

# How Archetypes Power the World's Most Memorable Brands

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STEP CHANGE  
strategy, meet creativity

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## ABOUT STEP CHANGE

We are a strategically led agency, a collective of unlike-minded people, with a shared distaste for the status quo and playing small. We exist to inspire step changes in businesses and people; our ambition is to have every client beat their industry benchmark (or previous PB). We work with leaders in challenger businesses who are looking for a step change and a path to winning in a volatile, uncertain, complex, and ambiguous (VUCA) world.

Visit us at [www.hellostepchange.com](http://www.hellostepchange.com).

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# Introduction

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Coca-Cola. Apple. Harley Davidson.  
Victoria's Secret.

Four different brands — with different products and different customers. What makes brands like these stand out? What makes these brands so remarkable and memorable? Their secret to success? It's something so powerful that even the marketing from these brands is recognisable without their logos.

It all boils down to an age-old idea. One that is rooted in humanity and backed by science and psychological research.

Welcome: Archetypes.

## ARCHETYPES IN LITERATURE

Archetypes have existed ever since humans started telling stories. In fact, you may have noticed that characters in stories seem to take after certain familiar models. Examples? A well-loved hero with a dark past, an orphaned lad who was tasked with saving the world, an adventure-seeker who boldly goes where no man has gone before.

Carl Gustav Jung, the brilliant mind who distinguished archetypes, defined them as universally understood characters that provide prompts to core human desires, drives, fears, and motivations. Archetypes are



personified symbols that make the mind identify with subconscious desires, meanings, and truths.

**ARCHETYPES IN BRANDING**

If archetypes inspire core human feelings, imagine their impact to both brands and consumers. With this idea in mind, Dr Carol Pearson and Margaret Mark, the authors of *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*, set out to examine the archetypes from the branding perspective.

What, then, is a brand archetype? A brand archetype gives a brand a human identity and personality, setting it apart from other brands like it.

There are many and varied archetype models, but [Step Change](#) deploys a 12-archetype model: the Ruler, the Sage, the Hero, the Explorer, the Outlaw, the Regular, the Creator, the Caregiver, the Innocent, the Lover, the Jester, and the Magician.

In this book, we deep-dive into each of these; and after reading this, you will have an idea which archetypes characterise your brand.

Now it doesn't matter if you've been in business for a long time or you're just starting out. Aligning your brand with something that is already embedded in people's subconscious will make your brand easier to identify and relate to.

When you anchor against an archetype, you are subtly telling your customers what kind of experience they will have with your brand.



*People like people like them.  
People buy from who they like.*



Leadership

Confidence



Knowledge

Reassurance



Anti-Establishment

Excitement



Trust

Partnership



## WHY ARCHETYPES INFLUENCE BRANDS AND CONSUMERS

Archetypes create an emotional impact on consumers because they recognise these traits in themselves. This is why some consumers are loyal to old brands, no matter how much they are bombarded with the latest product in the market. It's not that consumers don't like change — it's just because they are emotionally connected with the brand.

## UNDERSTANDING YOUR BRAND'S ARCHETYPE

Archetypes function as a compass. Fully understanding and embodying the archetype that represents your

business will enable you to make decisions and lead developments that are central and consistent to your business's core.

## THE FOUNDATION, CORE, AND INFLUENCER ARCHETYPES

At Step Change, we use archetypes to facilitate our clients in identifying the foundation, the core, and the influencer of their brand.

The **foundation** is generally your business's category type. This trait is what got your business to where it is today, or it's the standard that customers demand or traditionally from your industry.

The **core** is your business's personality — the heart of your brand. This differentiates you from your competition. This is what you need to hit. Make sure the members of your staff are aware of it. In all your communications and in everything you do, you need to be consistent with your core archetype.

Remember, what makes one brand stand out is the commitment and strength of their core archetype.

Take, for example, the aged care sector. This industry has the Caregiver archetype in its foundation. But what makes aged care brands set apart are their core archetypes:



The **influencer**, on the other hand, is the archetype that gives your core its edge and versatility. It's something you need to keep an eye on. It takes it forward as it gives it a level of spice. This will also shape you as you evolve as a brand.

### HOW DO YOU WANT YOUR BRAND TO BE SEEN?

As you go through this book, learn and take a page from the world's most memorable brands, like Coca-Cola, Apple, Harley Davidson, and Victoria's Secret. Think about which archetype is closest to your brand.

Once you've decided on your core and influencer archetypes, learn it by heart. Get your team and your third-party suppliers to understand them. Use them to guide you to humanise your communications, improve your strategy, and remove any subjectivity.

Read on to discover your brand's archetype, to define how you want your brand to be seen and ultimately what your business stands for — because consumers who stand for the same ideals that you do will naturally be drawn to you.



# Sample Archetype Framework

## Brand: Happy Chicken Eggs

A Step Change client

Influencer  
(Foundation Archetype)

Influencer


Personable

THE REGULAR

reliable • dependable • values routine  
practical • predictable • grounded

Happy

Reliable



Friendly

Core


Passionate

— THE —  
HERO

warrior • competitive • principled  
idealist • challenges "wrongs"  
proud • brave • courageous

Idealist

Principled



Leader


Imaginative

THE CREATOR

innovative • imaginative  
experimental • visionary  
ambitious • turns ideas into reality

Stylish

Creative



Ambitious

**The Ruler** *Confident, takes charge, a role model*



**The Hero** *A warrior, competitive, principled, proud, brave, and courageous*



**The Outlaw** *Rebellious, shocking, disruptive, feared, powerful, and liberated*



**The Creator** *Innovative, imaginative, experimental, takes risks, and turns ideas into reality*



**The Jester** *A clown, a trickster, playful, takes things lightly, impulsive, and spontaneous*



**The Lover** *Passionate, sexy, erotic, seeks pleasure, and to indulge, follows their emotions*



**The Sage** *A real thinker, an expert, an adviser, confident, credible, and in control*



**The Explorer** *Seeks new things, is adventurous, independent, and self-sufficient*



**The Regular Guy** *Unpretentious, reliable, dependable, values routine, and is predictable*



**The Innocent** *Wholesome, pure, forgiving, trusting, happy, and optimistic*



**The Caregiver** *Altruistic, selfless, nurturing, supportive, compassionate, and empathetic*



**The Magician** *Healer, intuitive, values magical moments, likes change, and is charismatic*







The King.  
The Queen.  
The Leader.  
The Boss.

”

Being powerful is like being a lady. If you have to tell people you are, you aren't.

— Margaret Thatcher

Rulers are often pictured as solid, often very 'masculine'. Think: Abraham Lincoln and Winston Churchill and Margaret Thatcher. They carry an air of authority when they act and speak. They are confident, responsible, and fair.

Rulers are driven by the desire to control and be powerful, but they are not unbending and entitled. They aim for prosperity and success not just for themselves but for their family and community. They dread disorder and being overthrown.

The Ruler personality draws in customers who are naturally dominant, those who, when they walk into a room, want to command attention.

They don't appreciate simple, unintellectual adverts. They relate to ads that reflect power, control, and success.

### HOW RULERS BRING THEIR BRANDS TO LIFE

Rulers don't try to appeal to the masses, and they do not admit defeat to a rival company. Instead, Ruler brands often claim that they are the market or thought leaders in their category. They claim their leadership position in their field — and prove it.

They offer a sense of security and stability, giving people an assurance of longevity. They speak with an air of authority and class across all

communication mediums, without ever becoming pompous.



Photo: Winston Churchill



## CATEGORIES THAT TEND TO HAVE THE RULER AT THE FOUNDATION

Brands with this archetype promise power. This is clearly depicted by the following categories with the Ruler as their foundation:

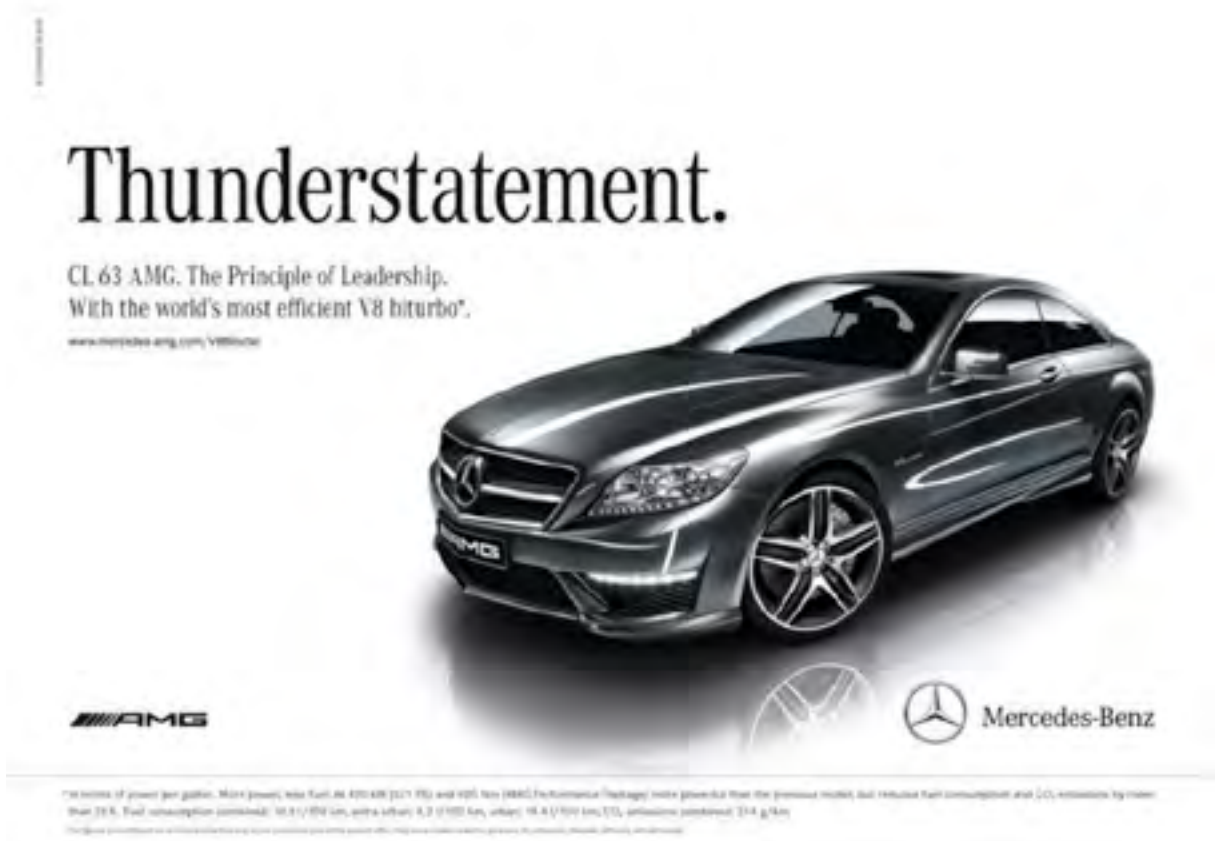
- Credit cards
- Business apparels
- Banks
- Luxury cars
- Watch manufacturers
- Business-class transportation
- Hotels



EXAMPLES OF RULER BRANDS



Qantas. The Australian airline was crowned as the world's safest airline for three years by AirlineRatings.com.

