

Brand archetypes

A story as old as time

W O V & N



I want to tell you a story... about stories!



If you want an accurate, reliable timepiece the price is \$10.

If you want a *story*, the sky's the limit.



“Brand storytelling is no longer a nice to have. It is a need to have, and what will ultimately maximize your business’s visibility, profit, and impact. Treat it as a compass for your marketing strategy, and the result will be a brand that is as profitable as it is captivating.”

Forbes Magazine, Jan 2019

Brands don't just *need* stories.

Brands *are* stories.



What makes a great story *great*?





To be human is
to tell stories.

Human beings have always
been fascinated by
storytelling, it is one of the
foundations of our civilisation
and our success as a species.

Carl Jung, archetypes, and the collective unconscious

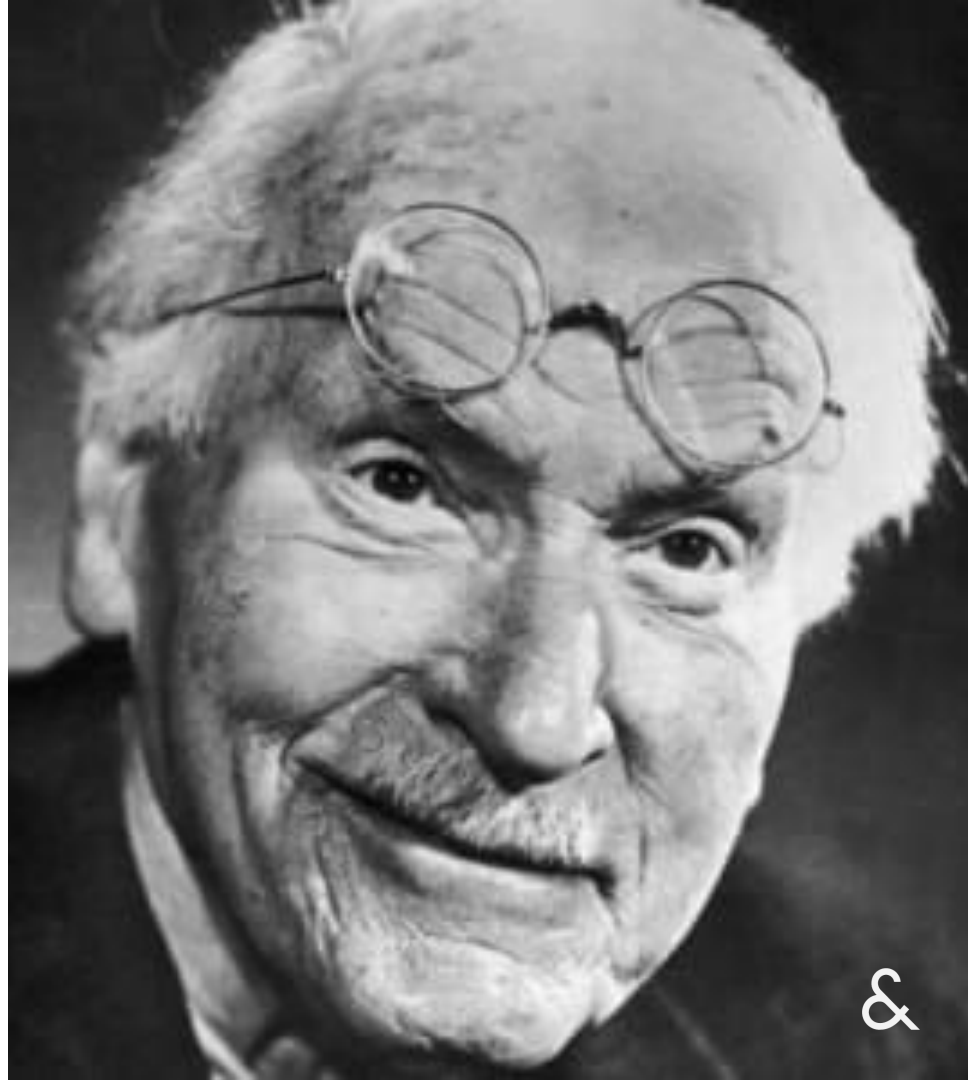
According to Jung, humans don't develop a collective unconscious. We inherit it.

