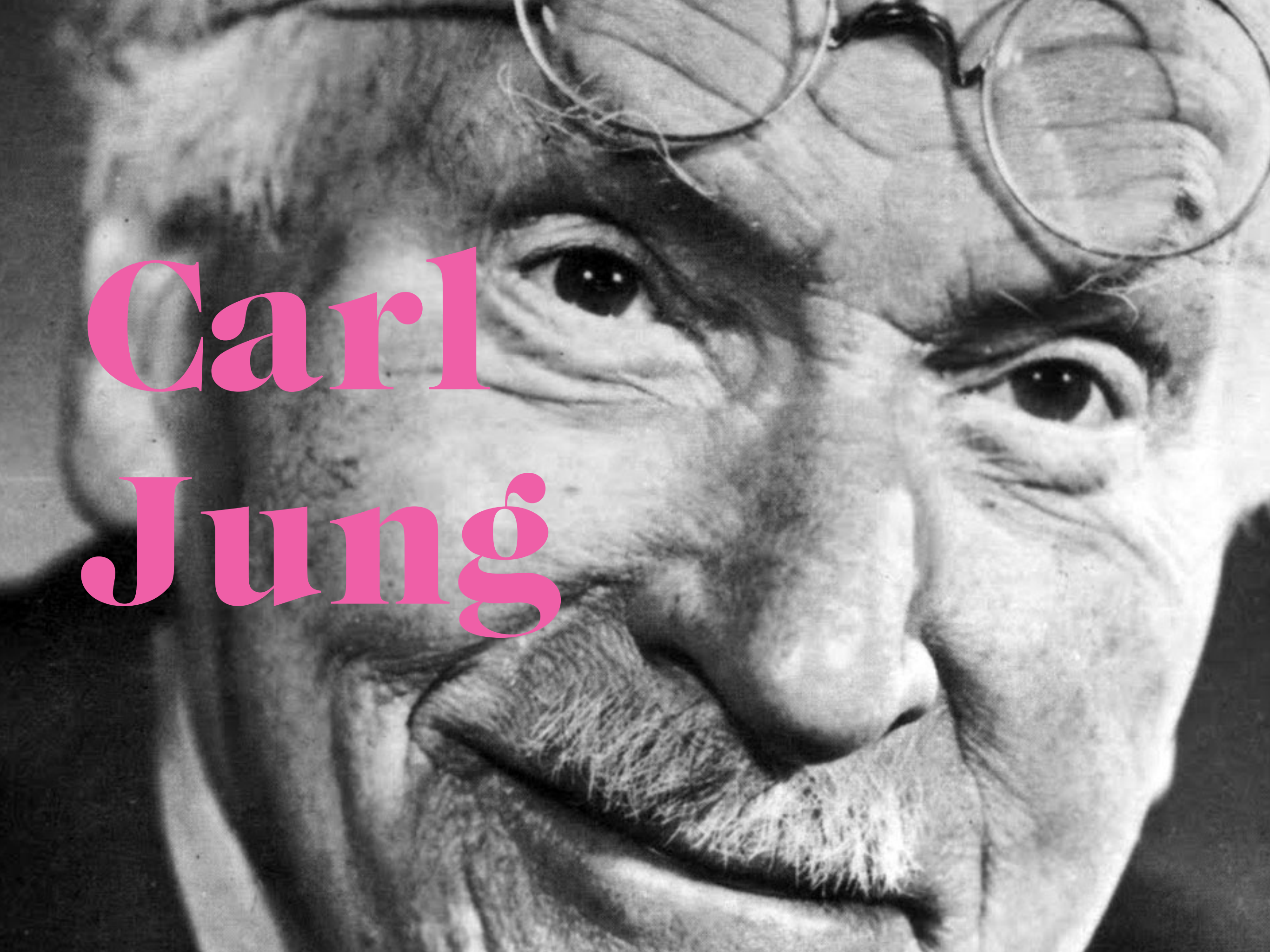


Arche

-types

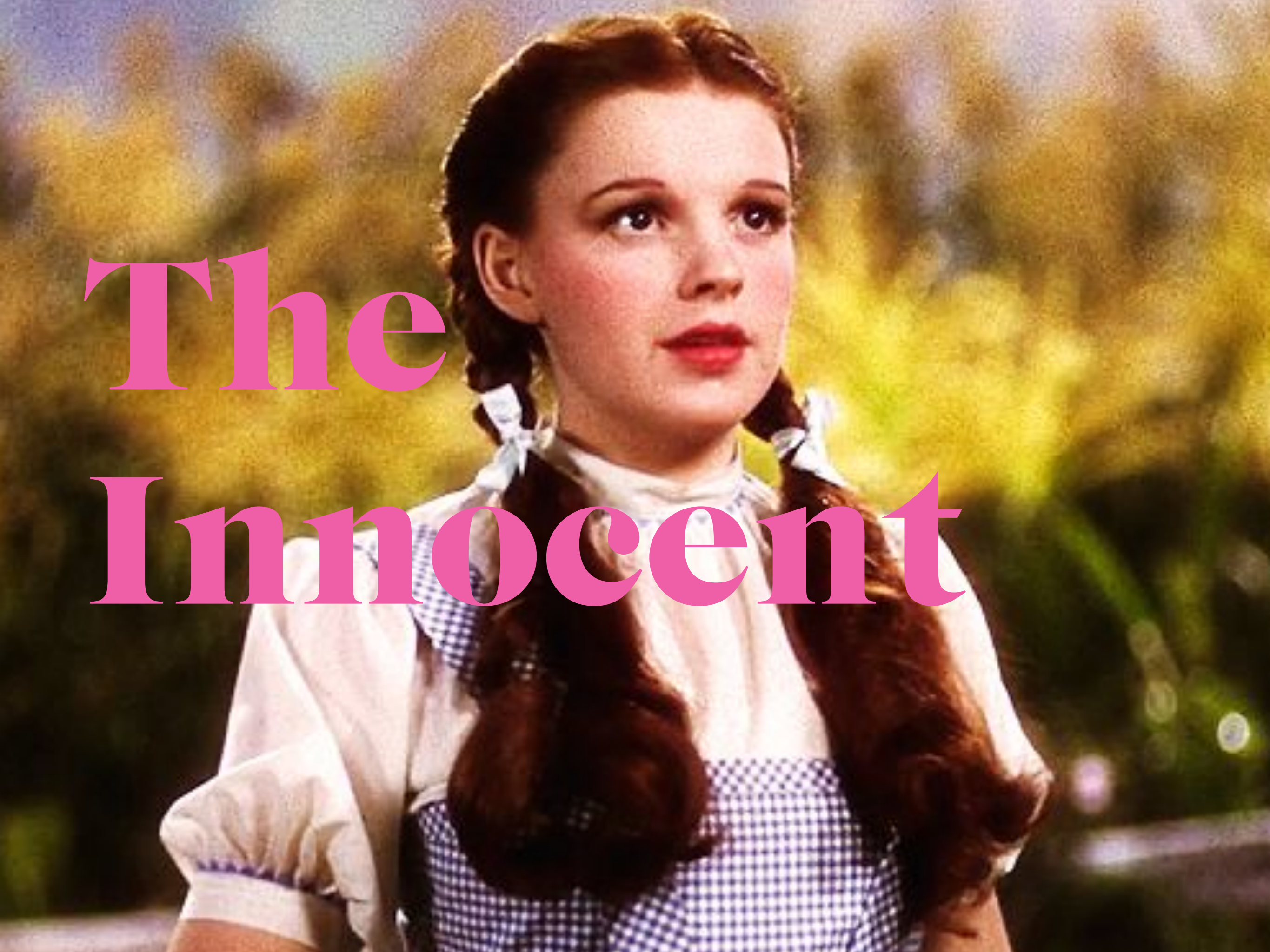


Carl Jung

12 primary archetypes that symbolize basic human motivations.

All the most powerful ideas in history go back to archetypes. It is the function of consciousness, not only to recognize and assimilate the external world through the gateway of the senses, but to translate into visible reality the world within us.

C.G. Jung.



