



# the brand experience

a pro guide to branding, finding your essence and building a brand that has your voice and is all about engagement

part 4  
brand engagement

 [fabipaolini.com](http://fabipaolini.com)  
branding + design

# part 4 brand engagement



So, you already have the basics covered, the next part of The Brand Experience is focusing on how you want that audience to perceive your brand and engage with it. Brand engagement is the process of forming an emotional or rational attachment between a person and a brand. You want to give consumers a reason to take time out of their day to engage and interact with your brand. You want to focus on the following areas:



- 01** perception: everything you do to market your brand depends on how consumers perceive it. it's all about how they see you
- 02** communication: today more than ever, you want to have a two-way conversation with your consumers and build a relationship with them
- 03** experience: motivate your audience to engage in experiences with your brand. have them encounter your brand and live it.
- 04** promise: reinforce your brand promise to your audience. basically, you want to them to believe in your proposal and usp.

Taking this in consideration, study how you want your audience to interact with your brand in different ways, and how they actually interact with it. Brand engagement is the process of providing value to your clients' experiences with your brand and trying to build a relationship to them. A good idea is to make a list of what you want them to feel or perceive from your brand everytime they encounter it.

# part 4 brand engagement

## determining your brand archetype

A brand archetype is a genre you assign to your brand, based upon symbolism, looking to anchor your brand against something iconic that is already embedded in the minds of consumers. Aligning with an archetype makes the brand easier to identify.

Brand archetypes are based on Swiss psychologist Carl Jung's studies that determined that humans have a tendency to use symbolism to understand concepts. According to Jung there are 12 models that help define a brand and breathe life into it. Consumers relate and connect with the personality and aspirations of the brand archetype which represent fundamental needs and desires and bring people closer to the brand.

## the 12 archetypes. which one is your brand?

(hint: your brand is probably more than one, but has a dominant archetype)



### innocent

**goal:** to be happy  
**traits:** strives to be good, pure, young, optimistic, simple, moral, romantic, loyal, faithful, dreamer  
**weakness:** naive or boring  
**strategy:** to do things right  
dove, ben & jerry's



### hero

**goal:** to improve the world  
**traits:** courageous, bold, honorable, strong, confident, inspirational  
**weakness:** arrogant  
**strategy:** to be strong and competent  
nike, bmw



### regular guy

**goal:** to belong + connect  
**traits:** down to earth, supportive, faithful, relatable, connects with others  
**weakness:** not authentic  
**strategy:** develop ordinary solid virtues, common touch  
home depot, wendys



### outlaw

**goal:** break the rules  
**traits:** rebellious, wild, paving the way for change, iconoclastic  
**weakness:** taking it too far  
**strategy:** disrupt, destroy or shock  
harley-davidson, virgin



### explorer

**goal:** discover experiences  
**traits:** restless, adventurous, ambitious, independent, individualistic  
**weakness:** become a misfit  
**strategy:** journey, seek out + experience new things  
marlboro, indiana jones



### ruler

**goal:** control, create order, create prosperous family  
**traits:** leader, responsible, organized, role model, administrator, boss  
**weakness:** too authoritative  
**strategy:** exercise power  
ibm, microsoft



### creator

**goal:** create something with meaning and value  
**traits:** creative, imaginative, artistic, inventive, entrepreneur  
**weakness:** impractical  
**strategy:** develop artistic control and skill  
lego, crayola



### magician

**goal:** make dreams come true  
**traits:** visionary, charismatic, imaginative, idealistic, inventor, charismatic leader  
**weakness:** manipulative  
**strategy:** develop a vision and live by it  
disney, apple



### lover

**goal:** create intimacy, inspire love  
**traits:** passionate, sensual, intimate, romantic, warm  
**weakness:** too selfless  
**strategy:** to become more attractive  
victoria's secret, godiva



### caregiver

**goal:** to care and protect  
**traits:** caring, maternal, nurturing, selfless, generous  
**weakness:** being taken advantage of  
**strategy:** doing things for others  
unicef, heinz



### jester

**goal:** bring joy  
**traits:** fun, sense of humor, light-hearted, irreverent  
**weakness:** frivolous or disrespectful  
**strategy:** play, make jokes be funny  
muppets, budweiser



### sage

**goal:** help bring wisdom + insight  
**traits:** knowledgeable, trusted source, wisdom, smart  
**weakness:** too opinionated  
**strategy:** seek out information and knowledge  
bbc, cnn