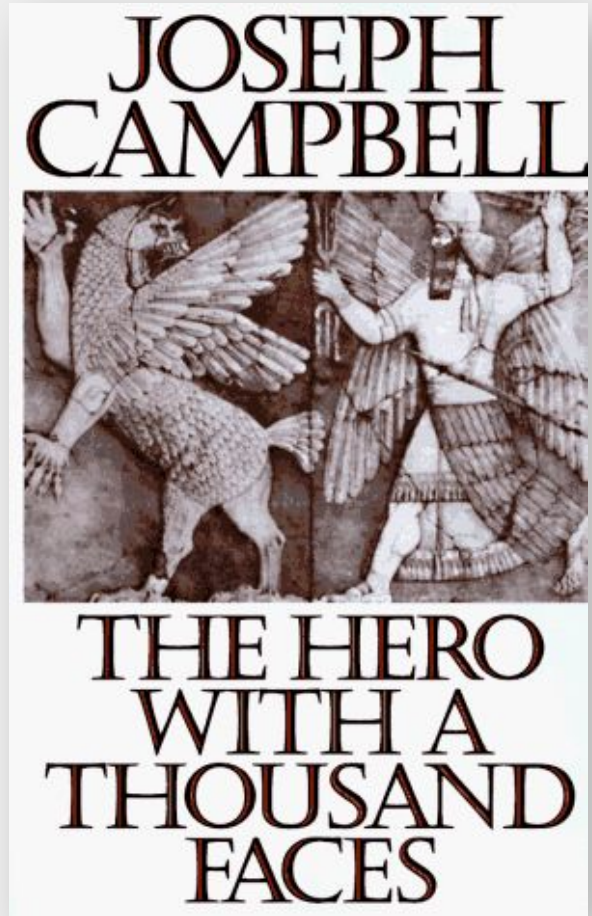
When we're born, we're infused with these universal images which form a deep, unconscious operating system for our minds.

These archetypal images, stories, and character types are based on thousands of years of collective experience as a species.

Thus archetypes are fundamentally hardwired into the human psyche and form the unconscious basis for our understanding of the world.

(See Jung's *Archetypes and the Collective Unconscious*.)





Joseph Campbell and the hero's journey

The mythologist Joseph Campbell, following in the tradition of Jung, became known for studying myths, folklore, stories, and religions from around the world and picking out the fundamental, universal elements to them.

Director George Lucas credited Campbell with providing a lot of the inspiration for his Star Wars films.

The producers of the Matrix trilogy and Disney films such as Aladdin, The Lion King, and Beauty and the Beast admit that The Hero with a Thousand Faces helped to structure the plot to these films, which attests to the power of these universal symbols.

Archetypal characters are used in storytelling to make characters immediately recognisable, relatable, and familiar.

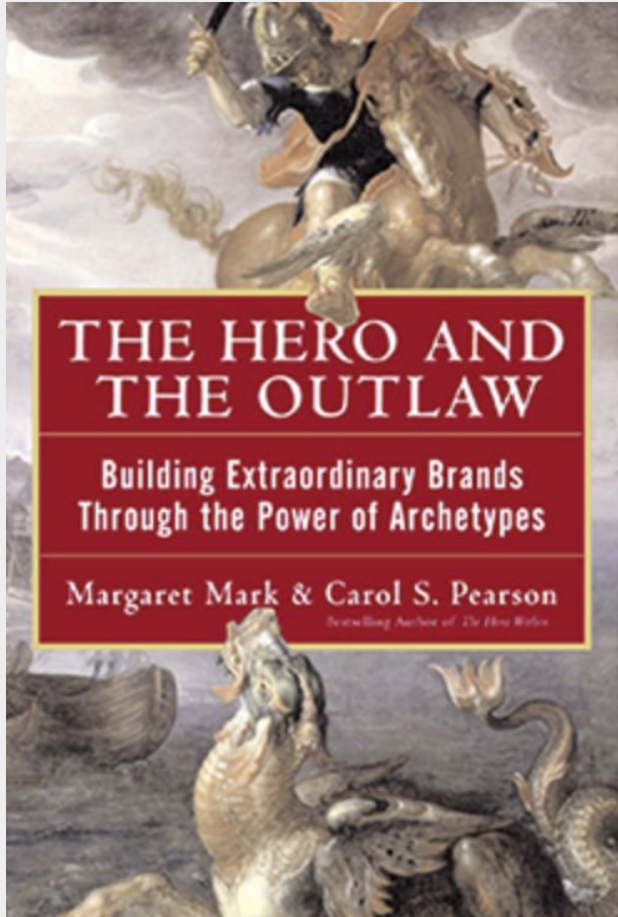
Take the 'hero' as an example.





Luke is taken to live with his aunt and uncle as a baby.
Luke lives a sheltered early life with a hidden destiny.
Luke has an innate power to battle the Dark Side.
Luke's enemy, Darth Vader, is a good guy gone bad.
A wise, old mentor, Obi-wan Kenobi, helps him on his journey.

