

BRAND WITH PERSONALITY

The Archetype Checklist



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If you want to mean more to your customers and start communicating with them in a way that makes them remember (and like) you, then your brand needs a real personality.

Not a collection of cherry picked characteristics, but a warts-n-all personality, with an outlook on life and opinions of the world.

With the right personality, your brand will make real connections.

Your language and tone of voice will represent a stance that is aligned with who your audience is and your communication will feel more human than ever before.

The Brand Archetype framework helps you identify the desire you want your audience to feel when they connect with your brand and to adopt the personality and behaviors that evoke that desire.

Ready to get started? Let's get into it.

The 4-Step Brand Attitude Process

STEP 1

Understand The Real Desire of Your Audience

STEP 2

Identify Your Personality Position

STEP 3

Adopt The Right Archetypal Mix

STEP 4

Give Your Brand Opinions and An Outlook On Life

STEP 1

Understand The Real Desire of Your Audience

All business-customer relationships are transactional in nature. But brands that tap in to who their audience is, and WHY that audience are seeking a solution, have the tools to connect emotionally.

Take a lawn mower brand as an example. Their customers will want a product to keep their grass in shape, but dig a little deeper and you may uncover that their audience may be house-proud with a desire to portray superiority or to simply belong.



When you understand your customers WHY, everything you communicate as a brand should be influenced with that WHY at the core.

Use the Brand Archetype chart to identify the desire that most closely represents your customers WHY.

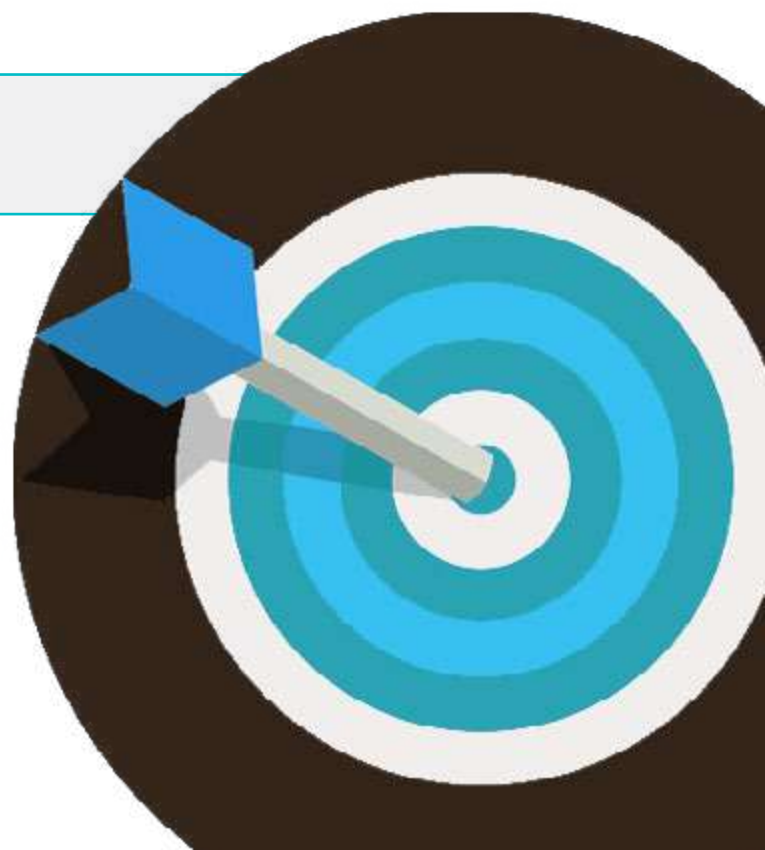
The desire may not be a direct match (word for word) but aligning it to the most correlated desire on the Archetype chart, will provide a solid foundation.

STEP 2

Identify Your Personality Position

Having isolated your customer's desire, you can match that desire to the archetype that best evokes that desire.