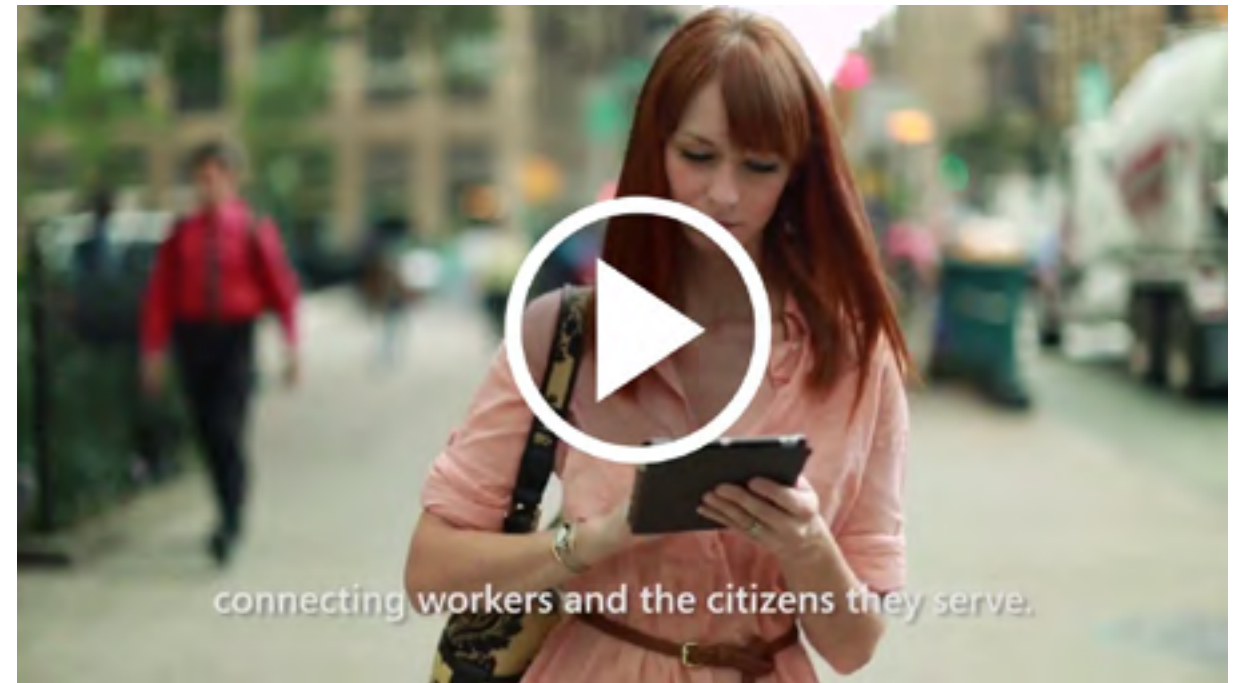


Mercedes-Benz. Their tagline “The best or nothing” promises that they build only the best design, safety, engineering, and technology for their customers.

## EXAMPLES OF RULER BRANDS



**Boss by Hugo Boss.** Their signature suit is tailored to bring out the ruler in the wearer. Even the name evokes leadership.



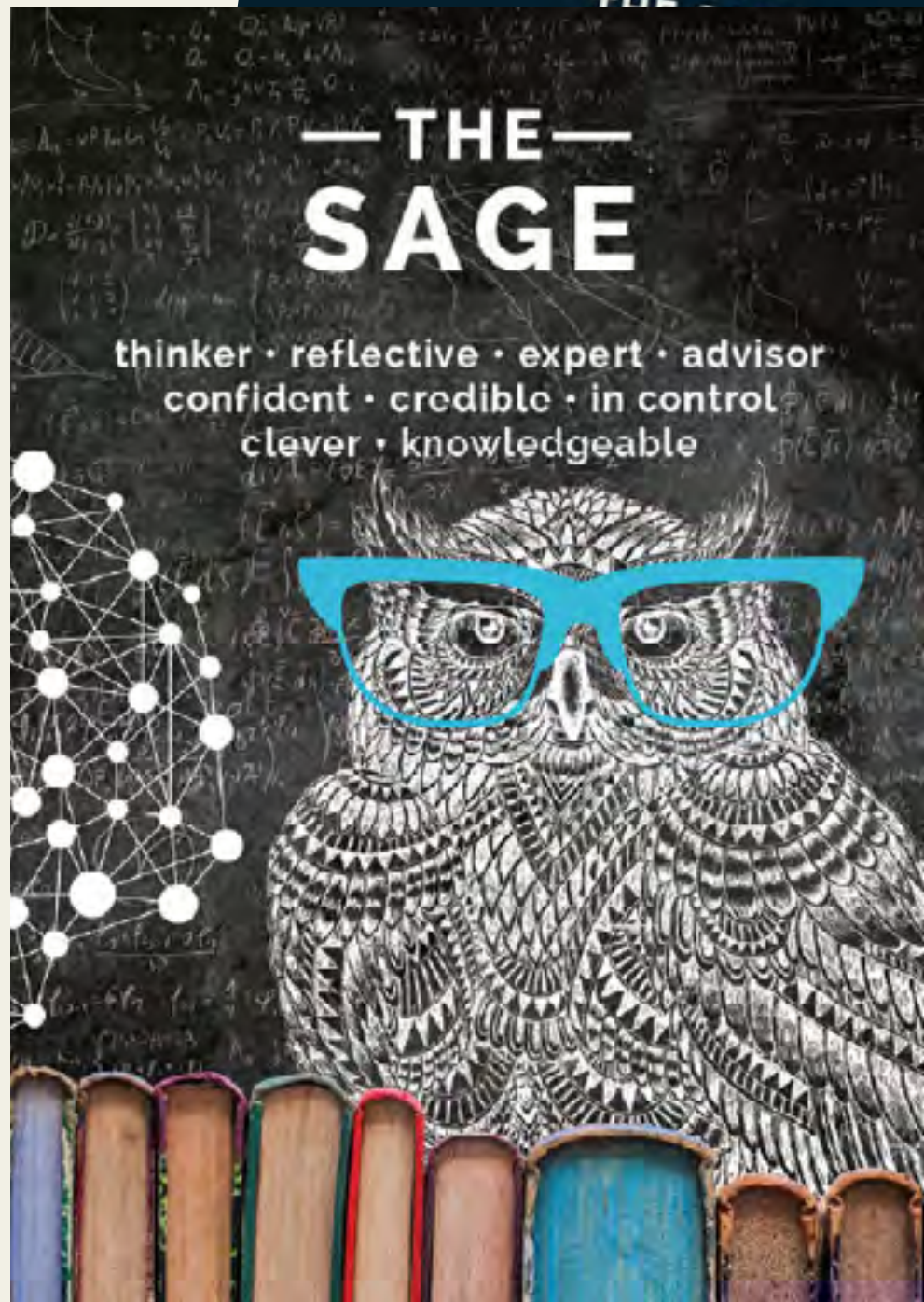
**Microsoft.** A very famous brand that dominates its market, Microsoft is anchored to the Ruler archetype, and this is reflected through how it values facts and order.



## EXAMPLES OF RULER BRANDS



**The International Spine Centre.** A client of Step Change, this spinal care centre was formerly known as YHY & Associates. A day with our team of Step Change strategists paved the way for them to discover a new purpose: to offer people who are suffering chronic back pain hope of a life beyond pain. This discovery led Step Change to recommend that YHY & Associates be rebranded as The International Spine Centre — and it positioned them as thought leaders in their industry, making them a Caregiver brand with the Ruler as their core archetype.



**The Scholar.  
The Teacher.  
The Thinker.  
The Expert.**

”

The whole world is open for a sage.

— Democritus

Sages are truth seekers. Their goal is to understand the world and share it with others. They find and depend on wisdom in every situation.

Think of Hermione Granger in *Harry Potter* or Yoda in *Star Wars* or Professor Ray in *Finding Dory*. In real life, we have Albert Einstein, Neil Patel, and Oprah.

At their core, they are rational intellectuals, and they find fulfillment in seeking answers to the big questions. They are able to detach themselves from their own opinions and biases to reach an absolute truth.

At their worst, Sages are excessively concerned with minor details and

rules, they are detached from reality, and they can know about all things but never act on them. Their fear? Being misinformed and duped.

The Sage personality attract customers who are looking for knowledge and new sources of learning. These customers are most attracted to advertisements that challenge the way they think and offer wise solutions. They want to feel that they are in-the-know.

### HOW SAGES BRING THEIR BRANDS TO LIFE

To connect with their potential customers, they communicate using facts and higher-level vocabulary.

Tagged as experts, their tone of voice should intelligent, factual, authoritative, and informed.

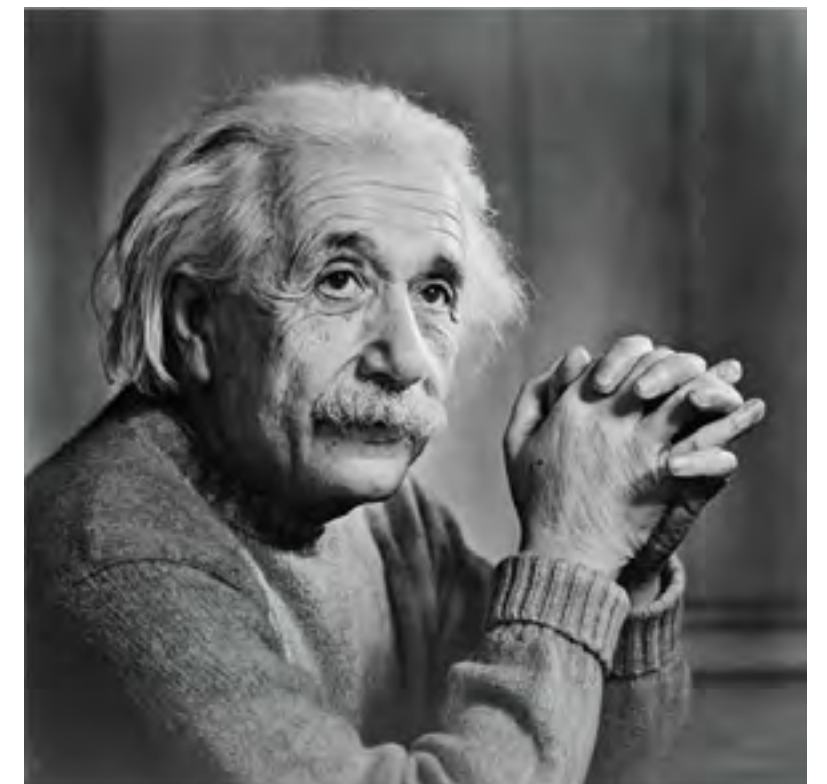


Photo: Albert Einstein



## CATEGORIES THAT TEND TO HAVE THE SAGE AT THEIR FOUNDATION

Sage brands promise wisdom. They are clearly seen in the following categories:

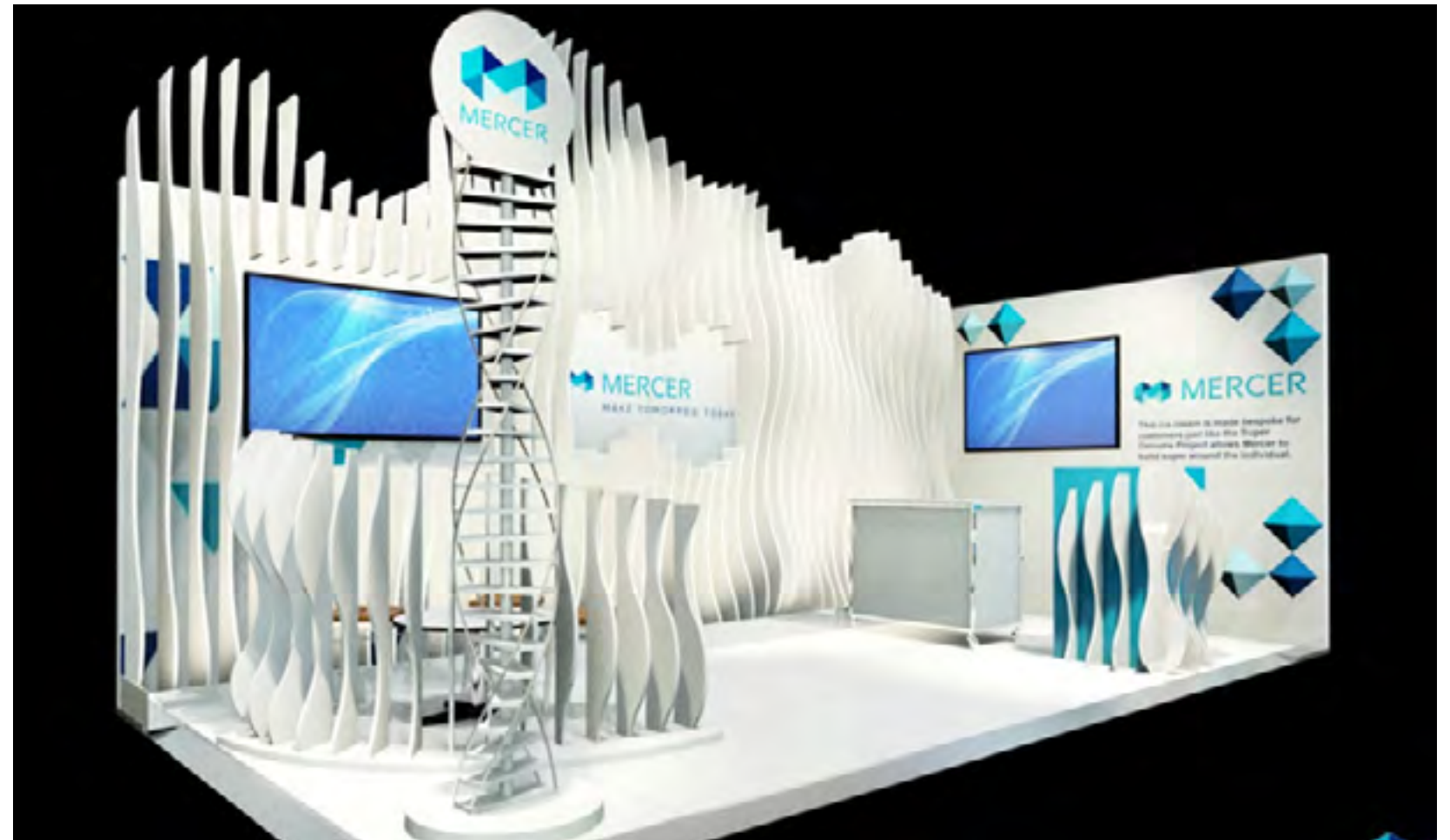
- Broadcasting networks
- Online news journals
- Schools and universities
- Consulting companies
- Search engines, like Google



## EXAMPLES OF SAGE BRANDS



IBM. A classic example of a Sage brand, it encourages the use of intelligence to discover truth and understand the world.



**Mercer.** A financial services business, Mercer positions itself as a thought leader in wealth, retirement, health, and career. To demonstrate this, they planned to launch their Super Genome Project, with Step Change to help communicate their value. The purpose of the project was to reimagine superannuation and create an experience to engage users. In a conference they participated in, Step Change created a trade show stand, to stand out at the conference and amplify the launch. The stand won the Best Crowd Pleaser Award and Best Digital Innovation Award, and this got people talking about Mercer's game-changing initiative.



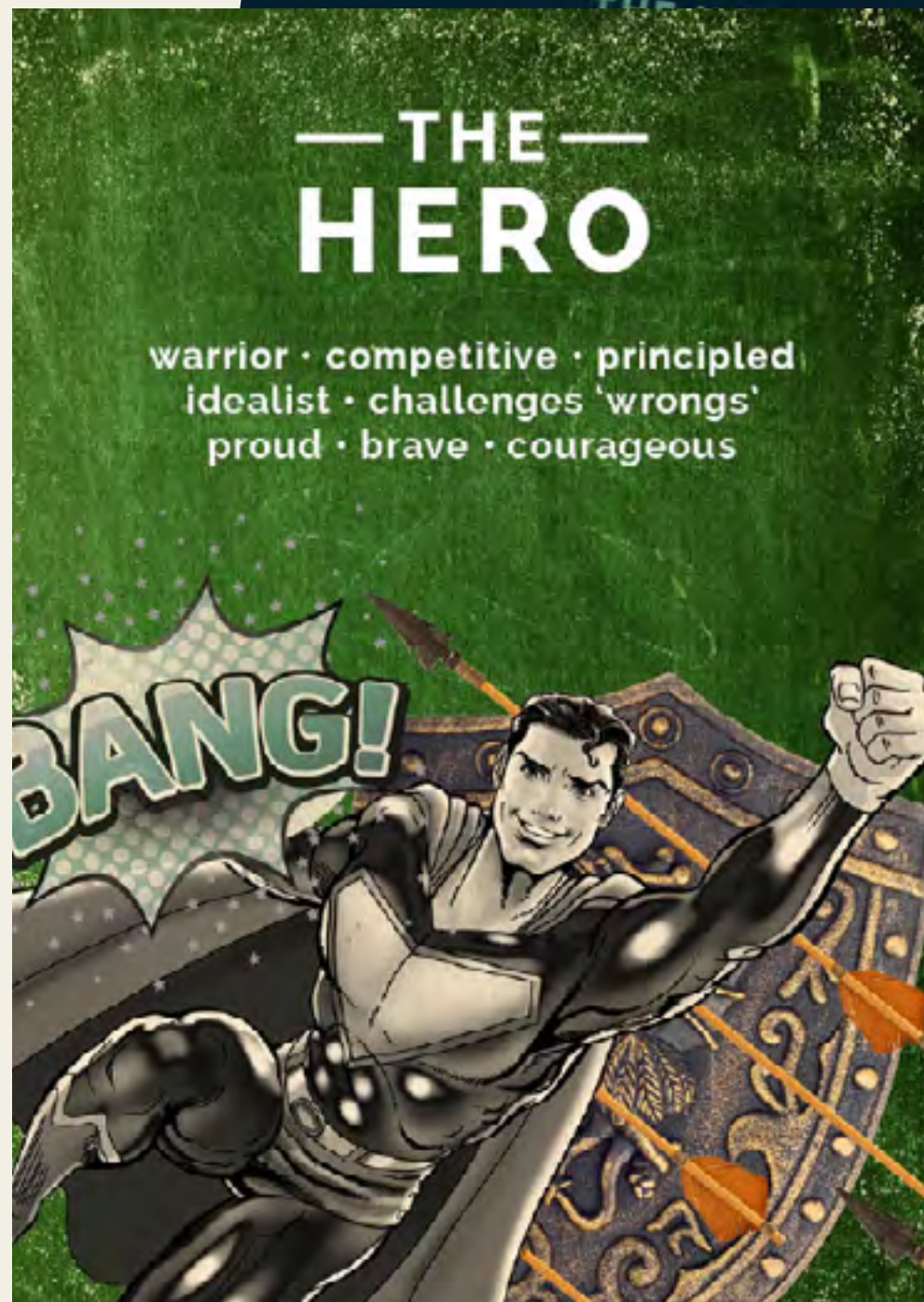
EXAMPLES OF SAGE BRANDS



Harvard Business Review. This is the go-to website for business leaders looking for innovative ideas and classic advice on strategy, leadership, and business disruption.



CNN. This American news channel has for a tagline "Be the first to know".



**The Warrior.  
The Saviour.  
The Winner.  
Champion.**

”

A hero is someone who has given his or her life to something bigger than themselves.

— Joseph Campbell



What drives Heroes to get up in the morning is their desire to prove their worth through acts of bravery.

Their fear? To be seen as weak and a failure.

At best, Heroes are courageous, determined, and skilled. But at their worst, they are arrogant and too aggressive — the primary causes of their downfall.

The Hero personality attracts customers who want to be seen as good, moral citizens. They want to feel inspired and empowered. They are fulfilled when they rise to meet and overcome challenges. They uphold products that are efficient and of

quality.

### HOW HEROES BRING THEIR BRANDS TO LIFE

Hero brands help people take a stand or solve a social or environmental issue. The Hero archetype effectively works for brands that are often the underdogs in the industry, especially if they have a definite competitor to beat.

### CATEGORIES THAT TEND TO HAVE THE HERO AT THE FOUNDATION

Promising triumph, Hero brands claim that they are superior in their industry and they produce quality products or services that improve or have an impact on the world.

The following industries have the Hero archetype at their foundations:

- Plumbing
- Military recruitment
- Pet rescue centres
- Sports gear and apparel
- Outdoor gear



## EXAMPLES OF HERO BRANDS



**FedEx.** This comic 1970s FedEx ad assures its viewers that FedEx understands and is keeping pace with your business's urgent demands.



**My Darlinghurst Plumber.** This Sydney-based plumbing repair services company promises prompt and reliable service, from blocked drains, broken toilets, to leaking pipes. Their messaging clearly depicts being a hero to customers, who are frustrated with their plumbing problems.



