNICATES DIFFERENTLY

BUT THESE CARDS ARE DIFFERENT

MOST OF THEM ARE TYPICALLY

WHICH ARCHETYPES ARE THESE

ARCHETYPES CAN BE USED TO

Archetypes can be used to create a brand that is unique and memorable. They provide a framework for understanding the core values and personality traits of a brand and using them to guide marketing and branding efforts.

ISN'T THIS WHAT WE WANT

THEY TRANSCEND TIME AND PLACE

THEY ARE SHORTCUTS TO MEANING

WE INTUITIVELY GET ARCHETYPES

TEST IT AGAIN - IS AN archetype

JUNG'S ARCHETYPAL THEORY

Jung's archetypal theory is a powerful tool for understanding the human psyche and creating a brand that resonates with your target audience. It involves identifying the core values and personality traits of a brand and using them to guide marketing and branding efforts.

IT'S NOT THAT NEW - AND IT'S ACTUALLY BEEN

HERE'S AN IDEA

IF PEOPLE ARE EMOTIONAL

NOW BRANDS ARE BECOMING MORE

Now brands are becoming more like people. They are developing personalities and emotions that resonate with their target audience.

A BRAND IS A COHERENT SET OF

FIRST THINGS FIRST... WHAT DO
WE MEAN BY 'BRAND'?





*A BRAND IS A COHERENT SET OF
IDEAS IN YOUR CONSUMER'S MIND*



NOW BRANDS ARE BECOMING MORE LIKE *PEOPLE*

- A BRAND IS A **PERSONIFICATION** OF A PRODUCT, SERVICE OR EVEN AN ENTIRE COMPANY
- LIKE A PERSON, IT HAS A NAME, **PERSONALITY, CHARACTER AND REPUTATION.**
- LIKE A PERSON, YOU CAN RESPECT, LIKE AND **EVEN LOVE A BRAND.** YOU CAN THINK OF IT AS A DEEP PERSONAL FRIEND, OR MERELY AN ACQUAINTANCE.
- YOU CAN VIEW IT AS **DEPENDABLE OR UNDEPENDABLE,** PRINCIPLED OR OPPORTUNISTIC, CARING OR CAPACIOUS.
- LIKE YOU LIKE TO BE AROUND SOME PEOPLE AND NOT OTHERS, THERE ARE BRANDS THAT **YOU WARM TO** AND OTHERS THAT YOU DO NOT.
- PEOPLE HAVE CHARACTER **...AND SO DO BRANDS.**



BUT PEOPLE ARE EMOTIONAL BEINGS...*NOT RATIONAL*

"REASON IS NOT AS 'PURE'
AS MOST OF US THINK IT IS OR
WISH IT TO BE; EMOTION
AND FEELINGS AREN'T
INTRUDERS INTO THE BASTION
OF REASON. WE FEEL BEFORE
WE THINK. IN FACT WE FEEL
IN ORDER TO THINK."

DESCARTES' ERROR, ANTONIO DAMASI

"EMOTION, INTUITION,
LONG-TERM MEMORIES
AND UNCONSCIOUS
MOTIVATIONS MAKE UP AS
MUCH AS 80 PERCENT OF OUR
DECISION-MAKING PROCESSES.

THAT LEAVES JUST 20 PERCENT

KEVIN ROBERTS, SAATCHI & SAATCHI

HOW CAN WE FIND DEEPER WAYS TO CONNECT
WITH OUR CONSUMERS (PEOPLE)?



The image features a warm, orange-toned background with several incandescent light bulbs hanging from black cords. One bulb in the center is brightly lit, casting a strong glow, while the others are unlit and appear as soft, out-of-focus shapes. The text "HERE'S AN IDEA..." is written in a white, outlined, sans-serif font across the lower portion of the image.

HERE'S AN IDEA...



IT'S NOT THAT NEW, AND IT'S ACTUALLY BEEN
AROUND FOR AGES...

BUT IT'S STILL KINDA COOL...

