



THE REBEL

# The Rebel

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The Rebel craves revolution. They can be a force to be reckoned with, representing the voice that's had enough. Think Che Guevara. The Rebel is a key to social change, offering fresh perspectives, aspirational ideas and a sense of awakening. A complete rule breaker, this archetype challenges the status quo and pushes people into critical awareness. With bold leadership, courage and power, they can help to dispel others' fear of change. The rebel can be a dark figure - so watch what you pursue.

At their best they are free-spirited, brave and adaptable.  
At worst, they're out of control and destructive.



Rebel customers love the unconventional and reject the status quo.



Rebel brands promise revolution.



Rebel businesses position themselves as an alternative to the mainstream.

## Who does this well?

Uber.

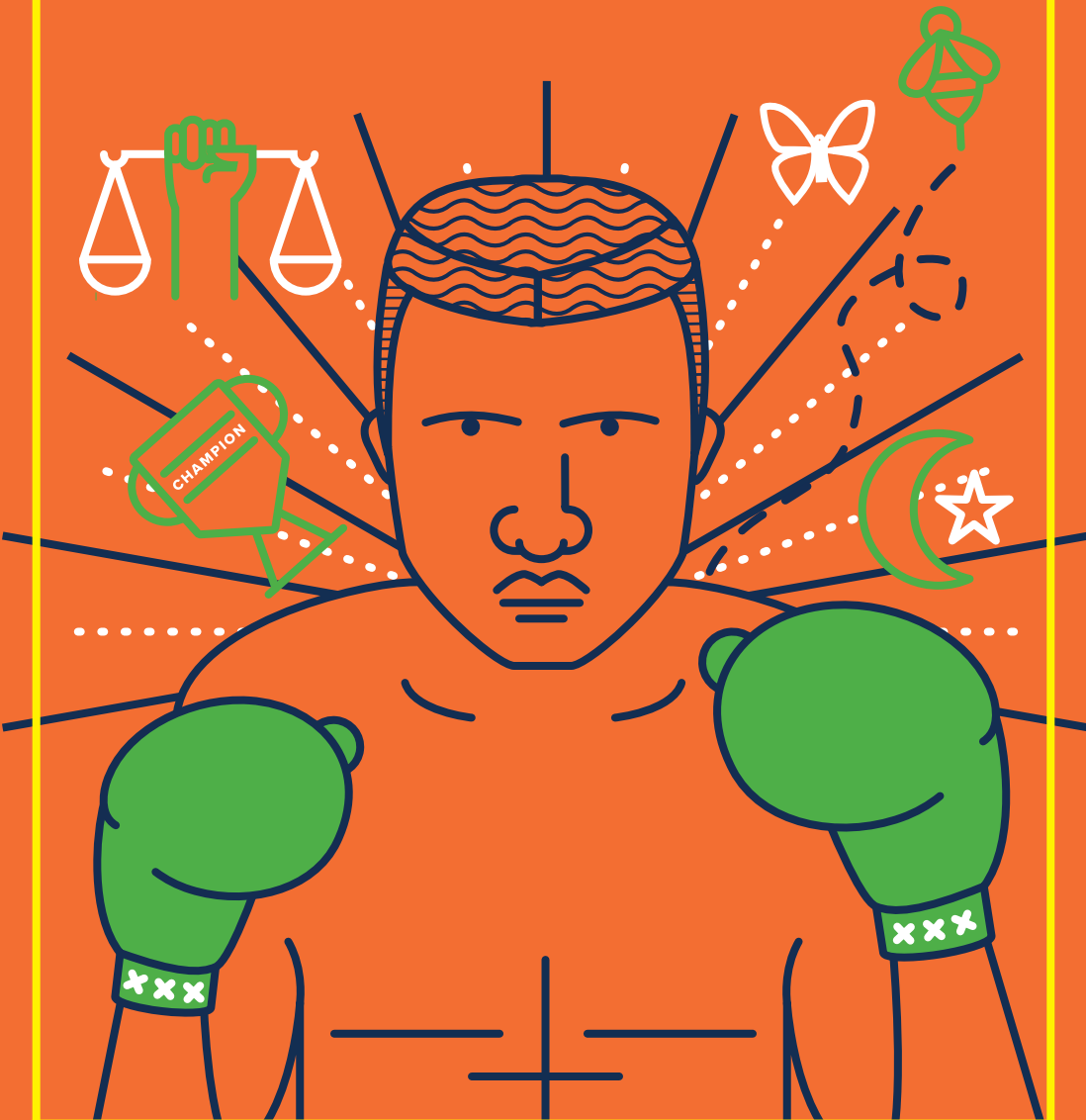
**Tip:** The Rebel is a great archetype for a brand looking to disrupt a traditional category, break with convention or take up a cause.

