

Regular Guy/Girl



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

Regular Guy/Girl	5
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Regular Guy/Girl Customers

What are the characteristics?	8
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Awakening Your Archetype

Some examples of Regular Guy/Girl Brands	9
Some examples of Regular Guy/Girl 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

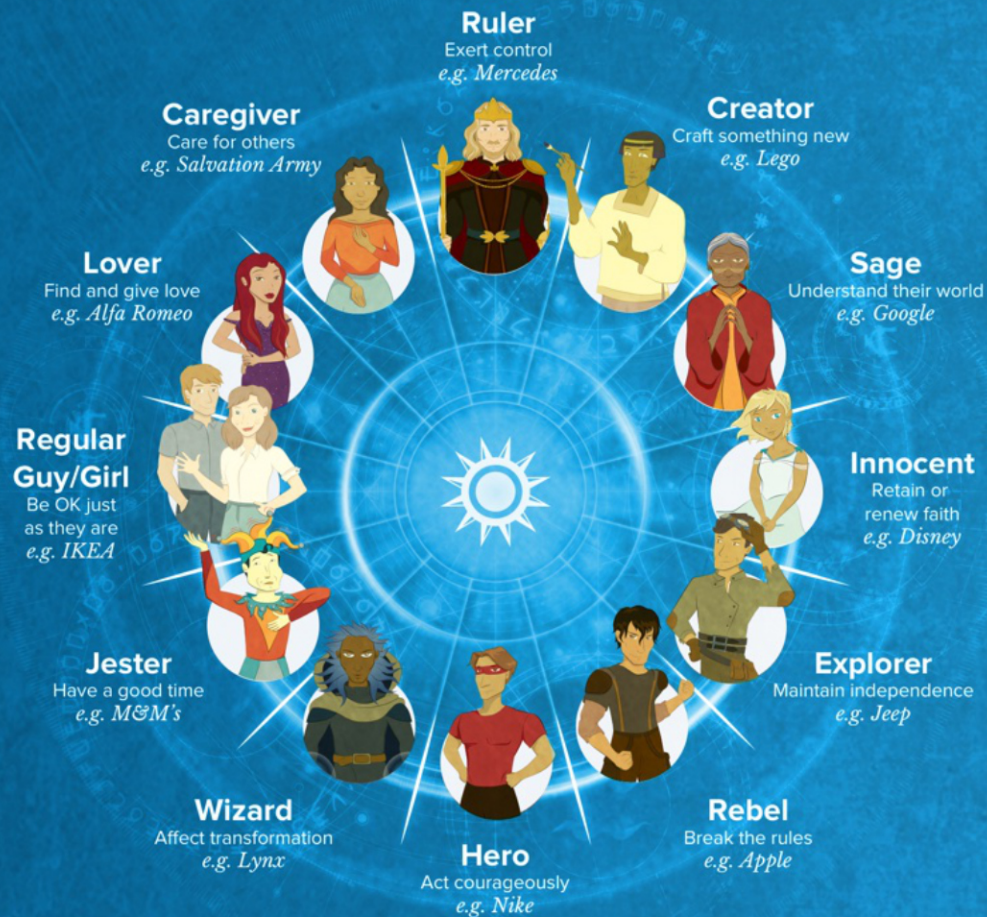
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

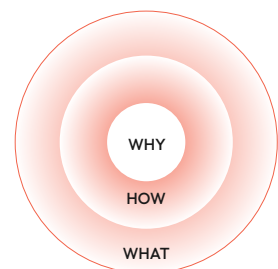


Meet all the Archetypes

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'

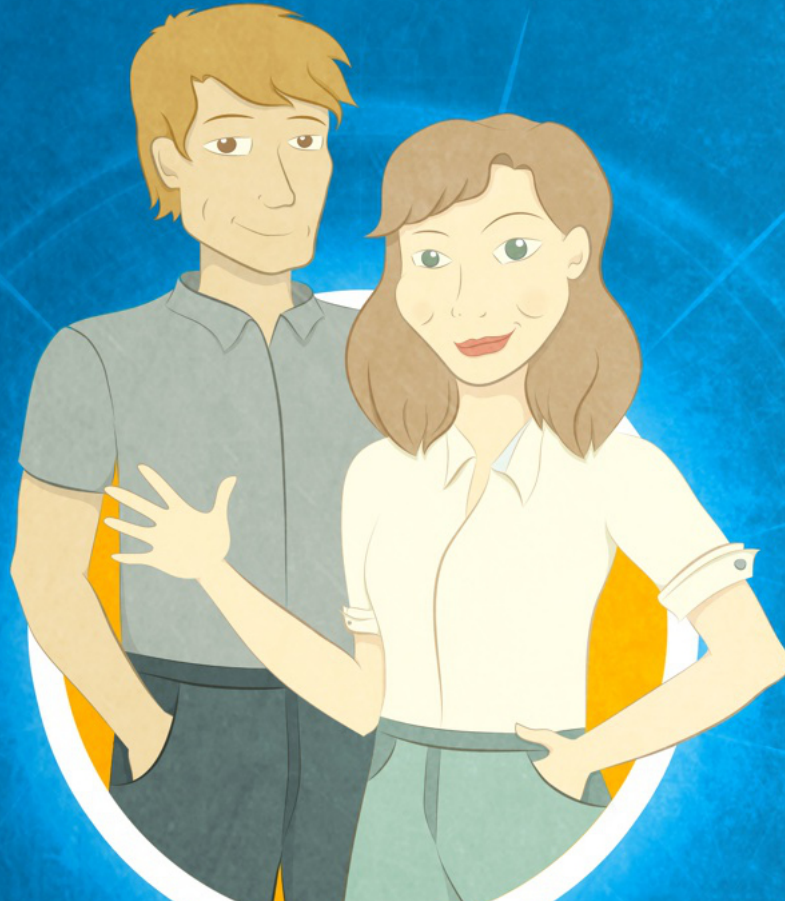
Your brand's emotional connection with your customers is defined by your archetype. You can tell your brand story from your business's perspective as to why you have created what you have. Or, you can tell your brand story from a customer's perspective telling why they need, or what they can expect from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

