

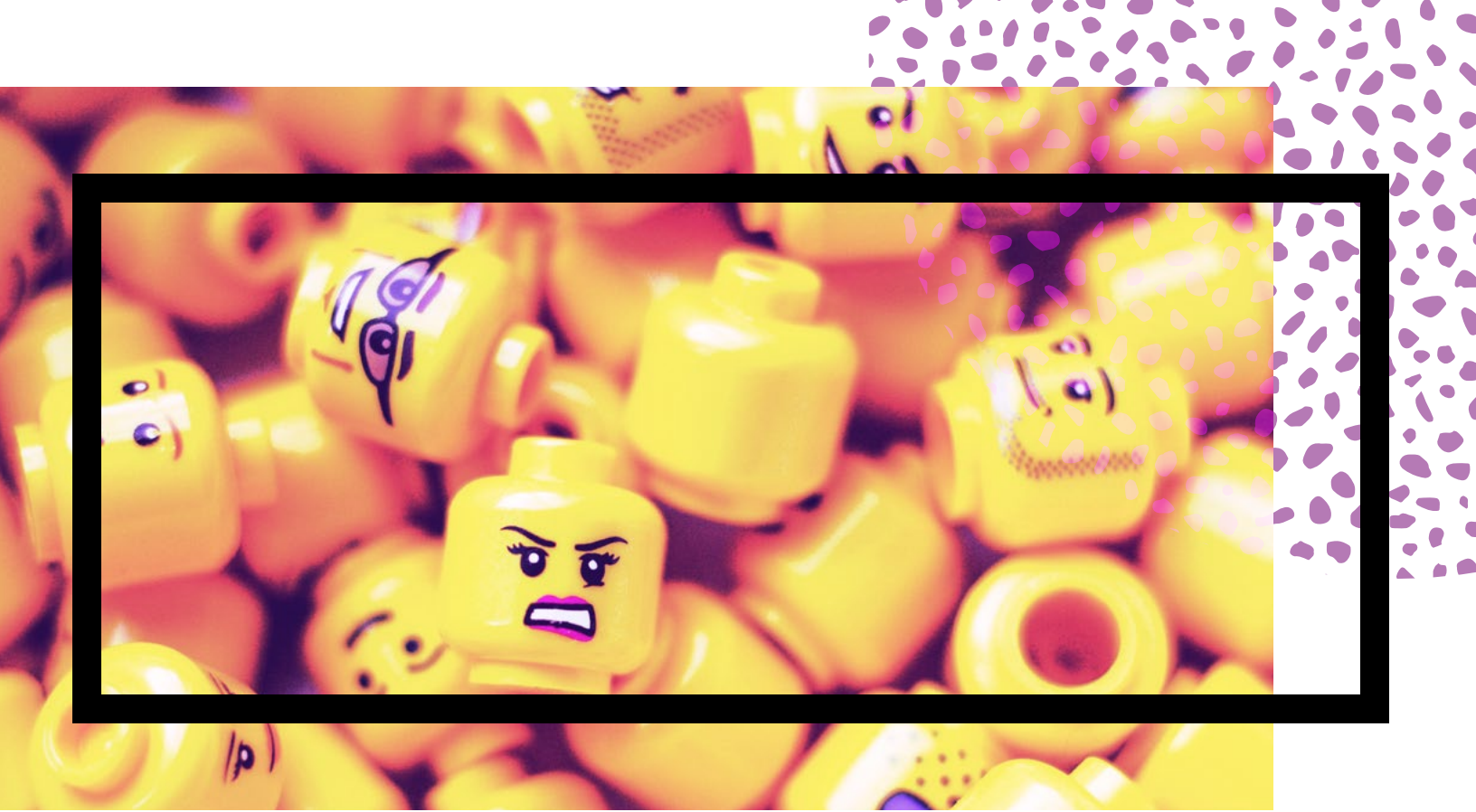
Empowering brands led by women and people of color

# What's Your Brand Personality?

## Your Guide to Brand Archetypes







Your brand is the gut feeling that people have about your product, service, company or even just you. Emphasis on *feeling*. At their best, brands create highly emotional experiences that key into some of our deepest psychological needs and desires. We use brands to express ideas about ourselves, to align ourselves with certain values or become part of a tribe.

For example:

- People buy luxury cars to convey that they are successful and important.
- People shop at Whole Foods because they believe in high quality, natural food.
- People buy Harley Davidson motorcycles to become part of a community of rebels.

So how do brands tap into the hearts and minds of their audience? One way is by creating a clear, vivid brand personality.

### **WHAT IS BRAND PERSONALITY?**

Imagine your brand is a person. What would he/she be like? Your brand personality is the set of human characteristics that bring your brand to life and make it unique. When communicated consistently over time, your brand personality creates an emotional association in the minds of your audience-- just like when we get to know someone and build an impression of them in our heads.

