

The 12 Different Brand Archetypes



WunderTRE™



Brand Archetypes

Carl Gustav Jung was a Swiss psychiatrist and psychoanalyst in the 1800s who founded analytical psychology. Jung's work was influential in the fields of psychiatry, anthropology, archaeology, literature, philosophy, and religious studies. Jung worked as a research scientist at the famous Burghölzli hospital, under Eugen Bleuler.

We say all this to say that the psychology research Carl did on archetypes gave us 12 distinct characters for us to use in our brand research to build one cohesive voice for you to use as leverage to get heard in a noisy market.

What are the different archetypes?

There are 12 different brand archetypes that we use to find your brand voice and here they are.



Caregiver



Creator



Jester



Explorer



Friend



Hero



Innocent



Lover



Magician



Maverick



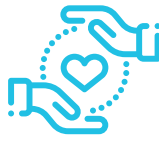
Royalty



Sage

Checkout the following pages to understand each one of them more.

The Caregiver



AKA: Mother, Servant, Martyr



Goal

To help and take care of others.



Strategy

Doing things for others, service, focus attention on other people, not yourself.



Fears

Selfishness and Ingratitude



Brand Look-a-Likes



Jonson's Baby



Toms

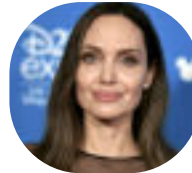


Dove



Campbell's

Character Look-a-Likes



Angelina Jolie



Dennis Haysbert



Princess Diana



JK Rowling



Brand Sound

Thoughtful, Generous, Considerate



Brand Colors

Pastels



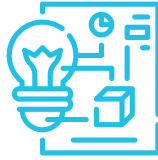
Brand Mindset

Start each day with a grateful heart.



Brand Experience

Secure. Taken care of. "I am not alone in this."



The Creator

AKA: Artist, Designer, Maker



Goal

To realize a vision, hone artistic skill, express themselves and promote individuality



