

Hero



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

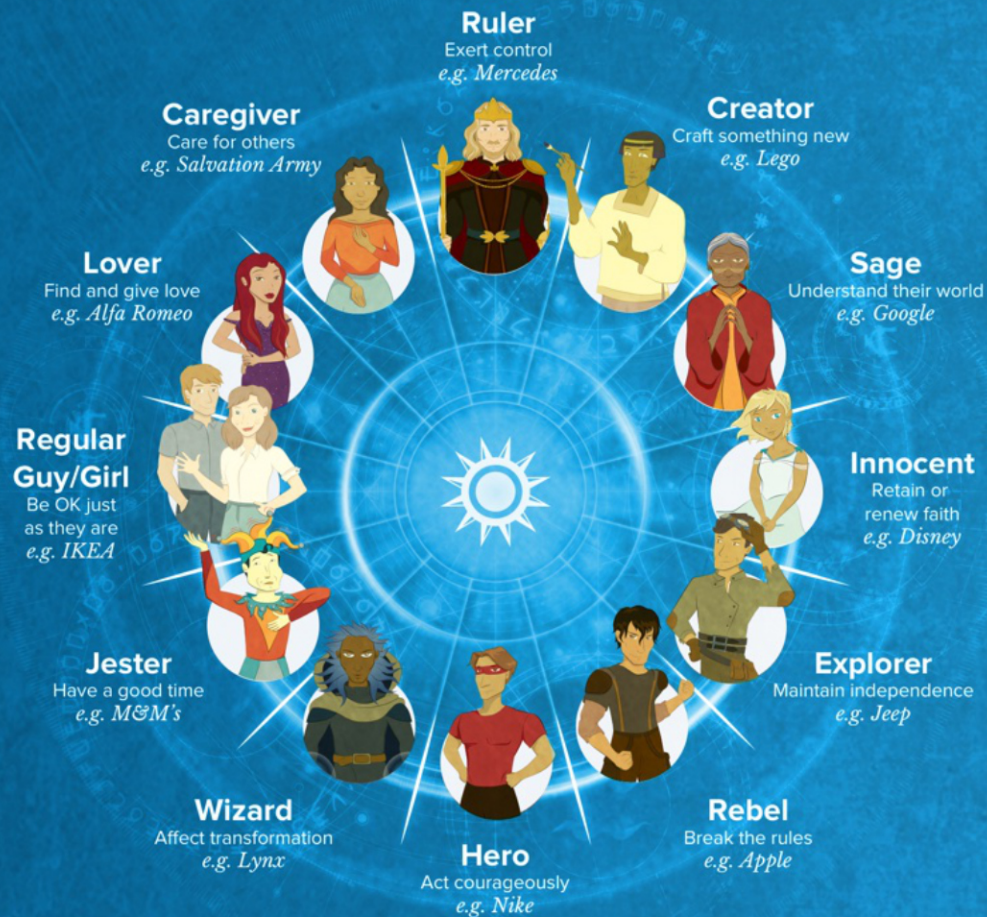
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

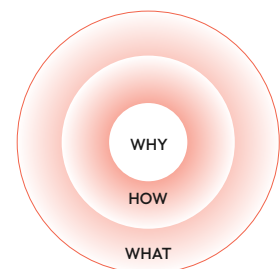


Meet all the Archetypes

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

Hero

The hero exudes power and strength, but a controlled strength, harnessed to the benefit of the user



“There is nothing impossible to him who will try”

Alexander the Great

Wish	To help as many people as possible
Focus	To use mastery in a way that improves the world
Fear	Weakness, vulnerability and not delivering on your promise
Strategy	To be as strong and dependable as you are capable of being
Trap	Arrogance, developing a need for there always to be an enemy
Purpose	Competence and courage



The Hero

Open, Reluctant, Unsung.

The Hero is strong, confident, disciplined and courageous. They are at the height of their powers, fighting battles against evil forces and freeing the world from oppression.

The Hero represents power, honour, victory and ability to triumph over evil, adversity or a major challenge.

