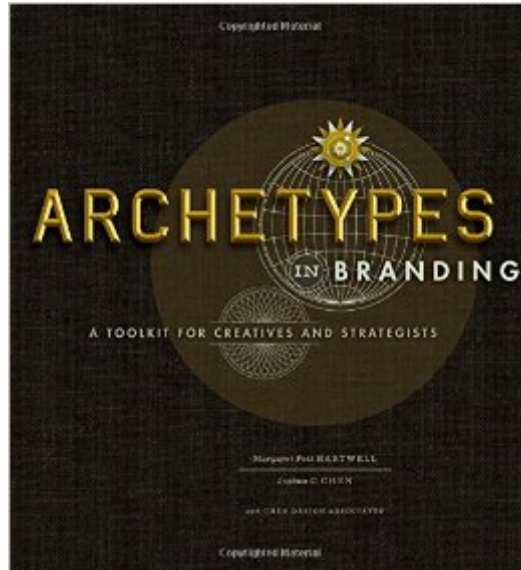


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# Archetypes In Branding: A Toolkit For Creatives And Strategists



## Synopsis

Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. Combined with a companion deck of sixty original archetype cards, this kit will give you a practical tool to:Reveal your brand's motivations, how it moves in the world, what its trigger points are and why it attracts certain customers.Forge relationships with the myriad stakeholders that affect your business.Empower your team to access their creativity and innovate with integrity. Readers will use this tool over and over again to inform and enliven brand strategy, and to create resonant and authentic communications. For more information visit [www.archetypesinbranding.com](http://www.archetypesinbranding.com).

## Book Information

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## Customer Reviews

First, I am a brand professional, and have studied and used archetypes for client branding over more than a decade, starting when I worked for Landor, the sister company of Y&R, which developed the idea of archetypes in branding many years ago. Having said that, I am always looking for refining or expanding my tool set or processes. In that, this book/ toolkit falls short.Pros:- Distills complex archetypal traits into bite-sized easily digestible conversation starters.- The idea of cards as visual/ verbal tools is a useful concept.- Easy to read.- Appreciate attributing archetypes not only to (1) client brands that brand professionals must help brand position (emotional, personality, character, intangible), but also to (2) client audiences/ customers--in order to help bridge interactions between each side.- Beyond the traditional proven 12 archetypes, the additional 48 spin-off sub-archetypes appear a useful concept in theory. Indeed, it loosely resembles the

post-Jung archetype work of Dr. Carol S. Pearson. However...Cons:- The additional 48 archetypes appear more like stereotypes. Some additional archetypes are questionable in content, and do not appear to be proven or valid from a scientific/ psychological standpoint.- Descriptions overlap across archetypes and newly introduced sub-archetypes, so that in practice the sub-archetypes render both the primary archetypes and sub-archetypes useless and ambiguous. The authors have gone well beyond creative license with regard to the original Jungian archetypes--and seem to distort the later well-respected Pearson archetypes.

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