

Archetype IIsm – Discover and express your brand’s personality and connect with customers at a deeper level of meaning

As humans, we typically relate best to things in our world when we view them as having human characteristics—that’s how our mind works and functions most comfortably. Science suggests that even inanimate things—including brands—are ascribed “personalities” so that we can better understand and deal with them and the roles they play in our lives. Yes, brands speak to us with a personality. Often times, the imagery and language associated with a particular brand are designed to reinforce the brand’s personality. The Marlboro cigarette brand is perhaps one of the better-known examples employing this concept. The cowboy imagery associated with the brand projects a certain rugged, western, macho personality that underscores its appeal to male smokers who aspire to live that type of lifestyle, even if fulfilling only a transitional, momentary fantasy.

Getting to know your brand’s personality can help in making a stronger connection with your customers and potential customers--communicating at a level of meaning and association that have deep emotional, relational ties that establish real bonding. There are several approaches that are used to surface brand personality characteristics. Anthropomorphic exercises—where customers identify human traits they visualize if the brand were a person—is a common approach employed in focus groups or individual interviews. Researchers have developed sets of personality characteristics that most brands tend coalesce around. Some of the approaches used today are based on the theories of psychologist Carl Jung, who believed that all humans possess and filter relationships through a set of “archetypes” that are part of our human psyche.

These archetypes correlate to a set of universal human needs that are met through a variety of interactions and relationships. Archetypes can be an important instrument in positioning and communicating a brand’s personality, as they provide a framework for expressing the brand through compelling and consistent and visual images and language, including advertising.

No brand is really complete unless it knows and leverages the personality characteristics that provide it with the means to connect with and relate to its customers. The world’s strongest brands have been using this approach effectively to create powerful bonds with their customers. Once you experience the archetype personality, you’ll quickly see and understand the importance of applying this branding tool for your organization’s brand.

At Brand Insights, for the past 20 years, we’ve developed leading edge tools to help clients discover their brand personality and successfully communicate and express it in ways that create devoted customers. We invite you to learn more about our Archetype II process and the impact it could provide for your brand. Discover opportunity. Deliver extraordinary.

