



The 12 Jungian Archetypes

**Preparation for Our Discussion:
Branding in the Context of Personality**

In his studies of the human psyche, Carl Jung defined twelve universal personality archetypes that articulate the range of fundamental human motivations.



In branding, we often use these archetypes to help articulate the fundamental personality of a brand. Pinpointing an archetype is very useful when defining how a brand will communicate and behave in the world.

JUNG'S 12 ARCHETYPES

OUTER CIRCLE:

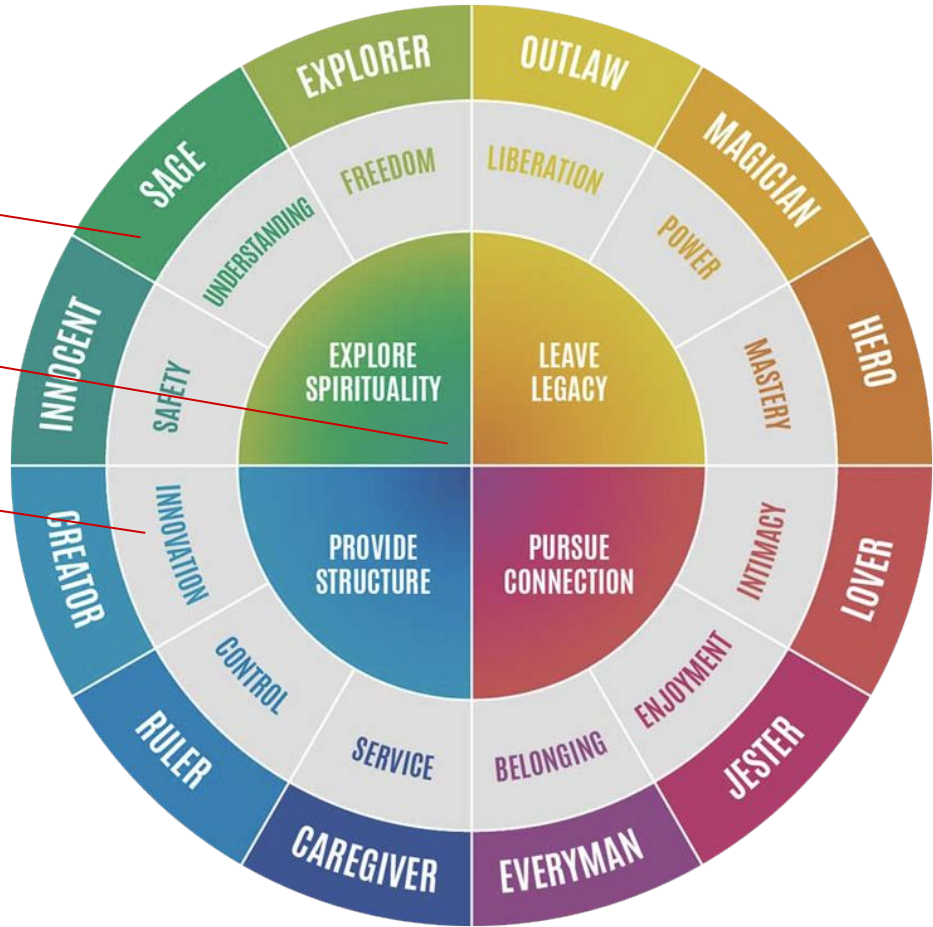
The Archetype

CENTER CIRCLE:

Fundamental drive

MIDDLE CIRCLE:

The way that personality archetype pursues its drive.



On the following slides you will see a more detailed breakdown of each of the twelve archetypes, and some examples of how they have been applied in branding.

See if you can place yourself within the 12 archetypes.

Which archetype best aligns with your own personal motivations and behaviors?

Often in branding we define a primary and a secondary archetype – see if that approach aligns with your own identity. Do you personally identify with a primary archetype and a secondary archetype?

Extra credit: When we see each other on Saturday, write your archetype on your name tag.

