



deep dive

who are you?

understanding your brand's identity
through brand archetypes



what are brand archetypes?

brand archetypes are universal characters that represent your brand's core identity, shaping how consumers perceive and relate to it.



“archetypes tap into **shared human experiences**, making your brand more relatable.”

Carl Jung, psychologist



benefits

clarity and consistency

an archetype helps in defining and maintaining a consistent brand voice and image.

emotional connection

the right archetype fosters a deeper relationship with consumers through relatable narratives.

differentiation

set your brand apart in a crowded market by establishing a unique identity.

informed marketing strategies

let your archetype guide advertising, social media and customer interactions effectively.

the 12 brand archetypes





the outlaw



harley davidson's personality attracts those who identify with its disruptive, rebellious attitude, but they offer more than just motorcycles. their marketing gives the consumer who's craving freedom an escape, providing riders with the means to break away from the restraints of society and lead their own revolution.





the hero



nike has always used its brand imaging to empower consumers to unlock their full potential. the phrase *just do it* emphasizes the true bravery and action of the hero and encourages achievement and personal growth. nike doesn't just urge people to buy its products. it inspires them to strive for excellence.





the jester



Old Spice

through its playful marketing and quirky, humorous personality, old spice perfectly represents the jester. consumers can anticipate over-the-top commercials, enjoy exaggerated scenarios and share in the laughter of a brand that promotes confidence and a care-free attitude. their advertising leaves you feeling refreshed and optimistic that their products will do the same.

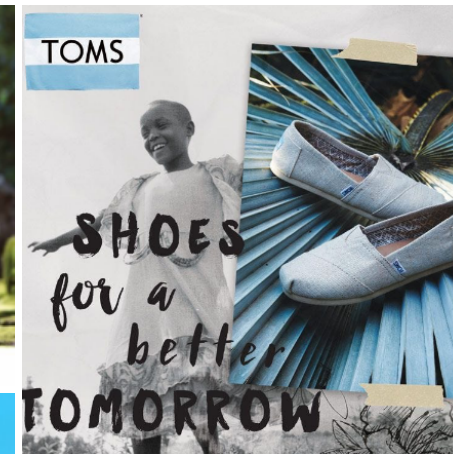




the caregiver



people who identify as a caregiver will deeply connect to the toms brand, which is built on a foundation of service and generosity. with their one-for-one model, they donate a pair of shoes for every pair sold. it's a compassionate mission that reassures consumers their purchase contributes to a greater good and that they're part of something meaningful.

