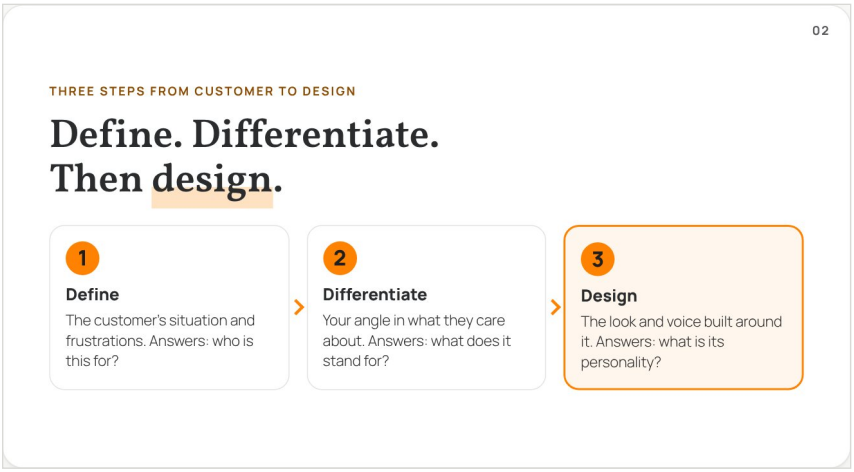
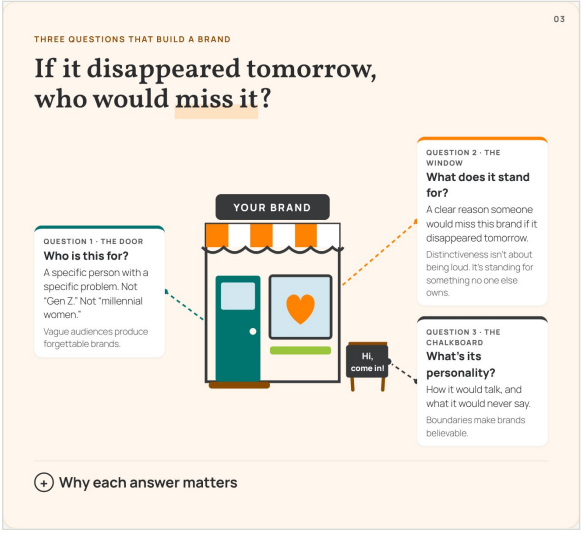


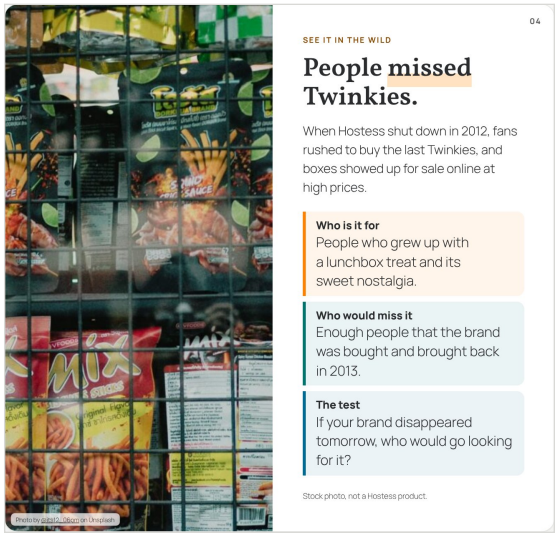
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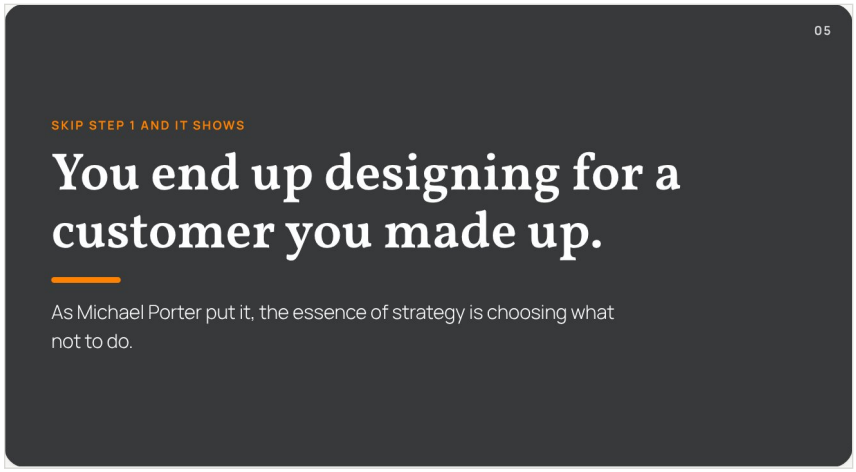
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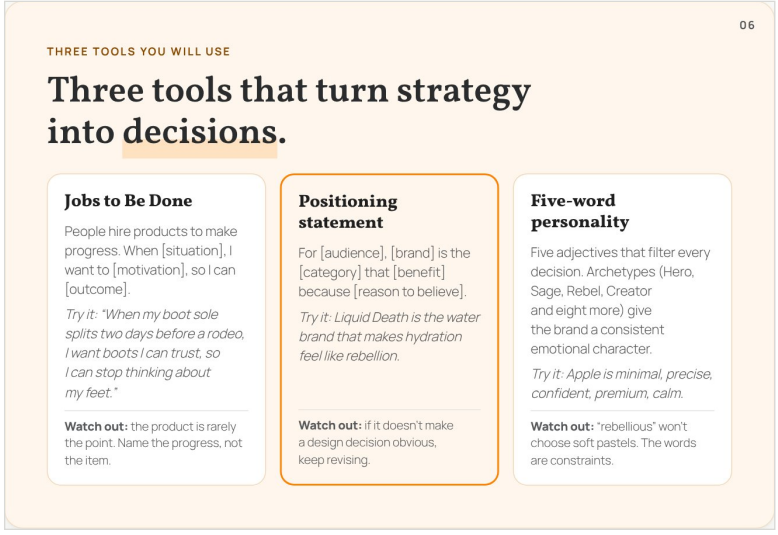
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Slide 4



