



WAYS TO UNLOCK IRRESISTIBLE CUSTOMER VALUE, DISCOVER YOUR BRANDS ARCHETYPE



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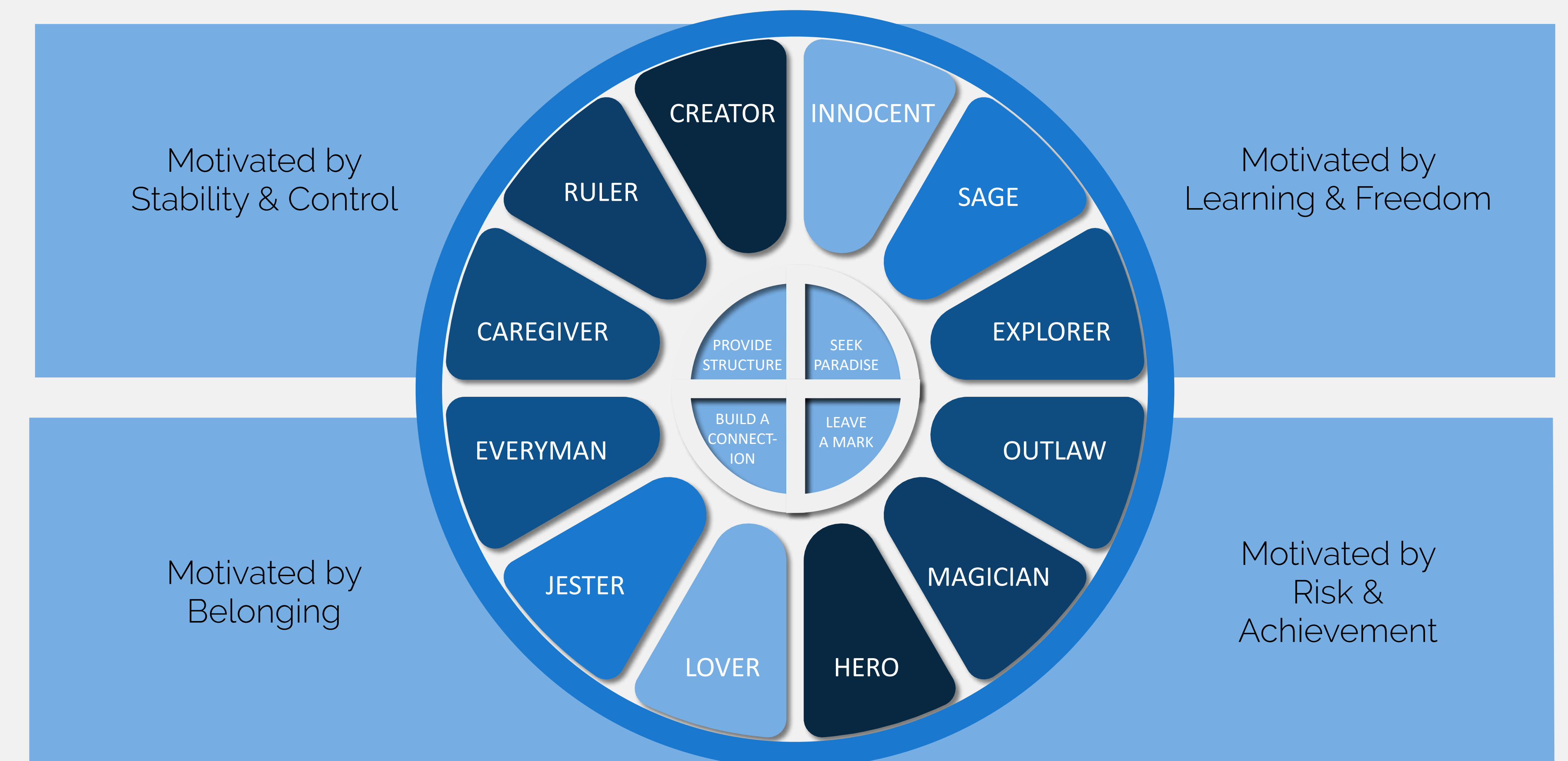
The concept of creating Brand Archetypes is built on the premise that humans have one dominant trait that determines typical behavior patterns, values, motivations and desires. If the role of marketing is to reduce the friction between what businesses have to sell and what customers want to buy; the ideal end goal for any marketer would be to build brands that attract a crazy fan following.

If your logo is how your brand looks, your messaging is what your brand says, and your tone of voice is how your brand says it, your archetype is the heartbeat of your brand. Developing a clearly-defined archetype for your brand that reflects in every aspect of the brand strategy and brand identity (i.e. messaging, tone of voice and visual design) could become the difference between millions of dollars in sales and absolute obscurity.



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There are 12 Brand Archetypes. This downloaded article is not to explain details of each archetype, but to provide you with one of Trigger's methodologies towards arriving at your brand's archetype.



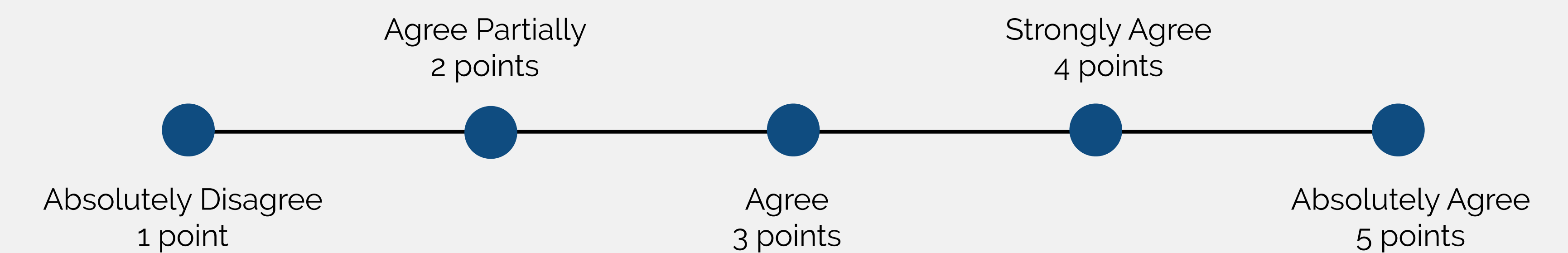
You can click the link [here](#) to read more about each archetype.



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HOW TO USE THIS QUESTIONNAIRE

There are 4 questions for each of the Archetypes. Against each question there are ratings from which to choose.



At the end, total up the answers on each page. The highest score reveals your brand's archetype.

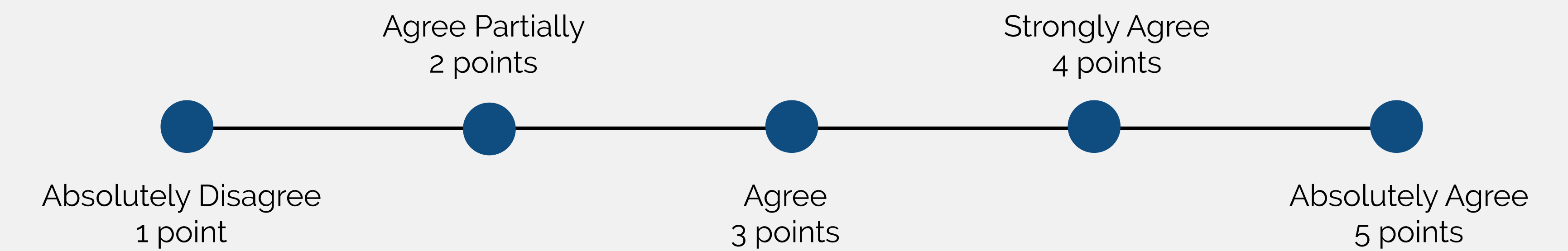
It is possible to have one or even 2 archetypes that encompass the brand.

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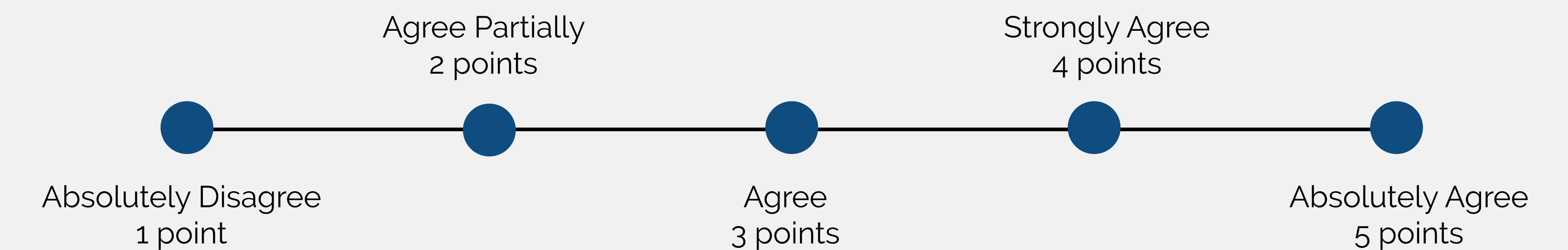


CAREGIVER BRAND ARCHETYPE

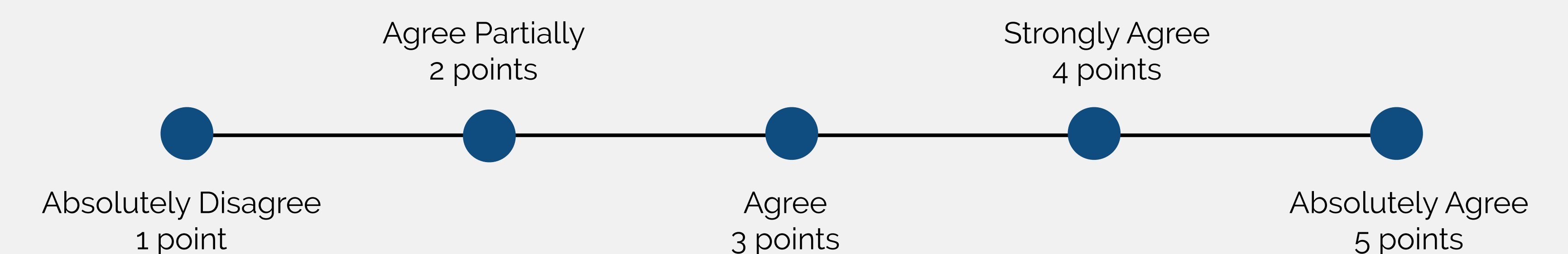
Is the purpose of your brand to serve and protect others?



