



6144 Wahl Road
Freeland, WA 98249
P: 360.331.6667
F: 866.906.3437
www.brand.com

Archetypal Brand Discovery Proposal

April 6, 2009

BrandSolutions would like to work with a strategic partner, such as a large advertising agency or consulting firm, to develop a database of brand archetypes by industry category and specific individual brands. If you are interested in discussing this opportunity, please contact Chuck Pettis at cpettis@brand.com

BrandSolutions would also like to work with companies and organizations to help them discover their own brand archetype to help them guide creative development for marketing communications, operations and employee hiring.

Goals & Objectives

- Create a strategic database of brand archetypes by industry category and specific individual brands.
- Discover how consumers perceive brands within a specific industry category (personal computers, casual dining restaurants, children's toys, car manufacturers, etc.) from: a) an archetypal (overall brand archetype and personality), and; b) specific values, ethics and behaviors that are associated with each brand.
- Determine the specific current behaviors, or ways of doing business, that are currently associated with each of the brands and their brand archetype and also any behaviors that should be changed to improve consumer satisfaction and brand loyalty.
- Determine the frequency of purchase of each brand and determine the "depth of loyalty" for each brand (i.e., what is the likelihood of considering a switch to other brands).
- Discover the overall brand archetype for each category (based on the aggregated data from the individual brands within the category).
- Provide quantitative input to guide creative development for marketing communications, and employee hiring.
- Gather demographic and psychographic/lifestyle information in order to profile and compare customers of each category brand.

Archetypal Branding Background

Universal Archetypes are an inherited pattern of thought or symbolic imagery derived from past collective experience. Archetypes are the forms, images and beliefs shared by all people and cultures worldwide; every culture in the world instinctively understands the Hero archetype and the Outlaw archetype. Because brand archetypes are authentic, genuine, compelling, universal and deeply moving, they naturally establish meaning and relevance at the subconscious and unconscious levels.

The book, *The Hero and the Outlaw*, by Margaret Mark and Carol S. Pearson, discovered the 12 archetypes that are most easily used and applied to companies, organizations, products, and causes. BrandSolutions has added a 13th brand archetype, the "Disciplined Achiever," which is based on the shared values of the "great" companies in the Jim Collins book, *Good to Great*.

BrandSolutions has developed the Brand Archetype Indicator Test that includes 91 values, personality traits, ethics, and attitudes based on: a) *The Hero and the Outlaw*; b) the shared values of the visionary companies studied in *Good to Great* by Jim Collins; c) the teachings of Carl Jung, and; d) over 15 years of values and brand archetype research by BrandSolutions, Inc. BrandSolutions has used this Brand Archetype Indicator Test for seven years, with nearly all of our clients.

Seven attributes for each of the 13 brand archetypes are included in the Brand Archetype Indicator Test list.

The Thirteen Brand Archetypes & Sample Attributes

1. Innocent: Wholesome, pure, natural, safe, clean, happy
2. Explorer: self-directed, innovative, individualized, adventurous, exciting
3. Sage: Expert, teacher, smart, expert, quality oriented
4. Hero: winner, competitive, be the best, make a difference, provide heroic service

5. Outlaw: rebel, shocking, counter cultural, wild man/woman, like to challenge outdated rules
6. Magician: Love magical moments, spiritual, holistic, visionary, miracle workers
7. Regular Guy/Gal: Not pretentious, reliable, practical, sense of belonging, procedure-oriented
8. Lover: Intimacy, sensuality, sense of belonging, attractive, sexy, indulgence, sense of style
9. Jester: Fun, playful, impulsive, spontaneous, a little chaos is good for the soul
10. Caregiver: Altruistic, compassionate, empathetic, anticipate people's needs, nurturing
11. Creator: Willing to experiment and take risks, innovator, turn dreams into reality
12. Ruler: Stable, take decisive action, efficient, in control, like being the biggest, best
13. The Disciplined Achiever: Disciplined, rigorous, consistent, fastidious, methodical

In the research project, we will:

- Determine the top values and personality traits for each brand.
- Determine the brand archetype for each category brand. The final brand archetype may be one archetype (e.g., Innocent) or a combination of two (e.g., Innocent & Regular Guy/Regular Gal).

Benefits of Archetypal Branding

- Gives the brand a human identity, a persona, a face, and a clear, authentic brand personality.
- Provides a guideline for how the brand should act, look and talk, both in marketing communications and in the actual brand experience itself. For example, if a product has an Innocent brand archetype, then the marketing communications would look and feel, and represent, “wholesome, honest and optimistic.”
- Brand archetypes are very valuable tools for creating logos, color palettes, web sites, copy, design concepts and overall advertising campaigns.
- The Brand Archetype is based on values. These values represent the standards of conduct that will resonate on a deep psychological level with employees and customers. Shared values are the basis of trust. The top-ranked values for a brand should be used to guide how employees and the brand itself should act and behave. Knowing the brand archetype and shared values of the brand, a company can hire customer service representatives that are genuine ambassadors of the brand, ensuring a consistent brand experience and thereby increase brand loyalty among customers.
- A trusted brand identity, based on shared values and manifested in the corresponding brand archetype, that is linked to operations will increase the brand's perceived value and consequently increase sales. If the brand strategy is publicized, research shows that the stock price will increase¹.

Research Methodology & Cost Estimates

Available on request

¹ The Relationship of Corporate Brand Strategy and Stock Price – see <http://www.brand.com/pdfs/Morgans.pdf>