

# Archetypes & Branding: The Unconscious Appeal

---

Information pulled from The Hero and the Outlaw by Mark and Pearson

# What are archetypes & where did they come from?

---

Archetypes are a collectively-inherited unconscious idea, pattern of thought, image, etc., that is universally present in individual psyches

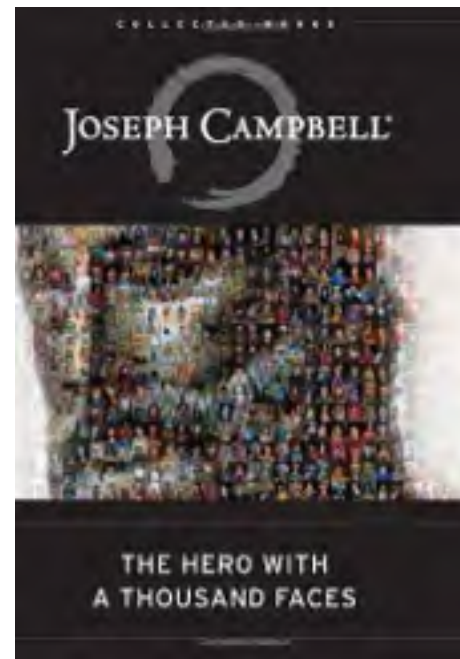
1919



Carl Jung

Psychologist who introduced the term Archetype in 1919

1949



Joseph Campbell

Demonstrated that the collective unconscious is cross-cultural 1949

2001



Margaret Mark

Applied Archetypes to Marketing and Branding

# Why do we use them in advertising? differentiation

---

To **create differentiation** within a category

For example- when you're stuck choosing chocolate at check-out archetypes create mental short-cuts to help you make decisions when faced with many similar options



Hero

## **Snickers**

The cure for hunger, you're not you when you're hungry



Jester

## **M&Ms**

The characters keep it light and make fun of themselves



Explorer

## **Almond Joy**

Unwrap paradise (even at the laundromat- as shown in the TV spot)



Everyman

## **Kit Kat**

Take a break, have a kit kat - everyone needs a break

# Why do we use them in advertising? universal needs

---

To tap into the collective unconscious by **appealing to universal human needs** ...even if we're talking about hair care

