

Brand Archetypes

The benefits of building
a brand archetype for
your business

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Today's marketplace is characterized by stiff competition, rapid technological advances and significant developments in how customers experience and respond to brands. These changing conditions can be quite overwhelming and many businesses struggle to adapt. In their attempts to keep up, they could end up **diluting the brand identity** with incoherent strategies and brand elements.



In this eBook we will discuss how a brand archetype will help you establish a **clear brand personality** with **a voice that cuts through the clutter**.






Why use the Jungian archetypal framework for your brand?

The word ‘archetype’ is based on the Ancient Greek ‘archien’ or original, and ‘typos’, meaning pattern or model. Renowned psychologist Carl Jung suggested that symbolism is key for humans to understand complex concepts. It is therefore not a coincidence that stories worldwide include the same symbolic elements.

For instance, the hero who undertakes a perilous quest and overcomes many obstacles but is eventually triumphant. Or the trickster who possesses secret knowledge but uses it to defy convention. According to Jung, these **universal, timeless archetypes** are unconscious foundations to be colored in by an individual’s own life experiences.

“Branding is about signals — the signals people use to determine what you stand for as a brand. Signals create associations.”

— Allen P. Adamson, Co-Founder, Metaforce

Jung’s archetypes help discover what a brand really stands for. They reflect the **brand personality and character traits**. As archetypes are **universal images** with a set of **associated behaviors**, it is easy for your target audience to relate to them and understand them.

More importantly, an archetype **unifies all brand elements** into a coherent whole. It takes the business in a well-defined direction, hence paving the way to establish a clear strategy. It also provides your brand with a **unique voice** in order to **communicate consistently** and to do away with any unnecessary noise.

Finally, once your brand has obtained an explicit identity, voice and strategy; you will be able to **differentiate** yourself and stand out from the competition.

The brand archetype wheel

Jung defined 12 archetypes to describe human motifs, combined in four main groups on the archetype wheel³. The middle is your point of departure: is the **main purpose** of your brand to provide structure, seek paradise, build a connection or leave a mark? Once you have established your main purpose, you can then get more specific and select the archetype that resonates most with your brand.



"Your brand personality is not one dimensional."

It is also worth noting that your brand will often have a **primary** as well as a **secondary archetype**⁴. Your brand personality, like a person's personality, is after all not one dimensional.

Moreover, if one day your company should need a revamp or freshening up of the brand, you may not have to carry out a full rebranding. If only a small shift has taken place, you could easily **reposition your brand** e.g. from the Explorer to the Outlaw or from the Caregiver to the Everyman. However, a shift from Creator to Outlaw is too large a change and will require a **full rebranding**.

In this eBook we will give you a **comprehensive overview of each brand archetype**, their personality traits, including merits and flaws, and examples of brands that successfully use these archetypes to embody a brand personality that is familiar and relatable to their audience.

Curious to find out whether your brand exerts control like the Ruler, seduces your prospects like the Lover or displays the cheeky attitude of the Jester? Read on to discover which archetype best expresses your brand.

ARCHETYPES THAT
PROVIDE STRUCTURE

**The Creator, Ruler,
Caregiver archetypes
create a structure and
take responsibility.**





The Creator

INNOVATION

*"If you can imagine it,
you can do it"*

IMAGINATION

ORIGINALITY

INNOVATION

- Does your brand like to experiment and provide fresh perspectives?
- Does your brand sometimes feel restricted in the current environment?
- Does your brand adhere a lot of value to upholding high quality standards?
- Does your brand like to dream big and consequently execute that vision?
- Does your brand like to stand out with novel products or services that surprise and captivate the world?
- Does your brand attach a lot of importance to freedom of self-expression?
- Does your brand motivate your customers to harness their own creative and inventive skills?
- Does your brand like to be viewed as a game changer?

If you have responded yes to many of the questions above, your brand may be best represented by the Creator archetype.



The Creator

Purpose: Bring to life a vision, build a more colorful world by finding bigger and better solutions for life's problems, self-expression



Alter egos: The artist - the mad scientist - the inventor - the dreamer
- the self-starter - the visionary

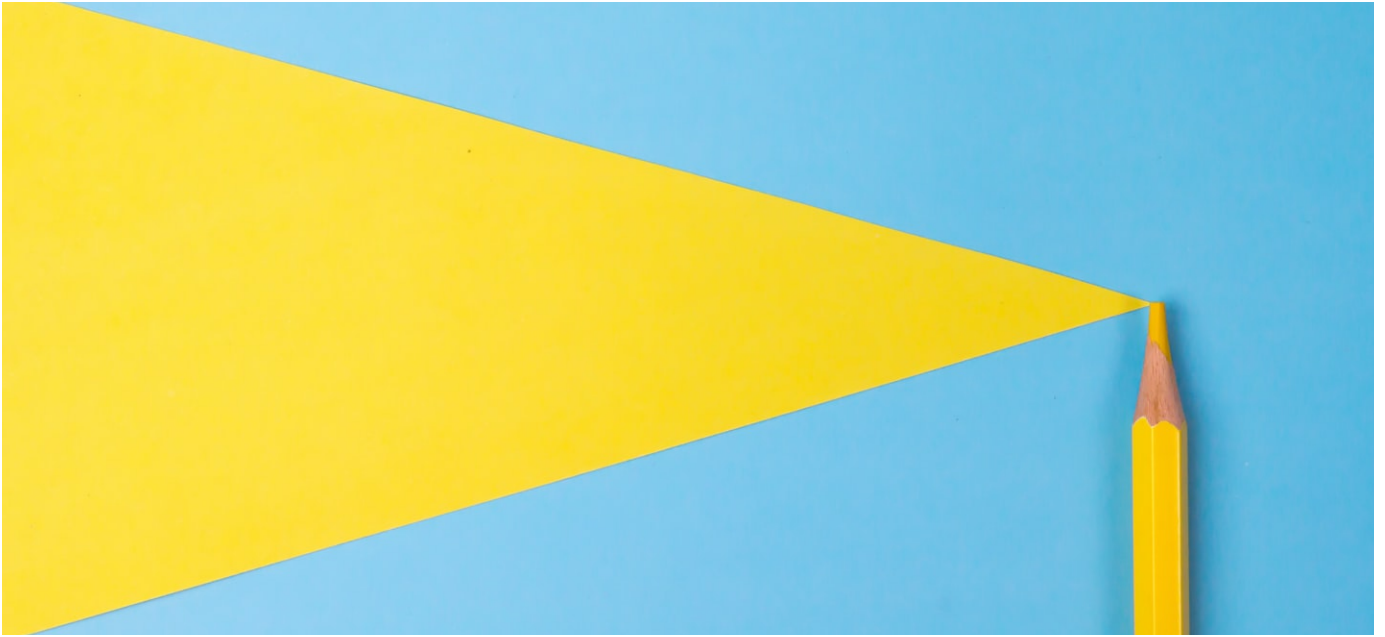


Personality traits: Dare to dream - innovative - imaginative - creative
- resourceful - experimental - willing to take calculated risks - thinking outside the box - fond of new ideas - ambitious - unique - authentic

Examples: Bill Gates , Lego, Adobe, Apple



Photo: Bill Gates



The good

The Creator brands are **the innovators**. Ambitious and unique, they love to think outside the box, they take calculated risks and they welcome a challenge. They promote authenticity, staying true to themselves and continually expressing who they are and what they stand for. They may appear eccentric but they are definitely not fickle. Creator brands inspire with their **resourcefulness** and **creative ideas**. They usually develop a loyal fan base and they stimulate their target audience to dream big, create and innovate. You never know what they will come up with next but whatever it is, you can expect them to deliver something grand and original.

The bad

The downside of the Creator brands is that they can be narcissistic. They also have **perfectionistic tendencies** which may end up being counter productive. The Creator brands' biggest nightmare is to fall short of the high standards they have set for themselves and to be mediocre. When their daydreams are paired with deep focus, they can produce greatness and shape the world. The other side of the coin is that they could potentially take it too far, disregarding reality and becoming irrelevant.



The believers

You cannot charm the Creator audience with cheap or mass-produced items. A Creator customer makes purchases that reflect their high quality standards and their love for self-expression. However, this does not necessarily mean that the Creator audience only buys high end products. They are doers who love to create and to shape and beautify their environment.

The brands

Many brands in the fields of **marketing**, **design** and **technology** are of the Creator archetype. A brand that is innovative, has a **strong vision** and that reworks and improves old systems and processes, can be viewed as a Creator brand. They focus on premium quality and **enduring value** and they will market their products and services in an aesthetically pleasing way, maybe even comparing their offering to a work of art. Additionally, the Creator archetype suits brands that may contain an element of do-it-yourself as they foster their audience's creative learning and development.