There are many ways to define the personality of your brand, but one of the most powerful, easy-to-grasp tools is a set of patterns called brand archetypes.



## WHAT ARE BRAND ARCHETYPES?

Archetypes are universal organizing patterns that all people unconsciously understand, because they represent the range of basic human motivations. Archetypes draw on the symbols from stories, art, myths, religions or dreams that transcend time, culture, and personal context.

As our brains process new information, archetypes offer a familiar framework that helps us categorize and build understanding. We subconsciously say, "Oh, I know what that is. It's kind of like this other thing I'm familiar with." Not only does this help your brand become memorable more quickly, it actually makes it easier to identify points of difference from other brands.

There are twelve brand archetypes that strategists draw on to build brands.

## WHY SHOULD I USE BRAND ARCHETYPES?

- Aligning your brand with an archetype makes it easier to instantly understand and identify. It draws on what is already familiar & compelling.
- Archetypes help you clarify your target audience and how to communicate with them most effectively. By drawing on our innermost motivations, you can speak directly to the explorer, creator or caretaker within all of us.
- Archetypes are inherently aspirational, helping consumers create their own identities and live vicariously through a brand. They represent how we would like to see ourselves in the world, fostering the belief that we too can be a hero if we buy some Nikes, or have enduring love if we gift fine chocolates.

## HOW DO I USE BRAND ARCHETYPES?

Unlike stereotypes which are a closed-minded, limiting set of generalizations, archetypes are expansive. They serve as a starting point or a model upon which countless unique identities can be formed. And that is exactly how they should be used. Rather than blindly *adopt* the archetype as your personality, *adapt* it to your brand. Here's how:

1. Use this guide to identify the archetypes that resonate most with you. Consider:

- How you currently see your brand
- How you would like your brand to be seen
- What will resonate most with your desired target audience

If there are discrepancies, it can illuminate opportunities to reach new audiences, shift your strategy or differentiate further.

2. Once you've identified your archetype, it's time to marry it with your unique business. Ask:

- How do the strategies, motivations, etc. apply to your business or customers in context?
- What qualities does your brand possess that are echoed in the brand archetype?
- How can you shift your brand voice, messaging or your visual identity?

3. Conduct an audit of your current branding and marketing to identify opportunities to align further with your brand personality.

4. Get to work! Let your personality shine in all your brand touchpoints.

## TIPS FOR USING BRAND ARCHETYPES

- Remember that your brand personality is just one part of a complete brand strategy. If you don't yet know who your customers really are, what makes you unique or why your brand exists, it will be difficult to identify the archetype for you.
- It's okay to share characteristics of two brand archetypes, as long as one is dominant.
- Create a moodboard! This may help you find inspiration and visualize your brand personality.
- Get creative! Brand archetypes are also great for building your culture. Brainstorm how you can incorporate your new identity throughout the organization.

# THE INNOCENT

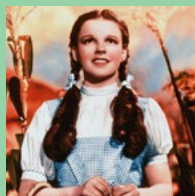
AKA the Idealist, the Optimist, the Cheerleader

*“Don’t worry,  
be happy.”*

<b>Basic Need</b>	Safety
<b>Goal</b>	To be happy
<b>Motivation</b>	Happiness, simplicity, positivity, morality
<b>Fear</b>	Negativity, doing something wrong
<b>Strategy</b>	Display wholesome virtue, foster feel-good spirit, keep life pure and simple.

<b>Gift</b>	Faith, optimism
<b>Weakness</b>	Simplistic view of the world, naiveté
<b>Brand Voice</b>	Simple, casual language. Honest, humble, cheerful.
<b>Traits</b>	Pure, young, optimistic, simple, moral, loyal
<b>Makes Us Feel</b>	Hopeful, joyful, warm & fuzzy

## Icons



## Brands



# THE SAGE

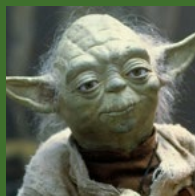
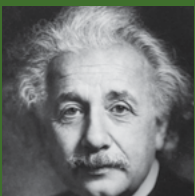
AKA the Thinker, the Expert, the Scholar

*“Knowledge is power.”*

<b>Basic Need</b>	Understanding
<b>Goal</b>	To help the world gain wisdom and insight.
<b>Motivation</b>	Truth, knowledge, curiosity, intelligence
<b>Fear</b>	Misinformation, ignorance
<b>Strategy</b>	Show the path to enlightenment, encourage learning

<b>Gift</b>	Wisdom, intelligence
<b>Weakness</b>	Inaction; Lack of feeling/emotion.
<b>Brand Voice</b>	Research-driven. Factual, guiding, assured.
<b>Traits</b>	Trusted source of info, thoughtful, wise, generous.
<b>Makes Us Feel</b>	Educated, smart, engrossed

