



Brand Archetype Questionnaire

WILLOW

Introduction

Archetype: a symbol, theme, setting, or character-type that recurs in different times and places in myth, literature, folklore, dreams, and rituals so frequently or prominently as to suggest (to certain speculative psychologists and critics) that it embodies some essential element of 'universal' human experience.

– The Concise Oxford Dictionary of Literary Terms

Archetypes are all around us — in literature, film, history and mythology. In fact, by definition, Archetypes are universal. Carl Jung described them as “recurring patterns found in our universal stories.” Expanding on this definition, archetypes are universal characters connecting the conscious and unconscious, bridging gaps between meanings, moods, desires, and concepts.

Archetypes embody the stories and journeys that human beings share across time and space. They align us with a cause, value and purpose while helping us understand complex emotions, experiences and lessons along the way.

While traditional marketing speaks to quantitative data known as demographics, the brand archetype process connects on a deeper level with the customer’s subconscious. By aligning your company brand with a primary (and sometimes secondary) archetype, you purposefully engage a core value set that outshines any quantitative data that aims to retain long-term customers.

You know them by names like the Hero, the Sage, the Everyman, and the Caregiver. There are twelve in all, and each represents a set of distinct characteristics that are instantly (and often unconsciously) identifiable. (Think Nike, the Hero). They represent specific values, behaviors, and motivations.

The trick is to identify your member’s personality, then align your brand with the archetype that would most appeal to a desire within your member.

The most effective brands also take on the qualities of these archetypes and activate them to their audience. The brand archetype, when identified and nurtured, manifests itself in your unique brand personality.

For help learning more about your company archetype, reach out!

Kim Jones
Senior Vice President / Partner
kim@willowmarketing.com
317.695.6162

12 Brand Archetypes & Motivations

WILLOW

Provide Structure

Motivators: Stability and Control

Fears: Financial ruin, uncontrolled chaos

Helps to: Feel secure

Caregiver

The Caregiver has a selfless personality and is driven by the desire to protect and care for others.

Their motto is:

Love your neighbor as yourself.

The Caregiver also may be known as the caretaker, altruist, saint, parent, helper, or supporter.

Ruler

The Ruler knows that the best thing to do to avoid chaos is to take control.

Their motto is:

Power isn't everything. It's the only thing.

The Ruler is the boss, the leader, the corporate CEO, the parent, role model, manager, or anyone with a commanding and authoritative manner.

Creator

The Creator archetype is seen in any endeavor that taps into the human imagination. They have passion for self-expression in material form.

Their motto is:

If it can be imagined, it can be created.

The Creator may also be known as the innovator, inventor, musician, writer, or dreamer.

Yearn for Paradise

Motivators: Independence and Fulfillment
Fears: Entrapment, selling out, emptiness
Helps to: Find happiness

Innocent

The Innocent is a positive personality with an optimistic outlook on life.

Their motto is:
Free to be you and me.

The Innocent also may be known as utopian, traditionalist, naive, mystic, saint, romantic, traditionalist, or a dreamer.

Sage

The Sage is a seeker of truth, knowledge and wisdom.

Their motto is:
The truth will set you free.

They're also known as an expert, scholar, advisor, researcher, thinker, mentor or teacher.

Explorer

The Explorer has this thirst for discovery and to connect with nature.

Their motto is:
You only get one life. Make it count.

The Explorer also may be known as the seeker, adventurer, wanderer, individualist or rebel.

Leave A Mark

Motivators: Risk and Mastery

Fears: Ineffectual, powerlessness

Helps to: Achieve

Rebel

The Outlaw has the enticement of forbidden fruit.

Their motto is:

Rules are meant to be broken.

They are romantic figures, ready to disrupt a society that has succumbed to tyranny, repression, conformity, or cynicism.

Magician

The Magician has dreams that other people see as impossible.

Their motto is:

Anything can happen!

Magic is the technology for making dreams come true. The Magician can be known as the visionary, catalyst, innovator, charismatic leader, mediator or healer.

Hero

The Hero wants to make the world a better place.

Their motto is:

Where there's a will, there's a way.

Everything seems lost, but then the Hero rides over the hill and saves the day. In every story the Hero triumphs over evil, or adversity, and in so doing, inspires us all

Connect to Others

Motivators: Belonging and Enjoyment

Fears: Exile, abandonment

Helps to: Have love/community

Lover

Lover is all about being in a relationship with the people, the work, the experiences, the surroundings they love.

Their motto is:
I only have eyes for you.

Lovers may be known as partners, friends, intimates, match-makers, enthusiasts, connoisseurs, sensualists, spouses, team builders, harmonizers.

Jester

The Jester is all about having fun and living life in the moment.

Their motto is:
If I can't dance, I don't want to be part of your revolution.

The Jester also may be known as the Fool, trickster, joker, punster, entertainer, clown, prankster, or comedian. Or basically anyone at all who loves to play or cut up.

Everyman

The Everyman demonstrates the virtues of simply being an ordinary person, just like others.

Their motto is:
All people are created equal.

The Everyman may also be known as the good old boy, the regular Joe, regular guy/gal, the common man or the solid citizen next door.

Archetype Questionnaire

WILLOW

Instructions

There are 48 questions, 4 for each archetype. The questionnaire will take approximately 10 minutes to complete.

For each question, answer with the following selection choices:



At the end of each page, tally up your score and move on. At the end of the questionnaire, transpose your totals to reveal your archetype.

Caregiver

Is the goal of your brand to highly serve and protect others?



Do you focus on members constantly trying to achieve balance in caring for others (e.g. kids, sick individuals, etc.)?



Do you encourage authentic action (e.g. walk the walk), provide a high level of service and do nice things for others?



