

WHAT IS THE PERSONALITY OF YOUR BRAND?

People come in all shapes and sizes. We all have our own character, ambitions, and talents. To better understand groups of people, the Swiss psychologist Carl Jung developed twelve archetypes. Each type represents a specific set of norms, values, and characteristics of human personality. By identifying a large number of people with the same set, you have a target audience!



People want to identify with something. With other people, but also with brands. They want to see and understand the personality of a brand. Mutual understanding between the target audience and the brand creates preference for your brand and products or services. But how do you characterize the personality of your brand so that it becomes recognizable and identifiable to your target audience? In this informative download, you will find the character traits, fears, and ambitions of 12 archetypes.

Which archetype fits your brand?

12 ARCHETYPES.

CARL JUNG



RULER.

Seeks control.
Values success and aims to achieve it alone. Exercises power and takes responsibility.

MERCEDES | ALBERT HEIJN



CAREGIVER.

Loves others as they love themselves. Giving comes easier than receiving. Takes care of and protects.

VOLVO | PAMPERS



CREATOR.

A creative spirit.
Wants to express their vision. Artistic and skilled in control.

APPLE | GOOGLE



INNOCENT.

Wants to be happy and not harm others. Values feeling free and approaches life with optimism.

ZWITSAL | COCA-COLA



SAGE.

Is analytical by nature.
Understands the world better through thinking and analyzing. Seeks information and reflects.

AUDI | PHILIPS



MAGICIAN.

Makes things happen.
Sees win-win situations. Can help make dreams come true. Develops a vision and lives by it.

DISNEY | TED



EXPLORER.

Needs new ideas and experiences.
Always searching for new stimuli for meaning. Explores, searches, and experiences.

AMAZON | LAND ROVER



OUTLAW.

Doesn't follow rules; they're meant to be broken.
Transforms through destruction. Shocks and is radical.

LEVI'S | ADIDAS | RED BULL



HERO.

Is brave and decisive.
A world-improver who refuses to lose. Proves their worth through courageous actions.

NIKE | DURACELL



JOKER.

Doesn't take things too seriously, lives, enjoys, and loves company. Playful and humorous. Lives in the moment.

M&M'S | FANTA



EVERYMAN.

Treats every person equally.
Always wants to belong and be connected. Takes a down-to-earth and realistic approach to life.

IKEA | HEMA



LOVER.

A true charmer. Loves everyone. Values relationships but not necessarily binding. Tries to attract physically and emotionally.

CHANEL | MAGNUM

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