

EVOLVING BRANDS

ABOUT THE AUTHORS



As CEO of Context Branding I offer a very different type of brand consultancy. This is thanks to my diverse experience and skills in classical marketing, organisational development and culture.

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Brand Technology

Practical Application

Using the brand archetypes as a strategic tool within your organisation can be a very exciting process. It offers many different and diverse applications within a broader context of your organisation. Some of these include:

- > *Strategic Brand Positioning*
- > *Consumer / Customer Management*
- > *Communication program*
- > *Internal Brand Alignment*
- > *Succession Management*
- > *HR Management Model*

Strategic Brand Positioning ...

Using the brand archetypes you can identify your brand personality and your brand idea. This helps you define the critical brand driver within the context of your brand portfolio.

This allows you to drive your business strategy through the archetypes by mapping how your brand driver and brand portfolio evolve, develop and matures over time.

Consumer / Customer Management ...

Positioning has to be done within the context of your predefined market. When you started your business there was a very specific niche market that you intuitively understood.

In all likelihood this niche market has evolved through several brand extension and leveraging strategies. You are probably now targeting several different market segments, through marketing channels and categories.

By aligning these different niche markets or market segments to different personalities, which are supported by the cultural brand, you are able to optimise organisation efficiencies with a credible footprint within the market.

By understanding how each niche market evolves you are able to develop a consumer / customer model off and includes brand engagement strategies and touch point management programs.

A Note on our Terminology of Niche Markets:

Typically your brand has been built around a niche market, yet niche does not necessarily mean a small market.

Niche market means a focused market which understands the brand, what it promises, what makes it different and what makes it relevant in a consumer's life.

Brand diffusion and dilution is often a result of declining brand differentiation and relevance to this niche market and / or brand extensions in terms of products, markets, channel or categories.

Communication program ...

By now you will agree that your brand has represents and communicate what is relevant and different about you.

Using the archetypal personalities makes this process a lot easier.

It helps you to determine the drivers of subconscious behaviour and how to communicate those drivers through the various traditional and non-traditional communication channels available to you.

10 ARCHETYPAL DRIVERS OF PERCEPTION & BEHAVIOUR

[Introducing The Ten Brand Archetypes.](#)

1. **IDENTITY** [who we are]
2. **FEELING** [the emotional impact of our brand]
3. **THOUGHT** [how and what we really communicate]
4. **ATTRACTION** [the impact of the brand on relationships]
5. **ENERGY** [how does the brand motivate action]
6. **GROWTH** [the capacity to expand]
7. **STRUCTURE** [what we are respected for]
8. **FREEDOM** [how our brand generates excitement]
9. **SPIRIT** [how our brand inspires]
10. **RENEWAL** [power of our brand to change people's lives]

TOP 10

[Every brand is a unique composite of Ten Brand Archetypes](#)

[Three Elements of Brand Positioning](#)

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[Why are Brand Archetypes so Powerful](#)

[What brand was and what brand is?](#)

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As an example, how you communicate online could be quite different from how you communicate offline.

Internal Brand Alignment ...

People want to aspire to something larger than themselves. They need meaning and purpose in their lives.

Your employees are no different – and you have to stand for something. *You cannot operate in a vacuum!*

And the more prevalent the meaning and purpose is in your employees life, the more powerful their motivation. This is common sense!

The archetypes can provide this context. And by understanding your internal culture through the archetypes it is far easier to align employee's behaviour with your brand positioning. It will also go a long way to delivering on the business strategy.

Succession Management

Organisations have a culture. Leaders in an organisation typically want the culture to express their way of doing things.

In the absence of a clear cultural management process, the change in leadership and the leadership style can be either every positive or negative for an organisation.

The archetypes provide the cultural context for new leadership and allow the new leadership a clear insight into how they should go about implementing change to suit their style.

HR Model ...

Because the archetype model is built around human motivation and behaviour, it can be integrated many different aspects of your HR strategy and business operation. Some examples include:

- > leadership program
- > staff recruitment
- > induction programs
- > performance management reviews
- > performance training
- > succession planning

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Brand Archetype Examples

The Ruler Archetype

"Where do you want to go today?"

