

# Jester



## 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

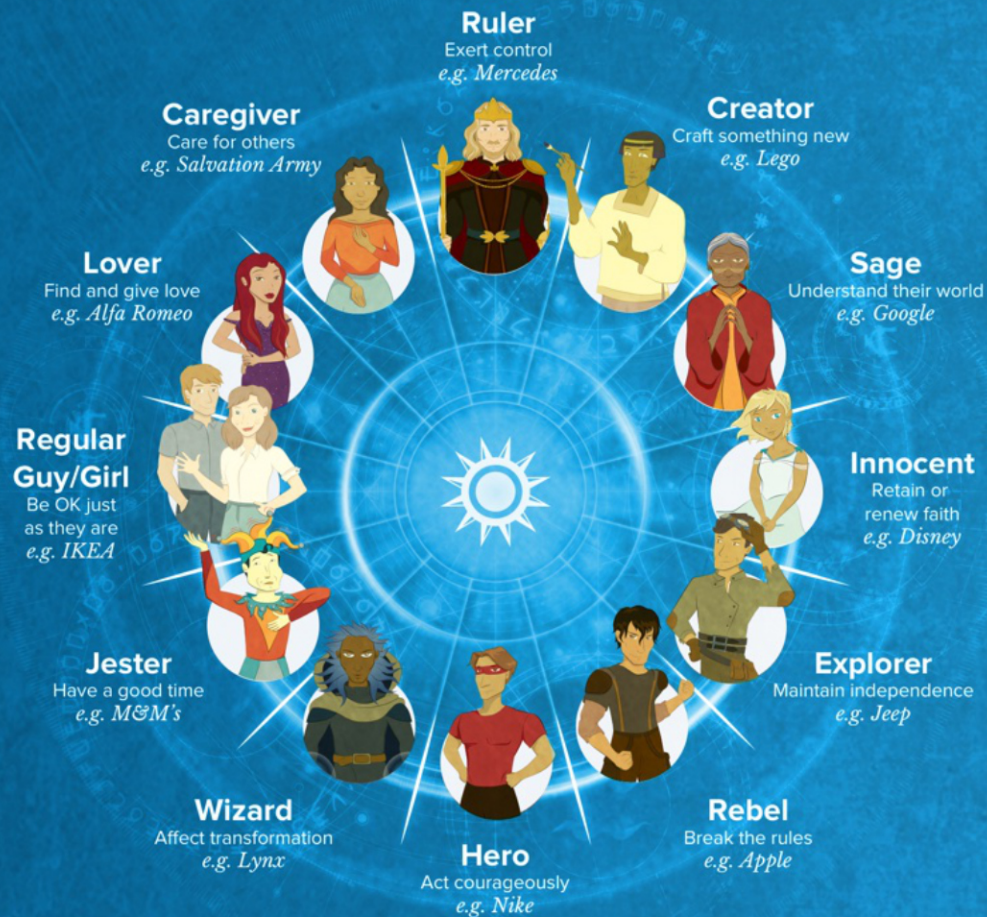
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

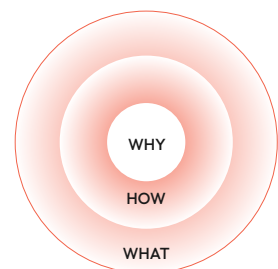


# Meet all the Archetypes

## 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



# Jester

The Jester is energised and fun, overthrowing the established ways of doing things



**“A day without Laughter is a day wasted”**

Charlie Chaplin

<b>Wish</b>	To live in the moment with full enjoyment
<b>Focus</b>	To see life as a playground of opportunity
<b>Fear</b>	Boredom or being boring
<b>Strategy</b>	Using humour to break taboos or shine a light on a deeper issue
<b>Trap</b>	Not being taken seriously
<b>Purpose</b>	Laughter, joy, awakening, spontaneity



# The Jester

## Entertainer. Activator. Masked.

The Jester archetype embodies the energies of mischief and fun as the trigger point to leverage change. There is a serious message underneath the fun that is being communicated in a way, that does not alienate the community. Jester brands allow us to break out of our stereotypes into a world of limitless possibilities, while encouraging everyone to join in.

