

What is Brand Archetype Portrait (BAPOR) and How to Calculate Brand Archetype Power (BAPOW)

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Abstract

Why to establish Brand Archetype Portrait (BAPOR) and calculate Brand Archetype Power (BAPOW)? What is the advantage of the portrait? The answer is simple - The portrait of a person shows more character than picture. When we speak about personality, it is logical to try to understand the character of a person through portrait building than photography. We intend to extend the same principle for strategic brand management and offer a totally new method of brand portrait creation. Therefore, it is interesting to find out how the brand portrait is created.

To establish portraits of brands we need meaningful symbols. These symbols can be archetypes of Jung. They are "forms or images of a collective nature which occur practically all over the earth as constituents of myths and at the same time as individual products of unconscious origin" (Jung, 1980). As we all know the unconscious was at the center of Jung's interests. Archetypes must help us in Brand Knowledge. "This brand knowledge affects how consumers respond to products, prices, communications, channels and other marketing activity - increasing or decreasing brand value in the process (Keller, 2003)".

To brand archetype portrait idea, we went through the marketing research done at Kennesaw State University, Coles College of Business. The purpose of the study was to find how some fast-food brands are positioned in the minds of students.

Suggesting a totally new tool - Brand Archetype Portrait (BAPOR), we believe it will be a necessary stage in the strategic brand development.

Keywords: archetype development, archetypes of Jung, branding, brand personality, strategic brand management, strategic marketing

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Introduction

The definition of Brand Archetype Portrait (BAPOR) of some product/service/brand is that it is a set of associations of customers towards them in the form of Archetype Symbols of Carl Gustav Jung, found either in conscious or unconscious of research sample - review this phrase, please. The Brand Archetype Power (BAPOW) can be the sum of the scores of winning/desired brand archetypes on the basis of econometric or simple calculation.

To create the Brand Archetype Portrait, we need Perception Mapping Accelerators (PMA) and desired perception attributes (DPA) turned into archetype attributes of Brand (AAB). In the picture below you can see how these variables are interconnected.

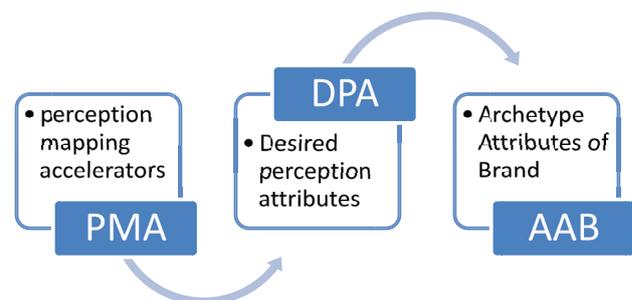


Figure 1. PMA – DPA – AAB (Source: author)

Having used experimental research design to understand final customers through key researchers, we established the research study to find Perception Mapping Accelerators (PMA-s).

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Methods

To study brand archetype portrait idea, we went through the marketing research done at Kennesaw State University, Coles College of Business. The purpose of the study was to find how some fast-food brands are positioned in the minds of students to catch Perception Mapping Accelerators (PMA-s) influencing their customer behavior. Tools for data collection we used in our qualitative research project includes observation and diaries. Usually diaries have been useful for recording and reconstructing events, that helps to provide access to people's interpretations of their worlds (Alaszewski, 2006), to create a complete record of actions and words (Willig, 2001), develop realistic pictures and provide sensitive descriptions of an individual's daily life passions. Diaries can be used in studies that explore attitudes and some changes occurring over time. In our experiment we encouraged our student researchers to write their diaries. To write down about their passions and desires to food either in campus or outside it. These diaries were also somehow type of self-observation. The student's diaries were analyzed by professionals to find some Perception Mapping Accelerators (PMA) and go ahead to Desired Perception attributes (DPA) and turn this knowledge into Archetype attributes of Brand (AAB).

Except diaries we used also the method of focus groups, to gather students and discuss either cardinal orientation of brands or their archetype attributes.

What a Perception Mapping Accelerator (PMA) Is?

To make customers buy you either have to try to increase their passion to the product or fear from some event, being linked to the product you offer. This is the oldest wisdom of experienced salesmen. Why not to use it in our logical thinking? – a more academic version: "It would be wise to use it in our logical thinking".

To understand human perception and find Perception Mapping Accelerators (PMA), customers' passion or desire should be understood. You have to make yourself hungry. If research is about fast-food, you have to make yourself hungry and busy at the same time. If the perception should be viewed from the perspective of students' vision, additionally, I'm suggesting you to have less money with you. So, this will be an excellent beginning of the experiment about finding the perception mapping accelerators that are based on the passion or some desire.

The Perception Mapping Accelerators are based either on long lasting or short running perceptions:

- a) Long lasting and sustainable perception, for example, the fact that "The game Monopoly is good for entrepreneurship".
- b) Short lasting perception appears in the case of passion. The short lasting perception is based on immediate drivers making us engage into consumption.