[For More on the Ruler Archetype ...](#)



The Explorer Archetype

Jeep: Wanna have some fun out there?

[For More on the Explorer Archetype ...](#)



The Diplomat Archetype

Woolworths: Where Quality, Innovation and Value is
The Difference

[For More on the Diplomat Archetype ...](#)



The Warrior Archetype

Investec - Making things happen by being "Out of the Ordinary"

[For More on the Warrior Archetype ...](#)



The Executive Archetype



SAB Miller: Our success will depend on knowing how to run a beer business better than our competitors and extracting maximum value from the assets now in place.



[For More on the Executive Archetype ...](#)

The Loyalist Archetype:

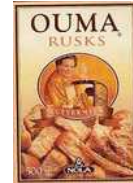
Lego: Nourishing children's Inquisitiveness, Creativity and Imagination!



[For More on the Loyalist Archetype ...](#)

The Healer Archetype

Time honoured family recipe that brings a moment of peace and enjoyment - Ouma Rusks



[For more on the Healer Archetype ...](#)

The Innocent Archetype

Purity: A desire for purity, goodness and simplicity



[More on the Innocent Archetype ...](#)

The Magician Archetype

Where do we go to experience a moments magic? MNET!



[More on the Magician Archetype ...](#)

The Rebel Archetype

Outsurance - Redefining how insurance is done!



[More on the Rebel Archetype ...](#)

The Sage Archetype

Who do you go to for advice? Oprah, helping you make better decisions



[More on the Sage Archetype ...](#)

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The Rebel Archetype

The Rebel's value lies outside the social structures and norms. They seek a better, a more humane, and efficient way. They stand out because of their non-conformity to the normal.

Other Names: Genius, Humanitarian, Inventor, Sage, Rebel, Scientist

Motto: Freedom to be Original

Values: Unconventional, Shock, Innovative, Freedom.

The Rebel can be defined through the following types of characteristics:

- Seeking to go beyond conformity
- Value lies outside the social structures and norms
- Disruptions against tyranny repression, conformity and cynicism
- Principled as opposed to the unprincipled outlaw
- Seeks a better way, a more human way, a more efficient way
- Stands in own way of being, own truth and appreciates that which is different

- Looks to tell their own story rather than everyone else's
- Brings hope and aspirations

The Rebel may strengthen your brand's identity if it:

- can be a fringe element product or an unconventional product
- could have a very specific niche market
- brings social change and a new way of being
- is original
- encourages individualism and freedom
- challenges convention and status quo. Value lies outside the norm

Brand Example: Outsurance

Redefining how insurance is done



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The Magician Archetype

The Magician seeks to understand how things work and evolve and master their transformation. It is the alchemist of old who truly succeeded.

Other Names: Transformer, Investigator, Researcher, Shaman, Therapist, Sorcerer

Motto: Magical moments and transformative experiences

Values: Probing, Intensity, Rebirth, Surrender

The Magician can be defined through the following types of characteristics:

- Brings miracles and transformation
- Helps makes dream a reality
- Trades on the image of magic
- Radical changes that occur within the system rather than the rebellious changes
- Encourages you to step into the unknown and experience change
- Encourages consciousness and awareness â look inward for change
- Connect with yourself
- Live your vision, be your vision, make your dreams come true
- The ability to surprise

The Magician could be the right identity for your brand if:

- the product brings change and transformation
- helps change the way an industry behaves or creates a new industry
- helps people evolve and develop their consciousness (new age)
- helps a person clarify who they are and what they need
- provides future stability and well being
- personal change (spiritual and psychological)

Brand Example: MNET

Where do we go to experience a moments magic?



The Innocent Archetype

The Innocent is free to be themselves without the need of validation from the world and excessive materialism pursuits. They desire simple, honest pleasure and value basic values.