the need for  
understanding

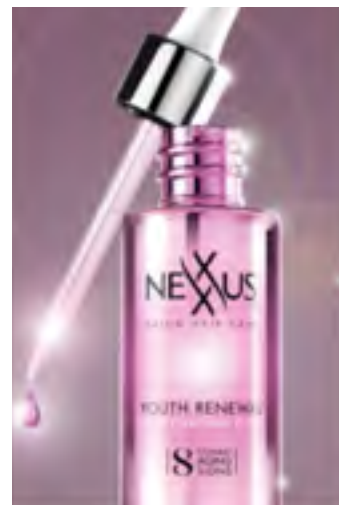


Sage

**Living Proof**

Our scientists  
promise you a  
good hair day,  
every day

the need for  
power



Magician

**Nexus**

Products like the  
Youth Renewal  
Elixir promise  
powerful  
transformation

the need for  
belonging



Everyman

**Tresemme**

Professional,  
affordable -  
accessible  
products

the need for  
enjoyment



Jester

**Aussie**

Add some Roo  
to your do. A  
purple kangaroo  
is the brand icon

the need for  
intimacy



Lover

**Fekkai**

The most  
privileged hair in  
the world,  
suggestive  
imagery

# Introduction to the 12 Types

---

Demonstrated through art

Information from *The Hero and the Outlaw* by Mark and Pearson



# The 12 Archetypes

---



Innocent



Explorer



Sage



Hero



Outlaw



Magician



Everyman



Lover



Jester



Caregiver



Creator



Ruler



*"free to be you and me"*

## the Innocent

---

**Core Desire:** to experience paradise

**Goal:** to be happy

**Fear:** doing something wrong/bad that will  
provoke punishment

**Strategy:** do things right

**Gift:** faith and optimism

**Trap:** Boring for all their naive innocence



Degas | Waiting



*"don't fence me in"*

## the Explorer

---

**Core Desire:** the freedom to find out who you are by exploring the world

**Goal:** to experience a better, more authentic, more fulfilling life.

**Fear:** getting trapped, conforming, inner emptiness, nonbeing

**Strategy:** journey, seek out and experience new things, escape from entrapment and boredom

**Gift:** autonomy, ambition, ability to be true to one's own soul

**Trap:** Aimless wandering, becoming a misfit



Monet | *The Boat Studio*



*"the truth will set you free"*

## the Sage

---

**Core Desire:** the discovery of truth

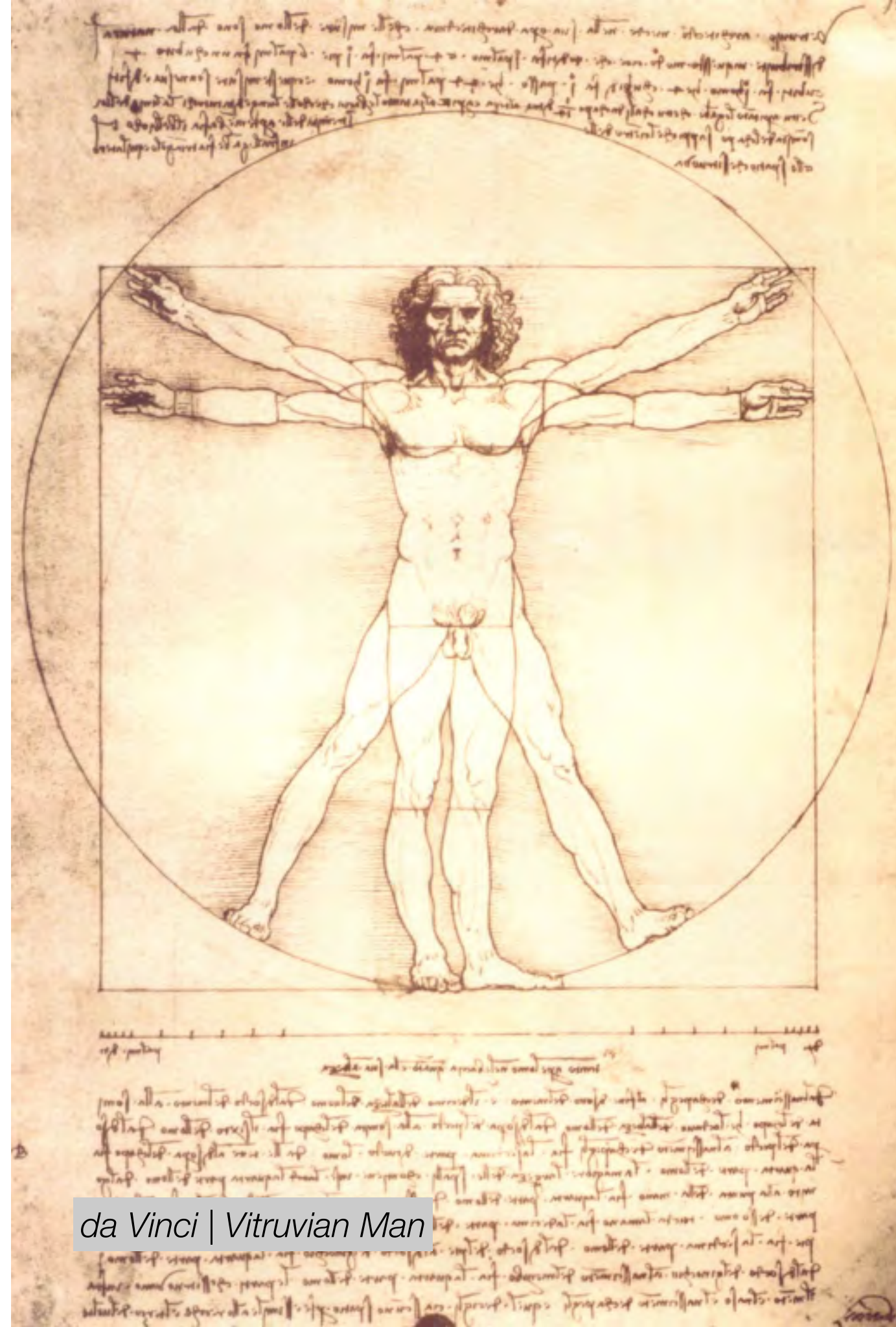
**Goal:** to use intelligence and analysis to understand the world

