

The 12 Ancient Brand Archetypes

Here is an outline of the 12 ancient brand archetypes, including some of their primary attributes:

1. The Innocent

- Wholesome, pure
- Forgiving, trusting, honest
- Happy, optimistic, enjoy simple pleasures

2. The Explorer

- Searcher, seeker, adventurous, restless, desire excitement
- Independent, self-directed, self-sufficient
- Value freedom

3. The Sage

- Thinker, philosopher, reflective
- Expert, advisor, teacher
- Confident, in-control, self-contained, credible

4. The Hero

- Warrior, competitive, aggressive, winner
- Principled, idealist, challenge “wrongs,” improve the world
- Proud, brave, courageous, sacrifice for greater good

5. The Outlaw

- Rebellious, shocking, outrageous, disruptive
- Feared, powerful
- Countercultural, revolutionary, liberated

6. The Magician

- Shaman, healer, spiritual, holistic, intuitive
- Value magical moments and special rituals
- Catalyst for change, charismatic

7. The Regular Guy/Gal

- Not pretentious, straight shooter, people-oriented
- Reliable, dependable, practical, down to earth
- Value routines, predictability, the status quo, tradition



8. The Lover

- Seek True Love, intimacy, sensuality
- Passionate, sexy, seductive, erotic
- Seek pleasure, to indulge, follow emotions

9. The Jester

- Clown, jester, trickster
- Playful, take things lightly, create a little fun/chaos
- Impulsive, spontaneous, lives in the moment

10. The Caregiver

- Altruistic, selfless
- Nurturing, compassionate, empathetic
- Supportive, generous

11. The Creator

- Innovative, imaginative, artistic
- Experimental, willing to take risks
- Ambitious, desire to turn ideas into reality

12. The Ruler

- Leader, manager, organizer, take charge attitude
- Efficient, productive, organized
- Confident, responsible, role model

