

Twelve Archetypes as Brands

The psychiatrist Carl Jung used the term archetype as a concept of an inherited unconscious predisposition in the mindset of individuals. This would mean a behavioural trait or "instinct" expressed in patterns of thought and images.

Using archetypes for brands, means exploring the knowledge we have of these archetypes in our culture to make a clearer statement of your brand. Below you find the twelve brand archetypes and a presentation of what they can symbolise.

What archetypes are you attracted to? What archetype do you wish to represent?

If you are interested in exploring this further, please contact:

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The Outlaw (also known as the Rebel): represent revolution, resistance to the norm. Disruptive, rebellion, combative, change. Popular today as several markets perform a myth of rebellion.



The Innocent represent safety, an elegant and simple life. Optimistic, honest, humble, wants to provide happiness. Represent purity, sustainability and good virtues.



The Everyman represent belonging, being part of society. Friendly, humble, authentic, approachable. Integrates into the community and wants to be included.



The Lover 😍: represent intimacy and sensuality, motivated by desire. Empathetic, soothing, seducing, physically appealing. Personal, caring, sexy and sensual.



The Jester represent pleasure, humour and being provocative. Fun, playful, and offering other perspectives.



The Sage represent knowledge, wisdom and understanding. Well educated, assuring, guiding. Aim to empower others by seeking out valuable information and sharing it. Life-long learners and mentors.



The Explorer represent freedom, adventure, independence and are not restricted by typical boundaries. Exciting, fearless, daring. Longing to explore the unknown.



The Hero represent Mastery, being a leader. Honest, candid, brave. They have a core desire for mastery and inspire others to push themselves. Wishing to make the world a better place.



The Creator represent innovation, being a creator of something new. Inspirational, daring, provocative. Non-conformists and are often the first to realise a concept and push the boundaries of creativity and design. See the potential for products and services and uncover originality.



The Caregiver Represent service and caring. Expresses warmth and safety. Caregivers are driven by compassion and the desire to help others



The Ruler represent power and control. Commanding, refined, articulate, dominating. Rulers are often exceptionally confident, proud of their expertise and possess strong leadership skills. However, they are also trustworthy and stable personalities.



The Magician represent power and the ability to make magic things happen. A visionary that wants to dazzle their audience with new and exciting experiences and make dreams come true. If you just believe, anything can happen.