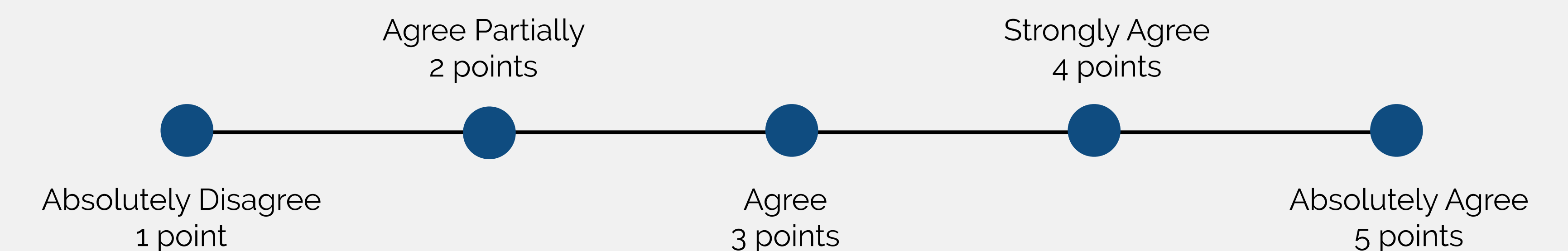
Does your brand constantly focus on trying to achieve balance in the caring for others?



Does your brand encourage and provide a high level of service or do nice things for others?



Is the description of your brand appeal nurturing, compassionate, protective, selfless, traditional, empathetic and comforting in times of crises?

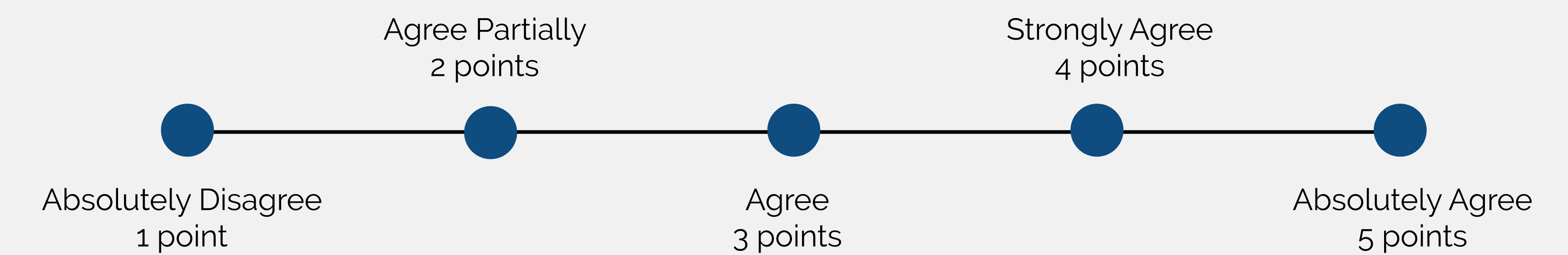




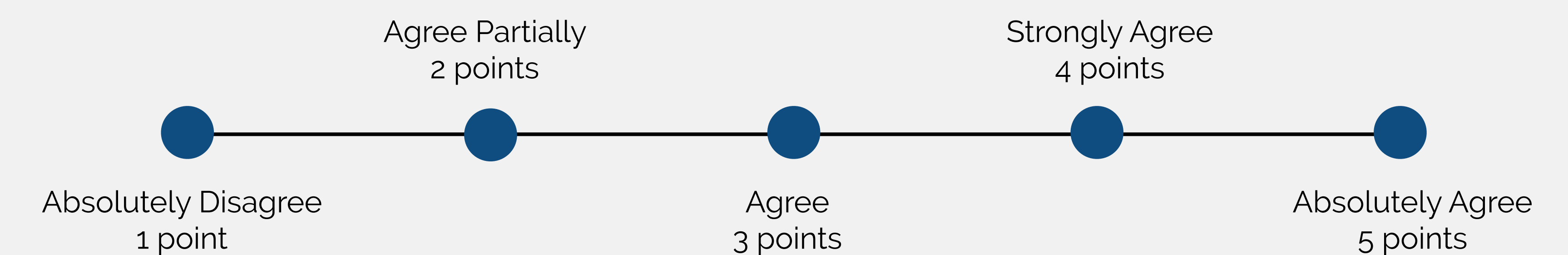
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RULER BRAND ARCHETYPE

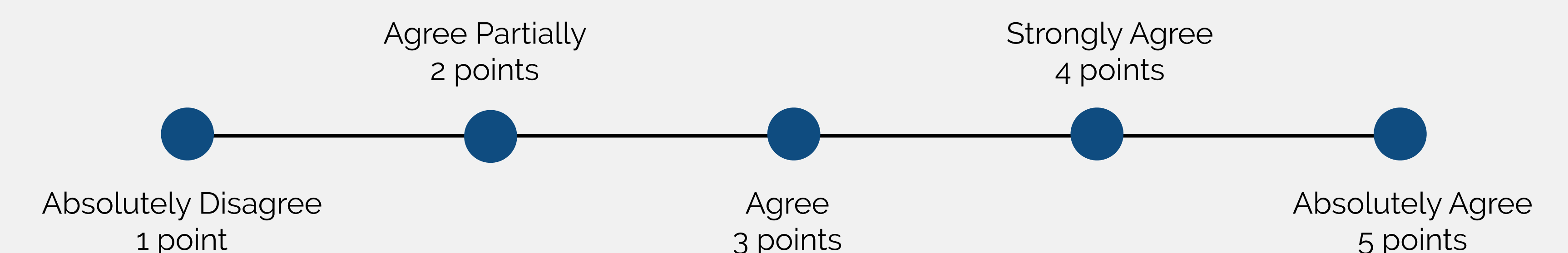
Is the purpose of your brand to achieve market domination or promise safety and security or high status?



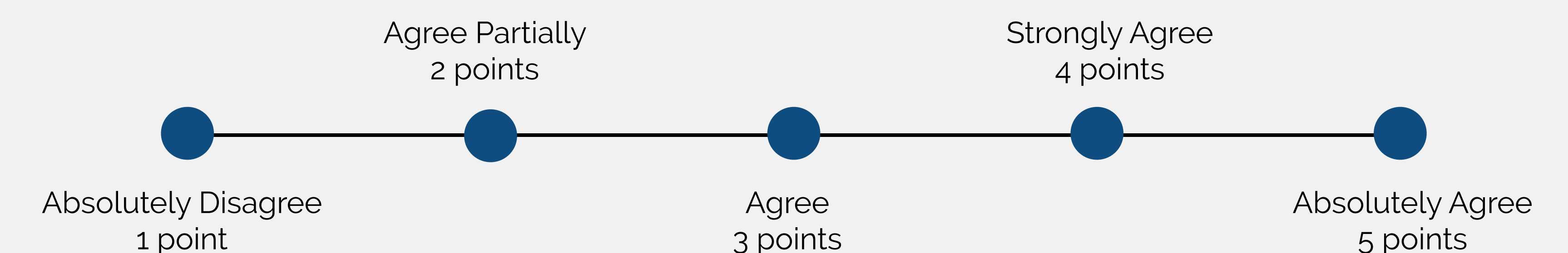
Does your brand focus on customers interested in image, status, prestige or gravitate towards tradition and heritage?



Does your brand encourage a structure that is stable, functional, orderly, productive with a high level of process and control?



Is the description of your brand appeal prestigious, leader, expert, competent, tradition centric, maintaining law, order and protection?

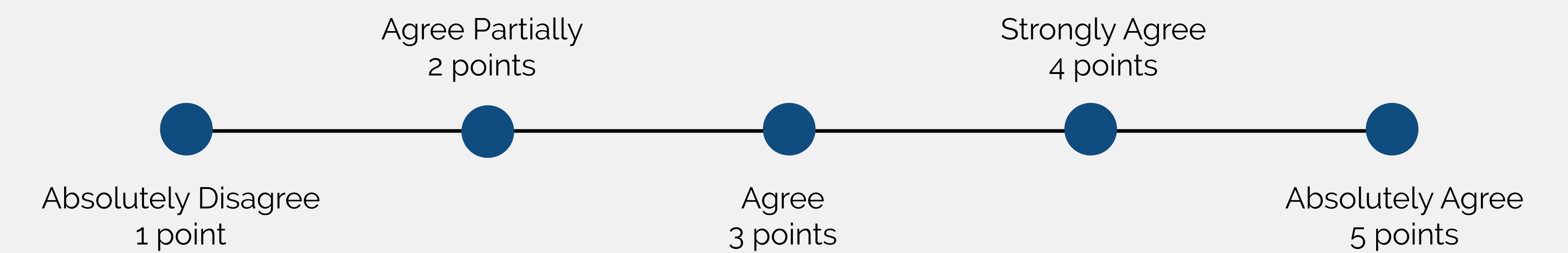




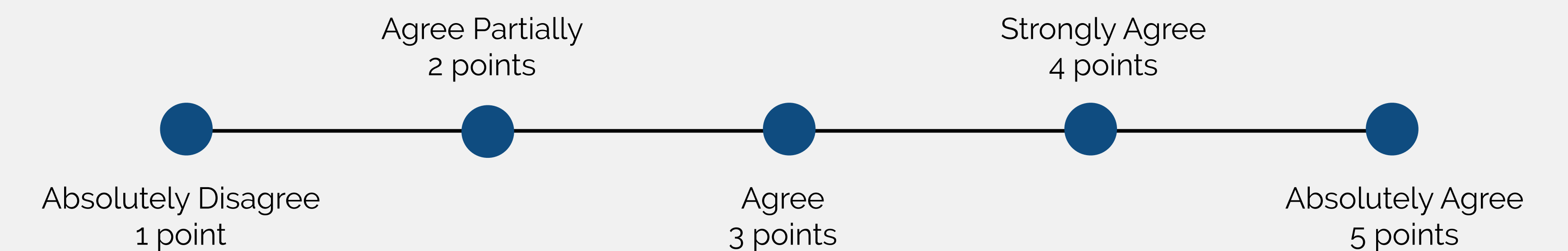
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CREATOR BRAND ARCHETYPE