Photo: Apple



Photo: Lego



- Does your brand position itself as an expert and an authority in the field?
- Does your brand assume a leadership role?
- Does your brand strive to be the best at what they do?
- Is your brand successful at turning chaos into order?
- Does your brand act responsibly?
- Does your brand inspire trust and loyalty in your target audience?
- Is your brand at the top of the game?

If you have responded yes to many of the questions above, your brand may be best represented by the Ruler archetype.



The Ruler

Purpose: Create order out of chaos, build a prosperous community and generate stability and security, be the best

Alter egos: The role model - the leader - top dog - the manager - the aristocrat - the responsible citizen - the sovereign - the judge - the patriarch - the high achiever

Personality traits: Confident - responsible - well-connected - political - productive - naturally dominant - trustworthy - authoritative - influential

Examples: Rolex, Mercedes Benz, Microsoft, British Airways, Alexander the Great, Margaret Thatcher, Winston Churchill





Photo: Winston Churchill

The good

The Ruler is confident and responsible and likes to assert his/her authority. Ruler brands like to **take charge** and they secure positive outcomes and a thriving community by exercising control. They strive to be **the best of the best** and they come across as polished and serious. Ruler brands inspire trust and loyalty in their target audience. They view themselves as a **role model** and they encourage their customers to do their best and to take responsibility for their own lives. People crave stability and the Ruler brands will happily oblige and create order from chaos.

The bad

At their worst, the Ruler brands can come off as bossy, **too political and hierarchical** and unwilling to delegate. They can be manipulative and abuse their powers to dominate others. More than anything else, they fear being overthrown. Ruler brands also fiercely **dislike chaos** or being perceived as weak.

The believers

The Ruler audience gravitates towards items or services that **elevate their status** or enhance their image in society. They are often natural leaders or at the very least high achievers who value special treatment that makes them feel important. The Ruler brands will demonstrate to their customers how they can be rulers too.

The brands

You can easily find Ruler brands in the **security, technology, finance and governmental sectors**. Additionally, Ruler brands also frequently offer **premium products and services**. In their communication, they focus on making their audience feel successful or influential. They like to emphasize their sense of power by using an authoritative voice and traditional, sophisticated imagery.



Photo: Mercedes-Benz

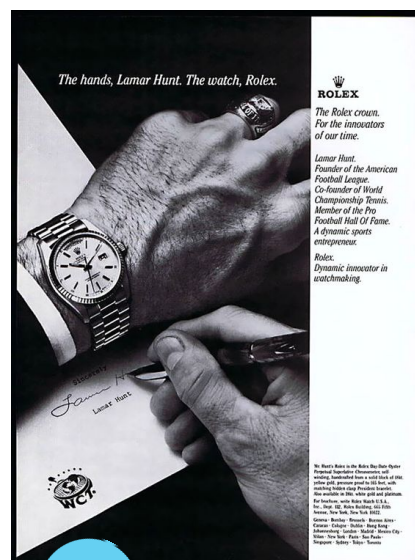
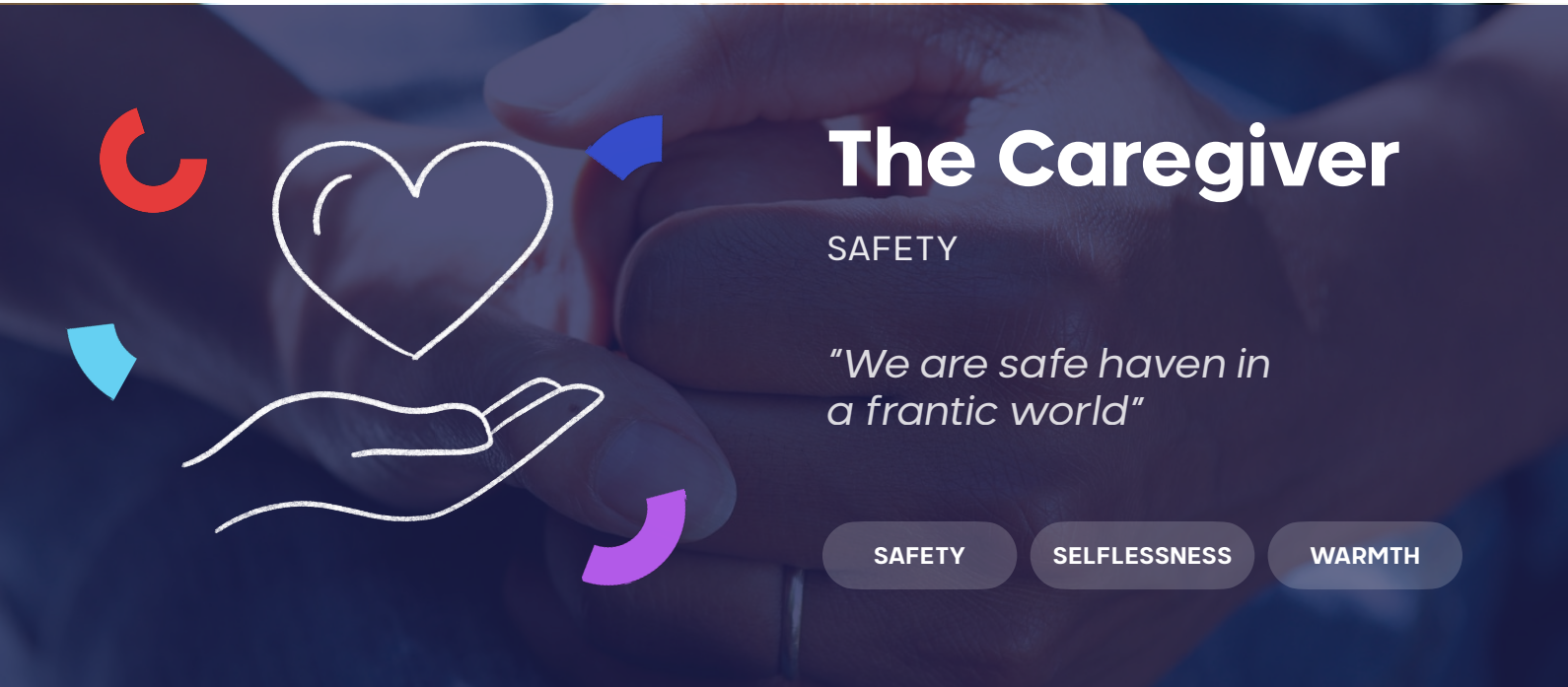


Photo: Rolex





- Does your brand present an image of being friendly, supportive and generous?
- Does your brand serve to protect your customers?
- Does your brand place a lot of value on helping others?
- Does your brand strive to make the world a better place or assist people in taking care of others?

If you have responded yes to many of the questions above, your brand may be best represented by the Caregiver archetype.



The Caregiver

Purpose: To serve and take care of others, to protect people from harm.

Alter egos: The nurturer - the parent - the angel - the friend - the sidekick - the good samaritan - the guardian - the healer

Personality traits: Supportive - compassionate - nurturing - altruistic - empathetic - generous - kind - never harmful - humble - caring - warm - reassuring - thoughtful - considerate - protective - homey

Examples: Oxfam, Salvation Army, Volvo, Johnson & Johnson, Pampers, Nivea, Toys R Us, Princess Diana

VOLVO



Photo: Princess Diana and landmine survivors



Photo: Volvo



The good

Caregiver brands **love to look after people**, offering them protection, safety and support. They are compassionate, reliable and generous and they expect very little in return. The Caregiver is dedicated to the welfare and comfort of others and they empathize with those who are in need or distress. The Caregiver is humble and does not like to show off.

The bad

Caregiver brands appear selfless as they are always trying to do things for others. Their weakness is that they find it hard to say no. Their **insatiable need to fix everyone's problems** and keep everyone happy could work to their own detriment. Caregiver brands dislike selfishness and ingratitude but their greatest fear is that their products or services are perceived to be harmful or dishonest. Another downside is that they may come across as manipulative.



The believers

It is often a tough balancing act for Caregiver customers to take care of others, for instance ageing parents or other dependents or even the world at large, and also take care of themselves. Additionally, the Caregiver customer likes to be recognized for their efforts as they may feel unappreciated. Caregiver brands can resonate with their audience by **addressing their struggles and offering support**. To this end, it is important that the brand demonstrates their worth with actions rather than words.