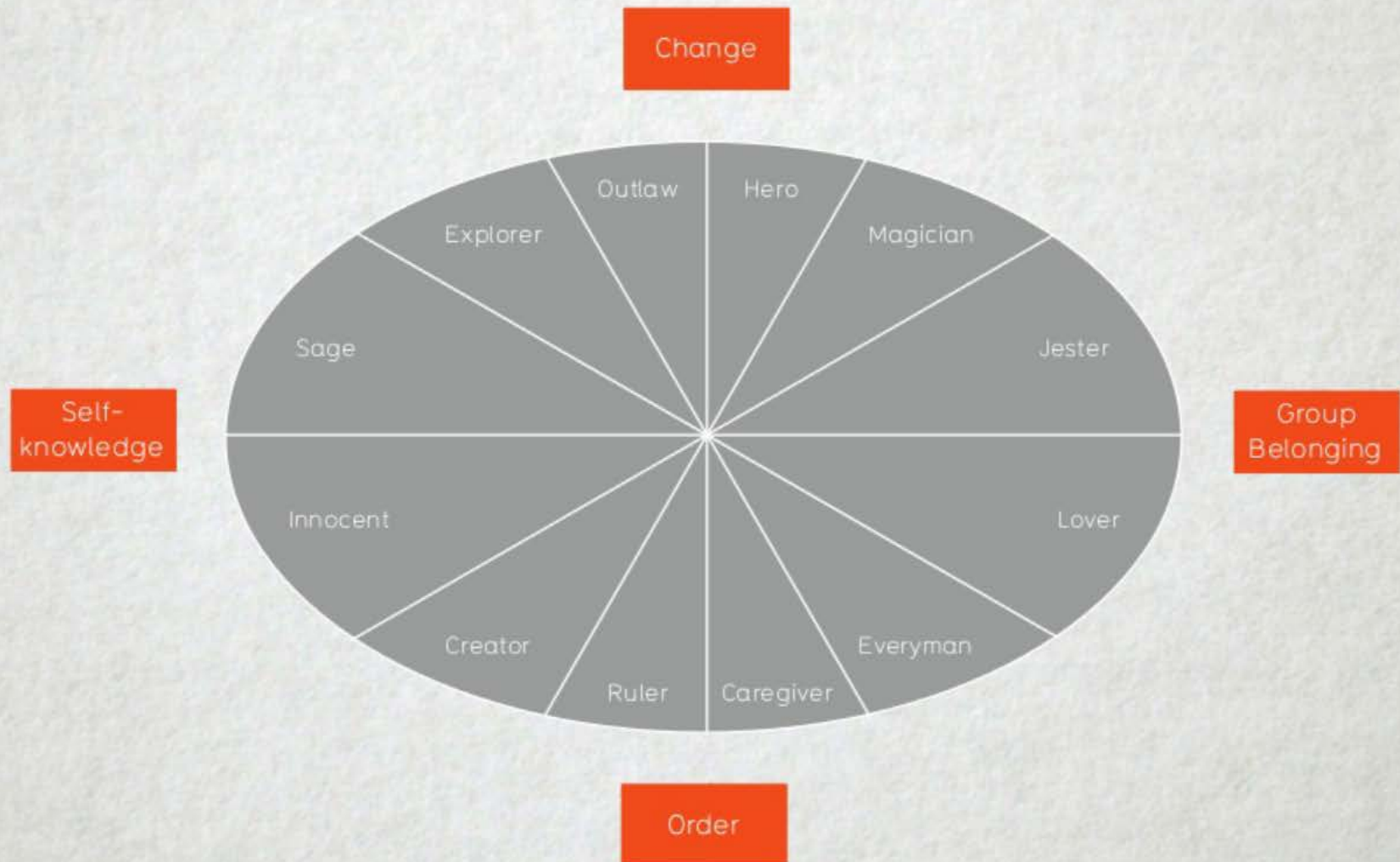


JUNG'S 'ARCHETYPAL THEORY'

"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 HARDWIRED INTO OUR PSYCHES."