**Fear:** being duped, misled; ignorance

**Strategy:** seek out information and knowledge; become self reflective and understand the thinking process

**Gift:** wisdom, intelligence

**Trap:** can study issues forever and never act



da Vinci | Vitruvian Man



*“where there’s a will,  
there’s a way”*

## the Hero

---

**Core Desire:** prove one’s worth through courageous and difficult action

**Goal:** exert mastery in a way that improves the world

**Fear:** weakness, vulnerability, “wimping out”

**Strategy:** become as strong, competent, powerful as you are capable of being

**Gift:** competence and courage

**Trap:** arrogance, developing the need for there to always be an enemy



*Raphael | Victory of St. Michael*



*"rules are meant to be broken"*

## the Outlaw

---

**Core Desire:** revenge or revolution

**Goal:** to destroy what is not working (for the Outlaw or the society)

**Fear:** being powerless, trivialized, inconsequential

**Strategy:** disrupt, destroy or shock

**Gift:** outrageousness, radical freedom

**Trap:** to go over to the dark side, criminally



Pollock | Eyes in the Heat



*"it can happen"*

# the Magician

---

**Core Desire:** Knowledge of the fundamental laws of how the world or universe works

**Goal:** make dreams come true

**Fear:** unanticipated negative consequences

**Strategy:** develop vision and live it

**Gift:** finding win-win outcomes

**Trap:** becoming manipulative



*Dali | Galatea of the Spheres*



*"all men and women  
are created equal"*

## the Regular guy/gal

---

**Core Desire:** Connection with others

**Goal:** to belong, fit in

**Fear:** standing out, seeming to put on airs,  
and being exiled or rejected as a result

**Strategy:** develop ordinary solid virtues, the  
common touch, blend in

**Gift:** realism, empathy, lack of pretense

**Trap:** give up self to blend in, in exchange for  
only a superficial connection



Whistler | Whistler's Mother



*"I only have eyes for you"*

## the Lover

---