In doing so the Hero is an inspiration to us all, showing what is possible if we believe.

The Hero Business

They are often either committed to a worthwhile cause or devoted to helping their customers and employees to 'be all that you can be'. They often create innovations that will have a major impact on the world and can solve a major social problem or encourage others to do so.

Examples of the Hero Brand

Famous Heroes: Superman, Batman, Spiderman, Oskar Schindler, Pelé Hero

Movies: Braveheart, The Incredibles, Gladiator, The Lion King, Armageddon

Hero Brands: Nike, Red Cross, Federal Express, Duracell, The Army

The Hero Culture

When the Hero archetype is active in a culture the team are ambitious and seek out challenges – or they may be more reluctant Heroes who recognise the injustice or problem and the role they can play to do what needs to be done to remedy it.

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

- Have an invention or innovation that will have a major impact on the world
- Helps people perform at their upper limit
- Addresses a major social problem and asks people to step up to the plate to help address it
- Has a clear opponent or competitor you want to beat
- Needs to differentiate product/service from one that has poor customer service
- Have a customer base that identifies themselves as good, moral citizens

MEET YOUR ARCHETYPE

The Hero is an agent for change

Put simply, the Hero wants to make the world a better place. They will not admit to being a Hero as they are only doing what is right, answering the call of the innocent and helping a worthwhile cause. Hero brands are constantly proving their worth through courageous and difficult actions, whether they are directly helping in a hands on situation or using new technologies as a prop. Heroes don't think of themselves as Heroes because that would seem too arrogant. They just see themselves as doing their job and, as a result, Heroes have qualities that others admire. The secret for a Hero brand and the people within them lies in who they are, not just what they do. They bring out the best in everyone around them because of these qualities:

1. **Courage:** It's difficult to achieve anything truly heroic unless you're up against daunting odds and all you need in this instance is 10 seconds of courage to get started with solving the problem.

2. **Selflessness:** True leaders always puts others first. Ironically, that kind of selflessness can often be strategic, because focusing on others' needs often winds up helping you achieve your own goals. A heroic leader helps others without any expectation of payback.

3. **Humility:** Nothing makes a heroic leader seem a little less heroic than if he or she seems to want constant credit for his or her actions. True heroism can amaze us, and it also often contains a component of modesty.

4. **Patience:** While heroism often requires quick thinking and decisiveness, truly heroic leaders often also display an impressive amount of patience.

5. **Caring:** Separate from selflessness, heroic leaders display a sense of concern and kindness for others. This can often manifest itself in strong but gentle actions intended to improve the lives of others. These are small acts of heroism that rarely attract any notice. Like any Hero, you stick to your convictions, with a strong belief that your clients can have it all.

RELATING THE HERO ARCHETYPE USING POPULAR CHARACTERS



Open

Superman (the man of steel, proud and open about his strength, power and actions). Australian Red Cross is an open Hero brand they believe in the power of humanity providing relief in times of crisis and care when it's needed most. Red Cross is there for people in need, no matter who you are, no matter where you live.

Reluctant

Spiderman (upon receiving his powers he stands up for those who are oppressed, but is not at all heroic beforehand. At times he quits being a hero but stands up for the city when no one else will). The same could be said for Presbyterian minister, Reverend John Flynn who started the Royal Flying Doctors Service. Flynn initially worked in rural and remote Australia setting up hostels and bush hospitals for pastoralists, miners, road workers, railwaymen and other settlers. He witnessed the daily struggle of pioneers living in remote areas. When he received a large bequest for 'an aerial experiment' from H.V. McKay, he knew he could provide a 'mantle of safety' for people of the bush.

Unsung

Hawkeye (gets the job done without the need to be thanked). PayPal believe in a world that works for people. That's why everything they do revolves around the customer. They call this 'The People Economy'. From its first day in operation right through to present day, PayPal has been there with a solution for people across the globe to think about and use money.

