

# Sage



## 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.

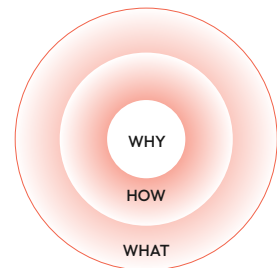
A powerful, aligned Brandonian brand no longer has to rely on differentiating on price, features or benefits.



# 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



# Sage

The Sage is thoughtful, with an independent attitude.



**“Learn as if you were to live forever”**

Mahatma Gandhi

<b>Wish</b>	The discovery of truth
<b>Focus</b>	To use intelligence and analysis to understand the world
<b>Fear</b>	Duped, misled, ignorance
<b>Strategy</b>	Seek out knowledge to achieve freedom
<b>Trap</b>	Can study issues forever and never act
<b>Purpose</b>	Wisdom, intelligence



# Sage

## Messenger, Oracle, Detective

Sages are driven by a desire to understand and know the world around them and in turn, people seek their advice and counsel. They represent wisdom, simplicity and destiny.

The Sage's power is to see and tell the truth. The most obvious example is the scholar, researcher, or teacher. However, it can also be the detective, nightly news anchorperson, or any expert sharing knowledge.

The Sage has faith in the capacity to humankind to learn and grow in ways that allow us to create a better world. Their knowledge helps to ensure mistakes are not repeated. Sages are constantly balancing tradition and stability with the need for growth and change.

### The Sage Business

They are often found in universities research labs, think tanks and companies who see themselves as learning systems – that is businesses whose structure and values promote continuous learning. Emphasis is placed on analysis, learning, research and planning. The answer is out there!

### Examples of the Sage Brand

**Famous Sages:** Deepak Chopra, Confucius, Albert Einstein, Gandalf, Yoda

**Sage Movies:** X-Files, Inception, Lawrence of Arabia, The Imitation Code

**Sage Brands:** Google, National Geographic, Forbes, Foodbank, CNN, Smithsonian

### The Sage Culture

When the Sage is active in the lives of the team, they are interested in learning for its own sake. Freedom and independence are valued as a means of keeping one's objectivity.

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

- Provides expertise or information to their customers they can't get elsewhere
- Encourages customers to think, learn or question
- Are based on a new scientific breakthrough or esoteric knowledge
- Use hard data to support quality of outcomes they provide
- Differentiate from others whose quality or performance is questionable

## MEET YOUR ARCHETYPE

# Sage brands accumulate knowledge to better understand their world

The Sage holds onto the promise of discovering the truth, having the wisdom and intelligence to provide thoughtful insight whilst maintaining an independent attitude.

With a thirst for learning, the Sage will seek out information and will then be self reflective in order to digest the deeper context behind each learning. They understand thinking processes and will use analysis and intelligence to fulfil their goals.

Individual by nature, they encourage others to seek freedom and independence as a way to keep ones objectivity. Whether it's self reflection or knowledge of the external world, the Sage brand knows that it must think for itself and have it's own opinion.

This individuality is evident in a deep-seated desire or need for discovering the truth. Sages are good at discovering the truth from illusion. They do this by digesting all that is written, audible and visible and weighing up all the facts before communicating their truth.

The actions of a Sage brand often help others to feel wise, confident or clear. The Sage has faith in the ability of humankind to learn and grow so together they can create a better world.

A Sage will help you to learn and grow whilst providing stability in order to be fulfilled. Whether it's new experience, products or services, the Sage will give you guidance and instil a feeling of freedom with the education they have bestowed upon you.

## RELATING THE SAGE ARCHETYPE USING POPULAR CHARACTERS



### Messenger

CNN. With tag lines like 'be the first to know' their business is to create a place that delivers breaking news 24 hours a day, 7 days a week. CNN have a brand promise to bring you the knowledge as soon as they receive it. It is then up to you to verify the accuracy of the information.



Smithsonian

### Oracle

The Smithsonian Institution is the world's largest museum, education, and research complex, with 19 museums and the National Zoo—shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world. The institution's goal is to be an establishment for the increase and diffusion of knowledge that is trusted worldwide.



### Detective

Foodbank is a non-profit organisation which acts as a pantry to the charities and community groups who feed the hungry. The brand communication is all about the numbers, number of people they feed, tonnes of food needed and number of people who struggle to feed themselves. Foodbank first research what is needed and then bridge this gap with food.

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

Audiences in which the Sage archetype is dominant (the low hanging fruit for your brand to market to) all have a common belief that knowledge is powerful, and credible sources of information are key to building worthwhile knowledge. They are all motivated towards independence and have a drive to know the answer.

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

- Private Eye: Hungry for information, the private eye seeks to accumulate as much credible information as they can in order to solve problems and reach their goals.
- Loyal Advocate: Putting their faith in the credibility of their source, the loyal advocate will gravitate towards knowledge bases that back up their goals.



### Private Eye

The Private Eye has a genuine thirst for knowledge. They want to know more to help themselves grow. On their quest for knowledge they look to those with great wisdom to help them see more clearly. But, it is not straight answers they necessarily seek; they want to be actively involved in the learning process, to gain a robust understanding they can apply to the decisions they make. 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.



### Loyal Advocate

The Loyal Advocate is more energised by the outcome new knowledge will give them. This means they trust authority. They are not gullible in the slightest, but they remain deeply loyal to those who have pleased them before. They have faith in knowledge. They will always have the right knowledge.




EXAMPLES OF SAGE BRANDS

# Awaken your archetype



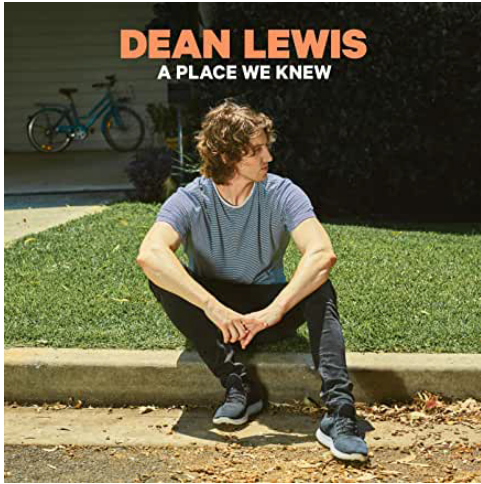
Facts are facts.  
They aren't colored by emotion or bias.  
They are indisputable.  
There is no alternative to a fact.  
Facts explain things.  
What they are, how they happened.  
Facts are not interpretations.  
Once facts are established, opinions can be formed.  
And while opinions matter, they don't change the facts.  
That's why, at CNN, we start with the facts first.

 Facts First

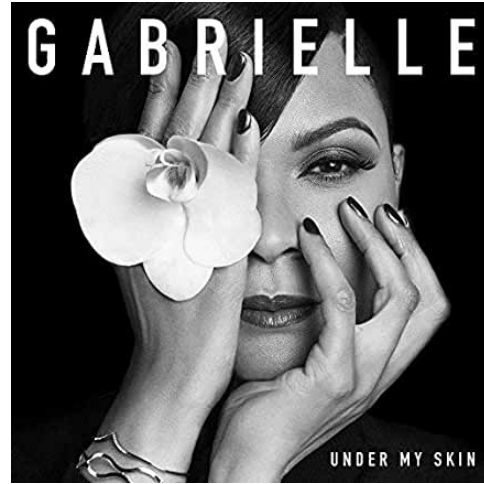
EXAMPLES OF SAGE MUSIC

# Awaken your archetype

Dean Lewis



Gabrielle



Martika



Natalie Imbruglia



Tears For Fears



Toto





## 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)