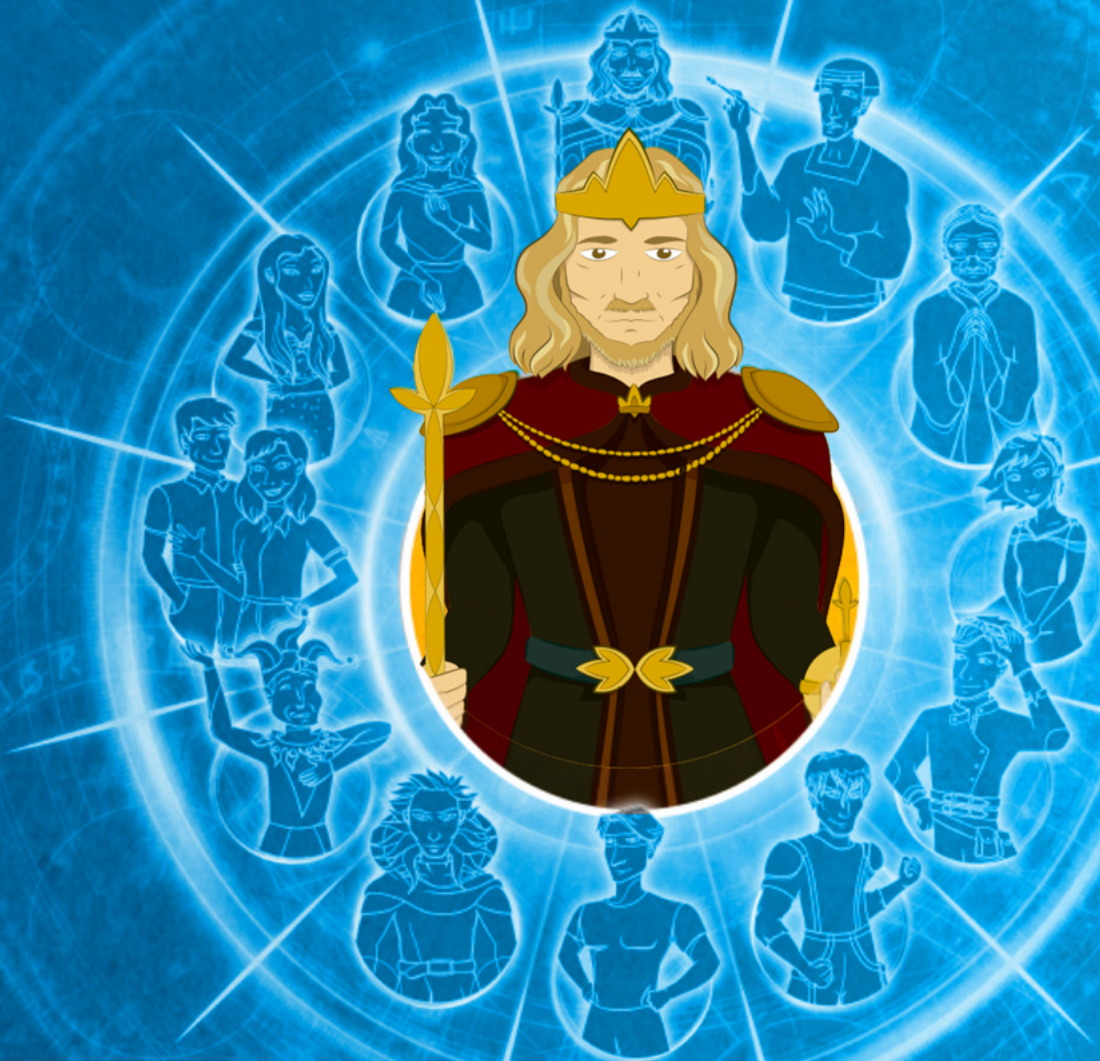


# Ruler



## 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