For example, if your audience desires Freedom, then your brand archetype may have the Explorer at the core or if your customer wants simply to belong, then the Everyman archetype will give them that feeling.

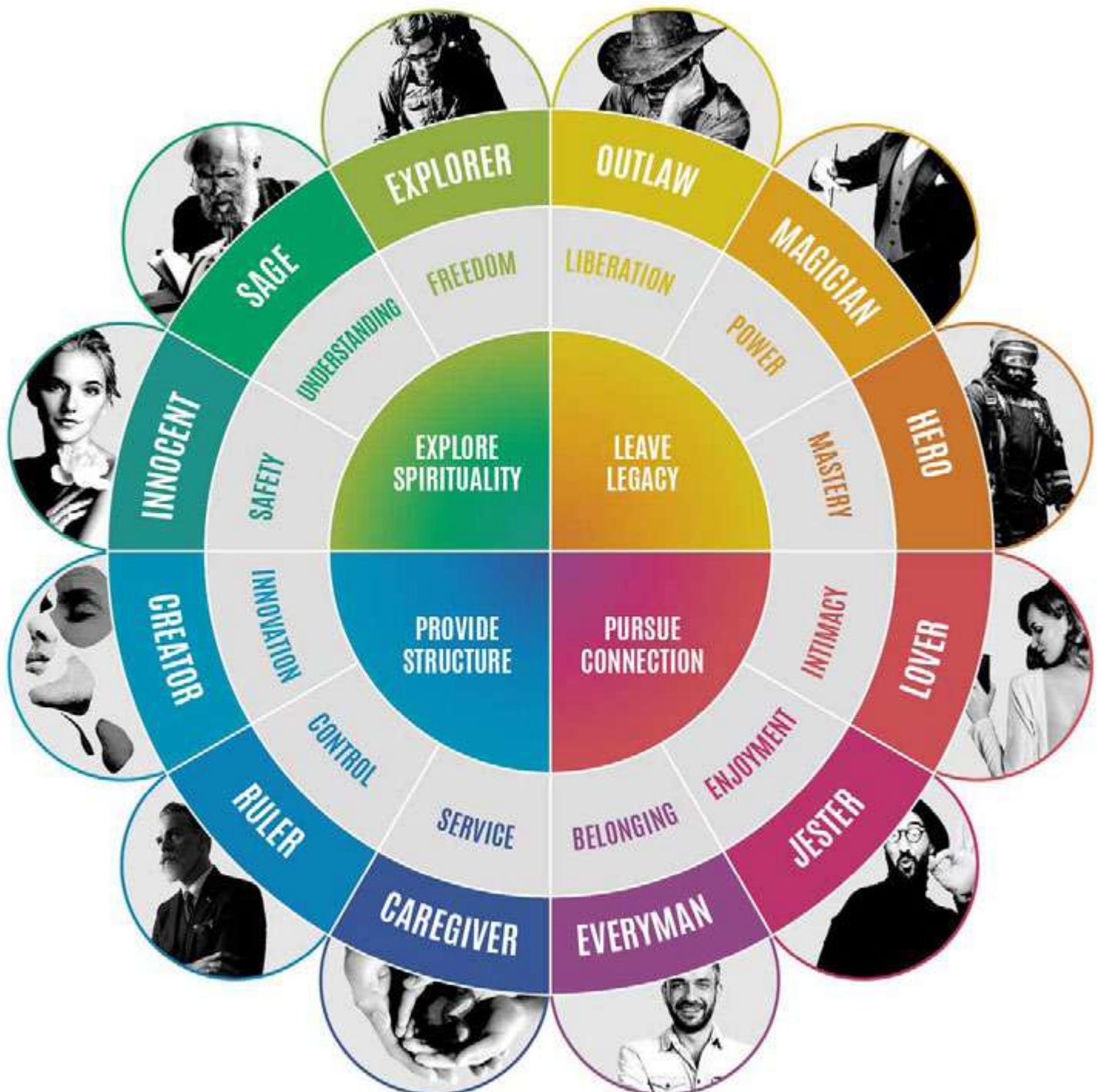


Your audience may have a core desire specific to your solution yet that desire won't necessarily define their personality.