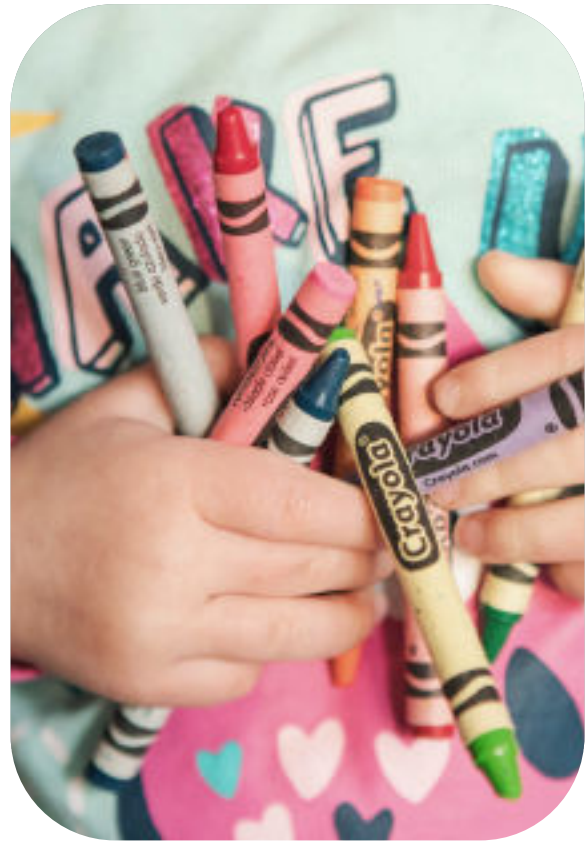
Strategy

Develop artistic control and skill



Fears

Mediocre vision or execution.
lost inspiration



Brand Look-a-Likes

Canon

Canon



Lego

YouTube

YouTube



Adobe

Character Look-a-Likes



Natalie Portman



Don Draper



Adele



Neil Caffrey



Brand Sound

Unique, descriptive, visual and metaphor-rich



Brand Mindset

I just want to make beautiful things even if nobody cares



Brand Colors

Bright and Full of Possibility



Brand Experience

"I want to do what they can",
amazed, inspired

The Explorer



AKA: Adventurer, Pioneer, Seeker



Goal

To experience a better, more authentic, more fulfilling life, freedom



Strategy

Journey, seek out and experience new things, escape from boredom



Fears

Getting trapped, conformity, and inner emptiness



Brand Look-a-Likes



The North Face



Jeep



Starbucks



GoPro

Character Look-a-Likes



Indiana Jones



Bear Grylls



John Locke



Amelia Earhart



Brand Sound

Open-minded, resourceful, tolerant



Brand Colors

Daring and Different



Brand Mindset

If you think adventure is dangerous try routine, it's lethal



Brand Experience

Adventurous, cultured, "I have no limits", amazed, alive

The Friend



AKA: The Guy/Girl Next Door, Everyman



Goal

To relate, belong, to be accepted and to accept others



Strategy

Develop solid values, be down to earth, accessible, hard working, nice



Fears

To be left out or to leave anyone behind, to be judged



Brand Look-a-Likes



Levi's



Ikea

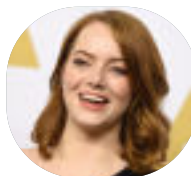


Charles Schwab



McDonalds

Character Look-a-Likes



Emma Stone



Drew Barrymore



Anne Hathaway



Matt Damon



Brand Sound

Friendly, humble, honest, practical



Brand Colors

Muted and cool



Brand Mindset

Work hard, stay humble



Brand Experience

Understood, included, warm, part of the group

The Hero



AKA: Warrior, Champion, Victor



Goal

Expert mastery through courageous acts in a way that improves the world.



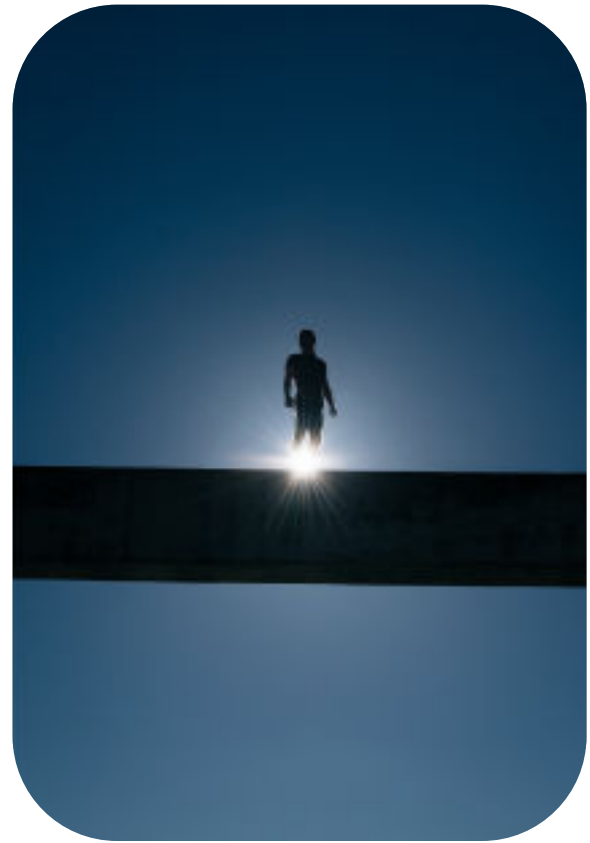
Strategy

Be strong and as competent as possible, take action, be decisive.



Fears

Weakness, Vulnerability, Being a "chicken", Body giving out



Brand Look-a-Likes



Nike



FedEx



Marines



BMW

Character Look-a-Likes



Katniss Everdeen



Aaron Rodgers



P!nk



Hugh Jackman



Brand Sound

Motivational, Self-Confident, Self-Disciplined, Direct



Brand Colors

Bold



Brand Mindset

Be Strong. You never know who you're inspiring.



Brand Experience

Inspired. "I can overcome this challenge", I am empowered.



The Innocent

AKA: Purist, Idealist, Traditionalist



Goal

To create happiness, spread optimism, simplify/purify life



Strategy

Do things right, be trustworthy, positive and straightforward



Fears

That the world gets forever tainted by something negative or unnatural



Brand Look-a-Likes



Coco-cola



Dove



Snuggle



Honest

Character Look-a-Likes



Zooey Deschanel



Dorothy



Forrest Gump



Taylor Swift



Brand Sound

Simple and concise language, cheerful and optimistic



Brand Colors

Light and Playful



Brand Mindset

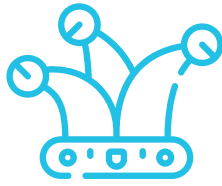
Be good, do good, have fun



Brand Experience

Hopeful, encouraged, joy

The Jester



AKA: Entertainer, Comedian, Performer



Goal

To have a great time and lighten up the world, to entertain people, to get others to enjoy life to the fullest



