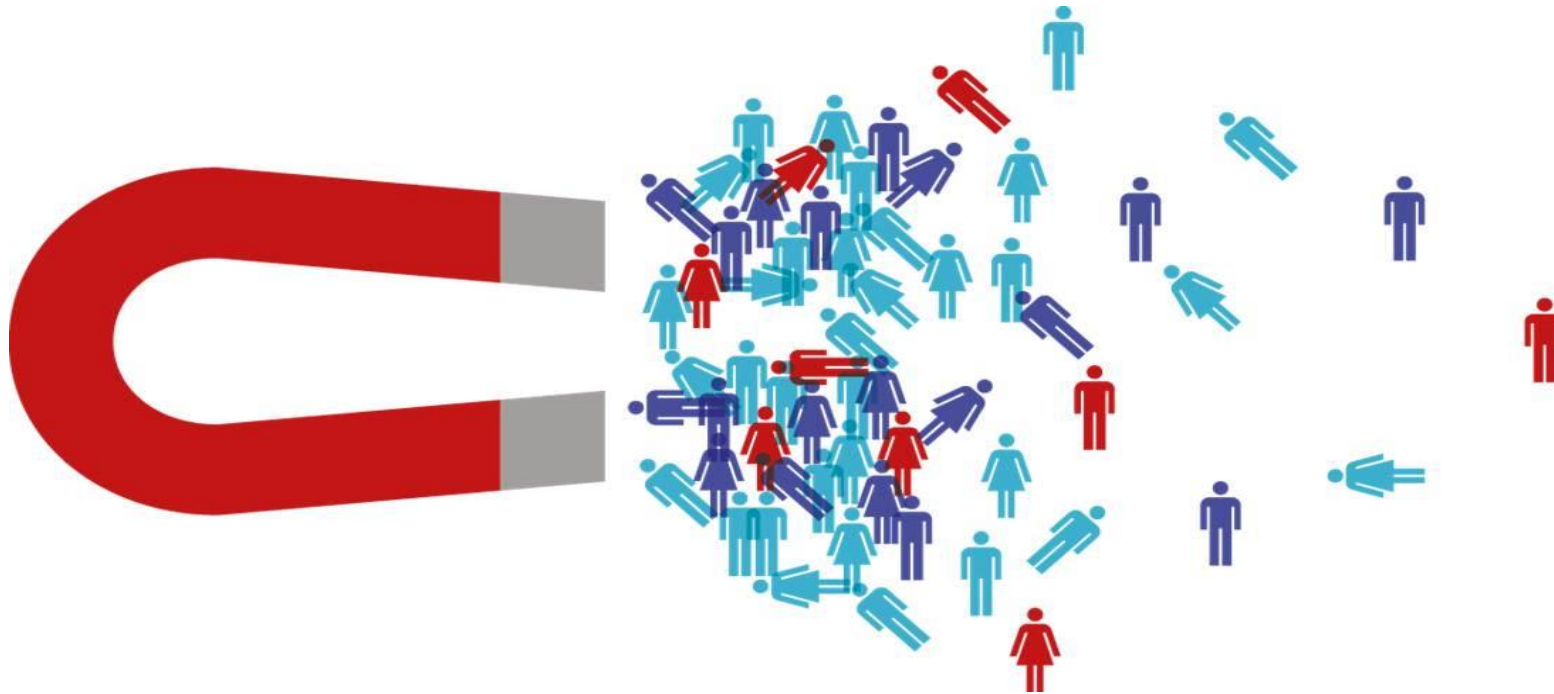


## Building Irresistible Brands – Part 8

Archetypes as Guides for brands





First rule of branding

Clarity wins!



