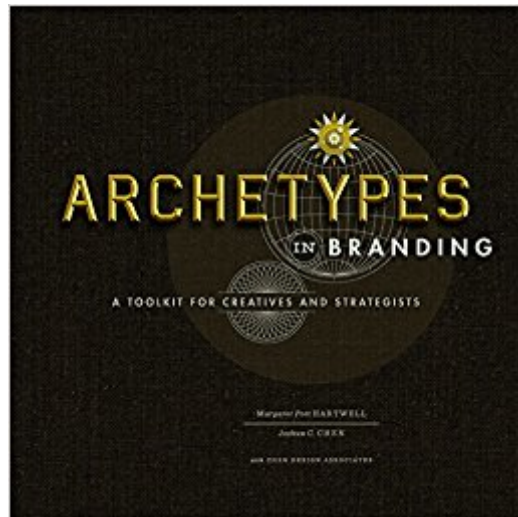




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Archetypes In Branding: A Toolkit For Creatives And Strategists



Synopsis

Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. Combined with a companion deck of sixty original archetype cards, this kit will give you a practical tool to: Reveal your brand's motivations, how it moves in the world, what its trigger points are and why it attracts certain customers. Forge relationships with the myriad stakeholders that affect your business. Empower your team to access their creativity and innovate with integrity. Readers will use this tool over and over again to inform and enliven brand strategy, and to create resonant and authentic communications. For more information visit www.archetypesinbranding.com.

Book Information

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Customer Reviews

Margaret Pott Hartwell is a strategist, coach, teacher, speaker, and writer. She adapted the concepts and created the content for the book and the deck of cards

(www.archetypesinbranding.com). Her 20 years of experience chronicle a career of effective brand and business solutions at the intersection of creativity and business in both the U.S. and the U.K.

Margaret holds her MBA in Sustainable Management from Presidio Graduate School, her BA from UC Berkeley, and an advanced coaching certification from the Institute of Transpersonal

Psychology. Joshua C. Chen is principal and creative director of Chen Design Associates

(www.chendesign.com). CDA works with clients who value a high level of design, who use the earth's resources responsibly, and who passionately create quality products and services that enhance people's lives. Josh and the CDA team have authored and designed three award-winning

design books: Peace 100 Ideas (CDA Press, 2003), Fingerprint: The Art of Using Hand-made Elements in Design (HOW Books, 2006), and the newly released Fingerprint No. 2 (HOW Books, 2011).

First, I am a brand professional, and have studied and used archetypes for client branding over more than a decade, starting when I worked for Landor, the sister company of Y&R, which developed the idea of archetypes in branding many years ago. Having said that, I am always looking for refining or expanding my tool set or processes. In that, this book/ toolkit falls short.

Pros:-

- Distills complex archetypal traits into bite-sized easily digestible conversation starters.-
- The idea of cards as visual/ verbal tools is a useful concept.-
- Easy to read.-
- Appreciate attributing archetypes not only to (1) client brands that brand professionals must help brand position (emotional, personality, character, intangible), but also to (2) client audiences/ customers--in order to help bridge interactions between each side.-
- Beyond the traditional proven 12 archetypes, the additional 48 spin-off sub-archetypes appear a useful concept in theory. Indeed, it loosely resembles the post-Jung archetype work of Dr. Carol S. Pearson. However...

Cons:-

- The additional 48 archetypes appear more like stereotypes. Some additional archetypes are questionable in content, and do not appear to be proven or valid from a scientific/ psychological standpoint.-
- Descriptions overlap across archetypes and newly introduced sub-archetypes, so that in practice the sub-archetypes render both the primary archetypes and sub-archetypes useless and ambiguous. The authors have gone well beyond creative license with regard to the original Jungian archetypes--and seem to distort the later well-respected Pearson archetypes.-
- The book offers no scientific or empirical way to qualify participant responses--nor does it offer any qualifying questions to ask participants that would divine any corresponding archetypal tendencies.-
- The artwork on the cards is very disappointing. (a) Either highly biased/ interpretive, or simply arbitrary images; (b) Images are not very original or immediately recognizable. Rather each card appears to be a montage of existing/ rehashed artwork; (c) No distinctive universally recognized archetypal iconography that would trigger definitive responses; Astonishing, especially under the auspices of psychology and branding; Instead, just a crude blur of color, shapes, typography and photos; Feeling the visuals are not the result of any scientific creative exploration.-
- The artwork on each card is labeled with the archetype name. Therefore, this is not an unbiased visual exercise as led to believe in the book. Rather, each card's archetype name on the visual side can lead the participant in a biased way beyond the visuals toward the archetype name itself. This renders any visual exercise practically useless.-
- Missing what I feel is an important "Matriarch" archetype, that which is "systematic, controlled,