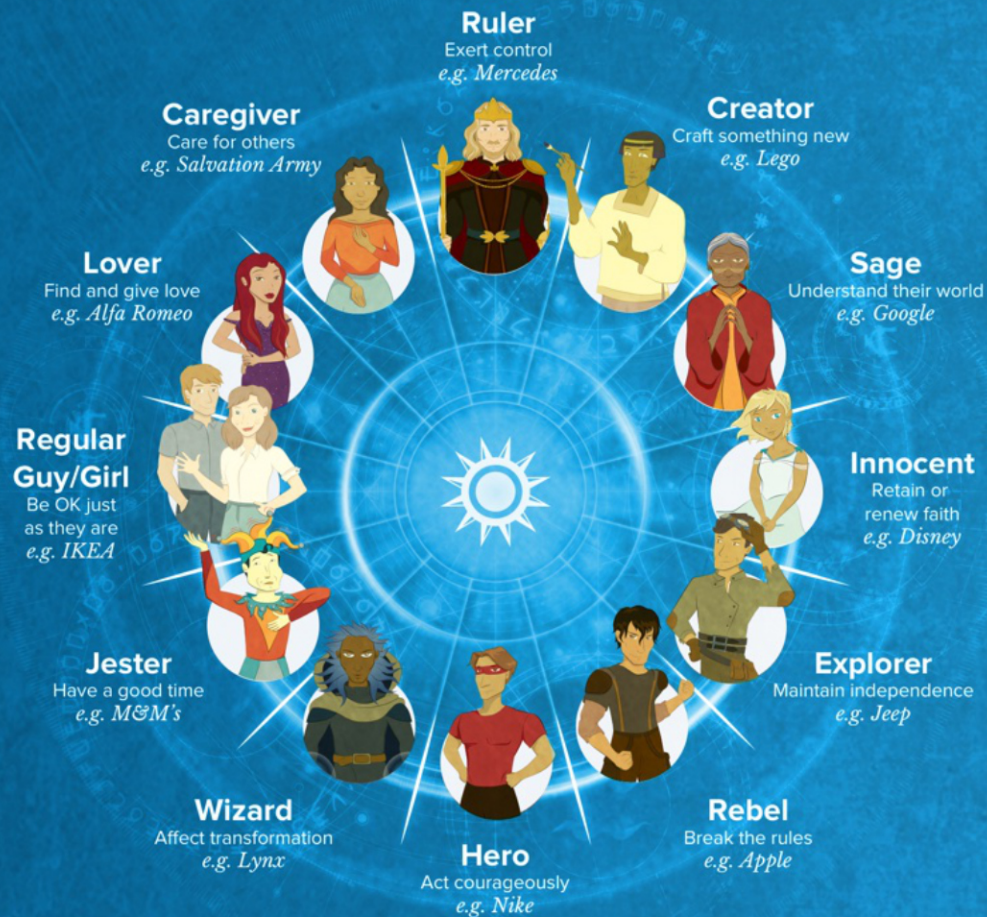
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

