

# Rebel



## 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 Rebel	5
-----------	---

## Rebel Customers

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

## Awakening Your Archetype

Some examples of Rebel Brands	9
Some examples of Rebel Music	10

## What's Next?

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

## 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

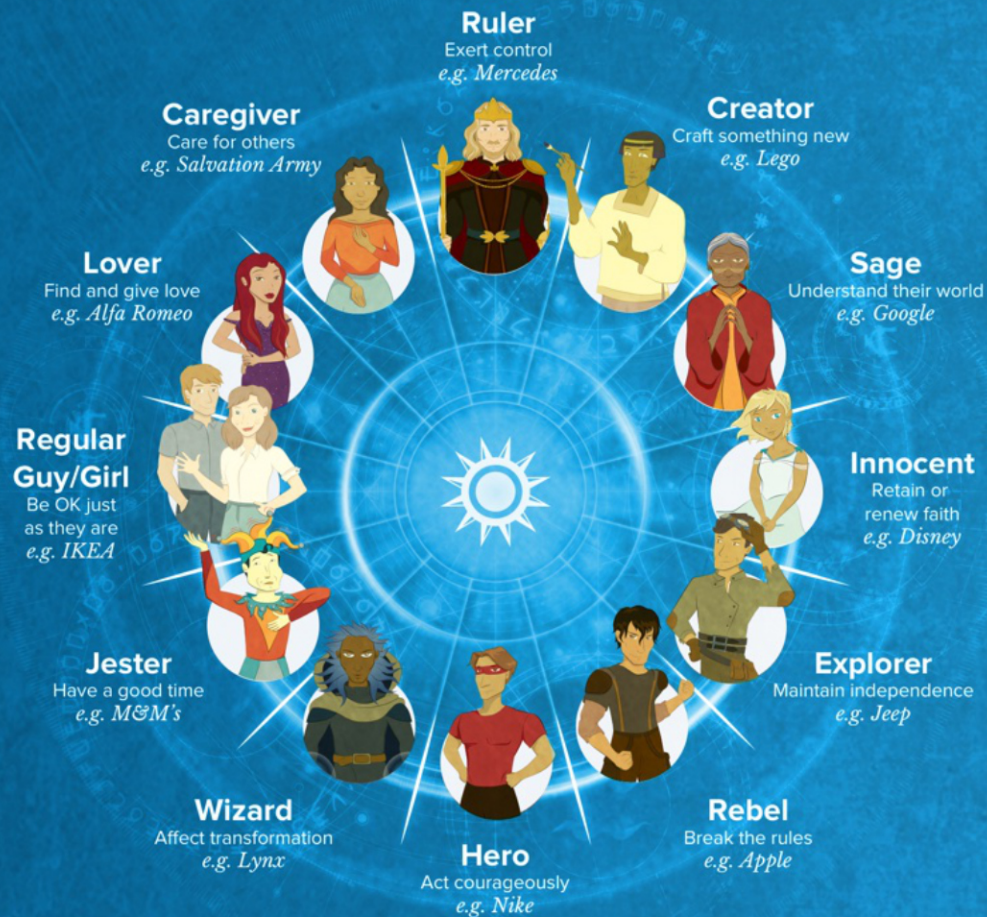
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

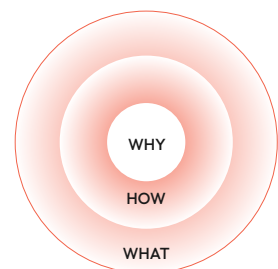


# Meet all the Archetypes

## 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



# Rebel

The Rebel enjoys feeling a little bit 'bad' and may not be admired but is satisfied to be feared



**“You are remembered for the rules you break”**

Douglas Mccarthur

<b>Wish</b>	Revenge or revolution
<b>Focus</b>	To challenge convention
<b>Fear</b>	Being powerless, trivialised, inconsequential
<b>Strategy</b>	Disrupt, destroy, or shock
<b>Trap</b>	To go over to the dark side, criminality
<b>Purpose</b>	Liberation, radical freedom



# The Rebel

## Activist, Reformer, Outlaw

The Rebel challenges the world as we know it. They see a need for change and like to bring issues to the attention of the community.

Rebel brands are the key to social change, instigating fresh perspectives and can drive innovation. A Rebel brand is a rule breaker to some degree. They challenge convention by questioning the status quo and pushing the boundaries of what is accepted. Rebel brands raise awareness and shine a light on outdated processes and ways of thinking that they combine with action to overturn the traditional / expected order of society.

