

**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: BRAND'S ARCHETYPE

References: Carl Jung

Discover your brands archetype

Complexity: Medium
Time required: 90 min
Material required: 12 Basic Archetype Cards, sticky notes,
paper, pens

Other: Computer for online archetype assessment,
if convenient

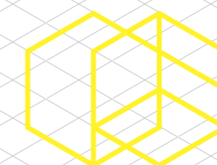
What is it for?

Archetypes are a concept originally conceived by famed Swiss psychologist, Carl Jung. In marketing, a brand archetype is a genre you assign to your brand, based upon symbolism. The idea behind using brand archetypes is to anchor your brand against something iconic—something already embedded within the conscious and subconscious of humanity (we intuitively “get” archetypes). In the minds of both the brand owner and the public, aligning with a brand archetype makes the brand easier to identify.

- Recognizing brand's archetype
- Understanding the dynamics of the category your brand operates in
- Development of compelling brand personalities

How to use it?

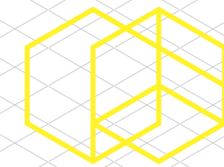
- Review all archetypes and consider what might be most appropriate to apply to your social innovation brand
- Combine with online archetype assessment, if possible



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LOVER



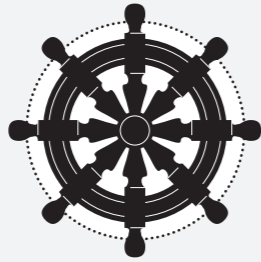
CHARACTERISTICS

Belonging to a group, willingness to sacrifice for others

CHALLENGES

Lack of own identity, obsession, jealousy

EXPLORER



CHARACTERISTICS

Independence, testing limits, bravery, non-conformity

CHALLENGES

Aimlessness, alienation, self-indulgence

CAREGIVER



CHARACTERISTICS

Compassion, steadiness, loyalty, empathy

CHALLENGES

Arrogance, delusions of grandeur

JESTER



CHARACTERISTICS

Humor, originality, irreverence

CHALLENGES

Cruelty, being misunderstood, inefficiency

CITIZEN



CHARACTERISTICS

Fairness, stewardship, accountability

CHALLENGES

Righteousness, recklessness

REBEL



CHARACTERISTICS

Leadership, risk taking, individuality, bravery, honesty

CHALLENGES

Negativity, lawlessness, fanaticism

HERO



CHARACTERISTICS

Strength, courage, stamina, faith, competing against great odds

CHALLENGES

Arrogance, delusion of grandeur

SOVEREIGN



CHARACTERISTICS

Order, stability, control, tradition

CHALLENGES

Entitlement, greed, irrelevance

MAGICIAN



CHARACTERISTICS

Surprise, powers of perception, intuition, cleverness

CHALLENGES

Trickery, hubris, manipulation

SAGE



CHARACTERISTICS

Wisdom, Intelligence, clarity of thought, rational decision making

CHALLENGES

Feeling disconnected, passiveness, arrogance

INNOCENT



CHARACTERISTICS

Openness to experience, trust, honesty

CHALLENGES

Naiveté, denial that problem exist

CREATOR



CHARACTERISTICS

Nonconformity, Imagination, sense of aesthetics

CHALLENGES

Over-dramatisation, perfectionism