EXAMPLES OF HERO BRANDS



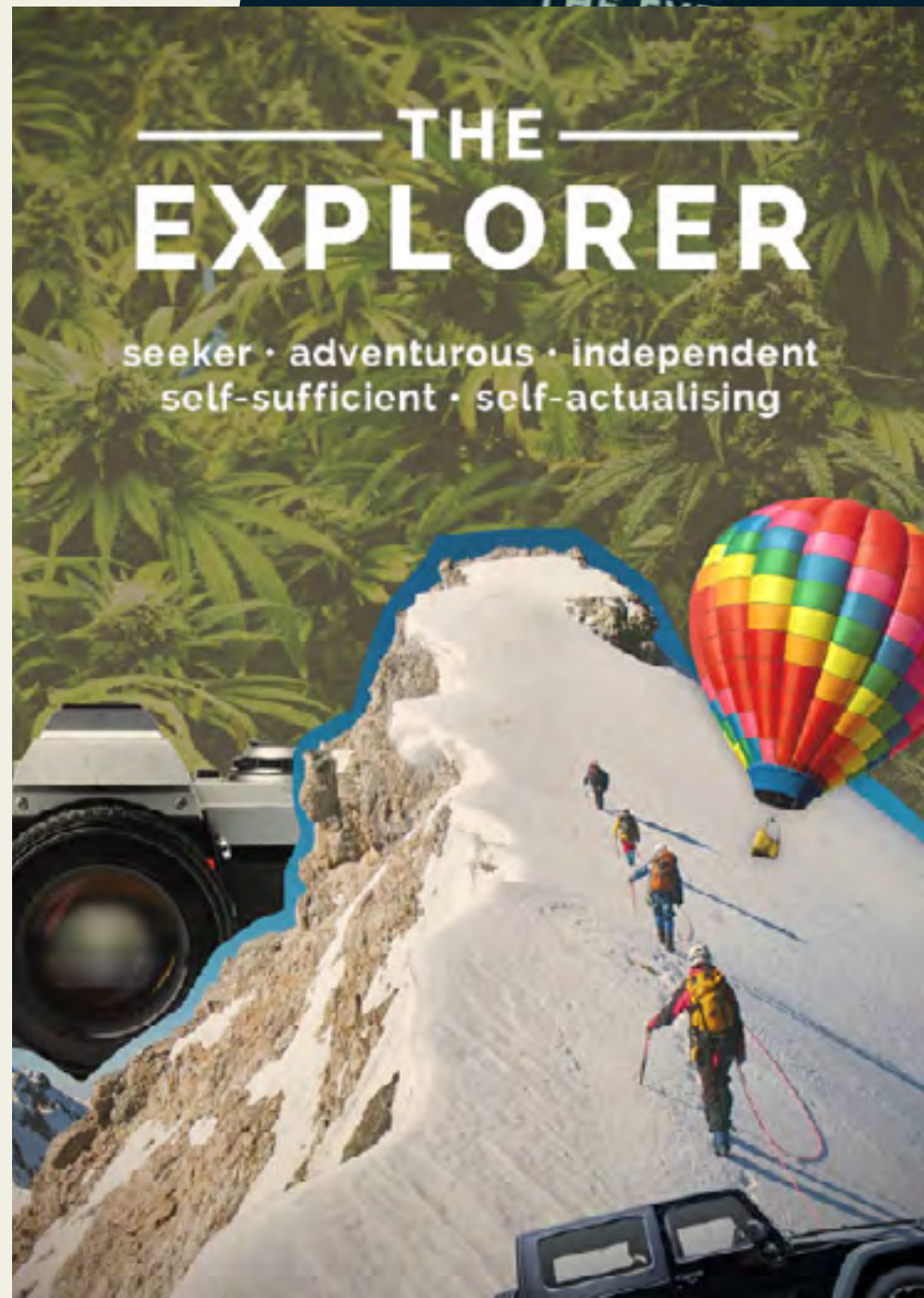
**Nike.** This brand taps into the story of a hero pitted against a great foe. In this ad, the foe is the old self, the ego, the desire to quit.



put it here.



**Australian Ethical.** Superannuation is about exploring where you want your retirement funds to go. After a business intensive with Step Change, this brand was able to define their core purpose — making money do good — and their marketing communications encourage people to place their retirement funds on things that matter.



## The Wanderer. The Trailblazer. The Adventurer.



We shall not cease from exploration, and the end of all our exploring will be to arrive where we started and know the place for the first time.

— T. S. Eliot



Explorers find fulfilment in authenticity and experiencing life to the fullest. That means they want to use their freedom to explore and discover the world. Their journey becomes one of self-exploration as they discover more about themselves than the lands they travel. For this reason, the Explorer archetype is all about self-actualisation.

Explorers are restless, independent, and ambitious. “Don’t fence me in” is their battle cry. Their biggest fears are being pressured to conform, getting trapped, and feeling empty inside.

You will recognise this in Peter Pan, Indiana Jones, Amelia Earhart, and Sir Edmund Hillary.

The Explorer personality draws in customers who crave adventure and freedom. These customers are not persuaded by advertisements that promote conformity. They relate to brands that offer self-discovery and make them feel audacious and alive.

### HOW EXPLORERS BRING THEIR BRANDS TO LIFE

Brands with this archetype help people feel free. They create products that promote individuality, excitement, and new experiences. Use this archetype when you want your brand to be differentiated from a conformist competitor.

On the other hand, Explorer brands must not appear aimless in their wanderings and promote being a misfit. They should not appear too unbending or corporate.



*Photo: Amelia Earhart*



**CATEGORIES THAT TEND TO HAVE  
THE EXPLORER AT THE FOUNDATION**

Explorer brands promise freedom, and we see this in the following business categories:

- Extreme and outdoor apparel and equipment
- Automotive





# EXAMPLES OF EXPLORER BRANDS



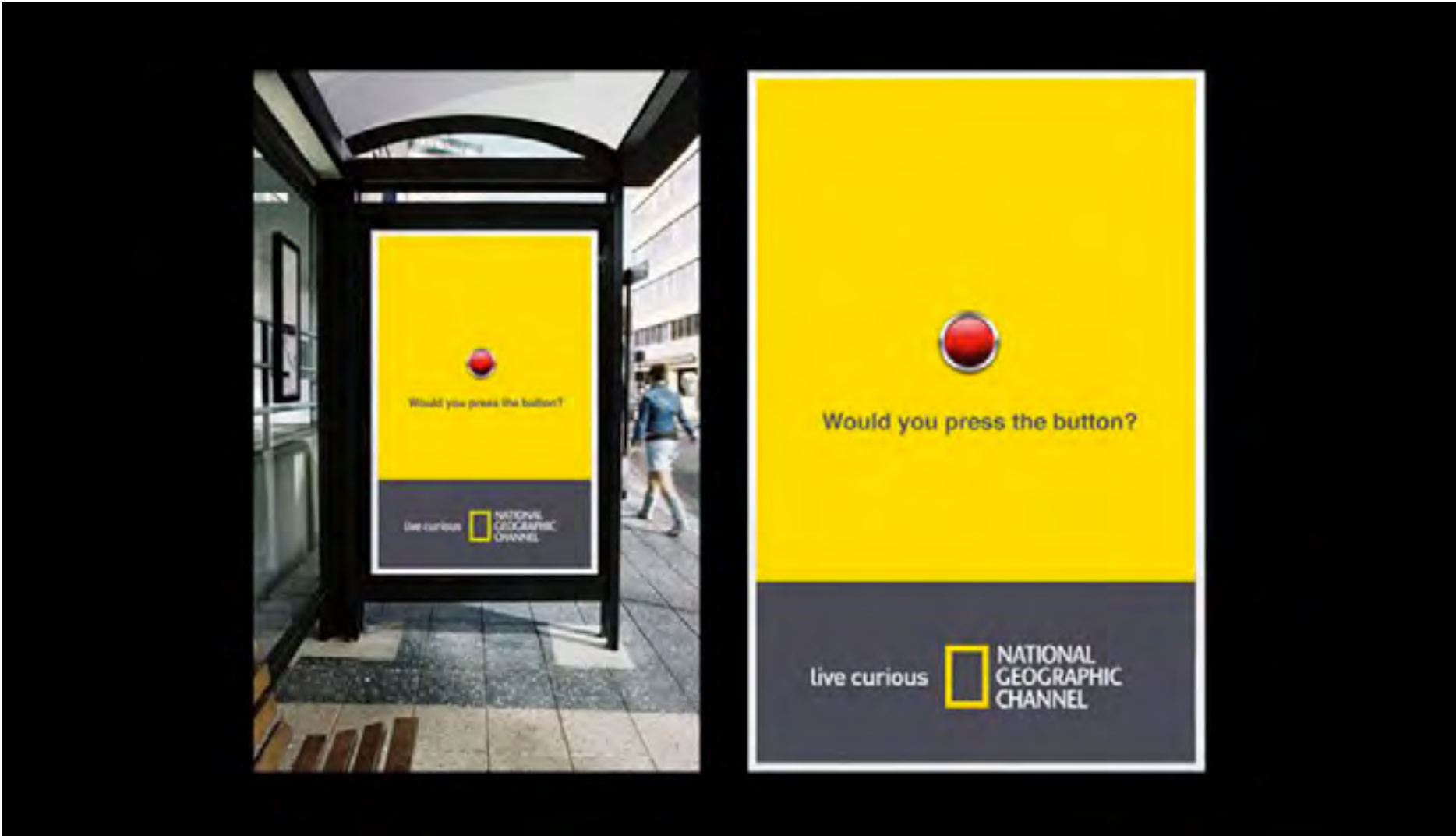
North Face. The retailer for high-performance outdoor equipment is always “pushing the boundaries of innovation” so its consumers can explore more.