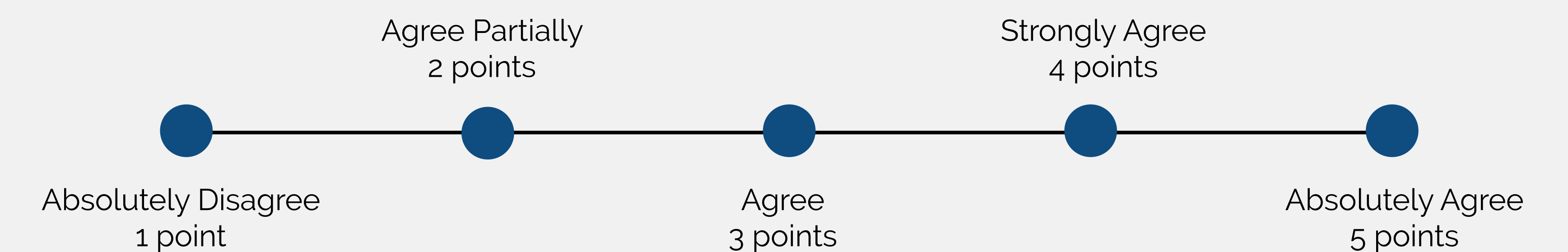
Is the purpose of your brand to recreate or reimagine things and allow others to express themselves?



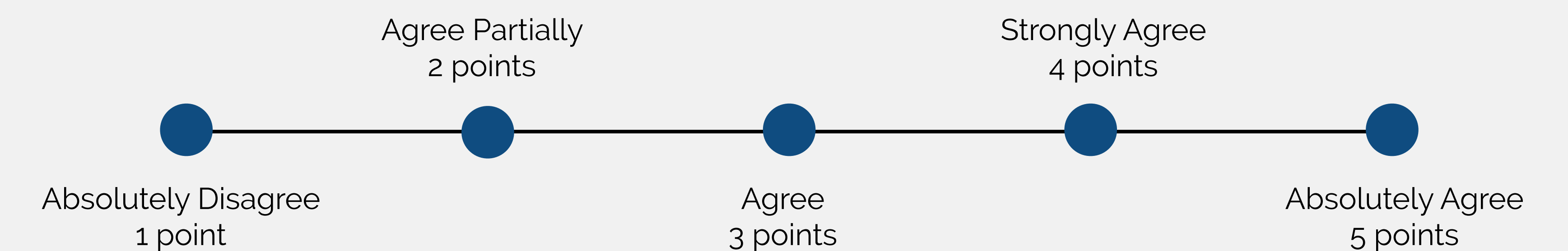
Does your brand focus on customers who purchase not to impress others but to express their love for beauty or high quality?



Does your brand encourage self expression, innovation, collaboration, autonomy and create something new?



Is the description of your brand appeal highly developed, aesthetic, imaginative, perfectionist, storyteller or achievement oriented?

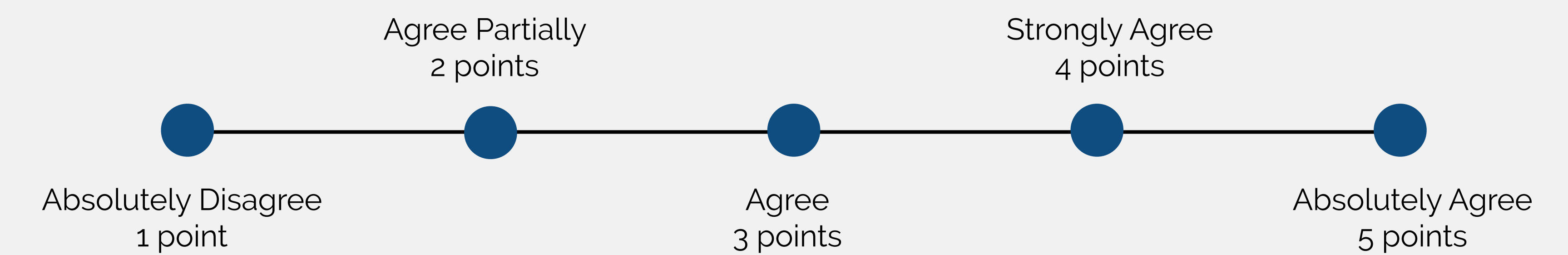


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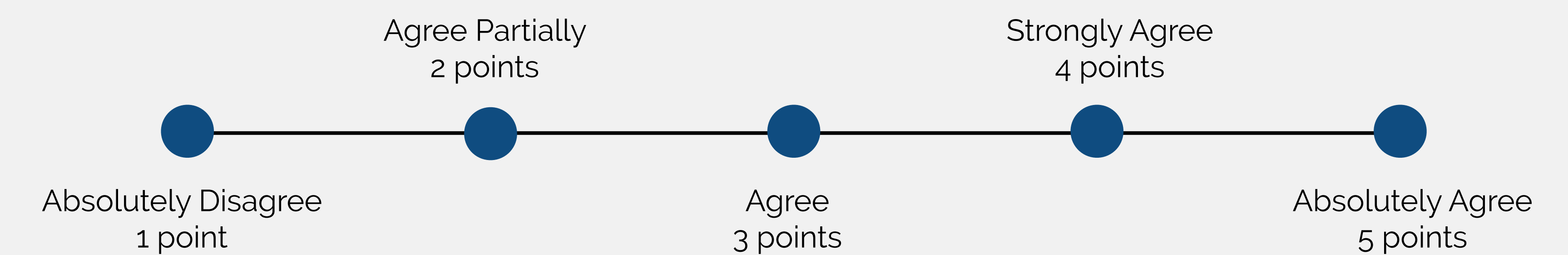


INNOCENT BRAND ARCHETYPE

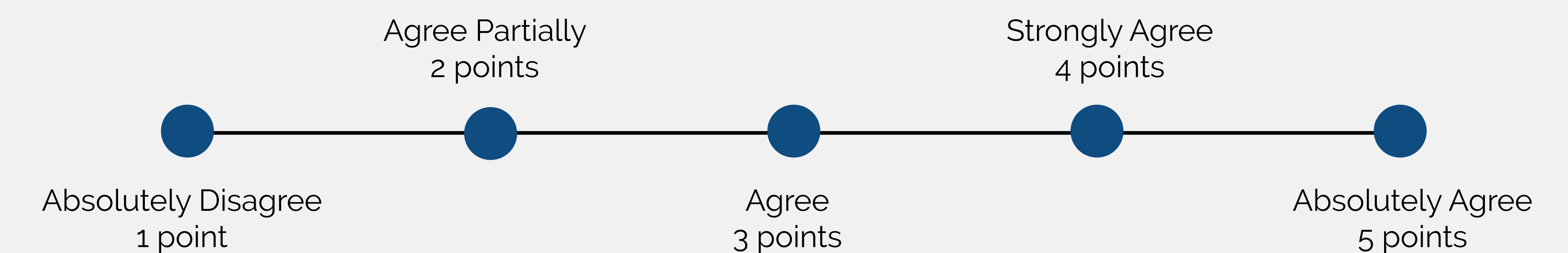
Is the purpose of your brand to help people find or achieve happiness?



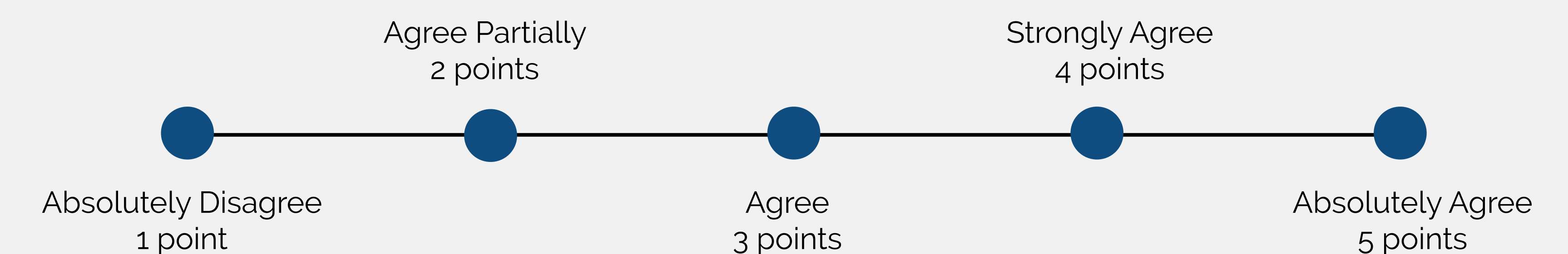
Does your brand focus on simplicity and ethics?