**Individuals:** Che Guevara, Bowie, William Wallace, Spartacus.

**“It’s more fun to be a pirate than to join the navy.”**

- Steve Jobs





THE HERO

# The Hero

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The Hero overcomes the odds to successfully complete extraordinary acts of strength, courage and goodness. Heroes try to understand life and to live up to their best expression of self. They meet the Fates head-on, coping with difficulty while continuously adapting to fresh challenges. The true essence of the Hero lies in the sacrifice required to achieve transformation. When they are at their best, they inspire the rest of us to be better, braver and stronger. However, if their motives remain unclear or are questionable: Is it to help others or to prove their own worth? – then their self-absorption is their greatest weakness and they can become arrogant and disconnected.



Hero brands promise - and deliver - success for their customers.

## Who does this well?

Nike. A classic Hero brand.



Hero leaders provide vision.

**Tip:** The Hero is a great archetype for brands that help people achieve their goals, or to address their challenges: personal, relational, social or environmental.



Hero customers seek to attain their goals and achieve transformation.

**Individuals:** Nelson Mandela, Roger Federer, “The unknown rebel” from Tiananmen Square”, Ali.

## “You are the hero of your own story.”

-Joseph Campbell





THE IDEALIST

# The Idealist

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The Idealist is an innocent. Pure, virtuous and without fault, free from the responsibility of having done anything deliberately hurtful or wrong - part John Lennon, part Bambi. This eternal optimist simply lacks guile or corruption. They are in eternal pursuit of the Utopian ideal and honestly believe they will get there. At its most powerful the Idealist offers peace and renewal. It is an archetype that often invokes nostalgia for simpler times and as such needs to be genuinely rooted in a values-driven logic.

At their best they are optimistic, honest and enthusiastic.

At their worst they are irritating, boring and childishly incapable of facing the hard facts of life.



The Idealist customer is naturally drawn to optimistic and pure brands.



Idealist brands are transparent and simple, with purity of purpose.



Idealist businesses promote themselves as pure, simple and trustworthy.

## Who does this well?

Dove.

**Tip:** The Idealist is a great archetype for brands that provide simple and stripped-down solutions that are associated with goodness, health, simplicity, or childhood.

**Individuals:** Gandhi, Greta Thunberg, John Lennon.

**“Be the change you want to see in the world.”**

- Mahatma Gandhi

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THE EXPLORER

# The Explorer

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The Explorer is an adventure seeker with a big appetite for new experiences. They want to discover the world and test their limits. Think Indiana Jones, whose core driver was to be free of the establishment. It is an archetype willing to do just about anything to avoid boredom - even if it means taking big risks. As well as pushing boundaries they delight in discoveries, embracing a 'no limit' philosophy. They are authentic, curious, unique and true to themselves. They will enjoy spurring others to discover their own ability to explore.

On a good day they are independent, ambitious and spiritual.  
On a bad day they are restless, aimless and flaky.



Explorer customers embrace brands that promote freedom and self-discovery.



Explorer brands promise escape from conformity.



Explorer businesses promote themselves as a means to experience the new and unknown.

## Who does this well?

GoPro. Red Bull.

**Tip:** The Explorer is a great archetype for a brand that is pioneering, adventure seeking and strong that helps you get on your journey and push your boundaries.

**Individuals:** Sir Edmund Hilary, Richard Branson, Ranulph Fiennes.

**“It is not the mountain we conquer.  
It is ourselves.”**

- Sir Edmund Hilary

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THE MAGICIAN

# The Magician

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The Magician wants to understand the laws of the universe in order to be able to harness its powers to transform realities and make the impossible possible. They are dynamic, influential, charismatic, intuitive and clever; an archetype that is able to view the world through multiple lenses. They seek experiences of synchronicity, flow and oneness, and tap into external forces and ritual to achieve them. Able to accomplish magic they can deliver results outside of the rules. They need to watch what might break in the process.