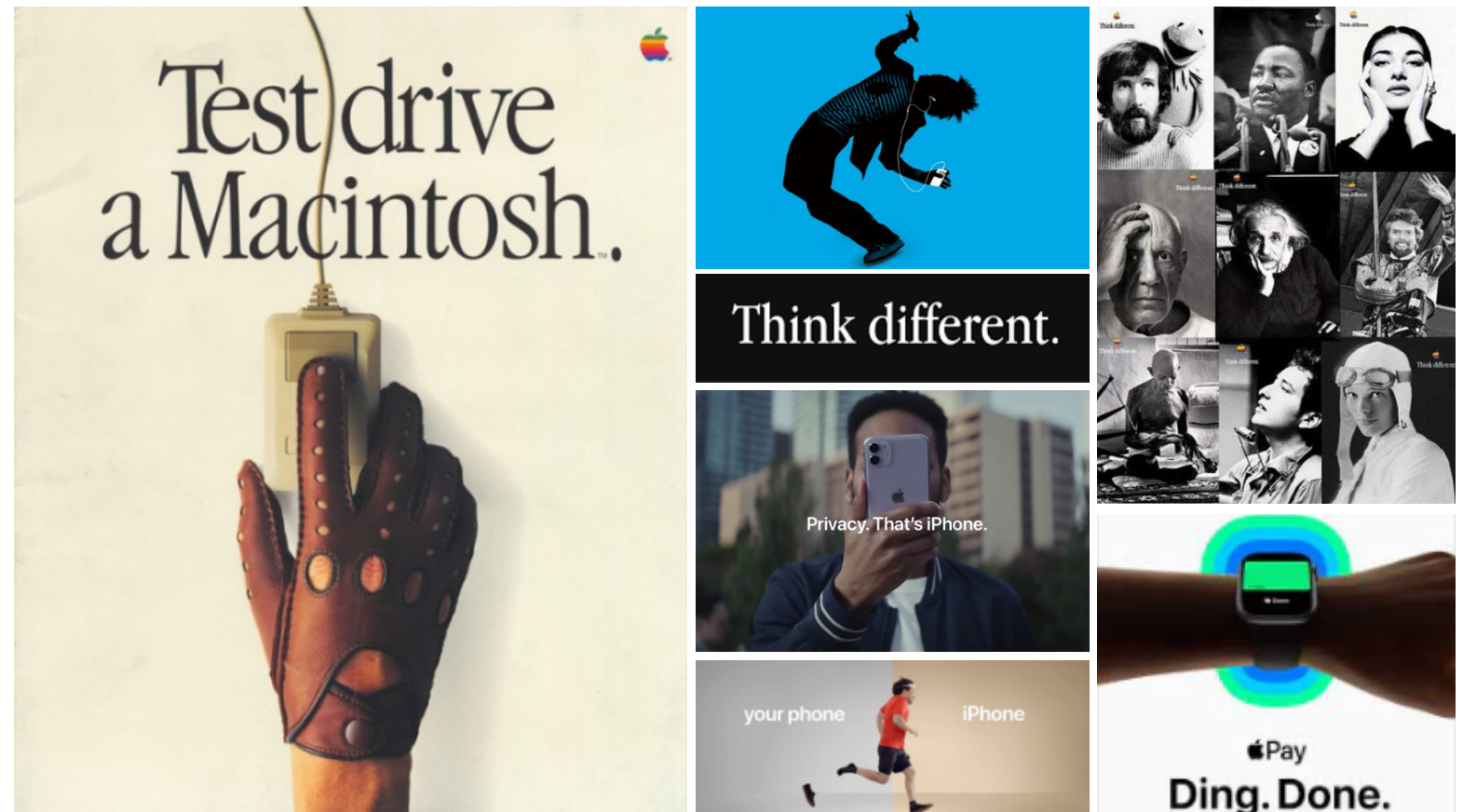




the creator



the creator is an innovator and no brand showcases their daring innovation like apple. through bold, provocative marketing, the brand emboldens their creative expression through technology and assures their audience that they, too, can be innovators in the modern world.

