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popular, and organizational culture, she and Mark show that successful brands draw on responses to such archetypes as the hero, outlaw, lover, sage, magician, creator, and innocent, and that these responses cross lifestyle and cultural boundaries.

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Power of Archetypes. It also warns  
against possession by the  
archetype and urges vigilance to

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avoid being drawn into its negative potentials. Translations are available in Chinese, Czech, Estonian, Portuguese, and Russian.

Home » Hero & Outlaw

The official hero embraces common values and traditional beliefs, while

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the outlaw has a clear sense of right and wrong but operates above the law (Ray). Ray explains how the role of an outlaw hero has many traits.

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fundamental patterns in the  
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archetypes.

What are brand archetypes? Part 1 -  
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business and marketing professionals can follow and replicate. After presenting the compelling concept of archetypal meaning, the authors demonstrate specific methods for implementing this concept into real-world setting, including: how to understand the

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deep meaning of your product  
category and "claim" it for your  
brand, how to assess the  
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specific methods for implementing this concept into real-world setting, including: how to understand the deep meaning of your product category and "claim" it for your brand, how to assess the competitive landscape from an archetypal perspective ...

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Archetype Overview with brand examples & character compass  
Part 1 – The Ruler, the Hero and the Outlaw  
For a brand to be successful, a strong identity is key.  
As a marketing tool, archetypes make lives of brand professionals



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easier. Although many brands don't use archetypes consciously, almost any brand strategy can be assigned to 1 or 2 of them depending on the archetypal patterns that they display.

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A first in business literature, The Hero and The Outlaw offers both a fascinating examination of those few extraordinary brands that have already achieved archetypal status, as well as a sound and proven methodology readers can use to

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achieve their own iconic brand  
identity-an identity that will  
withstand the test of time, cross  
lifestyle and cultural boundaries,  
and translate into exceptional  
success.

The Hero and the Outlaw: Building

*Page 27/37*

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Power of Archetypes. Using studies  
drawn from the experiences of Nike,

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Marlboro, Ivory and other powerhouse brands, the authors show that the most successful brands are those that most effectively correspond to fundamental patterns in the unconscious mind known as archetypes.

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In return, Hero & Outlaw will  
become the new growth driver for  
McCann. If you need strategic  
communications, advice on  
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The simple, graceful and very fitting  
answers are given by Margaret Mark

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and Carol Pearson in their new book The Hero and The Outlaw - Building Extraordinary Brands Through the Power of Archetypes. When a brand taps into one of their twelve major archetypes, and does so in a way that feels right and appropriate, then the brand 'works.'

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The hero and the outlaw: a discussion of archetypes. The expectations, behaviors and and beliefs associated with a company that inspire choice, preference,

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loyalty and advocacy. It is the  
outcome of a company's culture,  
actions, products, services,  
messages and customers  
themselves. And the stories we  
craft to share a brand's products,  
philosophy and higher purpose.

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