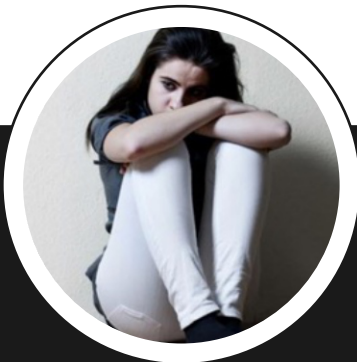
HERO CUSTOMERS

What are the characteristics of Hero 'type' customers?

Audiences in which the Hero archetype is dominant (the low hanging fruit for your brand to market to) all have a common belief that they want to make the world a better place. To market successfully to these customers it is important to clearly outline who you are and what you stand for, what your values are and what difference you want to make in the world.

From here, we like to break these audiences down into two types that a Hero brand will appeal to the most:

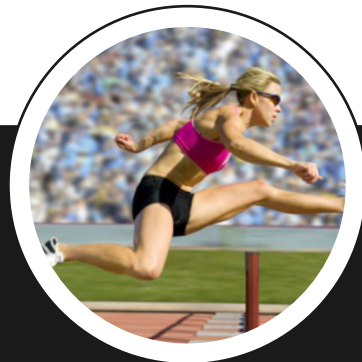
- Victim: Sometimes by choice and sometimes by circumstance, Victims are in need of saving.
- Victor: This audience has a drive to be better. They are looking for the next challenge.



Victim

These people have had something 'tragic' happen to them and they are needing someone to save them. Generally they find themselves at a point with their problem where there is an absence of alternatives or a clear path forward. Their 'tragic' situations can be anything from being let down by a product or a service provider to injuring themselves in an accident. Their mind set is very much one of PLOM – Poor little old me!

In many cases they need to be saved from their circumstance just as much as they need to be saved from themselves.



Victor

Often goal setters, they are always after the next best thing as a way to overcome mediocrity. Characterised by a healthy set of ethics and the will to overcome any 'enemy'. The 'enemy' can be either conceptual, egotistical, or external influences. Often they will be focused on strategy and tactics as a way to put an end to what has been identified as wrong or unjust.

EXAMPLES OF HERO BRANDS

Awaken your archetype



Help people doing it tough.
Make a tax deductible donation before 30 June.
● redcross.org.au ↗ 1800 811 700



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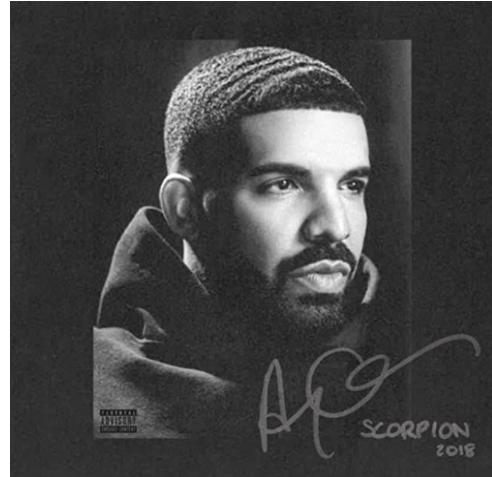
EXAMPLES OF HERO MUSIC

Awaken your archetype

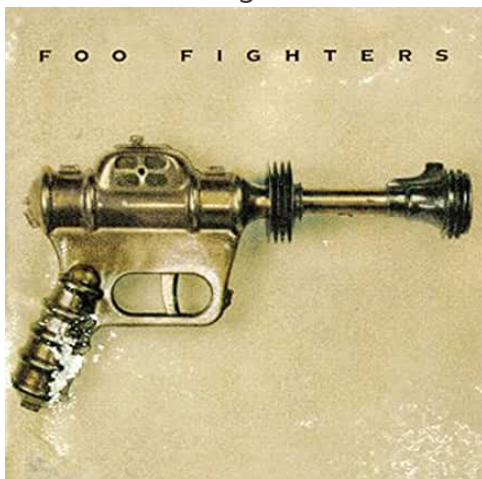
Daft Punk



Drake



Foo Fighters



The Weeknd



Travis Scott



Youngblood



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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