

Wizard



Archetype Profile

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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

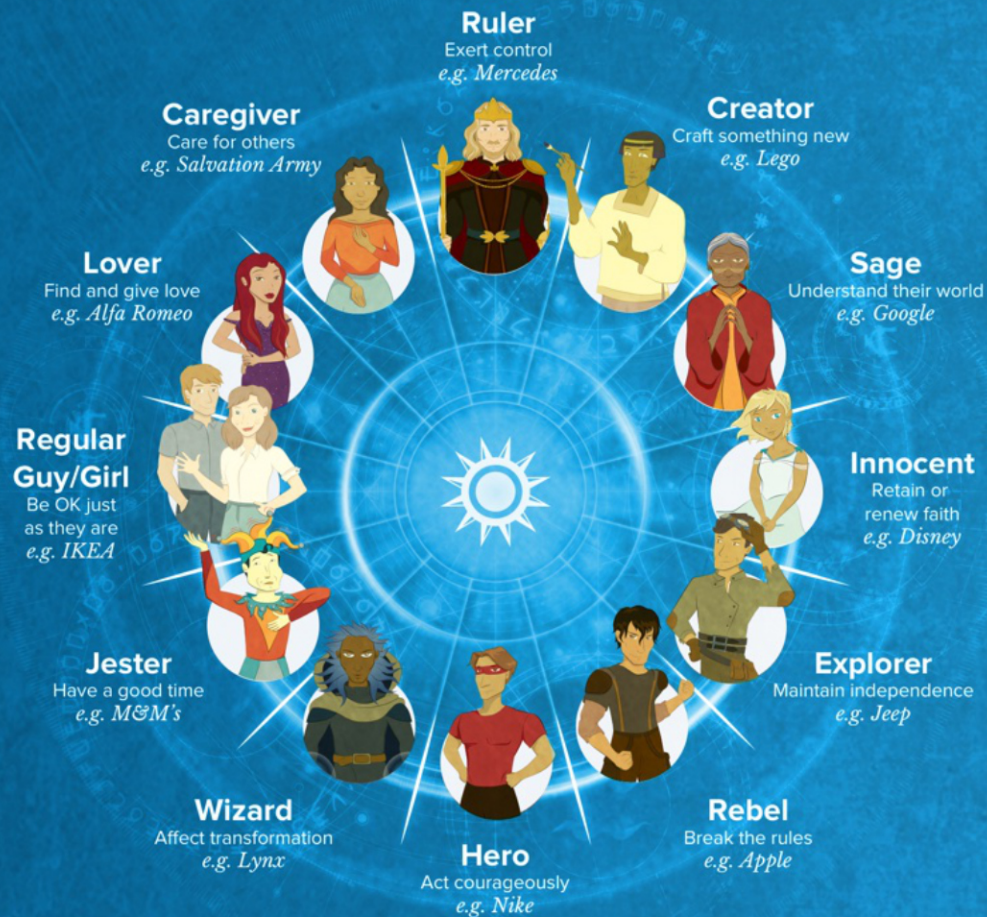
Brandonian believe marketing is a method and consumer buying behaviour is a science. The Brandonian system was developed to combine the two to make marketing a methodology that we have termed neuro-marketing.

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.

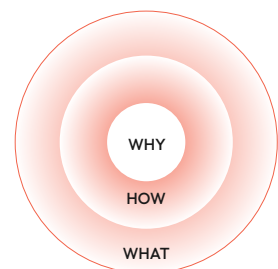


Meet all the Archetypes

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

Wizard

The Wizard transforms the world and creates delight with their imagination and cleverness.



“All our dreams can come true if we have the courage to pursue them”

Walt Disney

Wish	Knowledge of the fundamental laws of how the universe works
Focus	Make dreams come true through transformation
Fear	Unanticipated negative consequences
Strategy	Develop vision and live it
Trap	Becoming manipulative
Purpose	Finding win-win outcomes



Wizard

Transformer, Influencer, Engineer

The Wizard is an agent for change, they are clever, gifted and blessed with what many describe as mysterious powers.

Wizard brands represent 'transformational' product or services which are able to take their consumers to another (literal or metaphorical) place. Wizard brands are also highly innovative and are often related to a very new, contemporary product. Wizard brands are able to create a dynamic change within their category, often by looking at it with different eyes and presenting the consumer with a new take or creative angle.

The Wizard Business

Are vision driven, seeking consensus about core values and desired outcomes and then maximising their flexibility in achieving these goals.

Examples of the WizardBrand

Famous Wizards: Isaac Newton, Benjamin Franklin, Nostradamus, Coach John Wooden

Wizard Movies: Harry Potter, Field of Dreams, Cinderella, Frankenstein, Charlie and the Chocolate Factory

Wizard Brands: Mastercard, Lynx, Victorinox, iPod, Red Bull, MAC Cosmetics

The Wizard Culture

When the Wizard archetype is active in a culture the team are literally the catalysts for change. Trusting meaningful coincidences, they expect that if they do their part, the universe will meet them.

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

- Has a product or service that is transformative • Wants to lead with a promise to transform their customer in some way
- Appeals to 'new age' consumers • Offer user-friendly technology (it just works!)
- Have a spiritual or psychological component
- Are new and very contemporary in their offering
- Have pricing that is moderate to high

MEET YOUR ARCHETYPE

The Wizard is an agent for change

The Wizard likes to exist beyond the ordinary and is driven to experience the realm of miracles and look for the possibility in every opportunity. Wizards like to create mutually beneficial outcomes – by turning ideas into reality and transforming the individuals, communities and industries they operate in.