Knowing the desire you want your solution to evoke will direct you to a core archetype and often the industry position.

Knowing the personality and broader desires of your audience will help you identify the position you want your brand to take within its space.

Match your required desire to an archetype as a starting point



STEP 3

Adopt The Right Archetypal Mix

Your core archetype will represent a minimum of 70% of your overall brand personality, leaving 30% for differentiation.

If you have other brands in your space that are strategic enough to be using archetypes, then you may find yourself as one of many “Everyman” archetypes in your industry.



70%

This is where creativity in strategy gets you noticed. Maybe your audience does desire a sense of belonging, but maybe they don't want to sacrifice their individualism.

In this case, appealing to their sense of liberation once their core desire of belonging has been appealed to, could be enough for your brand to stand out in a competitive space.

70% Everyman, 30% Outlaw. With such a specific sense of position and personality, a brand can safely appeal to their audience while adding enough edge to stand out

Mixing more than two archetype characteristics or allowing the core archetype to drop below 70%, would likely result in a diluted or confused brand personality.

STEP 4

Give Your Brand Opinions and an Outlook on Life

Once you have your archetypal mix, you can begin to flesh out your brand personality. The goal in this exercise is to bring your brand to life and begin to personify who your brand is from its beliefs and outlook on life, to the way it articulates and communicates.

Pose a series of questions to your brand related to your expertise, market, industry, social outlook, and a broad outlook on the world as a whole.

Examples

- **WHAT DO YOU LOVE AND WHY?**
- **WHAT DO YOU DISLIKE / HATE AND WHY?**
- **WHERE DO YOU BRING THE MOST VALUE TO YOUR AUDIENCE**
- **WHAT IS THE ONE THING YOU WOULD CHANGE ABOUT YOUR INDUSTRY ABOVE ALL ELSE, AND WHY?**
- **WHY IS YOUR MARKET A GREAT SPACE TO BE IN?**
- **WHAT POSITIVES AND NEGATIVES DO YOU BELIEVE SOCIAL MEDIA HAS BROUGHT ABOUT IN OUR SOCIETY.**
- **WHAT IS THE PURPOSE OF YOUR EXISTENCE?**
- **WHAT IS IMPORTANT TO YOU IN THE WAY YOU DO BUSINESS?**
- **WHAT DOES YOUR AUDIENCE NEED TO BE PROTECTED AGAINST?**

With your archetypal mix in mind, answer these questions in the way your brand views them.

The quality of the answers will depend on the quality of the questions. Ask them from the point of view of your audience.

If your archetypal mix were 70% Everyman: 30% Outlaw, then the answers your brand gives to these questions may portray the feeling that we are all one and the same, or at least that is how it SHOULD be, but things need to change before that is a reality.

This is a powerful exercise. When your hear opinions, attitudes, beliefs and aspirations flowing from your brand, you see it differently. You see it as a person.

When these beliefs and opinions are translated into how the brand communicates, your brand is no longer communicating with two-dimensional sales copy.



It communicates as a personality, built around the desires and characteristics of exactly who your audience is.

I don't know about you, but a sales copy brand bores me to tears. I'm far more likely to remember and like a brand that has similar opinions, attitudes and language to mine.

Here's What To Do Next

1

SEND A PERSONAL EMAIL TO STEPHEN@ICONICFOX.COM.AU AND LET ME KNOW WHAT YOU THINK OF ARCHETYPES

2

FOLLOW US ON [FACEBOOK](#) AND GET INVOLVED IN THE CONVERSATION AROUND EVERYTHING BRANDING

3

GIVE YOUR BRAND SOME ATTITUDE AND OPINIONS AND ALLOW ITS PERSONALITY TO DEVELOP AROUND YOUR AUDIENCE