

Lover



Archetype Profile

Contents

The Methodology

| | |
|----------------------------------|---|
| How we define your future brand | 3 |
| Meet all the Archetypes | 4 |
| How Archetypal Theory is applied | 4 |

Meet Your Archetype

| | |
|-----------|---|
| The Lover | 5 |
|-----------|---|

Lover Customers

| | |
|-------------------------------|---|
| What are the characteristics? | 8 |
|-------------------------------|---|

Awakening Your Archetype

| | |
|-------------------------------|----|
| Some examples of Lover Brands | 9 |
| Some examples of Lover Music | 10 |

What's Next?

| | |
|-------------------------------|----|
| What's next with Storeplay | 11 |
| Get some help from Brandonian | 11 |

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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

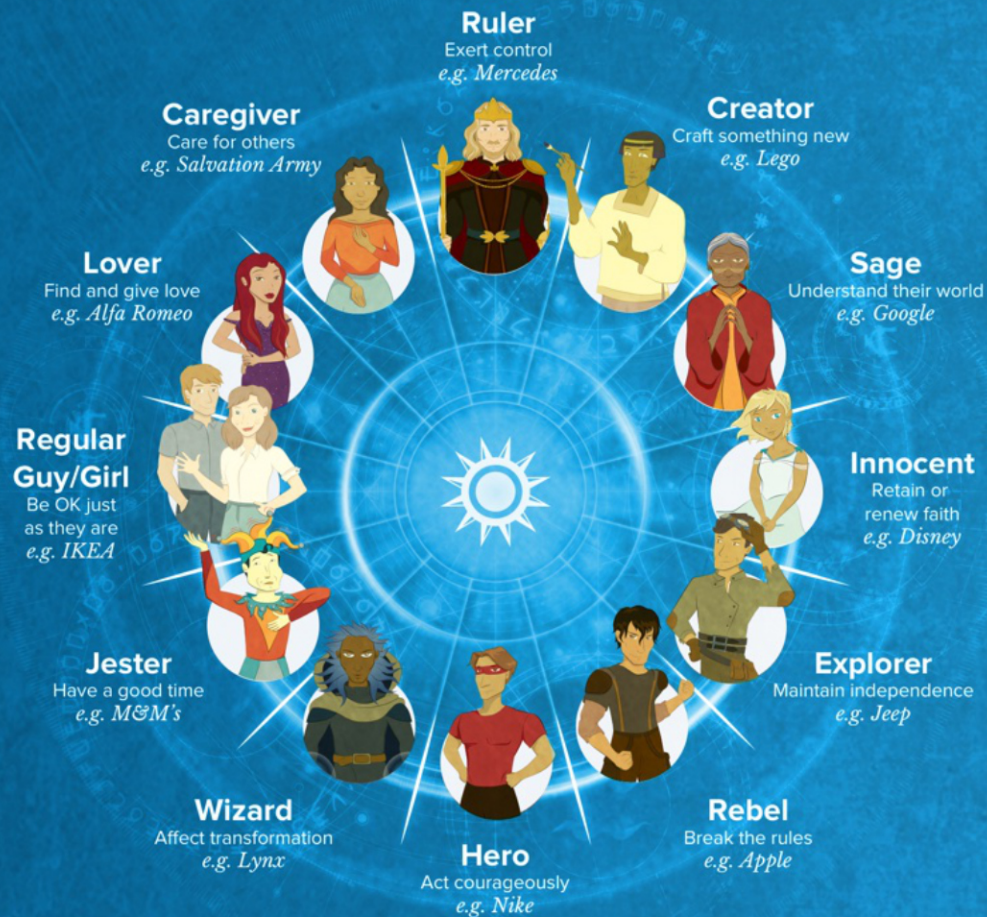
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

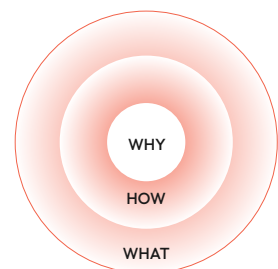


Meet all the Archetypes

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'