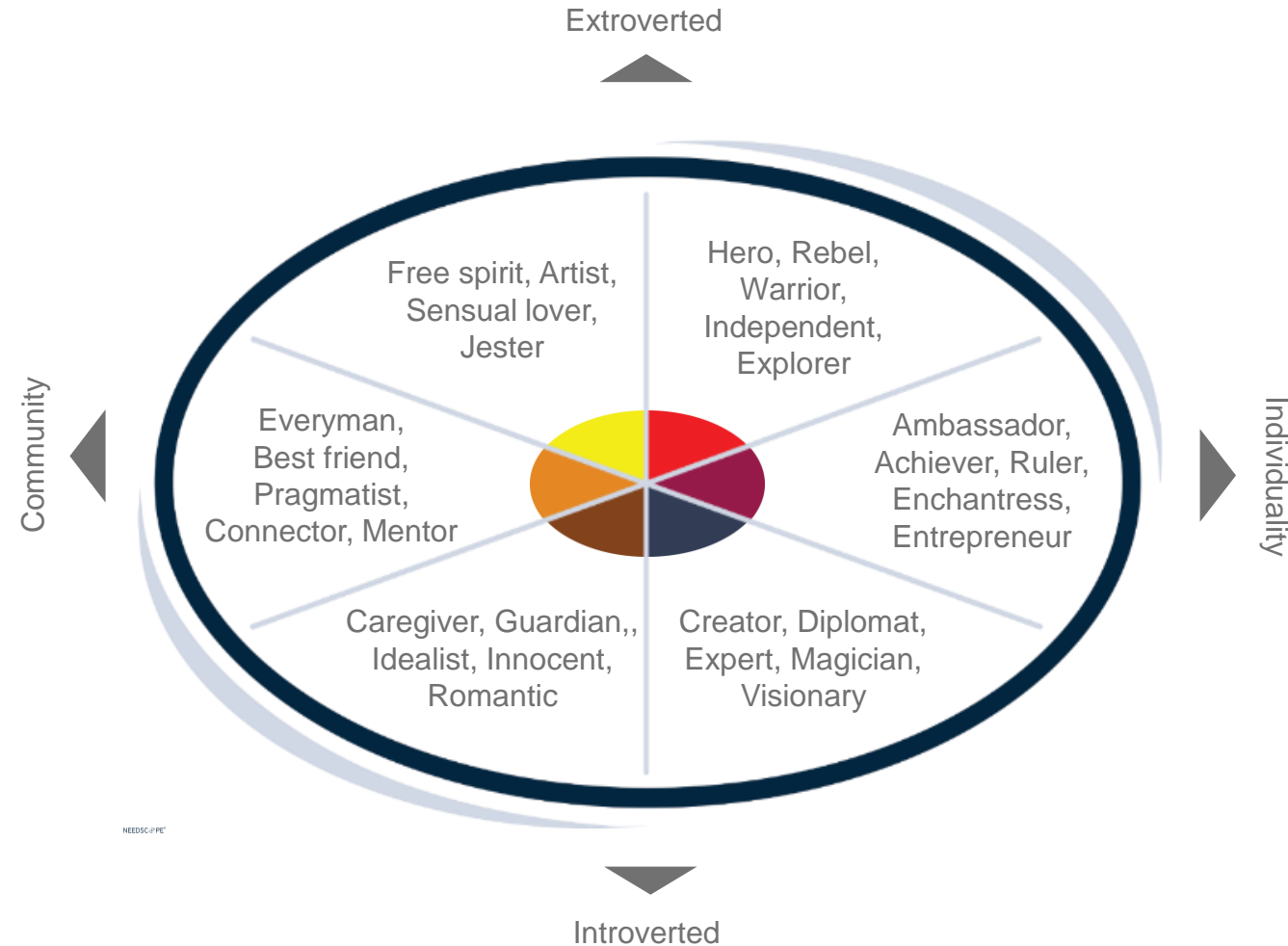
# The role of archetypes

- Types of personalities and characters which resonates with humans across cultures.
- We use archetypes as a lens on how we see the world; we assign different roles to people and objects we encounter, as well as ourselves.
- Hugely important to our sense of identity, and the way we feel and behave. From the Lover to the Ruler, from the Caregiver to the Rebel, we tend to identify with most of them, if not all, during our lifetime.



# Strong brands are based on archetypes

- Brands signaling an archetype, is easier related to and identified with by consumers.
- When people can identify with and project their own personality traits in a given situation off the brand, that brand is more easily chosen over brands associated with several incompatible archetypes.
- It strengthens clarity and enhances consistent execution.

