

Explorer



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

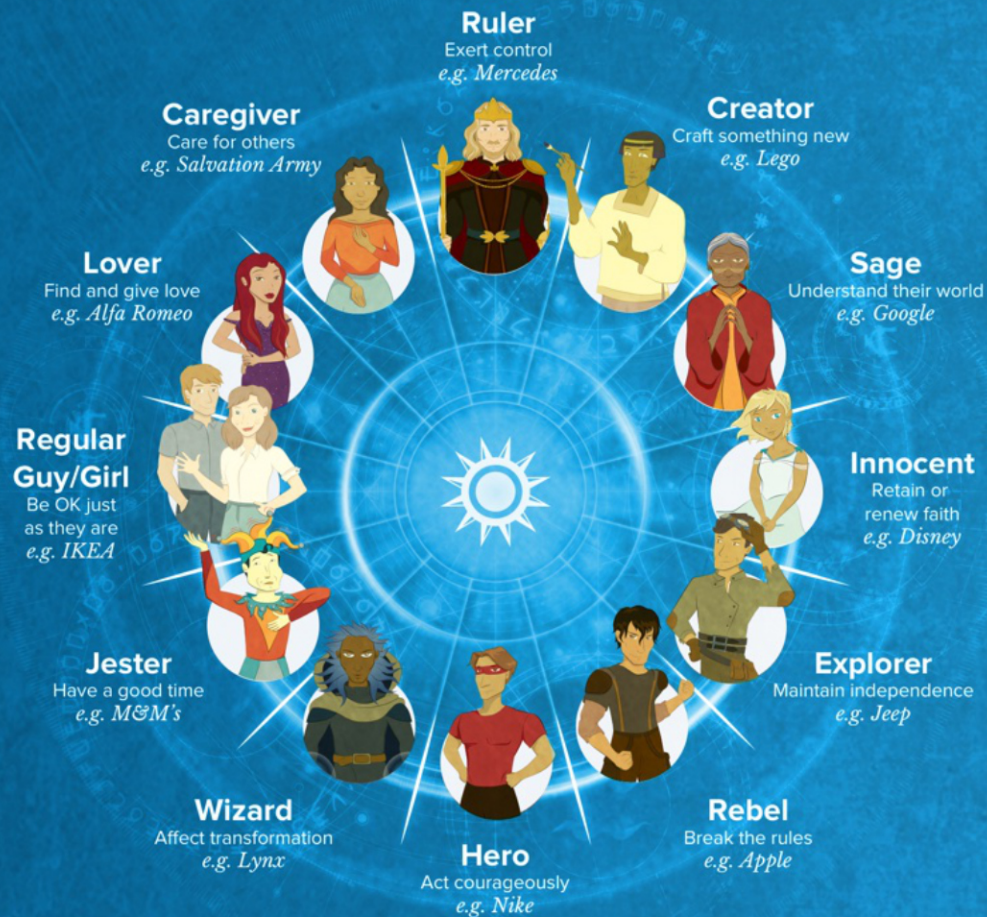
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

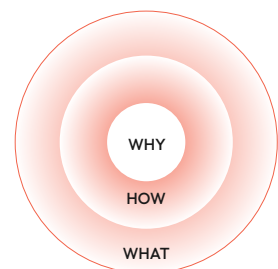


Meet all the Archetypes

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

Explorer

The Explorer promises new experiences and challenges us to give them a go. By trying them, we create the possibility to learn a little more about ourselves.



“Somewhere something incredible is waiting to be known.”

Carl Sagan

Wish	The freedom to find out who you are by exploring the world
Focus	To experience a better, more authentic, more fulfilling life
Fear	Getting trapped, conforming, inner emptiness, non-existence
Strategy	Journey, seek out and experience new things, escape from entrapment and boredom
Trap	Endlessly searching without purpose
Purpose	Autonomy, ambition, ability to be true to one's own soul



The Explorer

Pioneer, Guide, Seeker

The Explorer is characterised by being independent, adventurous and daring. He represents self discovery, trial and challenge. Explorers have a strong need for self-sufficiency and tend to want to be free of rules and traditions. They are driven by a desire for life-altering experiences.