### The Rebel Business

Bold leadership, courage and power, the Rebel brand helps their audiences see there is a better way to solve the problem.

### Examples of the Rebel Brand

**Famous Rebels:** Lady Gaga, Madonna, Nelson Mandela, Malcom X, Robin Hood

**Rebel Movies:** Zorro, Les Misérables, Lorenzo's Oil, Dead Poets Society, Milk

**Rebel Brands:** Honda, Apple, Greenpeace, Harley Davidson, Levi Strauss

### The Rebel Culture

When the Rebel is active in cultures, there is strong leadership where the team are all very clear on the role they are playing to ensure they are overcoming the challenge, to ensure there is positive change.

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

- Want to connect with customers and employees that are feeling very dissatisfied with society
- Have a product or service that destroys something (actually, like a bulldozer, or virtually, like many video games) or is genuinely revolutionary
- Have a product or service that is not very good for people or makes them feel a little bit bad simply by using it
- Helps to retain values that are threatened by prevailing ones
- Have pricing that is moderate to high

## MEET YOUR ARCHETYPE

# The Rebel is an agent for change

With a focus on society and transition, Rebel brands are always questioning what is best for them. They shine a light on and take action against outdated modes of thinking by combining ideas with actions. They are often seen as a force to be reckoned with, representing a strength of voice that says, "I've had enough!" They bring issues to the forefront for those interested in the general community to support. Not happy to simply follow along with what others are doing, Rebels challenge the status quo to find the best solutions for those in their care. Staunch agents for change, Rebels are not admired by everyone.

However, those who believe in the need for change, especially those who see established norms as a source of injustice, find Rebel brands irresistible.

Rebel brands know that rules are meant to be broken and they will stand up for what they believe in doing whatever it takes to make things right. They are here to challenge us to see that there is a better way, especially when the existing way is a result of apathy, poor choices or exploitation of others. They ask "why?" and the statement, "because that's the way we've always done it" is like a red rag to a bull for them. By challenging us to think about our current situation, Rebel brands ensure we take action to make sure the future is what it needs to be – not just what it has always been.

## RELATING THE REBEL ARCHETYPE USING POPULAR CHARACTERS

The Greenpeace logo, featuring the word "GREENPEACE" in a bold, green, sans-serif font.

### Activist

Greenpeace is a non-governmental environmental organisation that was founded by Canadian environmental activists in 1971. Greenpeace states its goal is to 'ensure the ability of the Earth to nurture life in all its diversity' and focuses its campaigning on worldwide issues such as climate change, deforestation, over fishing, commercial whaling, genetic engineering, and anti-nuclear issues. It uses direct action, lobbying, and research to achieve its goals.



### Reformer

Apple computers went head to head with market leader Microsoft by creating many products that would be known for innovation. They made their software so user friendly that virtually anyone could become an expert at using their products almost immediately. Founder Steve Jobs described the brand this way: 'Think Different' celebrates the soul of the Apple brand – that creative people with passion and change the world for the better. Apple is dedicated to making the best tools in the world for creative individuals everywhere.



### Outlaw

American motorcycle manufacturer Harley Davidson has survived two possible bankruptcies by staying true to the brand, 'turning left when others have turned right'. The collection of ideals behind the brand has allowed Harley Davidson owners to see their brand choice as more than just a motorcycle – they exude a whole set of attitudes and adopt a lifestyle that is all about 'thumbing your nose' at mainstream values and conventions.

## REBEL CUSTOMERS

# What are the characteristics of Rebel customers?

Audiences in which the Rebel archetype is dominant (the low hanging fruit for your brand to market to) all have a common belief that they want to challenge convention in some way. 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.

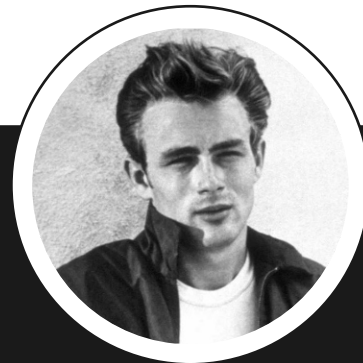
With this in mind there are two types of mindsets to inspire your ideal audience:

- Fringe Dwellers – as outcasts they look for products and services that are nonconforming or stand for a cause they believe in.
- Rule Breakers – want to rebel outside of their everyday life to feel a part of something bigger.