Does your brand encourage products or services that are natural, pure, simple or predictive?



Is the description of your brand appeal a belief in goodness, high energy, building a better world, a source of inspiration and motivation?

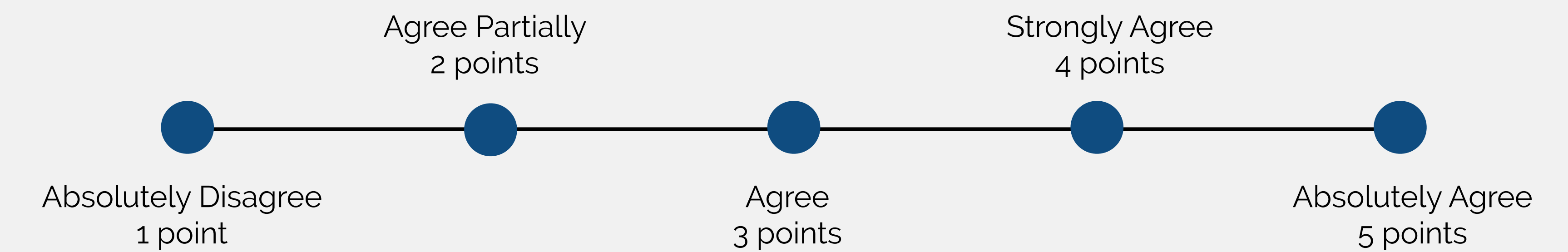


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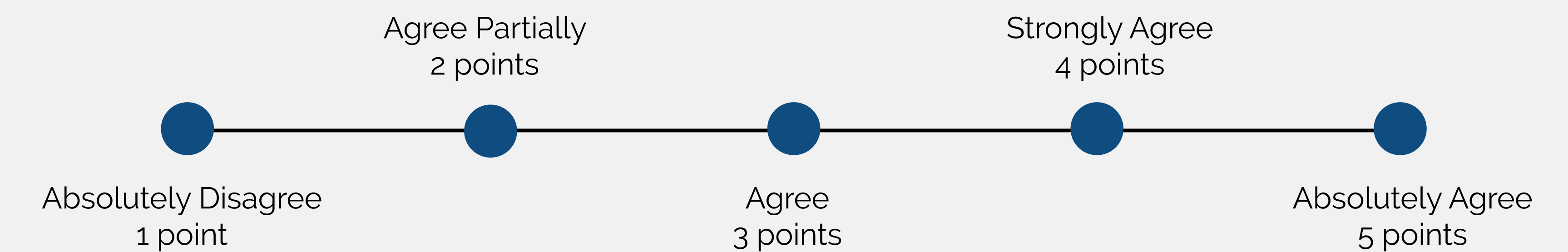


SAGE BRAND ARCHETYPE

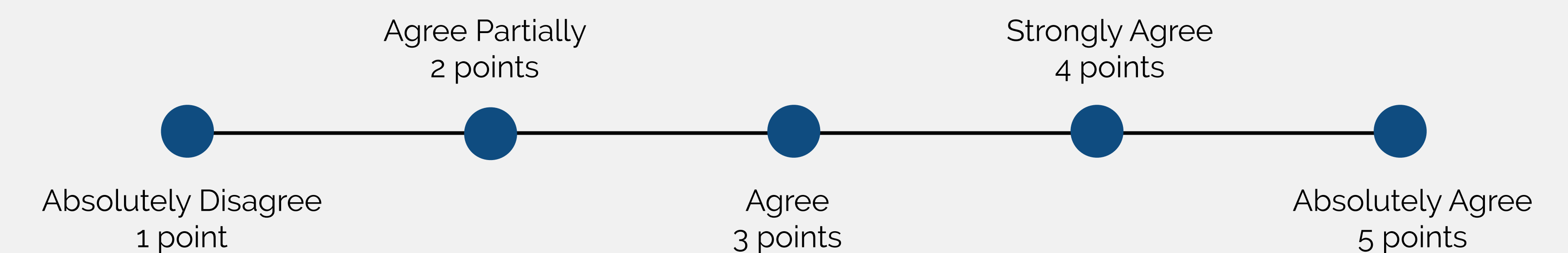
Is the purpose of your brand to seek knowledge, provide expertise and information to others?



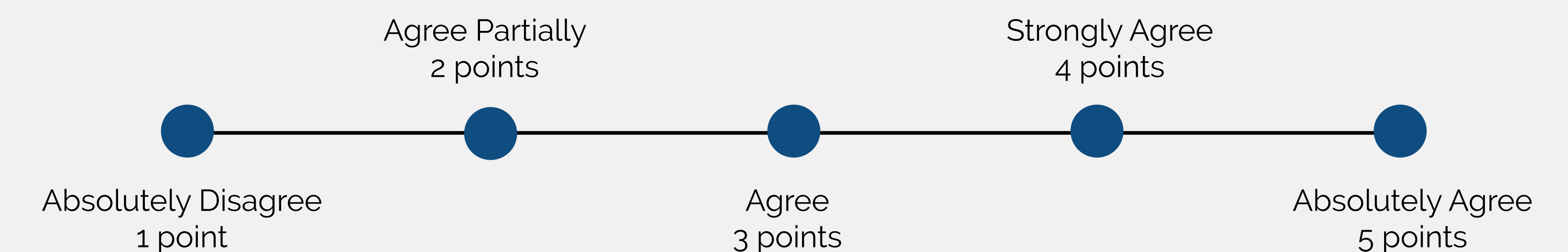
Does your brand focus on truth and transparency without exception?



Does your brand encourage freedom of thought, individuality, research, analysis and learning?



Is the description of your brand appeal an intelligent communicator, with a healthy dose of scepticism, factual research and maintaining objectivity?

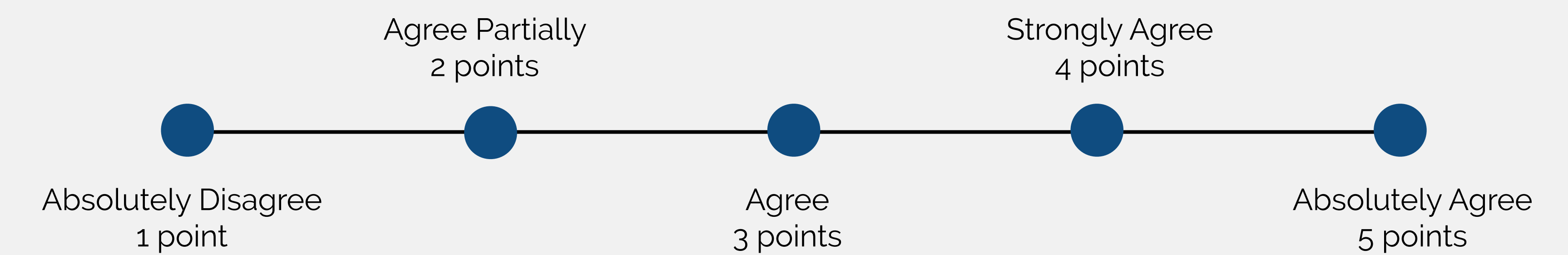


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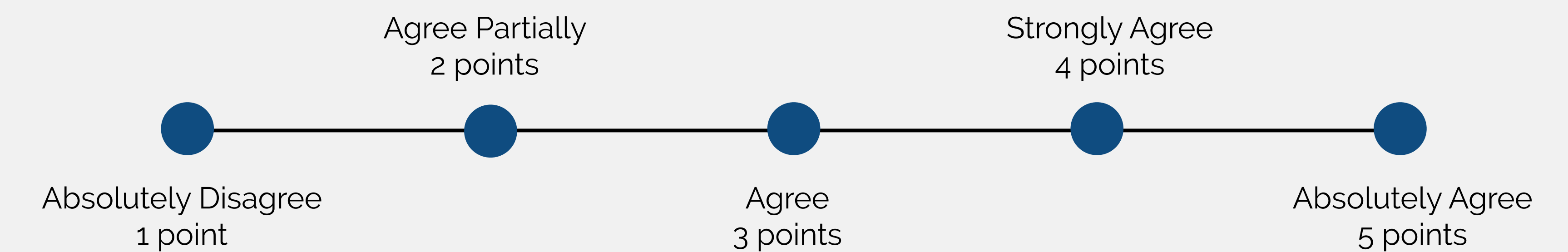


EXPLORER BRAND ARCHETYPE

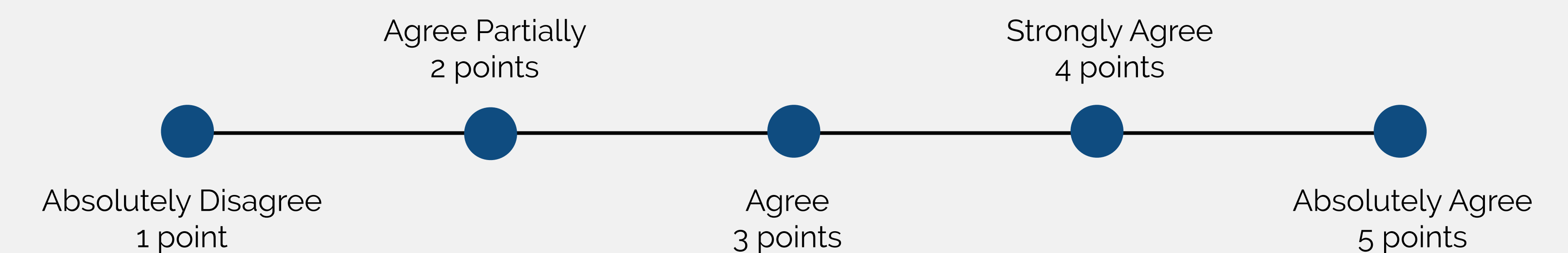
Is the purpose of your brand to feel at home in nature of the wilderness?