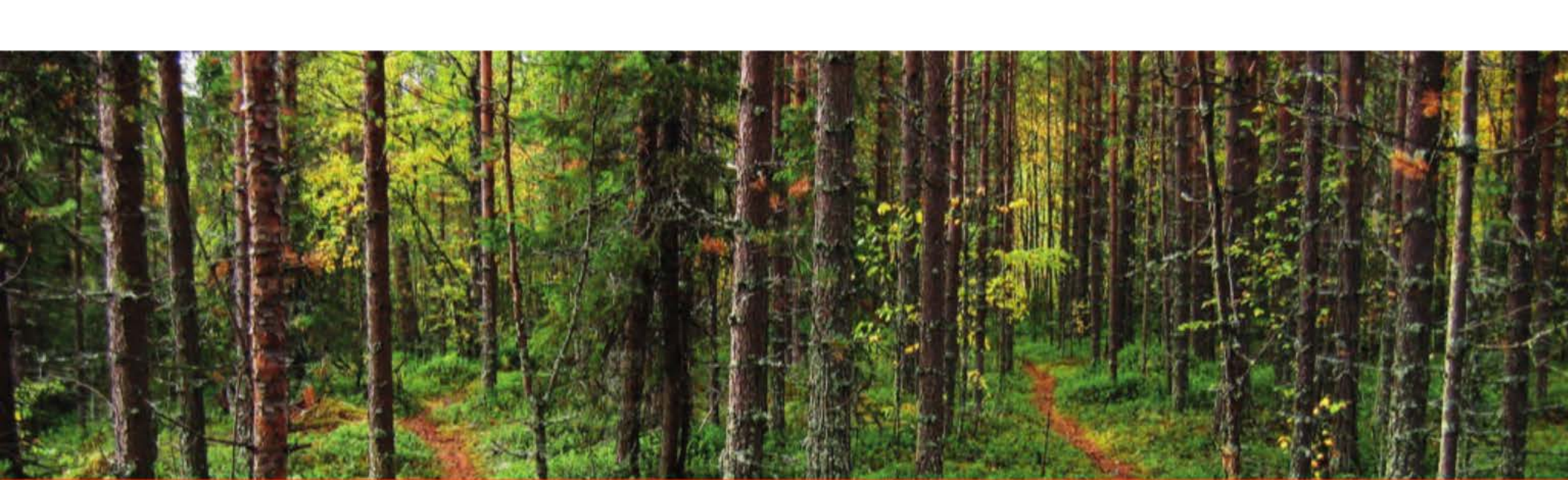
THE 12 MASTER ARCHETYPES



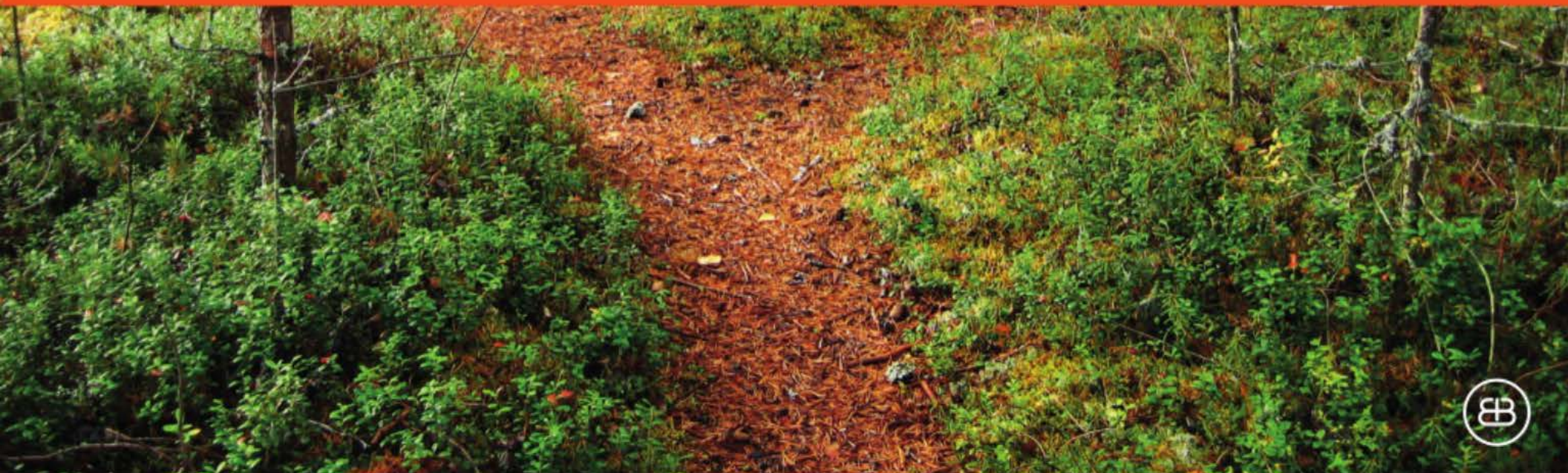


WE INTUITIVELY 'GET' ARCHETYPES





THEY ARE SHORTCUTS TO MEANING





THEY TRANSCEND TIME AND PLACE





ISN'T THIS WHAT WE WANT
FROM A *BRAND*??



ARCHETYPES CAN BE USED TO
UNDERSTAND THE DYNAMICS OF
THE CATEGORY YOUR BRAND
OPERATES IN...



WHICH ARCHETYPES ARE THESE
LAUNDRY CARE BRANDS?

