

Archetypes In Branding A Toolkit For Creatives And Strategists

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Archetypes in Branding: A Toolkit for Creatives and Strategists offers a highly participatory approach to brand development. With a foreword by Jay Ogilvy, co-founder of Global Business Network and a companion deck of sixty original archetype cards, the book includes useful advice on the meaning and responsible use of archetypes, as well as how to apply archetypes in a variety of business contexts.

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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.