The brands

The Caregiver is the archetypal brand that **helps you help others**, that supports families or is associated with nurturing. Obvious examples are **charities or non-profits** and also typically brands that belong to **the public sector**, like health care and education. Less obvious brands with this archetype may be automobile brands that focus on safety or brands that specialize in maintenance, cleaning, gardening or general upkeep as they also display nurturing qualities.

The Caregiver brand steers away from aggressive advertising. Instead, they appeal to their target audience with emotionally driven ads and displays of safety and security, sentimentality and happy memories. The brands are often pictured with **soothing elements** like food, pets, family and the comforts of home.



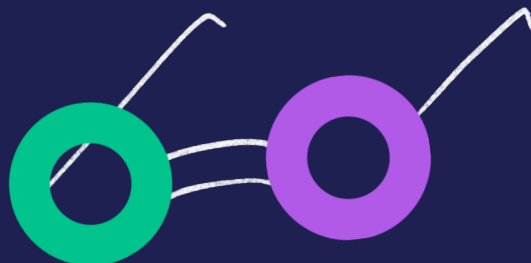
Got a sneaking suspicion your brand might be best represented by **the Creator, Ruler or Caregiver**?

Take our [brand archetype quiz](#) and find out!



ARCHETYPES THAT SEEK
PARADISE

**The Innocent, Sage,
Explorer archetypes seek
a spiritual experience.**





The Innocent

SIMPLICITY

"We are your little ray of sunlight"

HONESTY

SIMPLICITY

OPTIMISM

- Does your brand have an optimistic attitude towards the future?
- Does your brand exude a happy, trustworthy aura?
- Is your brand able to find the silver lining in every situation?
- Does your brand help people find happiness?
- Does your brand aim to uncomplicate things by providing simple solutions?
- Is your brand defined by honest values?

If you have responded yes to many of the questions above, your brand may be best represented by the Innocent archetype.





The Innocent

Purpose: To be happy and to find the simple fun in life, to make others feel good about themselves

Alter egos: The cheerleader - the optimist - the child - the dreamer - the romantic

Personality traits: Carefree - optimistic - happy - pure - forgiving - trusting - honest - simple - cheerful - trustworthy - authentic - youthful - transparent - straightforward - naive - light-hearted - childlike - endearing - idealistic

Examples: Babybel, Coca Cola, Mc Donalds, Bridget Jones, Evian, Amélie, Oreo



Photo: Amélie, 2001

The good

Innocent brands are all about happiness, simplicity and good, clean fun. They are trustworthy and honest, **the good guys** who strive to do the right thing. Brands of the Innocent archetype are straightforward as they believe in the simplicity of life, without hidden agendas or double meanings. The Innocent is the eternal optimist who seeks the good in every person and the silver lining in every situation.

These brands possess the childlike qualities of naivety, purity and a sense of wonder. They are free of corruption and they believe in second chances. The Innocent brands are genuinely concerned with others' well-being and they appeal to their audience by being open and honest and by **providing simple solutions**. Due to their hopeful and optimistic nature, they are able to persevere in the face of obstacles that might stop others in their tracks.

The bad

The Innocent's simplistic view of the world can be perceived as a weakness. Their naive innocence can make them appear dull. The Innocent fears doing something immoral and being punished for it. They also hate to see the world being influenced by a negative event. Additionally, the Innocent brands may display childish behavior when responding to difficult situations. For instance, they might remain in denial or try to lay the blame elsewhere.



The believers

The Innocent audience strives for goodness. They are drawn to optimistic brands who make life simple and promise an idyllic experience; for example a happy relationship, a fulfilling job or a beautiful home. Once they have found their brand, they remain loyal and trusting. The Innocent customers can be quite traditional and are hence not interested in changes. They will not respond to gimmicky advertising or ads that are guilt-inducing, preferring straight-talking ads instead.

The brands

The Innocent archetype suits brands associated with **honest values, health, cleanliness and natural products**. Being concerned with others' well-being, this archetype is also the ideal brand personality for those who appeal to **professional caretakers** like therapists, coaches, guides and social workers. The Innocent brands offer a simple solution to any problem that has to do with goodness, morality, nostalgia and childhood. They communicate using natural images and a **cheerful, straightforward tone** to convey a positive message e.g. renewal; optimism; nostalgia for a simpler age or genuine, happy memories between friends, family or lovers.



Photo: Dove



Photo: Oreo



- Is your brand open-minded and flexible?
- Is your brand committed to developing exceptional expertise?
- Is seeking or providing knowledge a top priority for your brand?
- Is your brand adept at research and getting to the truth?
- Does your brand provide your customers with the means to think for themselves and to fulfill their potential?

If you have responded yes to many of the questions above, your brand may be best represented by the Sage archetype.



Photo: David Attenborough: A Life on Our Planet

The Sage

Purpose: To seek out the truth, to use knowledge and insights to understand the world

Alter egos: The investigator - the mentor - the expert - the guru - the philosopher - the teacher - the oracle - the scholar - the guide

Personality traits: Reflective - intelligent - wise - open-minded - eloquent - trustworthy - analytical - informative - philosophical - disciplined - objective - perfectionistic - confident - insightful

Examples: CNN, The Guardian, Google, The New York Times, National Geographic, David Attenborough, Oprah Winfrey, Yoda



The good

Sage brands are committed to **seeking out the truth**. They will use the knowledge and wisdom they have gained **to understand the world**. The Sage is well-respected, capable of analyzing information objectively and willing to share the answer with others. Intelligent and insightful, Sage brands are great mentors as they see the value in thinking things through and they also inspire others to delve deeper rather than taking something at face value. These brands are driven to find answers to the most challenging questions. This desire to discover the truth eventually leads to **mastery** in their field. In addition to demonstrating enhanced problem solving skills, the Sage is a perfectionist who values freedom of thought, critical thinking and individualism.

The bad

The Sage can be socially awkward and can appear rather cold and self-absorbed as they are often more at ease around books than around people, especially when few peers are on the same intellectual level. Additionally, they can come across as judgmental, overly critical and even patronizing. They should also take care not to become too proud or over-confident. Their never-ending quest for the truth can cause them to lose touch with reality or it can result in **analysis paralysis**, meaning that the Sage can get lost in research and end up never taking any action. The biggest fear of the Sage is to be misled or ignored.





Photo: TED Talks



Photo: National Geographic

The believers

The Sage archetype serves as a guardian of the truth and **a reliable source of wisdom**. These brands help their audience uncover the truth, understand the world and ultimately **realize their full potential**. The Sage audience enjoys learning new things simply for the sake of becoming more knowledgeable and gaining insights about the world. They value intelligence and independent thinking.

As they are able to grasp more complex ideas, they prefer to receive the hard data necessary to make an informed decision on their own. They are not afraid of products that require a steep learning curve and they would respond well to advertising that challenges them to think in a different way. Cute or fluffy ads will not appeal to the Sage audience. They trust **transparent brands** who offer concrete information over those who are not eager to disclose relevant details or who talk down to them.

The brands

Brands that identify with the Sage provide expertise or information - backed up by research or scientific facts - that will encourage their customers to think. Typical sectors that associate with the Sage archetype include **IT products, education and training** e.g. universities and museums, news outlets, cutting edge technology, business intelligence, market research and the telecom sector. Sage brands avoid gimmicky or fluffy ads. Instead, they communicate using polished marketing materials that showcase their **expertise and intellectual authority**.



- Does your brand promote values of freedom, independence and self-reliance?
- Does your brand inspire your audience to seek fulfillment through adventure and self-discovery?
- Does your brand challenge your customers to venture outside their comfort zone?
- Is your brand a pioneer, unafraid to explore a new direction?
- Is your brand curious about the newest developments and trends?
- Does your brand embrace possibility with the sky being the limit?
- Does your brand pride itself on being self-made?

If you have responded yes to many of the questions above, your brand may be best represented by the Explorer archetype.