The Innocent

The Innocent

Goal: To be happy

Traits: Strives to be good, is pure, young, optimistic, simple, moral, romantic, loyal

Drawback: Could be naïve or boring

Niche: Companies with strong values, seen as trustworthy, reliable and honest, associated with morality, good virtues, simplicity, can be nostalgic

The Innocent

Example brands: Dove, Hello Kitty, Kleenex, Cottonelle





The
Every-
person

Regular Guy/Gal

Goal: To belong, or connect with others

Traits: Down to earth, supportive, faithful, folksy, person next door, connects with others

Drawback: Could lack a distinctive identity and blend in too much

Niche: Common touch, solid virtues, gives a sense of belonging

Regular Guy/Gal

Example brands: Home Depot, eBay, Kit-Kat



The Hero

The Hero

Goal: Help to improve the world

Traits: Courageous, bold, honorable, strong, confident, inspirational

Drawback: Could be arrogant or aloof

Marketing niche: Make a positive mark on the world, solve major problems or enable/inspire others to do so

Example: Nike, BMW, Duracell

The Hero

Example companies: Nike, Adidas, Red Bull, Marines



The Care- giver

The Caregiver

Goal: To care for and protect others

Traits: Caring, maternal, nurturing, selfless, generous, compassionate

Drawback: Being taken advantage of, taken for granted, or exploited

Marketing niche: Help people care for themselves, serve the public through health care, education or aid programs

The Caregiver

Example brands: TOM's Shoes, Doctors Without Borders, Salvation Army, Goodwill, American Red Cross, Mother Theresa, Campbell's Soup, Johnson & Johnson, Heinz

THE PICTURE

THAT COULDN'T BE STOPPED!

Howard Hughes'

GREAT NEW PICTURE

**THE
OUTLAW**



The Outlaw

Goal: Break the rules and fight authority

Traits: Rebellious, iconoclastic, wild, paving the way for change

Drawback: Could take it too far and be seen in a negative way

Niche: Agent of change, advocate for the disenfranchised, allow people to vent or break with conventions

The Outlaw

Example companies: Harley, Virgin, Diesel



The lover

The Lover

Goal: Create intimacy, inspire love. You are the only one.

Traits: Passionate, sensual, intimate, romantic, committed, idealistic

Drawback: Could be too selfless or not grounded enough

Niche: Help people feel appreciated, belong, connect, enjoy intimacy, build relationships

The Lover

Example brands: Victoria's Secret, Godiva Chocolate, Marie Claire



The Explorer

The Explorer

Goal: Don't fence me in

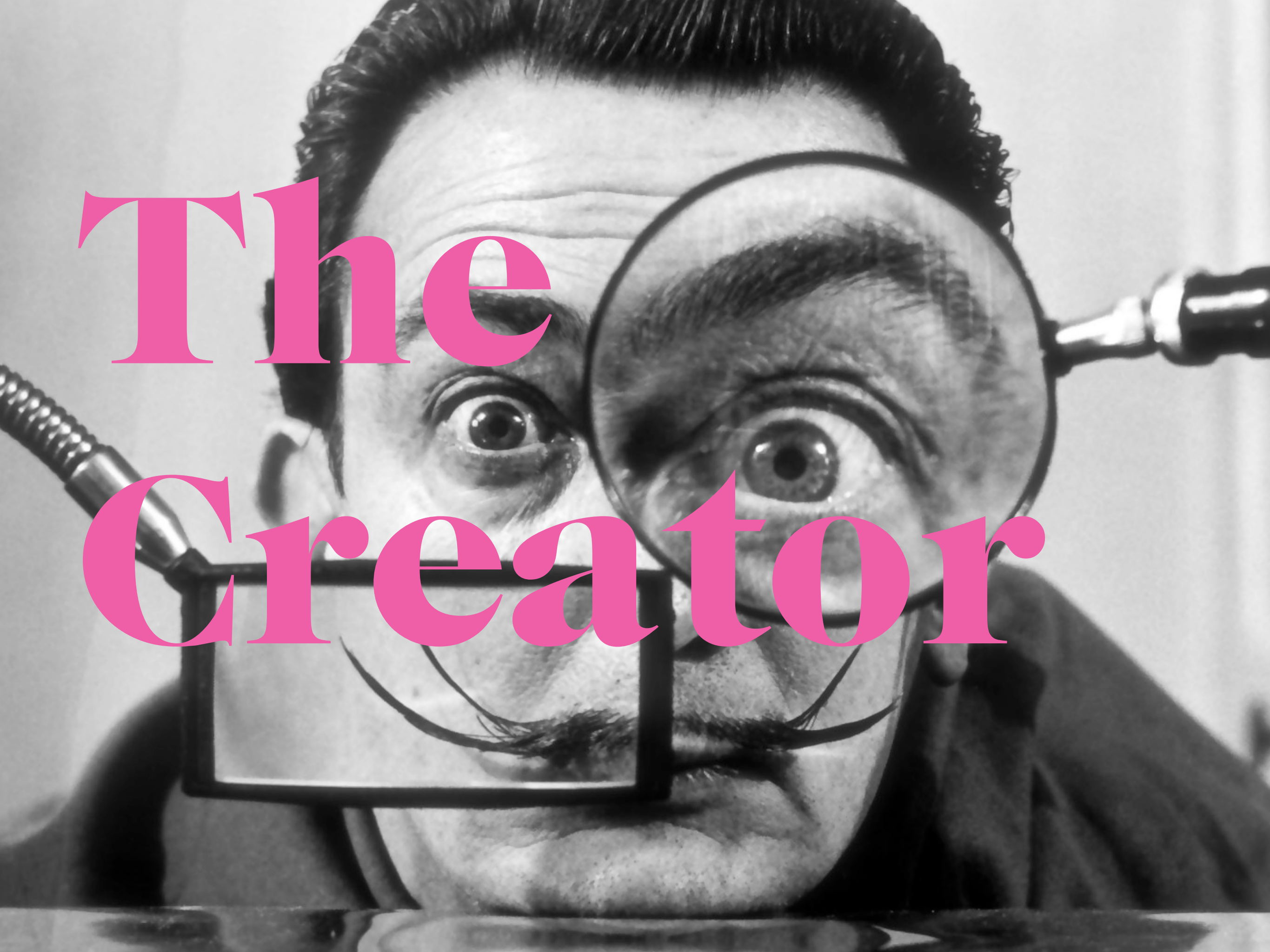
Traits: Freedom to find out who you are through exploring the world

