

Caregiver



Archetype Profile

Contents

The Methodology

How we define your future brand	3
Meet all the Archetypes	4
How Archetypal Theory is applied	4

Meet Your Archetype

The Caregiver	5
---------------	---

Caregiver Customers

What are the characteristics?	8
-------------------------------	---

Awakening Your Archetype

Some examples of Caregiver Brands	9
Some examples of Caregiver Music	10

What's Next?

What's next with Storeplay	11
Get some help from Brandonian	11

BRANDONIAN

The science of human behaviour is fascinating and always evolving. Scientifically we know that buying decisions are made in our unconscious minds, 'this feels right' 'they understand me' and then we, as humans simply rationalise this decision in our conscious minds.

Congratulations on finding out and now getting to know your brand archetype, this is an important first step in connecting with your customers.

As marketers and business owners we can use this understanding to cleverly craft messages that we share through the right marketing channels at the right times so we can attract the right customers, that come ready to buy.

This Brand Archetype Profile Insights Document is designed to give you an insight into a bigger scientific brand positioning and why StorePlay have selected the music they do, for your store.

Brandonian's Methodology

Your brand's future direction is based on a bespoke position mapping methodology.

BRANDONIAN

How Brandonian defines your future brand

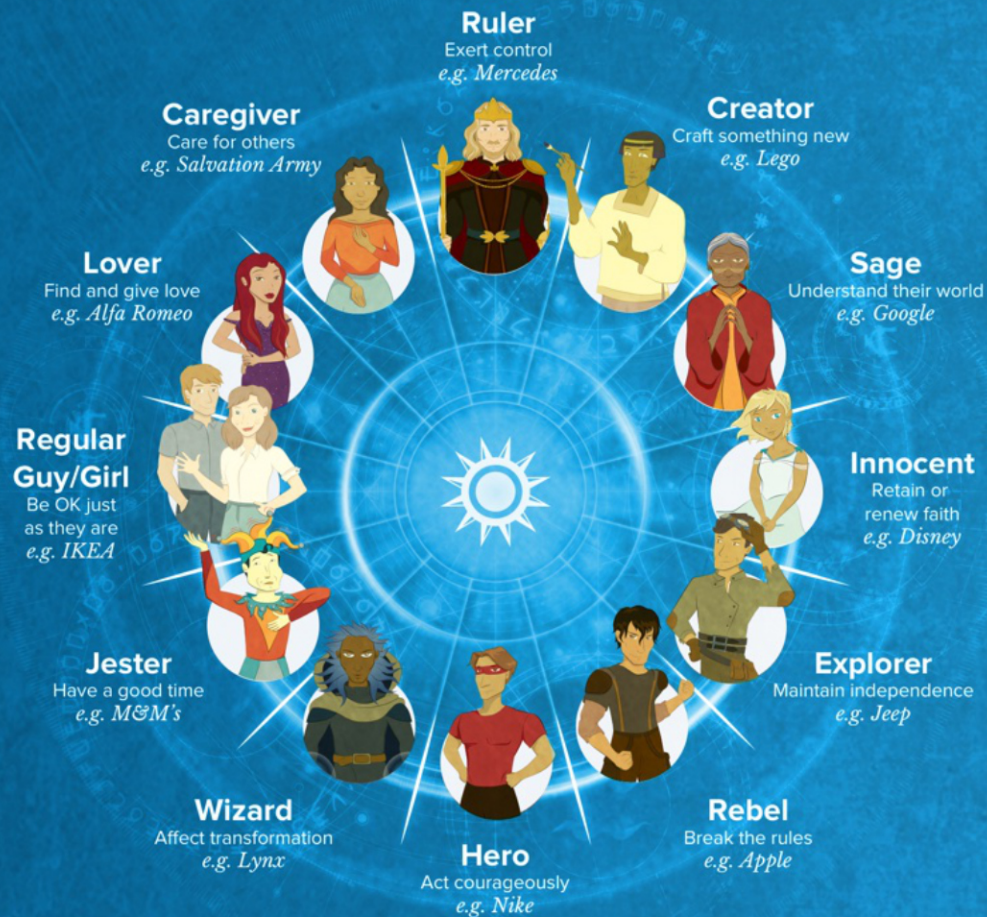
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

Brandonian's branding methodology is based on Swiss psychiatrist Carl Jung's theory of 'archetypes' or brand characters. Jung's research concluded that everyone shares an innate understanding of what certain characters are and represent. Therefore, archetypes allow us to define the 'soul' or essence of your brand and to express it with universal feelings and instincts we all share and can relate to.

