

Creator



Archetype Profile

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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.

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How Brandonian defines your future brand

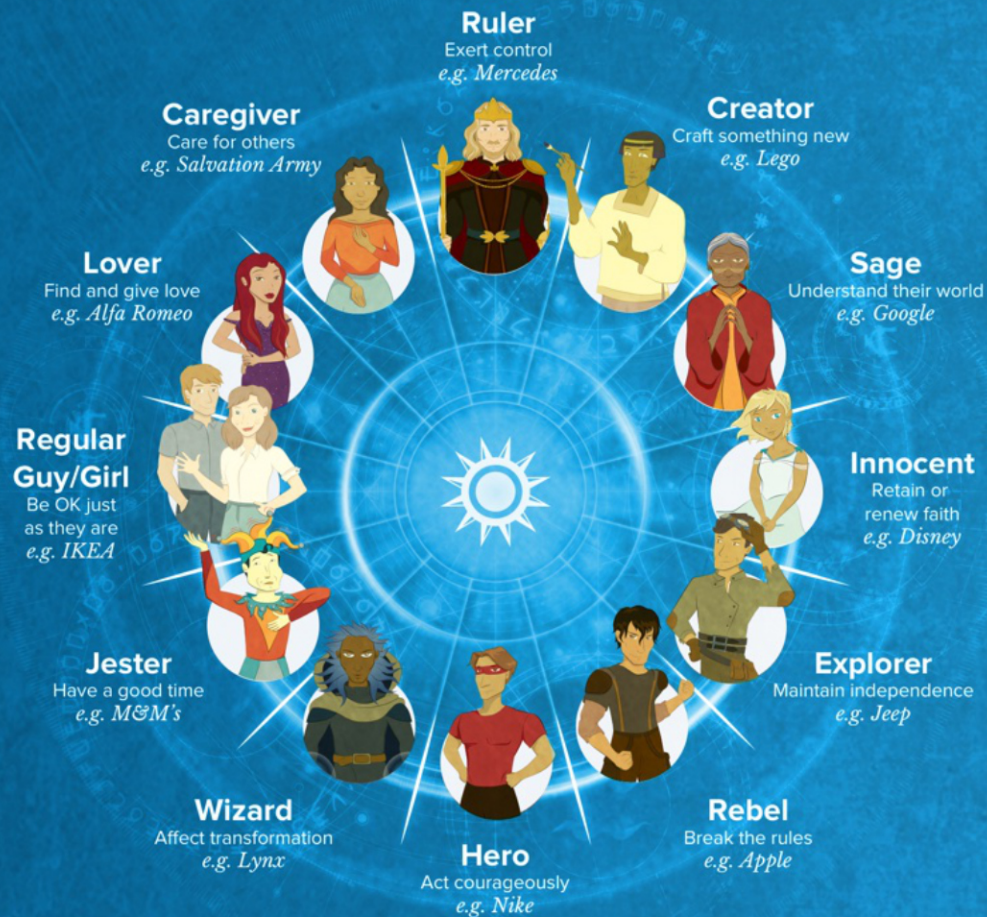
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

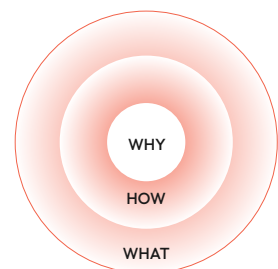


Meet all the Archetypes

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

Creator

The Creator is non-conformist, never motivated by fitting in, but by self expression.



“The future belongs to those who believe in the beauty of their dreams”

Eleanor Roosevelt

Wish	To create something of enduring value
Focus	Give form to a vision. If it can be imagined it can be created!
Fear	Mediocrity and judgement
Strategy	Develop artistic control and skill
Trap	Perfectionism, miscreation, depression
Purpose	Creativity and imagination



The Creator

Artist, Entrepreneur, Innovator

Creators have a desire to create things of enduring value. The Creator archetype is seen in the artist, writer, inventor, entrepreneur, as well as any endeavour that taps into the human imagination.

Creator brands act upon a need to innovate, invent or reinterpret something. This creates purpose, where the act of creating is often led by a vision for how something could be better.

The Creator Business

Creator businesses provide an often fluid environment that fosters 'out-of-the-box' thinking. Everyone contributes to the ideas that make the world a better place in some way, generally through the innovation of the product or service.

Examples of the Hero Brand

Famous Creators: Pablo Picasso, Mozart, Charles and Ray Eames, Walt Disney

Creator Movies: My Fair Lady, Apollo 13, Moulin Rouge, Weird Science

Creator Brands: Crayola, Adobe, Sesame Street, Dyson, Lego, Swatch, 3M, Pinterest, Etsy, Tesla

The Creator Culture

The team are rewarded by the individual ways they can create things and the expressions of lasting value for their customers. Innovation is valued, as it is this interpretation by a team that will keep the business relevant.

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

- Encourages self-expression, provides the customer with choices and options, helps foster innovation, or is artistic in design
- Are in a creative field, like marketing, public relations, the arts, technological innovation (such as software development)
- Are seeking to differentiate from a brand that 'does it all' for the customer, leaving little room for choice / customisation
- Has a do-it-yourself / self serve element that saves the customer money

MEET YOUR ARCHETYPE

The Creator creates things of enduring value

The Creator is highly imaginative, often looking for new ways in which to position themselves or to take on a unique point of view. Their passion is self expression in a form that others can enjoy. Authentic creation always requires an unbridled mind and heart.