Regular Guy/Girl

The Regular Guy/Girl delights in being simply an ordinary person, one of the masses. They are unselfish, faithful, supportive and friendly



“Everyone smiles in the same language”

Hugh Jackman

Wish	Connection with others where everyone is an equal
Focus	To belong, fit in
Fear	Standing out, seeming to put on airs and being exiled or rejected as a result
Strategy	Treat everyone fairly or well, this will be returned and everyone with benefit
Trap	Loss of self-identity, completely disappear
Purpose	Realism, empathy, support, strength of character



Regular Guy/Girl

Member, Advocate, Citizen

Regular Guy/Girl brands give people a sense of belonging, and provide a sense of comfort or security being part of a group, where there is friendship and care. They take comfort in the fact that they are unremarkable, and don't stand out.

Regular Guy/Girls rarely operate alone. They shun individual attention. Typically, they relate to and identify with being a member of a group (two or more). They are the fundamental archetype of democracy and notions of collective equality.

The Regular Guy/Girl is often featured in popular culture as a side-kick or companion to super-heros or talented artists.

The Regular Guy/Girl Business

The Regular Guy/Girl archetype frequently has a sense of group identity. They represent the universal and often unpretentious experience of being 'human' — the highs, the lows, the bitter and sweet. This archetype believes in the values of the importance of being grounded, unselfish and approachable.

Examples of the Regular Guy/Girl Brand

Famous Regular Guys/Gals: Jamie Oliver, Ron Weasley, Hugh Jackman, Adele

Regular Guy/Gal Movies: The Full Monty, Matilda, Mrs Doubtfire, Annie, Lego Movie

Regular Guy/Gal Brands: VISA, Nivea, Ebay, Ikea, Avis, Volkswagen, Aldi

The Regular Guy/Girl Culture

There is an understanding of 'what you see is what you get'. The work environment is casual (but respectful) but with a dedicated approach to the work. Work structures are traditionally flat and non-hierarchical.

The Regular Guy/Girl provides a good identity for brands that...

- Helps people belong or feel that they belong
- Have a product or service used commonly in everyday life
- Enjoy an unpretentious organisational culture
- Want to differentiate themselves in a positive way from a higher priced or more elitist brand
- Have pricing that is moderate to low

MEET YOUR ARCHETYPE

The Regular Guy/Girl is quite literally, one of us.

The Regular Guy/Gal archetype requires no introduction! You all know the Regular Guy/Gal – they are the guy or girl next door. They seem familiar to you because they are! They are, quite literally, one of us.

Core characteristics of the Regular Guy/Gal are their dependability (they are always there for you) and utility – the support that they provide is unconditional and their determination to provide this is unwavering.

Providing this support is done with a complete lack of pretence or guile. The Regular Guy/Gal is accepting of anyone at face value, accommodating and supportive.

Underpinning this support is, however, a steely determination that espouses, “If they can do it, I can do it too!” Our culture is full of famous Regular Guys/Gals.

Sancho Panza was the long-suffering squire for Don Quixote, Batman had Robin to make up the ‘Dynamic Duo’, Frodo Baggins would have been toast in ‘The Lord of the Rings’ without the earnest practical and

emotional support of his faithful gardener Samwise Gamgee, and Dr Watson is the thankless foil for the deductive genius of Sherlock Holmes.

The Regular Guy/Gal strives to make things fair. The energy invested in helping (often behind the scenes) is to correct a perceived imbalance. They are motivated to serve ‘the greater good’ and value honesty, practicality and hard work. The Regular Guy/ Gal’s motivations aren’t driven by fame or wealth but take satisfaction in contributing to something they consider worthwhile.