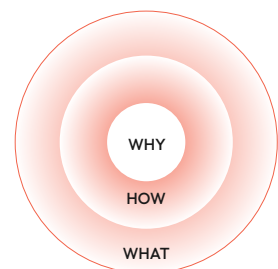


# Meet all the Archetypes

## 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.

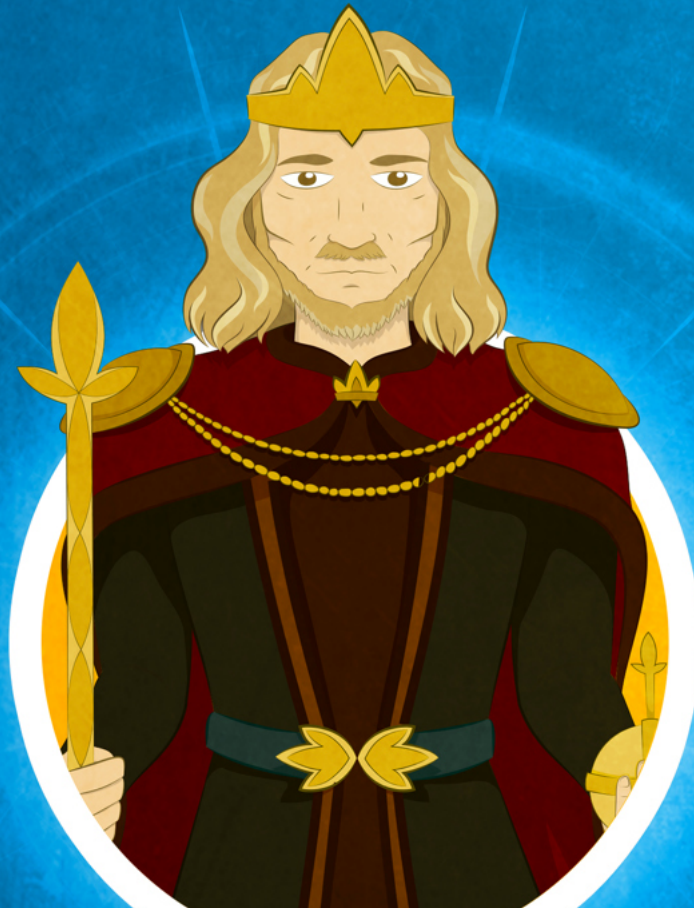
This document provides assistance for you, your team, and any future employees to understand your archetype. When your archetype is understood it will help you appeal to the right customers, and communicate your 'why' more effectively.

Your business will be seen and heard and stand apart in crowded marketplace



# Ruler

Rulers are large and in charge, they set the rules by which other brands play.



**“Power is everything”**

<b>Wish</b>	Control
<b>Focus</b>	Creating structures for a successful family, company or community
<b>Fear</b>	Disruption, loss of control
<b>Strategy</b>	Demonstrate leadership
<b>Trap</b>	Authoritarian, entitled arrogance
<b>Purpose</b>	Responsibility, leadership



# Ruler

## Benevolent Dictator, Chairman, Promoter

The Ruler is the boss, leader, aristocrat, king, queen, politician, role model, manager or administrator, and they take this role in the categories that they play in.

Rulers lay down the law. They see themselves as knowing what is good for people, if there is anything the Rulers hate, it is any kind of change they cannot control.

Ruler brands are often market leaders, which offer a sense of security and stability in a chaotic world.

### The Ruler Business

Many ruler businesses are central in setting standards that control how things are done in their industry. They like to lead and be in control, often providing a product or service before their customers even know they need it.

### Examples of the Ruler Brand

**Famous Rulers:** Winston Churchill, Margaret Thatcher, Queen Elizabeth, Cleopatra.

**Ruler Movies:** Lion King, The Devil Wears Prada, Peter Pan Ruler

**Brands:** Microsoft, Mercedes-Benz, Rolex, Louis Vuitton

### The Ruler Culture

When the Ruler archetype is active in a culture, there will be team members who will enjoy taking on leadership roles, and innovation will need to be a focus to ensure the business stays ahead of the game.

### The Ruler identity might be right for your brand if you have:

- A high-status product used by powerful people to enhance their power
- A product that helps people be more organised
- A product or service that can offer a lifetime guarantee
- Services that offer technical assistance or information that helps maintain or enhance power
- An organisation with a regulatory or protective function
- A product at the moderate to high price range
- A brand that is the clear leader in their field

## MEET YOUR ARCHETYPE

# The Ruler provides structure to the world

The Ruler represents power and is motivated to lead people as a way of establishing control and stability to the world. They all have an underlying drive to help the world in some way.

There are 3 core types of Ruler

- Benevolent Dictator,
- Chairman and
- Promoter

The Ruler is motivated to gain and maintain power. They believe that in order to feel safe and at the top of their game, they can rely only on themselves to take control and avoid chaos.

For the **Benevolent Dictator**, they exercise absolute power over their entire industry or community, but they do so for the benefit of the population as a whole.

The **Chairman** likes to listen and consider the thoughts of those they influence, but at the end of the day will make a decision on what is best for the people and stand by that decision. The **Promoter** is driven by a strong sense of personal responsibility and a need for fairness. They want to promote their way to the world as the best way.