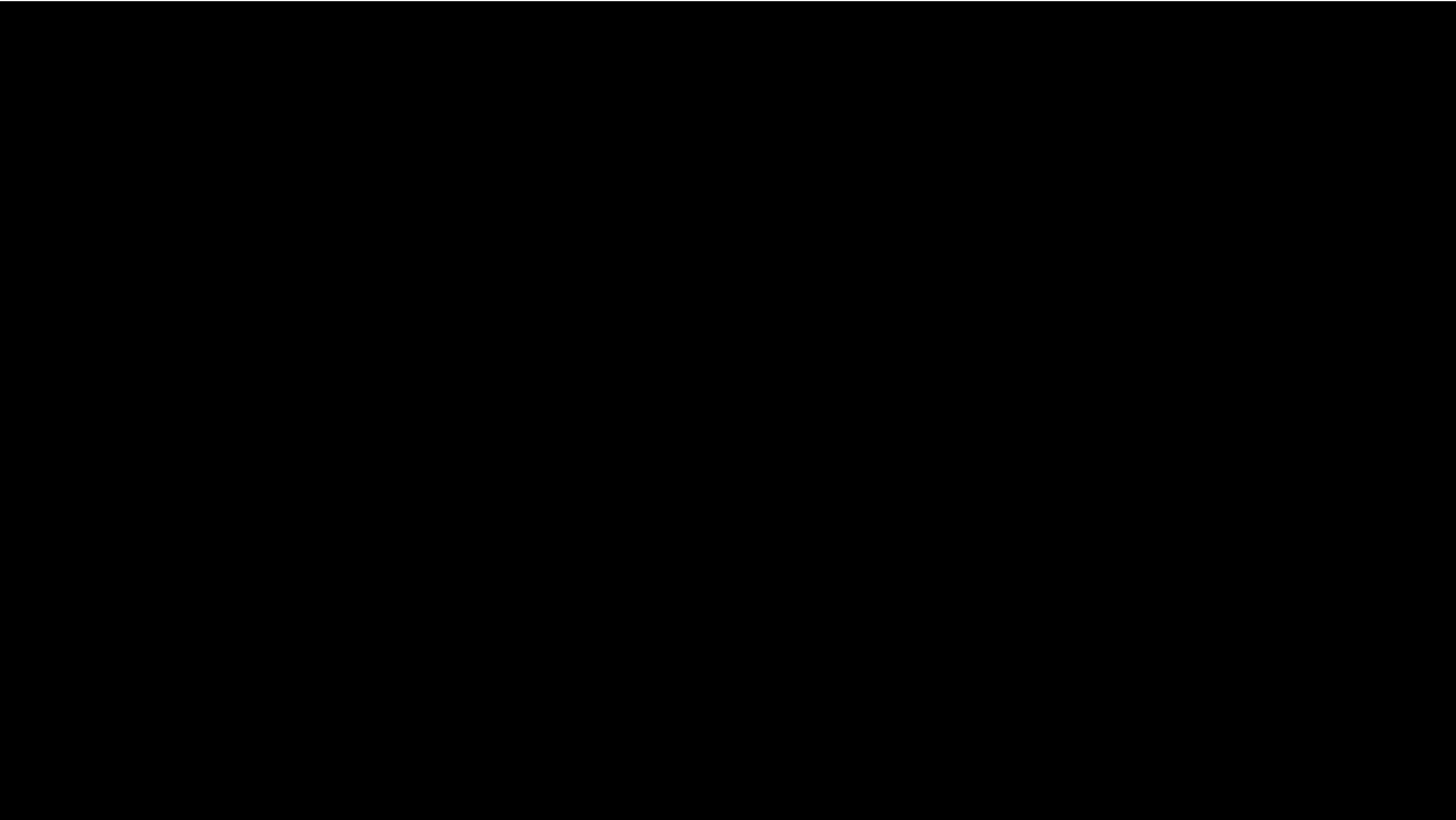




How:

Strengthens clarity and enhances consistency in execution



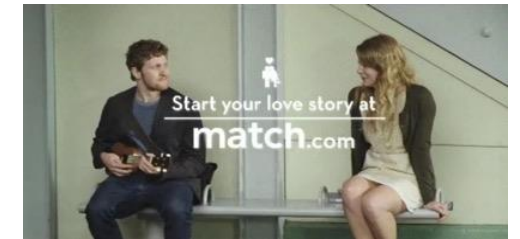


## Brands Using Archetypes

# The Connector

## Bringing people together

- They possess a combination of curiosity, self – confidence, sociability, and energy.
- Has a strong sense of community and a genuine interest in people.
- Creates connections and relationships – finding commonalities among different groups of people
- Believe that everyone has something to bring to the table.