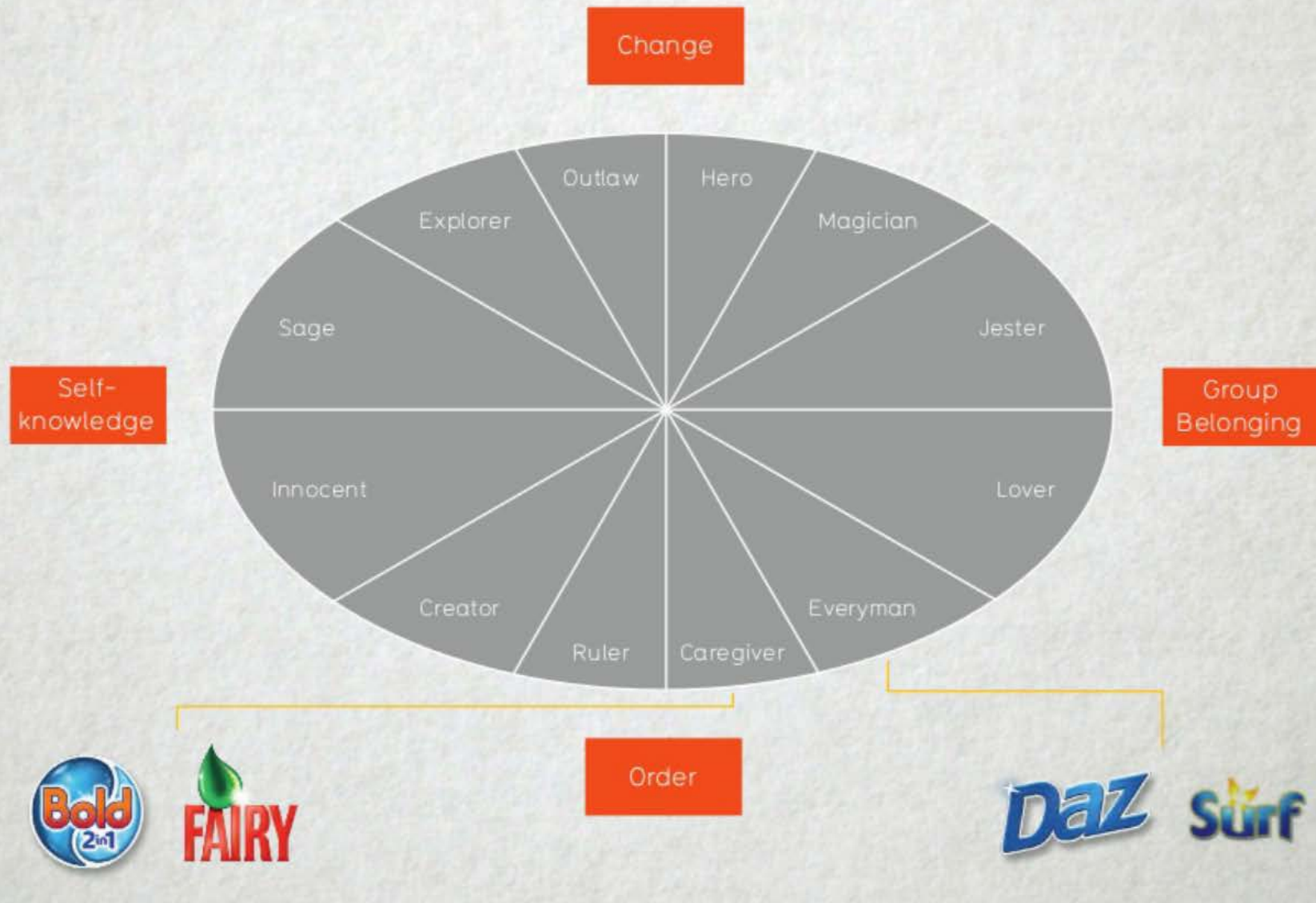
DaZ



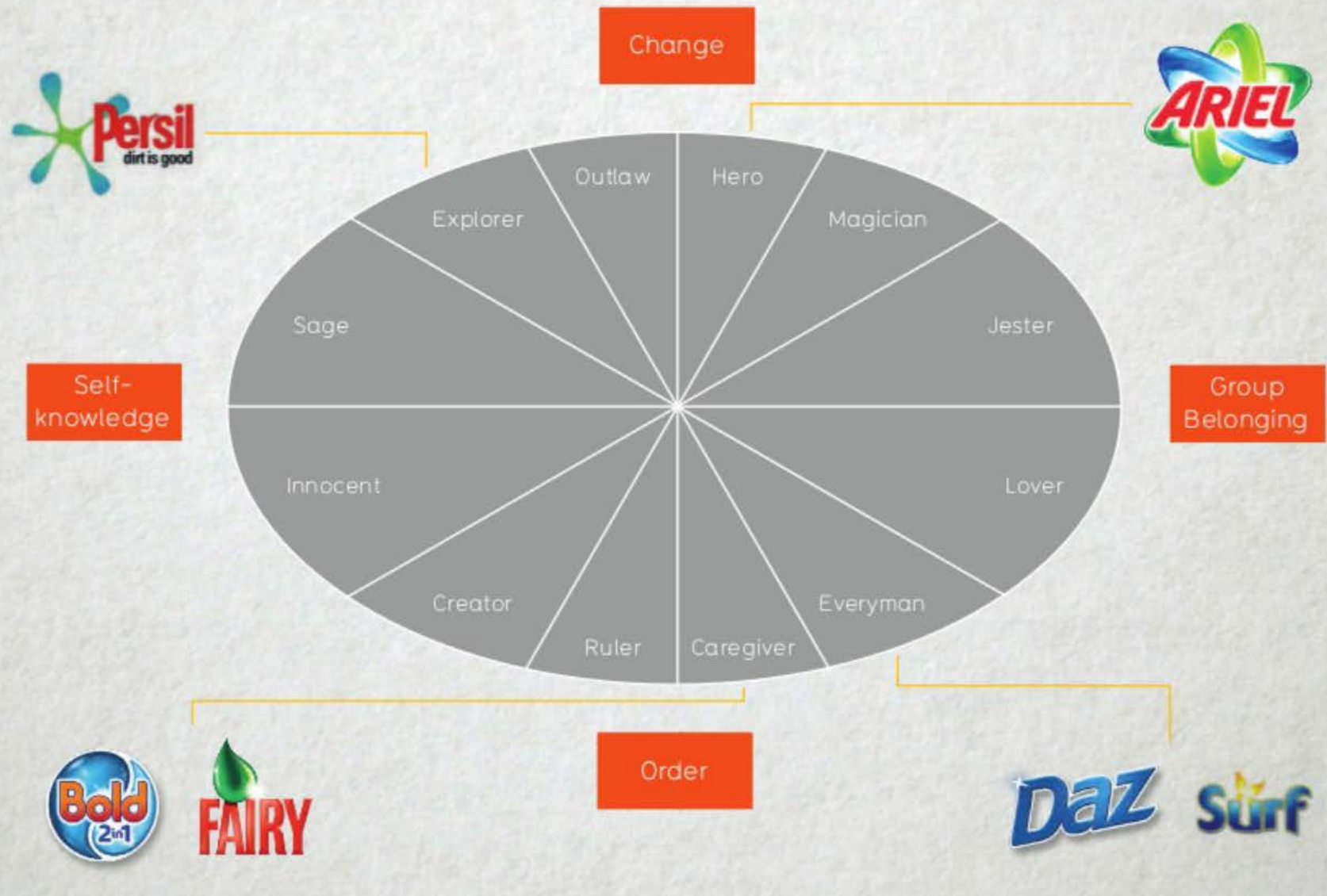
Surf



MOST OF THEM ARE TYPICALLY EVERYMAN OR CAREGIVER



BUT PERSIL & ARIEL ARE DIFFERENT



ARIEL COMMUNICATES DIFFERENTLY – THE HERO



CLICK TO WATCH



PERSIL PLAYS *THE EXPLORER*



http://www.youtube.com/watch?v=O_VUUeB6wec

USING ARCHETYPES TO DEVELOP COMPELLING BRAND PERSONALITIES



DEVELOPING COMPELLING BRAND PERSONALITIES

IF ARCHETYPES **CONNECT MORE DEEPLY** WITH PEOPLE...AND THEY TRAVEL...

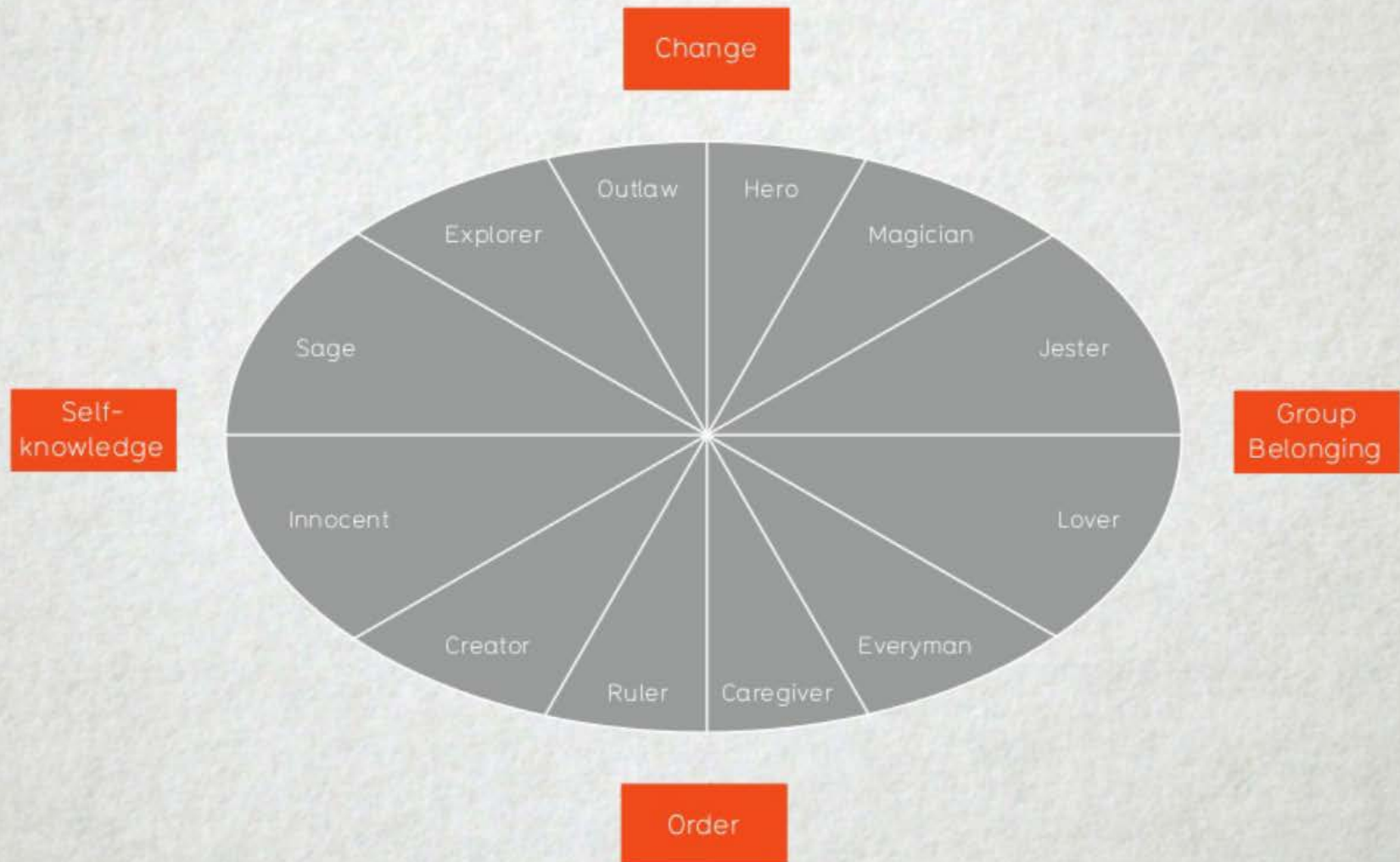
...THEN YOU CAN CREATE MORE **COMPELLING BRAND PERSONALITIES** BY ALIGNING WITH ARCHETYPES