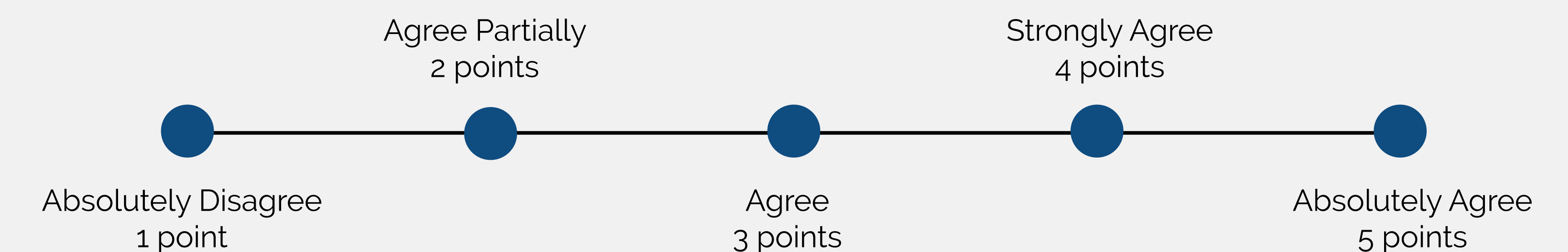
Does your brand focus on helping people discover new things, find freedom, express their individuality?



Does your brand encourage democracy, nonconformity, individuality or decentralization?



Is the description of your brand appeal to push boundaries, motivate new experiences, go on quests of discovery, groundbreaking or pioneering?

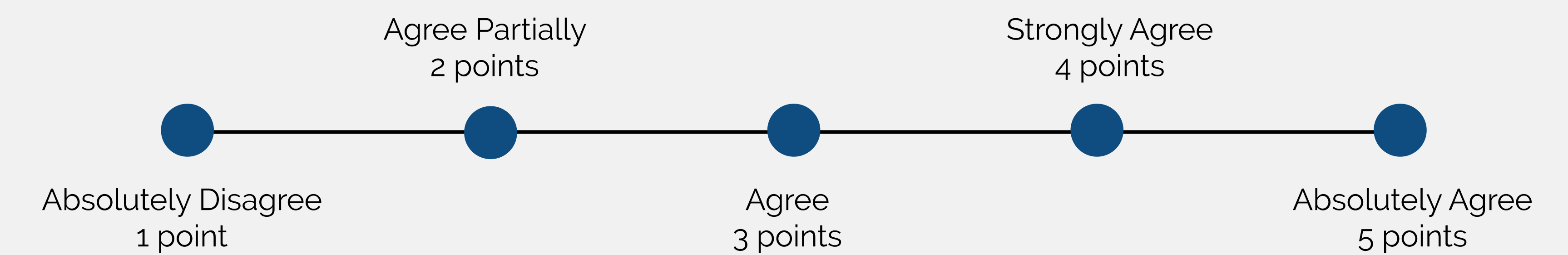




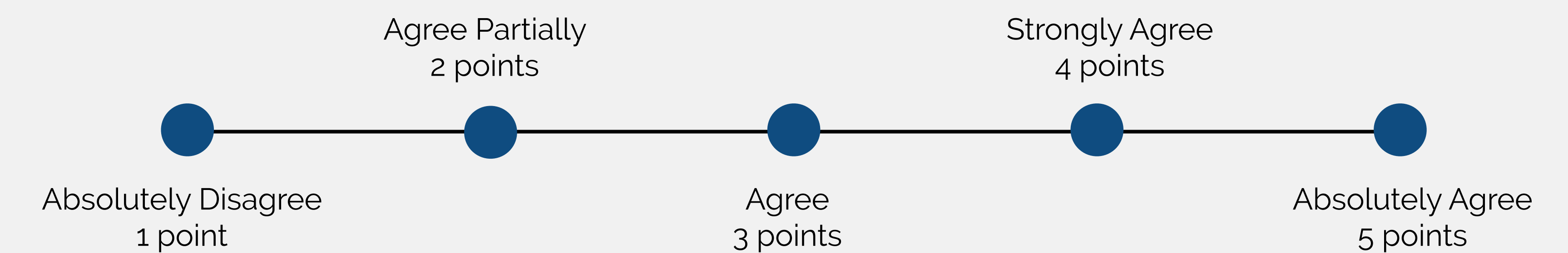
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REBEL BRAND ARCHETYPE

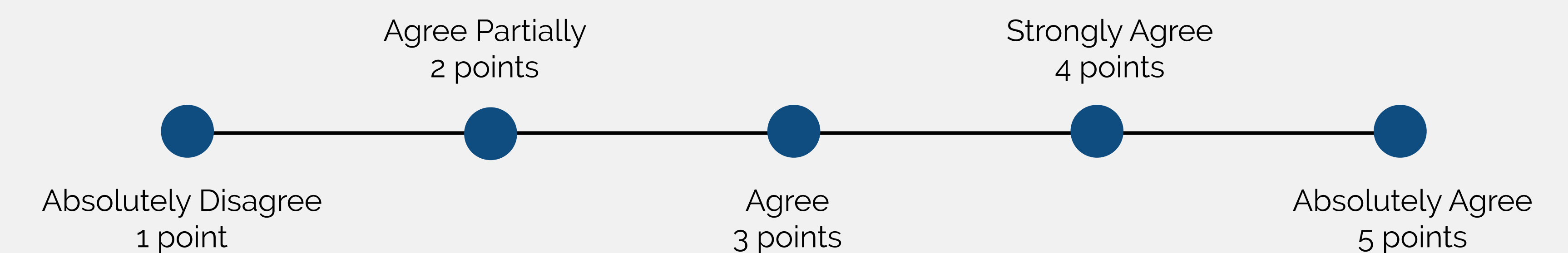
Is the purpose of your brand to distrust the status quo in society or your industry?



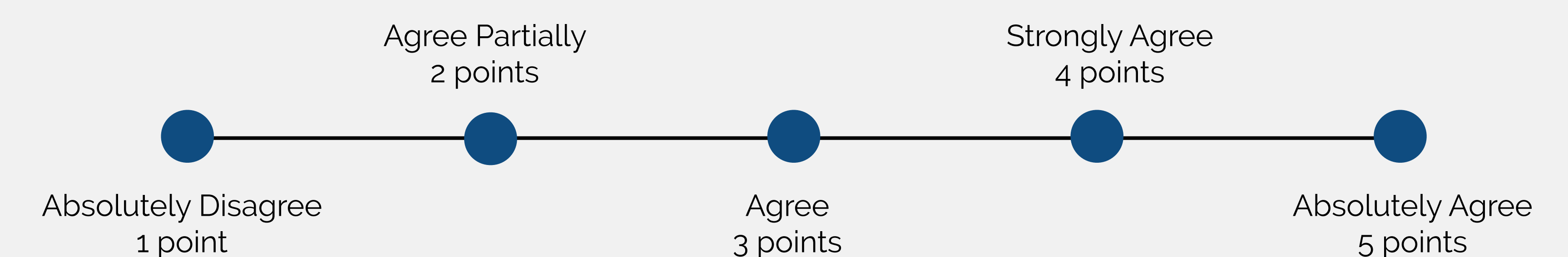
Does your brand focus on helping people who feel at odds with society, or law abiders who want to blow off a little steam?



Does your brand encourage free thinking, new ideas, pushing the envelope?



Is the description of your brand appeal rule breakers, maverick's, reformers, high independence streaks or having a shock factor?

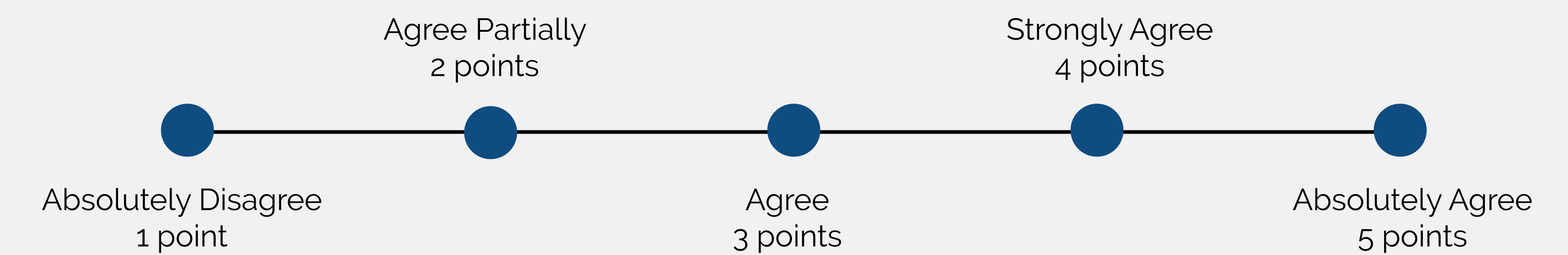




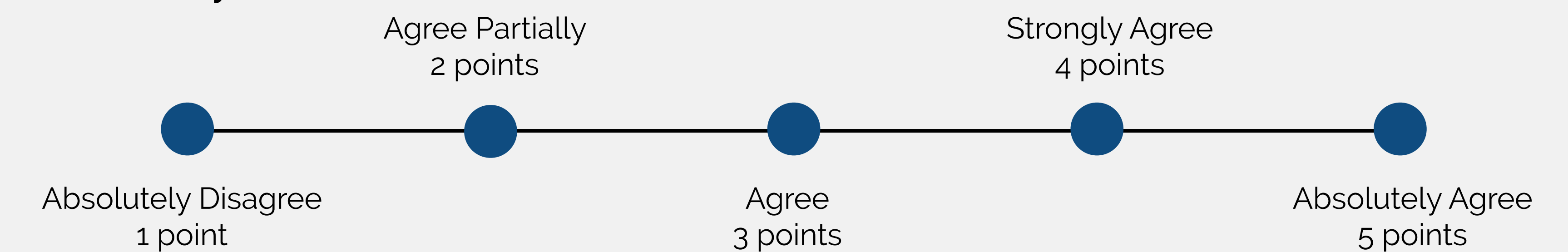
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MAGICIAN BRAND ARCHETYPE