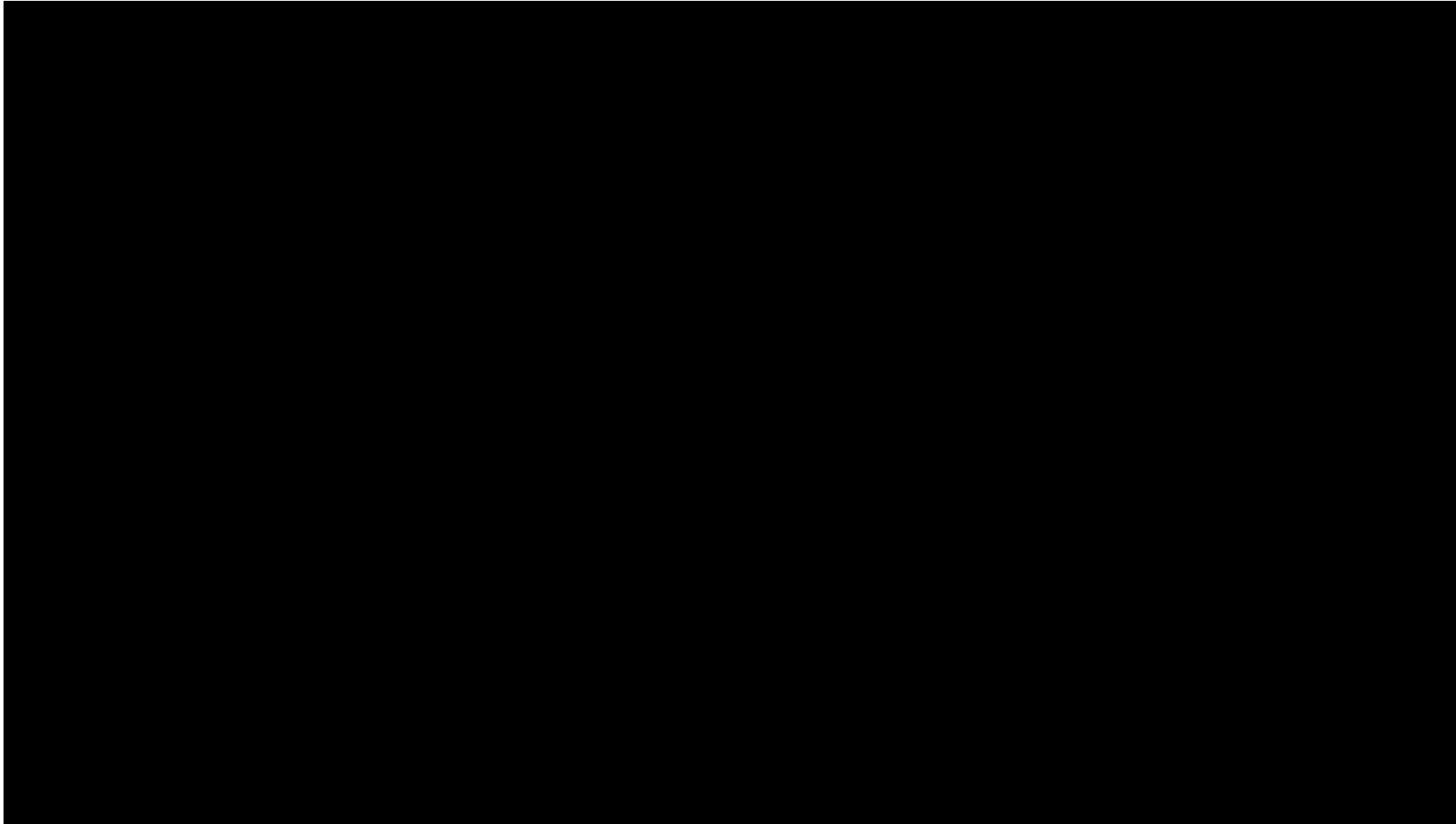
We create the technology to connect the world





# The Connector

Bringing people together





# The Sage (Wise man)

To know is to grow

- They possess a great deal of wisdom, compassion and mercy.
- This archetype's identity believes that thinking defines the human experience.
- Has the ability to combine objective analysis and intuition with the capacity to weigh many factors.
- They're likely the smartest ones in the room, and likely have time, history and proven strategies on their side.