Regular Guy/Gal brands are accessible and unpretentious. They are built on the premise of contributing to a collective improvement or providing understanding, comfort and practical value.

The Regular Guy/Gal brands thrive on creating a connection or familiarity/intimacy with their customers. They do this by focusing on (and elevating the significance of) the ordinary and the every-day.

RELATING THE REGULAR GUY/GIRL ARCHETYPE USING POPULAR CHARACTERS



Member

General Motors – Holden (Opel in Europe). This is a car that is for the masses, it is quality, reliable and affordable. Positioned within the reach of most Australians when launched in the 50s as the all Australian car, it quickly captured half of the local market. Central now with many of our historical milestones and present in many of our iconic songs and stories, Holden is a symbol of what it is means to be Australian.



Advocate

IKEA was created by entrepreneur Ingvar Kamprad who believed in giving locals value. As a child he bought matches in bulk and sold them at a very competitive price to locals. IKEA today delivers designer furniture to a market who generally can not afford it. Through clever design, flat pack delivery he is able



Citizen

Ebay was founded in 1995, by an Iranian-American computer programmer Pierre Omidyar. What Pierre had created was a market place for like minded community members to find and connect with each other over something they had in common. Auctions are created where a seller can find a specific buyer in a global market.

What are the characteristics of Regular Guy/Girl customers?

The good news for Regular Guy/Gal brands is that there are lots of Regular Guy/Gal customers! These customers are looking for well-established value from proven sources. They take comfort in brands that feel comfortable and familiar and have little appetite for the risk associated with new concepts or brands.

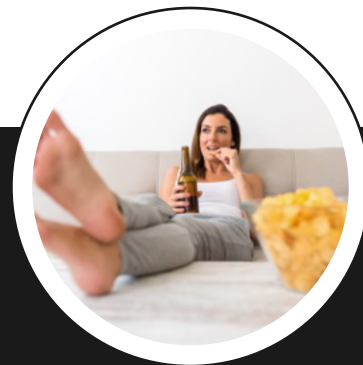
They are not really interested in new or exciting 'benefits' especially for traditional categories that are driven by comfort, trust and familiarity (comfort food, basic retail essentials, familiar clothing, basic beers and alcohol). These customers will often select generic label groceries when the benefit of premium priced branded items is not apparent.

If the brand exudes values like plain speaking, authenticity and tradition and links to homespun family values then the Regular Guy/Gal customer is likely to engage. There are two types of customer mindsets for you to consider:



Lemmings

The need to belong results in a reduced desire to make decisions for themselves. As their perception of 'self' is eroded by their commitment to a broader identity so is their independence when confronted by choice. This group is influenced not just by their immediate influencers but by reviews or opinions of people 'like them', or others that they like or aspire to connect with (celebrity endorsements are particularly potent).

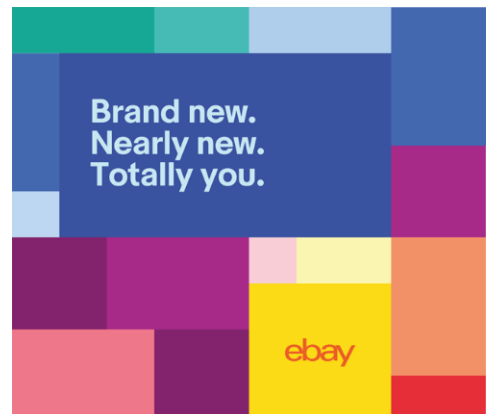


Familiars

Familiars seek value not from the decisions made by others but by decisions made before. Familiars routinely select brand, products that they have had before. When seeking comfort or support they do not want to be confronted by something new. They don't want to be challenged by a new experience or benefit – even if it is compelling! Familiars seek easy to understand value. They will quickly dismiss 'added value benefits' as frivolous if they perceive it has deviated too far from its original essence.

EXAMPLES OF REGULAR GUY/GIRL BRANDS

Awaken your archetype



EXAMPLES OF REGULAR GUY/GIRL MUSIC

Awaken your archetype

Bruno Mars



Dua Lipa



Ed Sheeran



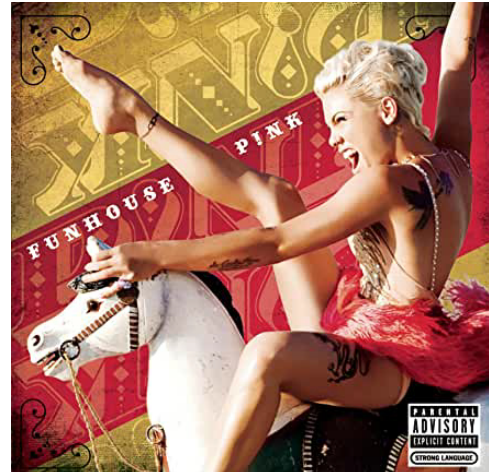
Jonas Brothers



Taylor Swift



Pink



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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