Slide 5



Slide 6

07

BRAND ARCHETYPES

Match the archetype to the feeling your customer already wants.

Carl Jung's 12 archetypes give brands a universal emotional language for the feelings and identity a customer wants when they choose you. Guess the archetype, then tap.

Patagonia
Which archetype is it?
TAP TO REVEAL

Apple
Which archetype is it?
TAP TO REVEAL

Harley-Davidson
Which archetype is it?
TAP TO REVEAL

⊕ Which one is your brand?

Slide 7

WHO YOU DESIGN FOR

Design for one specific person.

- **Human-centered persona.** One specific person in a specific situation. Demographics say who. Psychographics say why.
- **AI personas are hypotheses.** Use AI to draft a persona, then list the assumptions you need to test with real customers.

⊕ What a persona is, and is not



Photo: ishmael.dara (CC BY 2.0), via Wikimedia Commons. Brand: Stanley.

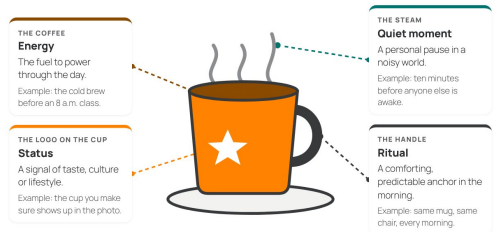
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09

BEYOND DEMOGRAPHICS

Nobody buys coffee. They buy what it does for them.

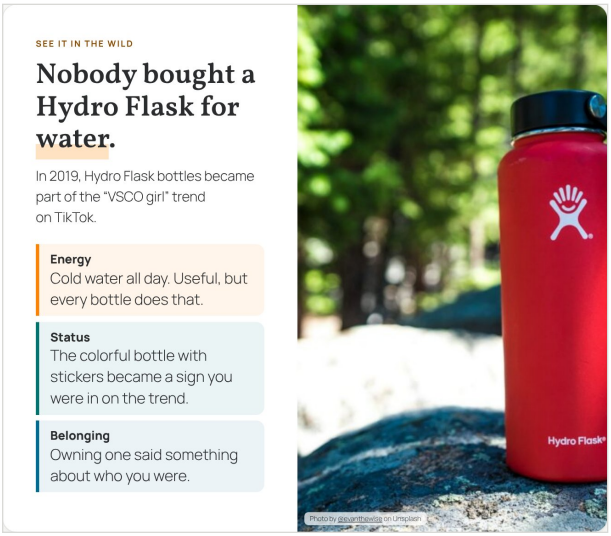
The product is never really the point. Customers buy the transformation or feeling the product delivers.