Photo: Indiana Jones: Raiders of the Lost Ark, 1981, Paramount Pictures

The Explorer

Purpose: To seek a more authentic, fulfilling life; to experience new things; to discover oneself by discovering the world

Alter egos: The pioneer - the trailblazer - the adventurer - the wanderer - the pilgrim - the seeker - the daredevil

Personality traits: Independent - ambitious - individualistic - self-sufficient - innovative - ambitious - bold - non-conformist - daring - curious - authentic - adventurous

Examples: Jeep, Lonely Planet, The North Face, Timberland, GoPro, Land Rover, Amelia Earhart



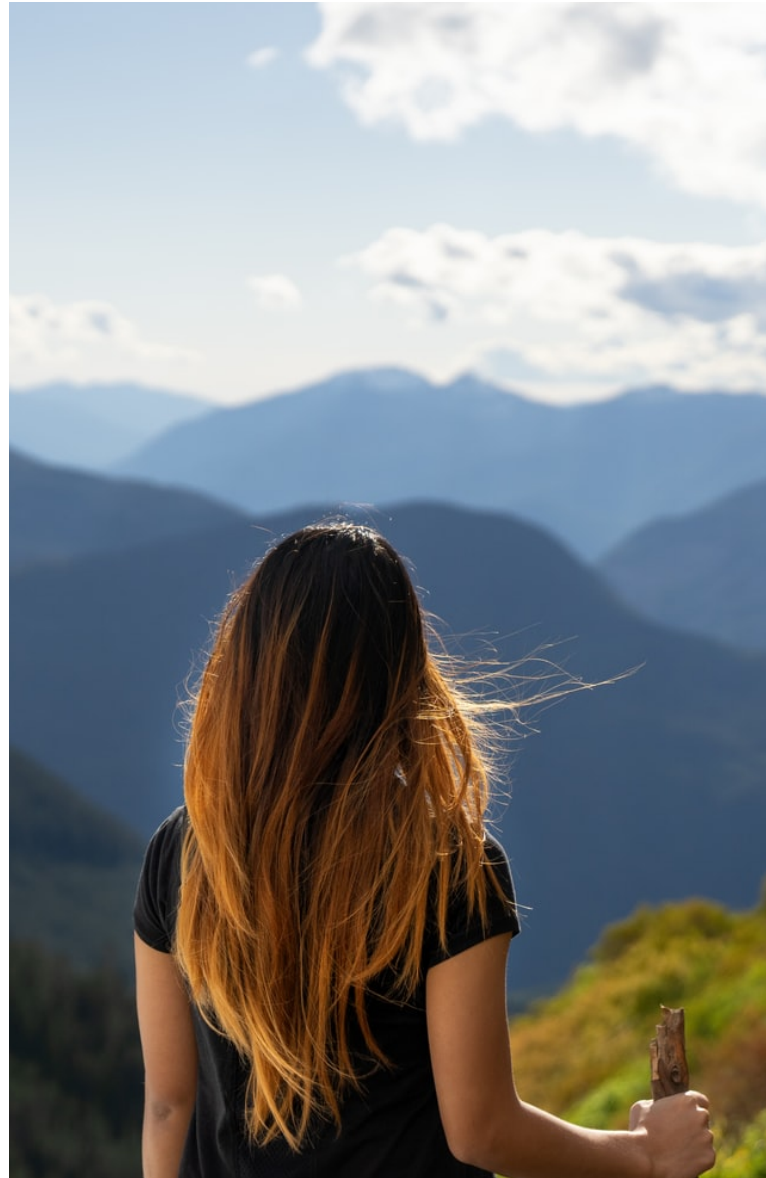
The good

The Explorer archetype is **freedom personified**. The Explorer craves **adventure** and **self-discovery** by exploring new, authentic experiences that the world has to offer. Adventure is the preferred means to achieve enlightenment and self-fulfillment. These brands invite their audience to embark on an exciting journey with them. They encourage their customers to be independent, express their individuality and take initiative so that they may grow.

The Explorer brands like to stay on top of the newest trends and they delight in unexpected discoveries. They are autonomous, ambitious and innovative. They are also **nonconformist** and they desire to be free of any constraints that might tamper with their freedom and personal growth. However, instead of challenging the establishment like the Hero or Outlaw, they simply reject it and opt for a different path altogether.

The bad

The Explorer fears entrapment, boredom and being stuck in a rut. They continuously need to push the envelope and explore the



unknown in order to avoid becoming restless. At their worst, they can become **aimless wanderers**. They could turn out flaky and they might even end up alienating others because they become too self-involved in their quest to attain a gratifying life for themselves. In their need to be self-sufficient, they might reject help or support from others. Finally, the Explorer could appear as a misfit or as a bit of an oddball.

The believers

The Explorer audience exhibits a particular mindset as they are trying to figure out their place in the world. This type of mindset frequently materializes in the younger generation. However, the Explorer could also appeal to someone stuck in a mid-life crisis, **in need of new experiences** to rediscover him/herself and the joys of life. Explorer customers are often quite active in the rugged outdoors, particularly through solitary activities that allow them to **reconnect with nature**. They dislike settling down and steer clear of serious commitments like a mortgage or marriage.

The Explorer brands resonate with their audience as they are able to **offer a solution for their internal conflicts and desires**. Their customers are not particularly loyal because they believe change to be a natural state of life. The best way for Explorer brands to entice their target audience is to emphasize the **authenticity of the brand** and to highlight freedom and individuality as core values.

The brands

The Explorer archetype is the ideal brand personality for products that are to do with **outdoor pursuits**, such as off-road vehicles, clothing and apparel for extreme and outdoor sports and other leisurely adventures in the wild. Explorer brands play up the importance of freedom, independence and adventure. **Nature and risk-taking** tend to take up a central role in their communication.



Photo: Jeep

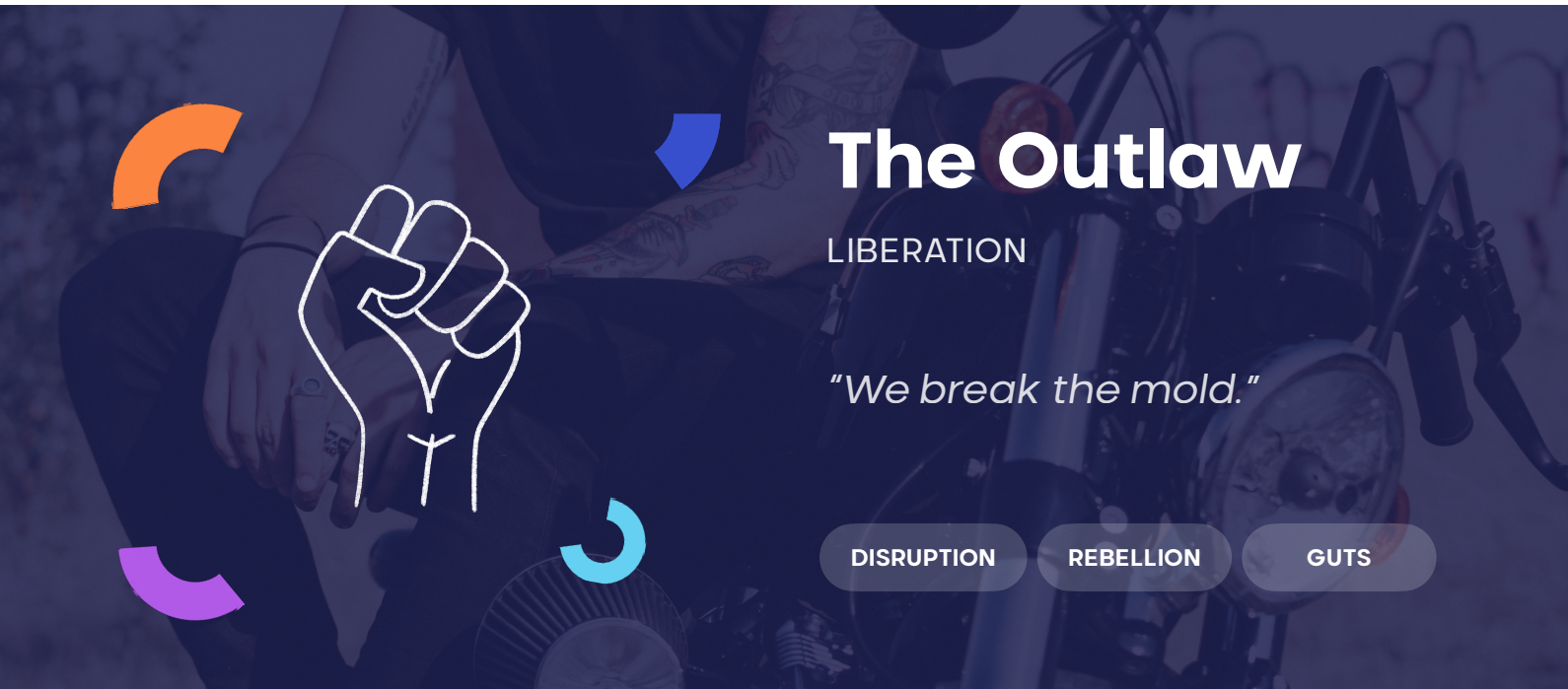


Photo: The North Face

ARCHETYPES THAT LEAVE
A MARK ON THE WORLD

The Outlaw, Magician and Hero archetypes leave a legacy





The Outlaw

LIBERATION

"We break the mold."