On a good day they are driven and charismatic with a capacity for healing. On a bad day they are manipulative, dishonest and disconnected from reality.



Magician customers seek magic, wisdom and influence.



Magician brands promise knowledge beyond the ordinary.



Magician businesses promote themselves as the gateway to transformative knowledge and experiences.

## Who does this well?

Tesla.

**Tip:** The Magician is a great archetype for a brand that is inherently consciousness expanding, transformative or able to provide magical moments.

**Individuals:** Einstein, Nikolai Tesla, Stanley Kubrick, Prince.

**“Those who don’t believe in magic will never find it.”**

- Roald Dahl

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Brand Archetypes





THE RULER

# The Ruler

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The Ruler sets the directions others will follow. They are driven by a desire for power and control. Think, nearly every US President. They are conformers, with an aura of organisation and order, and suggesting a model of proper behaviour while also exuding an untouchable quality of privilege. Under public scrutiny, they are controlled, watchful and measured with their words and actions. Connected with tradition and status, this is an archetype describing dignity, benevolence and serenity. The question – is it for real or just a front?

A good ruler is confident, responsible and fair.

A bad ruler is rigid, controlling and corrupt.



Ruler customers are naturally dominant power seekers.



Ruler brands promise power.



Ruler businesses speak authoritatively, as the leader in their field.

## Who does this well?

Microsoft.

**Tip:** Ruler brands help keep control of the world. This is a good archetype for high status brands, market leaders, and products offering a sense of security and stability.

**Individuals:** Winston Churchill, Alexander the Great.

**“Nearly all men can stand adversity, but if you want to test a man’s character, give him power.”**

- Abraham Lincoln

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Brand Archetypes





THE REGULAR PERSON

# The Regular Person

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This archetype [usually gender identified as the ‘regular guy’ or ‘gal-next-door’] is driven by a deeply held sense of personal integrity, fairness, equity and, increasingly, responsibility to the ecosystem and to the wider community. This identity is empathetic and embodies fairness, respect, equity and accountability with loads of integrity. Their core driver is to connect with others and they like to blend in. A true democrat - believing in a unified society where every person can make a positive contribution and where the values that are held are higher than profit or individual gain. For this archetype meaning is found in alignment between beliefs and actions. They need to take care not to lose themselves by blending in too far.

At their best they are friendly, empathetic and reliable.

At worst, they are weak, superficial and malleable.



The regular customer appreciates familiarity, quality and dependability.



Regular brands promise to deliver on your trust and a place you can belong.



Regular businesses take pride in their reputation for being dependable.

## Who does this well?

Kelloggs.

**Tip:** The regular person is good for a brand that offers people a sense of belonging, with functionality and fair prices, produced by solid, reliable company.

**Individuals:** Bruce Springsteen, Jennifer Lawrence, Bruce Willis.

**“How people treat you is their karma.  
How you react is yours.”**

- Wayne Dyer

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Brand Archetypes



B R A N D

STRONG  
THEORY

C A R D S



T H E C R E A T O R

# The Creator

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This non-conformer is driven by the desire to produce an exceptional and enduring impact on the world. An archetype with a passionate drive to be a true cultural pioneer, they are driven because the act of creating offers a way to be in control of the world. They are highly imaginative, with a well-developed sense of design and the aesthetic. They will notice and act on the opportunity for innovation, invention and re-interpretation. They are dedicated, hard working and highly achievement oriented.

At their best they are imaginative, expressive and innovative.  
At worst they are self-indulgent and narcissistic.



Creator customers are experimental, boundary-pushing and love novelty.

## Who does this well?

Apple. Who else?



Creator brands promise authenticity and beauty.

**Tip:** The Creator archetype is great for brands that encourage innovation, artistry, and creativity, whether through design, learning or expression.



Creator businesses offer the key to unlocking your own creativity.

**Individuals:** Steve Jobs, Elon Musk.

**“If you want creative workers,  
give them enough time to play.”**

-John Cleese







THE SAGE

# The Sage

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The Sage is a humanist and believes in the power of humanity to shape a better world, through knowledge. They perpetually seek truth and they look for the wisdom in any situation. Think Yoda, you should. An archetype motivated by intellectual independence; they have a foundational attachment to the belief that thinking is what defines us as human. They respond well to expert opinions but they are inherently skeptical and interrogate established ‘truths’. Learning is valued deeply because it allows for detachment from false ideas and the capacity to remain objective is considered paramount. They need to watch that they do not lean towards dogma.

