

Innocent



Archetype Profile

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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

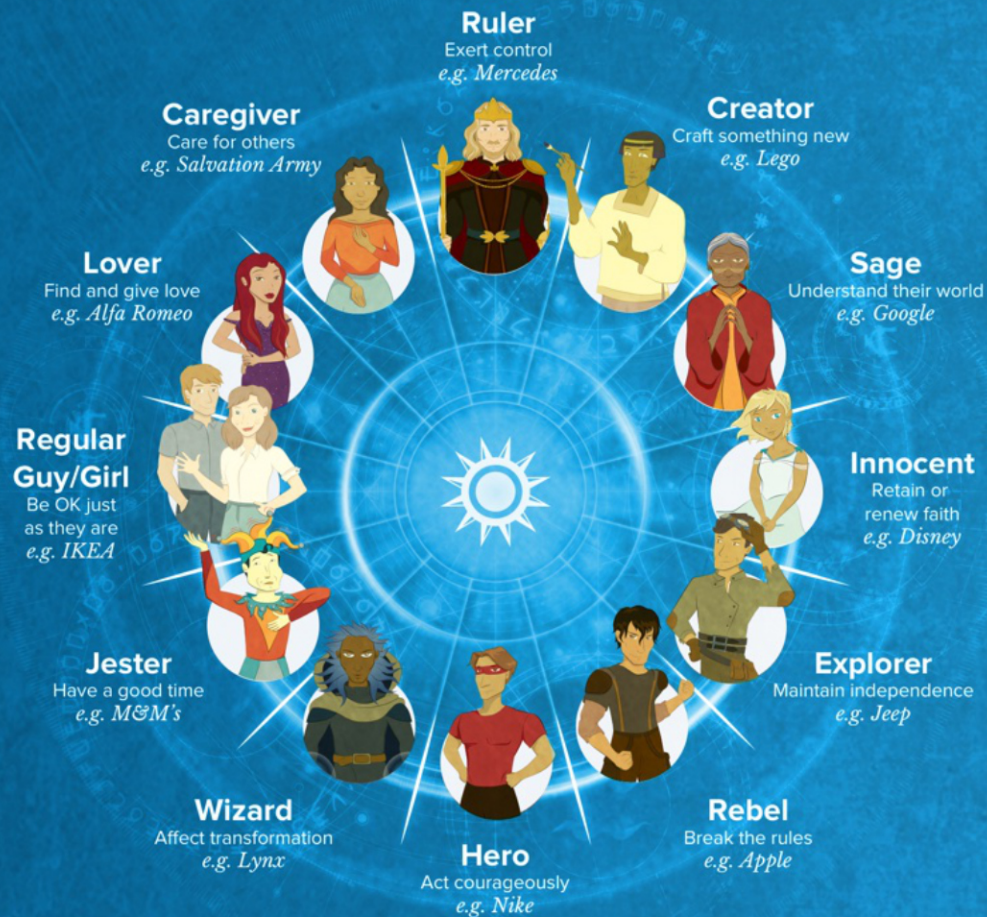
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

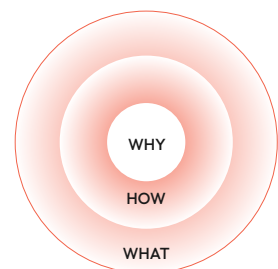


Meet all the Archetypes

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

Innocent

The Innocent in each of us wants to live in that perfect land where we are 'free to be yourself'



“Realise deeply that the present moment is all you have”

Eckhart Tolle

Wish	To experience paradise
Focus	To be happy
Fear	Doing something wrong or bad that will provoke punishment
Strategy	Do things right and simplify the process
Trap	To deny or suppress problems
Purpose	Faith, purity and honesty



The Innocent

Purist, Idealist, Muse

The promise of the Innocent is that life does not have to be hard. You are free to be yourself and to live out your best values right now, right here, just by following simple guidelines.

The Innocent is extraordinarily attractive in this hectic, stressful age because it promises that you can get out of the fast lane, relax and truly enjoy your life.

People who resonate to the Innocent archetype long to have the perfect work, the perfect mate, the perfect home, perfect kids and the ideal life.

The Innocent is pure, wholesome and faultless, free from the responsibility of having done anything wrong or hurtful to others.

The Innocent Business

These include mum and dad shops, small neighbourhood businesses and any organisation that is unconsciously dedicated to practicing simple values. The Innocent archetype is also connected to the concern people feel about large corporates buying or closing out small, community-based businesses.