Explorer brands help their customers to share in new experiences, to stretch and grow and ultimately to step out of their daily routine. Explorer brands represent this internal quest for authenticity and are often seen to help people feel free, non-conformist or pioneering and helps people express their individuality. On a deeper level the Explorer gains self understanding by discovering himself in the external world.

The Explorer Business

They are driven to create new and exciting products or experiences and are often ahead of their time, willing to take tough stands for something they believe in.

Examples of the Explorer Brand

Famous Explorers: Indiana Jones, Marco Polo, Huckleberry Finn and Burke and Wills.

Explorer Movies: The Secret Life of Walter Mitty, Erin Brockovich, Star Trek, Stargate.

Explorer Brands: Levi Jeans, National Geographic, Jeep, Intrepid and NASA.

The Explorer Culture

In an Explorer culture the team is encouraged (and should have a drive for new experiences) to discover new ways that will 'stretch' them to learn and grow.

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

- Your product helps people feel free, is non-conformist, or is pioneering in some way
- Your product is rugged and sturdy or is appropriate for use in nature, on the road, or in dangerous settings or occupations
- Your product can be purchased from a catalogue, the Internet, or another alternative source
- Your product helps people express their individuality
- Your product can be purchased and consumed 'on the go'

MEET YOUR ARCHETYPE

The Explorer holds out the promise of new experiences and challenges consumers to try them in an effort to help them learn a little more about themselves.

Always ready and searching for a challenge, Explorers will do almost anything to avoid monotony and repetition. They are innovative and ambitious, pushing the boundaries while searching for different perspectives and expanded horizons.

Individual by nature, they encourage others to seek security and comfort in their own individuality, representing self discovery, trial and challenge. This individuality is evident in a deep-seated desire or need for self-sufficiency, wanting to be free of the establishment. Explorers don't believe in limits, particularly with learning and developing, and will help their audience to grow out of their daily routine.

The actions of an Explorer brand are often helping others to feel free, nonconformist or pioneering, feeling comfortable to exist on the precipice of life. They provide autonomy, authenticity and equal opportunity through emerging trends and technology.

An Explorer will help you discover what fits with your needs, preferences and hopes in order to have a more fulfilling life. Whether it's new experiences, products or services, the Explorer encourages you out of

RELATING THE EXPLORER ARCHETYPE USING POPULAR CHARACTERS



Pioneer

NASA. The world renowned space organisation searches far and beyond, discovering new planets and developing initiatives to explore new worlds.



Guide

Tour Guides. Experts of a particular field or area, people turn to tour guides to better understand their environment, relying on their knowledge to improve their experience.



Seeker

National Geographic. Driven to discover more, National Geographic takes its audience on a quest to understand our planet, its inhabitants and environment.

EXPLORER CUSTOMERS

What are the characteristics of Explorer customers?

Audiences in which the Explorer archetype is dominant (the low hanging fruit for your brand to market to) all have a common need for self-sufficiency and tend to want to be free of the establishment. To market successfully to these customers it is important to clearly outline who you are and what you do to help your customers share in new experiences, to stretch and grow, step out of their daily routine and ultimately feel free.

With this in mind, there are two types of emotions to inspire your ideal audience:

- Pathfinder: Seeking to significantly reform an out-dated idea.
- Trailblazer: Seeking to discover a new and novel way.



Pathfinder

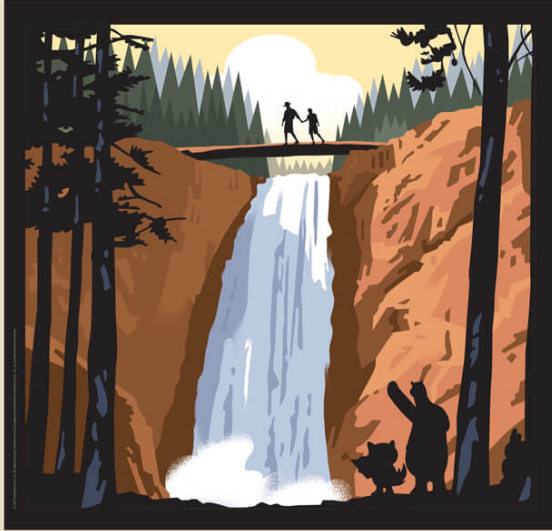
The Pathfinder reflects upon their previous experience and finds it lacking – either because of the inefficient process or how it made them feel. They want to understand how and why you are different to that past experience, and it's important to listen well to their historic grievances so history is not repeated.