DISRUPTION

REBELLION

GUTS

- Does your brand tend to disrupt to cut through the noise and make their voice heard?
- Is your brand unafraid to employ controversial tactics (even bordering on offensive) to challenge the status quo?
- Is your brand regarded as revolutionary or insurgent?
- Does your brand specialize in radical, unconventional ideas, services or products?
- Does your brand have a cult-like following?
- Does your brand stand out from other mainstream brands?
- Is your brand passionate about changing the world, regardless of what it takes?

If you have responded yes to many of the questions above, your brand may be best represented by the Outlaw archetype.



The Outlaw

Purpose: To overthrow what is not working to better the world

Alter egos: The rebel - the revolutionary - the challenger - the game changer - the maverick - the activist - the reformer

Personality traits: Outrageous - rebellious - disruptive - powerful - counter-cultural - different - challenging - not materialistic - free-spirited - unconventional - outspoken - controversial - bold - fearless - insurgent

Examples: Vans, Harley Davidson, Snickers, Zorro, Steve Jobs, Apple, Bonnie & Clyde, Virgin, Lady Gaga, Jack Sparrow



Photo: Pirates of the Caribbean: The Curse of the Black Pearl (2003)

The good

The Outlaw brands are **revolutionaries with a purpose**. They are free-spirited souls with a rebellious calling. Their goal is to achieve radical freedom and overthrow anything that is not working or that needs to change. The Outlaw archetype attracts attention with disruptive, shocking and destructive acts. These brands resort to a plethora of **controversial tactics** to expose what is wrong with the world. They are unapologetic and they do not shy away from ruffling a few feathers if that is what it takes to break the mold and get their revolutionary message across. They tend to go all out and they will ensure that everyone knows about it.

The Outlaw is action-oriented, brave and adaptable and provides **fresh perspectives and radical changes** that inspire. The Outlaw brands position themselves as outsiders who feel it is unacceptable to be a sheep in society. Socially conscious and opposed to materialism, they are unconventional thinkers who motivate others to reject negative societal norms.

The bad

The greatest fear of the Outlaw is to be powerless and ineffective. They dread being bought out or becoming too popular as a brand. Some Outlaw brands can be regarded as revolutionary and they risk coming off as too reckless, stubbornly shaking things up just to get a kick out of it. Conversely, they may become too angry and consumed by what they are fighting for, which can cause them to lose sight of their other priorities and lead to destructive behavior.



The believers

The Outlaw audience rejects dominant culture and is **appreciative of controversy**. Many of these customers may feel like an **outsider** and the resulting alienation and loss of faith in conventional choices can result in anger. As such, they are attracted to the energy of the Outlaw archetype and form an almost cult-like following.

These customers have a tendency to engage in **risky behavior** and they have a strong craving for freedom. Younger people who are looking to find themselves, especially those who feel alienated, might go straight to the Outlaw archetype, skipping the Explorer altogether. Surprisingly, the Outlaw audience might also consist of well-behaved, law-abiding citizens, the so-called fringe Outlaws, who just need to let off some steam every now and then.

The brands

The Outlaw archetype is the ideal match for **insurgent brands** who strive to make their mark in a field dominated by traditional brands. Outlaw brands play on feelings like anger or mistreatment and their marketing focuses on **risk-taking**. They apply imagery



that may be dark or bold and revolutionary and that represents freedom from convention. Additionally, they use the concept of the outsider to appeal to their target audience, urging them to behave in a certain way.

These brands often walk a fine line as they may be perceived as offensive. In order to successfully respond to their customers, they should gauge their audience's level of extremism and communicate accordingly. However, **an element of certain shock value** is frequently included, from a politically incorrect joke or a unique ad with seemingly no real selling point to actual outrageous content intended to shock.



The Magician

POWER

"A transformative experience from vision to reality"

POWER

MYSTERY

IMAGINATION

- Does your brand have a significant impact on your customers?
- Does your brand capture the imagination?
- Does your brand deliver transformative results?
- Is your brand able to see opportunities and bring to life a unique vision?
- Is your brand inventive and continuously striving for improvement?
- Does your brand delve deeper to fully understand your audience's conflict and devise the best possible solution?

If you have responded yes to many of the questions above, your brand may be best represented by the Magician archetype.



Photo: The Lord of the Rings: The Fellowship of the Ring (2001), New Line Cinema

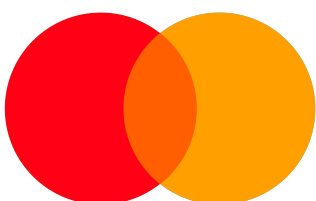
The Magician

Purpose: To make dreams come true, to realize a vision

Alter egos: The visionary - the wizard - the inventor - the charismatic leader - the catalyst - the transformer - the shaman

Personality traits: Spiritual - values magical moments - holistic - inspiring - engaging - charming - intuitive - masterful - confident - intelligent - knowledgeable - influential - perceptive - inventive - curious - awe-inspiring - charismatic - driven - ambitious

Examples: Red Bull, Disney, Mastercard, Gandalf, Steven Spielberg, Pixar



The good

The Magician brands are intelligent, driven and charismatic. They strive to understand the universe and they believe that there is more to the world than can be seen by the naked eye and that any limits we deal with are self-imposed. These brands are also highly intuitive. They provide a unique perspective and are able to **envision possibilities**. They have access to a vast pool of implicit knowledge and power and are able to manipulate elements to produce the desired outcome. Consequently, the Magician is often regarded as having near mystical qualities.

The Magician brands offer magical moments: **transformative experiences** that excite, captivate and amaze. Whether it is making the impossible possible, making dreams come true or turning problems into opportunities, the Magician is a catalyst for change. They harness their knowledge to create something from nothing, leaving others in awe.

The bad

The Magician's biggest fear is that their exploration has inadvertent negative repercussions. They would also hate to be seen as merely a vehicle with a hollow purpose. On a bad day, they show a manipulative, dishonest streak and they can lose touch with reality. Additionally, they quickly lose patience if others fail to be excited about their vision.



The believers

The Magician brands make a promise to individuals that they will make their dreams come true. They will use their impressive skill set to generate a win-win solution for all parties involved. They also address their audience's **deep desire for self-transformation** and they will empower their customers and motivate them to trust their instincts. The Magician brands offer intriguing products and services designed to help their customers grow wiser and become an agent of change capable of influencing others.

The brands

Many **technology brands** identify with the Magician archetype. It is an archetype that also meshes well with any brand that is transformative, user friendly and that focuses on expanding the mind. It suits brands that aim to provide magical moments or even transform lives. That being said, Magician brands should be mindful that they are always able to deliver the transformative results that they promised. Marketing-wise, the Magician can charm their audience with imaginative and inspiring advertising.

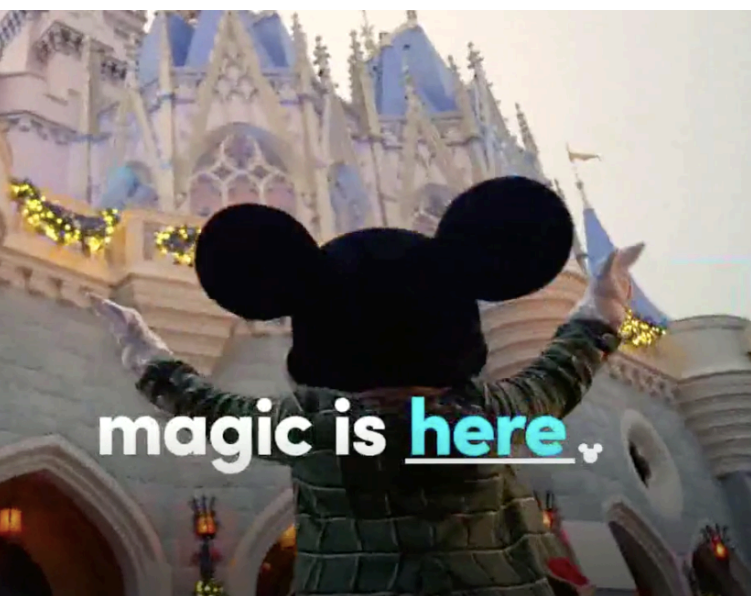


Photo: Disney World



Photo: Red Bull



The Hero

MASTERY

"Rise to the challenge"

IDEALISM

SPIRIT

COURAGE

- Does your brand challenge people to achieve their fullest potential?
- Does your brand strive to outshine the competition?
- Does your brand adhere to a noble set of values?
- Do your customers trust your brand to consistently deliver high quality products?
- Does your brand put a lot of value on corporate social responsibility?
- Does your brand possess a strong sense of duty?
- Is your brand currently the underdog looking to overturn the business landscape with your superior products?

