

THE 12 BRAND ARCHETYPES.  
THE FOUNDATION FOR AN AWESOME  
(DIGITAL) STRATEGY

PROVIDE STRUCTURE



CAREGIVER

Service

Tone of Voice: Calm, Warm and reassuring  
"Love your neighbor as yourself."

Brands: WWF, Unicef



RULER

Control

Tone of Voice: Commanding, Refined, Articulate.  
"Power isn't everything, it's the only thing."

Brands: Louis Vuitton, Rolex, Mercedes



CREATOR

Innovation

Tone of Voice: Inspirational, Daring, Provocative.  
"If it can be imagined, it can be created."

Brands: Lego, Apple, Adobe

INNOCENT

Safety

Tone of Voice: Optimistic, Honest, Humble.  
"Life is simple and simplicity is elegant."

Brands: Aveeno, Dove, Innocent



SAGE

Understanding

Tone of Voice: Knowledgable, Assured, Guiding.  
"The truth will set you free."

Brands: Google, BBC, University of Oxford



EXPLORER

Freedom

Tone of Voice: Exciting, Fearless, Daring.  
"Don't fence me in."

Brands: The North Face, Jeep, Patagonia



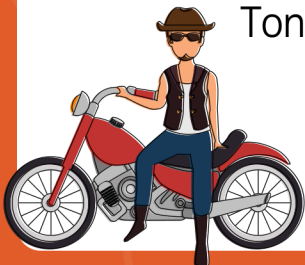
SEEK PARADISE

# THE 12 BRAND ARCHETYPES. THE FOUNDATION FOR AN AWESOME (DIGITAL) STRATEGY

LEAVE A MARK

## OUTLAW/ REBEL

### Revolution



Tone of Voice: Disruptive, Rebellious, Combative.  
"Rules are made to be broken."

Brands: Virgin, Harley Davidson, Diesel

## MAGICIAN

### Power



Tone of Voice: Mystical, Informed, Reassuring.  
"It can happen."

Brands: Coca Cola, Disney, Dyson

## HERO

### Mastery



Tone of Voice: Honest, Candid, Brave.  
"Where there's a will, there's a way."

Brands: Adidas, Nike, Fedex

## LOVER

### Intimacy

Tone of Voice: Sensual, Emphatic, Soothing.  
"I only have eyes for you."

Brands: Alfa Romeo, Chanel, Victoria's Secret



## JETSER

### Enjoyment

Tone of Voice: Fun loving, Playful, Optimistic.  
"If I can't dance, I'm not part of it."

Brands: M&M's, Old Spice, Dollar Shave Club



## EVERYMAN

### Belonging

Tone of Voice: Friendly, Humble, Authentic.  
"You're just like me and I'm just like you."

Brands: IKEA, Target, Lynx



BUILD A CONNECTION