# The Sage



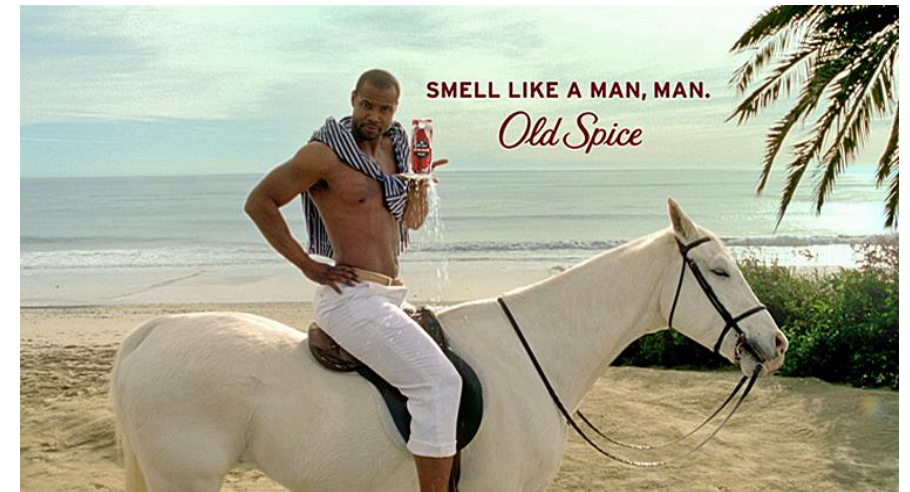
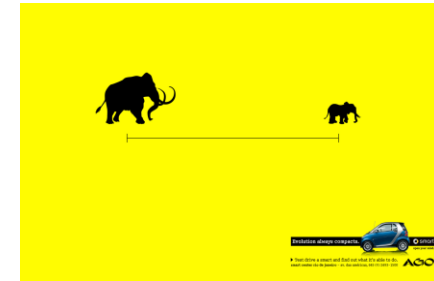




