

Explorer Brands



Persona

INDIANA JONES

Drive

Adventure | Exploration | The Unknown
Self-Discovery | Liberation

Fear

Confinement | Immobility | Entrapment
Incarceration | Caution



THE EXPLORER
FREEDOM

*You only get one life.
Get out and make it count.*

Brand Voice

Exciting | Fearless | Daring

Brand Strategy

Celebrate the journey

Acknowledge modern confinements



The Explorer Personality

The explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love a challenge. The challenges are more about understanding themselves more than proving to others and they are on an everlasting journey of discovery.

Explorer Categories

Extreme Sports | Beverages | Outdoor Equipment

Automotive (Trucks & SUV) | Adventure Travel



Sage Brands

Google

TED

BBC

Persona

YODA

Drive

Wisdom | Intelligence | Expertise
Information | Influence

Fear

Ignorance | Insanity | Powerlessness
Misinformation | Inaccuracy



THE SAGE

INSIGHT

*Education is the path to wisdom.
Wisdom is where the answers lie.*

Brand Voice

Knowledgeable | Assured | Guiding

Brand Strategy

Show the path to wisdom
Celebrate lifelong learning



The Sage Personality

The Sage is a seeker of truth, knowledge and wisdom. Their drive comes from the desire to not only understand the world, but to then share that understanding with others. They are life-long learners and enjoy expressing their knowledge with philosophical conversations. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.

Sage Categories

News Outlets | Schools & Universities
Consultants | Financial Advisors



Innocent Brands



Aveeno.

Persona

FORREST GUMP

Drive

Happiness | Morality | Simplicity

Honesty | Positivity

Fear

Anguish | Depravity | Complexity

Deceit | Negativity



THE INNOCENT

PEACE

*The most wholesome things in life
are unadulterated and pure .*

Brand Voice

Optimistic | Honest | Humble

Brand Strategy

Display wholesome virtue



The Innocent Personality

The innocent is a positive personality with an optimistic outlook on life. They crave safety but ultimately, they want themselves and everyone else to be happy. They are honest and pure and have no ill-will towards anybody. They don't hold grudges and believe everyone has the divine right to be who they truly are. They see beauty in everyone and have a knack to see inner beauty that others don't.

Innocent Categories

Beauty & Skin Products | Organic | Cleaning
Fresh Food | Anything you put in or on your body



Creator Brands



Persona

DOC BROWN
BACK TO THE FUTURE

Drive

Creations | Originality | Self-Expression
Vision | Imagination

Fear

Stagnation | Duplication | Familiarity
Disillusion | Indifference



THE CREATOR
INNOVATE

*Everything has potential
with a liberated imagination.*

Brand Voice

Inspirational | Daring | Provocative

Brand Strategy

Inspire to unlock the imagination
Encourage the pursuit of originality



The Creator Personality

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.

Creator Categories

Arts | Design | Marketing
Information Technology | Writing



Ruler Brands



ROLEX



Persona

MARLON BRANDO
IN THE GODFATHER

Drive

Power | Prosperity | Status
Success | Wealth

Fear

Insignificance | Failure
Poverty | Destitution



THE RULER
CONTROL

*You are successful,
reward your achievements.*

Brand Voice

Commanding | Refined | Articulate

Brand Strategy

Exert leadership

Demonstrate superiority



The Ruler Personality

The Ruler desires control above all else and is a dominant personality. They are authoritative in their communication and in their actions and carry a sense of intimidation. Their goal is for prosperity and success and for that prosperity to trickle down to those that are loyal to his rule. They are confident, responsible and in control of their lives and expect the same from others. Rulers see themselves at the top of the food chain and aggressively defend that position.

Ruler Categories

Automotive | Luxury Apparel

Hotels | Formal Wear



Caregiver Brands



TOMS



American
Red Cross

Persona

MOTHER TERESA

Drive

Support | Help | Service
Recognition | Gratitude

Fear

Anguish | Helplessness
Neglect | Blame



THE CAREGIVER
SERVICE

*Everyone should be cared for, we
should bestow service on others.*

Brand Voice

Caring | Warm | Reassuring

Brand Strategy

Others before self

The greater good is worth the sacrifice



The Caregiver Personality

The Caregiver is a selfless personality who is driven by the desire to protect and care for others, especially those in need. They are often maternity figures and take those who are in need of care, under their wing until they are stronger to take care of themselves. This personality is personified perfectly by the nursing profession and though they like their effort to be recognized don't like being patronized. Caregivers are not just reactive, they are also preventative and tend to be in and around an event of harm, before or after.