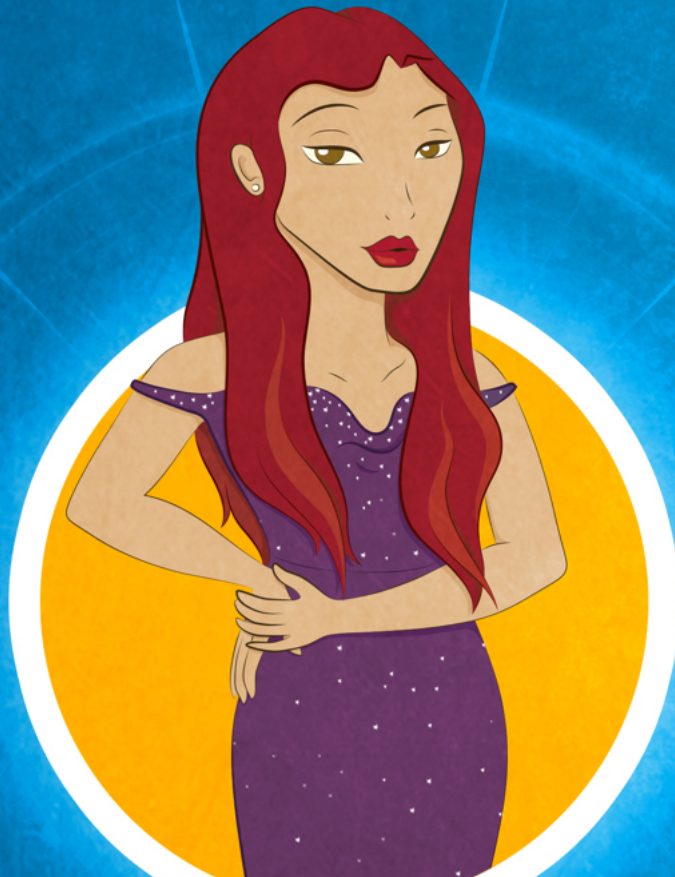
Your brand's emotional connection with your customers is defined by your archetype. You can tell your brand story from your business's perspective as to why you have created what you have. Or, you can tell your brand story from a customer's perspective telling why they need, or what they can expect from 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

Lover

The Lover is romantic and glamorous. They have a dreamlike quality making them easy to fall in love with



“Love is like the wind, you can’t see it, but you can feel it”

Nicholas Sparks (Author of *The Notebook*)

| | |
|-----------------|--|
| Wish | Attain intimacy and experience sensual pleasure |
| Focus | Relationships with the people, the work, the experiences, the surroundings they love |
| Fear | Being alone, a wallflower, unwanted, unloved |
| Strategy | Become more and more attractive - physically and emotionally |
| Trap | Doing anything to attract and please others, losing identity |
| Purpose | Passion, gratitude, appreciation, commitment |



The Lover

Pleasure Seeker, Romantic, Companion

Lovers are dashing, chivalrous and romantic figures. They represent all that is dreamy and glamorous about life.

Love is at the heart of Lover brands – love of life, of the product and of each other. Lover brands tend to be those that focus on the senses and strive to create a multi-sensory experience for consumers.

The Lover is seen in many food categories, such as wine and gourmet foods, in which sensuality

The Lover Business

The archetype results in camaraderie, beautiful surroundings and attention to the connections that bring a sense of meaning and balance to life. The Lover influences our human instinct for affection, beauty, closeness and collaboration.

Examples of the Lover Brand

Famous Lovers: Clark Gable, Cary Grant, Nigella Lawson, Elizabeth Taylor

Lover Movies: The Notebook, Titanic, Romeo & Juliet, Dirty Dancing, The Intouchables

Lover Brands: Revlon (feel like a woman), Chanel, Alfa Romeo, Haagen-Dazs, Tiffany & Co, Guide Dogs

The Lover Culture

When the Lover archetype is active in a culture, there is a motivation to attract, give and receive nurture and support. Team work together to ensure every customer is given the attention they deserve.

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

- Help people find love or friendship
- Fosters beauty, communication, or closeness between people or is associated with sexuality or romance
- Want to connect on an emotional level around the experience they 'really' sell
- That needs to differentiate itself in a positive way from lower priced brands
- Have pricing that is moderate to high

MEET YOUR ARCHETYPE

The Lover makes you feel special, Lover brands make love not war

The Lover influences our human instinct for affection, beauty, closeness and collaboration. These human connections can be found in parental love, friendship, spiritual beliefs and, most importantly, romantic love.

The Lover is activated deep in our emotions that transcend time and live within our senses and physical being.

Lover brands allow us to experience an emotional connection, and a feeling of being special that can only come from a feeling of being loved. The Lover represents all that is dreamy and glamorous about life; it's the man or woman you know who loves their job, loves their partner and takes pleasure in everything they do. Lover brands are not only attractive to their audience (both physically and emotionally as a product or service), but they also help others love what they do by bringing a new found appreciation to their lives or work.

There is great fun to be had with the Lover archetype simply because Eros (the god of love) from a pleasure seeking perspective, enriches life. Eros is always present in Lover brands and we can use that to our advantage by linking acts of love to unemotional products or services. In doing this we can help people attract love or show their love for something.

There are five keys ways you can do this with your marketing messages, where your goal is to formulate romantic attachment.

1. Attraction (purely physical)
2. Lust (sexual attraction and desire)
3. Crush (liking someone)
4. Love (commitment)
5. True Love (soul mates)

RELATING THE LOVER ARCHETYPE USING POPULAR CHARACTERS



Pleasure Seeker

Häagen-Dazs' ambition was to create the world's best tasting ice-cream, and his devotion to the highest standards changed the way people thought about ice-cream. The Häagen-Dazs philosophy remains the same to this day. They believe that everyone deserves to experience pleasure that is fulfilling and real, and this guides everything that they do.