Wizard brands are attuned to sensing and understanding energy dynamics and industry changes with a deep ability to capture the emotion from the human soul. The folklore associated with Wizardry often referenced the ancient art of alchemy, which integrated science, spirituality and psychology.

three elements that we tend to separate from each other these days. Wizard brands allow us to recapture the powerful mix of science, spirituality and psychology to reconnect to the human cause and deliver an outcome we know, feel and think is good for us.

Wizard brands represent 'transformational' products or services that are able to take their consumers to another (literal or metaphorical) place. Wizard brands are able to create a dynamic change within their industry, often looking at it with different eyes and presenting the consumer with a new take on an existing problem or engineering an entirely new way of doing things.

RELATING THE WIZARD ARCHETYPE USING POPULAR CHARACTERS



Transformer

Red Bull: Giving Wings to people and ideas. Once the product was officially launched it was sold in combination with an extreme activity and a strapline promising transformation. Today, Red Bull gets involved in a wide mix of sports, music events, sponsoring athletes, teams and much, much more. With well over 100 potential points of branded contact, Red Bull connect to their target market many times, in multiple ways, becoming a big part of the daily transformation experienced in their customers' lives.



Influencer

MAC Cosmetics: Makeup artist and photographer Frank Toskan and salon owner Frank Angelo became frustrated by the lack of makeup that photographed well, so they decided to create their own. At first, they made the cosmetics in their kitchen and sold them straight from the salon to fellow makeup artists, as well as models and photographers. Soon, stylists and fashion editors got in on the action. As the magazine credits racked up and word-of-mouth popularity grew, the duo launched M·A·C in March 1984. Today their products influence their industry by supporting individuality and self-expression.



Engineer

Victorinox (Swiss Army Knife): In 1884 Karl Elsener and his mother Victoria open a cutlery workshop. At this time Switzerland was still one of the poorer countries in Europe, with no natural resources. In the early years Karl Elsener recognised that he needed to find a solution by thinking about cutlery in a new way that would work to combat poverty and unemployment. He begins engineering a new kind of knife – one that offers as many functions as possible in a compact, easy to carry package. By 1891, the knife is ready. Elsener sells his innovative product to the Swiss Army, and the rest as they say is history!

WIZARD CUSTOMERS

What are the characteristics of Wizard 'type' customers?

Audiences in which the Wizard archetype is dominant (the low hanging fruit for your brand to market to) all have a common belief that who you are as a brand is equally as important as your product or service. To market successfully to these customers it is important to clearly outline who you are, what you stand for, what your values are and how your company or product will transform their lives for the better.

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

- The Master – sharing knowledge is their driver, and continually growing and developing mastery is their goal.
- The Apprentice – wants to fulfil their personal vision by learning from those who have been there before them.



The Master

Having obtained a high level of personal and professional mastery in their lives, this customer has been around for a long time. They are motivated to assist others on their journey of transformation by imparting their hard-won knowledge and experience – they have been there before. Masters look for credibility, to 'test your mettle', wanting to know why your company is qualified for them. They are perfect brand advocates as they continue to share their experience with as many people as possible while on their own path to continue to grow and develop their mastery.



The Apprentice

Motivated by personal development, they are consciously looking for transformational experiences and people to learn from that will help them fulfil their personal vision. They are constantly searching for products and services that will improve their personal mastery. They too have a desire to help others with the skills they develop, but their primary motivation is to learn for themselves first, before they help others.

EXAMPLES OF WIZARD BRANDS

Awaken your archetype



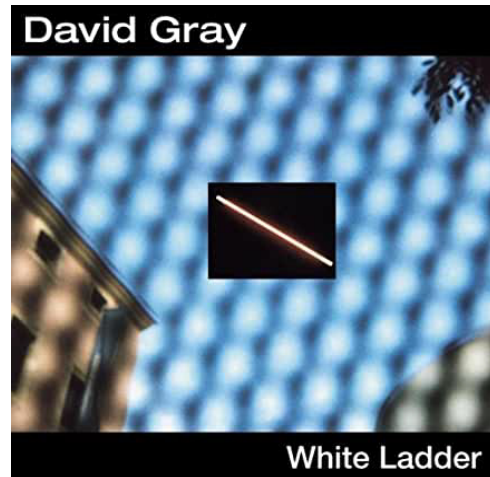
EXAMPLES OF WIZARD MUSIC

Awaken your archetype

Coldplay



David Gray



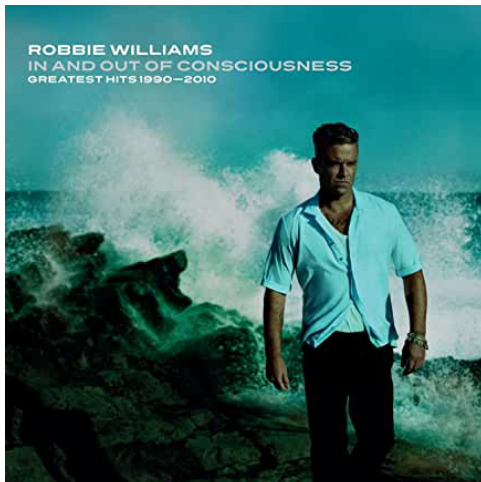
Elton John



INXS



Robbie Williams



Sting



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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