When we start telling your brand story using the language of your aligned archetype people will easily connect with your brand. They get you. They know what you stand for. It feels right!

Most importantly, a great connection with your customer or stakeholder becomes a **SIGNIFICANT POINT OF DIFFERENCE** in the market.

A powerful, aligned Brandonian brand no longer has to rely on differentiating on price, features or benefits.

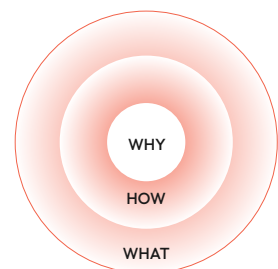


Meet all the Archetypes

How Archetypal Theory is Applied

The online questionnaire you have just completed prompted you to carefully consider your brand's true motivation ('what it is you are REALLY selling'); and what your customer's emotional response should be when experiencing your brand.

At Brandonian, we contend that this 'true motivation' (the 'Why?') creates a more powerful connection with customers and stakeholders than simply experiencing the product or service.



Simon Sinek said it best when he said,

'People don't buy what you do, they buy why you do it'

Your brand's emotional connection with your customers is defined by your archetype. You can tell your brand story from your business's perspective as to why you have created what you have. Or, you can tell your brand story from a customer's perspective telling why they need, or what they can expect from using your product or services.

This document provides assistance for you, your team, and any future employees to understand your archetype. When your archetype is understood it will help you appeal to the right customers, and communicate your 'why' more effectively.

Your business will be seen and heard and stand apart in crowded marketplace

Caregiver

The Caregiver is a respected and trusted icon of home, safety and generosity.



“Intense love does not measure, it just gives”

MOTHER TERESA

Wish	To relieve others suffering
Focus	Responsibility to help others
Fear	Selfish, arrogance, ego
Strategy	To give with nothing expected in return
Trap	Becoming a martyr
Purpose	Compassion, consistence, patience



The Caregiver

Samaritan, Healer, Guardian.

The Caregiver is an altruist, moved by compassion, generosity and a desire to help others. The Caregiver is looking for ways to create stability not so much for themselves, but to provide an impact on people they know they can help.

Caregiver brands are outwardly facing, often sensing the needs of others. They always look for the good in everyone, often searching to resurrect the 'fallen'.

Caregivers are pure, natural, and gentle; there is nothing harsh or aggressive about them. Caregiver brands often reflect the essential qualities of the caregiving relationship: empathy, selflessness, consistency and trust.

The Caregiver Business

This archetype not only characterises the importance of customer service, but to also anticipate customer needs and to then accommodate for them.

Examples of the Caregiver Brand

Famous Caregivers: Ghandi, Mother Teresa, Mary Poppins, Florence Nightingale

Caregiver Movies: Snow White, Still Alice, Patch Adams, WALL-E

Caregiver Brands: Campbell's Soup, UNICEF, Marriott, Meals on Wheels, Amnesty International, Band-Aid, Salvation Army

The Caregiver Culture

In a Caregiver culture, the workplace is an environment where the team just want to care for one another and their clients. Care means a commitment to high standards of quality at every interaction.

The Caregiver provides a good identity for brands that...

- Provide support to families (from home cleaning to people movers) or is a product/service associated with nurture (such as soup)
- Helps people through services such as education or security (this archetype is wasted on medical related businesses as care is already expected)
- Helps people stay connected with and supports one another
- Helps people care for themselves
- Are non-profit causes or involves charitable activities

MEET YOUR ARCHETYPE

The Caregiver is devoted to the support and care of others

Think of your earliest memories. These are usually recalled non-verbal impressions of love, warmth and security. These impressions are generally imparted to us by our mothers – our primary caregiver as babies and very young children. This maternal impression provides us with an indelible template for the Caregiver archetype.