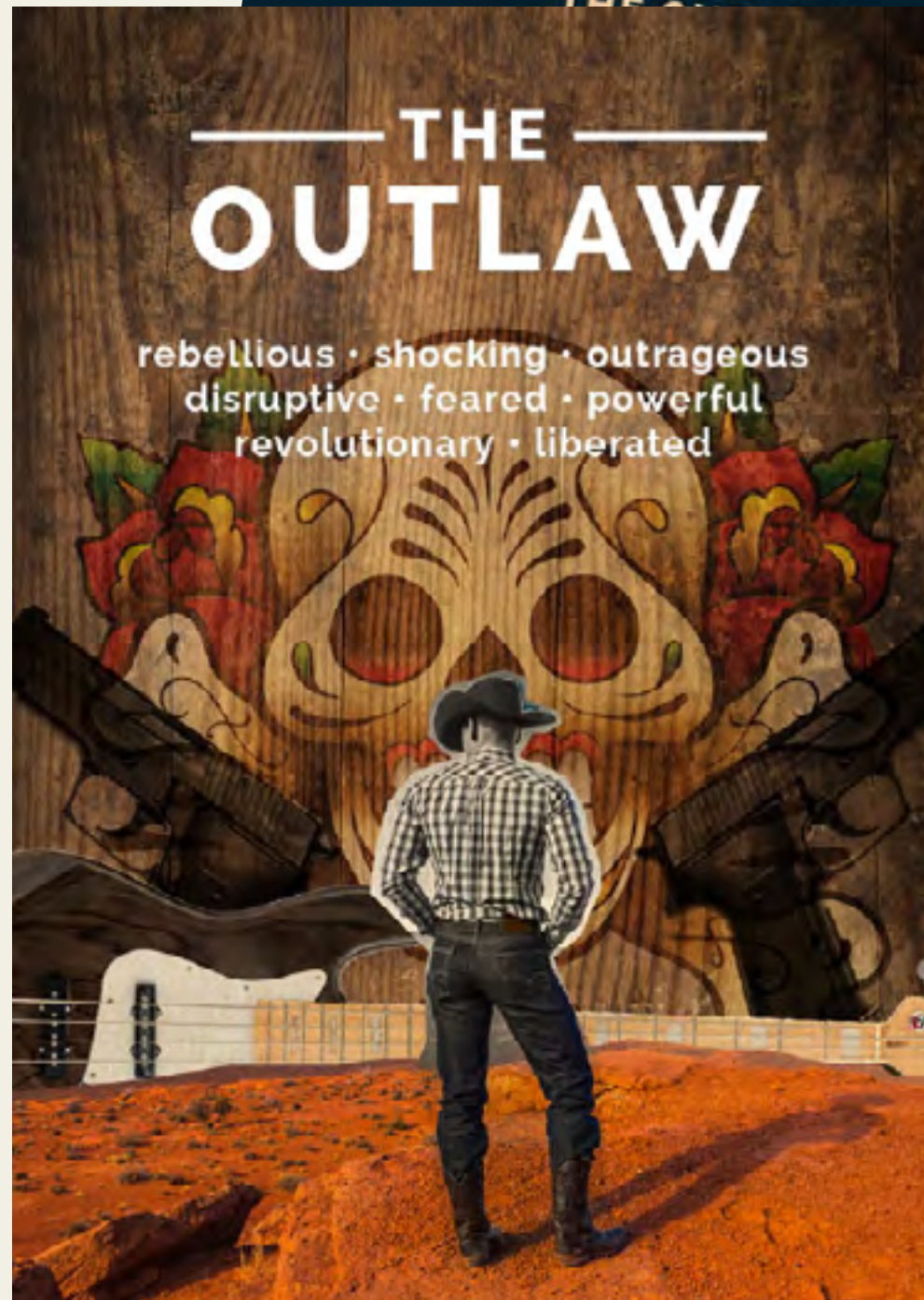
Qattro. A client of Step Change, Qattro is a property group with a world-first vertically integrated model across the property development spectrum. Qattro believes there’s a smarter way to develop homes. Qattro is out to deliver property solutions in a way that is not overly complicated for clients and helps people to make one of the biggest investment decisions of their lives.



EXAMPLES OF EXPLORER BRANDS



National Geographic Channel. This ad draws on the viewers' curiosity, encouraging them to never stop exploring.



# The Rebel. The Misfit. The Revolutionary.

”

The only way to deal with an unfree world is to become so absolutely free that your very existence is an act of rebellion.

— Albert Camus, author of “The Rebel”

Outlaws thirst for revolution. They are driven by their desire to change their world for the better, most of the time choosing to do this through questionable means.

Always challenging the status quo, they don't conform and support structures that do not work, even if society still does.

In literature, we see this personified in Zorro and Captain Jack Sparrow. In real life, this is evident in Richard Branson, Che Guevarra, and the bushranger Ned Kelly.

Outlaws fear powerlessness. Anger and mistreatment trigger them to act out their sentiments. But when they

take their revolutionary endeavours too far, it can pave the way to their destruction.

The Outlaw personality attracts customers who uphold the unconventional. They will likely prefer brands and ads with unique messaging and deliver outrageous content.

### HOW THE OUTLAWS BRING THEIR BRANDS TO LIFE

This is a great archetype for brands that want to stand out from the traditional, mainstream, 'boring' competitors in the category.

Outlaws create disruption in their category when they see that what is

currently being used — a system, a tool, or a practice — is not working anymore and has to be changed.

To live out this brand, your business needs to be radical, shocking, disruptive, liberated, and countercultural.



Photo: Richard Branson



Do not, however, resort to promoting destruction and going against the law for taking 'fun' too far.

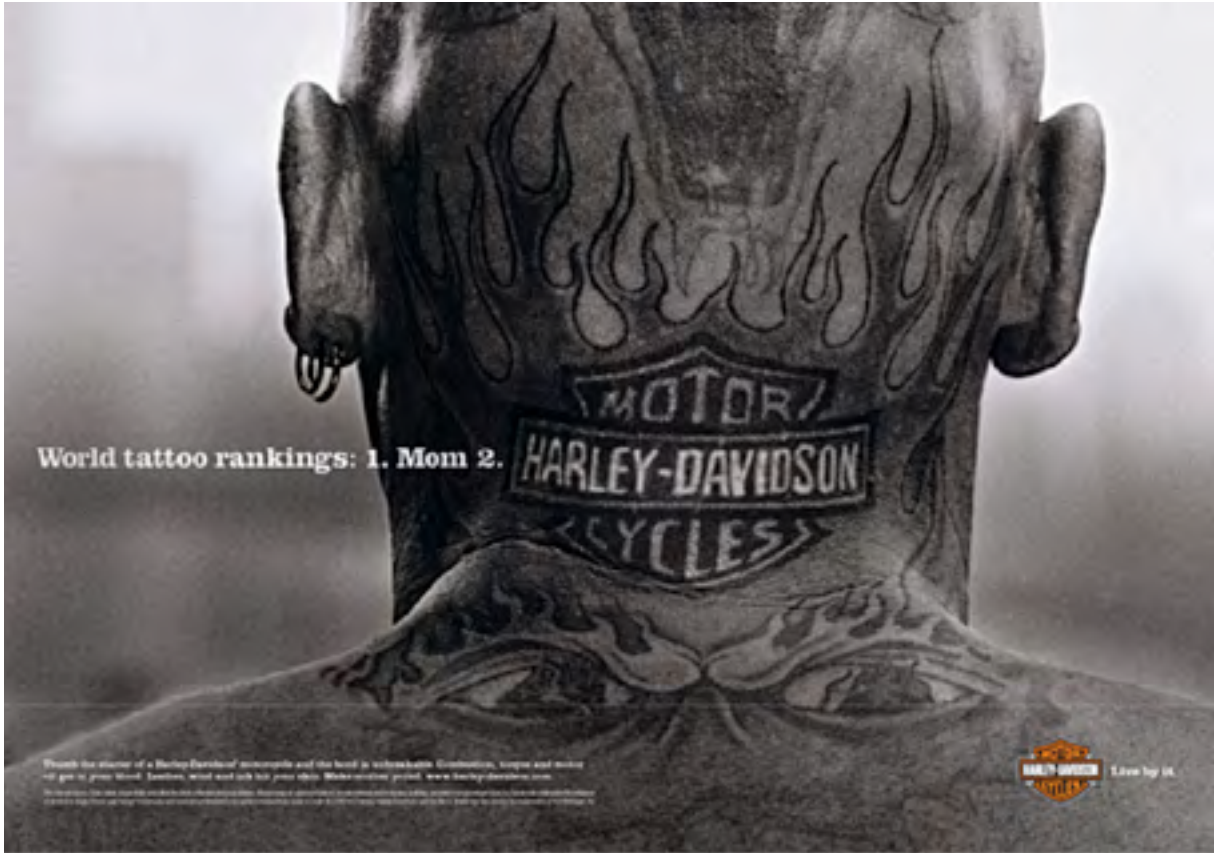
### CATEGORIES THAT TEND TO HAVE THE OUTLAW AT THE FOUNDATION

Promising revolution, Outlaws personify defiance, which is why challenging what has to change is their greatest virtue. Here are some of the categories with the Outlaw archetype at the foundation:

- Motorbikes
- Niche apparel
- Gaming/movies



EXAMPLES OF OUTLAW BRANDS



**Harley Davidson.** The epitome of the Outlaw archetype — it is more than just a brand name. It’s an identity every rider, and even non-rider, proudly wears.



**Virgin.** King of publicity stunt and Virgin Cola founder, Richard, drove a tank towards Coke’s HQ when they launched Virgin Cola in 1998.





**Everyman.  
The Realist.  
The Solid Citizen.  
The Person Next  
Door.**

”

I understand the common man because I understand me in that regards, at least.

— Vince McMahon



Homer Simpson, Frodo Baggins, and Ronald Weasley — what do they have in common?

Central to these characters' personality is the Regular archetype — the reliable person, the friend you'd expect to turn up on time, the easygoing mate who's always good for a chat. Their core desire is to belong and connect with others.

They fear being left out or being rejected or standing out from the crowd. Their weakness? They could have the tendency to hide their own personality in an effort to blend in and belong.

The Regular personality attracts customers who want to feel understood and included. They are trusting and always project the “If they can do it, I can too” attitude.

### HOW REGULARS BRING THEIR BRANDS TO LIFE

Brands with this archetype encourage consumers to be okay just as they are. Their products and services have low to moderate prices — a big differentiator from elite brands — and their features are for everyday use, so this is a perfect fit for companies that target the homes and families.

If you think this archetype is right for your brand, do create real connections

with your customers. Your ads should appeal towards normal, everyday living. Develop ordinary, solid virtues, and always have the touch of the common man. The tone of voice across all communications should be friendly, humble, honest, and down-to-earth.



Photo: Homer Simpson

## CATEGORIES THAT TEND TO HAVE THE REGULAR AT THE FOUNDATION

Regular brands give people a sense of belonging, which is why their messaging is directed to the everyday life. Here are examples of categories with the Regular at their foundation:

- Comfort food
- Retail
- Garment
- Basic beer and alcohol





EXAMPLES OF REGULAR BRANDS



**Holden Ute.** Everything about this Aussie car ad — the car, the people, the narrator, its tag line “Every man and his dog will love it” — models the Regular archetype.



**Levi's.** This brand is always geared towards the ordinary people and the workforce.



EXAMPLES OF REGULAR BRANDS



**Kraft Peanut Butter.** This shows a kid's preference over the new product in the market.



**Toyota Hilux.** This "Bugger" ad shows how the powerful Hilux is used in the day-to-day context.

EXAMPLES OF REGULAR BRANDS



**Macca's.** This ad was released in time for Australia Day in 2012. This is a classic example of Australian Regular people, from all walks of life, coming together for a treat at Macca's.