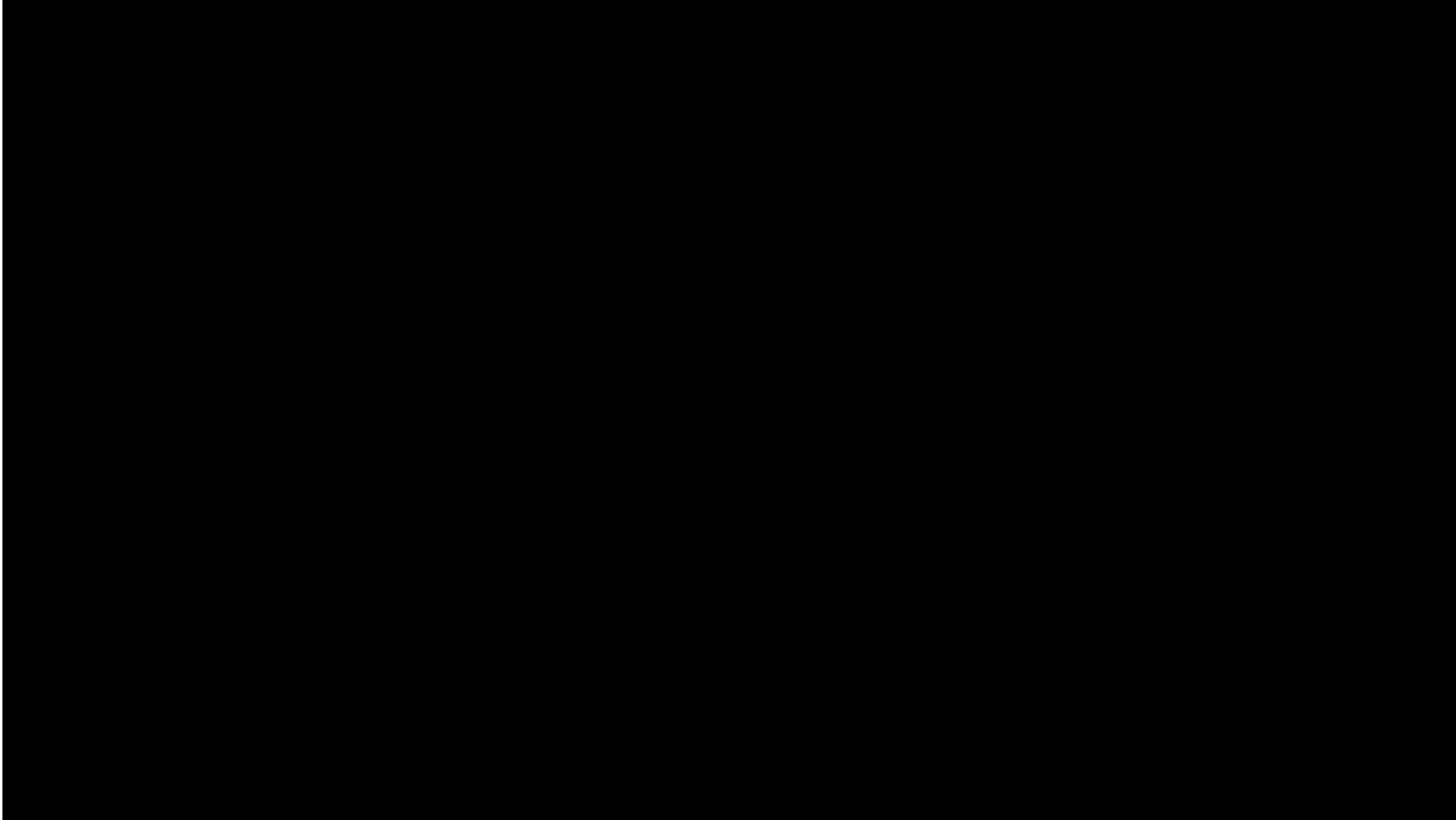
# The Jester

If I can't dance I don't want to be part of your revolution

- They archetype is associated with making people laugh, making people cry or wearing a mask that covers one's real emotions
- They reflect the emotions of the crowd, making an audience laugh by satirizing something they relate to collectively, or by acting out social absurdities
- Their strength lies in making others laugh, use of parody, comedy and intellect to infiltrate multiple layers of society
- They are able to offend without offending



# The Jester





# The Caregiver

Love your neighbour as you do yourself

- The archetype can be described with one word; altruistic.
- The Caregiver is compassionate, generous, impactful, self – sacrificing, patient, highly competent and an excellent multitasker.
- They provide reassurance, advice, an open ear and an open heart.
- They find meaning in improving the lives of others. Caring reaffirms their sense of self.