## Icons



## Brands



# THE EXPLORER

AKA the Trailblazer, the Seeker, the Adventurer

*“Life begins at the end of your comfort zone.”*

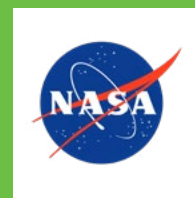
<b>Basic Need</b>	Freedom
<b>Goal</b>	To live life to its fullest
<b>Motivation</b>	Adventure, exploration, the joy of discovery
<b>Fear</b>	Conformity, boredom, becoming stagnant
<b>Strategy</b>	Seek out new things, push limits
<b>Gift</b>	Refusing to settle

<b>Weakness</b>	Aimless wandering, becoming a misfit
<b>Brand Voice</b>	Daring, inspiring, full of wonder
<b>Traits</b>	Restless, adventurous, fearless, individualistic, independent, pioneering
<b>Makes Us Feel</b>	Adventurous, fulfilled, alive

## Icons



## Brands





# THE OUTLAW

AKA the Maverick, the Rebel, the Misfit

*“Rules are made to be broken.”*

<b>Basic Need</b>	Revolution
<b>Goal</b>	To destroy what is not working
<b>Motivation</b>	Liberation, change, independence
<b>Fear</b>	Conformity, being powerless
<b>Strategy</b>	Denounce status quo; disrupt, shock, defy,

<b>Gift</b>	Radical freedom
<b>Weakness</b>	Crossing over to the dark side
<b>Brand Voice</b>	Candid, raw, honest
<b>Traits</b>	Rebellious, disruptive, combative, bold
<b>Makes Us Feel</b>	Stimulated, thrilled, uncommon

## Icons



## Brands



# THE MAGICIAN

AKA the Visionary, the Catalyst, the Transformer

*“Dreams do come true.”*

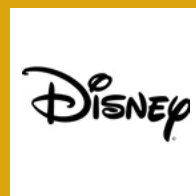
<b>Basic Need</b>	Power
<b>Goal</b>	Make dreams come true
<b>Motivation</b>	Transformation, belief, discovery, mastery
<b>Fear</b>	Thinking small, disbelief
<b>Strategy</b>	Craft a vision and bring it to life
<b>Gift</b>	Imagining and creating a better future

<b>Weakness</b>	Becoming manipulative
<b>Brand Voice</b>	Expansive, moving, confident
<b>Traits</b>	Visionary, charismatic, imaginative, idealistic
<b>Makes Us Feel</b>	Enchanted, powerful, on the cutting edge

## Icons



## Brands





# THE HERO

AKA the Warrior, the Champion, the Achiever

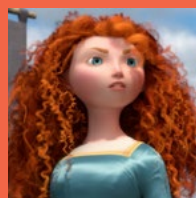


*“Never give up”*

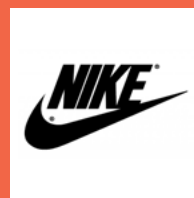
<b>Basic Need</b>	Mastery
<b>Goal</b>	To improve the world through courageous acts
<b>Motivation</b>	Achievement, courage, excellence
<b>Fear</b>	Weakness, cowardice, giving up
<b>Strategy</b>	Become stronger; better; prove people wrong

<b>Gift</b>	Determination, skill
<b>Weakness</b>	Arrogance
<b>Brand Voice</b>	Direct, confident, motivational
<b>Traits</b>	Courageous, honorable, strong, disciplined
<b>Make Us Feel</b>	Like we can accomplish anything

## Icons



## Brands



# THE LOVER

AKA the Romantic, the Harmonizer, the Intimate

*"All you need  
is love."*

<b>Basic Need</b>	Intimacy
<b>Goal</b>	To inspire love
<b>Motivation</b>	Sensuality, closeness, love, affection
<b>Fear</b>	Loneliness, isolation, contempt, discord
<b>Strategy</b>	Reaffirm attractiveness, foster connection

<b>Gift</b>	Passion and appreciation
<b>Weakness</b>	People pleasing
<b>Brand Voice</b>	Adjective-rich, soothing, affectionate, empathetic
<b>Traits</b>	Sensual, passionate, romantic, warm, idealistic
<b>Makes Us Feel</b>	Turned on, amorous, spellbound

## Icons



## Brands



# THE JESTER

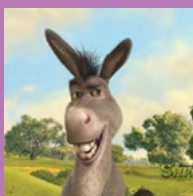
AKA the Joker, the Entertainer, the Class Clown

*“Life is a laughing matter.”*

<b>Basic Need</b>	Enjoyment
<b>Goal</b>	To bring joy to the world
<b>Motivation</b>	Fun, laughter, happiness, togetherness
<b>Fear</b>	Boredom, sadness
<b>Strategy</b>	Make everyone have a good time
<b>Gift</b>	Joy, humor