The Outlaw Archetype



The Outlaw

♥ REVOLUTION

“ Rules are made to be broken

📣 BRAND VOICE

💬 BRAND MESSAGE

- Disruptive
- Rebellious
- Combative

You don't have to settle for status quo. First, demand more, second, go out and get it.

OUTLAW BRANDS

Virgin



DIESEL

The Outlaw Personality

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Liberation	Servitude	Denounce Status Quo
Change	Conformity	
Righteousness	Complacency	Disrupt + Shock
Revenge	Acceptance	
Independence	Dependence	



The Outlaw Branding Strategy

To appeal to an outlaw you need to prove to them first that you see the world as they do. Status Quo and Conformity are the common enemy and showing disdain for either will go a long way to resonating. Encouraging, facilitating or empowering revolution on the other hand, will make you an instant family (or gang) member. Formal communication should be avoided and your language and tone should be laced with grit and attitude.

The Magician Archetype



The Magician

♥ POWER

“ It can happen

📣 BRAND VOICE

💬 BRAND MESSAGE

- Mystical
- Informed
- Reassuring

*Tomorrow is brighter than today
and all your dreams can come
true if you believe.*

MAGICIAN BRANDS

Coca-Cola

Disney

dyson

The Magician Personality

The Magician strives to make dreams come true through somewhat mystical ways. They have the ability to take people on a journey of transformation through the experience of a magical moment. They believe that we are limited only by imagination and defy the common belief of the laws of reality to lead us to a better future. Magicians have a thirst for knowledge though they don't willingly share it, rather they use it to show their vision.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Transformation	Consequences	Develop A Vision & Live By It
Knowledge	Stagnation	
Vision	Ignorance	Transformation
Belief	Doubt	
Discovery	Uncertainty	



The Magician Branding Strategy

The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform. Brands that provide a product or service that take their customers on a transformational journey (Lost to found, Insecurity to security, Worn out to refreshed), could well consider the Magician Archetype as the personality to connect with their audience.

The Hero Archetype



The Hero

♥ MASTERY

“ Where there's a will there's a way

📣 BRAND VOICE

💬 BRAND MESSAGE

- Honest
- Candid
- Brave

We can make the world better. We have the grit and determination to outwork the rest.

HERO BRANDS



The Hero Personality

The Hero's main motivation is to prove their worth through courage and determination.

They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest.

They need to meet challenges head-on and carry defeats or failures until they are corrected.

The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Mastery	Incompetence	Become Stronger and Better
Courageousness	Cowardice	
Growth	Deterioration	Prove People Wrong
Development	Downfall	
Defence	Incapability	



The Hero Branding Strategy

To appeal to a hero you should inspire them and make them feel empowered to succeed and achieve.

They see themselves as upstanding citizens and the bully's nemesis and they stand up for what's right.

Hero's want to rise to their ambitions and brands that can acknowledge those ambitions and encourage the challenge will connect with them.

The Lover Archetype



The Lover

♥ INTIMACY

“ I only have eyes for you

📣 BRAND VOICE

💬 BRAND MESSAGE

- Sensual
- Empathetic
- Soothing

Your Striking Beauty Is Impossible To Ignore.

LOVER BRANDS



The Lover Personality

The lover desires to be desired. The experience of Intimacy, closeness and sensual pleasure are what the lover seeks and will use the means they have to achieve it. They are motivated to become more physically and emotionally appealing to increase their capacity to attract others.

They fear being unnoticed, unloved and unwanted and because their passionate desires cloud their judgement, they can easily be misled. Even when Lovers achieve all their desires, they are still fearful of loss.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Sensuality	Rejection	Reaffirm Beauty
Closeness	Loneliness	
Indulgence	Isolation	Red Carpet Treatment
Affection	Invisibility	
Love	Contempt	



The Lover Branding Strategy

To appeal to a Lover you need to make them feel attractive or stir their passionate desires for connection and intimacy. Because of their attraction to sensory pleasure, communication and messaging should use sensual language and tone. Imagery and tone of voice are especially important for The Lover archetype.