# The Caregiver



**Using archetypes in a brand building process**



g a t e a u 

S T O C K H O L M E T A B L . 1 9 3 7

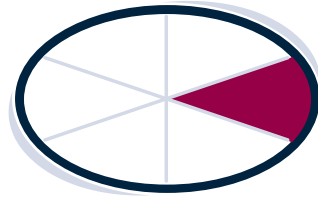


# Need states in bread





## NEEDSTATE - Exclusive & Confident

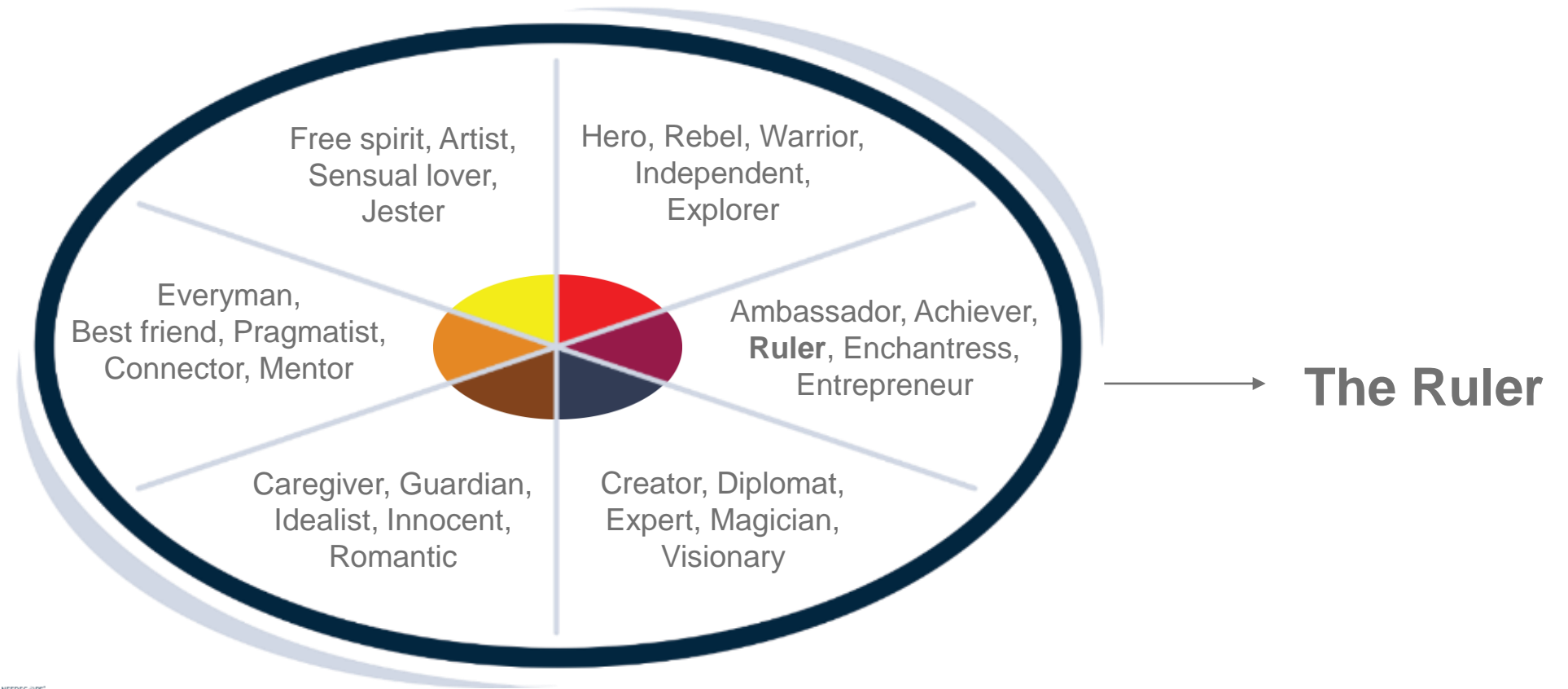


Want to be in the right places, to be seen, admired and network. Only the best is best. Prefer award winning bakeries.

|                     |  |
|---------------------|--|
| <b>Känsla</b>       | Beundrad, utvald, överlägsen   |
| <b>Personlighet</b> | Sofistikerad, elegant, imponerande   |
| <b>Image</b>        | Premium, i en klass för sig, exklusiv  |
| <b>Framstå som</b>  | Utvald, betydelsefull, lyxig, känsla av att unna sig, sofistikerad, elegant            |
| <b>Tillfällen</b>   | Middagsbjudning, visa upp, särskild händelse, synas i en elegant miljö                 |
| <b>Butik</b>        | Sofistikerad och elegant miljö i bästa läget, tradition och historia, högt i tak, rymd |
| <b>Personal</b>     | Mycket hög servicegrad, gör mer än det lilla extra, kunnig och belevrade, uniform      |

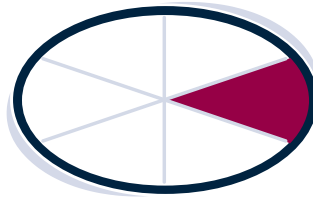
# Which archetypes works best within the need state

- Exclusive & Confident





# Archetype as inspiration – The Ruler

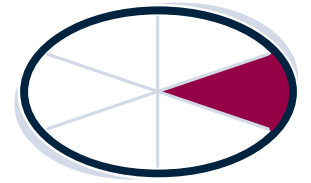


- The Ruler seeks a territory to rule over. There is a need for someone who can take responsibility and which people respect, with authority.
- The Ruler sets standards for other to follow. The ruler rules!
- The Ruler expresses confidence, authority and respect in order to lead with clarity.

|                   |                                   |
|-------------------|-----------------------------------|
| <b>Invites to</b> | Reflect in the glory of the rules |
| <b>Motivation</b> | Wants to lead, and be respected   |
| <b>Goal</b>       | A successful story                |
| <b>Fear</b>       | Someone else will take over       |
| <b>Strategy</b>   | Excerise power                    |



# What does it mean for GATEAU to be The Ruler?



Store



People



Products



Packaging

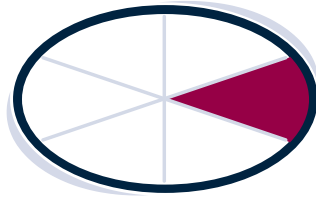


Communications



What does it mean for GATEAU to be The Ruler?

**off track** - **on track** - **off track**



Raw and unpolished



Elegant and relaxed

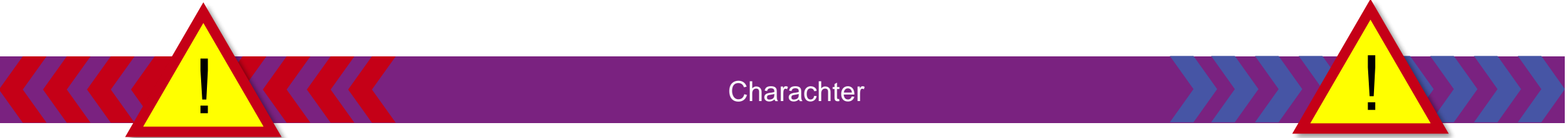
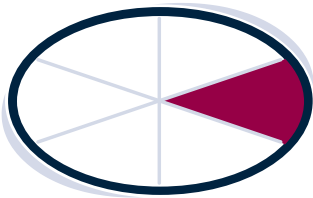