LOOK AT THE FOLLOWING ARCHETYPES AND DECIDE WHICH IS CLOSEST TO YOUR BRAND. ONCE YOU'VE FOUND IT, SEE **WHAT YOU CAN LEARN FROM THAT ARCHETYPE** AND HOW YOU CAN IMPROVE YOUR COMMUNICATIONS AND STRATEGY

YOU CAN ALSO USE THE ARCHETYPES AS A CREATIVE EXERCISE TO EXPLORE HOW YOUR BRAND WOULD TALK, BEHAVE AND REACT FROM THE POINT OF VIEW OF EACH OF THE ARCHETYPES. YOU'LL GET SOME **EYE-OPENING AND UNEXPECTED IDEAS** THAT CAN HELP SHAPE WHAT YOU DO NEXT



THE 12 MASTER ARCHETYPES



MAGICIAN – AFFECT TRANSFORMATION

THE MAGICIAN USES HIS IMAGINATION AND DRAWS UPON FORCES FROM ABOVE TO HELP GIVE HIS IDEA AND MAKE IT A REALITY IN THE MATERIAL WORLD.

THE MAGICIAN IS CLEVER, GIFTED, AND BLESSED WITH MYSTERIOUS POWERS. HE EVOKES AMAZEMENT THROUGH HIS INTUITION AND CLEVERNESS. HE CAN MAKE THE IMPOSSIBLE HAPPEN, AND CAN BRING ABOUT WONDROUS CHANGE.

MAGICIAN BRANDS REPRESENT 'TRANSFORMATIONAL' PRODUCTS OR SERVICES, WHICH ARE ABLE TO TAKE THEIR CONSUMERS TO ANOTHER (LITERAL OR METAPHORICAL) PLACE. THE SPIRIT OF THE MAGICIAN IS EASILY EVOKED WHEN THE PRODUCT HAS EXOTIC OR ANCIENT ORIGINS OR IF IT INVOLVES SOME SPECIAL RITUAL.

MAGICIAN BRANDS ARE ABLE TO CREATE A DYNAMIC CHANGE WITHIN THEIR CATEGORY, OFTEN BY LOOKING AT IT WITH DIFFERENT EYES AND PRESENTING THE CONSUMER WITH A NEW TAKE OR CREATIVE ANGLE.

MAGICIAN BRANDS ARE ALSO HIGHLY INNOVATIVE, AND ARE OFTEN RELATED TO A VERY NEW, CONTEMPORARY PRODUCT.



TRANSFORM THE WORLD AND CREATE DELIGHT WITH THEIR IMAGINATION AND CLEVERNESS



OUTLAW - BREAK THE RULES

THE OUTLAW IS THE REBEL; THEY CHALLENGE THE WORLD AS WE KNOW IT. THEY ARE OFTEN AT ODDS WITH RULERS, WHO REPRESENT STASIS, AND THE INVERT OF THE HERO. HEROES CHALLENGE FOR THE GOOD OF SOCIETY, WHEREAS OUTLAWS ARE SOMETIMES MORE INDIVIDUALLY MOTIVATED.

OUTLAW ARCHETYPES REPRESENT A RELEASE OF PENT-UP PASSIONS. TO BE SO OSTENTATIOUSLY CRITICAL OF TODAY IS A LIBERATING EXPERIENCE, HENCE REBEL FILM CHARACTERS ARE OFTEN GLAMOROUS. WE ARE OFTEN ATTRACTED TO OUTLAW BRANDS AS A WAY OF LETTING OFF STEAM.

OUTLAWS ARE VERY ACUTELY AWARE OF LIMITATIONS IN SOCIETY - THEY SET OUT TO BREAK THE RULES AND CHALLENGE CONVENTION. HENCE, OUTLAW BRANDS OFTEN CHALLENGE THE CONVENTIONS WITHIN THEIR CATEGORIES, DEMANDING, AND SOMETIMES PROVIDING, CHANGE.