**Core Desire:** attain intimacy and experience sensual pleasure

**Goal:** being in a relationship with the people, the work, the experience, the surroundings they love

**Fear:** being alone, a wallflower, unwanted, unloved

**Strategy:** become more and more attractive—physically, emotionally, and in every other way

**Gift:** passion, gratitude, appreciation, commitment

**Trap:** doing anything and everything to attract and please others, losing identity



Klimt | The Kiss



*"if I can't dance,  
I don't want to be part  
of your revolution"*

## the Jester

---

**Core Desire:** to live in the moment with full enjoyment

**Goal:** to have a great time and lighten up the world

**Fear:** boredom or being boring

**Strategy:** play, make jokes, be funny

**Gift:** joy

**Trap:** frittering away one's life



Rockwell | Tattoo Artist



*"love your neighbor as yourself"*

## the Caregiver

---

**Core Desire:** protect people from harm

**Goal:** to help others

**Fear:** selfishness, ingratitude

**Strategy:** do things for others

**Gift:** compassion, generosity

**Trap:** martyrdom of self, entrapment of others



Van Eyck | Arnolfini Portrait



*"if it can be imagined,  
it can be created"*

## the Creator

---

**Core Desire:** create something of enduring value

**Goal:** give form to a vision

**Fear:** having mediocre vision or execution

**Strategy:** develop artistic control and skill

**Gift:** creativity and imagination

**Trap:** perfectionism, miscreation



Michelangelo | The Sistine Chapel



*"power isn't everything,  
it's the only thing"*

## the Ruler

---

**Core Desire:** control

**Goal:** create a prosperous, successful family, company, or community

**Fear:** chaos, being overthrown

**Strategy:** exert leadership

**Gift:** responsibility, leadership

**Trap:** being bossy, authoritarian



Velazquez | Las Meninas



# Mapping Archetypes to Universal Human needs

---

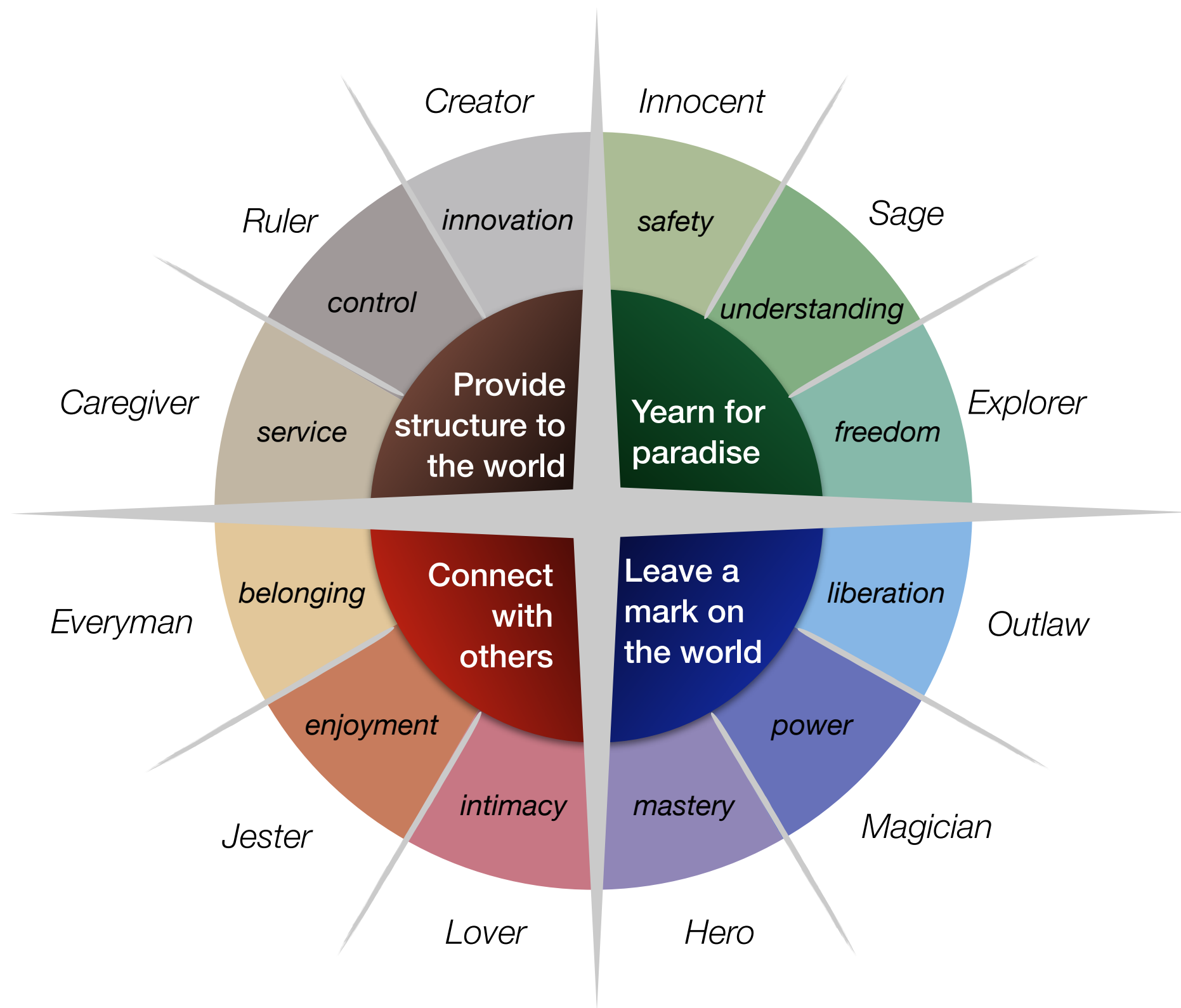
## Character Compass

- *How each archetype addresses an underlying universal human need*
- *Demonstration of how archetypes appear in culture*



# Universal human desire & How each archetype meets the desire

---











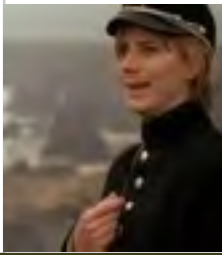