No matter the type of Ruler you are, Ruler brands offer a way of gaining control back in a world that seems to be very out of control. They are willing to learn new skills to remain on top and to share experiences through stories that unleash powerful emotions, build credibility and give us a way to address difficult topics.

Ruler brands are never the result of inherited power (corporate takeovers). There is always a story of how they earned or created their power from humble beginnings - where an idea was turned into a new and better way.

## RELATING THE RULER ARCHETYPE USING POPULAR CHARACTERS



### Benevolent Dictator

From the beginning, Microsoft controlled the system and the rules of the industry in which they operated. By the time Microsoft launched several versions of Microsoft Windows in the 1990s, they had captured over 90% market share of the world's personal computers.



### Chairman

Ralph Lauren is famous for his controversial opinions on fashion, which are epitomised in his quote - "I am not a fashion person. I am anti-fashion. I am interested in longevity, timelessness, style". By successfully mixing a new age identity with classical designs, Ralph Lauren has maintained its appeal with a wide range of consumers.



### Promoter

The Mercedes-Benz brand stands for the aspiration to deliver 'The Best' in terms of products, technology and services. Mercedes-Benz promotes a sentiment of responsibility throughout their marketing making their products available to all who want and have the means to buy 'The Best'.

## RULER CUSTOMERS

# What are the characteristics of Ruler 'type' customers?

Audiences in which the Ruler archetype is dominant (the low hanging fruit for your brand to market to) all have a common belief that they like to be successful. These types of individuals often enjoy taking on leadership roles (in business or life or both) and like being in control as much as possible.

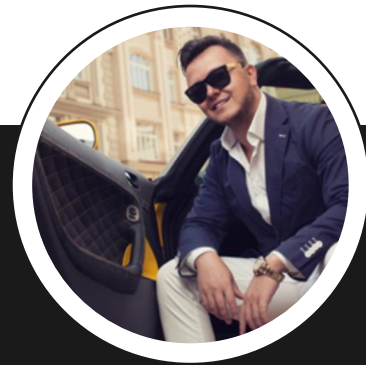
Looking at customers' behaviour patterns is a good way to really understand them. Ruler brands need to understand the motivations of their audiences.

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



### The Connoisseur

They know what they want and have impeccable taste. Connoisseurs have an eye for detail and value quality in all areas of their life. They are always on the lookout for brands that provide them a quality product or service, as they value their time and value what these items bring them. Their belief is they are "too poor to buy cheap". They know what they want and will find a way to get it. If satisfied they will become loyal advocates of the brand and a reliable referral source, but they must continue to be looked after very well as customers.



### The Peacock

They buy products and services that the everyday person can not afford as a way to elevate their status.

They like to flaunt their money and success and generally are confident individuals. These customers are the Ruler brand's best friends. They are the kind of customer that is very well connected - generally in social channels and share openly and regularly all that they are doing and the brands they prefer. They are generally very self absorbed, making buying decisions based around how good it will make them look to others. They don't always know what they want but will always want to buy exclusive products or services not available to the masses.