At best they are wise, articulate and open-minded.

At worst they are pedantic and thoroughly self-absorbed.



Sage customers look for new sources of information and challenging ideas.



Sage brands promise wisdom.



Sage businesses promise learning.

## Who does this well?

McKinsey.

**Tip:** The Sage is an archetype for brands that provide expertise, information or that encourage people to think, especially in the field of scientific discoveries, or research.

**Individuals:** Warren Buffett, Stephen Hawking, David Attenborough.

**“What we think,  
we become.”**

- Buddha

A String Theory Asset:  
Brand Archetypes





THE JESTER

# The Jester

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The Jester wants to live in the moment and enjoy life, and hates being bored. Joyfully living in the moment, they try to lighten up the world, or the office at least. They are able to bend perspective, twist meanings and interpret events and people in surprising ways. Because of such skills the Jester archetype can speak truth to those in positions of high power. They appreciate beauty, change, surprise and wicked intellectual ability. Known for their exuberant antics, they transcend tradition, convention and social rules. Bold, original, irreverent and mischievous, for them life is a playground of opportunity. As long as jokes don't become cruel tricks, the Jester is a welcome antidote to the craziness of life.

At their best they bring joy, with their carefree originality.  
At worst, they can be irresponsible, flippant and cruel.



Jester customers love the unusual or playful.



Jester brands promise entertainment.



Jester businesses give the impression that they live in the moment.

## Who does this well?

Old Spice, Lynx.

**Tip:** The Joker is for brands who wants to help people belong, have a good time, or to differentiate themselves from the norm.

**Individuals:** Banksy, Charlie Chaplin.

**“Madness, as you know, is a lot like gravity - all it takes is a little push.”**

-The Joker

A String Theory Asset:  
Brand Archetypes





THE CAREGIVER

# The Caregiver

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The Caregiver embodies the idea of loving your neighbor. A true humanitarian, this archetype is driven by their need to protect and care. Think Mother Theresa. They are deeply unselfish and devoted, motivated to provide reassurance, service, advice, listening and an open heart to support the wellbeing of others even at great personal risk. This archetype is compassionate, generous, efficient, self-sacrificing, patient and competent. Able to find the silver lining in a cloud, and to remain calm in a crisis, make friends with everyone and radiate optimism. The trick is not to be martyred to the cause.

On the positive side they are compassionate, generous and strong. On the negative they can lean to the masochistic, manipulative and codependent.



Caregiver customers respond to recognition of their efforts.

### Who does this well?

Greenpeace,  
Medecins Sans Frontieres.



Caregiver brands embody nurturing qualities and reflect the nurturer customer.

**Tip:** The Caregiver is a strong public-sector brand in all areas non-profit. It can also be a good for brands that give support or nurturing.



Caregiver businesses offer protection, safety and support.

**Individuals:** Anita Roddick,  
The Dalai Llama, Florence Nightingale.

**“Strive not to be a success but rather to be of value.”**

-Einstein

A String Theory Asset:  
Brand Archetypes





THE LOVER

# The Lover

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The Lover lives life to experience pleasure, whether in their relationships, work or environment. They have a strong appreciation and affection for beauty, closeness and collaboration. Motivated to attract, give and receive love, they are strengthened by passion and devotion. They foster pleasure and spiritual unity. This is about an experience of love that goes beyond pure physicality, emotion or mindset. It is, at heart, about a way of life. They have the power to enchant others and seduction is their true talent. The trick is not to lose themselves in the act of pleasing others.

At their best they are passionate, magnetic and deeply committed.  
At worst they can be obsessive and shallow.



Lover customers value aesthetics.

## Who does this well?

Haagen-Dasz, Chanel.



Lover brands promise passion.

**Tip:** The Lover is perfect for a brand that is about helping people find their erotic selves, to connect intimately with others or to have a good time appreciating things of taste and beauty.



Lover businesses promote themselves as a glamorous gateway to sensual pleasure.

**Individuals:** Casanova, Marilyn Monroe, Lord Byron.

**“No wicked man knows happiness,  
and least of all the seducer of others.”**

- Juvenal