Other Names: Mystic, Poet, Dreamer, Visionary Artist, Musician, Oracle, Psychic

Motto: Free to be yourself

Values: Simplicity, Wholeness, Authenticity, Honesty

The Innocent can be defined through the following types of characteristics:

- This is the beginning and the end. The start of the journey through naive innocence and hope and the return of a complete, secure being.
- Freedom from the fast lane, an alternative healthy way.
- Life can be simple, uncomplicated and good.
- Can experience life's experiences and opportunities yet remain yourself.
- In an unsafe and unfair world, you are safe.
- Redemption is possible. There is hope and you are not caged.
- It is natural and harmonious and reflects perfection.
- Simple pleasure, basic values. Honesty and authenticity.

The Innocent provides an identity for brands that:

- is a product that is beyond proving anything and stands on its own two feet
- is built on simplicity and provides a simple solution
- has a strong ethical and moral foundation
- built on traditional, uncompromising values
- are associated with goodness, tradition or childhood
- are a product and service that promises salvation, wellness and goodness

Brand Example: Purity

A desire for purity, goodness and simplicity



The Healer Archetype

The Healer desires emanate from the need to give and to provide care and support, even at the expense of themselves. They are moved by compassion to help others – a true Florence Nightingale.

Other Names: Caregiver, the saint, altruist, parent, helper, supporter

Moto: Love your neighbour as yourself

Values: Compassion, Healing, Comfort

The healer can be defined through the following types of characteristics:

- Protective towards children and the environment

- Protectiveness and support causes sacrifice of own needs
- Conflict in balancing others needs with own and the desire to support rather than smother or suffocate
- Polarised desires with positive and negative makes this a complex brand
- Protection healing nourishment
- Sensitive to others and provide emotional support
- Providing safety from harm and are trusting

The Healer may be right for your brand identity if

- a strong supporting brand that helps builds another brand at its expense
- delivers comfort and well being
- helps people build relationships and connect with one another
- can be a non-profit or charity organisation
- is generous and supportive
- has a strong customer service positioning
- helps and cares for people

Brand Example: Ouma Rusks

Time honoured family recipe that brings a moment of peace and enjoyment



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The Jester Archetype

The Jester lives for versatile communication. They love to play, and to express and enjoy themselves. They thrive on standing out and expressing themselves as independent thinkers.

Other Names: Storyteller, Messenger, Eternal Youth, Intellectual, Trickster

Motto: Spontaneous being through communication

Values: Communication, Versatility, Quick-Wittedness, Knowledge

The Jester can be defined through the following types of characteristics:

- Represents fun, the lighter side to life and avoiding boredom
- Break the rules easily – can be a bit anarchist
- Think innovatively and out of box
- May sell unhealthy products that are not good for you
- Turn negative into a positive
- Can get away with pushing it a little

The Jester may be a good identity for brands:

- is fun and exciting
- has a youthful feel or application
- needs to have a very distinctive feel that is contrary to the

product

- is very versatile and adapts very well
- process and disseminate knowledge and information clearly

Brand Example: Nandos

It's not about the chicken, its about Life



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The Loyalist Archetype

The Loyalist enlivens and nourishes humanity in a solid and practical manner. They are in touch with life and reflect a calm, composed demeanour.

Other Names: Builder, Nature-Lover, Musician, Provider, Gardener, Dance

Motto: Protect, build and nourish

Values: Presence, Steadfastness, Practicality, Nourishment, Being Natural

The Loyalist can be defined through the following types of characteristics:

- Is steadfast, loyal and calm
- Seeks to enliven and nourishes humanity
- Has strong connections to nature
- Is a symbol of strength and practicality
- Has a sensual and artistic side
- Tends to build from natural foundations or elements
- Can be very materialistic
- Provides protection
- Creative and live for the moments

The Nurturer may be right for your brand identity if:

- that allows creative expression
- is a natural substance and fosters nature
- has practical uses or is practical in its application
- that can be driven by innovation
- is it do-it-yourself type of product
- has creative type of solutions that may be multiple

Brand Examples: Lego

Nourishing children's Inquisitiveness, Creativity and Imagination!



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The Executive Archetype

The Executive desires to create a lasting impact on the world through hard work and planning. They are in touch with the man in the street and seek to create value through disciplined effort, focus and organisation.

