

# Jester

Represents humor, joy, and lightheartedness. Brands embodying the Jester archetype aim to entertain, bring laughter, and create a sense of fun for their audience. This archetype appeals to individuals who enjoy playful and light-hearted experiences.



# Lover

Focuses on passion, romance,  
and emotional connections  
Passionate, charismatic, create  
emotional bonds and fosters  
deep connections



**L'ORÉAL**  
SKIN EXPERT/PARIS

**VICTORIA'S  
SECRET**

# Regular Joe

The “Regular Joe” archetype, also known as the “Everyman” or “Everywoman” archetype, represents the average person or the common individual. It embodies relatability, down-to-earth qualities, and a sense of familiarity. The Regular Joe archetype is often used by brands that aim to appeal to a broad audience and connect on a personal level.



**Das Auto.**



# Saint

Evokes simplicity, purity, and optimism  
Genuine, sincere, optimistic, promotes  
safety and purity



# Boss

The "Boss" archetype represents leadership, authority, and control. Brands embodying the Boss archetype often project a sense of power, confidence, and success. This archetype appeals to individuals who aspire to be in control and seek products or services that reflect their desire for status and achievement.



# Artist

creativity, self-expression, and a unique perspective. Brands embodying the Artist archetype often emphasize innovation, originality, and a passion for their craft. This archetype appeals to individuals who value creativity, aesthetics, and the pursuit of artistic experiences.



