Archetypes and Brand
What is an archetype?

**Definition** = A model that other things can be patterned on. The perfect example of a type or group. For brand purposes, begin by thinking of archetype as a “typecast” or “personality type.”

“The concept of archetypes was borrowed by Jung from classic sources. In Sanskrit, they were called ‘subjectively known forms.’

Carl Jung was the first to call them ‘archetypes.’

“Archetypal psychology helps us understand the intrinsic meaning of product categories and consequently helps marketers create enduring brand identities that establish market dominance, evoke and deliver meaning to customers, and inspire customer loyalty -- all, potentially, in socially responsible ways.” (Carol Pearson and Margaret Mark, *The Hero and the Outlaw*)
Campbell’s Character Archetypes (in Stories)

**Hero** -- Main character, sent onto adventure into new world

**Anti-hero** -- Main character, but with a weakness of character or a personality flaw that prevents his attainment of success

**Herald** -- the hero’s trusted companion

**Mentor** -- Wise being, filled with power and mystery. Gives hero strength, skills, or knowledge needed to survive his/her quest. Patient and caring.

**Shadow** -- Foe who works in opposition to hero. Often gives insight into the inner turmoil of the hero.

**Shape-shifter** -- Unreliable character who changes (physically and/or psychologically) through the story. Creates tension and suspense in story, by creating confusion or temptation for the hero.

**Trickster** -- Force of change in the universe. Seems like innocent jester, but actions influence the hero and the entire world. Force of change/fate, at work in the world.

Can you think of examples of these in the media (film, TV, music, advertising)?
6 Sub-types of the Hero Archetype

(From Carol Pearson following Campbell’s work)

Innocent — unprepared for their adventure. Fearful of the hero’s call, of the quest. Seeks happiness, where all is right in their world again. Ex: Frodo in Lord of the Rings

Orphan — grows up without stabilizing parental influence
Ex: Young Harry Potter

Magician — crafts new world to fulfill their goal
Ex: Quetzalcoatl, Aztec hero-king

Martyr — sacrifices life to realize goal of quest. Cannot complete their journey, but their goal is achieved.
Ex: Jesus of Nazareth

Wanderer — traveler on journey. Peace after quest achieved.
Ex: Odysseus

Warrior — very driven to prove their worth
Ex: Beowulf, King Arthur, Superman, Wonder Woman
Archetypes in Brand Development

**Magician**
Transform their world or their feelings
Calgon, Disney

**Innocent**
Retain or regain faith, innocence
Ivory, Coca Cola

**Jester**
Have a fun, playful time
Coors, Pepsi

**Explorer**
Maintain independence, venture forth and discover
Southwest, REI

**Mentor**
Provide skills or knowledge to help people achieve quest
Oprah, Deepak Chopra, Martha Stewart*

**Outlaw**
Break the rules
Harley-Davidson, Apple
Archetypes Can Vary Within a Category; They Represent Specific Brand Personalities, Not the Entire Category

For example, beware thinking all creative organizations represent “The Creator” archetype.
Example: Insurance Companies and their brand slogans

<table>
<thead>
<tr>
<th>Brand</th>
<th>Archetype</th>
</tr>
</thead>
<tbody>
<tr>
<td>AllState</td>
<td>You’re in good hands</td>
</tr>
<tr>
<td>Geico</td>
<td>[Gecko, Cavemen]</td>
</tr>
<tr>
<td>State Farm</td>
<td>Like a good neighbor</td>
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<tr>
<td>Progressive</td>
<td>It's about you. And it's about time.</td>
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<tr>
<td>Nationwide</td>
<td>Nationwide is on your side</td>
</tr>
<tr>
<td>MetLife</td>
<td>[Snoopy]</td>
</tr>
<tr>
<td>Liberty Mutual</td>
<td>Responsibility. What's your policy?</td>
</tr>
</tbody>
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12 Classic Archetypes

Innocent
Explorer
Sage
Hero
Outlaw
Magician
Regular Guy/Gal
Lover
Jester
Caregiver
Creator
Ruler

Resources

The Hero and the Outlaw: Building Extraordinary Brands
Through the Power of Archetypes, Margaret Mark and Carol Pearson
http://www.brand.com/frame20_02.htm
www.brandhouse.com
http://www.capt.org/discover-your-archetypes/about-archetypes.htm
Archetypes

The 12 archetypes

The term "archetypes", as it is used in marketing today, has its origins in Carl Gustav Jung's theories. He believed that universal, mythic characters—archetypes—reside within the collective unconscious of people the world over. Archetypal images represent fundamental human desires and evoke deep emotions. Each of the 12 archetypes we work with symbolises a basic human need, aspiration or motivation.

In other words, an archetype is a human type in its purest form: the classic hero, outlaw, ruler, etc. Each type has its own set of values, meanings and personality traits.
The Innocent

Motto: Free to be you and me
Core desire: to get to paradise
Goal: to be happy
Greatest fear: to be punished for doing something bad or wrong
Strategy: to do things right
Weakness: boring for all their naïve innocence
Talent: faith and optimism

The Innocent is also known as:
Utopian, traditionalist, naïve, mystic, saint, romantic, dreamer.

