

The 12 Brand Personality Archetypes

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| <p>The Innocent</p> <p><i>Goal:</i> To be happy</p> <p><i>Traits:</i> Strives to be good, is pure, young, optimistic, simple, moral, romantic, loyal</p> <p><i>Drawback:</i> Could be naïve or boring</p> <p><i>Perception:</i> Companies with strong values, seen as trustworthy, reliable and honest, associated with morality, good virtues, simplicity, can be nostalgic</p> <p><i>Examples:</i> Dove soap, Coca-Cola</p>  | <p>The Everyman</p> <p><i>Goal:</i> To belong, or connect with others</p> <p><i>Traits:</i> Down to earth, supportive, faithful, folksy, person next door, connects with others</p> <p><i>Drawback:</i> Could lack a distinctive identity and blend in too much</p> <p><i>Perception:</i> Common touch, solid virtues, gives a sense of belonging</p> <p><i>Examples:</i> IKEA, eBay</p>  |
| <p>The Hero</p> <p><i>Goal:</i> Help to improve the world</p> <p><i>Traits:</i> Courageous, bold, honorable, strong, confident, inspirational</p> <p><i>Drawback:</i> Could be arrogant or aloof</p> <p><i>Perception:</i> Make a positive mark on the world, solve major problems or enable/inspire others to do so</p> <p><i>Examples:</i> Nike, BMW</p>  | <p>The Outlaw</p> <p><i>Goal:</i> Break the rules and fight authority</p> <p><i>Traits:</i> Rebellious, iconoclastic, wild, paving the way for change</p> <p><i>Drawback:</i> Could take it too far and be seen in a negative way</p> <p><i>Perception:</i> Agent of change, advocate for the disenfranchised, allow people to vent or break with conventions</p> <p><i>Examples:</i> Harley-Davidson, Virgin</p>  |
| <p>The Explorer</p> <p><i>Goal:</i> Finds fulfillment through discovery and new experiences</p> <p><i>Traits:</i> Restless, adventurous, ambitious, individualistic, independent, pioneering</p> <p><i>Drawback:</i> Might not fit into the mainstream</p> <p><i>Perception:</i> Exciting, risk-taking, authentic</p> <p><i>Examples:</i> Amazon, Jeep, Red Bull</p>  | <p>The Creator</p> <p><i>Goal:</i> Create something with meaning and enduring value</p> <p><i>Traits:</i> Creative, imaginative, artistic, inventive, entrepreneur, non-conformist</p> <p><i>Drawback:</i> Could be perfectionistic or impractical</p> <p><i>Perception:</i> Visionary, help customers express or create, and foster their imagination</p> <p><i>Examples:</i> Lego, Nintendo Switch</p>  |

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| <p>The Ruler</p> <p><i>Goal:</i> Control, create order from chaos</p> <p><i>Traits:</i> Leader, responsible, organized, role model, administrator</p> <p><i>Drawback:</i> Could lack a common connection, or be too authoritative or controlling</p> <p><i>Perception:</i> Help people become more organised, restore order, create more stability and security in a chaotic world</p> <p><i>Examples:</i> Microsoft, Mercedes-Benz</p>  | <p>The Magician</p> <p><i>Goal:</i> Make dreams come true, create something special</p> <p><i>Traits:</i> Visionary, charismatic, imaginative, idealistic, spiritual</p> <p><i>Drawback:</i> Could take risks that lead to bad outcomes</p> <p><i>Perception:</i> Help people transform their world, inspire change, expand consciousness</p> <p><i>Examples:</i> Disney, Apple</p>  |
| <p>The Lover</p> <p><i>Goal:</i> Create intimacy, inspire love</p> <p><i>Traits:</i> Passionate, sensual, intimate, romantic, warm, committed, idealistic</p> <p><i>Drawback:</i> Could be too selfless or not grounded enough</p> <p><i>Perception:</i> Help people feel appreciated, belong, connect, enjoy intimacy, build relationships</p> <p><i>Examples:</i> Victoria's Secret, Nespresso</p>  | <p>The Caregiver</p> <p><i>Goal:</i> To care for and protect others</p> <p><i>Traits:</i> Caring, maternal, nurturing, selfless, generous, compassionate</p> <p><i>Drawback:</i> Being taken advantage of, taken for granted, or exploited</p> <p><i>Perception:</i> Help people care for themselves, serve the public through health care, education or aid programs</p> <p><i>Examples:</i> Johnson & Johnson, Heinz</p>  |
| <p>The Jester</p> <p><i>Goal:</i> To bring joy to the world</p> <p><i>Traits:</i> Fun, sense of humor, light-hearted, mischievous, irreverent</p> <p><i>Drawback:</i> Could be seen as frivolous or disrespectful</p> <p><i>Perception:</i> Help people have a good time or enjoy what they are doing, allow people to be more impulsive and spontaneous</p> <p><i>Example:</i> M&Ms</p>  | <p>The Sage</p> <p><i>Goal:</i> To help the world gain wisdom and insight</p> <p><i>Traits:</i> Knowledgeable, trusted source of information, wisdom and intelligence, thoughtful, analytical, mentor, guru, advisor</p> <p><i>Drawback:</i> Could be overly contemplative or too opinionated</p> <p><i>Perception:</i> Help people to better understand the world, provide practical information and analysis</p> <p><i>Example:</i> Google, Philips, Audi</p>  |

Sonja van den Bosch
sonja@twinlifemarketing.com.au | +61 408 644 073

twinlifemarketing.com.au