

BRAND ARCHETYPE TOOL



WHAT ARE BRAND ARCHETYPES

They express a brand as a type of person. In their way we attribute certain personalities and values to a brand based on the archetype.



HOW DO WE DO IT

With all key brand stakeholders we conduct a workshop designed to uncover the archetype for the clients brand or sub-brand.



WHY DO WE DO IT

We do it to get into the shoes of a brand to describe what makes it tick. It tells us how the brand should behave and gives a clearer understanding of the role of the brand in the marketplace.