# Demonstrating Universality *Classics & Cross-Culture*

*What is the universal human desire that draws you to an archetype?*

Leave a mark on the world	Yearn for paradise	Provide structure to the world	Connect with others
---------------------------	--------------------	--------------------------------	---------------------

*How does each archetype address that need?*

Hero	Magician	Outlaw	Explorer	Sage	Innocent	Creator	Ruler	Caregiver	Everyman	Jester	Lover
Mastery	Power	Liberation	Freedom	Understanding	Safety	Innovation	Control	Service	Belonging	Enjoyment	Intimacy

Shakespeare											
Claudio	Puck	Don John	Desdemona	Lear's Fool	Ophelia	Viola	King Lear	Nurse	Bottom	Dogberry	Romeo
Much Ado	Midsummer's Night Dream	Much Ado	Othello	King Lear	Hamelt	Twelfth Night	King Lear	R & J	Midsummer's Night Dream	Much Ado	R & J
											

Greek Gods											
Apollo	Poseidon	Ares	Hermes	Athena	Artemis	Janus	Zeus	Hera	Hephaestus	Dionysus	Aphrodite
											

Chinese Zodiac											
Tiger	Rat	Snake	Horse	Rooster	Rabbit	Goat	Dragon	Dog	Ox	Monkey	Pig
											



# Pop Culture Cheat Sheet

What is the universal human desire that draws you to an archetype?


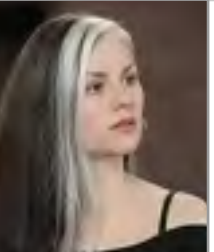

Leave a mark on the world	Yearn for paradise	Provide structure to the world	Connect with others
---------------------------	--------------------	--------------------------------	---------------------

How does each archetype address that need?

Hero	Magician	Outlaw	Explorer	Sage	Innocent	Creator	Ruler	Caregiver	Everyman	Jester	Lover
Mastery	Power	Liberation	Freedom	Understanding	Safety	Innovation	Control	Service	Belonging	Enjoyment	Intimacy

Disney Princessess											
Merida	Tiana	Mulan	Ariel	Belle	Snow White	Tinkerbelle	Elsa	Cinderrella	Lilo	Rapunzel	Jasmine
											

The Hunger Games											
Katniss	Seneca Crane	Gale	Plutarch Heavensbee	Haymitch	Rue	Beetee	President Snow	Cinna	Katniss' mother	Caesar Flickerman	Peeta
											

X-Men											
Cyclopse	Mystique	Wolverene	Kitty Pride	Professor X	Rogue	Storm	Magneto	Jean Gray	Iceman	Gambit	Emma Frost
											



