


Brand Archetypes

Everyone recognises archetypes. Identifying as one archetype quickly aligns opinions and clarifies future decision making.

NOTES

- 1 before you start, be clear about which brand you're working on - company, division, product/service
- 2 ask everyone to write down their top three without discussing with anyone
- 3 cross out all the personalities that definitely do NOT fit your brand
- 4 ask everyone to share which choices they made and why
- 5 create a summary of
 - a) your archetype
 - b) which archetype is your main competitor
 - c) how do customers see you today in reality - is it very different from your desired archetype?
- 6 review your communications, your sales strategy, and your service design. Do they match your archetype?



Innocent
With a positive and kind voice, this archetype sees the good in everything.




Sage
The Sage is the archetype that has all the answers.



Explorer
This archetype wants to travel the world and experience everything it has to offer.




Hero
Heroes are brave, selfless, stand up to the bad guy and defend the underdog.



Outlaw
The Outlaw is the archetype that wants a revolution and is not scared to break the rules to achieve it.



Magician
This archetype seems so smart it sometimes feels supernatural.




Lover
The Lover archetype is an idealist aspiring not only for sensual pleasure, but true love, as well.




Jester
This archetype is the very definition of an hedonist - Its only mission in life is to enjoy it.



Everyman
The Everyman (or regular guy/girl) just seems so... reliably normal.



Ruler
A brand that wants to "Rule them all" will have a narrative that demonstrates why they're the leader of the industry.



Creator
Creators (also called builders) are non-conforming by nature, they want to build a better world using the tools at their disposal.



Caregiver
If the Ruler archetype is your boss then the Caregiver archetype is your parent.



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