The Caregiver is a powerful archetype because it provides personality and behaviour traits that everyone can relate to, and that we as human beings instinctively respond to. Given this powerful instinctive connection that we share, the Caregiver is most often cast as a maternal or feminine role. Although this archetype conjures a commanding presence in our collective psyche, the Caregiver commonly manifests itself in a supportive, caring or nurturing capacity.

The core characteristics of the Caregiver are their single-minded devotion to the support and care of others. This support is provided unconditionally without any thought of payment, reward or improving their own lot or circumstances.

This care and support are achieved by Caregivers attempting to create a 'sanctuary of calm and healing' in which to operate. This can manifest itself as either a refuge from hostile forces or agents or by leveraging a deep connection with the natural environment, benefiting from the natural goodness and healing of 'Mother Nature'. Although subtle, this dimension of the Caregiver alludes to the latent power of connecting to elemental or prime-evil forces of nature.

Our culture has many ancient and contemporary references for the Caregiver. Angels are often described as channels of divine healing (the Archangel Raphael for example), pagan 'Earth mother' goddesses concerned with nature, fertility and creation exist in most ancient cultures. More recently an animated Grandmother Willow (Pocahontas) gives advice and wise counsel from the natural world, and the modern day saint Mother Teresa has become a touchpoint reference for service and charity.

RELATING THE CAREGIVER ARCHETYPE USING POPULAR CHARACTERS



Samaritan

The Salvation Army prides itself on helping the poor, destitute, and hungry by meeting both their "physical and spiritual needs". It is present in 131 countries, running charity shops, operating shelters for the homeless and disaster relief and humanitarian aid to developing countries.



Healer

For generations, people have trusted Campbell to provide food and drinks that are good, honest, authentic and flavourful – made from ingredients that are grown, prepared, cooked or baked with care. People love that our food fits their real lives, fuels their bodies and feeds their souls.



Guardian

Red Frogs Australia is an organisation that is all about supporting and safeguarding young people. They educate on safe partying behaviour and promote alcohol-free and/or diversionary activities that engage young people in these environments.

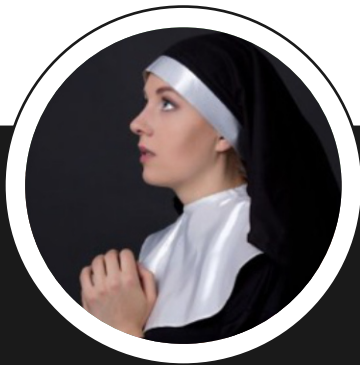
CAREGIVER CUSTOMERS

What are the characteristics of Caregiver 'type' customers?

The Caregiver customer is looking to engage with providers as a means to an end. Their motivation is to provide to others so a value proposition of a product or service will need to be couched explicitly in these terms.

The Caregiver is looking for offerings that reflect their own core values: support, healing, relief from pain and discomfort, affinity with the natural world.

There are two types of customer mindsets for you to consider:



Saints

These customers are tireless and selfless. They have a pragmatic and rational approach to the provision of goods and services, they will be drawn to do the job most effectively.

Although they appreciate value, they are unlikely to be 'seduced' by – or form an emotional bond with – a particular brand or company. This is because their attention is entirely consumed by the relationship with the focus of their care.

The way to connect with these customers is through empathy. This empathy should manifest as the understanding of their mission or importance of their cause. Any direct acknowledgement of their effort or recognition of their sacrifice will feel like 'boasting' and will be repellent to the Saint.



Spirits

These customers have a strong affinity with nature and their belief in its healing and nurturing power. The foundation of this position is not necessarily rational but has its basis in more of spiritual faith in the nurturing and healing properties of mother nature.

This facet of the Caregiver customer is looking for products or services that reinforce this philosophy. Claims of natural purity like 'organic', 'naturally sourced' and 'unrefined' tick the boxes for this customer.