### Fringe Dwellers

By choice or circumstance, Fringe Dwellers live on the margins of society – the outsiders. They are the people who wear clothes that set them apart, or those who partake in activities contrary to general standards of health, safety and ethics. Known as nonconformists, they are people who choose to live off the grid to avoid dictation by the government or society, and similarly, as consumers they look for the alternative choices.



### Rule Breakers

Rule Breakers are attracted to Rebel brands not because they want to disrupt or shock anyone, but rather they want to rebel against which is outdated – to feel as if they are part of the revolution. They get joy out of buying or using products that are outside the norm because it makes them feel a little bit bad. They always stay within the constraints of the law and what's accepted behaviour in society.



## EXAMPLES OF REBEL BRANDS

# Awaken your archetype

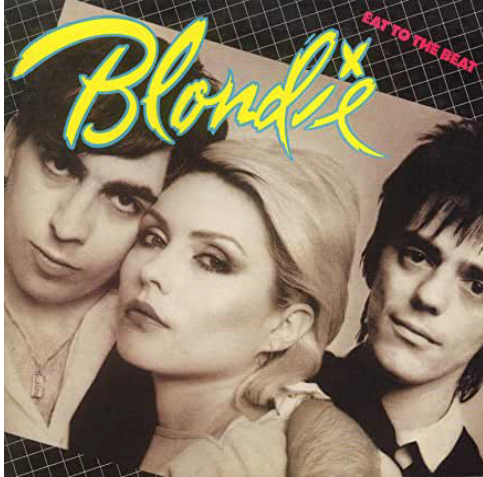




## EXAMPLES OF REBEL MUSIC

# Awaken your archetype

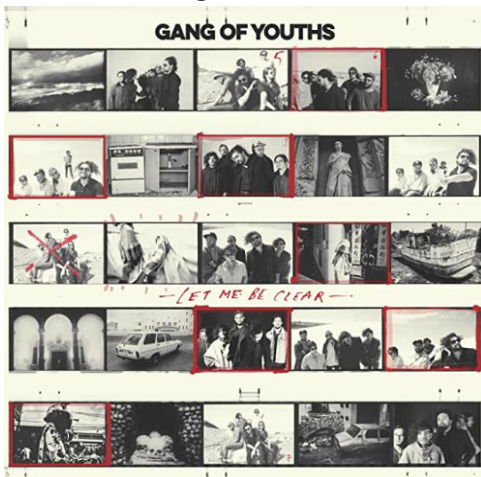
Blondie



David Bowie



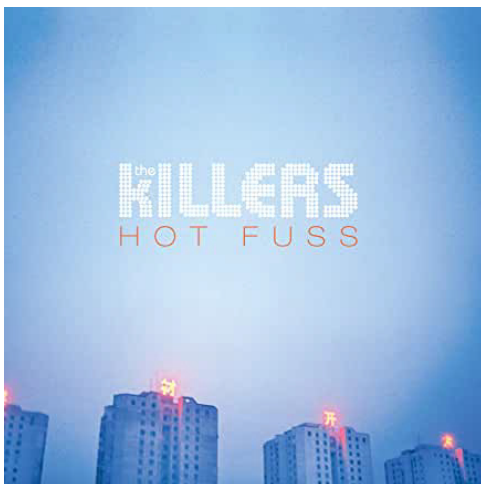
Gang of Youths



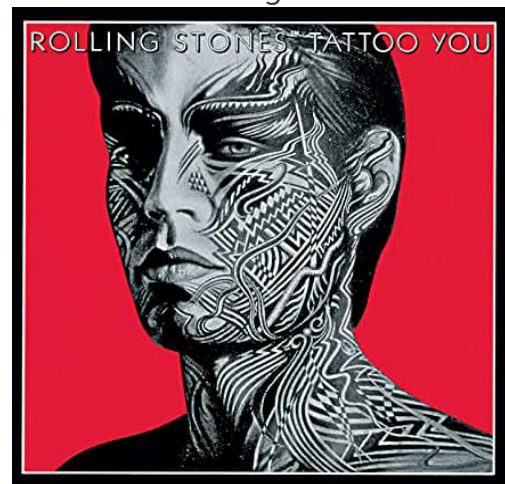
Red Hot Chili Peppers



The Killers



The Rolling Stones



## 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](https://brandonian.com/contact)



BRAND INSIGHTS SUPPLIED BY



Using the Brandonian  
Neuro-marketing system

BRANDONIAN

[brandonian.com](http://brandonian.com)