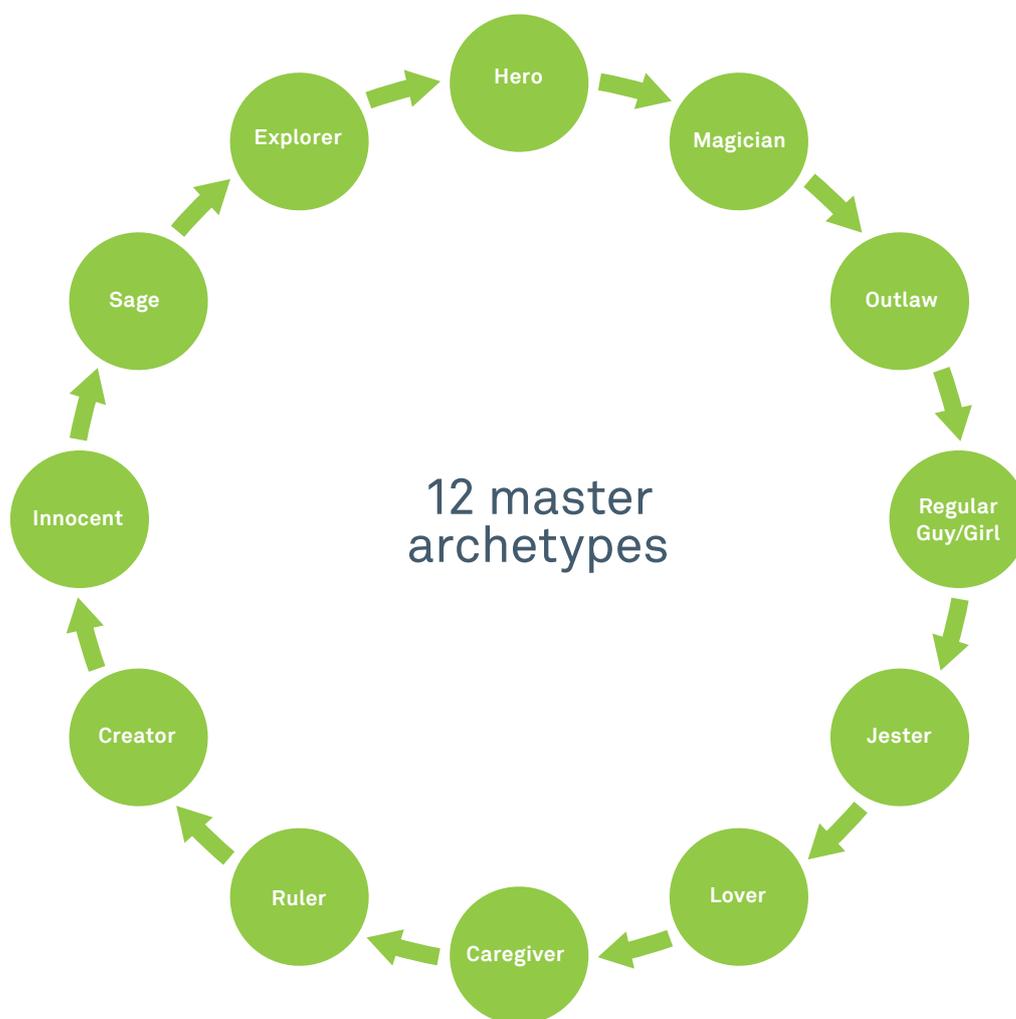


How Brands Get Recommended: Brand Archetypes



Brand archetypes allow us to identify a promising vision for your brand that can guide our strategy development.

Archetypes help us understand where a brand is coming from, what it stands for and what its future potential might be.

It can also be helpful to visualise your brand's archetype as a picture. Most of us think in images, not words. That explains why images are far more powerful: they reach our decision making centre before the rational argument sets in.

Thinking of brands as a story and a character is extremely powerful. For example, if a brand is to

be described as iconic, crusading, rebellious and charismatic, this could mean different things for an MD, marketing team, creative agency etc. However, if the brand was to be described as a 'Robin Hood', everything becomes a bit more clear.

Everyone understands the character and values of the brand, the story it is telling and how it should be brought to life for the customer.

It is claimed that Richard Branson's vision in the early days of the Virgin empire was for the brand to be "like Robin Hood, because Virgin is on our side!"

The 12 archetypes

Innocent

- ▶ Idealistic, ethical
- ▶ Wholesome, pure, simple
- ▶ Happy, optimistic, enjoy simple pleasures



Explorer

- ▶ Searcher, seeker, adventurous
- ▶ Independent, self-directed, self-sufficient
- ▶ Value freedom



Hero

- ▶ Competitive, winner
- ▶ Challenge “wrongs”, improve the world
- ▶ Proud, brave, sacrifice for the greater good



Sage

- ▶ Thinker, reflective, intellectual
- ▶ Expert, advisor, teacher
- ▶ Confident, in-control, self-contained, credible



Outlaw

- ▶ Rebellious, shocking, outrageous, disruptive
- ▶ Countercultural, revolutionary, liberated



Magician

- ▶ Transforming, spiritual
- ▶ Value magical moments and special rituals
- ▶ Catalyst for change, charismatic



Regular guy/girl

- ▶ Not pretentious,
- ▶ Reliable, dependable, practical, down to earth
- ▶ Value routines, traditional



HOLDEN



Lover

- ▶ Sensual, passionate, indulgent
- ▶ Values intimacy and close relationships
- ▶ Loves beauty



Jester

- ▶ Clown, jester, trickster
- ▶ Playful, take things lightly
- ▶ Impulsive, spontaneous, lives in the moment



Caregiver

- ▶ Altruistic, selfless
- ▶ Nurturing, compassionate, empathetic
- ▶ Supportive, generous



Creator

- ▶ Innovative, imaginative, artistic
- ▶ Experimental
- ▶ Ambitious, desire to turn ideas into reality



Ruler

- ▶ Manager, organiser, take charge attitude
- ▶ Efficient, productive
- ▶ Confident, responsible, role model



MACQUARIE