## EXAMPLES OF RULER BRANDS

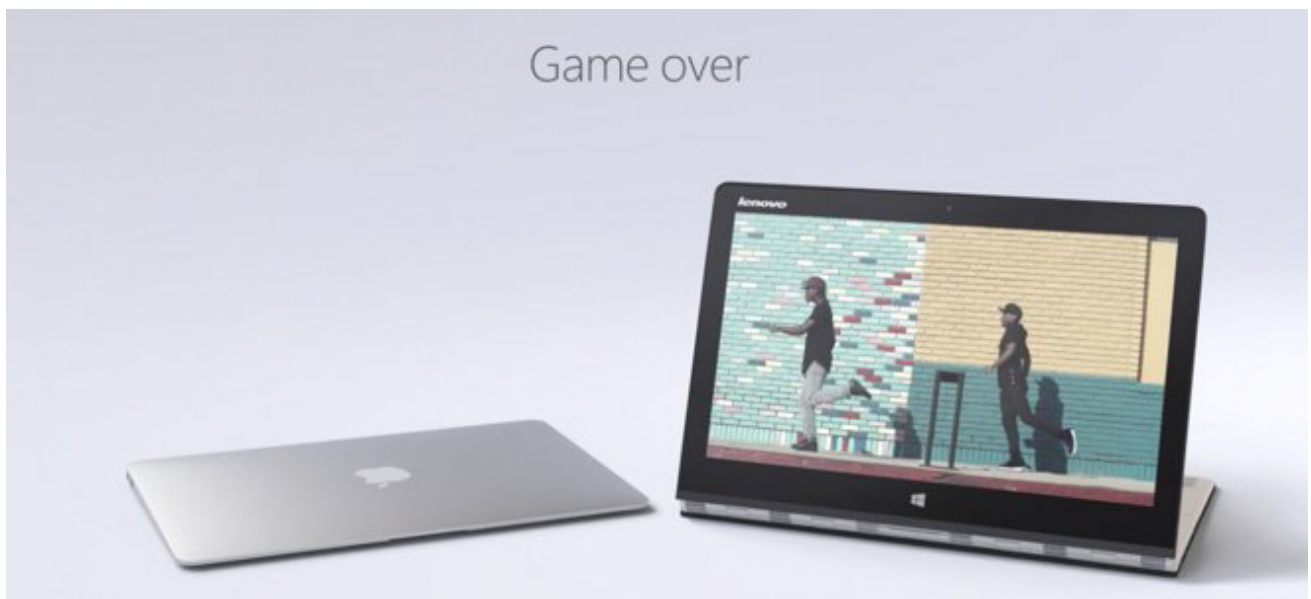
# Awaken your archetype



LOUIS VUITTON



Mercedes-Benz  
The best of both worlds.



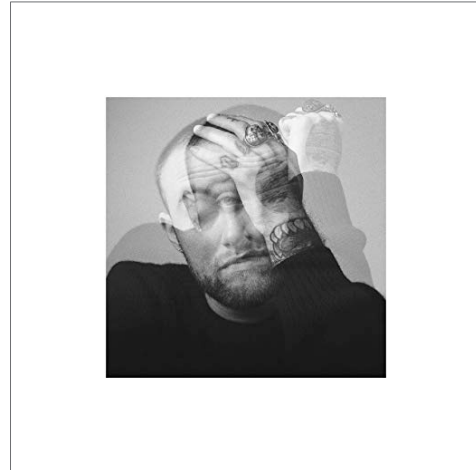
EXAMPLES OF RULER MUSIC

## Awaken your archetype

*Beyonce*



*Mac Miller*



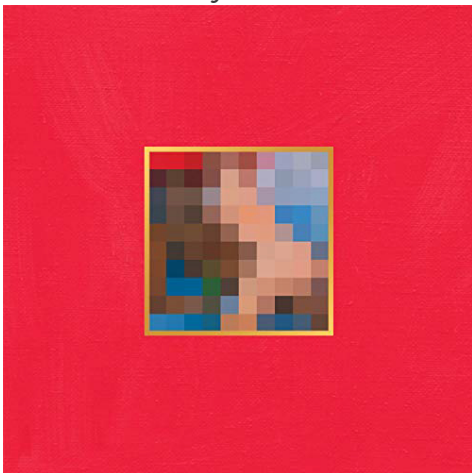
*Rufus Du Sol*



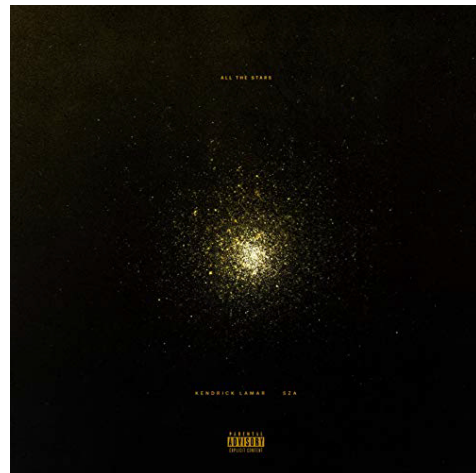
*Justice*



*Kanye West*



*Kendrick Lamar*



## 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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