Would you describe your brand as nurturing, compassionate, empathetic, fiercely protective, selfless, humble, traditional, being calm in crisis and comforting?



Total

Ruler

Is the goal of your organization to achieve market domination through providing high-status products or the promise of safety and security?



Do you focus on customers typically concerned with image, status, or prestige who naturally gravitate towards tradition and heritage?



Do you encourage a structure that's stable, functional, orderly, productive and harmonious, with a high control of processes?



Would you describe your brand as confident, prestigious, a leader, expert, competent, holding fast to tradition, maintaining order and providing protection?



Total ____

Creator

Is the goal of your organization to recreate or re-imagine something to allow others to express themselves?



Do you focus on members who buy things not to impress others, but to express how much they love beautiful, high quality things?



Do you encourage self expression, innovation, collaboration, brainstorming, autonomy and freedom to create, dismantling old systems/processes to create something new in its place?



Would you describe your brand with a highly developed aesthetic, imaginative, non-linear, perfectionist, insightful, a storyteller, expressive and achievement oriented?



Total

Innocent

Is the goal of your brand to help people find or realize happiness?



Does your company value simplicity and ethics?



Are your products/services based around being natural, pure, simple or predictive?



Would you describe your brand as believing in goodness, bursting with energy, wanting to make the world a better place, being a source of inspiration and motivation?



Total

Is the goal of your brand to seek knowledge and to provide expertise and information to others?



Does your company value absolute truth and transparency, no exceptions?



Do you encourage freedom of thought, individuality, research, analysis and learning?



Would you describe your brand as an intelligent communicator, having a healthy dose of scepticism, making decisions based on factual research, loving alternative perspectives, while maintaining objectivity?



Total ____

Explorer

Does your brand feel at home in the wilderness or nature?



Do you help people discover new things, find freedom to express their individuality?



Do you encourage nonconformity, individuality, decentralization and democracy?



Would you describe your brand as pushing boundaries, motivated by new experiences, on a discovery quest, loving diversity, groundbreaking or pioneering?



Total

Rebel

Is the goal of your brand to disrupt the status quo in your industry or society?



Do you focus on customers who feel at odds with society, or law abiders who just want to let off steam?



Do you encourage free-thinking and radical ideas that push the envelope?



Would you describe your brand as a rule breaker, maverick, reformer, having an independent streak, having varying levels of shock factor?



Total

Magician

Is the goal of your brand to foster 'magical moments' that feel special, novel, or exciting?



Do you focus on customers with a desire for personal transformation (e.g. from inefficient to productive, feeling lost to enlightened, from chaos to peace)?



Do you have a grandiose purpose that you believe, if you apply the right formula, success is inevitable?



Would you describe your brand as a limitless big dreamer, nothing is impossible, passionate and curious, transforming creative energy into practical expression?



Total ____

Hero

Is the goal of your brand to fight an invisible enemy in a personal or social context?



Do you focus on customers who are competitive (even if just against themselves), who crave a sense of achievement in overcoming challenges?



Do you encourage dedication, achievement and a clear sense of conviction lived out daily?



Would you describe your brand as fearless, courageous, disciplined, goal oriented, a rescuer of others, fighting for the powerless?



Total

Lover

Is the goal of your brand to appreciate customers by developing meaningful relationships?



Do you focus on customers who crave connection, who want to be loved and feel special?



Do you encourage appreciation of others, enduring respectful relationships, collaboration and consensus decision-making?



Would you describe your brand as passionate, optimistic, romantic, a trustworthy companion, dependable, a facilitator of connections?



Total

Jester

Is the goal of your brand to grab attention by making light of things in an unconventional, silly, or over-the-top way?



Do you focus on customers that are younger or “young at heart” who are turned off by seriousness but appreciate creativity and cleverness?



Do you encourage a non-corporate fun loving culture, innovative out-of-the-box thinking and living life to the fullest each day?



Would you describe your brand as a playful entertainer, challenging conventions in refreshing ways, controversial but charming?



Total

Everyman

Is the goal of your brand to welcome everyone with dignity afforded to each person regardless of difference?



Do you focus on members who like to fit in or feel comfortable when they're being themselves?



Do you encourage transparency, teamwork, strong sense of pride, a casual atmosphere, welcoming family culture?



Would you describe your brand as friendly, helpful, genuine, respectful, a community connector, relatable?



Total

Totals

Caregiver _____

Ruler _____

Creator _____

Innocent _____

Sage _____

Explorer _____

Rebel _____

Magician _____

Hero _____

Lover _____

Jester _____

Everyman _____

Which Archetype is your HIGHEST SCORING? **This is your CORE personality archetype.**

Which other Archetypes scored high and are INFLUENCERS on your CORE?

Other Helpful Questions to Discuss With Your Team

What is your members' WHY for being a member of your organization?

What is their core desire?

What do your members need to be protected against?

What are your organization's core values?

Where do you bring the most value to your members?

What is it you provide that makes your members' lives better?

What does your organization do the best? What comes most naturally to you?

What target audience are we primarily positioning our organization for?

Do your members desire structure and order?

Are your members seeking to be in control?

Do your members prefer change and being cutting edge?

Are your members risk averse?

Do your members seek an environment where they can feel a part of a group?

Is belonging and association with other like-minded individuals a core motivator for your members?

Do your members seek personal fulfillment and growth as their priority?

Are your members motivated by independence?

For help learning more about your company archetype, reach out!

Kim Jones
Senior Vice President / Partner
kim@willowmarketing.com
317.695.6162

Parts of content and activity adapted from various sources including:

Collective Unconscious by Carl Jung

The Hero and the Outlaw by Margaret Mark and Carol S Pearson

Hierarchy of Needs by Abraham Maslow

Creative Brew



WILLOW
willowmarketing.com