

Brand Archetypes

Pop Quiz

November 2011

Creating and managing
brand value™

Interbrand



Question #1

What is your brand's greatest pet peeve?

A: Conflict

B: Unnecessary rules

C: Misinformation

D: Defeatism

E: Conformity

F: Disbelief

G: Inequality

H: Animosity

I: Stoicism

J: Cruelty

K: Lack of originality

L: Defiance

Question #2

What would your brand use to fight off a monster?

A: Hugs

B: A secret passageway

C: Reason

D: Sheer might

E: Something to throw the monster off balance

F: An invisibility cloak

G: Half of a sandwich

H: Matchmaking skills—offer to set the monster up on a date

I: Sleight of hand

J: Chicken soup for the monster's soul

K: A makeshift hot air balloon to fly away

L: An army of knights

Question #3

If your brand were trying to apologize to a friend, how would it say “I’m sorry”?

A: Say, “I wish we weren’t fighting.”

B: Suggest they try both options and see where it leads

C: Explain that circumstances—rather than people—were to blame

D: Say, “This will make our friendship stronger.”

E: Show up at their house unannounced and demand forgiveness

F: Find and give them a first-edition vinyl of their favorite band

G: Agree to disagree and suggest moving on

H: Set aside time to make it up to the other party in a personal way

I: Play around and make jokes to ease tension

J: Soothe the other party’s feelings before its own

K: Write an apology song together— your music, their lyrics

L: Logically and calmly assert their position—and why you can both get past this

Question #4

What if your brand were the head of a high school club?

A: Glee club president

B: President of the travel club

C: Chair of the National Honor Society

D: Student body president

E: Self-appointed president of the “High School Improvement” program

F: Star of the drama club

G: VP of student government

H: President of the social committee

I: School mascot

J: Co-Chair of the recycling club

K: Senior writer for the school newspaper

L: Homecoming king

Question #5

If your brand could save one thing from a burning building, what would it be?

A: The family cat

B: Photo album of past trips

C: A Kindle

D: Grandmother's engagement ring

E: The kerosene (to hide the evidence)

F: An imaginary friend

G: A worn favorite t-shirt

H: Sentimental mementos (e.g., photographs, love letters, postcards)

I: Collection of live bootleg recordings of your favorite bands

J: First Aid kit and snacks

K: Sketch books and pastels

L: The family crest from above the mantle

Question #6

If your brand could spend one day doing anything it liked, what would it do?

A: Reading and napping under a shady tree

B: Taking a spontaneous day trip to a new city

C: Enrolling in an advanced cooking class

D: Train for a marathon

E: Tagging the city with graffiti

F: Giving out front row seats to ardent fans waiting for seats to a sold out show

G: Plan not to plan—watch some television, read the paper, play it by ear

H: Enjoying a lavish three-course meal with friends

I: Attend a taping of *Saturday Night Live*

J: Help a friend move

K: Fix up an old car



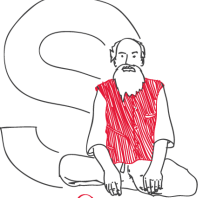









L: Work from home on an upcoming business project

Question #7

If your brand were a cocktail, what would it be?

- A: Piña Colada
- B: The local specialty
- C: Aged whiskey on the rocks
- D: Red bull and vodka
- E: A shot of tequila
- F: Champagne
- G: A beer
- H: A glass of red wine
- I: Water—between trips to the dance floor
- J: A Hot Toddy
- K: Bespoke cocktail from the resident mixologist
- L: Top shelf vodka and soda

Answers and Archetypes

<p>Mostly As</p>  <p>Innocent</p>	<p>Mostly Bs</p>  <p>Explorer</p>	<p>Mostly Cs</p>  <p>Sage</p>	<p>Mostly Ds</p>  <p>Hero</p>
<p>Mostly Es</p>  <p>Maverick</p>	<p>Mostly Fs</p>  <p>Magician</p>	<p>Mostly Gs</p>  <p>Everyman</p>	<p>Mostly Hs</p>  <p>Lover</p>
<p>Mostly Is</p>  <p>Entertainer</p>	<p>Mostly Js</p>  <p>Caregiver</p>	<p>Mostly Ks</p>  <p>Creator</p>	<p>Mostly Ls</p>  <p>Ruler</p>

Note: In client presentations, this matrix can be used to populate answers.