Romantic

Since its creation 105 years ago, the Alfa Romeo name has become legendary. It evokes passion for motoring like no other – a passion built on the championships, drivers and mechanics that have been the machine behind its success. In every Alfa Romeo, technology and emotion converge to produce a true work of art – every detail essential and every design is the perfect harmony between beauty and purpose.



Companion

The very nature of the role that Guide Dogs Australia plays in the lives of those they help is the epitome of a Companion Lover brand. They are selfless in their service, and they are with you through the good times and the bad, helping out as needed.

What are the characteristics of Lover customers?

Audiences in which the Lover archetype is dominant in (the low hanging fruit for your brand to market to) all have a common desire to be singled out for attention. From here we then like to break these audiences down into two types that a Lover brand will appeal to:

- **Shared Love:** Live happily ever after. Marie and Pierre Curie are the embodiment of this audience type. Theirs is a story about partners in love and science. In 1898, they discovered polonium and radium. When Curie died in 1904, Marie pledged to carry on their work, driven by the memory of the man she loved.
- **Tragic Love:** Torn apart by tragedy. Many love stories have tragic endings. The lovers break up or, as with Marc Antony and Cleopatra, they are separated by circumstances that lead to both of their deaths. There is a real pulling at our heart strings when we hear stories like this.



Shared Love

From an everyday perspective, shared love is all about how love is maintained or fuelled in a relationship. For Marie and Pierre Curie they continued to bond through shared experiences. This as the key for this audience type, they are looking for your brand to engage with them regularly about what you both have in common, so they know they are loved and respected.

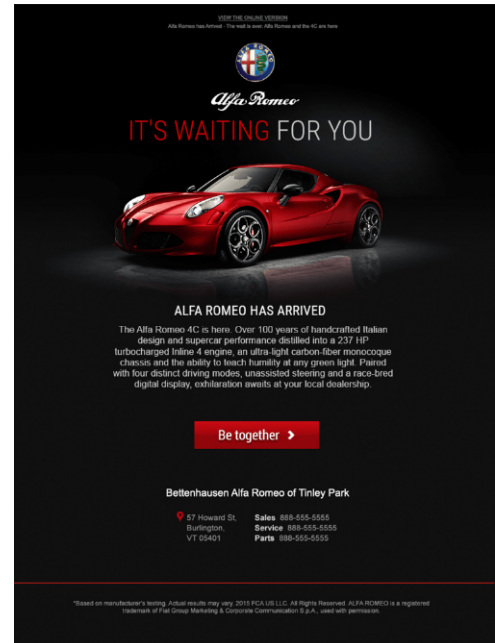
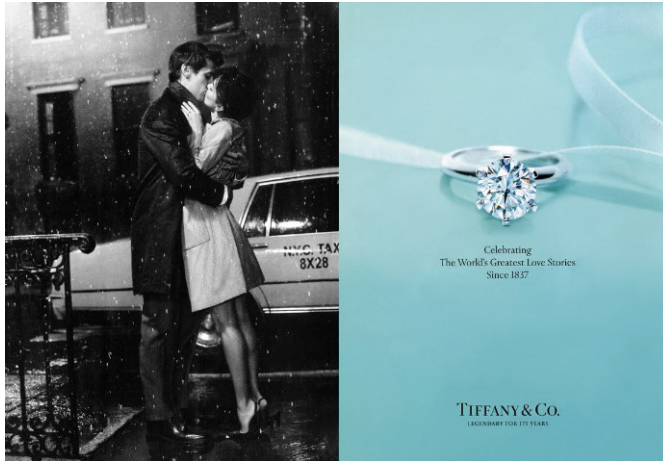


Tragic Love

Tragic Lovers are actively looking to be understood and be offered a chance to re-build from the tragedy they have experienced with another product or service. They are wanting to connect with your brand on the promise that they too can enjoy a happy ending, and be able to live happily ever after. For these Lovers they have a fear around not 'finding love' again or worse, experiencing another tragedy.

EXAMPLES OF LOVER BRANDS

Awaken your archetype



big apple
meet real strawberries

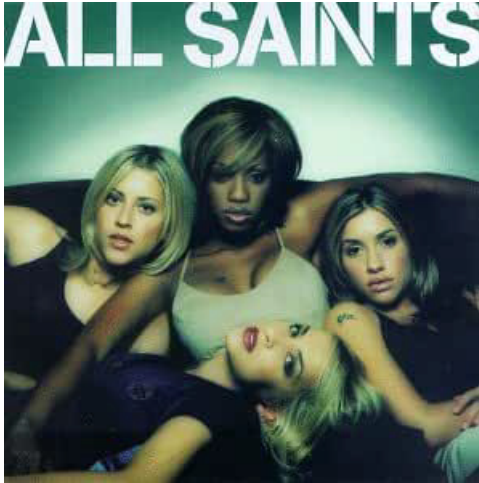
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EXAMPLES OF LOVER MUSIC

Awaken your archetype

All Saints



Corinne Bailey Rae



Ellie Goulding



Khalid



Sam Smith



Meghan Trainor



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

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Using the Brandonian
Neuro-marketing system

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