Examples of the Innocent Brand

Famous Innocents: Doris Day, Meg Ryan, Tom Hanks, Dorothy (Wizard of Oz)

Innocent Movies: Sound of Music, Lassie, Forrest Gump, ET, You've Got Mail

Innocent Brands: Disney, McDonalds, Coca-Cola, Dove

The Innocent Culture

When the Innocent archetype is active in a culture, the team has no hidden motives and are honest and supportive of each other. The workplace is clean and organised and there is a simple system to follow.

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

- Provide a relatively simple answer to an identifiable problem
- Are associated with goodness, morality, simplicity, nostalgia, or childhood
- Have functions associated with cleanliness, health, or virtue
- Are priced moderate to low
- Desire to differentiate from a product with a tarnished image

MEET YOUR ARCHETYPE

Fundamentally, an Innocent provides a means to experience your own individual version of paradise

The Innocent genuinely wants to make you happy through a simple kind of goodness and purity. Always clean and honest, Innocent brands demonstrate trust, optimism and an unbridled sense of wonder.

Importantly, they never operate with a hidden agenda, and act with a clear mind, free from preconceptions.

Innocent brands are known to promise a predictable rescue from an imperfect world, often triggering a memory of simpler times.

There are 3 core types of Innocent:

- Purist;
- Idealist; and
- Muse

An innocent brand is attractive in this hectic, stressful, busy life we find ourselves in. It promises to take this messy world and make it clean and new again, restoring order and beauty and solving a problem quickly and without fuss.

Not only does an Innocent revel in the notion of a simpler time, they help others to find simplicity in their own lives.

They acknowledge that the world is unfair and messy, but Innocent brands focus on restoring life back to its former glory through simple actions, taking away stress and providing quick, easy, solutions that enables their customers to return to their own vision and version of paradise.

RELATING THE INNOCENT ARCHETYPE USING POPULAR CHARACTERS



Purist

Dove personal care products markets themselves for all women with a brand focus on purity, moisture, cleanliness, natural beauty and touchable skin for all types of women. The brand name Dove is clever as universally it associated with the bird that represents peace, innocence and gentleness. The packaging is simple with the blue, gold and white colours, the cardboard is recyclable and the marketing campaigns use real women (not model types) of all shapes, sizes and ages.



Idealist

Coca Cola is one of the worlds most recognisable brands. The brand has beginnings linked to Christmas and the feeling of happiness this festive season brings. The brand knows that life can be complicated and difficult at times, which is why in all marketing they only show images of people relaxing, enjoying times with family and friends, the watching of sunsets and messaging such as 'open a Coke, open happiness'. Escape if only briefly while you enjoy a Coke, to a world where everything is good, easy and perfect.



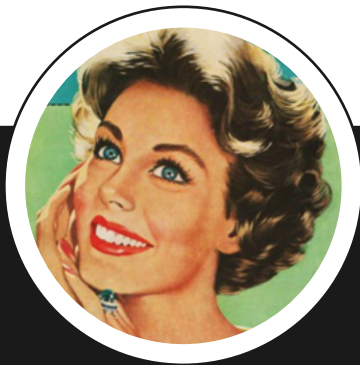
Muse

Disney is known the world over for movies and experiences that are wholesome and good. They brought us Mickey Mouse, countless princes and princesses and many moments of pure joy that have been enjoyed from generation to generation. For parents we all know we can put our children down in front of a Disney movie and know that their imagination will be nurtured and they will be emotionally connected by a brand with a moral story they can reference in life.

What are the characteristics of Innocent customers?

The ideal world for an Innocent is one of simplicity, peace and purity. You bring calm to the chaotic life of modern consumers. The Innocent in each of us wants to live in a perfect place, where we are comfortable to be ourselves. Think white picket fence, perfect kids all living in a house where everything is simple and pure. Every culture has myths of a time when life was perfect. For example, the Balinese still live in a culture today where the family live together in paradise, enjoying everyday and helping each other with daily rituals. Life is simple.

With this in mind, there are two types of behaviours to successfully connect with your ideal customer:



Utopians

These customers are motivated to take an action and buy a product or service if they believe it will create positive change in their life. They have a strong vision for how things should be and are generally very intuitive. Utopians enjoy authenticity and so it is important to speak to them as individuals, take the time to get to know them and their vision for their future. A word of warning, they have a nose for hypocrisy and can see the limitations in an outdated system or even a whole industry, so tone of messaging is very important to build trust with them. Don't promise them the world or quick results. Get it right and you can change their life.