The Innocent provides an identity for brands that:
- offer a simple solution to an identifiable problem
- are associated with goodness, morality, simplicity, nostalgia or childhood
- are low or moderately priced
- are produced by a company with straightforward values
- need to be differentiated from brands with poor reputations

Examples of "Innocent" brands:
Irma, Neve Nordisk, Den gamle fabrik.
The Explorer

Motivation: Don’t force me in
Core desire: the freedom to find out who you are through exploring the world
Goal: to experience a better, more authentic, more fulfilling life
Biggest fear: getting trapped, conformity, and inner smallness
Strategy: journey, seeking out and experiencing new things, escapism from boredom
Weakness: aimless wandering, becoming a misfit
Talent: autonomy, ambition, being true to one's self

The explorer is also known as:
The seeker, iconoclast, wanderer, individualist, pilgrim.

The explorer is a good identity for brands that:
- helps people feel free, nonconformist or pioneering
- is rugged and sturdy or for use in the great outdoors or in dangerous settings
- can be purchased from a catalogue or on the Internet
- helps people express their individuality
- can be purchased for consumption on the go
- want to differentiate themselves from a successful regular guy/gal brand or conformist brand
- have an explorer culture that creates new and exciting products or experiences

Explorer brands would be:
Virgin, Jeep, Tropicana, Marlboro, Bounty.
The Regular Guy or Girl

Motto: All men and women are created equal
Core Desire: connecting with others
Goal: to belong
Greatest fear: to be left out or to stand out from the crowd
Strategy: develop ordinary solid virtues, be down to earth, the common touch
Weakness: losing one’s own self in an effort to blend in or for the sake of superficial relationships
Talent: realism, empathy, lack of pretence

The Regular Person is also known as:
The good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbour, the silent majority

The Regular Person provides a good identity for brands:
- that give people a sense of belonging
- with an everyday functionality
- with low to moderate prices
- produced by a solid company with a down-home organisational culture
- that need to be differentiated in a positive way from more elitist or higher-priced brands

Examples of Regular Person brands:
- Netto, IKEA, DGB.
The Outlaw

Motto: Rules are made to be broken
Core desire: revenge or revolution
Goal: to overturn what isn’t working
Greatest fear: to be powerless or ineffectual
Strategy: disrupt, destroy, or shock
Weakness: crossing over to the dark side, crime
Talent: outrageousness, radical freedom

The Outlaw is also known as:
The rebel, revolutionary, wild man, the misfit, or iconoclast

The Outlaw may strengthen your brand’s identity if it:

• Has customers or employees who feel disenchanted from society
• Helps retain values that are threatened by emerging ones, or paves the way for revolutionary new attitudes
• Is low to moderately priced
• Breaks with industry conventions

Outlaw brands include:
Ekstra Bladet, Diesel, Harley-Davidson.
The Hero

Motto: Where there's a will, there's a way
Core desire: to prove one's worth through courageous acts
Goal: expert mastery in a way that improves the world
Greatest fear: weakness, vulnerability, being a "chicken"
Strategy: to be as strong and competent as possible
Weakness: arrogance, always needing another battle to fight
Talent: competence and courage

The Hero is also known as:
The warrior, crusader, rescuer, superhero, the soldier, dragon slayer, the winner and the team player

The Hero could be good for brands:
• that are innovators or innovators that will have a major impact on the world
• that help people be all they can be
• that solve a major social problem or encourage others to do so
• that have a clear opponent you want to beat
• that that are underdogs or challenger brands
• that are strong and help people do tough jobs exceptionally well
• that need to be differentiated from competitors that have problems following through or keeping their promises
• whose customers see themselves as good, upstanding citizens

Examples of companies that express themselves like this archetype:
Nike, Post Danmark, Tag Heuer.
The Creator

Motto: If you can imagine it, it can be done
Core desire: to create things of enduring value
Goals: to realise a vision
Greatest fear: mediocre vision or execution
Strategy: develop artistic control and skill
Task: to create culture, express own vision
Weakness: perfectionism, bad solutions
Talent: creativity and imagination

The Creator is also known as:
The artist, inventor, Innovator, musician, writer or dreamer

The Creator may be right for your brand identity if:

- It promotes self-expression, gives customers choice and options, helps foster innovation or is artistic in design
- It is in a creative field like marketing, public relations, the arts, or technological innovation
- You want to differentiate it from a 'do-it-all' brand that leaves little room for the imagination
- Your product has a do-it-yourself aspect that saves money
- Your customer has the time to be creative
- Your organisation has a creative culture

Examples of Creator brands:
Lego, Sony, Swatch, BMW,
The Lover

**Monotony:** You’re the only one

**Core desires:** Intimacy and experience

**Goal:** Being in a relationship with the people, work and surroundings they love

**Greatest fear:** Being alone, a wallflower, unwanted, unloved

**Strategy:** To become more and more physically and emotionally attractive

**Weakness:** Overtly-directed desire to please others at risk of losing own identity

**Talent:** Passion, gratitude, appreciation, and commitment

**The Lover is also known as:**

- The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder

**The Lover may be a good identity for your brand if:**

- It helps people belong, find friends or partners
- It's fun or to help people have a good time
- It is low to moderately priced
- It is produced by a freewheeling, fun-loving organizational structure
- It needs to differentiate itself from self-important, overconfident brands

**Some of the great Lover brands:**

Interflora, Alla Romeo, Häagen-Dazs.
The Magician

Hottas: I make things happen.