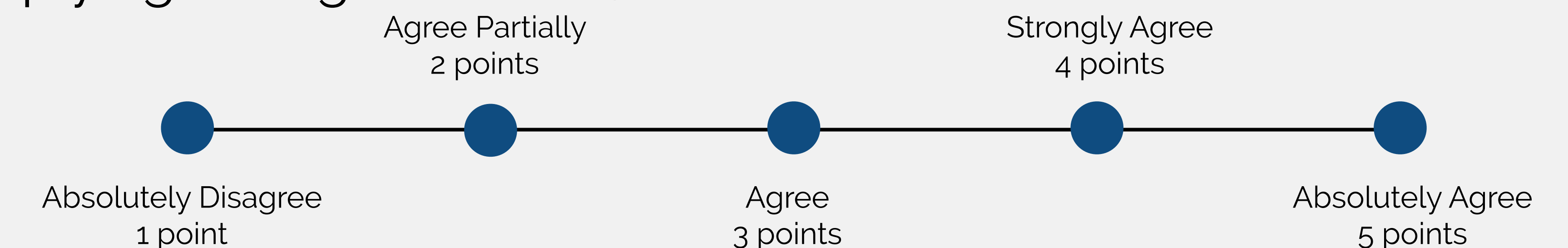
Is the purpose of your brand to foster 'magical moments', to feel special or exciting or novel?



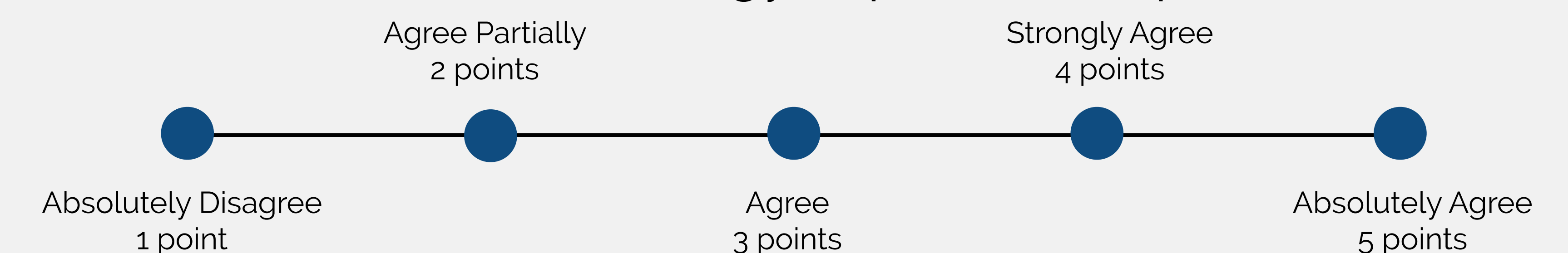
Does your brand focus on helping people transform, or find enlightenment or find peace in chaos or productivity in inefficiency?



Does your brand encourage finding grandiose purpose or by applying the right formula, success is inevitable?



Is the description of your brand appeal to an unlimited big dreamer, nothing is impossible, passionate and curious, transformation of creative energy to practical expression?

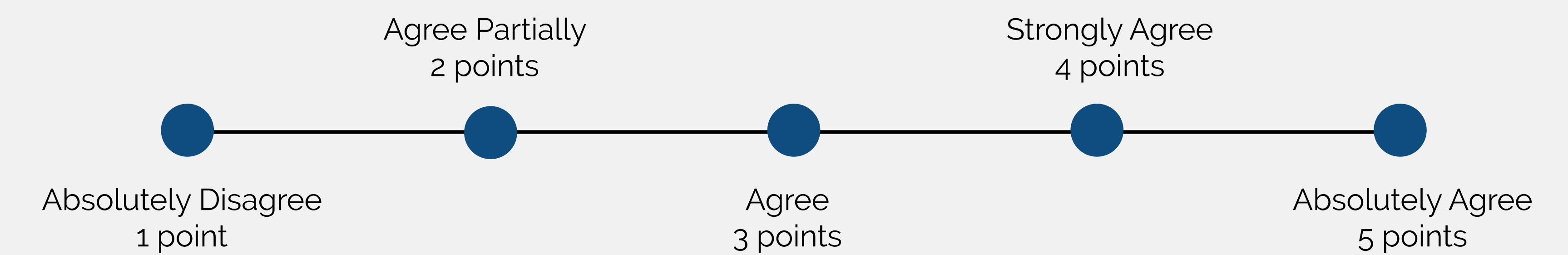


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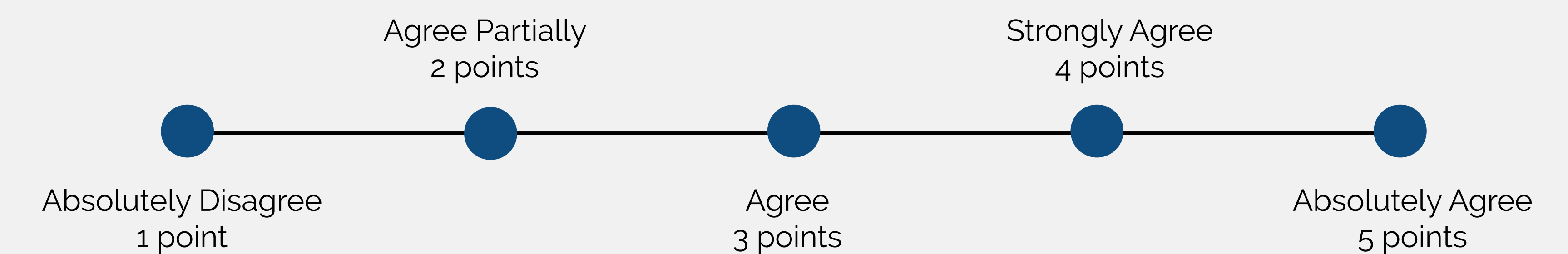


HERO BRAND ARCHETYPE

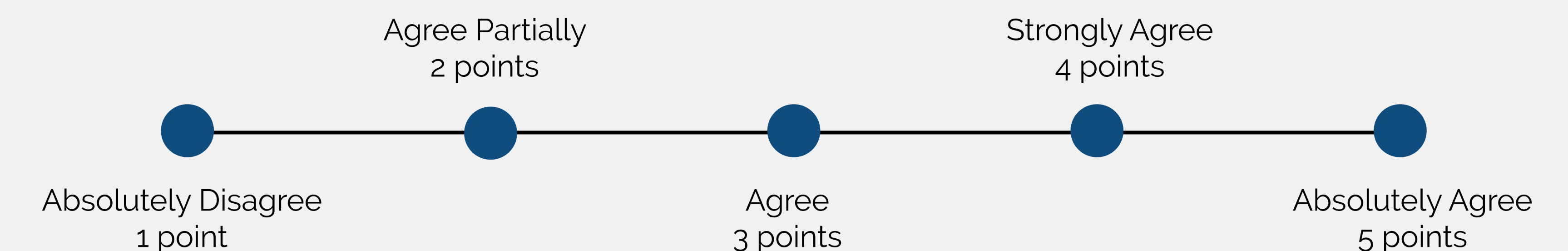
Is the purpose of your brand to fight an invisible enemy in a social or personal context ?



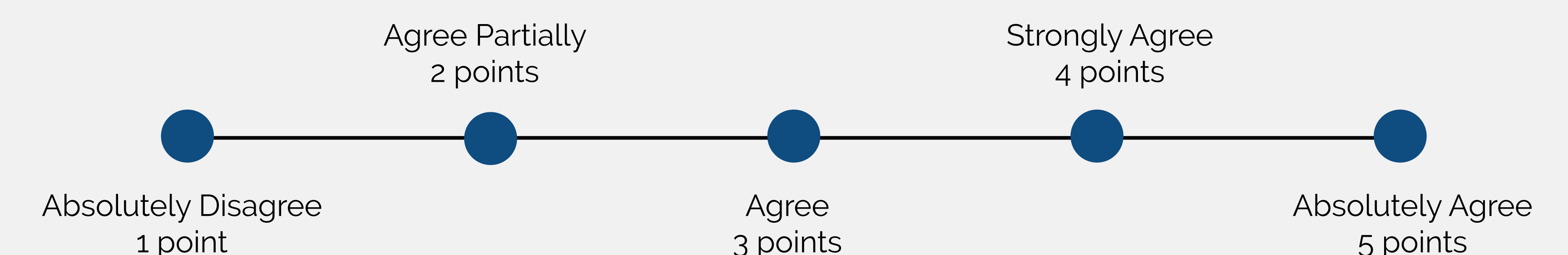
Does your brand focus on helping people become competitive or desire achievement in overcoming challenges?



Does your brand encourage dedication, achievement, conviction on a daily basis?



Is the description of your brand appeal fearless, courageous, disciplined, goals oriented, rescuer or fighting for the powerless?