OUTLAW BRANDS ALSO HELP RETAIN VALUES THAT ARE THREATENED BY EMERGING ONES, OR PAVE THE WAY FOR REVOLUTIONARY NEW ATTITUDES. OUTLAW BRANDS SOMETIMES FEEL THE EXCITEMENT OF BEING A LITTLE BIT "BAD". SOMETIMES, THIS MIGHT MEAN THAT THEY DO NOT FEEL MORAL, BUT FEEL POWERFUL. THEY MAY NOT BE ADMIRERED, BUT ARE SATISFIED TO BE FEARED.



OUTLAW BRANDS ENJOY FEELING A LITTLE BIT "BAD". MAY NOT BE ADMIRERED BUT SATISFIED TO BE FEARED.



JESTER - *HAVE A GOOD TIME*

THE JESTER IS CHARACTERIZED BY BEING FUN, ORIGINAL, AND IRREVERENT. JESTER FIGURES ENJOY LIFE AND INTERACTION FOR THEIR OWN SAKE.

THE JESTER ARCHETYPE EMBODIES THE ENERGIES OF MISCHIEF AND DESIRE FOR CHANGE, TEARING DOWN THE OLD TO CREATE THE NEW. HE IS THE ENERGY THAT ALLOWS US TO BREAK OUT OF OUR STEREOTYPES INTO A WORLD OF LIMITLESS POSSIBILITIES, AND HE ENCOURAGES US ALL TO JOIN IT, ELSE IT DESTROYS US. AND LIKE ANYONE WHO DARES TO CHALLENGE THE ESTABLISHED ORDER, HE IS FREQUENTLY MISUNDERSTOOD, SHUNNED, OR CONSIDERED A THREAT.

THE JESTER TENDS TO BE A GOOD BRAND IDENTIFICATION BECAUSE VIRTUALLY EVERYONE IS HUNGRY FOR MORE FUN. TRUE JESTER BRANDS HELPS US REALLY LIVE LIFE IN THE PRESENT AND ALLOWS US TO BE IMPULSIVE AND SPONTANEOUS, AND TO HELP PEOPLE HAVE A GOOD TIME.

JESTERS BRANDS ARE CATALYSTS FOR CHANGE, BUT, INSTEAD OF TAKING ON THE MARKETPLACE LIKE HEROES, OR FIGHTING AGAINST IT LIKE OUTLAWS, JESTER BRANDS WILL RIDICULE CATEGORY CONVENTIONS AND ARE OPENLY DISMISSIVE OF SELF-IMPORTANT AND OVERCONFIDENT, ESTABLISHED BRANDS.



AN ELEMENT OF ENERGY AND FUN, OVERTHROWING THE ESTABLISHED WAY OF DOING THINGS.



LOVER – FIND AND GIVE LOVE

THE LOVER IS A DASHING, CHIVALROUS, AND ROMANTIC FIGURE. HE REPRESENTS ALL THAT IS DREAMY AND GLAMOROUS ABOUT LIFE. THE LOVER IS THE MAN OR WOMAN WHO EXPERIENCES JOY, DELIGHT & ECSTASY IN THE SENSORY AND SENSUAL REALMS.

LOVE IS AT THE HEART OF LOVER BRANDS – LOVE OF LIFE, OF THE PRODUCT AND OF EACH OTHER.

LOVER BRANDS TEND TO BE THOSE THAT FOCUS ON THE SENSES AND CREATE A MULTI-SENSORY EXPERIENCE FOR CONSUMERS.

BUT THE LOVER ARCHETYPE IS NOT JUST ABOUT SEX. THE LOVER IS ALSO THE SOURCE OF OUR LONGING FOR A BETTER WORLD. THE IDEALIST AND THE DREAMER ARE EXPRESSIONS OF THE LOVER.

AT THEIR MOST LITERAL, LOVER BRANDS HELP PEOPLE BELONG, FIND FRIENDS OR PARTNERS, OR HELP PEOPLE HAVE A GOOD TIME.



marieclaire

LOVER BRANDS ARE A ROMANTIC AND GLAMOROUS LOT. THEY HAVE A DREAMLIKE QUALITY, AND EASY TO FALL IN LOVE WITH.



EVERYMAN – BE OKAY JUST AS YOU ARE

THE EVERYMAN DEMONSTRATES THE VIRTUES OF SIMPLY BEING AN ORDINARY PERSON, JUST LIKE OTHERS; THEY ARE UNSELFISH, FAITHFUL, SUPPORTIVE, AND FRIENDLY.

THE UNDERLYING VALUE IS THAT EVERYONE MATTERS, JUST AS THEY ARE. THE PHILOSOPHY IS THAT THE GOOD THINGS IN LIFE BELONG TO EVERYONE AS A RIGHT.

EVERYMAN BRANDS GIVE PEOPLE A SENSE OF BELONGING, OR BEING PART OF GROUP, OF FRIENDSHIP AND CARE.

THEY ARE OFTEN, THOUGH NOT EXCLUSIVELY, OWNED BY BRANDS WITH AN EVERYDAY FUNCTIONALITY.

EVERYMAN COMPANIES OFTEN HAVE DOWN-TO-EARTH ORGANISATIONAL CULTURE, THE SORT OF PLACE WHERE 'EVERYONE KNOWS YOUR NAME'.



DOWN TO EARTH - SIMPLY DESIRES CONNECTION WITH OTHERS. FRIENDLY & SUPPORTIVE BRANDS



CAREGIVER – CARE FOR OTHERS

THE CAREGIVER IS ONE OF THE MOST POWERFUL – AND POSITIVE – ARCHETYPES. THE CAREGIVER IS AN ALTRUIST, MOVED BY COMPASSION, GENEROSITY, AND A DESIRE TO HELP OTHERS. THE CAREGIVER FEARS INSTABILITY AND DIFFICULTY NOT SO MUCH FOR HERSELF, BUT FOR THEIR IMPACT ON PEOPLE WHO ARE LESS FORTUNATE OR RESILIENT.