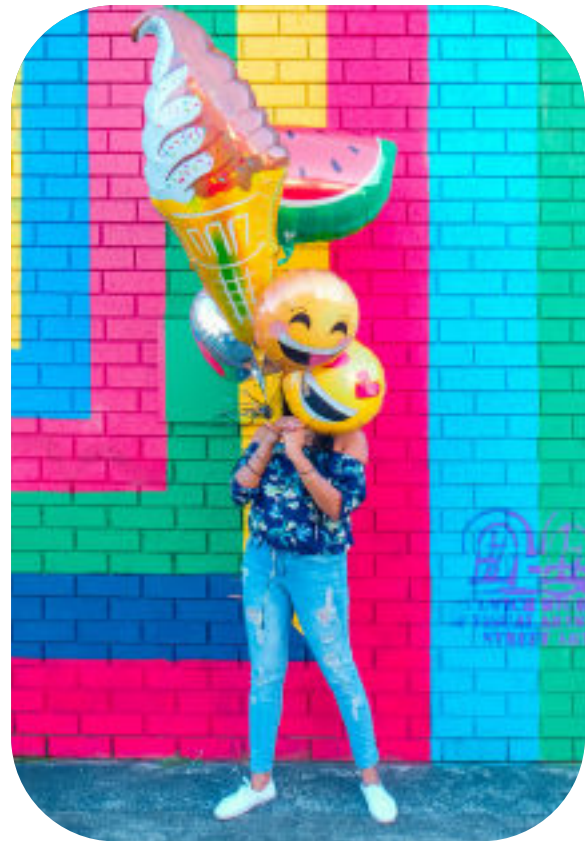
Strategy

Play, make jokes, be funny, humor, have fun



Fears

Being bored or boring others



Brand Look-a-Likes



Doritos



Geico



Progressive



Wendy's

Character Look-a-Likes



Chandler



Nikki Minaj



Robin Williams



Jimmy Fallon



Brand Sound

Enthusiastic, expressive, self-deprecating, tell jokes



Brand Colors

Unique and eclectic



Brand Mindset

Laughter is an instant vacation



Brand Experience

Playful, "I love life", giddy, energetic, entertained, amused



The Lover

AKA: Warrior, Champion, Victor



Goal

Be in a relationship with the people, help people connect to their desires & heart



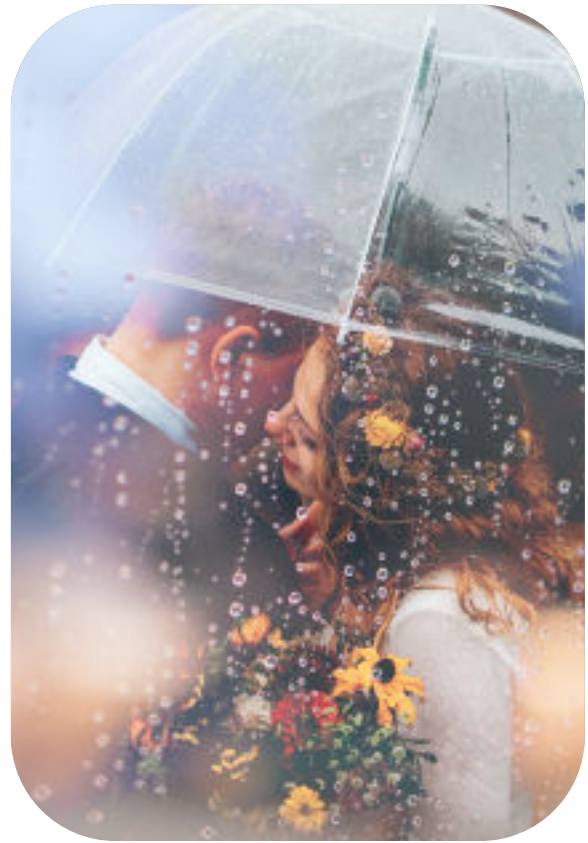
Strategy

Become more attractive to others, build an experience that appears to all of the senses



Fears

Being rejected or alone, being stuck in a situation that you are not passionate about



Brand Look-a-Likes

VICTORIA'S
SECRET

Victoria's Secret

NARS

NARS

Häagen-Dazs

Haagen-Dazs



BMW

Character Look-a-Likes



Sofia Vergara



Adam Levine



Joan



Megan Fox



Brand Sound

Affectionate, warm, adjective-rich



Brand Colors

Shades of Rich Colors



Brand Mindset

Do it with passion or not at all



Brand Experience

Inspired. "I can overcome this challenge", I am empowered.



The Magician

AKA: Visionary, Transformer, Inventor



Goal

To make dreams come true, leverage the laws of the universe



Strategy

Be strong and as competent
Develop a vision and live by it. Help other people transform their lives using new methods



Fears

Unintended negative consequences, inventions & methods don't work like they plan



Brand Look-a-Likes



Disney



lululemon

lululemon



TED



dyson

Character Look-a-Likes



Oprah



Steven Spielberg



Morpheus



Tony Robbins



Brand Sound

Expansive, moving, articulate



Brand Colors

Eclectic and vivid



Brand Mindset

Don't be afraid of the space between your dreams and reality. If you can dream it, you can make it so.