Caregiver Categories

Health / Aged Care | Non-profits | Hospitals | Education



Everyman Brands



Persona

TOM HANKS

Drive

Connection | Togetherness | Equality
Fellowship | Inclusion

Fear

Exclusion | Standing Out | Isolation
Hostility | Disassociation



THE EVERYMAN
BELONGING

*When we are friendly,
we live in harmony.*

Brand Voice

Friendly | Humble
Authentic | Approachable

Brand Strategy

Align with basic values
Create a community



The Everyman Personality

The Everyman above all wants simply to belong. They tend to blend into society as ‘everybody’ and don’t like to stand out in the crowd. They’re friendly and easy to talk to without being overly funny or overly rude or overly loud. They lend their trust easily though they fear being rejected. They are relatively positive and strive to fit into the group. They tend to have a liking for most things without being overly passionate about one. The Everyman can be quite liked but can also be easily forgotten.

Everyman Categories

Home / Family Life | Comfort Foods
Everyday Apparel | Automobile (Everyday / Family)



Jester Brands



Persona

JIM CAREY

Drive

Fun | Happiness | Laughter
Joy | Positivity | Togetherness

Fear

Boredom | Gloom | Sadness
Loneliness | Negativity



THE JESTER
FUN

*Let your hair down
and live your life.*

Brand Voice

Fun-loving | Playful

Optimistic | Irreverent

Brand Strategy

Promote good times

Make them laugh



The Jester Personality

The Jester is all about having fun and living life in the moment. They not only love having fun themselves, they see it as their duty to be a ray of sunshine in everyone's life around them. They are optimists and can't be kept down long due to their ability to see the good in every situation. Jesters are young at heart and continue their child-like nature long after their friends have grown up and become serious.

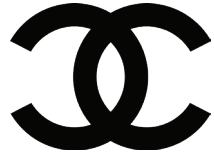
Jester Categories

Sweets | Professional Services

Beer / Hard Seltzer | Child Services



Lover Brands



VICTORIA'S
SECRET



Persona

MARILYN MONROE

Drive

Sensuality | Closeness | Indulgence
Affection | Love

Fear

Rejection | Loneliness | Isolation
Invisibility | Contempt



THE LOVER

INTIMACY

Your allure is impossible to ignore.

Brand Voice

Sensual | Empathetic | Soothing

Brand Strategy

Reaffirm Beauty

Red carpet treatment



The Lover Personality

The lover desires to be desired. The experience of Intimacy, closeness and sensual pleasure are what the lover seeks and will use the means they have to achieve it. They are motivated to become more physically and emotionally appealing to increase their capacity to attract others. They fear being unnoticed, unloved and unwanted and because their passionate desires cloud their judgement, they can easily be misled. Even when Lovers achieve all their desires, they are still fearful of loss.

Lover Categories

Fragrance | Cosmetics | Wine

Travel | Indulgent Food



Hero Brands



Persona

BRAVEHEART

Drive

Mastery | Courageousness | Growth
Development | Defiance

Fear

Incompetence | Cowardness | Deterioration
Downfall | Incapability



THE HERO

MASTERY

*We can make the world
a better place.*

Brand Voice

Honest | Candid | Brave

Brand Strategy

Become stronger and better

Prove people wrong



The Hero Personality

The Hero's main motivation is to prove their worth through courage and determination. They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest. They need to meet challenges head-on and carry defeats or failures until they are corrected. The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.

Hero Categories

Sportswear | Sports Equipment | Outdoor Gear

Emergency Trade Services (Plumbers, Locksmiths, Mechanics)



Magician Brands

dyson

Polaroid

Disney

Persona

GANDALF

FROM LORD OF THE RINGS

Drive

Transformation | Knowledge | Vision
Belief | Discovery

Fear

Consequences | Ignorance
Doubt | Uncertainty



THE MAGICIAN

POWER

*If you believe,
anything can happen.*

Brand Voice

Mystical | Informed

Reassured | Intriguing

Brand Strategy

Develop a strategy and live by it

Transformation



The Magician Personality

The Magician strives to make dreams come true through somewhat mystical ways. They have the ability to take people on a journey of transformation through the experience of a magical moment. They believe that we are limited only by imagination and defy the common belief of the laws of reality to lead us to a better future. Magicians have a thirst for knowledge though they don't willingly share it, rather they use it to show their vision.

Magician Categories

Entertainment | Beauty

Relaxation / Self Care | Health



Outlaw Brands

Virgin

DIESEL
FOR SUCCESSFUL LIVING



Persona

JAMES DEAN

Drive

Liberation | Change | Righteousness
Revenge | Independence

Fear

Servitude | Conformity | Complacency
Acceptance | Dependence



THE OUTLAW
REVOLUTION

*Don't settle for the status quo.
Demand more and go get it.*

Brand Voice

Disruptive | Rebellious | Combative

Brand Strategy

Denounce the Status Quo

Disrupt

Shock



The Outlaw Personality

The Outlaw has a desire for revolution partly to change the world for the better and partly for the anarchy involved. They have a disdain for rules, regulation and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core but anger is part of their motivation, which can become the dominant force. Without a fight, they are lost.

Outlaw Categories

Automobiles | Destructive tools

Alternative apparel | Body Art