The Perception Mapping Accelerators are linked to:

- A sensor Based Stimuli like a taste/smell/quality, shape, design, soft touch;
- An Economic Stimuli - cost/time, believed economic benefit;
- Some Cognitive stimuli – meaning.

In our experiment we encouraged our student researchers to write their diaries. What wrote one student can be example of this experiment - One students' comment is worth-noting: "I'm just sitting together with my peers; I'm too busy with my examination. Today I started my classes at eight o'clock early morning; I had no time to feed myself. I'm too hungry. I have no time to do my lunch myself. This is first aspect of my thoughts about food".

What are Desired Perception Attributes? How to Find Them?

If you are hungry, busy and no hedonist you have two options:

Be more utilizer, routinize your wants, until next, happier time and go to fast-food, but which? Here starts the phenomenon of your Perception Mapping Accelerators (PMA):

- A) Choice A: You want some taste of beef. This masculine food makes you more energetic today. After classes you will sleep well but you don't want a fat rich hamburger. You want real meat. You are hungry and the smell of Chic File blinds you. You denied beef. " - OK, let it be chicken file, it will be great, big, what one student wrote in her project diary was an excellent example of PMA - "I will eat well and go to sleep until next day, forget about everything." In this example PMA is identified as: fullness and taste of grilled chicken. This can be described by the motto - "forget anything, just eat".

From this PMA we can identify DPA: too fast, taste of big meat, to feel full, something like fast grilling, you energize yourself, after that you are OK, just go and eat.

- B) Choice B: Be less utilizer, less routinize, give little chances to your dreams, you want something colorful, like you travelling and watching different cultures. Now about your PMA: You want to eat many things together, you have passion to beans, onions, garlic and other vegetables, you want many types of cheese, you just need to make your stomach rest from dry food and you understand the importance of some vitamins you can now take. So, you just decide to select either Burrito or salad and you just sit and eat like a normal person feeds himself/herself. You guess that this is twice expensive but sometimes it is important to make your life sustainable eating natural things, but fast, very fast.

DPA is identified by us from PMA: too fast, contains the taste of plenty of vegetables mixed with beef, chicken or similar food, like different taste, but this amazing green, red and yellow vegetables with some mixed rice make you feel comfortable and full like a good menu. Besides, you make

yourself healthier and OK. You not only enjoy it but your body also says OK.

The Perception Mapping Accelerators of Taco Belli

In our research project we specially examined Taco Bell, the American fast food chain. From the marketing research diary of our student Mr. Parker Miller the following information was gathered: "Taco Bell is a very interesting company to me but I almost never eat there. I made sure to drive around the building to see the signage on the outside, and I spent a long time examining the menu. From looking at the menu, I was able to draw some conclusions about which market Taco Bell seems to be segmenting and targeting. All other large fast food restaurants, like, McDonald's, Wendy's and Burger King have one thing in common on their menu. They like to place emphasis on combo meals. Combo meals usually include a main item, a side, and a drink all for a price around the 5-7 dollar range. This makes for a good all-around meal for a reasonable price. From this, you can assume that these fast food chains are looking for their customers to experience a nice, pleasant meal without any craziness. Taco Bell is different, though. At the Taco Bell I visited, combo meals were an afterthought. With the combo meals pushed off to the side of the menu, it's clear that Taco Bell is targeting a different customer. Instead of the combo meals, Taco Bell spends most of the menu space featuring a wide variety of cheap items. Taco Bell features single items for 1-2 dollars each, which is far different than the combo meal for 5-7 dollars each. It is clear that Taco Bell tries to encourage customers to buy more than one item and gives customers the option to try out many different items in one meal. My conclusion is that Taco Bell's menu encourages customers to be adventurous and unique but other fast food chains want customers to have a safe, pleasant experience with the combo meal. The cheaper prices for food items and the greater emphasis on single items instead of combo meals makes me think Taco Bell is targeting the younger-millennial market. The younger millennial market is adventurous, seeks to have a fun time, and would rather have the control to piece together items for low cost rather than being forced to buy a combo meal.

Taco Bell is a different story. They are pushing their new taco, the "Naked Chicken Chalupa". The taco shell is made of fried chicken. They also sell Airheads flavored slushies and for a while have sold Fritos flavored tacos" (Student diaries).

PMA in this case can be as follows: the attitude of the customer is adventurous, unique, and rebellious. They want to go out to eat with their friends and have fun ordering crazy items. They don't want to be told what to order (combo meals are very restrictive). Instead, they would rather piece together their own meal by buying lots of cheap items together.

DPA can be found in this way: a) rebellious food; b) positive good taste; c) colorfulness; d) eating – travelling; c) At a lower cost. As Taco Bell's menu was made for money-savers, Taco Bell's menu gives you many options to order cheaply but have a great time anyway.