**Beerenberg.** This iconic family-owned Australian brand is a Step Change client. It provides premium sauces, jams, and condiments from their very own farm in Hahndorf, South Australia. A wonderful blend of the Innocent, this brand harmonises the history of the family farm, the passion for quality food, while maintaining approachability and a really grounded human aspect.





**The Artist.  
The Dreamer.  
The Designer.  
The Builder.**

”

Life isn't about finding yourself. Life is about creating yourself.

— George Bernard Shaw



Creators are often pictured as imaginative, expressive, innovative, and realistic. They want to create exceptional things that have enduring value.

We see this trait in Tony Stark from *Ironman*; and in the real world, there's Steve Jobs and Walt Disney (the man). Their motto is, "If you can imagine it, it can be done."

They fear mediocrity in their vision and execution. They're perfectionists, and this very desire for perfection can lead to their downfall.

The Creator personality attracts customers who enjoy brands that are experimental, novel, and inspire

people to push boundaries. They prefer brand messages that will amaze them and inspire them to create and express their own vision.

### HOW CREATORS BRING THEIR BRANDS TO LIFE

If your products bring to life a creative vision, are design-led, provide customers with an array of choices, foster innovation, or cater to aspiring and professional artists and designers — this archetype will suit you perfectly.

Creator brands position themselves as the bastions of creativity. Their message revolves on inspiring people to think, "I want to do what they can do".

They differentiate themselves from brands that encourage little imagination and innovation from the user.

To be perceived as inauthentic or a sellout is the worst thing that could happen to a Creator brand.



Photo: Steve Jobs

## CATEGORIES THAT TEND TO HAVE THE CREATOR AT THE FOUNDATION

Brands with this archetype promise authenticity and require a high degree of out-of-the-box thinking, which appeals to the creative customer. This is clearly depicted by the following categories with the Creator as their foundation:

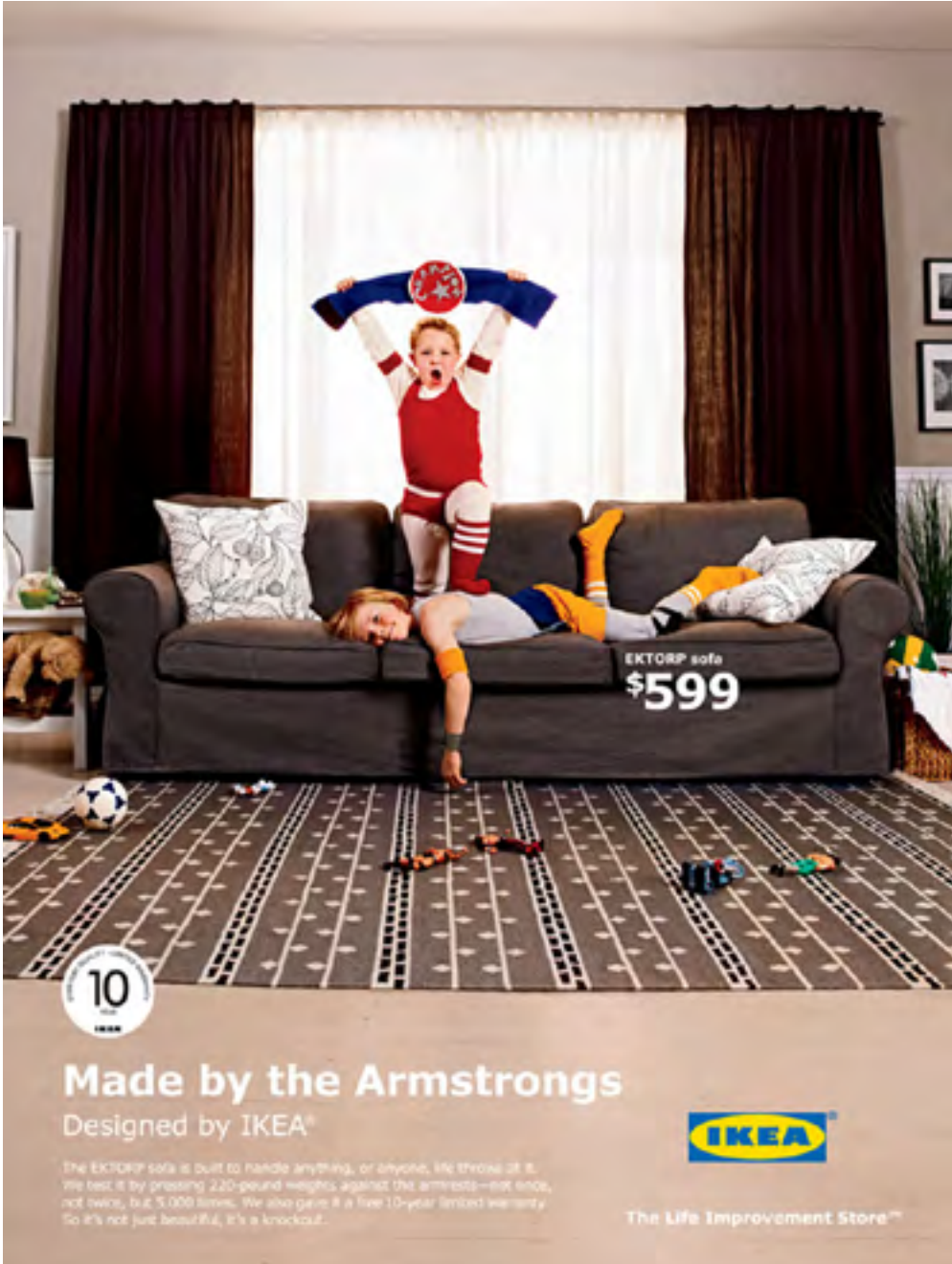
- Arts
- Design
- Technology



EXAMPLES OF CREATOR BRANDS



LEGO. For 60 years, LEGO has been feeding both children’s and adults’ imagination, invention, and creativity.



Ikea. Ikea is a Creator to its core, always creating cool designs and innovating.



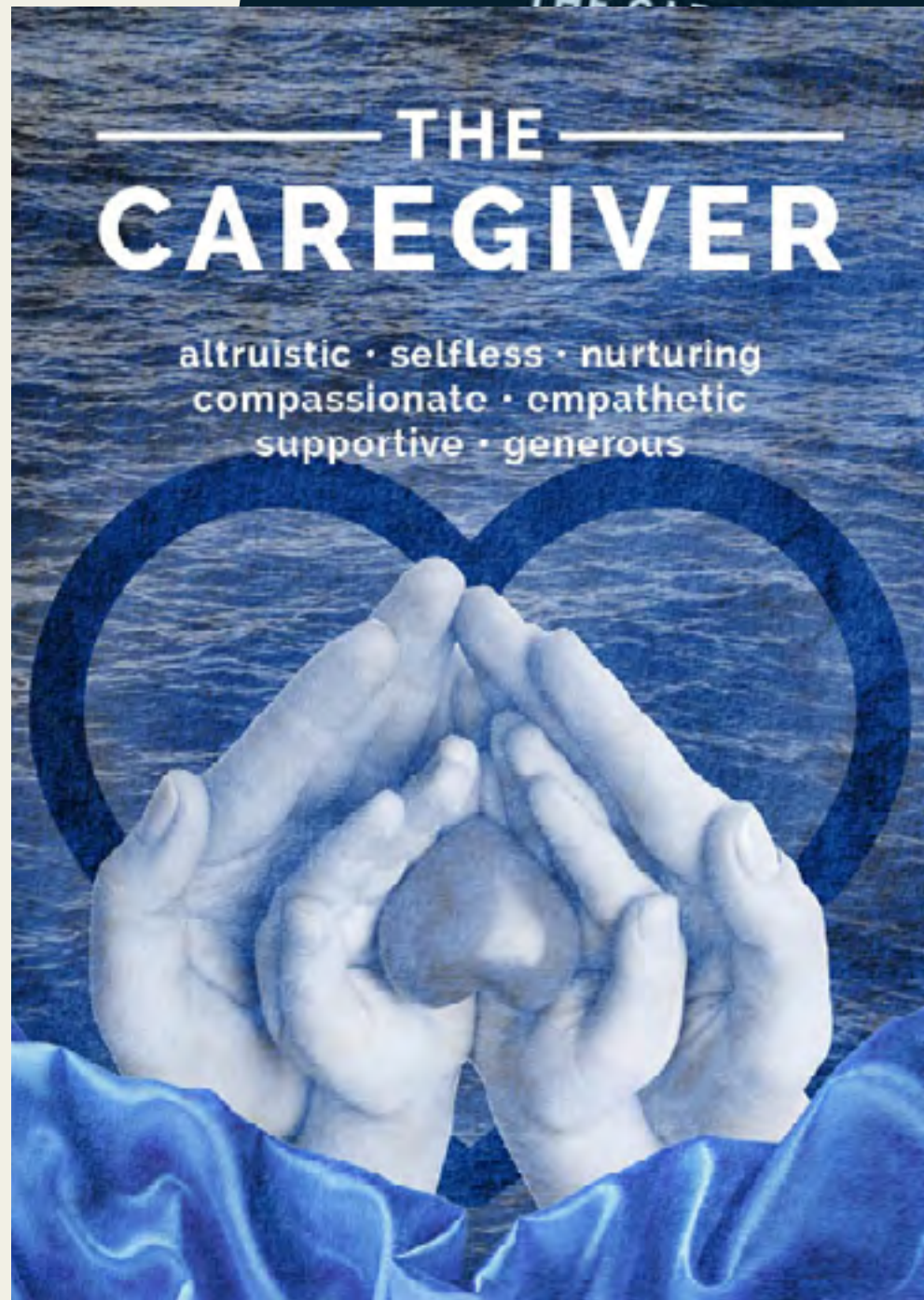
EXAMPLES OF CREATOR BRANDS



**Apple.** While Apple had tapped into their Outlaw personality through their 1984 ad, they have taken on the Creator archetype since their Think Different campaign in 1997.



**Advantaged Care.** A Step Change client, this brand has the Creator archetype at the core. They aim to be seen as visionaries in the aged-care sector: creative, imaginative, and naturalistic. This is seen in the kinds of homes they built for residents — which they get to see through a virtual tour.



**The Nurturer.  
The Supporter.  
The Parent.  
The Saint.**

”

Kindness can transform someone’s dark moment with a blaze of light. You’ll never know how much your caring matters.

— Amy Leigh Mectree, author

Caregivers are often characterised by their compassion, selflessness, and generosity.

Driven by their desire to care for and protect others, their greatest fear is selfishness and ingratitude. Although they want to be recognised for their effort, they don't want to be patronised.

Often paired up with the Hero archetype, the Caregiver is often associated with maternal roles and is likened to the Hero's mum or someone who has taken the Hero under her wing and protected them until they're ready to fly.