Brands appealing to Lover personalities can leverage their audiences desire for sensual pleasure through sight, sound, smell or touch. The colour red is especially appealing to The Lover.

The Jester Archetype



The Jester

♥ PLEASURE

“ If I can't dance, I'm not part of it ”

📣 BRAND VOICE

💬 BRAND MESSAGE

- Fun Loving
- Playful
- Optimistic

We're here for a short time, not for a long time. Let your hair down and start living life.

JESTER BRANDS

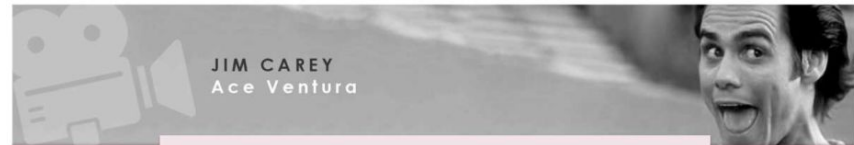


The Jester Personality

The Jester is all about having fun and living life in the moment. They not only love having fun themselves, they see it as their duty to be a ray of sunshine in everyone's life around them.

They are optimists and can't be kept down long due to their ability to see the good in every situation. Jesters are young at heart and continue their child-like nature long after their friends have grown up and become serious.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Fun	Boredom	Promote Good-Times
Happiness	Gloom	
Laughter	Sadness	Make Them Laugh
Togetherness	Loneliness	
Positivity	Negativity	




The Jester Branding Strategy

Like Magicians, Jesters are rarely a buyer persona but can be a perfect archetype for brands in the business of entertaining or wanting to associate themselves with good times.


Regardless of archetype and personality, everyone likes to laugh and provided the context and the timing is right, the Jester personality can be a memorable and loving point of differentiation.


As the Jester Archetype your brand should highlight the light-hearted and positive side of life with a playful and entertaining spirit. Brands that are able to connect with their audience through happiness and laughter can become much-loved brands.


The Everyman Archetype




The Everyman

 **BELONGING**

 *You're Just Like Me
And I'm Just Like You*

 **BRAND VOICE**

 **BRAND MESSAGE**

- Friendly
- Humble
- Authentic

When we treat each other with honesty and friendliness we can live together in harmony

EVERYMAN BRANDS

IKEA



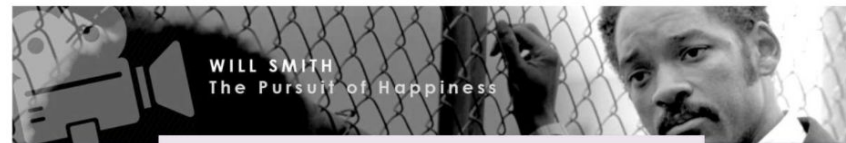
LYNX

The Everyman Personality

The Everyman above all wants simply to belong. They tend to blend into society as ‘everybody’ and don’t like to stand out in the crowd. They’re friendly and easy to talk without being overly funny or overly rude or overly loud.

They lend their trust easily though they fear being rejected. They are relatively positive and strive to fit into the group. They tend to have a liking for most things without being overly passionate about one. The Everyman can be quite liked but can also be easily forgotten.

 DRIVE	 FEAR	 STRATEGY
<i>Connection</i>	<i>Exclusion</i>	<i>Align with Basic Values</i>
<i>Togetherness</i>	<i>Standing Out</i>	
<i>Equality</i>	<i>Isolation</i>	<i>Create a Welcoming Community</i>
<i>Fellowship</i>	<i>Hostility</i>	
<i>Inclusion</i>	<i>Disassociation</i>	



The Everyman Connection Strategy

To appeal to an Everyman you need to make them feel a sense of belonging. Brands that revolve around everyday activities might use this archetype with the message that it’s ok to be normal.

Home or family life brands fit this archetype perfectly while elitist positioning or “we’re better” messaging would be a turn-off. Appealing to an Everyman requires honest, humble, friendly and down to earth communication that doesn’t exclude.

