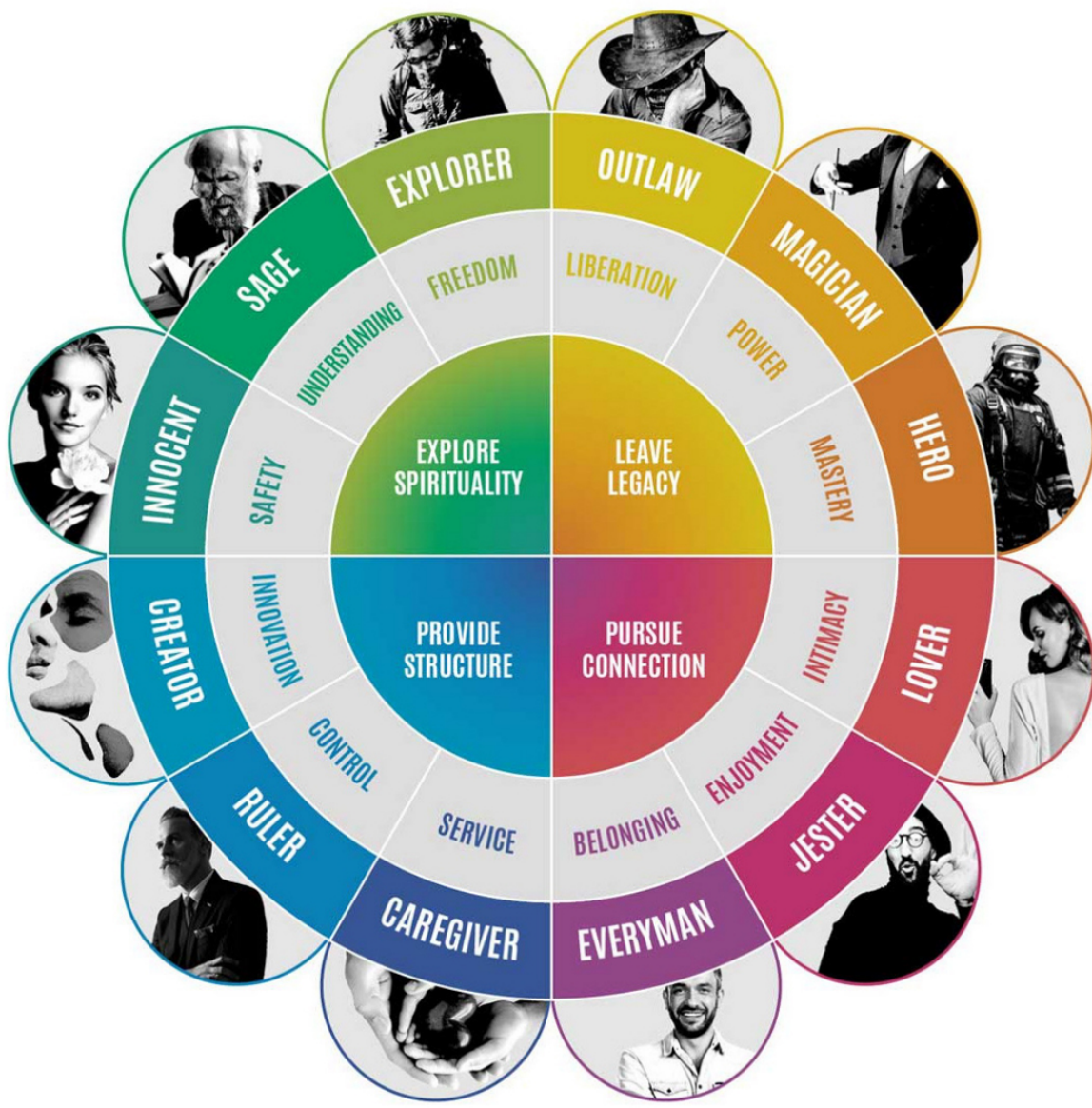


BRAND ARCHETYPE EXERCISE



BRAND ARCHETYPE EXERCISE

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| <h3>The Outlaw</h3> <p>The Outlaw REVOLUTION</p> <p>Rules are made to be broken</p> <p>BRAND VOICE: Disruptive, Rebellious, Combative BRAND MESSAGE: You don't have to settle for status quo. First, demand more, second, go out and get it.</p> <p>OUTLAW BRANDS: Virgin, Harley-Davidson, Diesel</p> | <h3>The Magician</h3> <p>The Magician POWER</p> <p>It can happen</p> <p>BRAND VOICE: Mystical, Informed, Reassuring BRAND MESSAGE: Tomorrow is brighter than today and all your dreams can come true if you believe.</p> <p>MAGICIAN BRANDS: Coca-Cola, Disney, Dyson</p> | <h3>The Hero</h3> <p>The Hero MASTERY</p> <p>Where there's a will there's a way</p> <p>BRAND VOICE: Honest, Candid, Brave BRAND MESSAGE: We can make the world better. We have the grit and determination to outwork the rest.</p> <p>HERO BRANDS: Adidas, Nike, FedEx</p> | <h3>The Lover</h3> <p>The Lover INTIMACY</p> <p>I only have eyes for you</p> <p>BRAND VOICE: Sensual, Empathetic, Soothing BRAND MESSAGE: Your Shining Beauty is impossible to ignore.</p> <p>LOVER BRANDS: Chanel, Victoria's Secret</p> |
| <h3>The Jester</h3> <p>The Jester PLEASURE</p> <p>If I can't dance, I'm not part of it</p> <p>BRAND VOICE: Fun Loving, Playful, Optimistic BRAND MESSAGE: We're here for a short time, not for a long time. Let your hair down and start living life.</p> <p>JESTER BRANDS: M&M's, Old Spice, Wolar Beer Co.</p> | <h3>The Everyman</h3> <p>The Everyman BELONGING</p> <p>You're Just Like Me And I'm Just Like You</p> <p>BRAND VOICE: Friendly, Humble, Authentic BRAND MESSAGE: When we treat each other with honesty and friendliness we can live together in harmony.</p> <p>EVERYMAN BRANDS: Ikea, Target, LYNX</p> | <h3>The Caregiver</h3> <p>The Caregiver SERVICE</p> <p>Love Your Neighbour As Yourself</p> <p>BRAND VOICE: Caring, Warm, Reassuring BRAND MESSAGE: Everyone deserves care and we must all strive to bestow service upon one another.