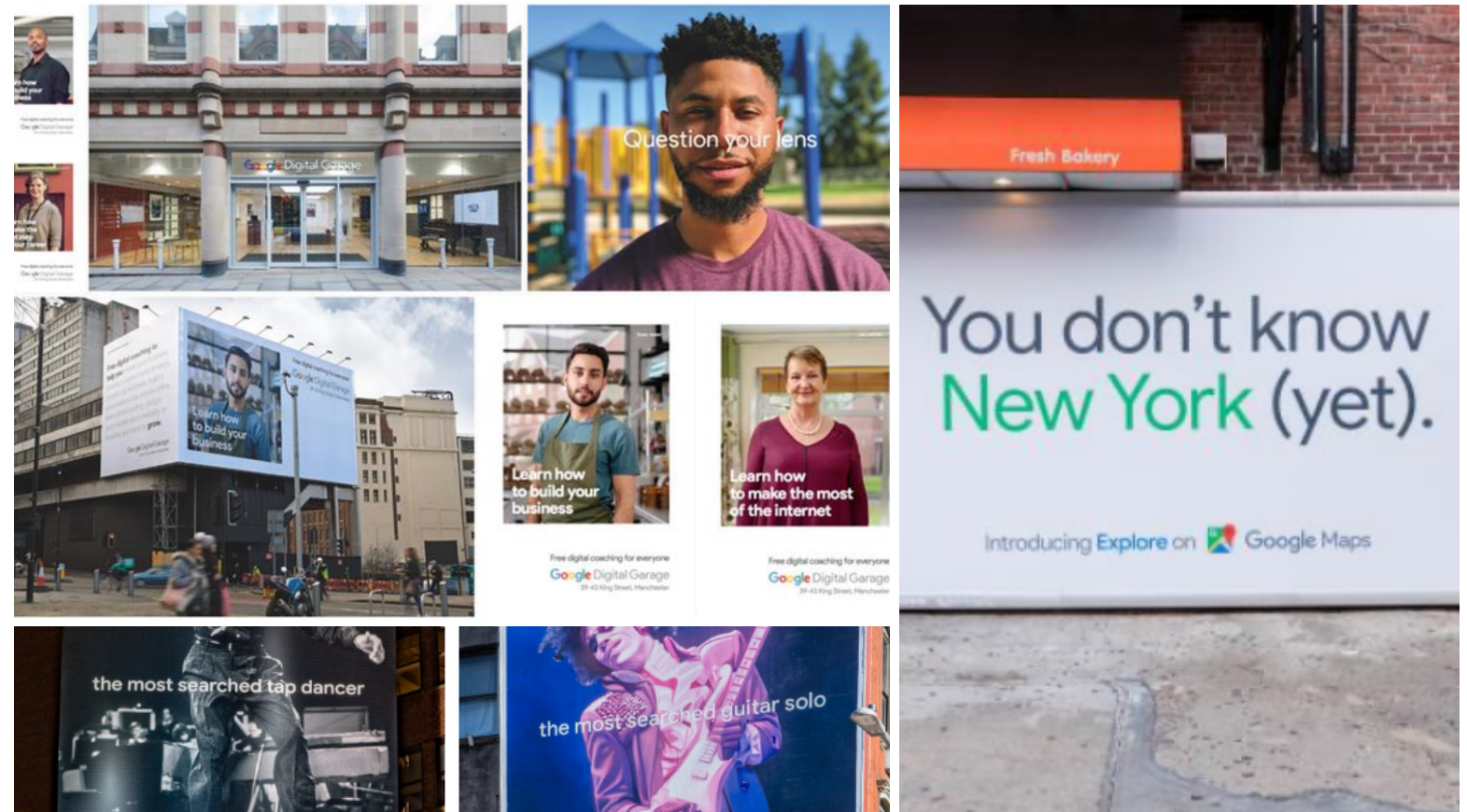




the sage



as a brand dedicated to making the world's knowledge universally accessible, google plays the role of the sage perfectly. it gives its users the opportunity to be students who can navigate vast amounts of data with ease. by prioritizing truth and understanding, google stands for learning, exploring and making informed decisions.