# Brand Examples & Alternate Names

---

# Seeking Structure

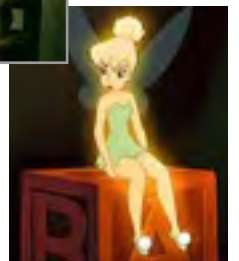
## Other Names:

Artist  
Entrepreneur  
Storyteller  
Visionary



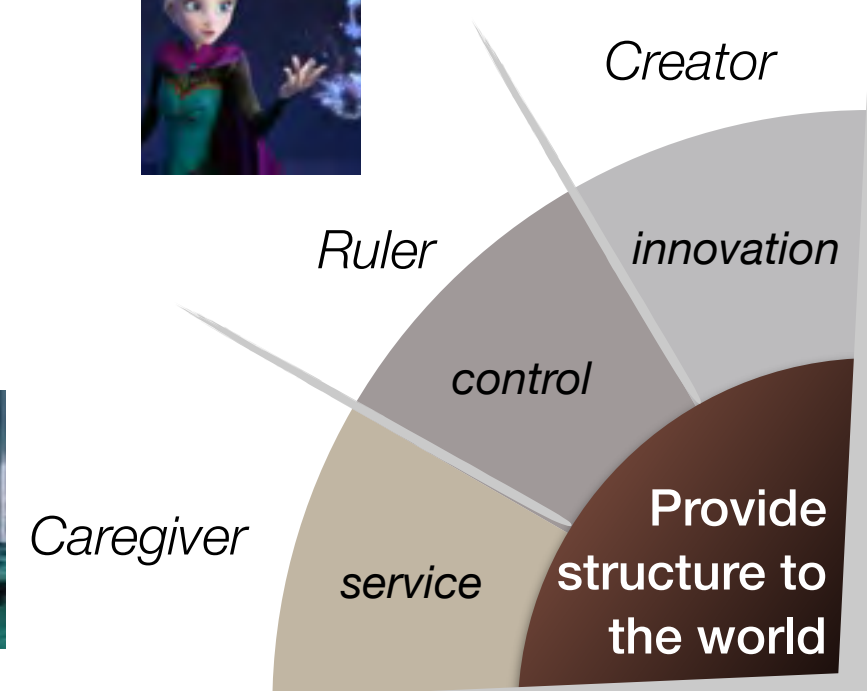
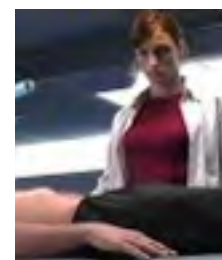
## Other Names:

Ambassador  
Judge  
Patriarch  
Sovereign



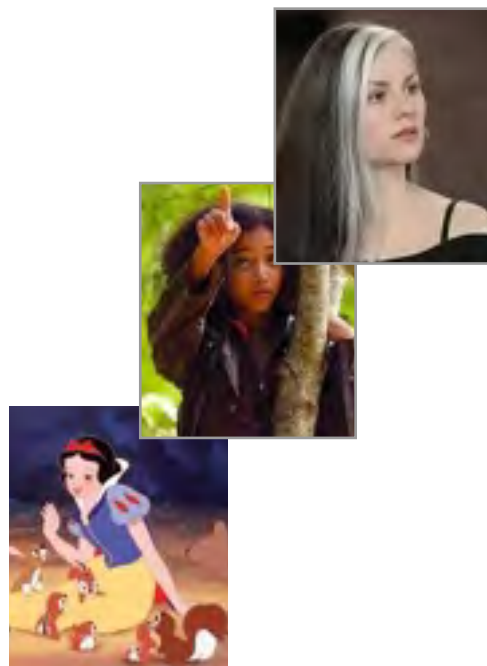
## Other Names:

Angel  
Guardian  
Healer  
Samaritan

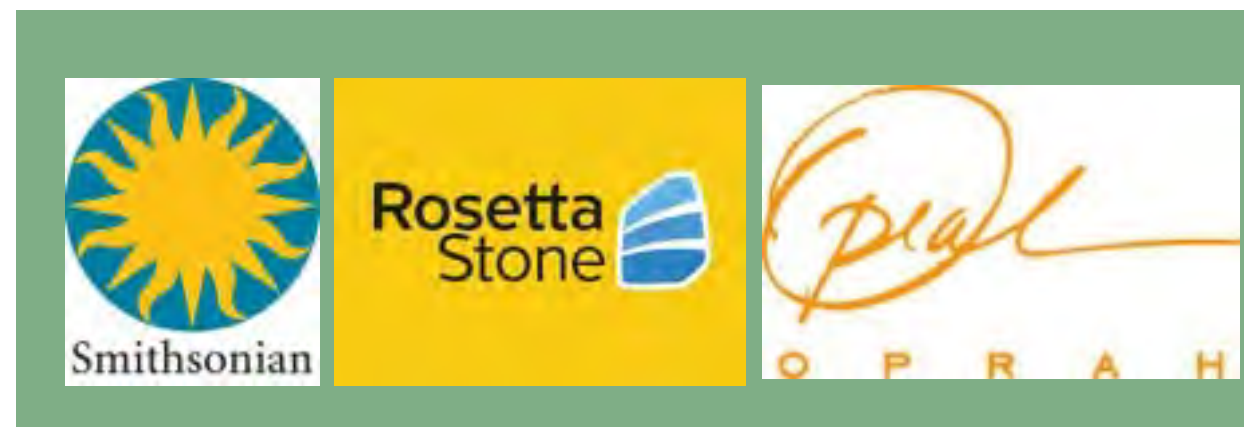
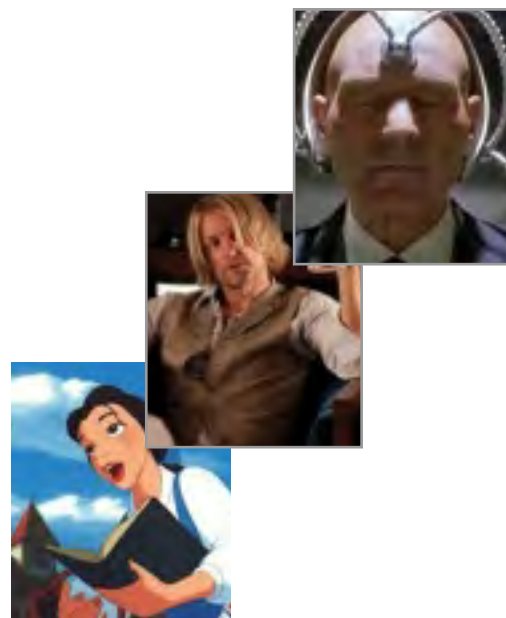