Brand Experience

"I want to experience that", "I'm on the cutting edge", fascinated



The Maverick

AKA: Outlaw, Rebel



Goal

To overt what isn't working, freedom from establishment



Strategy

Disrupt, destroy, shock, defy, be disobedient, never conform



Fears

To be powerless, ineffectual, or trapped



Brand Look-a-Likes



Harley Davidson

URBAN OUTFITTERS

Urban Outfitters



MTV



DOLLAR SHAVE CLUB

Dollar Shave Club

Character Look-a-Likes



Jack Sparrow



Lady Gaga



Robin Hood



Richard Branson



Brand Sound

Candid, raw, honest



Brand Colors

Daring and different



Brand Mindset

Never be what people expect



Brand Experience

Rebellious, "other people are wrong," stimulated, thrilled



The Royalty

AKA: Executive, Ruler, Upper Class



Goal

Create a prosperous, successful community



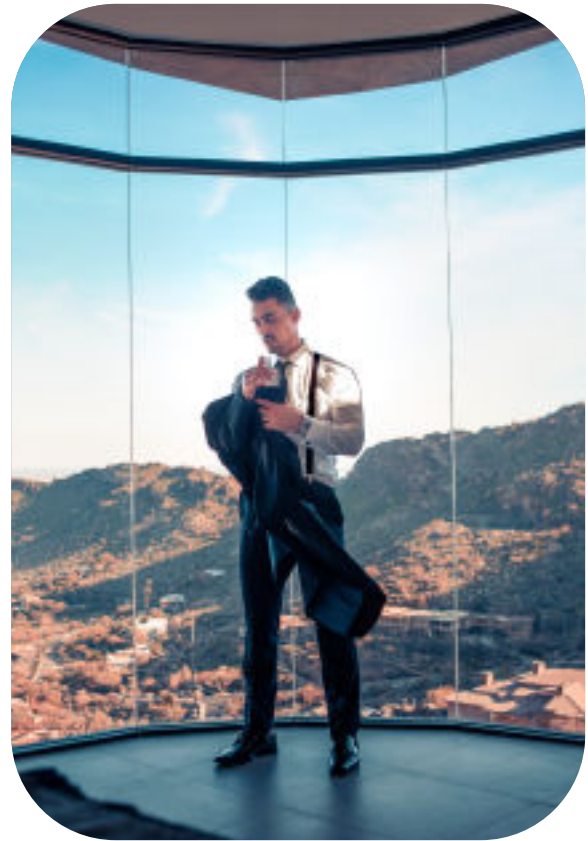
Strategy

Grow authority & audience, show exclusivity, live the lifestyle they want



Fears

Chaos, being overthrown, losing influence and control



Brand Look-a-Likes



Louis Vuitton



Rolex



Roll Royce



Tiffany & Co.

Character Look-a-Likes



Eric Northman



Jennifer Lopez



Duchess Katherine



M. Tyrell



Brand Sound

Refined, articulate



Brand Colors

Rich, deep, and clean



Brand Mindset

How many cares one loses when one decided not to be something but to be someone.



Brand Experience

"If i follow them, I'll share their success", "I have good taste"



The Sage

AKA: the Teacher, Expert, Thinker



Goal

To understand the world and to teach others what you know.



Strategy

Seek information and knowledge through self-reflection, research, objectivity, and diligence.



Fears

Being duped, misled, wrong or outsmarted.



Brand Look-a-Likes



Google



Wall Street Journal



Morgan Stanley

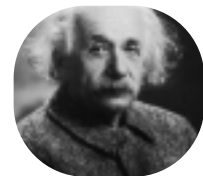


TED

Character Look-a-Likes



Hermione



Albert Einstein



Spock



Bill Gates



Brand Sound

Factual, Decisive, Authoritative, Intelligent, Researched



Brand Colors

Grays



Brand Mindset

"Intelligence without ambition is a bird without wings"



Brand Experience

"In the know", Wise, "I understand", Engrossed.

Resources & Info

If you have questions about the 12 Brand Archetypes in this document reach out to us in below!



Website

Our Hub of Information

wundertre.com



Profiles

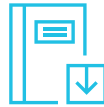
Social Media



Blog

Fresh Content

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Downloads

Free Resources

wundertre.com/resources

Want to talk?

OK!



Meeting

Locally or Digitally

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Live Chat

Chat like right now

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