CAREGIVER BRANDS ALL HOLD OUT THE PROMISE OF INNOCENCE. THEY ARE PURE, NATURAL, AND GENTLE; THERE IS NOTHING HARSH OR AGGRESSIVE ABOUT ANY OF THEM. CAREGIVER BRANDS OFTEN REFLECT THE ESSENTIAL QUALITIES OF THE CAREGIVING RELATIONSHIP: EMPATHY, COMMUNICATION, CONSISTENCY, TRUST.

COMPLEX OR CONTEMPORARY EXPRESSIONS OF THE CAREGIVER INSTINCT HELP TODAY'S CONSUMERS RECONCILE THEIR DESIRE TO BE GENEROUS AND CARING, WITH THEIR OWN EXTERNAL CONFLICTS OR THE PRESSURES OF MODERN LIFE.

VOLVO



THEY ARE MUCH RESPECTED AND TRUSTED, AND ARE ICONS OF HOME, SECURITY AND CONTINUITY.



RULER - *EXERT CONTROL*

THE RULER IS THE BOSS, LEADER, ARISTOCRAT, KING, QUEEN, POLITICIAN, ROLE MODEL, MANAGER OR ADMINISTRATOR, AND THEY TAKE THIS ROLE IN THE CATEGORIES THAT THEY PLAY IN.

RULERS LAY DOWN THE LAW. THEY SEE THEMSELVES AS KNOWING WHAT IS GOOD FOR PEOPLE. IF THERE IS ANYTHING THE RULER HATES, IT IS ANY KIND OF CHANGE THEY CANNOT CONTROL.

RULER BRANDS SOMETIMES HAVE HIGH-STATUS PRODUCTS ATTACHED TO THEM THAT ARE USED BY PEOPLE TO ENHANCE THEIR POWER.

HOWEVER, THE RULER ARCHETYPE IS NOT JUST ABOUT WEALTH AND POWER. RULERS ARE ABOUT BEING MODELS FOR IDEAL BEHAVIOUR IN THE SOCIETY, SO RULER BRANDS ARE OFTEN LEADERS IN THEIR CATEGORY, DOMINATING AND REPRESENTING THE ESTABLISHED WAY, AND LAYING DOWN THE CATEGORY LAW; THEY SEE THEMSELVES AS KNOWING WHAT IS GOOD FOR PEOPLE AND SETTING OUT THE STANDARD.

RULER COMPANIES ARE OFTEN MARKET LEADERS, WHICH OFFERS A SENSE OF SECURITY AND STABILITY IN A CHAOTIC WORLD.



Windows 8



Mercedes-Benz



THEY ARE ALL PART OF THE ESTABLISHMENT, AND SET THE RULES BY WHICH MOST OTHER BRANDS PLAY.



CREATOR – CRAFT SOMETHING NEW

CREATORS HAVE A DESIRE TO CREATE THINGS OF ENDURING VALUE. THE CREATOR ARCHETYPE IS SEEN IN THE ARTIST, WRITER, INNOVATOR, ENTREPRENEUR, AS WELL AS ANY ENDEAVOUR THAT TAPS INTO THE HUMAN IMAGINATION. THEY ARE OFTEN LED BY A VISION.

AT THE HEART OF THE CREATOR'S PASSION IS SELF-EXPRESSION, MOST OFTEN IN MATERIAL FORM – THEY FEEL THE NEED TO CREATE SOMETHING PHYSICAL AND TANGIBLE. ULTIMATELY, WHAT THE CREATOR DESIRES IS TO FORM A WORK OF ART SO SPECIAL THAT IT WILL ENDURE. AND, IN THIS WAY, THE CREATOR ACHIEVES A KIND OF IMMORTALITY

CREATOR BRANDS ARE INHERENTLY NON-CONFORMIST. WHAT THEY STAND FOR IS NOT ABOUT FITTING IN, BUT ABOUT EXPRESSING SOMETHING PERSONAL AND DEEPLY FELT.

CREATOR BRANDS PROMOTE SELF-EXPRESSION, GIVES CONSUMERS CHOICES AND OPTIONS, AND HELPS FOSTER INNOVATION OR IS ARTISTIC IN DESIGN.

The Dyson logo, featuring the word "dyson" in a bold, lowercase, sans-serif font.The B&O logo, featuring the letters "B" and "O" in a stylized, white, serif font, with an ampersand "&" between them, all set against a black square background.The LEGO logo, featuring the word "LEGO" in a bold, white, sans-serif font with a yellow outline, set against a red square background.

CREATORS ARE NON CONFORMIST – THEY ARE NOT MOTIVATED BY FITTING IN, BUT BY SELF-EXPRESSION



SAGE – UNDERSTAND THEIR WORLD

SAGES ARE DRIVEN BY A DESIRE TO UNDERSTAND AND KNOW THE WORLD AROUND THEM. HE REPRESENTS WISDOM, ASCETICISM, AND DESTINY. THE SAGE'S POWER IS TO SEE AND TELL THE TRUTH.

THE SAGE HAS FAITH IN THE CAPACITY OF HUMANKIND TO LEARN AND GROW IN WAYS THAT ALLOW US TO CREATE A BETTER WORLD. THE SAGE ALSO WANTS TO BE FREE TO THINK FOR THEMSELVES AND TO HOLD THEIR OWN OPINIONS. AT WORST, THE SAGE IS DOGMATIC, ARROGANT, AND OPINIONATED. AT BEST, HE OR SHE BECOMES A GENUINELY ORIGINAL THINKER AND ACHIEVES REAL WISDOM.

SAGE BRANDS CONNECT WITH THIS DESIRE TO UNDERSTAND THEIR WORLD AND HELP TO ENLIGHTEN CONSUMERS. THEY ARE OFTEN DIGNIFIED AND SUBDUED, WITH AN AIR OF ELITENESS.

SAGES OFTEN EXPRESS A HIGH NEED FOR AUTONOMY. FREEDOM AND INDEPENDENCE ARE KEY VALUES OF SAGE BRANDS.