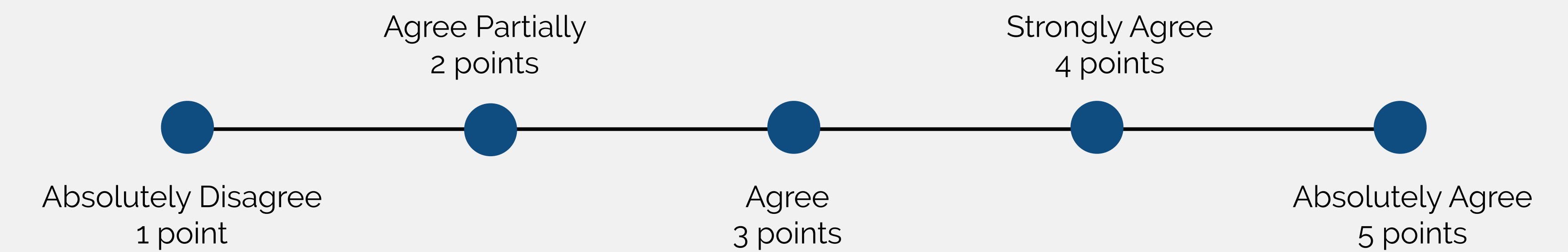


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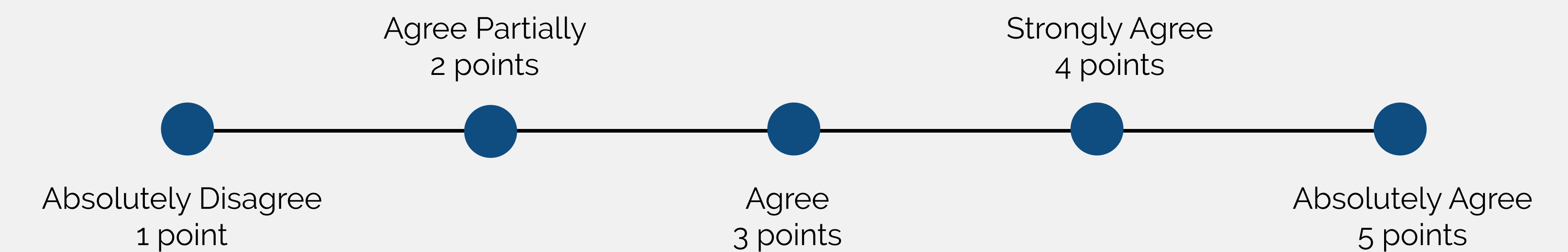


LOVER BRAND ARCHETYPE

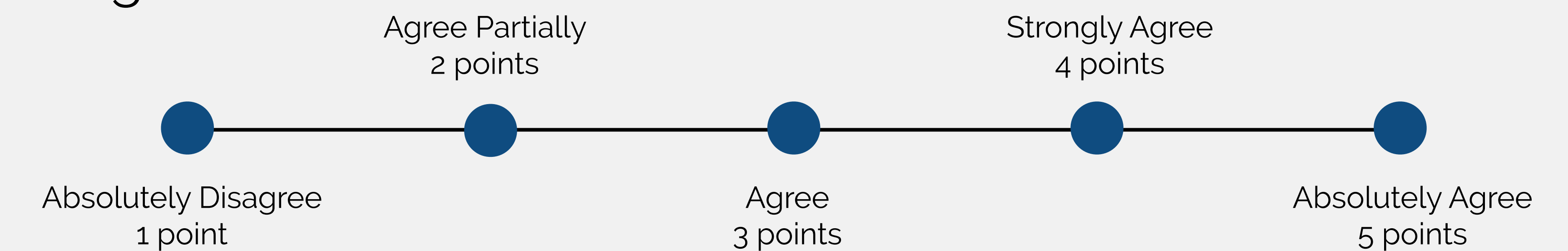
Is the purpose of your brand to appreciate customers or develop meaningful relationships?



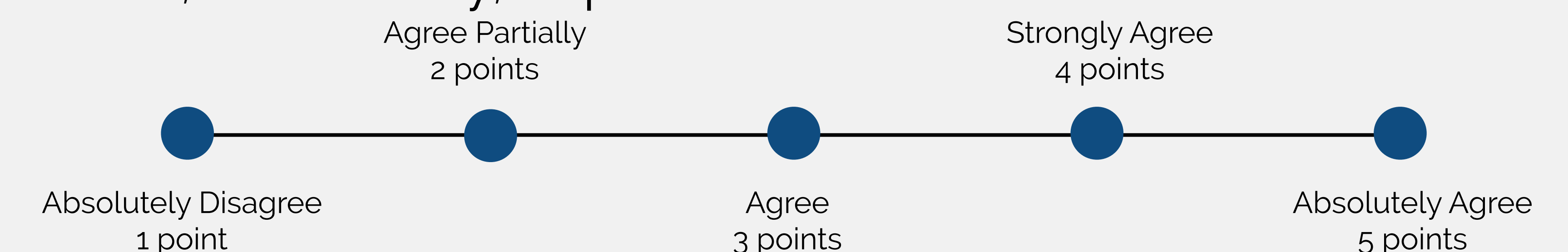
Does your brand focus on helping people create meaningful connections, to be loved or feel special?



Does your brand encourage appreciation of others, enduring respectful relationships, collaboration or consensus decision-making?



Is the description of your brand appeal passionate, optimistic, romantic, trustworthy, dependable?

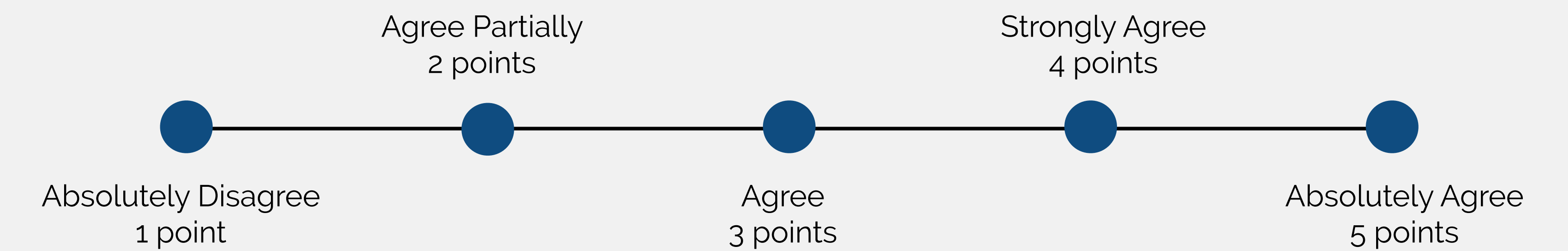


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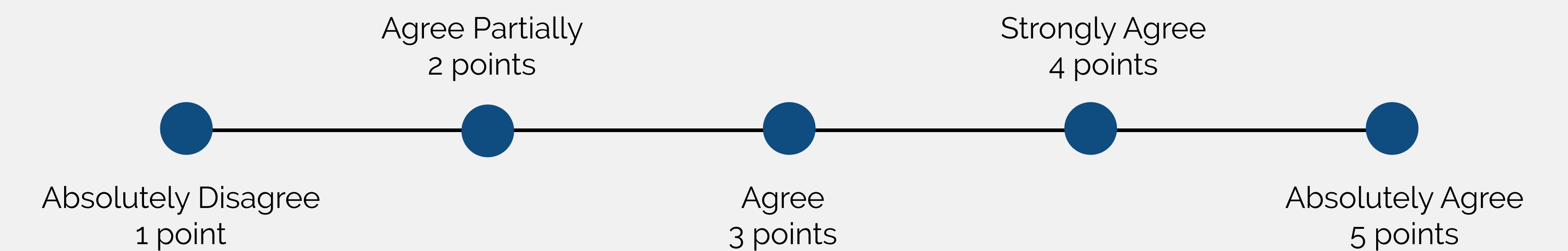


JESTER BRAND ARCHETYPE

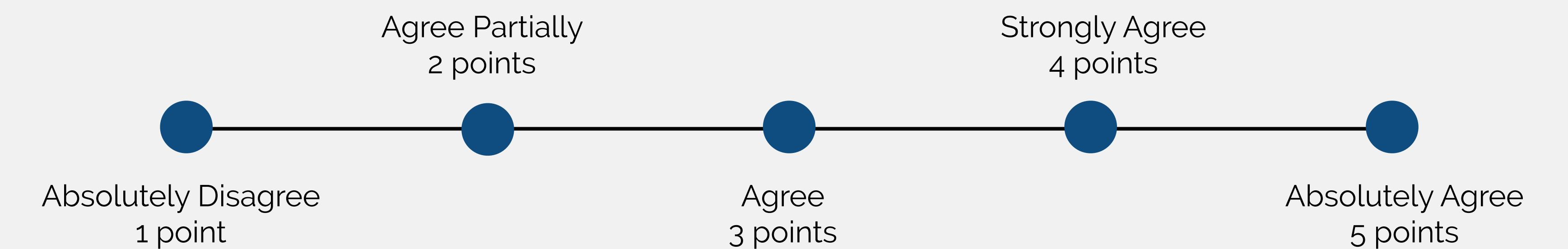
Is the purpose of your brand to grab attention, entertain in a silly or funny manner?



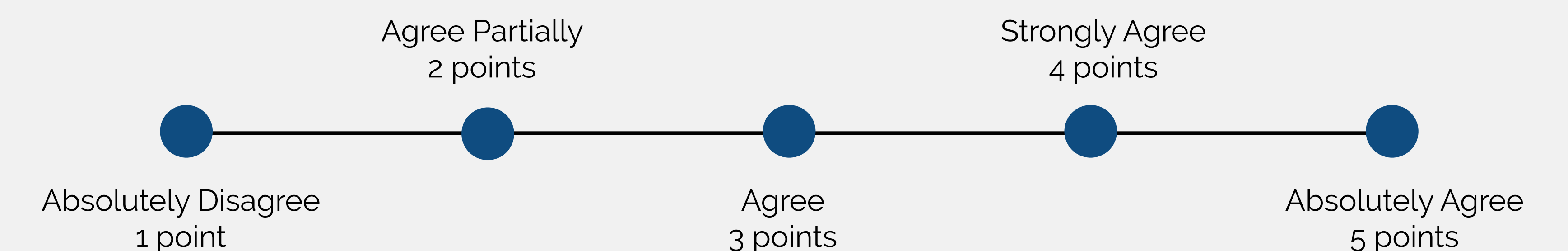
Does your brand focus on helping people turn off their serious nature, appreciate creativity and cleverness?