Now Let us to Turn PMA and DPA into Archetype Attributes of Brand

Because a brand is "the intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised", it can have four important characteristics, such as, attributes of benefits, values and personality (Kapferer, 1992; Keller, 1993). Brand choice is linked with brand associations. Now we turn DPA into Jung's Archetypes.

Usually, Archetypes can help brands in desired positioning or help customers to understand the character of these brands. What is the reason for organizations, products and services to sue desired positioning in the mind of their customers? It can be their competitive advantage or "unique selling proposition" (Ries & Trout, 1979). Carl Gustav Jung identified four Cardinal Orientations of Archetypes:

- Freedom;
- Social;
- Order;
- Ego.

All these four Cardinal orientations have their three closest Archetypes (see Table 1).

Table 1. Archetypes and their Cardinal Orientations (Source: author)

Cardinal Orientations	Archetypes	Given Scores	Main Talent	Described Shortly
Freedom	Outlaw	100	Radical thinking	The rebel
Freedom	Jester	50	Joy	The fool/ joker
Freedom	Explorer	50	Ambition	The seeker
Social	Caregiver	100	Compassion	The saint
Social	Lover	50	Passion	Partner
Social	Everyman	50	Realism	Silent majority
Order	Ruler	100	Responsibility, Leadership	The boss
Order	Innocent	50	Faith	Dreamer
Order	Sage	50	Wisdom, Intelligence	The expert
Ego	Hero	100	Courage	Warrior
Ego	Creator	50	Creativity	The artist
Ego	Magician	50	Finding Win-Win Solutions	The visionary

To turn PMA and DPA into Archetype Attributes of Brand, we need the following actions:

- A) To realize what Cardinal Orientations we see in studied brands through the focus group marketing research. In our research we tried to understand cardinal orientation

of the following fast food brands: Taco Bell, McDonalds and Subway.

- B) According to the concept of cardinal orientation, we should take into consideration the fact that not all archetypes can be assessed with the same scores, because for example Ego cardinal orientation is fully represented only by the Hero archetype. We gave to the Hero archetype more scores than to the creator and magician because the hero archetype is a classical example of Ego.
- C) Classical archetypes fully representing the cardinal orientations are assessed in our matrix by 100 degrees, than other archetypes that have 50 degrees.
- D) Gathering focus groups, marketers should ask their respondents about:
 - What cardinal orientation they see in the target brand
 - What kind of classical archetypes represent these cardinal orientations
 - What is the percentage of different archetypes in Brand Archetype Portrait of studied brands?
- E) According to the percentage of BAPOR from the brand portrait we can calculate Brand Archetype Power BAPOW.

The Modeling the BAPOR and Calculate the BAPOW of Different Fast-Food Brand – McDonalds, Taco Bell and Subway

McDonalds – Cardinal Orientation to order. The main archetype here is – Ruler. The main archetype is represented by 66%, according to focus group members - mostly students of business school. The remaining 34% is given to five (you only have 4 types given here) archetypes: 6% - innocent, 7% - sage, 6% - magician, Jester – 7%.

BAPOR of McDonalds



Figure 2: Brand Archetype Portrait of McDonalds (Source: author)

Table 2. BAPOR Calculation (Source: author)

	McDonalds	BAPOR of McDonalds in %	Scores	BAPOW
Main Archetype	Ruler	66	100	66
Supporting	Innocent	6	50	3
Supporting	Sage	7	50	3.5
Supporting	Magician	6	50	3
Supporting	Jester	7	50	3.5
Supporting	Explorer	8	50	4
	Total	100		83
Total BAPOW				83

BAPOR of Taco Bell is Social. The main or classical archetype here should be “Caregiver”. Other archetypes are “Lover” and “Everyone”. According to the results of our research, the main archetype - the “Caregiver” is represented by 46%. The remaining 54% is given to the archetypes: 10% - lover, 20% - everyone, Jester – 14%, explorer – 10%.

TACO BELL,s BAPOR



Figure 3: Brand Archetype Portrait of Taco Bell (Source: author)

Table 3. BAPOR Calculation of Taco Bell (Source: author)

Brand	its arcetypes	TACO BELL,s BAPOR	BAPOW	scores of archetypes
TACO BELL	Caregiver	36%	36	100
	lover	10%	5	50
	everyone	30%	15	50
	jester	14%	7	50
	explorer	10%	5	50
BAPOW			68	

BAPOR of “Subway” is focused on the cardinal orientation of Ego. The customer thinks to eat fast but at the same timeto feed his/her body with some vitamins. This is typical – EGO. The Ego cardinal direction has a classical arche-

type – Hero amounting to 77%. Other archetypes have the following logical development.