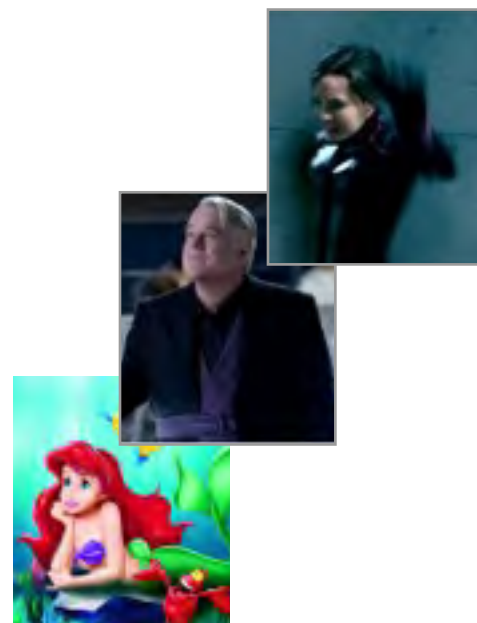
# Seeking Paradise



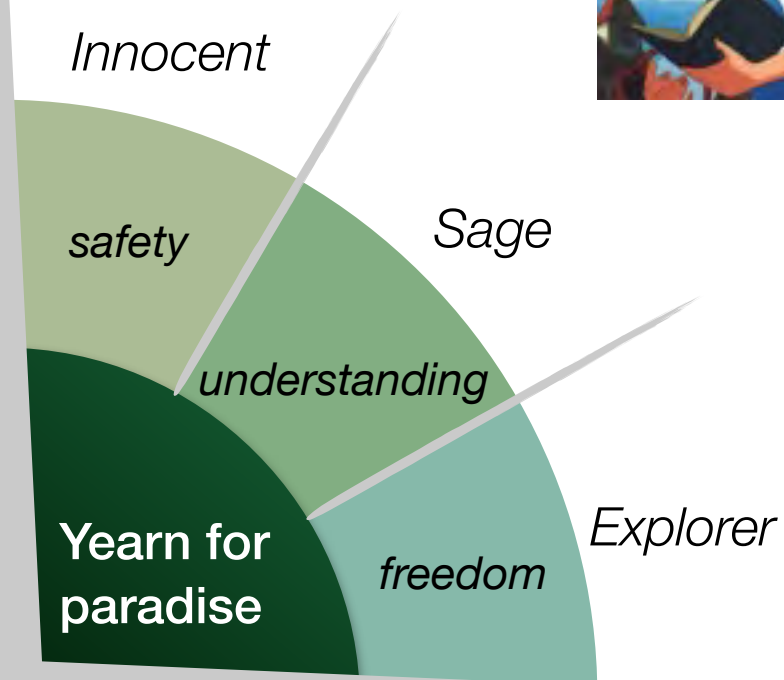
**Other Names:**  
Child  
Dreamer  
Idealist  
Muse



**Other Names:**  
Detective  
Mentor  
Shaman  
Translator



**Other Names:**  
Adventurer  
Generalist  
Pioneer  
Seeker



Leave a mark on the world

liberation

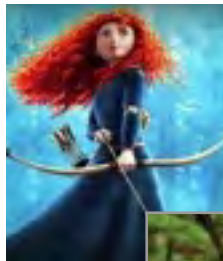
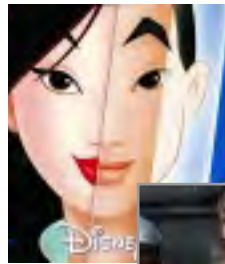
Outlaw

power

Magician

mastery

Hero



### Other Names:

Activist  
Gambler  
Maverick  
Rebel  
Reformer



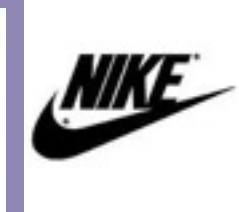
### Other Names:

Alchemist  
Engineer  
Innovator  
Scientist



### Other Names:

Athlete  
Liberator  
Rescuer  
Warrior



# Seeking Change



### Other Names:

Advocate  
Citizen  
Networker  
Servant



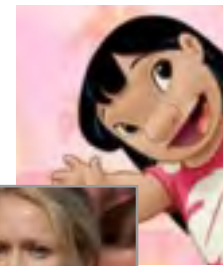
### Other Names:

Clown  
Entertainer  
Provocateur  
Shapeshifter



### Other Names:

Companion  
Hedonist  
Matchmaker  
Romantic



Everyman

belonging

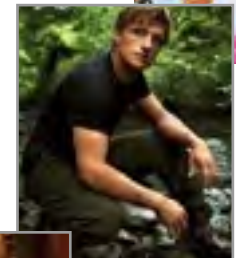
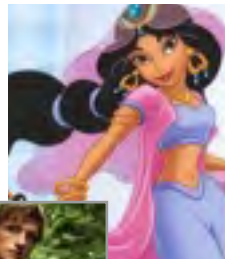
Connect  
with  
others

enjoyment

intimacy

Jester

Lover



# Seeking Connection