Does your brand encourage a more fun loving culture, innovative thinking or living each day to the fullest in a funfilled way?



Is the description of your brand appeal playful, entertainer, refreshing, controversial but charming?

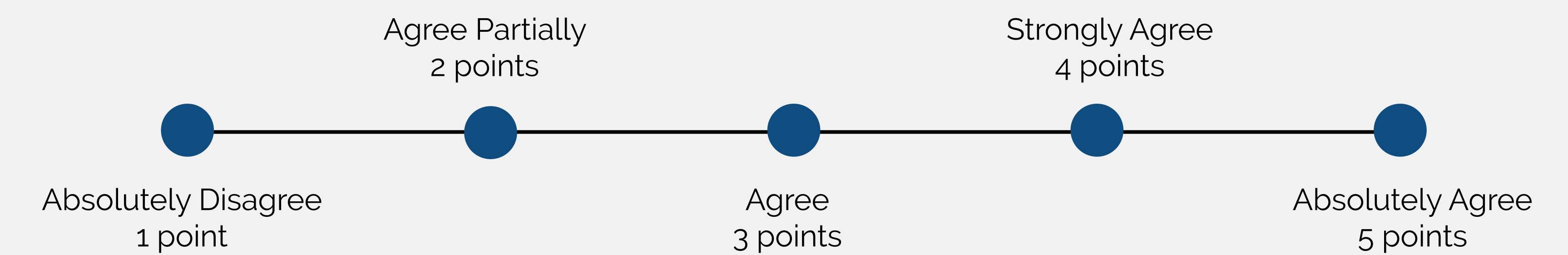


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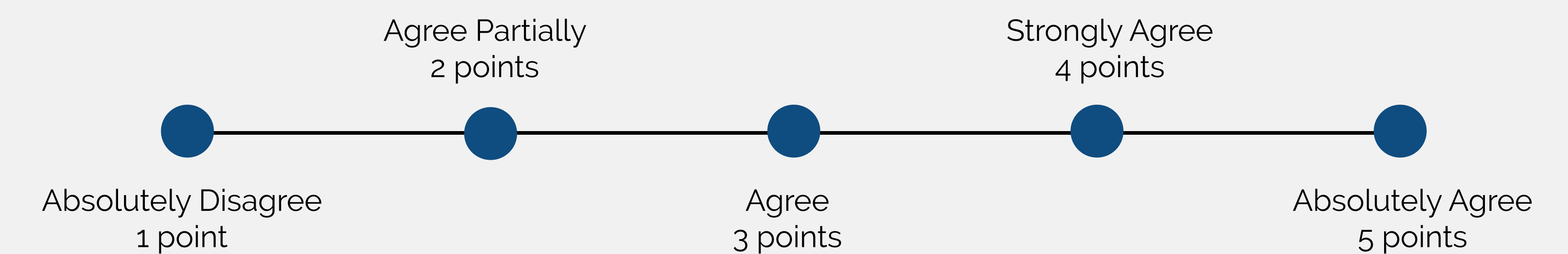


EVERYMAN BRAND ARCHETYPE

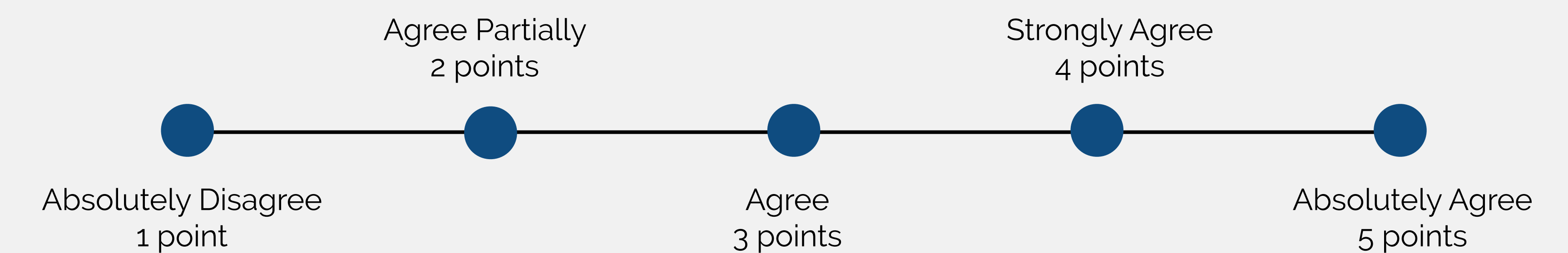
Is the purpose of your brand to welcome everyone with dignity, all encompassing and all inviting regardless of all differences?



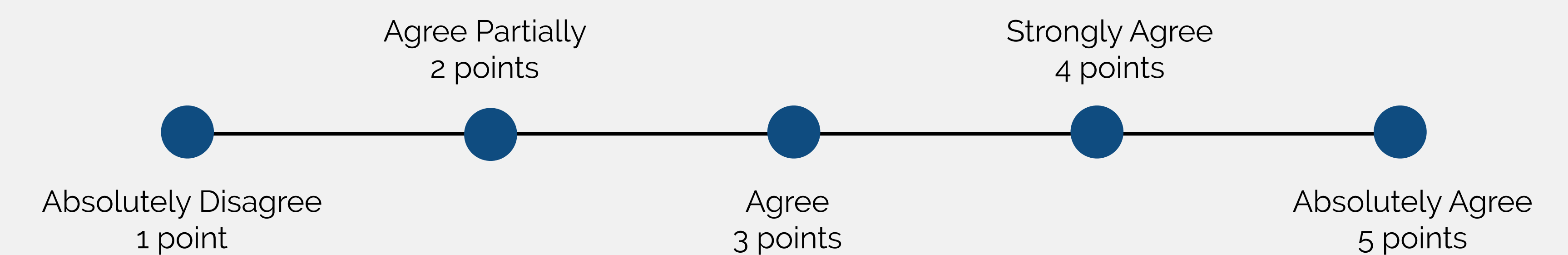
Does your brand focus on helping people feel comfortable, fit in and be themselves?



Does your brand encourage transparency, teamwork, casual atmosphere, family culture, pride?



Is the description of your brand appeal friendly, helpful, genuine, respectful, relatable, a community connector?





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SCORE CARD

Total up your scores for each section. The highest score represents your core brand personality. The second highest score represents the additional influencers / influences on your core.

- Caregiver:_____
- Ruler:_____
- Creator:_____
- Innocent:_____
- Sage:_____
- Explorer:_____
- Rebel:_____
- Magician:_____
- Hero:_____
- Lover:_____
- Jester:_____
- Everyman:_____

It is possible to have one or even two core personalities with one influencer or one core personality and two additional influencers.

You can click the link [here](#) to read more about your Brand Archetype.



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Archetypes are rooted in universal truths that are rich and distinctive. The goal of Brand Archotyping is to humanize the brand; to create a character that prospective customers can identify with, feel a connection, build loyalty, differentiate from the crowd and even in some cases fall in love with.

Creating an apologetic, limp brand will only guarantee that your brand gets ignored. To create and sustain marketing effectiveness requires building a brand that demands attention and has a charismatic personality. Prospect consumers who feel a deeper connection with your brand are 10X more likely to stay loyal and advocate for your brand.



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Consulting

- Brand Vision
- Brand Positioning
- Brand Architecture
- Product Pricing Strategy
- Brand & Product Launch
- Growth Strategy
- Idea Generation Workshops
- Startup Consulting
- Investor Funding

Planning

- Marketing Strategy
- Campaign Strategy
- Consumer Journey
- Channel & Media Strategy
- Paid Media Strategy

CREATIVE & DESIGN

Creative Strategy & Development

- Logo Design & Visual Identity
- Tone of Voice
- Packaging Design
- Environmental Design
- Content Development
- Creative Collaborations
- Creative Direction

Content Production

- Art Direction & Copywriting
- Creative Production
- Graphic Design
- Photoshoots
- TV Commercials
- Digital Films
- Post Production

Event Production

- Creative Design

COMMUNICATION

Communication Strategy & Development

- Brand Messaging & Storytelling
- Communication Design
- BTL Communication Development
- Content Writing

MARKETING & SALES

Go-to-market

- Brand & Product Launch
- Brand Awareness Campaigns
- Lead Generation & Demand Generation
- Interactive eCommerce Platform Design & Development
- Application Development (Web & Mobile Apps, UX/UI, CRM suites, Data & Intelligence Dashboards, VR & AR technologies)
- Onboarding into Modern Trade & ePlatforms
- Social Media & Digital Marketing





*BUILDING INSPIRED FUTURES
FOR BUSINESSES AND
THEIR PEOPLE*

Trigger Worldwide exists to enable businesses overcome marketing inefficiencies and achieve their growth agenda. Our solutions are based on design thinking that harnesses economic drivers, customer beliefs, innovations and technology to create competitive value propositions, devise compelling customer value journeys and deploy technology to amplify marketing efficacy.

Trigger Worldwide specializes in Marketing and Sales, Business Growth Strategies and Idea Generation, Brand Design and Technology Development.

**WE CAN HELP YOU REBUILD MARKETING MOMENTUM AND GIVE YOUR BUSINESS
UNFAIR COMPETITIVE ADVANTAGES WITH TANGIBLE RESULTS.**

Email us: business@triggerworldwide.com