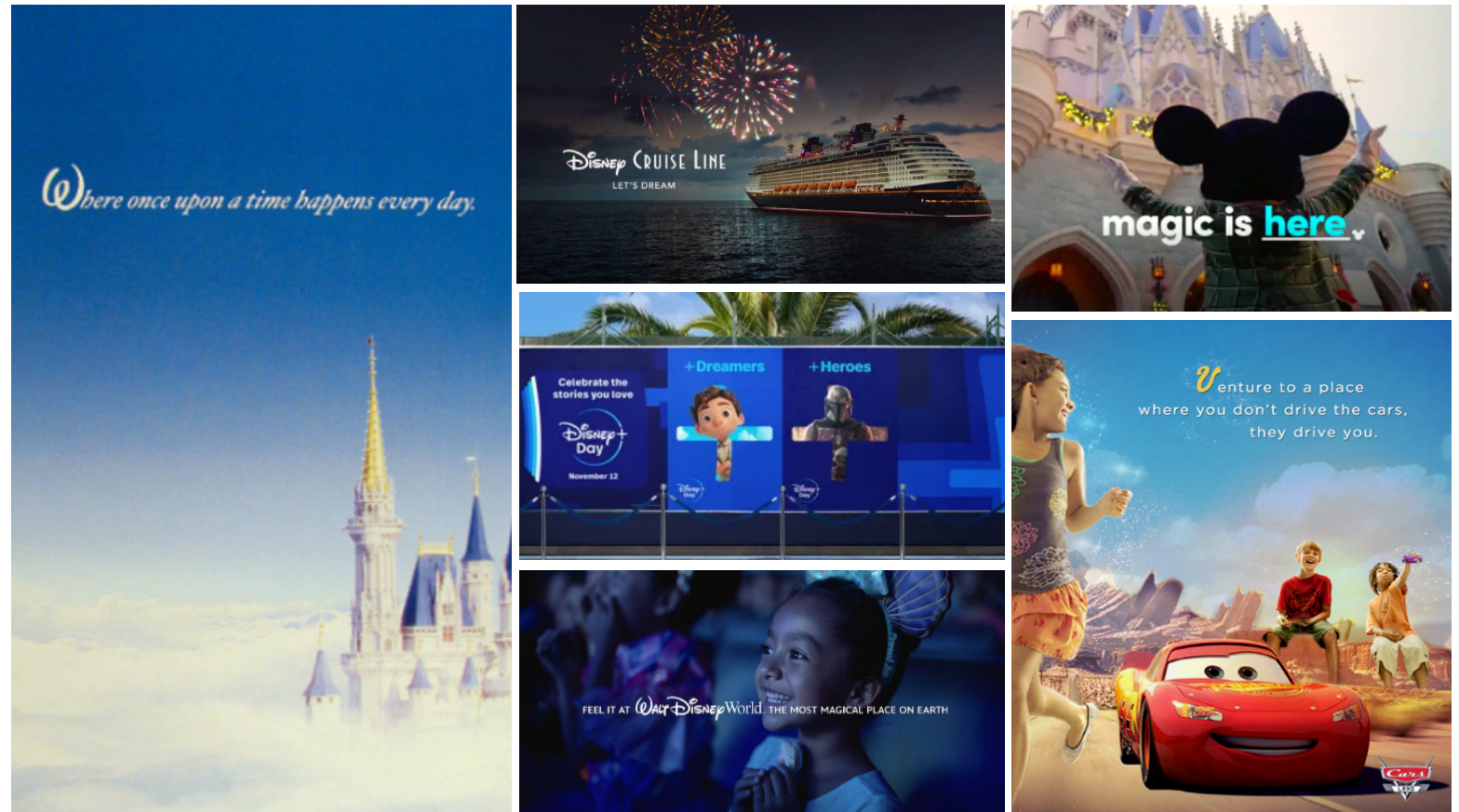




the magician

Disney

for many, disney is the magician they connected with as children. the brand strives to nurture that connection into adulthood as well. disney creates enchanting worlds. behind the scenes are people highly skilled at storytelling, tapping into audience emotions and crafting enchanting experiences. and the marketing of their theme parks, movies, network and cruise line sparks a sense of nostalgia, encouraging everyone to embrace the magic.

