

Amy Zander

Brand Archetypes from Zeedia Media

Zeediamedia.com

Adventures in Business – podcast about Lansing Business

Questions that they ask every business on their podcast:

- What are you doing to give back to your community?
- Who do you want to connect with?

They produce podcasts for other clients too

Marketing sucks. It's hard, it takes up a lot of time, effort, money, and creativity

Branding is not your logo or colors, it's the Emotion that your business evokes / the emotional connection with your business. You can't have all the emotions at once.

- For example, Nike is all about being a hero. Their ads don't talk about quality and they aren't funny
- How to become an Archetype?
 - It needs to be universally understood, powerful, and create an emotional connection
- How to choose an archetype?
 - Some industries will gravitate naturally to a certain archetype – try to avoid whatever one that is. (like healthcare often = mother archetype)
 - Consider the energy level of your brand. (as an owner, consider your own energy)
 - Hero, Outlaw are high energy
 - Consider your competition.
 - If a competitor already has one archetype on lock, choose a different one
 - Questionnaire on zeediamedia.com
 - 90-minute branding session with Amy is \$500
- 12 main archetypes:
 - Hero – serious
 - Mother – caring, nurturing
 - Artist – enticing your clients to be creative. Medium energy level
 - Guru – (or “the Sage”) – dry. Full of stats, they have degrees and credentials. Law firms, Google, Wall Street Journal, higher education

- Lover – sex sells (perfume commercials, Victoria’s Secret), also passion for what you do. One of Amanda’s clients was a hunting club, with their passion for hunting/outdoors
- Explorer
- Jester – funny (all the time) a lot of insurance companies have gone with this one.
- Outlaw – high energy, don’t follow the rules. Amy Zander is this one. Took her a while to figure out
- Neighbor – dunkin donuts, wendys, maytag – this brand is about Trust. Lots of contractors are this one
- The Innocent Archetype – back to basics, childlike, innocence, purity, clean uncluttered, small short words, (Ivory Soap, Health/Natural Brands)
- The Magician – all about transformation (Skittles). Sometimes contractors take this one (We will transform your home)
- The Explorer – 2 sides to this: physical (like travel agencies, Jeep, Patagonia), vs “Exploring Experience because you Deserve it” – Starbucks exploring your options
- The Ruler Archetype – uncommon because you have to have been around for a long time for this to work, and have the brand recognition (Mercedes Benz, Rolex)
- Can you be more than 1 archetype?
 - Yes – 2 but not 3
 - Have to pick a MAIN one, and a minor one – and don’t mix them up. (like Jester could be your #2 archetype)
 - You could create a mashup of 2 to create a new one (businesses have come up with Gladiator, Santa)
- Brand Archetypes for Business – Amy’s book on Amazon

Amy walks through everything that is client-facing with her clients. Website, coupons, voicemail message, etc.

- Internal stuff should all match your branding too
- Downloadable Archetype word banks on zeediamedia.com

Once you have an Archetype, the only question you have to ask when creating something is

“Doe this represent our chosen archetype enough?”