Harry is taken to live with his aunt and uncle as a baby.
Harry lives a sheltered early life with a hidden destiny.
Harry has an innate power to battle the evil Voldemort.
Harry's enemy is a Hogwarts student gone bad.
A wise, old mentor, Albus Dumbledore, helps him on his journey.



Brands as archetypal characters: The Hero & The Outlaw

Written by Carol S. Pearson and Margaret Mark in 2001, this groundbreaking book brought together the power of archetypes and storytelling in building powerful brands.

Using studies drawn from the experiences of Nike, Marlboro, Ivory and other powerhouse brands, the authors show that the most successful brands are those that most effectively correspond to fundamental patterns in the unconscious mind, known as archetypes.

In other words, brands that align themselves - even accidentally - with these powerful archetypal characters will resonate in the minds of the audience with greater effect than brands with no clear archetypal character.

Aligning a brand with a fundamental archetypal character creates instant significance and meaning in the mind of the audience.



A person is silhouetted against a dark, starry night sky. They are holding a flashlight, which is directed upwards, creating a bright beam of light that illuminates the stars. The person is standing in a dark landscape, possibly a field or a forest, with some trees visible on the left side. The overall mood is contemplative and mysterious.

Brand archetype

Who we are at our core



The 12 archetypes



<https://www.adweek.com/brand-marketing/why-your-brand-needs-to-identify-a-brand-character/>



ARCHETYPE

Hero

Naturally determined, achievement oriented and focused.

The Hero's purpose in life is to improve the world.

They inspire others to believe in themselves as much as the Hero believes in them. They inspire, motivate and cheerlead their customers to do more, be more and have more. The Hero wants to leave a legacy and doesn't mind sacrificing for it.



YOUR DESIRE

To prove your worth through courageous acts.

YOUR GOAL

To improve the world.

YOUR STRATEGY

Motivate, encourage and be brave.

YOUR MOTTO

Where there's a will, there's a way.


YOUR FEAR

Weakeness, vulnerability, being scared.

YOUR ACHILLES HEEL

Arrogant and challenging.





If they think your dreams are crazy,
show them what crazy dreams can do.




FIND YOUR GREATNESS.

Nike is a hero archetype.

They don't just behave like a hero, they tell other hero's stories

EVERYONE LOSES GAMES.
FEW CHANGE THEM.

JUST DO IT.



Believe in something.
Even if it means sacrificing everything.



Just do it.



ARCHETYPE

Ruler

Naturally confident, competent and responsible.

The Ruler's purpose in life is to be a role model.

The Ruler take control and is motivated by maintaining high standards and priding themselves on being a leader in their industry. They want to create an environment if prosperity, security and stability. They are a big believer that rules are meant to be kept and that policy and procedures are necessary to maintain order.



YOUR DESIRE

Having full control.

YOUR GOAL

Create a prosperous, successful family or community.

YOUR STRATEGY

Excercise power and influence.

YOUR MOTTO

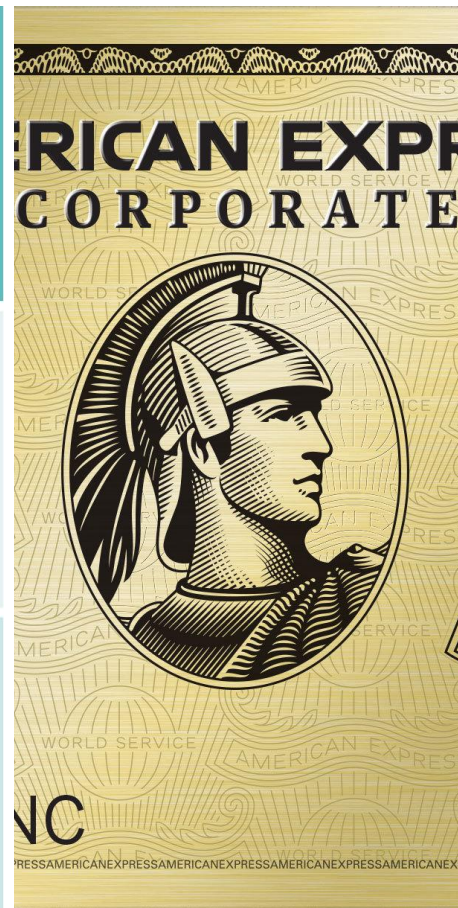
Power isn't everything, it's the only thing

YOUR FEAR

Chaos, being overthrown.

YOUR ACHILLES HEEL

Being authoritarian, unable to delegate.





Mercedes is a ruler archetype.
They talk about power, precision and 'setting the standard'.