organized". One of the first branding firms to pioneer brand archetypes from Jungian psychology, Young & Rubicam, included this archetype (example, Mastercard); Yet no equivalent archetype may be found in Margaret Hartwell's "Archetypes in Branding: A Toolkit for Creatives and Strategists". Granted, Pearson archetypes do not include this archetype either.- The "toolkit" would have been much better organized in a ringed binder; The wire-bound book is absolutely worthless in terms of organizing, keeping notes, or running a workshop; Physically, this book is absurd as a toolkit.- Where should we store the cards, once we meticulously one-by-one punch the cards out of the pages? A pouch or other convenient organizer to contain the cards would have been smarter.

StoryBranding(TM) 2.0 (Second Edition) - Creating Stand-Out Brands Through the Purpose of Story
Unlike most books on archetypal analysis applied to marketing, this book drills deep. In addition to the commonly used 12 archetypes, this fans each out into sub-archetypes which I find extremely helpful. The book itself is beautifully designed, but it's far more than an art piece. For anyone looking for a way to think about their brand as a story, this book offers great insight and practical application. Highly recommend.

I read the review that suggested buying the physical book, the deck is truly useful and very transportable, so you can use it as a quick reference or play in a working sessions with clients, planners and creatives. I've been using archetypes for a while in my communication strategies, especially for the digital world, when a character is needed to communicate and build relations with consumers, and even though there are 12 archetypes, this extensive catalog provides different angles to the same archetype. The families are well constructed providing a lot of versatility and a lot of fun playtime.

This book is a great guide for using archetypes in the development of advertising and brand messaging. The book is well organized and provides good, meaningful descriptions for each archetype. This book covers more archetypes than other publications on the subject. The trade-off is the other books provide more in-depth descriptions, but of fewer archetypes. I found using this book in combination with several other books provides great insight and useful direction for the development of brands strategies.

I can't tell you how many times I have been in a client meeting where we've discussed archetypes for brands and the standard list still seems somewhat limiting. Once you identify which archetype

your brand is, it naturally begs the question: "Ok, but what type of Jester/Hero/Sage/etc. are we?" This book really helps to further bring your archetype to a richer, more defined space.

This book has given me a great tool to navigate my design clients and their branding needs with more clarity and it's fun to use. The cards are so beautiful I'm tempted to frame them in a collage and order another book.

I want to like this book. The authors created a decent taxonomy for exploring the nuance around brand archetype and then made formal versions of the cards that are often used for conversations and the inevitable push/pull that comes from working out the character of a brand, since no brand is ever really a pure archetype. The idea of a more polished set of cards for these types of meetings is a good one. However, they then wrapped an incredible amount of fluff "copy" around the cards in order to make it seem like **more** than a deck of cards, with some truly questionable graphic design choices. Cluttered pages, dark backgrounds that make the small type harder to read, a too-clever system of icons and colors codes that create communication barriers between the thoughts and the user, all conspire to convince me that above all else, I must never hire their firm to do any design work for me. The lead copy covers no new ground, there is a 'how to use these cards' section that I thought would have been quite helpful if laid out a little less shallowly, which could then replace what they included instead: multiple repetitions of their approach. They also make the curious decision to arrange the archetype pages (that stay bound into the book) alphabetically rather than according to the base archetype they belong to, leading to some good flipping back and forth, and stickies in the margins to keep track of it all. I haven't decided whether or not to keep it. I like the cards, wish they were better designed for clarity, am not convinced this was a good investment. Try to find it used for \$20 and you'll feel better about it than I do.

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