The Caregiver Archetype



The Caregiver

♥ SERVICE

“ Love Your Neighbour
As Yourself

📣 BRAND VOICE

💬 BRAND MESSAGE

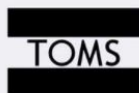
Caring

Warm

Reassuring

Everyone deserves care and
we must all strive to bestow
service upon one another.

CAREGIVER BRANDS



The Caregiver Personality

The Caregiver is a selfless personality who is driven by the desire to protect and care for others, especially those in need. They are often maternity figures and take those who are in need of care, under their wing until they are stronger to take care of themselves.

This personality is personified perfectly by the nursing profession and though they like their effort to be recognised don't like being patronised. Caregivers are not just reactive, they are also preventative and tend to be in and around an event of harm, before or after.

DRIVE	FEAR	STRATEGY
Support	Anguish	Others Before Self
Help	Helplessness	
Service	Ingratitude	The Greater Good Is Worth Sacrifice
Recognition	Neglect	
Gratitude	Blame	



ROBIN WILLIAMS
Patch Adams



The Caregiver Branding Strategy

The Caregiver archetype is a perfect fit for brands that help those in need. The people such brands help are often vulnerable and sensitive and require a soft touch. Warm, thoughtful, generous and motherly approach offers a feeling of safety that will appeal to their needs.

A Caregiver brands aim is to make their customers feel secure, protected and cared for. Caregiver brands may need to appeal to wider audiences as they often require external input in order provide care for those in need. In such a case, educational and conscience evoking messages may be the key.

The Ruler Archetype



The Ruler

 **CONTROL**

 *Power isn't everything,
It's the only thing*

 **BRAND VOICE**  **BRAND MESSAGE**

- Commanding
- Refined
- Articulate

You are Successful in work and in life. Reward your excellence and your achievements.

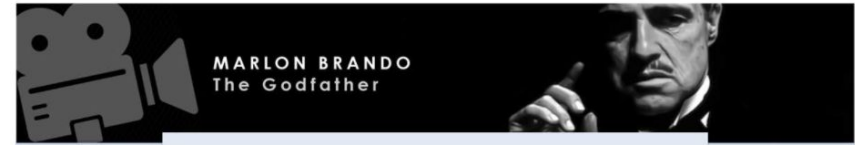
RULER BRANDS



The Ruler Personality

The Ruler desires control above all else and is a dominant personality. They are authoritative in their communication and in their actions and carry a sense of intimidation. Their goal is for prosperity and success and for that prosperity to trickle down to those that are loyal to his rule. They are confident, responsible and in control of their lives and expect the same from others. Rulers see themselves at the top of the food chain and aggressively defend that position.

 DRIVE	 FEAR	 STRATEGY
Power	Weakness	Exert Leadership
Prosperity	Insignificance	
Status	Failure	Demonstrate Superiority
Success	Poverty	
Wealth	Destitution	



The Ruler Branding Strategy

To appeal to a Ruler you must re-affirm their sense of power, control and respect. Rulers want to feel a sense of superiority. That they are part of an exclusive V.I.P. club. Appealing to the masses will not get the Rulers attention and would more likely turn them off. Ruler brands must provide their customers with a sense re-affirmation that they are at the top of the ladder of success and are part of an exclusive club.

The Creator Archetype



The Creator

♥ INNOVATION

“ If It Can Be Imagined
It Can Be Created ”

📣 BRAND VOICE

💬 BRAND MESSAGE

- Inspirational
- Daring
- Provocative

See Potential Everywhere
and Uncover Originality
With Liberated Imagination.

CREATOR BRANDS



The Creator Personality

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Creation	Stagnation	Inspire To Unlock Imagination
Originality	Duplication	
Self-Expression	Familiarity	Encourage The Pursuit of Originality
Vision	Disillusion	
Imagination	Indifference	



The Creator Branding Strategy

To appeal to a creator you must celebrate the creative process while inspiring self-expression. Brands that provide the means or tools to express themselves creatively with freedom of choices would be well positioned with the Creator Archetype. Their communication should stir the desire for the creative process and inspire their customers to express their nature to the best of their ability. Creator brands leverage their audiences' imagination and their desire to create and innovate.