The Jester is a good brand identification, because virtually everyone is hungry for more fun, and the Jester brand helps us to be impulsive and spontaneous.

One way Jester brands get cut through is through the ridicule of category conventions and are openly dismissive of self-important and overconfident, established brands.

### The Jester Business

The archetype makes enjoyment the bottom line. The Jester also helps foster innovation in organisations by breaking up traditional categories of thinking.

### Examples of the Jester Brand

**Famous Jesters:** Charlie Chaplin, Lucille Ball, Jim Carrey, Sacha Baron Cohen

**Jester Movies:** Pirates of the Caribbean, MASH, Meet the Parents, The Hangover

**Jester Brands:** iSelect, Pepsi, M&M's, Snickers, Ben & Jerry's, Kahlua, Old Spice

### The Jester Culture

With a Jester culture there is an element of fun that can lighten the mood when needed. The key measure of this is to be spontaneous, recapturing the playfulness we all had as little children.

### The Jester provides a good identity for brands that...

- Provide fun, shock and double meaning to get cut through in order to communicate a serious message
- Have a primary function to help people have a good time or get past their obstacles
- Are produced and/or sold by a company with a fun-loving, freewheeling organisational culture
- Need to be easily differentiated from established brands

## MEET YOUR ARCHETYPE

# The Jester encourages us to come out and 'play', to join with others and share in life's experiences

The Jester likes to see the lighter side of life and is always happy to do things that others wouldn't. They challenge us to think about the mundane and expected parts of our business and to think of new ways to engage and encourage our employees and customers to interact with the brand to make that experience more meaningful and fun.

The actions of a Jester brand often help others to feel important and to belong to a like minded community. They believe that everyone is hungry for a little more fun in their life and have the confidence to approach with enough sensitivity to turn something ordinary into extraordinary. They provide autonomy, authenticity and equal opportunity through emerging trends and technology.

A Jester joyfully lives in the moment and in doing so brings joy to those around them.

The Jester is motivated to play, make jokes, be funny and to look at things from a different perspective. If needed they have a skill in being able to bend a perspective, twist a meaning and interpret events and people in ways that are surprising.

Each of your customers, (depending on their individual requirements), will have varying needs that your business will provide for them. What all of them have in common is if they realise it consciously or not is that they want a bit more fun in their life. We would be as bold to say that they believe that their life should be fun and that there is a need for more of a balance to ensure their life is never mundane.

Breaking rules, (or doing the unexpected) is a way a Jester brand can bring a bit of fun to the lives of others.

## RELATING THE JESTER ARCHETYPE USING POPULAR CHARACTERS



### Entertainer

M&M's. We all know the antics these little guys get up to. Fun is injected into everything this brand touches with the goal to simply entertain and engage their audience.



### Activator

Virgin Airlines if it be Galactic or Virgin Blue has fun through all areas of the business, from advertising, check-in to the types of team they employ. As a brand they shine a light on what competitors aren't delivering in order to keep the air fair.

### CIRQUE DU SOLEIL®



### Masked

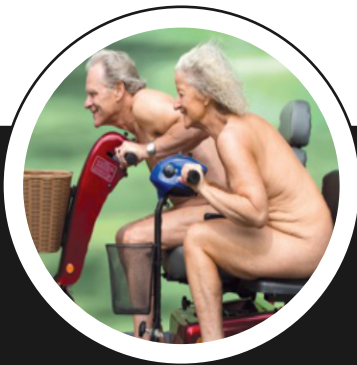
Cirque Du Solei. The collective interaction of the characters and their elaborate costumes keep the audience entertained. Individual identities of the characters remains hidden, their purpose it to entertain with experience and expertise and to change the perception of what a circus is.

