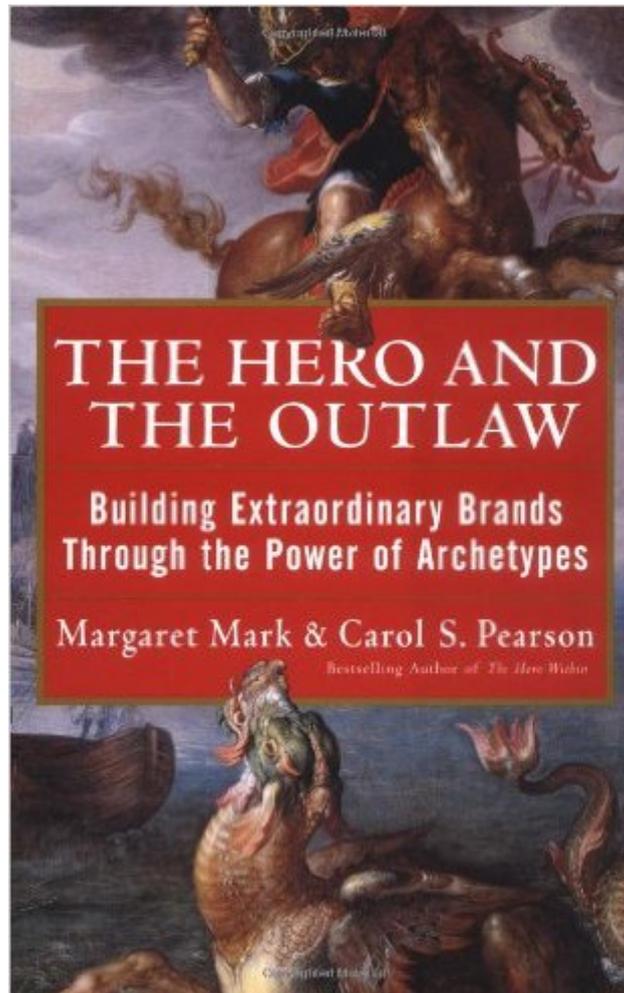


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# The Hero And The Outlaw : Building Extraordinary Brands Through The Power Of Archetypes



## Synopsis

"This provocative and insightful book could and should revolutionize the world of marketing."--Margaret Wheatley Using studies drawn from the experiences of Nike, Ivory, and other powerhouse brands, the authors show companies how to create a brand that most effectively corresponds to archetypes--fundamental patterns in the unconscious mind--and capture the consumers' attention and loyalty.

## Book Information

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## Customer Reviews

For those marketers who have always had a secret predilection for using their intuition, who've harbored a belief in the hidden power of the right 'fit' in a message - *The Hero and The Outlaw* reads like a long, drawn-out ahhhhhhhh. Like scratching an itch. Like constant light bulbs going off in your brain, one after another. It drives to the central question behind all the 'buzz' about branding - in what exactly, and where exactly, resides the buried power of a brand? What is its hidden deep source? How come a brand 'pushes our buttons?' The simple, graceful and very fitting answers are given by Margaret Mark and Carol Pearson in their new book *The Hero and The Outlaw - Building Extraordinary Brands Through the Power of Archetypes*. When a brand taps into one of their twelve major archetypes, and does so in a way that feels right and appropriate, then the brand 'works.' Consumers respond, a channel of understanding is opened, the message is received. The twelve archetypal categories which Pearson and Mark use for their analysis are: Creator, Caregiver, Ruler, Jester, Regular Guy/Gal, Lover, Hero, Outlaw, Magician, Innocent, Explorer, Sage. For instance:

Williams-Sonoma is a 'creator' brand, and so is going to carry meaning and resonance for consumers who want to craft something new in their lives. Ivory Soap is the 'purest' example of the Innocent archetype. And if Nike is a Hero brand, you can be sure that the Harley-Davidson brand is an Outlaw archetype. While all the right brain, intuitive marketers are delighted to consider such a workable and insightful way of thinking about branding, rest assured, their more left brain associates have not been 'left' behind.

I was disappointed by the lack of rigorous thinking in this book. Sure, different companies have different personalities and personality is part of the brand. We could even create our own set of Jungian archetypical brand personalities, and go about attaching them to different brands. But now for a test. Is Coca Cola a Creator -- helping inspire its users to do great bubbly things? Is it a Caregiver -- showing care for others? Maybe it's a Ruler -- a tough competitor and long the top dog in Cola Wars? How about a Jester -- always at the center of a good time? Or just it's just the drink for Regular Guys and Gals? Look at the ads -- maybe it's a Lover or at least a drink for Lovers sharing a soda with two straws? Or, how about an almost Heroic presence, again from ads? Sometimes, it has a sort of Outlaw feel (with folks like Mean Joe Greene playing Robin Hood handing a Coke to a kid). In the old days Coca Cola ads praised it both for giving energy and a calming effect -- though there's no archetype for either of those. So, maybe it is more a Magician -- think of some of those magical ads past and animated present and its ability to give both energy and calm the soul. Given Coca Cola's global ubiquity and appeal, it might well be the drink of Explorers. It might even be (given the caffeine) the energy drink for yuppie Sages? Well, it turns out (according to the authors), that Coke is clearly so successful because it's an "Innocent." The toughest competitor in the Cola Wars, a mixture of caffeine, water, and sugar, almost wizened from a century of success -- yeah, it's clearly an Innocent and that explains everything. My point is that the book lacks any sense of rigor, proof, or science-like basis in fact.

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