A characteristic of the Creator archetype is to build something of enduring value, that also contributes to creating a stable environment.

Throughout history, creations have evolved through many scenarios such as tragedy, pleasure, curiosity and imagination. The creative process allows for meaning to be found in life.

A Creator pursues these moments and enjoys those times where ideas just flow effortlessly, but conversely they are also patient when creativity is not so free flowing.

They believe wholeheartedly in the creative process and one of their main drivers is for their work to be remembered as part of their legacy.

Creator brands display courage in many ways; breaking free from the old, conventional methods that are taking control and moving to embrace change in order to show us a new way. Creators always put a lot of themselves into their creations and enjoy the process of this; but, it is always intended for others to enjoy in some way. They realise it is through this that their contribution to society is realised.

Creator brands thrive on the development of enduring value, bringing to life a defining vision through new media, technologies and materials.

The creator is highly imaginative often looking for new ways in which to position themselves or to take on a unique point of view.

RELATING THE CREATOR ARCHETYPE USING POPULAR CHARACTERS

The logo for Philippe Starck, featuring the word "S+ARCK" in a bold, sans-serif font. The "+" sign is orange, while the rest of the text is black.

Artist

Philippe Starck, the French designer, is known for his interior, product, industrial and architectural design including furniture and objects that have simple but inventive structures. Through his 'democratic design' concept, Starck has campaigned for well-designed objects that are not just aimed for upper-tiered income customers.

The Adobe logo, consisting of a red square icon with a white stylized 'A' inside, followed by the word "Adobe" in a bold, black, sans-serif font.

Entrepreneur

Adobe's founders John Warnock and Charles Geschke created 'PostScript' software which was a powerful computer language that described to the printer the layout of the electronic page. In their first year they had over \$1.9M in sales as laser printing technology was becoming the norm. They then continued to create as the market evolved adding in Type 1 typefaces that were scalable to any size creating the worlds largest collection of digital typefaces.

The Tesla logo, featuring a stylized black 'T' icon above the word "TESLA" in a bold, red, sans-serif font.

Innovator

Tesla Motors is an American automotive and energy storage company that designs, manufactures, and sells electric cars. Tesla's primary goal was to commercialise electric vehicles, starting with a premium sports car aimed at early adopters and then moving as rapidly as possible into more mainstream vehicles, including sedans and affordable compacts.

What are the characteristics of Creator 'type' customers?

Audiences in which the Creator archetype is dominant (the low hanging fruit for your brand to market to) all have a common need to be at the forefront of their chosen area of expertise. They embrace the new and believe that continuous improvement facilitates their independence.

Creator brands need to understand the motivations of their audiences. By taking the time to explain a solution they will break down barriers, fostering understanding, and in the process, build trust.

With this in mind, there are two types of mindsets to look for in your ideal audience:



Visionaries

The need to be part of something that makes a change that is bigger than their life time (or sphere of influence) is energising. Visionaries will understand the importance of what the vision will mean for society and also for the creation process. They will be dedicated in their role for the achievement of the vision even if they are not around to experience it.



Early Adopters

These people are the Creator brand's best friends. They are the kind of consumer that is always on the look out for the newest and best, but want someone else to do all the thinking, innovating and problem solving for them. They may choose to get involved in the creative process by contributing ideas or insights into their problems via focus groups or choose to invest in the innovation of a new product or idea in order to bring it to market.

EXAMPLES OF CREATOR BRANDS

Awaken your archetype

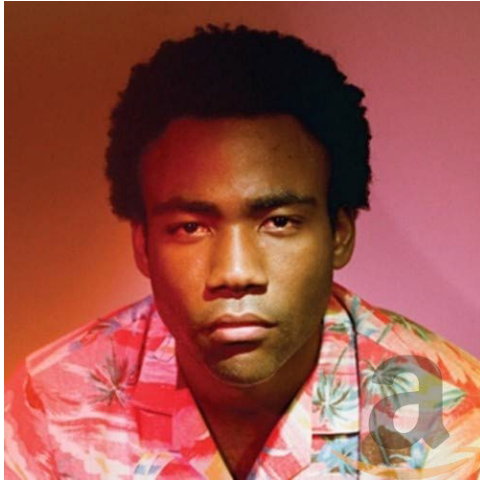


TESLA 0 engines | 0 emissions | 100% electric

EXAMPLES OF CREATOR MUSIC

Awaken your archetype

Childish Gambino



Billie Eilish



Flume



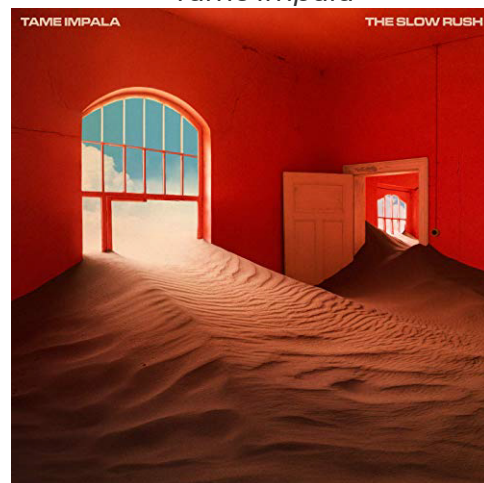
Prince



Sia



Tame Impala



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.

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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

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