## JESTER CUSTOMERS

# What are the characteristics of Jester customers?

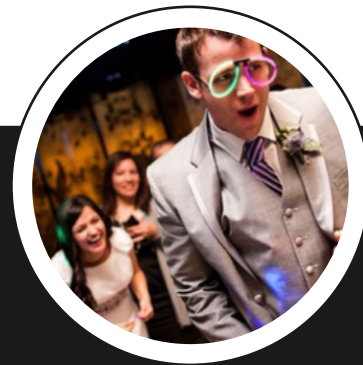
Audiences in which the Jester archetype is dominant (the low hanging fruit for your brand to market to) all have a common belief that there should be more fun and excitement in the world. To market successfully to these customers it is important to clearly outline who you are and what you stand for,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

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



### The Young at Heart

Every now and then, people come along who just seem to make the world around them more enjoyable. These people are looking for a way to bring a little more enjoyment and excitement into their every day adult tasks, and jump at the opportunity to have fun while achieving what is required of them. While this is quite different to those who are simply immature, there is innocence to their drive for simple pleasures in everyday tasks, and their joy can lead them to become strong brand advocates for anyone who can fulfil their needs.



### The Life of the Party

While the body grows older (faster than most of us would care to admit), there are those who have remained young at heart and seek to please and entertain their inner child. They are charismatic, extroverted and fun, and can breathe some life into just about any situation. People who are the life of the party are always looking for new platforms to have fun and express themselves; and truly thrive in a fun and open situation. As customers, they are looking to engage with like-minded entities that allow them to truly express who they are and can give them the lateral space to move and grow.




## EXAMPLES OF JESTER BRANDS

# Awaken your archetype

It'll have a lickable  
touchscreen with  
12 flavour settings


#phonerumour



We'll have it  
on the UK's most  
flexible tariffs

#phonefact

Register your interest at:  
[virginmedia.com/phone-rumours](http://virginmedia.com/phone-rumours)




"After a *HARD WEEK OF DIRTY ACROBATICS*  
Martina picks up a little dressing around the corner."

Get to know your neighbors at [CirqueduSoleil.com/neighbors](http://CirqueduSoleil.com/neighbors) CIRQUE DU SOLEIL

GET TO KNOW  
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M&M'S® Milk Chocolate with peanut butter.  
Obviously irresistible.



More legroom to London

Stretch out with 6" more legroom than Economy. Relax in a separate cabin. Breeze through the airport with priority check in. All with Premium Economy™ - giving you a lot more, for just a little more. Call 1-800-862-8621 or visit us at [virgin-atlantic.com](http://virgin-atlantic.com).

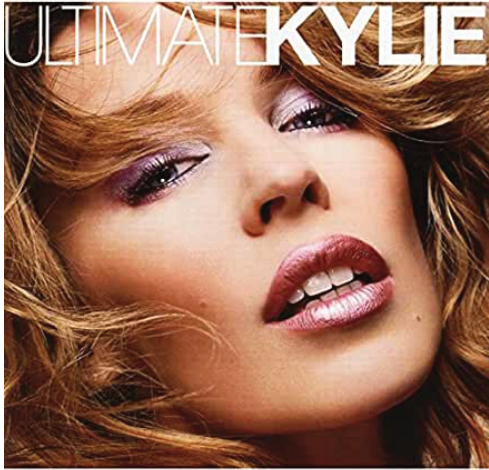
premium economy

virgin atlantic

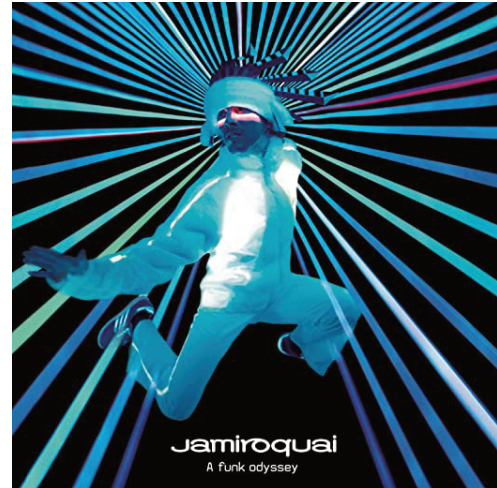
EXAMPLES OF JESTER MUSIC

## Awaken your archetype

Kylie Minogue



Jamiroquai



Lizzo



OutKast



Queen



Will Smith





## 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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**BRANDONIAN**

To enquire into how to successfully implement your new Brand Archetype Profile Insights, please contact us through [brandonian.com/contact](https://brandonian.com/contact)

BRAND INSIGHTS SUPPLIED BY



Using the Brandonian  
Neuro-marketing system

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