If you have responded yes to many of the questions above, your brand may be best represented by the Hero archetype.



The Hero

Purpose: To achieve mastery and make a mark on the world, to prove their worth

Alter egos: The competitor - the achiever - the warrior - the winner - the idealist - the team player

Personality traits: Brave - determined - skillful - strong - competent - competitive - aggressive - principled - idealistic - courageous - self-confident - powerful - consistent - reliable - perfectionistic - disciplined - proud - forceful - focused - goal-oriented - protective - helpful - noble - tenacious - relentless - protective - honorable

Examples: BMW, Adidas, Nike, Obama



Photo: Wonder Woman (2017)

The good

The Hero brands are driven to prove their worth. They are **high achievers** who know what they want and who love to leave a mark on the world. They are strong, competent and self-confident with the tenacity and expertise to **consistently produce excellent results**. Ever striving to surpass themselves as well as the competition, they get things done effectively with attention to detail. They are noble and disciplined.

Importantly, they never give up, which allows them to defy the odds and overcome any obstacles. They also **inspire others** to make a difference by becoming their own heroes and using their courage to fight for what they believe in. The Hero displays some qualities that are similar to those of the Ruler but the Hero values courage more than control. Hero brands are also idealistic with **a strong sense of duty**. You can always count on them to rise to the challenge and save the day.

The bad

The Hero has a **paralyzing fear of failure** and of showing cowardice or weakness. Additionally, they would shudder if their



Photo: Nike



Photo: Adidas

rival were to overtake them in quality or ratings. In fact, Hero brands might develop an obsessive need to win, which could cause them to pick battles impulsively without taking the time to first think it through. At their worst, they may pass as ruthless and aggressive or they may appear self-important, arrogant and manipulative. As such, it comes as no surprise that the Hero brands usually have a couple of mental dragons of their own that need slaying.

The believers

The Hero audience puts great trust in the brand as they appreciate the **premium quality** of their products. Their purchases serve to **distinguish them from others**, because of which they are unlikely to respond to cute or fluffy ads. The customers have an intense desire to become strong, powerful and competent like the brand they buy from. In their own quest to develop their character or abilities, they are equally tenacious and dedicated to overcoming difficulties. They tend to see themselves as good, moral people and so they strongly identify with the Hero brands that share their values.

The brands

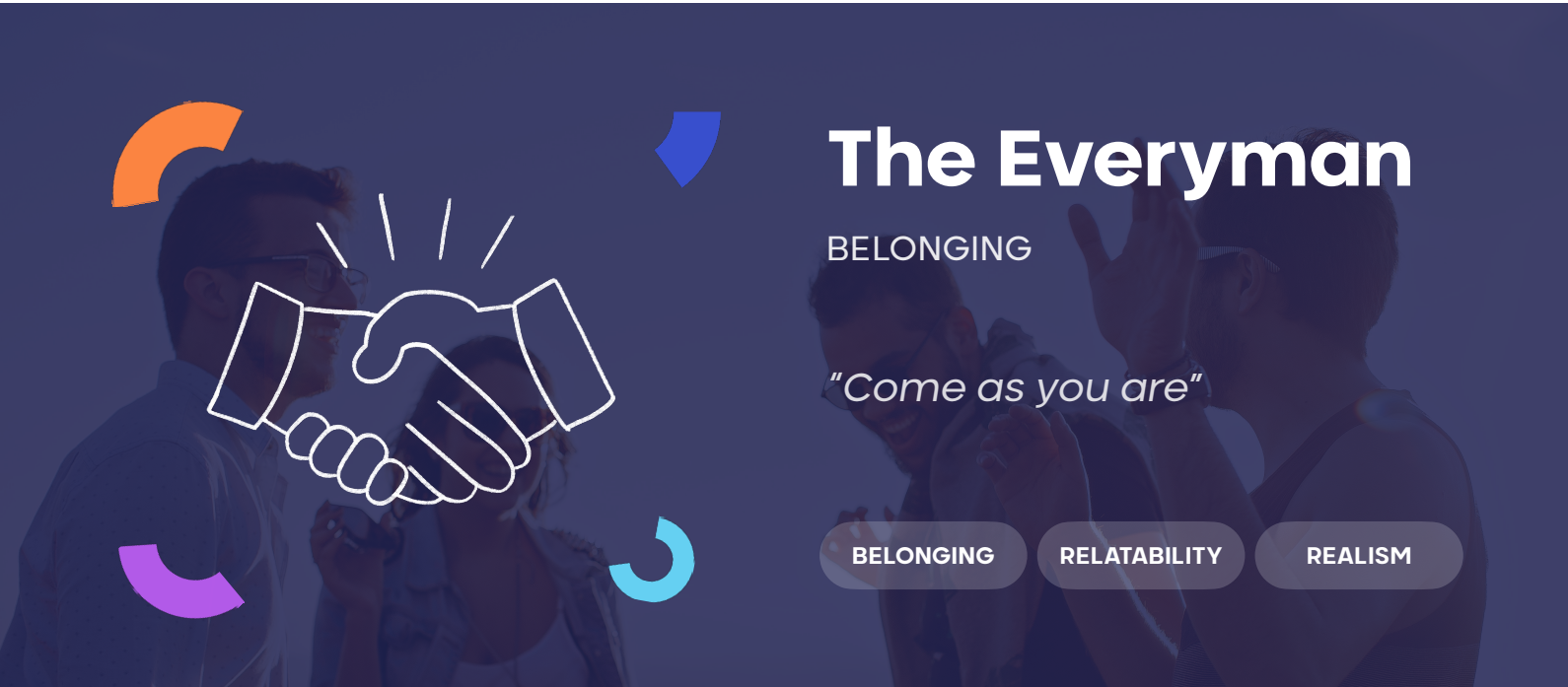
Challenger or underdog brands typically adopt the Hero archetype as this brand personality works well when there is a definitive competitor or ‘antagonist’ to beat. The Hero-like qualities of discipline, focus and strength are represented by **athletic and military brands**. The Hero is also channeled by brands that are **virtuous** and that help their customers achieve their altruistic goals, philanthropic brands that focus on social corporate responsibility and brands that produce innovative products with the ability to change the world. As Hero brands attach a lot of importance to quality and superiority, they tend to use powerful imagery and bold colors in their communication.

Do you feel your brand's purpose is to leave a mark on the world like the **Outlaw, Magician or Hero** does? Discover what your brand really stands for with [our brand archetype quiz!](#)

ARCHETYPES THAT BUILD
A CONNECTION

**The Everyman, Jester
and Lover archetypes
seek a better connection**





- Does your brand empathize with your audience?
- Does your brand value humility and honesty?
- Does your brand appeal to the silent majority?
- Is your brand an advocate for ordinary joys?
- Does your brand give people a sense of belonging?
- Does your brand offer reliable and practical products or services?

If you have responded yes to many of the questions above, your brand may be best represented by the Everyman archetype.



Photo: Homer Simpson, The Simpsons

The Everyman

Purpose: To belong

Alter egos: The regular guy - the realist - the friend - the straight shooter - the person next door - the good neighbor - the common man - the networker

Personality traits: Humble - unpretentious - dependable - reliable - stable - trustworthy - familiar - down-to-earth - people-oriented - honest - practical - emphatic - relatable - ordinary - friendly - common sense - understanding - outgoing - connected - genuine - likeable - frugal - welcoming - transparent - helpful - sincere

Examples: GAP, Volkswagen, Budweiser, IKEA, Bilbo Baggins, KFC, eBay



The good

Brands that adhere to the Everyman archetype are unpretentious and respectful of others. They put themselves **on equal footing with their customer**. They are humble, down-to-earth and dependable. Everyman brands appreciate the **ordinary, simple joys in life** and they embrace **solid virtues** like common sense, authenticity and hard work. As such, they are not interested in luxury or status. Instead, they maintain a realistic perspective on the world.