Drawback: Getting trapped, conformity, and inner emptiness

Niche: Journey, seeking out and experiencing new things, escape from boredom

The Explorer

Example brands: Indiana Jones, Jeep, REI, Subaru, Lonely Planet



The Creator

The Creator

Goal: Create something with meaning and enduring value

Traits: Creative, imaginative, artistic, inventive, entrepreneur, non-conformist

Drawback: Could be perfectionistic or impractical

Marketing niche: Visionary, help customers express or create, and foster their imagination

The Creator

Example brands: Crayola



Canon

The 3M logo, featuring the letters "3M" in a bold, red, sans-serif font, centered within a light gray rectangular background.



The Ruler

The Ruler

Goal: Control, create order from chaos

Traits: Leader, responsible, organized, role model, administrator

Drawback: Could lack a common connection, or be too authoritative or controlling

Niche: Help people become more organized, restore order, create more stability and security in a chaotic world

The Ruler

Example brands: Microsoft, Mercedes Benz, Barclays, Rolex



The Magician

The Magician

Goal: Make dreams come true, create something special

Traits: Visionary, charismatic, imaginative, idealistic, spiritual

Drawback: Could take risks that lead to bad outcomes

Marketing niche: Help people transform their world, inspire change, expand consciousness

The Magician

Example brands: Disney, Cirque du Soleil, Apple





Bossypants

Just
the

The Jester

Goal: To bring joy to the world

Traits: Fun, sense of humor, light-hearted, mischievous, irreverent

Drawback: Could be seen as frivolous or disrespectful

Marketing niche: Help people have a good time or enjoy what they are doing, allow people to be more impulsive and spontaneous

The Jester

Example brands: Geico, Ben & Jerry's, Motley Fool

A close-up, slightly low-angle shot of Yoda's face. He has a serious, almost stern expression, with his large, wrinkled eyes looking directly at the viewer. His green, wrinkled skin is highly detailed, showing deep creases and textures. He is wearing his characteristic brown, textured robe. The background is dark and out of focus, suggesting an indoor setting with some architectural elements.

The Sage

The Sage

Goal: To help the world gain wisdom and insight

Traits: Knowledgeable, trusted source of information, wisdom and intelligence, thoughtful, analytical, mentor, guru, advisor

Drawback: Could be overly contemplative or too opinionated

Niche: Help people to better understand the world, provide practical information and analysis

The Sage

Example brands: CNN, Wikipedia, Wall Street Journal, ancestry.com,
BBC, PBS, Google, Philips