Rolex is a ruler



PLÁCIDO DOMINGO
 World's leading tenor.
 Conductor. Director. Mentor.
 Author. Universally revered.
 While most would be content to
 excel in just one of these roles,
 he has mastered them all.
ROLEX. A CROWN FOR EVERY ACHIEVEMENT.

The Power of Precision
 With a triplock winding crown and a unidirectional rotatable bezel,
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Precision, power, standards

Tag Heuer is a hero



#DontCrackUnderPressure
TAG Heuer
 SWISS AVANT-GARDE SINCE 1861

„Lüben symbolisieren für mich Mut“, Cara Delevingne
 Fotografiert unter realen Bedingungen von David Yarow
 im New Yorker Stadtteil SoHo. Shooting, SoHo, New York.
 Entdecken Sie mehr auf YouTube und auf tagheuer.com/cara.

TAG HEUER CARRERA LADY

TAG HEUER CARRERA LADY
 AUTOMATIC CHRONOMETER
 SWISS AVANT-GARDE SINCE 1861

Bravery, courage, achievement

ARCHETYPE

Lover / Seducer

Naturally appreciative, passionate and committed.

The Seducer's purpose in life is to make people feel special.

The Seducer is all about intimacy and connection, and to make their customers feel special. The name might imply that The Seducer is only about romance, sensuality and seductiveness however, the main focus of the Seducer is to create a close and lasting relationships to achieve intimacy, luxury or indulgence. The Seducer encompasses all 5 states of love, which include; parental, familial, friendships, spiritual and romantic.

CALVIN KLEIN



ChristianDior

YOUR DESIRE

To have connected relationships.

YOUR GOAL

To have loving and committed relationships.

YOUR STRATEGY

To be desired.

YOUR MOTTO

All you need is love.

YOUR FEAR

Being alone, unwanted and unloved.

YOUR ACHILLES HEEL

The desire to please others, whether it's good for you or not.



What are you looking for?



DIOR



GIFTS & SERVICES

WOMEN'S FASHION

MEN'S FASHION

FRAGRANCE

MAKE UP

SKINCARE

KIDS & BABY

MAISON

NEWS & FASHION SHOWS

J'adore
INFINITELY WOMAN

Dior is a lover archetype.
It's a sumptuous, beautiful overload of the senses.



Fragrance

J'ADORE EAU DE PARFUM INFINISSIME

WOVEN

A creatively led brand
engagement agency.

Woven is a lover archetype.

Relationship focused, obsessed with creating mutual adoration.

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ment

to





Think about *your* brand.

What are your key behaviours?

How do you act and communicate?

How do you make your audience feel when they interact with you?

How do you want the world to see you?

What brands from other categories do you feel similar to or aspire to?

What archetype are you - and does your current branding fit that archetype?



Thank you



ARCHETYPE

Caregiver

Naturally compassionate, nurturing and dedicated.

The caregiver's purpose in life is to help others.

This brand personality aims to make people feel secure or nurtured and is focused on generosity and compassion. Caregiver brands give entirely of themselves to make sure others are taken care of.



YOUR DESIRE

To care, protect and nurture.

YOUR GOAL

To help others.

YOUR STRATEGY

Do things for others.

YOUR MOTTO

Treat others the way you want to be treated.

YOUR FEAR

Neglect, instability and ingratitude.

YOUR ACHILLES HEEL

Martyrdom and being exploited.



ARCHETYPE

Creator

Naturally expressive, original and imaginative.

The Creator's purpose in life is to see new ideas take shape and to see visions realised.

The creator personality loves anything unique or unusual. They are attracted to clever innovation and visionary creations. They strive to demonstrate their unconventional thinking, innovation and individuality.



YOUR DESIRE

Turn ideas
into reality.

YOUR GOAL

To create the perfect
product or service.

YOUR STRATEGY

Brainstorm and use creative
thinking to problem solve.

YOUR MOTTO

Your only limitation
is your imagination.

YOUR FEAR

Creative
block

YOUR ACHILLES HEEL

Perfection.



ARCHETYPE

Innocent

Naturally idealistic, optimistic and hopeful.

The innocent's purpose in life is to live in harmony.

The innocent is an optimist who can only see the good in people and life. They enjoy the simple things - stop to smell the roses and smile at strangers. They are pure at heart and in action, so are slow to judge and quick to forgive. Free of corruption, the Innocent seeks harmony in the world.



YOUR DESIRE

For the world to live in love,
peace and happiness

YOUR GOAL

To be happy.

YOUR STRATEGY

To do the right thing
and be optimistic.

YOUR MOTTO

Glass is half full
(not empty).

YOUR FEAR

To be punished for doing
something wrong.

