

BRAND ARCHETYPES

WHEN PROPERLY IDENTIFIED, BRAND ARCHETYPES WILL REFLECT THE PERSONALITY OF BRANDS AND SERVES TO BETTER ALIGN PERSONALITY TYPE WITH SPECIFIC CUSTOMER PERSONAS. AS IT APPLIES TO BRAND, THIS IDEA OF ARCHETYPES IS UNIVERSAL AND CAN ALSO BE APPLIED TO INDIVIDUALS LOOKING TO DEFINE THEIR OWN PERSONAL OR PROFESSION "BRAND" OR PERSONA.

CAREGIVER



Warm, compassionate, nurturing, secure, protective

CREATOR



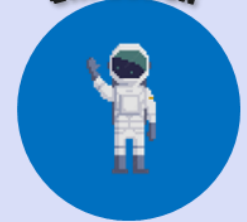
Inspirational, creative, daring, original, proactive

EVERYMAN



Relatable, approachable, friendly, authentic, humble

EXPLORER



Independent, exciting, daring, nonconformist, fearless

HERO



Honest, brave, empowering, motivating, competent

INNOCENT



Optimist, joyful, good, inclusive, humble

JESTER



Playful, fun-loving, positive, optimistic, inclusive

LOVER



Intimate, empathetic, soothing, passionate, indulgent

MAGICIAN



Visionary, informed, charismatic, idealistic, transformational

OUTLAW



Disruptive, rebellious, challenging, confrontational, free-thinking

RULER



Commanding, refined, trustworthy, articulate, confident

SAGE



Guiding, assured, wise, understanding, expert