

# Brand Archetypes Quiz

## 1. How would you describe the values and message of your brand?

- A. Simplicity, goodness, and purity.
- B. Freedom, adventure, and discovery.
- C. Wisdom, knowledge, and intelligence.
- D. Bravery, courage, and strength.
- E. Rebellion, independence, and nonconformity.
- F. Transformation, change, and miracles.
- G. Relatability, friendliness, and approachability.
- H. Sensuality, romance, and passion.
- I. Humor, playfulness, and lightheartedness.
- J. Nurturing, compassion, and generosity.
- K. Innovation, imagination, and creativity.
- L. Leadership, authority, and control.

## 2. How would you describe your target audience?

- A. People who value simplicity and purity.
- B. Adventurous individuals seeking new experiences.
- C. Intellectuals and knowledge seekers.
- D. Strong and ambitious individuals.
- E. Nonconformists and rebels.
- F. Visionaries and those seeking change.
- G. Everyday people looking for relatable brands.
- H. Romantic and passionate individuals.
- I. Fun-loving and carefree individuals.
- J. Those who prioritize helping and caring for others.
- K. Innovators and creative thinkers.
- L. Individuals seeking quality and luxury.

## 3. What emotions or feelings do you want your brand to evoke in customers?

- A. Innocence, joy, and optimism.
- B. Excitement, curiosity, and inspiration.
- C. Wisdom, trust, and confidence.
- D. Motivation, empowerment, and heroism.
- E. Rebellion, freedom, and empowerment.
- F. Wonder, awe, and enchantment.
- G. Warmth, trust, and familiarity.
- H. Desire, passion, and intimacy.
- I. Laughter, amusement, and entertainment.
- J. Comfort, empathy, and support.
- K. Imagination, creativity, and inspiration.
- L. Authority, trust, and status.

## 4. How does your brand differentiate itself from competitors?

- A. By being wholesome and family-oriented
- B. By offering unique and adventurous experiences.
- C. By providing authoritative and knowledgeable insights.
- D. By showcasing bravery and pushing boundaries.
- E. By challenging norms and being unconventional.
- F. By creating innovative and transformative products/services.
- G. By being down-to-earth and relatable.
- H. By appealing to senses and creating a sensual experience.
- I. By using humor and being entertaining.
- J. By demonstrating care and giving back to society.
- K. By fostering creativity and pushing boundaries.
- L. By being a symbol of excellence and leadership.

## 5. How would you describe your brand's visual identity?

- A. Clean, simple, and bright.
- B. Bold, adventurous, and rugged.
- C. Professional, sophisticated, and intellectual.
- D. Strong, powerful, and sleek.
- E. Edgy, rebellious, and unconventional.
- F. Magical, imaginative, and captivating.
- G. Friendly, approachable, and inclusive.
- H. Elegant, romantic, and luxurious.
- I. Playful, colorful, and vibrant.
- J. Warm, caring, and nurturing.
- K. Modern, innovative, and sleek.
- L. Polished, refined, and prestigious.

## Results

Now, tally up your answers and see which letter you selected the most:

A	B	C	D	E	F	G	H	I	J	K	L

Result

If you selected mostly A's: The Innocent  
If you selected mostly B's: The Explorer  
If you selected mostly C's: The Sage  
If you selected mostly D's: The Hero  
If you selected mostly E's: The Outlaw  
If you selected mostly F's: The Magician  
If you selected mostly G's: The Regular Guy/Girl  
If you selected mostly H's: The Lover  
If you selected mostly I's: The Jester  
If you selected mostly J's: The Caregiver  
If you selected mostly K's: The Creator  
If you selected mostly L's: The Ruler