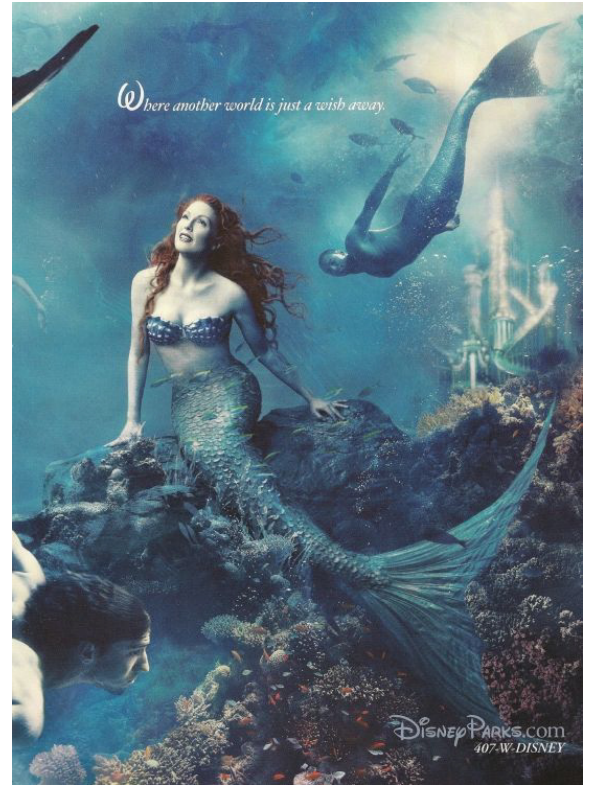


Edenists

Edenists don't focus on the future they remember times in their lives where there was no pressure, no stress and life was easy. They are always on the look out for ways to get back to this embellished memory of the good times in their life. Connect with them with a promise to bring back an experience or a quality from their past. They will be on the lookout for an experience that allows their inner child to be revealed again in some way. Maybe it is where they can be curious to discover something exciting, to do something new. There has to be fun and even a promise of a new beginning. Messaging that triggers an emotional response around their individual experience that links back to family, security or possibility are important to get the attention of an Edenist.

EXAMPLES OF INNOCENT BRANDS

Awaken your archetype



☐ wrinkled?
☐ wonderful?

Will society ever accept 'old' can be beautiful? Join the beauty debate.

campaignforrealbeauty.co.uk | Dove

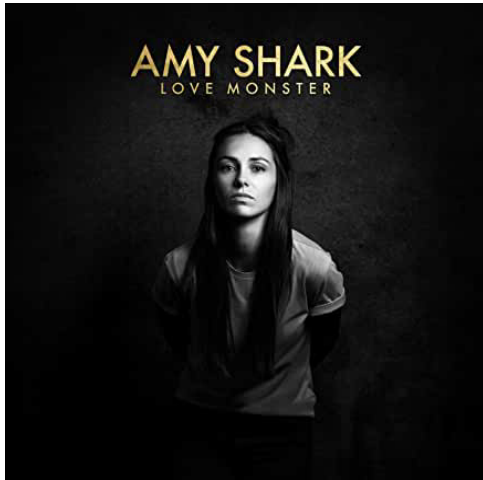
Doesn't your skin deserve better care?



EXAMPLES OF INNOCENT MUSIC

Awaken your archetype

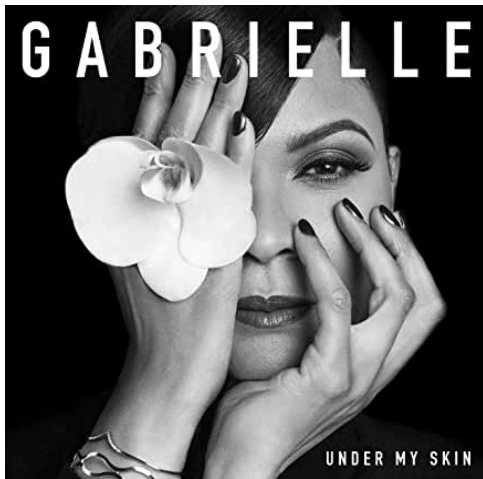
Amy Shark



Boyzone



Gabrielle



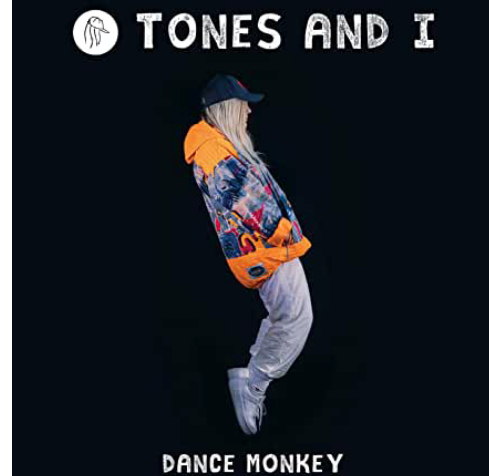
Guy Sebastian



Shawn Mendes



Tones and I



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

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