Other Names: Wise Elder, Executive, Advisor, Manager, Hermit, Ambitious One

Motto: Plan Your Work & Work Your Plan

Values: Integrity, Structured, Disciplined

The Executive can be defined through the following types of characteristics:

- Does not seek elitism and values the common man just as they are (everyone matters)
- Desires to create a lasting impact on the world through hard work and planning
- Brings structure and wisdom to any application
- Inspires the best from staff, people and environment without taking credit
- Takes responsibility for action
- Is honest and takes pride in delivering quality

The Executive could be good for brands:

- is a highly structured product with functional applications
- is well worked out product that is reliable
- provides organisation to people and systems
- is dignified and has integrity

Brand Example: SAB Miller

"Our success will depend on knowing how to run a beer business better than our competitors and extracting maximum value from the assets now in place."



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The Warrior Archetype

The Warrior inspires us to triumph over adversary and evil, defending the cause or the underdog. They bring energy, action and delivery and will make their presence felt.

Other Names: Warrior, Leader, Hero, Adventurer, Initiator, Light Bearer

Motto: Seize the Moment and Make it Happen

Values: Courage, Initiative, Independence, Action

The Warrior is the hero brand and can be defined through the following types of characteristics:

- Makes the world a better place
- Inspires us to triumph over adversary and evil, defending the cause or the underdog
- Reflects ambition and inspires bravery to overcome challenges

- and make tough choices
- Displays energy, discipline, focus and determination
- Helps you become all you can be
- Are highly competitive and energetic

The Warrior could be good for brands:

- that are drive initiatives or initiate things in a consumers life
- that relate to large social change
- that need to be aggressively positioned in the market place
- that are coming up from the bottom of the pile
- that help people express their potential and stretch themselves
- that have a major impact on the world
- that are driven by high activity
- are highly competitive

Brand Examples: Investec

Making things happen by being "Out of the Ordinary"



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The Diplomat Archetype

Plato: That which is good is beautiful, and that which is beautiful is good

The Diplomat seeks to bring balance, harmony and fairness to any situation and relationship. They bring social order through strategy, planning, and co-operation and have a deep appreciation of sensual beauty and pleasure.

Other Names: Artist, Lover, Diplomat, Peacemaker, Councillor, Host, Lawmaker

Motto: Understanding Patterns of Harmony

Values: Intimacy, Balance, Sophistication and Aesthetic Beauty

The Diplomat can be defined through the following types of characteristics:

- On a personal level it is about relationships of intimacy, sensual pleasure and true love
- On a macro scale it is about social harmony and justice
- It respects friendships and lifelong associations
- Admires beauty and aesthetic refineness
- Appreciates patterns and lateral thinking
- Seeks to bring balance, harmony and fairness to the situation and relationship
- Brings social order through strategy, planning, and co-operation

The Diplomat may be a good identity for your brand if:

- brings balance and harmony to situation
- can be a premium quality product that is distinctive
- helps people find intimacy amongst each other
- provides a sense of well being and aesthetics
- helps people enjoy themselves and let go

Brand Example: Woolworths

Where Quality, Innovation and Value is *The Difference*



The Explorer Archetype

The Explorer desires freedom, wants to be self-sufficient and loves the appeal of space, openness and expansiveness. They seek a better world and it is about the journey and what will support the journey.

Other Names: Explorer, Philosopher, Gypsy, Scholar, Truth Seeker, Teacher

Motto: Follow the journey

Values: Philosophy, Inspiration, Idealism

The Explorer can be defined through the following types of characteristics:

- It is about the journey and what will support the journey
- Find paths that are there but undiscovered
- The appeal of space, openness and expansiveness
- Prefer individualistic expression over competitive environments
- Looking to fulfil a need
- Desire freedom and becoming self sufficient

The explorer is a good identity for brands that:

- is a product that helps people to action their dreams
- looks at a new ways of doing things rather than inventing something completely new
- has a ethereal quality and an idealistic solution
- helps people to be themselves
- brings something new to the table
- is a product differentiates itself without conforming or following the trend

Brand Examples: Jeep

Wanna have some fun out there?



The Ruler Archetype

The Ruler expresses power, charisma and charm and is born to rule. They are driven by action and the desire to create and manage through control. They can be very playful and dramatic yet are clearly in charge.