YOUR ACHILLES HEEL

Being naive
or gullible.



ARCHETYPE

Sage

Naturally intelligent, knowledgeable and reflective.

The Sage's purpose in life is to find the answers to their questions.

The Sage Brand Personality is constantly seeking the truth. They tend to be perfectionists, don't settle for anything but what is right and true. They thrive on knowledge and being in the know, and they enjoy sharing their findings with others to help benefit everyone.

YOUR DESIRE

To find
the truth.

YOUR GOAL

To use intelligence and analysis
to understand the world.

YOUR STRATEGY

Seeking out information
and knowledge.

YOUR MOTTO

The truth will
come out.

YOUR FEAR

Being duped, misled
or appearing ignorant.

YOUR ACHILLES HEEL

Can study details forever
and never act.



ARCHETYPE

Magician

Naturally intuitive, insightful and inspiring.

The magicians purpose in life is to transform the ordinary into the extraordinary.

Magician organisations often are very successful serving as catalysts for change, turning problems into opportunities; reframing from difficulties; empowering people, teams and networks; and creating flexible, win/win solutions for all involved in a situation. The outcome is often amazement and wonder. They uncover solutions to create something from nothing.



YOUR DESIRE

Make the impossible, possible.

YOUR GOAL

To make dreams come true.

YOUR STRATEGY

Create a vision and live by it.

YOUR MOTTO

Turning dreams into reality

YOUR FEAR

Unintended negative consequences.

YOUR ACHILLES HEEL

Becoming manipulative.



ARCHETYPE

Rebel

Often unconventional thinkers who can develop new, cutting edge approaches.

The Rebel's purpose in life is to shake up the status quo.

The rebel makes others uncomfortable with the status quo in hopes of evoking change, whether personally or for a greater community. The Rebel is a countercultural force capable of releasing society's taboos (sex, drugs and rock 'n' roll anyone?) and does so by tapping into the shadowy part of human nature.



DIESEL

YOUR DESIRE

Being revolutionary.

YOUR GOAL

To overturn what isn't working.

YOUR STRATEGY

Shake things up.

YOUR MOTTO

Rules are made to be broken.

YOUR FEAR

To be powerless or ineffectual.

YOUR ACHILLES HEEL

Crossing over to the dark side, crime.



ARCHETYPE

Jester / Entertainer

Naturally playful, spontaneous and humorous.

The Entertainer's purpose in life is to make people feel good, lighten the mood and enjoy themselves.

Entertainers bring out the playful attributed of the inner child encouraging impulsive and unrestrained behaviour. Entertainers enjoy standing out and encourage people to laugh with them. They have the ability to diffuse situations but using their quick wit and humour.



YOUR DESIRE

To enjoy life and have fun doing it.

YOUR GOAL

To bring laughter, fun and joy to the world.

YOUR STRATEGY

To be curious, playful and funny.

YOUR MOTTO

Life is too short to be serious.

YOUR FEAR

Boredom.

YOUR ACHILLES HEEL

Staying on task and being frivolous.



ARCHETYPE

Everyman

Naturally empathetic,
unpretentious, and resilient.

The Everyman's purpose in life
is to be accepted and belong.

This also results in The
Everyman accepting and
embracing others. They like
being around people who
know and accept them and
enjoy good-natured humour
and laid back charm.
Welcoming and inviting. The
Everyman is often family
focused and generally serves
a basic need that is not
extravagant or over the top.



YOUR DESIRE

To be dependable
and trustworthy.

YOUR GOAL

To belong.

YOUR STRATEGY

To be down to earth
and a straight shooter.

YOUR MOTTO

Community and family
are everything

YOUR FEAR

To be left out.

YOUR ACHILLES HEEL

Losing one's own self in
an effort to blend in.



ARCHETYPE

Explorer

Naturally independent, authentic, curious.

The Explorer's purpose in life is to enjoy freedom, adventure and discovery.

The Explorer is constantly seeking self-realisation. They want to discover, explore and be themselves. They yearn for freedom, being able to be who they want to be without boundaries. Explorers need to have purpose or meaning in their life. By exploring and learning from the world around it. They strive to answer the big life questions such as "why am I here? What is my purpose?" The Explorer is focused on self-discovery and self-sufficiency and achieves this through being curious adventurous and intrepid.



YOUR DESIRE

The freedom to explore and discover.

YOUR GOAL

To enjoy the exciting and fulfilling life.

YOUR STRATEGY

Discover the road less travelled.

YOUR MOTTO

Blaze your own trail.

YOUR FEAR

Feeling trapped.

YOUR ACHILLES HEEL

Aimless wandering, not able to commit.