</p> <p>CAREGIVER BRANDS: Unicef, WWF, TOMS</p> | <h3>The Ruler</h3> <p>The Ruler CONTROL</p> <p>Power isn't everything. It's the only thing.</p> <p>BRAND VOICE: Commanding, Refined, Articulate BRAND MESSAGE: You are successful in work and in life. Reward your excellence and your achievements.</p> <p>RULER BRANDS: LV, Mercedes-Benz, Rolex</p> |
| <h3>The Creator</h3> <p>The Creator INNOVATION</p> <p>It Can Be Imagined It Can Be Created</p> <p>BRAND VOICE: Inspirational, Daring, Provocative BRAND MESSAGE: See Potential Everywhere and Inveer Originality With Liberated Imagination.</p> <p>CREATOR BRANDS: LEGO, Apple, Adobe</p> | <h3>The Innocent</h3> <p>The Innocent SAFETY</p> <p>Life Is Simple And Simplicity Is Elegant</p> <p>BRAND VOICE: Optimistic, Honest, Humble BRAND MESSAGE: The Most Wholesome Things in Life are Unadorned and Pure.</p> <p>INNOCENT BRANDS: Aveeno, Dove, Innocent</p> | <h3>The Sage</h3> <p>The Sage UNDERSTANDING</p> <p>The Truth Will Set You Free</p> <p>BRAND VOICE: Knowledgeable, Assured, Guiding BRAND MESSAGE: Education is the Path to Wisdom And Wisdom is Where The Answer Lies.</p> <p>SAGE BRANDS: Google, BBC, Oxford</p> | <h3>The Explorer</h3> <p>THE EXPLORER FREEDOM</p> <p>Don't Fence Me In</p> <p>BRAND VOICE: Exciting, Fearless, Daring BRAND MESSAGE: You Only Get One Life. Get Out And Make It Count.</p> <p>EXPLORER BRANDS: The North Face, Jeep, Patagonia</p> |

- Do the next two steps individually and not influenced by the others:
- Choose a dominating archetype for your idea:** defines the main brand personality
 - Choose a supporting archetype:** potential for differentiation
3. Share and agree on one combined archetype in team.

You can use the template on the next page.

COMBINE TWO ARCHETYPES TO SHARPEN THE BRAND PERSONALITY AND CREATE SOME ADDITIONAL TRIGGERS FOR STORYTELLING

..... % Dominating Archetype

..... % Supporting Archetype

Characteristics

Characteristics

Opinions

Opinions

Key words and synonyms

Key words and synonyms