<b>Weakness</b>	Frivolity, wasting time
<b>Brand Voice</b>	Playful, silly, optimistic, enthusiastic
<b>Traits</b>	Fun, irreverent, light-hearted, mischievous
<b>Make Us Feel</b>	Amused, energetic, happy

## Icons



## Brands



# THE EVERYMAN

AKA the Girl/Guy Next Door, the Realist, the Regular Guy

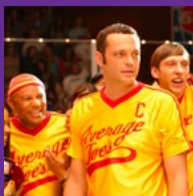


*“Keep it real.”*

<b>Basic Need</b>	Belonging
<b>Goal</b>	To belong & connect with others
<b>Motivation</b>	Togetherness, equality, fellowship, inclusion
<b>Fear</b>	Exclusion, hostility, being elitist, standing out
<b>Strategy</b>	Create a welcoming community

<b>Gift</b>	Lack of pretense, realism
<b>Weakness</b>	Blending in too much
<b>Brand Voice</b>	Friendly, humble, honest, folksy, supportive
<b>Traits</b>	Down to earth, practical, accessible, reliable
<b>Makes Us Feel</b>	Included, understood, trusting

## Icons



## Brands



# THE CAREGIVER

AKA the Nurturer, the Advocate, the Altruist

*“Love thy neighbor.”*

<b>Basic Need</b>	Service
<b>Goal</b>	To care for and protect others
<b>Motivation</b>	Support, service, gratitude
<b>Fear</b>	Anguish, helplessness
<b>Strategy</b>	Put others before self
<b>Gift</b>	Compassion, generosity

<b>Weakness</b>	Martyrdom, being exploited
<b>Brand Voice</b>	Warm, caring, reassuring
<b>Traits</b>	Maternal, nurturing, selfless, compassionate
<b>Makes Us Feel</b>	Taken care of, safe, thankful

## Icons



## Brands



# THE RULER

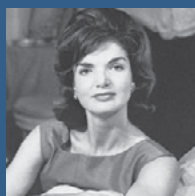
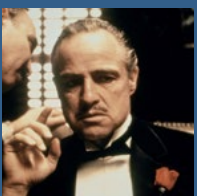
AKA the Aristocrat, the Authority, the Boss

*“Take control.”*

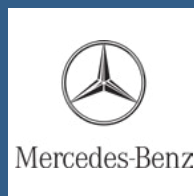
<b>Basic Need</b>	Control
<b>Goal</b>	To create prosperity & success
<b>Motivation</b>	Power, prosperity, status, success, wealth, stability
<b>Fear</b>	Losing influence / control
<b>Strategy</b>	Exert leadership, demonstrate superiority

<b>Gift</b>	Leadership, strength
<b>Weakness</b>	Being authoritarian or out of touch
<b>Brand Voice</b>	Commanding, refined, articulate
<b>Traits</b>	Polished, responsible, assertive, high class
<b>Makes Us Feel</b>	Awe, admiration

## Icons



## Brands





# THE CREATOR

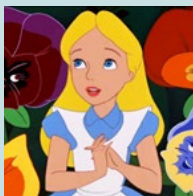
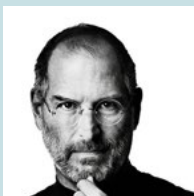
AKA the Artist, the Dreamer, the Builder

*“Express yourself.”*

<b>Basic Need</b>	Innovation
<b>Goal</b>	To create something original of enduring value
<b>Motivation</b>	Self-expression, imagination, originality
<b>Fear</b>	Mediocrity, duplication
<b>Strategy</b>	Unlock imagination, develop artistic skill

<b>Gift</b>	Creativity, imagination
<b>Weakness</b>	Perfectionism, bad ideas
<b>Brand Voice</b>	Metaphor-rich, unique, evocative
<b>Traits</b>	Artistic, inventive, non-conformist, visionary
<b>Make Us Feel</b>	Amazed, inspired, empowered

## Icons



## Brands



# NEED HELP BRINGING YOUR BRAND PERSONALITY TO LIFE?

**Liz has got you covered!**

Call 310.439.8602 or email  
[liz@lizmariestrategy.com](mailto:liz@lizmariestrategy.com)  
to get started.



## MEET LIZ MARIE

### Powering Life-Changing Brand Growth

Liz is all about growth. Her purpose is to help people, and their companies, grow and ultimately reach their highest potential.

Liz is an award-winning brand strategy expert and creative director with 13 years of experience building brands that customers love. She has worked with over 100 brands across industries, from small businesses to Fortune 100 companies. Today, she empowers brands led by women and people of color grow and thrive in order to achieve equality of opportunity & representation, and equity of economic power.

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