

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 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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