The Innocent Archetype



The Innocent

 **SAFETY**

 *Life Is Simple
And Simplicity Is Elegant*

 **BRAND VOICE**

 **BRAND MESSAGE**

Optimistic

Honest

Humble

*The Most Wholesome Things in
Life are Unadulterated and Pure.*

INNOCENT BRANDS

Aveeno
ACTIVE NATURALS

Dove

 **innocent**

The Innocent Personality

The innocent is a positive personality with an optimistic outlook on life. They crave safety but ultimately, they want themselves and everyone else to be happy.

They are honest and pure and have no ill-will towards anybody. They don't hold grudges and believe everyone has the divine right to be who they truly are.

They see beauty in everyone and have a knack to see inner beauty that others don't.

 DRIVE	 FEAR	 STRATEGY
<i>Happiness</i>	<i>Anguish</i>	<i>Display Wholesome Virtue</i>
<i>Morality</i>	<i>Depravity</i>	
<i>Simplicity</i>	<i>Complexity</i>	<i>Foster Feel-Good Spirit</i>
<i>Honesty</i>	<i>Deceit</i>	
<i>Positivity</i>	<i>Negativity</i>	

 **TOM HANKS**
Forest Gump



The Innocent Branding Strategy

To appeal to an innocent, you need to earn their trust with simple, honest and most importantly, positive communication. Negative or guilt based communication is a complete turnoff. They need to associate your brand with safety and will feel a connection when their inner beauty is recognised.

The Sage Archetype



The Sage

UNDERSTANDING

The Truth Will Set You Free

BRAND VOICE

BRAND MESSAGE

- Knowledgeable
- Assured
- Guiding

Education Is The Path To Wisdom And Wisdom Is Where The Answers Lie.

SAGE BRANDS



The Sage Personality

The Sage is a seeker of truth, knowledge and wisdom. Their drive comes from the desire to not only understand the world, but to then share that understanding with others. They are life-long learners and enjoy expressing their knowledge with philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.

DRIVE	FEAR	STRATEGY
Wisdom	Ignorance	Show The Path To Wisdom
Intelligence	Insanity	
Expertise	Powerlessness	Celebrate Life-Long Learning
Information	Misinformation	
Influence	Inaccuracy	



The Sage Branding Strategy

To appeal to a sage you need to pay homage to their intelligence as you communicate. Higher level vocabulary with layered or philosophical meaning will be acknowledged and appreciated while over simplified or dumbed down messages will not. They expect factual and well-researched information, which should be watertight to avoid challenges.

The Explorer Archetype



THE EXPLORER

 **FREEDOM**

 *Don't Fence Me In*

 **BRAND VOICE**

 **BRAND MESSAGE**

Exciting

Fearless

Daring

*You Only Get One Life.
Get Out And Make It Count.*

EXPLORER BRANDS



Jeep

patagonia

The Explorer Personality

The explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love a challenge. The challenges are more about understanding themselves more than proving to others and they are on an everlasting journey of discovery.

 DRIVE	 FEAR	 STRATEGY
<i>Adventure</i>	<i>Confinement</i>	<i>Celebrate The Journey</i>
<i>Exploration</i>	<i>Immobility</i>	
<i>The Unknown</i>	<i>Entrapment</i>	
<i>Self Discovery</i>	<i>Incarceration</i>	<i>Acknowledge Modern Confinements</i>
<i>Liberation</i>	<i>Cautiousness</i>	



The Explorer Branding Strategy

To appeal to an explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly. You should promote the outdoors and the unknown as the land of the free and challenge them to explore it, with your brand of course. Modern society is the common enemy in which many explorers live. A stand against such conforms can go a long way to resonating with the explorer and evoking their desires.

A serene landscape featuring a clear blue sky with several white, fluffy clouds. The sky is reflected in a calm, deep blue sea below. The text "Thanks for participating." is centered in the middle of the image in a white, sans-serif font.

Thanks for participating.