

Nr 1: The Creator

Motto: *If you can imagine it, it can be done*

Core desire: to create things of enduring value

Goal: to realise a vision

Greatest fear: mediocre vision or execution

Strategy: develop artistic control and skill

Task: to create culture, express own vision

Weakness: perfectionism, bad solutions

Talent: creativity and imagination

The Creator is also known as:

The artist, inventor, innovator, musician, writer or dreamer

The Creator may be right for your brand identity if:

- it promotes self-expression, gives customers choices and options, helps foster innovation or is artistic in design
- it is in a creative field like marketing, public relations, the arts, or technological innovation
- you want to differentiate it from a "do-it-all" brand that leaves little room for the imagination
- your product has a do-it-yourself aspect that saves money
- your customer has the time to be creative
- your organisation has a creative culture

Examples of Creator brands:

Lego, Sony, Swatch, 3M.



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Nr 2: The Lover

Motto: *You're the only one*

Core desire: intimacy and experience

Goal: being in a relationship with the people, work and surroundings they love

Greatest fear: being alone, a wallflower, unwanted, unloved

Strategy: to become more and more physically and emotionally attractive

Weakness: outward-directed desire to please others at risk of losing own identity

Talent: passion, gratitude, appreciation, and commitment

The Lover is also known as:

The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder

The Lover may be a good identity for your brand if:

- it helps people belong, find friends or partners
- it's function is to help people have a good time
- it is low to moderately priced
- it is produced by a freewheeling, fun-loving organisational structure
- it needs to differentiate itself from self-important, overconfident brands

Some of the great Lover brands:

Interflora, Alfa Romeo, Häagen-Dazs.



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Nr3: The Sage

Motto: *The truth will set you free*

Core desire: to find the truth.

Goal: to use intelligence and analysis to understand the world.

Biggest fear: being duped, misled—or ignorance.

Strategy: seeking out information and knowledge; self-reflection and understanding thought processes.

Weakness: can study details forever and never act.

Talent: wisdom, intelligence.

The Sage is also known as: The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

The Sage would be a good identity for brands:

- that provide expertise or information to customers
- that encourage customers to think
- that are based on new scientific findings or esoteric knowledge
- that are supported by research-based facts
- want to differentiate themselves from others whose quality or performance is suspect

Examples of Sage Identities:

Weekendavisen, CNN, Gallup, McKinsey & Co.