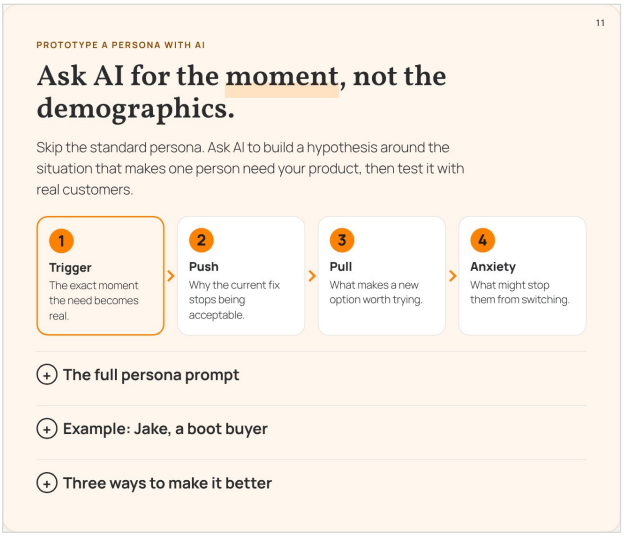
⊕ Four psychographic questions

⊕ Oatly: selling meaning, not milk

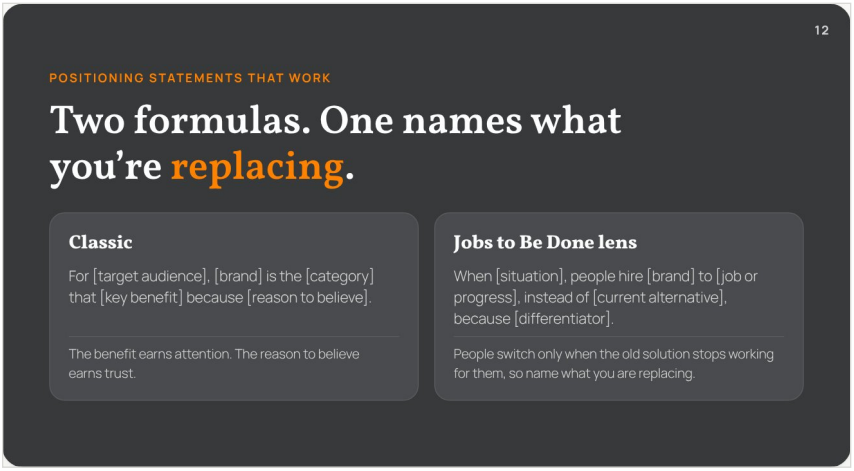
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Slide 10



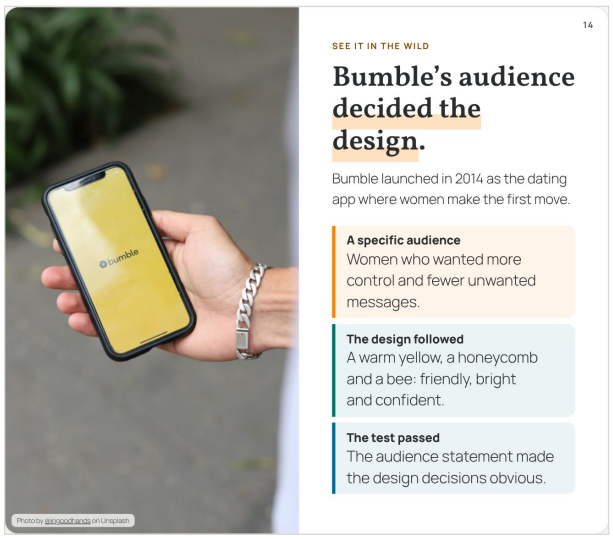
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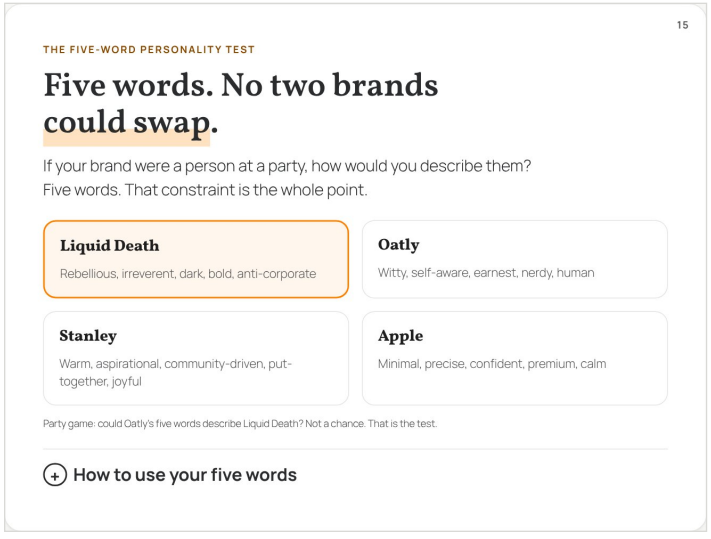
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Slide 13