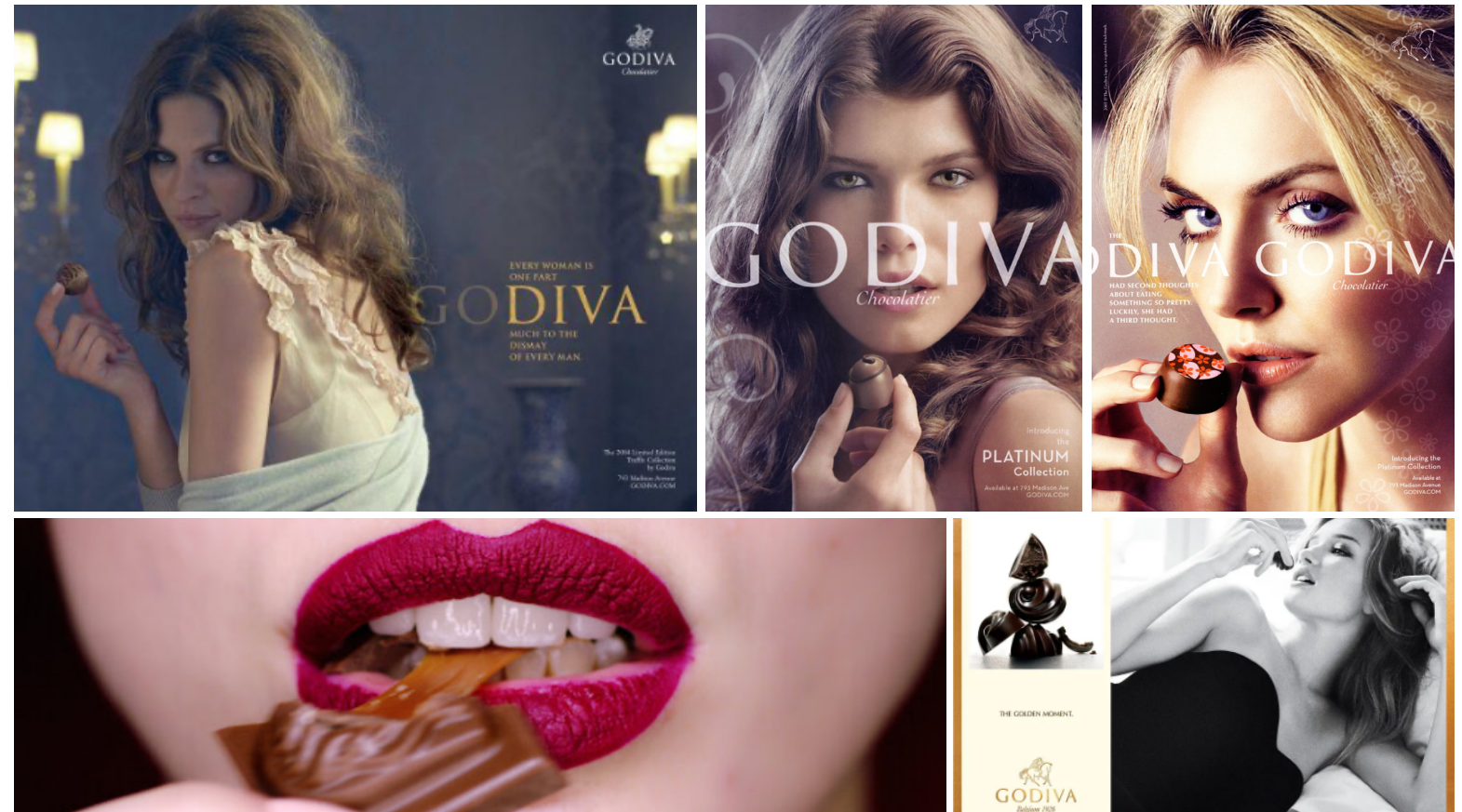




the lover



at the heart of godiva's brand is the lover, a sensual archetype tempting its audience to indulge in the senses and celebrate sweet, chocolaty passion. with a focus on luxurious ingredients, elegant packaging and decadent flavors, godiva creates an intimacy with its audience in every ad campaign. and every bite.

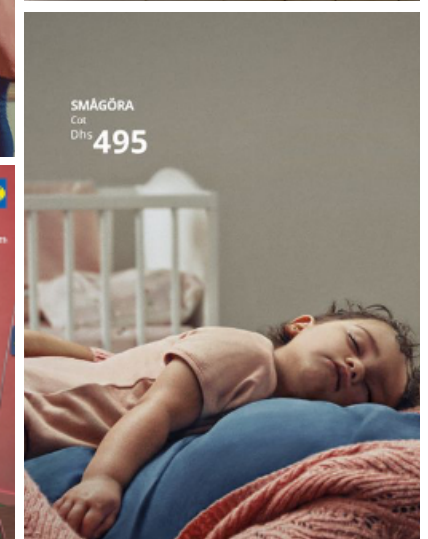




the everyman



IKEA's accessible, stylish and functional home furnishings are built for the everyman. with the brand's down-to-earth marketing, audiences feel encouraged that a well designed and affordable living space is within their reach. their authentic and practical messaging creates a relatable connection with their consumers.






the ruler



Mercedes-Benz


the ruler is powerfully reflected by an elite brand like mercedes-benz, as it exudes control and authority in the luxury automotive space. as a commanding market presence and a recognized standard bearer, mercedes' marketing appeals to those seeking influence and sophistication. every drive becomes a statement of success for their committed audience.

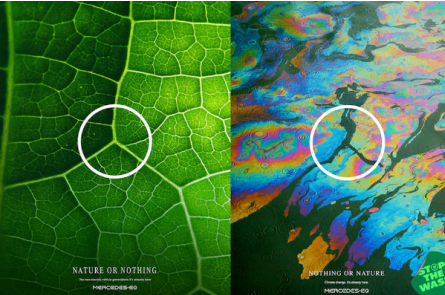
One man, one engine.
One unrivaled drive.
Introducing the all-new 2016 Mercedes-AMG GT S.