These elements take on particular relevance in categories directly related to the Caregiver core nurture or nourish activity such as food, health supplements and functional clothing.

EXAMPLES OF CAREGIVER BRANDS

Awaken your archetype



EXAMPLES OF CAREGIVER MUSIC

Awaken your archetype

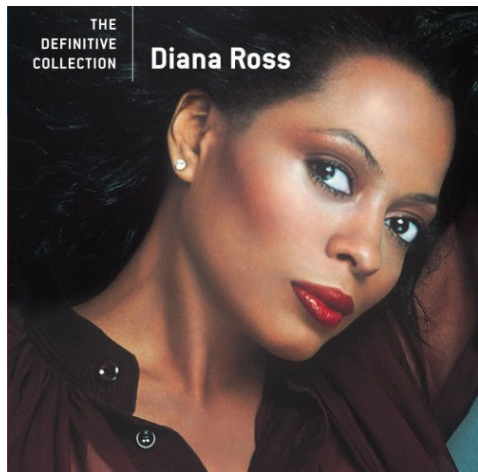
Adele



Barry White



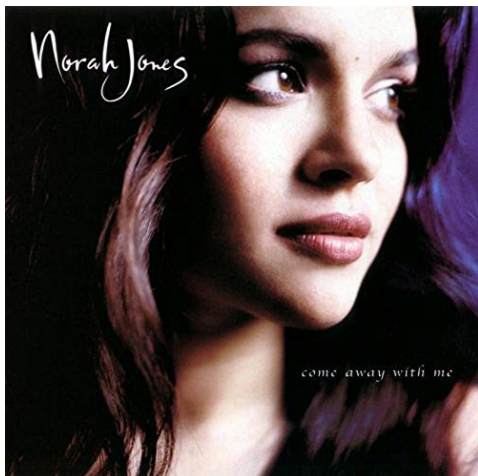
Diana Ross



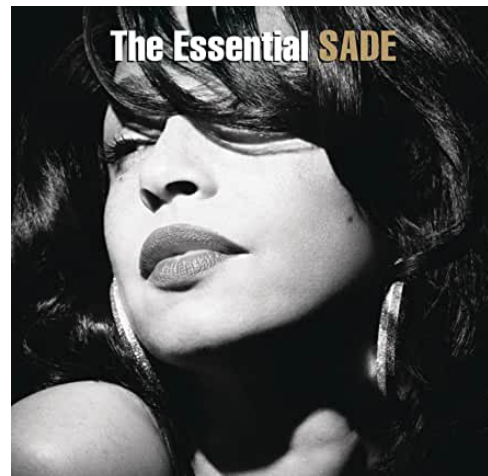
Fleetwood Mac



Norah Jones



Sade



NEXT STEPS

What's next with Storeplay?

1. Digest the information

Read through this document and take the time to digest the information. We want you to understand and think about all the content within this document. If you are unclear as to how you would use this information in your business, then we are here to help.

2. Contact Storeplay

We can customise the music in-store based on your Archetype.

+613 9505 3576
info@storeplay.com.au

Get some help from Brandonian

If you are interested in understanding how you can further apply archetypes to your business, Brandonian can help. This Archetypes Insights document has been designed to get you started and give you something you can work with to stand out and be heard in the crowd.

It is important to note that the full in-depth process to determine the archetype most suited to your business is a four hour workshop with your key stakeholders present. We can only partially replicate that through a simple questionnaire, but it is a starting point.

Our whole purpose and reason for being is to help small business be seen and be heard. We created this test and archetype system because we kept seeing so many businesses just like yours, with good people in them and a great product or service, but no one knew about them. We wanted to offer what big businesses with deep pockets pay big dollars for to give smaller businesses the same competitive advantage.

So if you want to know more we are here to help.

BRANDONIAN

To enquire into how to successfully implement your new Brand Archetype Profile Insights, please contact us through brandonian.com/contact

BRAND INSIGHTS SUPPLIED BY



Using the Brandonian
Neuro-marketing system

BRANDONIAN

brandonian.com