Trailblazer

The Trailblazer is more energised by being rapidly taken to a new emotional space. If your on boarding process looks and feels new and novel to them, it will overcome fears they may have and more quickly build trust.

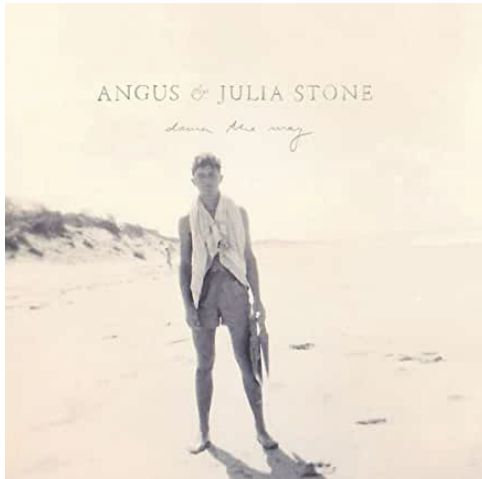
Awaken your archetype



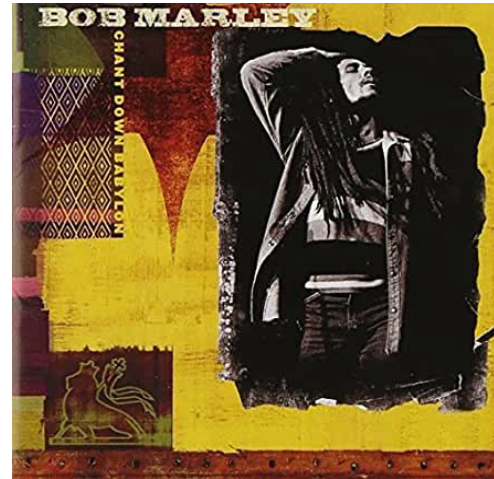
EXAMPLES OF EXPLORER MUSIC

Awaken your archetype

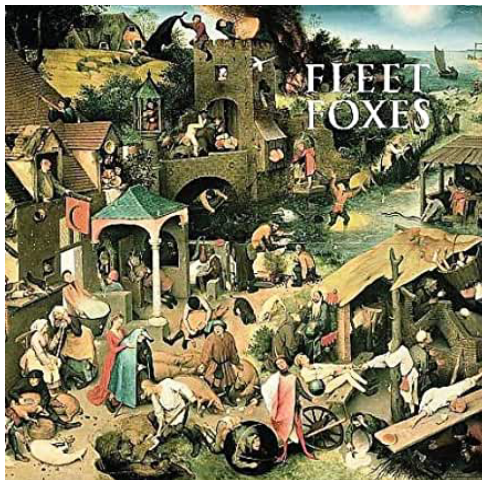
Angus & Julia Stone



Bob Marley



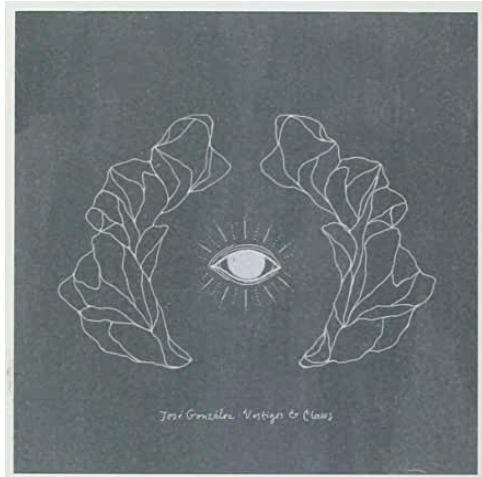
Fleet Foxes



George Ezra



Jose Gonzalez



Mumford & Sons



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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