## HOW CAREGIVERS BRING THEIR BRANDS TO LIFE

If your business helps customers to nurture people, protect their loved ones, support their families, or serve the public (e.g. healthcare, education, etc.), this brand archetype is the perfect fit for you.

Across your marketing communication, your tone of voice should be warm, thoughtful, and motherly. Your aim is to make customers and their loved ones feel secure and cared for.

A probable reason for the Caregiver brand's downfall is when their products and services are accused

of or proven to cause harm and exploitation to the customer.

## CATEGORIES THAT TEND TO HAVE THE CAREGIVER AT THE FOUNDATION

Brands with this archetype promise care and security. This is clearly depicted by the following categories with the Caregiver as their foundation:

- Healthcare
- Aged care
- Not-for-profit organisations
- Aid programmes
- Education
- Baby's milk formula and baby products



EXAMPLES OF CAREGIVER BRANDS

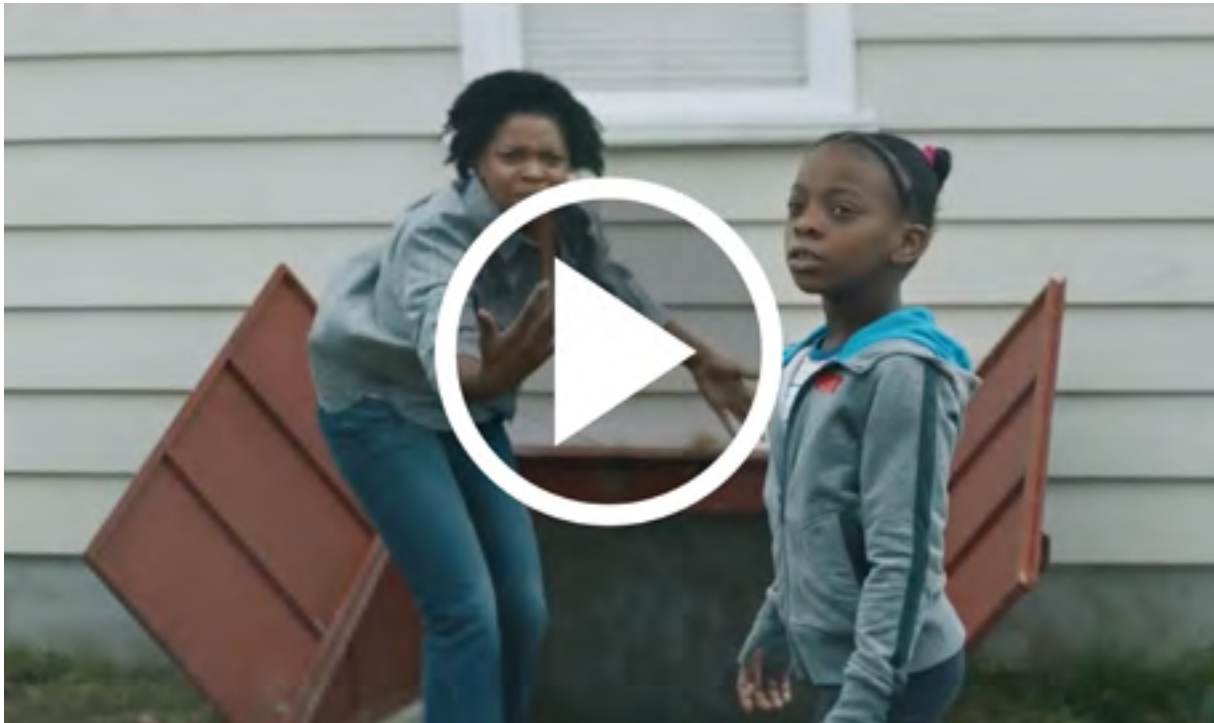


**A2 Platinum.** This ad clearly addresses mother’s concern for their babies wellbeing.



**The Body Shop.** The Body Shop is famous for its commitment to various environment advocacies.

EXAMPLES OF CAREGIVER BRANDS



**P&G.** This ad from P&G highlights how the support and love of the Olympians' mothers take them to where they are now.



**TOMS.** Buying a pair gives another pair to a person in need.

EXAMPLES OF CAREGIVER BRANDS



Photo from fairtraidamerica.org

**Conscious Step.** This brand is a partner of Step Change. Each sock design comes with a social cause — from providing water through Matt Damon’s Water.org, and treating HIV, and feeding children.





## The Child. The Idealist. The Optimist.

”

Softness is not weakness. It takes courage to stay delicate in a world this cruel.

— Beau Taplin, writer

Innocents want to create and spread happiness and optimism and promote simplicity. They value nature, transparency, and purity.

We see this in Dory from *Finding Nemo*, Pippin Took from *Lord of the Rings*, and Wall-E. Audrey Hepburn embraced this archetype in her films. These characters are wholesome and full of virtue — traits that are associated with the Innocent archetype. They strive to do what is right and positive.

Most of the time, their simplistic view of the world is perceived as a weakness. They fear to do something immoral and to see the world being influenced by something negative.

The Innocent personality draw in customers who like optimistic brands. These customers don't like guilt-tripping, gimmicky advertising. They look for products that will make living life simple and good.

### HOW INNOCENTS BRING THEIR BRANDS TO LIFE

Innocent brands foster purity, simplicity, and trustworthiness. Perhaps their motto is, "Life is simple, and simplicity is good."

Across all their communication, their brand's tone is simple and cheerful, radiating optimism.

They use concise language and simple and natural imagery to carry out their message to reflect their value of purity and nature.

This archetype is a perfect fit for you if your brand offers simple solutions and is associated with cleanliness, health, and virtue; if you are a company with straightforward values; and if you want to be differentiated from competitors with tarnished reputations.

So always guard your image, and don't get involved in unclean dealings lest your customers — who prefer brands with virtue — look for products elsewhere.



## CATEGORIES THAT TEND TO HAVE THE INNOCENT AT THE FOUNDATION

Brands with this archetype promise simplicity. This is clearly depicted by the following categories with the Innocent as their foundation.

- Mild and gentle bath products
- Fabric-conditioning products
- Whole food and organic produce
- Brands connected with nature





## EXAMPLES OF INNOCENT BRANDS



Innocent Smoothies. Produced in UK, this was the first to really nail this archetype in reinventing the juice category.



nudie. "Our juices are so pure there's a naked boy on our bottle."

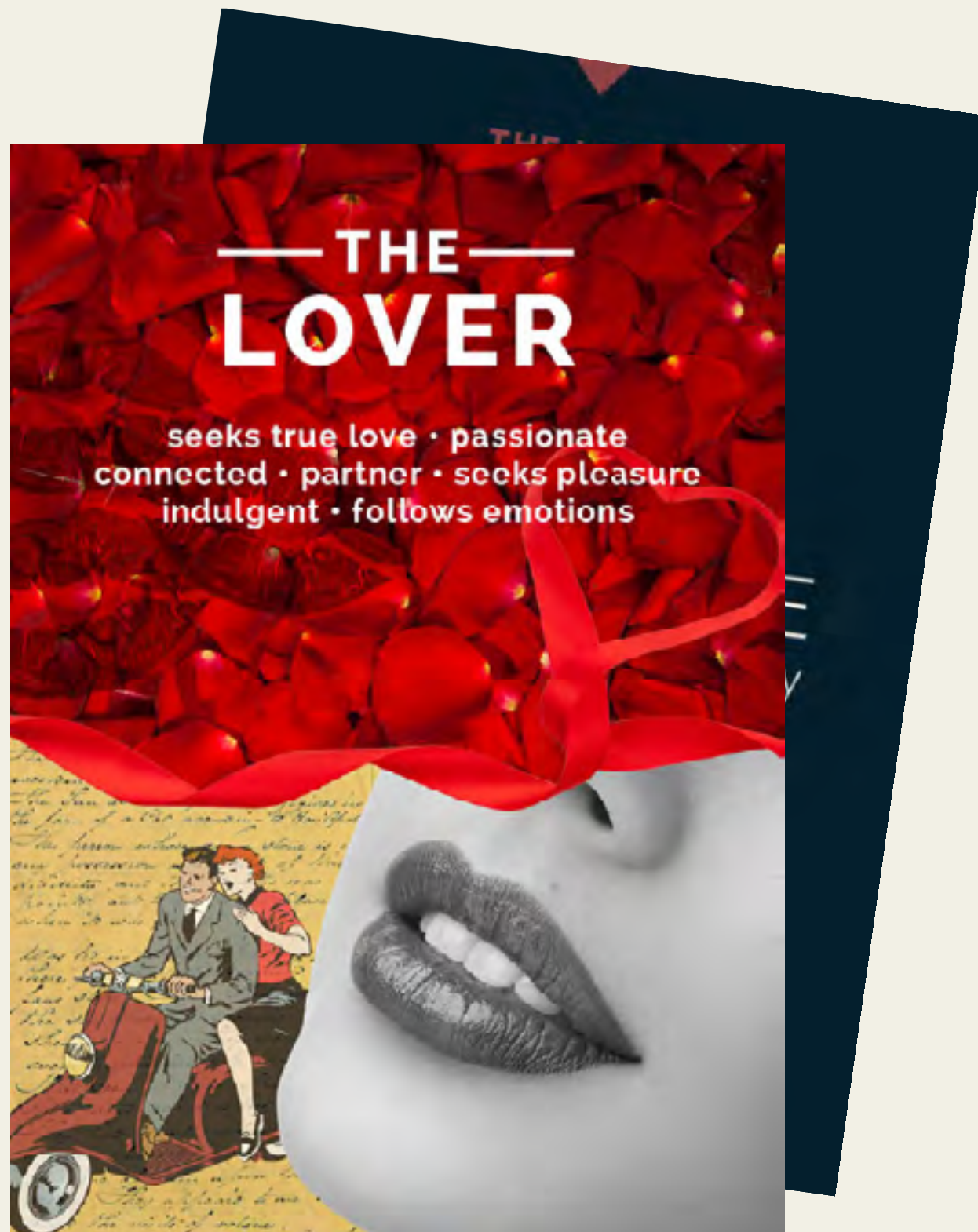
EXAMPLES OF INNOCENT BRANDS



Ivory. Customers who prefer mildness and clarity over glamorous scents and packaging will go for the ever-simple Ivory brand. Ivory is built around the idea of a persona that's pure and simple.



Kleenex. From its logo to packaging to advertisements, Kleenex stands by the Innocent brand archetype.



## The Partner. The Intimate. The Sensualist.



The real lover is the man who can thrill you just by touching your head or smiling into your eyes — or just by staring into space.

— Marilyn Monroe



Those who desire intimacy and seek pleasure in their relationships and in their environment have the Lover personality.

Passionate, intimate, and sensual, the Lover aims to inspire love and be loved. She does this by finding ways to become more physically and emotionally appealing.

She fears to be unnoticed, unloved, and unwanted.