Mercedes-Benz has reached a new era in performance, innovation and sportiness. Introducing the all-new 2016 Mercedes-AMG GT S. Handcrafted by a master engine builder, the 4.0-liter 503-hp bi-turbo V-8 engine is an engineering masterpiece, and truly the embodiment of the "one man, one engine" AMG philosophy. This, along with its ultra-light space frame and optimal weight distribution, makes for the most dynamic driving experience ever. The 2016 Mercedes-AMG GT S—designed for the open road, engineered to dominate the racetrack. Visit MUSA.com/GTS.

AMG
DRIVING PERFORMANCE

 Mercedes-Benz
The best or nothing.



NATURE OR NOTHING
MERCEDES-AMG

NOTHING OR NATURE
MERCEDES-AMG

STOP THE WASH

**UNSTOPPABLE.
JUST LIKE YOU.**
Presenting the all-new Mercedes-AMG A 55 4MATIC.



AMG

DISTRONIC PLUS. Danger minus.
Vision completed. The new S-Class.



Mercedes-Benz

 Mercedes-Benz



Emission impossible.



Mercedes-Benz



the innocent

Aveeno®

aveeno is a brand that prioritizes purity and natural ingredients. its gentle approach embodies innocence, as their marketing assures audiences that self-care can be both simple and nourishing. its clean, humble branding fosters trust and encourages a wholesome connection with one's own well-being.

Aveeno.
ACTIVE NATURALS.
daily moisturizing lotion

Beautiful skin begins with oats. Our exclusive ACTIVE NATURALS® Oat Formula is proven to seal in moisture for healthier looking skin every day.

before 1 day 2 weeks

ACTIVE NATURALS®
OAT FORMULA
MOISTURIZES SKIN

see the beautiful difference
healthier
looking skin
can make

Aveeno.
ACTIVE NATURALS.
Daily Moisturizing
LOTION

moisturizes for 24 hours
fragrance free

Aveeno

**FEEL GOOD
IN YOUR
SKIN**

NATURAL GOODNESS
+ REAL SCIENCE
to keep you and your
skin balanced.

Aveeno
HEALTHY. IT'S OUR NATURE.™

**80%
SAVINGS IN
PLASTIC***

*compared to 2 of our 18 fl. oz. packages

Aveeno.
Daily
Moisturizing
BODY WASH

Nourishes Dry Skin
Helps soothe itchy, red, dry
skin. Fragrance-free. Paraben-free.
DERMATOLOGIST RECOMMENDED

Aveeno
ACTIVE NATURALS.
Naturally Beautiful Res.

When it comes to family traits,
eczema doesn't fall far from the tree.

Aveeno® (recommended by dermatologists) has solutions to relieve the symptoms of eczema, which can run in families. With ACTIVE NATURALS® Colloidal Oatmeal, both our baby and adult Eczema Therapy formulas are clinically proven to soothe the itchiness and dryness of eczema irritation. Now, the whole family can have comfortable skin.



the explorer

patagonia®

the explorer is at the core of patagonia's brand, as they champion freedom and adventure in the great outdoors. their bold stance on sustainability and environmental activism inspires customers to push boundaries, while protecting our planet. the marketing for their high-performance gear resonates with those who seek self-discovery and a deeper connection to nature.

patagonia®
We've got your back.

Find your adventure at [patagonia.com](https://www.patagonia.com)

patagonia®

Don't just tell your story.

Wear it. *Own* it.

Protect your playground.



**so,
who are you?**

reflect on your core values

what does your brand stand for?

understand your audience

who are your customers? what do they value?

analyze your competitors

what archetypes do they embody?

evaluate your brand story

what is your brand's narrative?

conduct workshops

gather insights from team members about perceptions of the brand.



conclusion

Brand archetypes provide a powerful framework for building a cohesive and compelling brand identity.

Start identifying your brand's archetype today to strengthen connections with your audience and differentiate it in the marketplace.



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thank you

we're a branding, advertising and design agency that focuses on the influence branding and creative have over the decision-making process.

An agency of