OFTEN SAGE BRANDS PROVIDE EXPERTISE OR INFORMATION, OR ENCOURAGE CUSTOMERS TO THINK. THEY ARE OFTEN BASED ON ESOTERIC KNOWLEDGE.

PHILIPS

HSBC 

CNN

Google

SAGE BRANDS ARE THOUGHTFUL, WITH AN INDEPENDENT ATTITUDE.



INNOCENT – RENEW OR RETAIN FAITH

THE INNOCENT IS THE MOST FEMININE OF THE ARCHETYPES; SHE IS OPTIMISTIC, INNOCENT, AND PURE, ALWAYS SEEING THE GOOD IN PEOPLE AND LIFE.

THE INNOCENT SEES THE POTENTIAL FOR BEAUTY IN ALL THINGS, AND INSPIRES PEOPLE TO SEEK OUT THE WONDROUS SIDE OF LIFE. SHE IS THE SPONTANEOUS, TRUSTING CHILD THAT, WHILE A BIT DEPENDENT, HAS BOUNDLESS OPTIMISM.

THE PROMISE OF INNOCENT BRANDS IS THAT LIFE NEED NOT BE HARD, AND MOST TRY TO ENDOW THAT OPTIMISM AND GENTLENESS IN THEIR CONSUMERS. INNOCENT ADVERTS OFTEN APPEAL TO NOSTALGIA, TAPPING INTO STRONGLY INTO THE EMOTIONS.

OFTEN INNOCENT BRANDS FOCUS ON THE PURITY AND SIMPLICITY OF THEIR INGREDIENTS, INSTEAD HARD RATIONAL BENEFITS. THEY OFFER A SIMPLE SOLUTION TO AN IDENTIFIABLE PROBLEM AND ARE ASSOCIATED WITH GOODNESS, MORALITY, SIMPLICITY, NOSTALGIA OR CHILDHOOD

INNOCENT BUSINESSES HAVE STRAIGHTFORWARD VALUES AND ARE SEEN AS TRUTHFUL, HONEST AND RELIABLE.



THE INNOCENT IN EACH OF US WANTS TO LIVE IN THAT PERFECT LAND WHERE WE ARE "FREE TO YOU BE YOU AND ME".



EXPLORER – SEARCH FOR AUTHENTICITY

THE EXPLORER IS CHARACTERIZED BY BEING INDEPENDENT, ADVENTUROUS, AND DARING, AND REPRESENTS SELF-DISCOVERY, TRIAL, AND CHALLENGE. WHEREAS THE OUTLAW ARCHETYPE CHALLENGES SOCIETY, THE EXPLORER IS OUT TO FIND HIMSELF, AND WHAT IS THE RIGHT THING FOR HIM TO DO

EXPLORERS HAVE A STRONG NEED FOR SELF-SUFFICIENCY – AND TEND TO WANT TO BE FREE OF THE ESTABLISHMENT. HE IS DRIVEN BY A DESIRE FOR LIFE-ALTERING EXPERIENCES.

HOWEVER, WHEREAS THE HERO BRAND MAY FIGHT TO CHANGE THE WORLD, THE EXPLORER BRAND MORE TYPICALLY WANTS TO LIVE THEIR LIFE BY THEIR OWN VALUES.

EXPLORER BRANDS REPRESENT THIS INTERNAL QUEST FOR AUTHENTICITY, AND ARE OFTEN LESS OVERT THAN HERO / OUTLAW BRANDS. EXPLORER BRANDS OFTEN HELP PEOPLE FEEL FREE, NONCONFORMIST OR PIONEERING AND HELP PEOPLE EXPRESS THEIR INDIVIDUALITY

AS A BUSINESS THEY ARE DRIVEN TO CREATE NEW AND EXCITING PRODUCTS OR EXPERIENCES AND ARE OFTEN AHEAD OF THEIR TIME, WILLING TO TAKE TOUGH STANDS FOR SOMETHING THEY BELIEVE IN.



HOLD OUT THE PROMISE OF NEW EXPERIENCES, AND CHALLENGE CONSUMERS TO TRY THEM.
AND BY TRYING THEM, THE CONSUMER LEARNS A LITTLE MORE ABOUT HIMSELF.



HERO – ACT COURAGEOUSLY

THE HERO IS STRONG, CONFIDENT, DISCIPLINED, AND COURAGEOUS. HE IS AT THE HEIGHT OF HIS POWERS, FIGHTING BATTLES AGAINST EVIL FORCES, AND FREEING THE WORLD FROM OPPRESSION.

HE REPRESENTS POWER, HONOUR, AND VICTORY, AND HE TRIUMPHS OVER EVIL, ADVERSITY, OR A MAJOR CHALLENGE. IN DOING SO, HE IS AN INSPIRATION TO US ALL, SHOWING WHAT IS POSSIBLE IF WE BELIEVE. MORE THAN ANY OTHER ARCHETYPE, THE HERO REPRESENTS ACTIVE SUCCESS. FOR THE HERO, TO KNOW AND TO ACT ARE ONE.

HERO BRANDS OFTEN SPEAK TO US IN LANGUAGE THAT HELPS INSPIRE US TO ACHIEVE. THEY MAY HAVE STARTED LIFE OUT AS THE CHALLENGER BRAND, THOUGH STRONG ONES WILL RETAIN HEROIC STATUS EVEN WHEN THEY HAVE BECOME MARKET LEADER.

HERO BUSINESSES OFTEN CREATE INNOVATIONS THAT WILL HAVE A MAJOR IMPACT ON THE WORLD AND CAN SOLVE A MAJOR SOCIAL PROBLEM OR ENCOURAGE OTHERS TO DO SO.

DURACELL®



HERO BRANDS EXUDE POWER AND STRENGTH. BUT A CONTROLLED STRENGTH, HARNESSSED TO THE BENEFIT OF THE USER.





We look forward to hearing from you

BIANCA CAWTHORNE

M +44 7866 806 367 (UK)

M + 7 917 596 1063 (RU)

bianca@butterflylondon.com