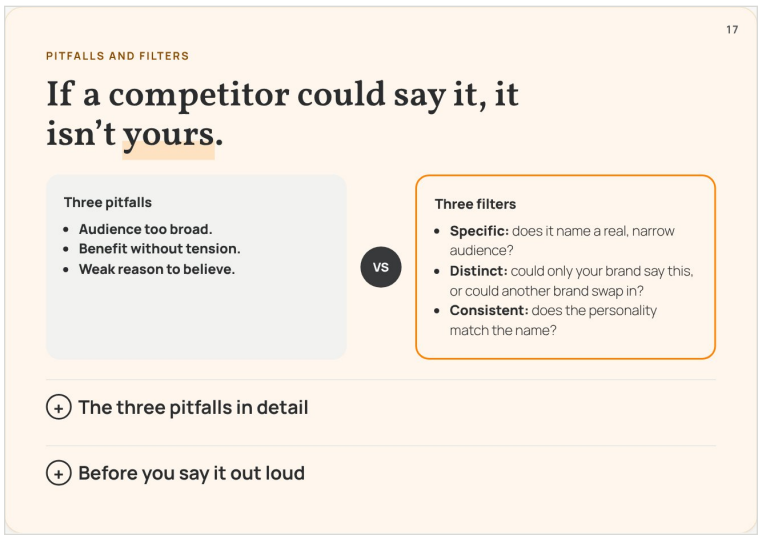
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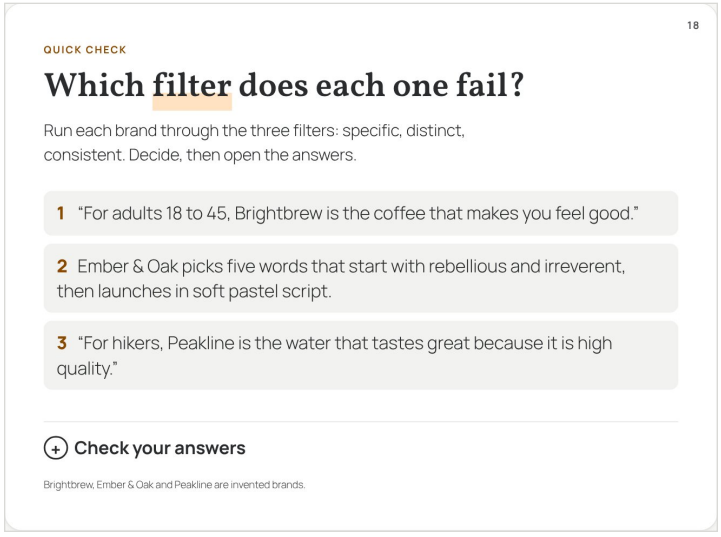
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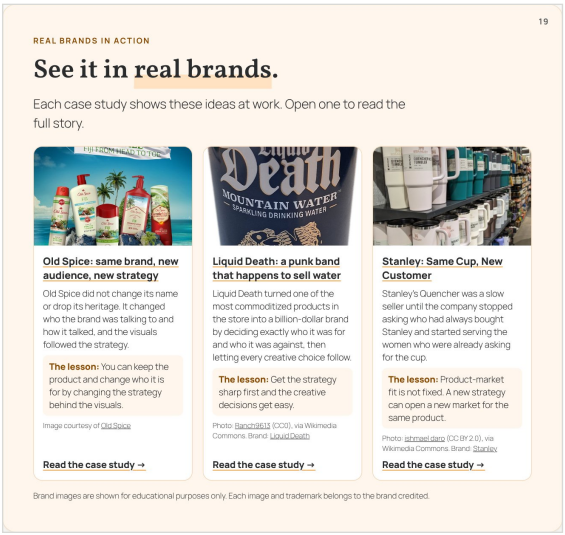
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Slide 18


19
REAL BRANDS IN ACTION
See it in real brands.
Each case study shows these ideas at work. Open one to read the full story.
Old Spice: same brand, new audience, new strategy
Old Spice did not change its name or drop its heritage. It changed who the brand was talking to and how it talked, and the visuals followed the strategy.
The lesson: You can keep the product and change who it is for by changing the strategy behind the visuals.
Image courtesy of Old Spice
Read the case study →
Liquid Death
MOUNTAIN WATER
SPARKLING DRINKING WATER
Liquid Death: a punk band that happens to sell water
Liquid Death turned one of the most commoditized products in the store into a billion-dollar brand by deciding exactly who it was for and who it was against, then letting every creative choice follow.
The lesson: Get the strategy sharp first and the creative decisions get easy.
Photo: Ranch1963 (CC0), via Wikimedia Commons. Brand: Liquid Death
Read the case study →
Stanley: Same Cup, New Customer
Stanley's Quencher was a slow seller until the company stopped asking who had always bought Stanley and started serving the women who were already asking for the cup.
The lesson: Product-market fit is not fixed. A new strategy can open a new market for the same product.
Photo: shmeel.dero (CC BY 2.0), via Wikimedia Commons. Brand: Stanley
Read the case study →
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