Perfect and controlled



What does it mean for GATEAU to be The Ruler?

off track - on track - off track



Charachter



Rocker



Artist

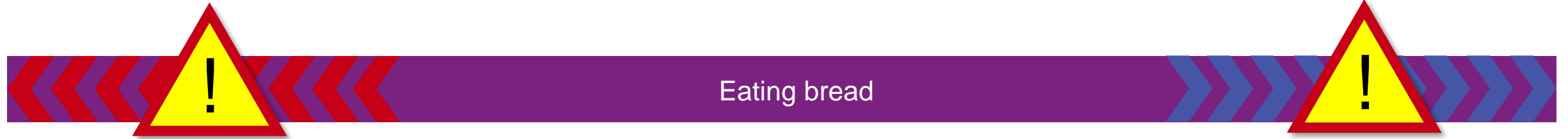
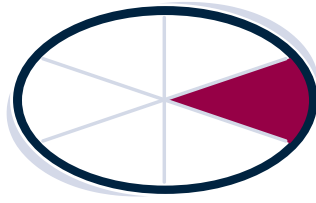


Control freak



What does it mean for GATEAU to be The Ruler?

**off track** - **on track** - **off track**



Greedily



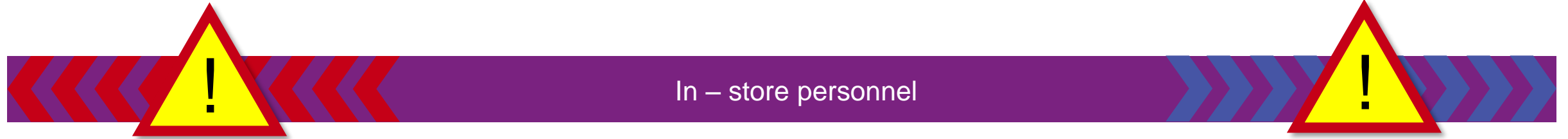
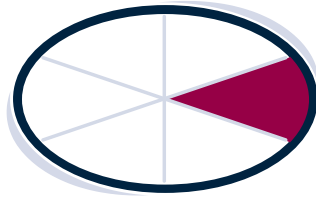
Formally



Traditionally

What does it mean for GATEAU to be The Ruler?

**off track** - **on track** - **off track**



Stressed, hard work



Elevated, on stage



Introvert, nerdy

# What does it mean for GATEAU to be The Ruler?

off track - on track - off track



# Creating clarity – a simple stepwise process

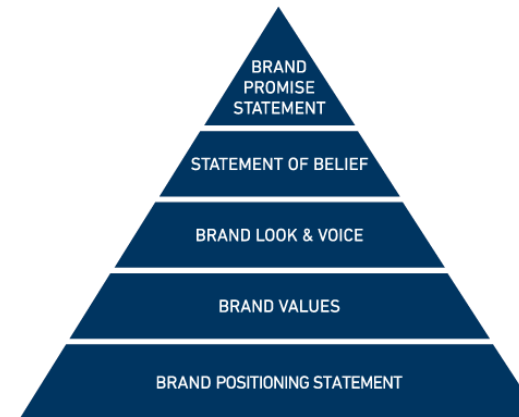
Segment and  
select needstate



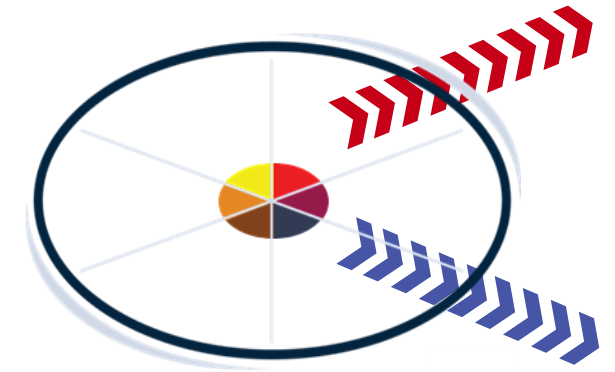
Select archetype



Positioning  
Statement



Touchpoint  
Guardrails



# Time for questions