Other Names: Performer, King/Queen, Magical Child, Entertainer, Knight

Motto: Create Your Visions

Values: Creativity, Zest for Life, Charisma, Playfulness

The Ruler can be defined through the following types of characteristics:

- Takes control, or provides control to a situation
- Gaining and maintaining power is a primary motivation
- Their environment is expressive, opulent or showy
- Concerned with image, status and prestige
- Provide clearly defined roles
- Can be very playful and dramatic
- Are clearly in charge and are powerful

The Ruler may be right for your brand identity if:

- is a power brand or a high status brand
- helps people to develop their own personal power
- develops a strong, functional brand positioning as a market leader
- helps people be more in control
- helps people express themselves
- is moderately to high priced
- provide lifetime guarantees
- helps people express themselves because they are in control
- are protective

Brand Example: Microsoft

"Where do you want to go today?"



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The Sage Archetype

The Sage separate truth from illusion and has the wisdom to solve murky problems that others cannot. They are independent thinkers that value truth, and believe in humanities capacity to create a better world.

Other Names: Mentor, Master, Sacred Servant, Worker, Craftsman, Disciple

Motto: Realism and devotion in thought and in service to life.

Values: Efficiency, Being Dependable, Detail

The Sage can be defined through the following types of characteristics:

- Separates truth from illusion – displays wisdom and solves murky problems others can't
- Displays clear lucid thinking but lack charisma
- The expert: educate, advice and guide
- Help you make a smarter decision – discrimination and effective thinking
- Makes people think and stimulates ideas
- Learning and development

The Sage would be a good identity for brands:

- is based on service and commitment to a relationship
- provide knowledge and expertise based on practical experience and keen insight
- stimulates your customers to think
- is detailed oriented and is dependable (eg: research)
- provides practical solutions to complex problems

Brand Examples: Oprah

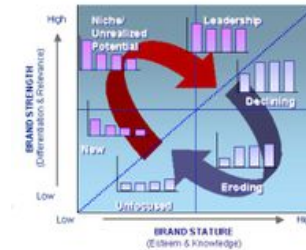
Who do you go to for advice? Oprah, helping you make better decisions.



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How brands naturally grow

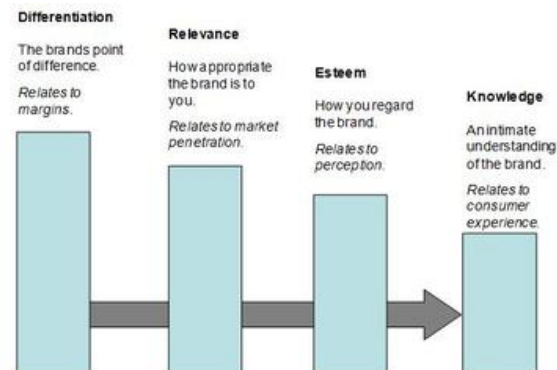
There is no doubt that today's brand world has become too complicated. I was doing some research on brand positioning and came across a model called the Brand Asset Valuator. It is a model that was developed by Y&R, which is part of the WPP group.



The lovely thing about this model is that it shows the brand development logic and has qualified this researching 20 000 brands over 13 years with 450 000 consumer through 44 countries, with 70 brand metrics, 48 imaginary attributes, 140 consumer metrics and within 50 categories. Suffice to say, the research is qualified.

The simple output of this program there are four pillars that must be developed in a logical way to create a brand leadership position. Differentiation and Relevance make up Brand Strength the y axis with Esteem and Knowledge making up Brand Stature on the x axis. These two do not necessarily correlate where just because you have strong brand stature, means you have strong brand strength and vice versa.

By using these four pillars and a guideline you build a brand first through differentiation, then relevance. Over time, esteem develops, then knowledge.



Brands are built in a very specific progression.

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Brands do not happen by chance!!

Welcome to the Brand Evolution blog.

The purpose of this blog is to explore how brands evolve, which includes how you need position your brands so that it evolves where

you need it to. Einstein once said that God does not play dice with the universe so nothing is left to chance. So don't leave your brand to chance.

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