They aim to be neighborly and helpful, also motivating others to do their best or to pitch in to help solve problems. Everyman brands will bounce back after a setback as they are naturally resilient. They will get the job done properly and they will consistently offer quality products and services. Everyman brands are familiar, honest and friendly with a strong feeling of empathy. They strive to **make connections** as their ultimate goal is to **create a sense of belonging**.

The bad

Everyman brands dislike being seen as greedy or putting on air. However, their greatest fear is to stand out too much or to



feel left out. In a frantic effort to fit in, they could lose their personality. Due to their **desperate need to belong to a group**, the Everyman would rather be abused than alone. As another extreme, they might even end up as part of a mob rejecting those who are different. Additionally, the downside of their idealistic qualities is that when the world does not meet their expectations, they can become negative and cynical, playing the victim and blaming others for their misfortune.

The believers

The Everyman audience desires to connect with others. They **prefer familiar to strange** and so they appreciate brands that are trustworthy and that provide reliable products. The Everyman brands help their customers accept themselves as they are. They appeal to their audience by being approachable, friendly and likeable. Innovation is not as important as the sense of being 'one of us'.

The brands

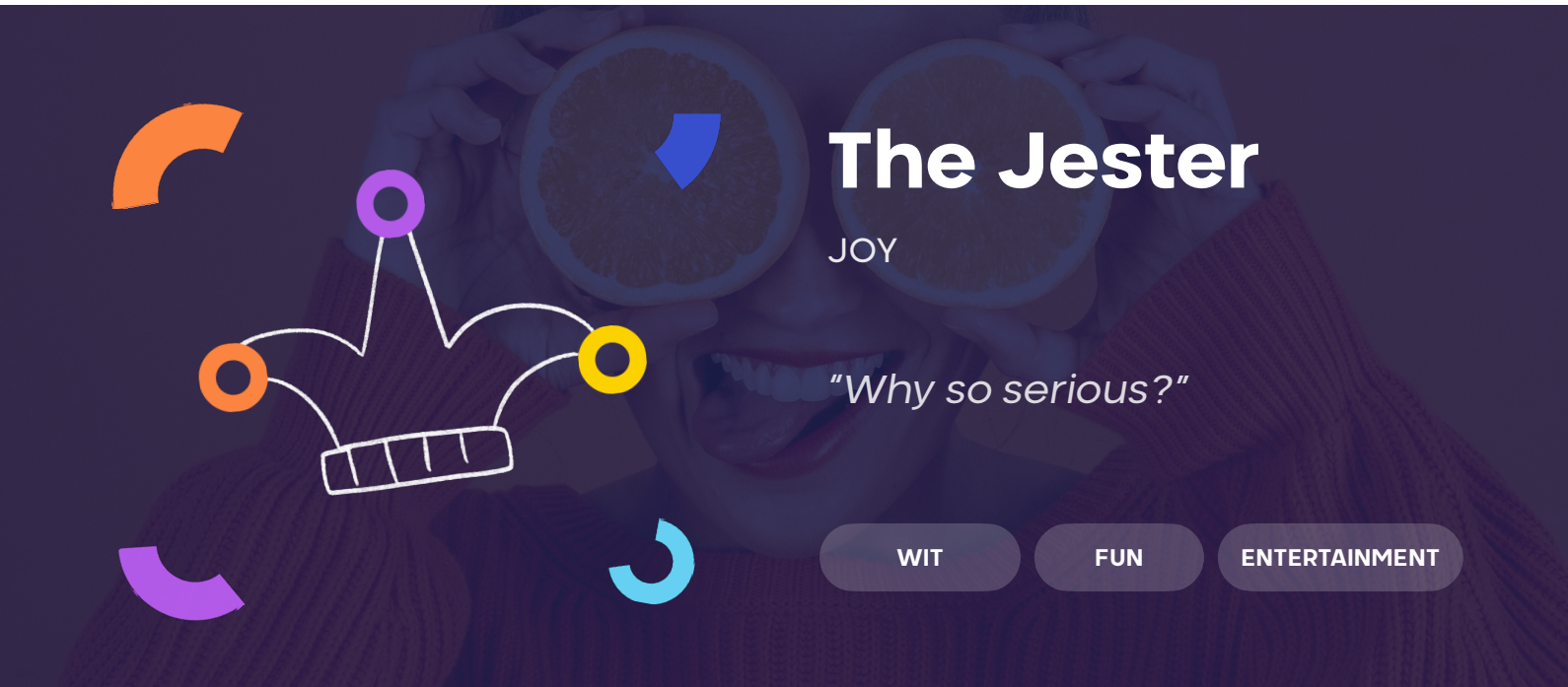
Everyman brands go **back to basics**. They do not offer anything fancy or extravagant. Instead, they provide practical and functional products that focus on meeting a basic need and that appeal to a broad audience. They also cultivate a simple brand image, representing themselves as dependable and open. Everyman brands typically present products that give people a sense of belonging. In terms of communication, the Everyman brands express themselves in an **ordinary voice**. They commonly include money back guarantees to build trust and they avoid outlandish claims or anything that could shock or disturb their audience.



Photo: Levi's



Photo: Ikea



- Is your brand more focused on fun than on results?
- Does your brand specialize in entertainment and creating carefree moments?
- Is your brand associated with joy, playfulness and living in the present?
- Does your brand tend to regard life as a game and the world as its playground?
- Is your brand unafraid to bend the rules and stand out?
- Does your brand resort to humor to diffuse a difficult situation?
- Does your brand motivate your audience to discover their inner child?

If you have responded yes to many of the questions above, your brand may be best represented by the Jester archetype.



Photo: Salvador Dalí

The Jester

Purpose: To make every moment invaluable, to lighten up the world, to live life to the fullest

Alter egos: The joker - the comedian - the wild child - the fool - the trickster - the anarchist

Personality traits: Happy go lucky - carefree - different - impulsive - playful - joyful - original - foolish - fun - witty - clever - spontaneous - cheerful - unpredictable - intelligent - bright - creative - colorful - innovative - easy going - provocative - tongue-in-cheek

Examples: Dorito's, Domino's pizza, M&M's, Salvador Dalí, Austin Powers, Skittles, Fanta, Pepsi, Old Spice



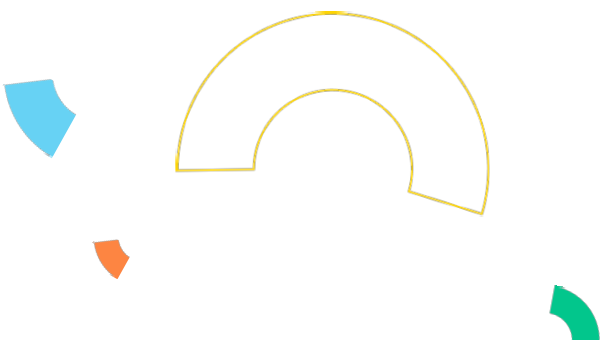
The good

The Jester is all about fun, laughter and enjoying life. Jester brands are **here only for the good times** and they do not take anything too seriously - least of all themselves. In fact, they embrace the absurdity of life and they urge their audience to do the same. The Jester brands can alleviate any situation using humor or tension. They are unafraid to spice things up and stand out as they are very comfortable in their own skin.

These brands are all about creating fun moments. They find **more joy in the journey itself** than in achieving an outcome. They prefer to live in the present, regarding every moment as invaluable, and are therefore not inclined to reminisce about the past or plan for the future. That being said, the Jester can be incredibly clever. They think outside the box and come up with **original perspectives and innovative ideas**. These brands stimulate their audience to be impulsive and playful and connect with their inner child. They make life look simple and they make people feel great.

The bad

The Jester brands **fear boredom** most of all. They view life as a game. The flip side of this particular coin is that it may cause them to come across as mischievous, irresponsible and frivolous. They can also display a cruel or cunning streak and use their wisdom to deceive others. Worst case scenario, these negative tendencies could result in a lawsuit.



The believers

The Jester audience values hedonism, cleverness and creativity and they seek out others with the same **fun-loving, 'carpe diem' mindset**. They will go out of their way to avoid anything they find dull or annoying. The Jester archetype blends in seamlessly with the modern age as people are increasingly eager to indulge in new experiences.

The brands

Jester brands live freely and look for the fun in life. Subsequently, their ads tend to focus on being **playful and entertaining**. Their communication can appear unusual, silly or over the top. These brands do not shy away from being politically incorrect or teasing their customers. However, they are continuously working to stay relevant and **original** in order to keep their customers engaged. Their ads display vibrant colors and exude a lot of energy. Virtual experiences like augmented reality apps and interactive websites also appeal to this brand archetype.