Core desire: understanding the fundamental laws of the universe

Goals: to make dreams come true

Greatest fear: unintended negative consequences

Strategy: develop a vision and live by it

Weakness: becoming manipulative

Talent: finding win-win solutions

The Magician is also known as: The visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man

The Magician could be the right identity for your brand if: the product or service is transformative

- its implicit premise is to transform customers
- it has a new-age quality
- it is consciousness-expanding
- it is user-friendly
- has spiritual connotations
- it is a very new, contemporary product
- it is medium- to high-priced

Example of magical brands:

Axe, Smirnoff, Polaroid, iPod.
The Jester

Motto: You only live once

Core desire: to live in the moment with full enjoyment

Goal: to have a great time and lighten up the world

Greatest fear: being bored or boring

Others' strategy: play, make jokes, be funny

Weakness: frivolous, wasting time

Talent: joy

The Jester is also known as: The fool, trickster, joker, practical joker or comedian

The Jester may be a good identity for brands that give people a sense of belonging

- that help people have a good time
- that are low or moderately priced
- that are produced by a fun-loving company
- that need to be differentiated from self-important, overconfident established brands

Examples of Joker brands:

Kimba, Tivoli, Fanta.
The Caregiver

Motto: Love your neighbour as yourself

Core desires: to protect and care for others

Goals: to help others

Greatest fear: selfishness and ingratitude

Strategy: doing things for others

Weakness: martyrdom and being exploited

Talent: compassion, generosity

The Caregiver is also known as: The saint, altruist, parent, helper, supporter

The Caregiver may be right for your brand identity if:

- It gives customers a competitive advantage
- It supports families (products from fast-food to mini-vans) or is associated with nurturing (e.g., cookies, teaching materials)
- It serves the public sector, e.g., healthcare, education, aid programmes and other care giving fields
- Helps people stay connected with and care about others
- Helps people care for themselves
- Is a non-profit or charitable cause

Examples of caregiver organisations:

Tryg, Volvo, Realkredit Danmark, Amnesty International.
The Ruler

Motto: Power isn't everything, it's the only thing.
Core desires: control
Goals: create a prosperous, successful family or community
Strategy: exercise power
Greatest fears: chaos, being overthrown
Weakness: being authoritarian, unable to delegate
Talent: responsibility, leadership
The Ruler is also known as:
The boss, leader, aristocrat, king, queen, politician, role model, manager or administrator
The Ruler may be right for your brand identity if:
- it is a high-status product used by powerful people to enhance their power
- it makes people more organised
- it offers a lifetime guarantee
- it empowers people to maintain or enhances their grip or power
- it has a regulatory or protective function
- it is moderately to high priced
- you want to differentiate it from mass market brands or one that is a clear leader in the field
- it is a market leader that offers a sense of security and stability in a chaotic world

Examples of “Ruling” companies:
IBM, Danske Bank, Mercedes.
Archetype: Project Information

Although entertainment and creative companies deal with creative content, they do not necessarily reflect the "Creator" archetype. These companies, like any companies, can be Ruler, Caregiver, Innocent, Explorer, Outlaw, and other archetypes in their approach when creating content.

In the "You Are the Hero" project, make sure that your chosen archetype is consistently represented throughout your story and the elements used to create your story. For example: the name, mission, storyline, etc. should all reflect the characteristics of the archetype you are basing your hero's identity on. For clarity, power, and consistency, select only one archetype.
What’s the Archetype of a specific business?

http://tinyurl.com/4ryh53
Activity: Find the Archetype for a business

Brand House Archetype:

Select a company that you feel has a strong brand

Review the archetypes in this presentation before visiting the website

Visit this website:
  http://www.brandhouse.com/Web/EN/Archetypes/Find+your+archetype

Rate ranking (3, 2, 1)

Discuss the outcome with your group

Do you believe the outcome was an accurate reflection of the company’s brand archetype? Why or why not? Is this archetype consistent with all the company’s branding elements? What archetype makes the most sense for this company – the one that displayed from Brandhouse, or a different one?

Present the archetype and discuss the outcome and your assessment with the class in Wimba.
Practice work: Archetypes

For your Week Two Project:
Select one archetype and utilize it consistently in your story.
Tell what the archetype is. Provide a description of the archetype and its characteristics. Explain how your hero fits the archetype.

For Practice Work, investigate archetypes associated with a brand:
Determine which archetype is most represented by the brand you select. Compare the description of the archetype and its characteristics to the brand story. Examine how your brand fits this archetype. Think about the differences between the brand and the archetype. How do the differences impact the brand story? Or not?