We see this archetype personified by Marilyn Monroe, Madonna, and Casanova.

The Lover personality draws in consumers who are drawn to brands

that are pleasurable to the senses. They want to connect with other people, be desired, and indulge.

### HOW LOVERS BRING THEIR BRANDS TO LIFE

If you are in the business of creating products or providing services that would help make a person be more attractive, enjoy intimacy, or build relationships, this brand archetype will work for you.

Great Lover brands create desire and grant permission. Your aim is to make customers feel attractive and accepted. So your tone of voice should be affectionate and sensual across your company's communication and

collaterals. Your message should focus on how the product feels for the consumer. In order to do that, your language should be adjective-rich.



Photo: Marilyn Monroe

## CATEGORIES THAT TEND TO HAVE THE LOVER AT THE FOUNDATION

Brands with this archetype promise passion. It doesn't even have to be romantic or sensual. In one example below, you will see that even brands that offer straightforward, professional services can have the Lover personality. Here are some industries that usually have the Lover at their foundation:

- Fragrance
- Cosmetics
- Indulgence food
- Wine
- Fashion
- Travel



EXAMPLES OF LOVER BRANDS



Victoria's Secret. This brand evokes intimacy and pleasure. Its messaging is "You too can be loved and desired if you buy into this brand."



Lady Godiva. Lady Godiva ads highlight the pleasure of indulging in chocolates.



## EXAMPLES OF LOVER BRANDS



Chanel no. 5. This brand targets free-spirited, elegant women who don't need to sexualise themselves to look appealing to men.

STEP CHANGE | strategy, meet creativity



Haagen-Dazs. Close-up shots of lips forming the word *Limoncello* makes for the sensual aspect of this ad.

EXAMPLES OF LOVER BRANDS



**Xero.** This is an accounting software company that’s all about making *beautiful* accounting software and actually making people enjoy using it. We often hear accounting ads say, “Make your numbers right.” But no one’s ever talked about the pleasurable side of accounting, and Xero took that opportunity.





## The Trickster. The Joker. The Comedian.



There's no life without humour. It can make the wonderful moments of life truly glorious, and it can make tragic moments bearable.

— Rufus Wainwright



Have fun and live in the moment — this is what people with the Jester personality really want in life. Jesters make it their purpose to lighten up the people around them with humour.

At peace with the paradoxes of the world, they use humour to emphasise social issues — and point out how silly these are.

They're the life of the party, easy-going, and jolly. Not wanting to get tied down, they don't like getting bored, and they fear boring others.

They're the type that won't settle or stay committed and get stuck in a rut. They live in the here and now.

Perhaps one of the best examples of the Jester type is Jim Carrey in almost all his films. The comedian Adam Hills is also another example, who in spite of being born without a right foot, is able to share his story and experiences light-heartedly, a manner Jesters can pull off. Timon and Pumba play the jesters in the *Lion King*. So do Fred and George Weasley in *Harry Potter*.

The Jester personality draws in customers who are young and the young at heart. They are more attracted to playful, humorous, and even silly advertisements over serious-sounding ones.

## HOW JESTERS BRING THEIR BRANDS TO LIFE

If you are in the business of entertaining customers with humour, this brand archetype is the perfect fit for you. Across your company's communication and collaterals, your tone of voice should be enthusiastic, lively, and comic. Your aim is to make customers feel playful and entertained and to make them appreciate life.

For example, email marketing service MailChimp employs Freddie, the mascot. He captures the spirit of the brand's fun personality, which delights MailChimp users.

## CATEGORIES THAT TEND TO HAVE THE JESTER AT THE FOUNDATION

The Jester brand archetype promises entertainment. Here are some of the categories with the Jester at the foundation:

- Confectionery / Food
- Entertainment
- Service-based
- Business consulting
- Toy



## EXAMPLES OF JESTER BRANDS



Ben & Jerry's. For this brand, life is all about happiness and ice cream. In fact, their tagline is "Peace, love & ice cream." You can see the Jester core at work in their ice cream names: Boom Chocolatta, Scotchy Scotch Scotch, and BuzzBuzzBuzz.



M&M. Injecting humour in their candy characters, M&M managed to make light of something that isn't good for the health — candy.



EXAMPLES OF JESTER BRANDS



**Old Spice.** Claiming to be the authority on men’s grooming products, Old Spice actually began as a soap and toiletry brand for women. The company released men’s products at the end of the first year, saw its success, and decided to focus on it.



# The Visionary. The Wizard. The Transformer.



If you want to find the secrets of the universe, think in terms of energy, frequency, and vibration.

— Nikola Tesla

Have you seen magicians at work? They often leave you in awe and utter amazement. Magicians are always curious, seeking to understand the laws of the universe.

Visionaries of a better future, they want to make dreams a reality. But they also defy what common people believe to be the 'reality' as more often than not, people's perceived reality is limiting them. Think: David Copperfield or Marie Kondo or Steven Spielberg.

The Magician personality attracts customers who prefer products that can make them grow wiser and more influential. They are drawn to messaging and advertisements that are dramatic, moving, and imaginative.

## HOW MAGICIANS BRING THEIR BRANDS TO LIFE

If you are in the business of transforming people and giving customers a novel experience — a magical moment — when they use your services or products, this brand archetype is the perfect fit for you.

Think of transformative moments — like from sickness to good health (pharmaceuticals), from wrinkles to younger-looking skin (beauty or dermatological products and services), from feeling lost to having insight and guidance (life coaching), from being inefficient at work to being highly productive (technology or apps that

boost productivity).

Across your company's communication and collaterals, your tone of voice should be expansive, eloquent, and stirring. Your aim is to make customers feel captivated and think, "I want to experience that".



*Photo: Steven Spielberg*



## CATEGORIES THAT TEND TO HAVE THE MAGICIAN AT THE FOUNDATION

Able to see past challenges and reframe them as opportunities, Magicians promise transformation. These are the categories with the Magician in their foundation.

- Entertainment
- Beauty
- Innovative technology



EXAMPLES OF MAGICIAN BRANDS



**Walt Disney.** Over the years, Disney is famously associated with wonder, imagination, and magic. From one customer touchpoint to the next, magic is at the core of everything they do as this is what's supercharging their business growth.

# EXAMPLES OF MAGICIAN BRANDS

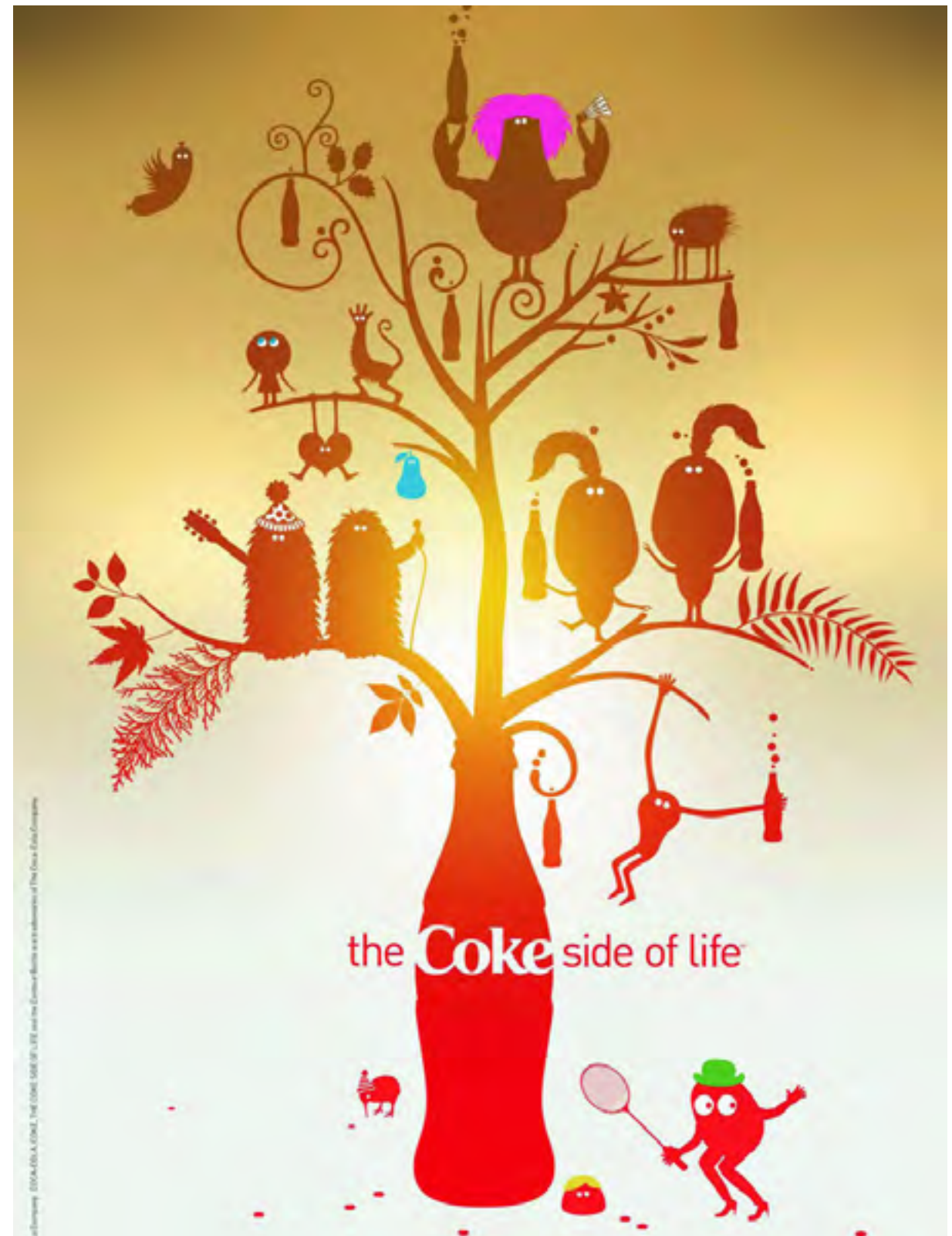


**Step Change: Strategy, meet creativity.** A magician brand offers to transform and improve something — and this is exactly what Step Change is out to do for businesses who want a step change and a path to winning in a VUCA world. We solve the **Big 6 Challenges** businesses face, creating magic when strategy and creativity collide.



## EXAMPLES OF MAGICIAN BRANDS

**Coca-Cola.** When Coke is at its best, it's the Magician — open the top and the magic begins. Perhaps one of the most memorable campaigns Coca-Cola made was “The Coke side of life”. When you open the bottle, one could just imagine summer bursting out of the bottle.



Now that you've gained insight on your brand's archetype, it's time to shape a compelling brand story that cuts through the marketing noise and transforms your business.

We can help.

[Contact us](#)

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2 Minutes on Brand Archetypes: Why Do I Need an Archetype, and How Do They Work?

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