Photo: Ben&Jerry

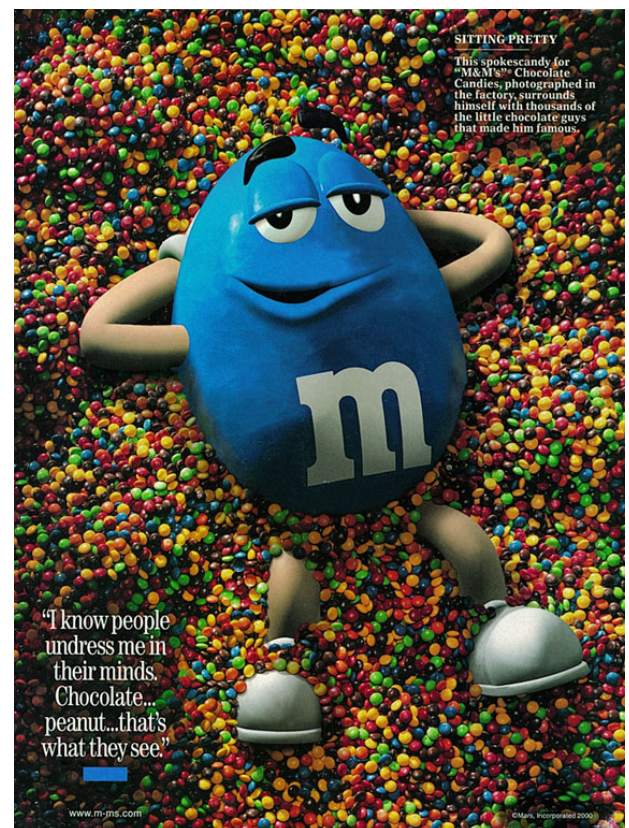
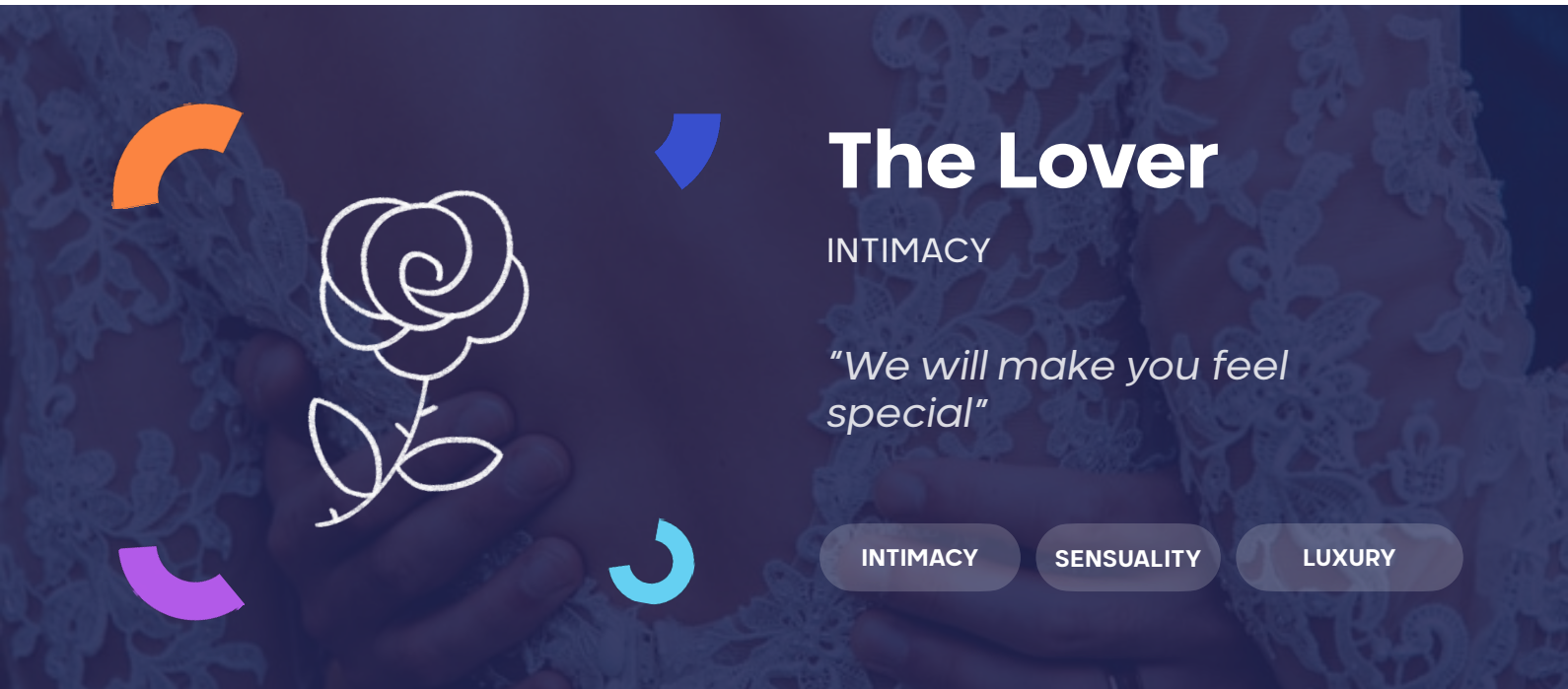


Photo: M&M



- Does your brand attach importance to producing luxury products that are esthetically pleasing?
- Does your brand emphasize sensory experiences?
- Does your brand promote harmony, intimacy and togetherness?
- Does your brand evoke emotion?
- Does your brand value customer appreciation more than anything?
- Does your brand position itself as glamorous and upper end?

If you have responded yes to many of the questions above, your brand may be best represented by the Lover archetype.



Photo: Marlin Monroe

The Lover

Purpose: To create lasting relationships, to evoke emotions and indulge in delightful sensations

Alter egos: The sensualist - the seducer - the harmonizer - the partner - the romantic - the hedonist - the bon vivant - the matchmaker - the companion

Personality traits: Passionate - sensual - sexy - attractive - glamorous - luxurious - emotional - beautiful - loving - faithful - magnetic - committed

Examples: Chanel, Dior, Victoria's secret, Häagen-Dazs, Lindt, Marilyn Monroe, Godiva

Dior



The good

The Lover brands are all about **crafting lasting relationships** and fostering **intimacy and connection**. They appeal to their audience's emotions, counseling them to follow their heart and indulge their desires. These brands promote togetherness and they enhance their audience's attractiveness in order to make them feel special. The Lover not only focuses on romanticism and sex, but **encapsulates all types of love**. They help their audience give and receive love as well as encouraging self-care and self-acceptance.

The Lover also appreciates beauty and **celebrates the physical pleasures** of being human. These brands entice their audience with enjoyable experiences that please the senses: delicious food, alluring scents, beautiful things, etc. These are brands to choose with your heart, rather than your head.

The bad

The Lover brands **fear being alone**, unloved and unwanted. Making a good impression is important to them and how others perceive them could affect their self-esteem. They are



people pleasers at the risk of becoming a puppet. Conversely, their dark character traits include a tendency to become obsessive, envious or promiscuous. At their worst, they could objectify others, become vindictive or seduce for the sake of conquest. They may come across as shallow. The Lover would not care to pass as cheap as that would ruin their aura of glamor and mystique.

The believers

The Lover audience wants to feel special. **They want to love a brand that will love them back.** They are **driven to connect** and they make every effort to attract others either by enhancing their appearance or by becoming the best version of themselves. These customers are drawn to the premium products of the Lover brands which are tasteful and charming and which make them feel good about themselves. **Customer appreciation** is crucial.

The brands

Lover brands turn up in many industries but are typically associated with **cosmetics, jewelry, fashion and certain types of food.** These types of brands use evocative images to speak to the senses and mesmerize their audience with promises of beauty, intimacy, delicate scents and other sensual delights. The focus lies on **how the product would make the customer feel.**



Photo: Dior

In the current marketing landscape, your business will be able to reap real benefits from using an archetype to personify your core identity. Don't let your brand turn into driftwood, lost in the marketing maelstrom. **By giving your brand a human face and a voice**, you will be able to connect with your target audience, stay true to your narrative and take up a strategic position in today's business landscape.



Curious about which archetype best represents your brand? Take our quiz and discover the core identity of your business.

[Take our brand archetype quiz](#)



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The background is a solid dark blue. It is decorated with several curved, semi-circular shapes in various colors: orange, yellow, purple, green, red, and light blue. Some of these shapes are solid, while others are just outlines. They are scattered across the page, with some appearing larger and more prominent than others.

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