Table 4. BAPOW Calculation of Subway

Brand	its arcetypes	Subway,s BAPOR	BAPOW	scores of archetypes
SUBWAY	hero	77%	77	100
	creator	10%	5	50
	magician	3%	1.5	50
	jester	1%	0.5	50
	caregiver	9%	4.5	50
BAPOW			88.5	

BAPOR of Subway can be the following:

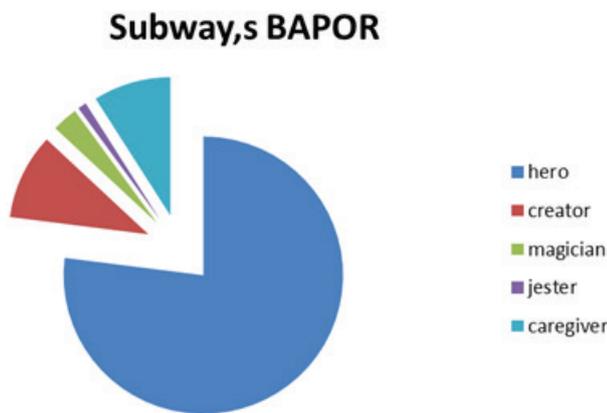


Figure 4. Brand Archetype Portrait of McDonalds (Source: author)

What Do BAPOR and BAPOW Offer to Brand Managers?

The Brand Archetype Portrait (BAPOR) and Brand Archetype Power (BAPOW) touch both unconscious and conscious attributes of some brands. Using BAPOR, brand managers can understand many unknown things about their trademarks, products, services, companies and brands.

Having compared BAPOR AND BAPOW of McDonalds, Taco Bell and Subway, in the example of Kennesaw Community of students from Coles College of Business, we understand the following:

Table 5. Comparison of Brand by BAPOR and BAPOW (Source: author)

	Brand 1	Brand 2	Brand 3
BAPOR BAPOW comparission	McDonalds	Taco Bell	Subway
	ruler 66%	caregiver 36%	Hero 77%
	innocent 6%	lover 10%	creator 5%
	sage 7%	everyone 30%	magician 3%
	magician 6%	jester 14%	jester 1%
	jester 7%	explorer 10%	caregiver 9%
BAPOR content	explorer 8%		
Cardinal Orientation			
BAPOW	83	68	88,5

- Different brands have their distinct cardinal orientations. For example, McDonalds has a cardinal orientation – order. We see that this brand has high 66% dominance in the archetype “Ruler”, but it has low share in the archetype of “Innocent”, “Magician” and “Sage”. If McDonalds increases its dominance in other archetypes, like a “jester” and “Magician”, “Sage” or any other archetype, its overall Brand Archetype Power can increase from 83 to the highest level. This can be the solution for the future of this brand.
- Taco Bell’s cardinal orientation is “social”. The main archetype of Social orientation represented by Jung’s archetype of “Caregiver” is crucial for long term success of Taco Bell. That’s why, we can say that Taco Bell is still weak in the “Caregiver” archetype, but it is strong in Everyone’s archetype. So, Taco Bell must add power to Caregiver archetype and improve its image. BAPOW of Taco Bell is only 68.
- The Subway brand has a brilliant place in the Hero archetype that represents its cardinal orientation in the “Ego” oriented archetypes. This is best because Subway itself has an “Ego” cardinal orientation. Subway can also improve its other archetypes and add others. In this case, it can become more powerful. The brand archetype power of Subway is 88,5 which is very high.

Results

The result of our marketing research is the totally new model, what can be used either into new product/brand development or improvement of existing ones. Suggesting a totally new tool - Brand Archetype Portrait (BAPOR), we believe it will be a necessary stage in the strategic brand development. To create the Brand Archetype Portrait, we need Perception Mapping Accelerators (PMA) and desired perception attributes (DPA) turned into archetype attributes of Brand (AAB). Marketers using the method of Brand Archetype Portrait (BAPOR) either can plan to develop brand from beginning. Firstly they must select the segment of population for whom the products should be targeted. If segment is chosen marketers can find PMA, DPA and finally select the Archetype Attributes of Brand. This can be main construction strategy of new brand building. In the case of existed product/service improvement through our method, marketers should carefully analyze how Archetype attributes of Brand (AAB) match to Perception Mapping Accelerators (PMA) and try to understand gap between them.

Conclusion

The marketing pilot research project started at Kennesaw State University, together with the students of Coles College of Business, successfully created a new approach of strategic brand management entitled by us as the Brand Archetype Portrait (BAPOR).

Through BAPOR we hope to check all meaningful brands and calculate their Brand Archetype Power (BAPOW). This will be very interesting continuation of our study of unconscious oriented brand building blocks.

Through BAPOR studies, Brands can improve their competitive advantages, find new strong associations and improve a hot way of their brand pyramid.

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