

What Archetypes are there?

Caregiver

Care for others
eg. Salvation Army

Ruler

Exert Control
eg. Mercedes

Creator

Craft something new
eg. Lego

Lover

Find and give love
eg. Hallmark

Sage

Understand their world
eg. Oprah's Book Club

Regular Guy/Gal

Be OK just as they are

Archetypes are
symbolic images
we unconsciously
understand

Innocent

Retain or renew faith
eg. Disney

Jester

Have a good time
eg. M&M's

Explorer

Maintain Independence
eg. Jeep

Wizard

Affect transformation
eg. Lynx

Rebel

Break the Rules
eg. Harley-Davidson

Hero

Act Courageously
eg. Nike

The origins of Archetypes are within us!



Carl Jung, Swiss psychiatrist

A tried and tested brand methodology

If someone were to mention a Hero, Caregiver or Ruler, you instantly envisage a character, a personality and a set of traits that describe that profile. This is the core of how an archetype works; taking an implied knowledge and understanding and associating it to a brand. This instinctive yet unconscious understanding of mental architecture was described by Swiss psychiatrist Carl Jung as 'archetypes'.

This approach is far more than creating a logo and a colour scheme. Archetypes define the soul of your brand and enable you to express it in ways that resonate with universal feelings and instincts.

We believe that when archetypal theory is applied to a brand it enables you to separate yourself from your competitors beyond price, product or service, as those can simply be replicated. A Brand is really about 'what we and our customers feel and believe' when they think, touch, see or experience anything related to your business.

Archetypes will influence the way you market and advertise your brand for cut through. eg. Virgin Airlines as a jester brand are always poking fun at themselves and other in their industry.

Archetypal theory will help to shape your brand story, your culture, tone of voice and even how you package your services or products.

A true Brand is the sum of many parts, though fundamentally it is about the 'head and the heart' or logic and emotion.



Let's unlock your brand's full potential with an archetype

If you need more insight into how your archetype can work for your brand, please just get in touch. We have been helping business around Australia implement this idea with lots of success and I would love the chance to help you too.

I look forward to hearing from you: belinda@briogroup.com.au