



Caregiver Brand Archetype



*"The simple act of
caring is heroic"*



Benjamin Disraeli



The Caregiver Personality

The core of the Caregiver is to shield people from danger. They enjoy doing what's necessary to assist others. A business that takes care of people and strives to supply excellent customer service exemplifies the Caregiver archetype.

The one-word description for The Caregiver is altruism: the unselfish concern and devotion to nurture and care for others. This archetype is motivated to provide reassurance, service, advice, listening, and an open heart to support the welfare of others.

The Caregiver is compassionate, generous, efficient, self-sacrificing, patient, highly competent, and an excellent multitasker. Able to find the silver lining in any cloud, the Caregiver remains calm in a crisis, makes friends with everyone, and radiates the lightness of optimism.

Typical Caregiver Industries

- health and aged care
- Non profits
- Hospitals
- Education

IMAGERY



Compassion





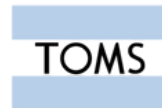
Brand Voice

Considerate. Thoughtful. Kind. Generous

Brand Message

Education is the path to wisdom and
wisdom is where the answers lie.

Caregiver Brands





The Caregiver Personality

- The Caregiver is a nurturer. Their compassion, generosity, and caring envelop us in the feeling that we are home.
- They care for our health, happiness, and well-being by soothing our hurts and comforting our hearts.
- Their deep desire is to take care of the people and things in their world, keeping them safe and protected.
- While often associated with women (“Mother Earth”), men can and do claim this role. Although they are not typically the center of attention, the Nurturer's influence can be felt throughout our society and its social programs.
- The Nurturer appeals to our need for comfort and acceptance, no matter what.

Typical Caregiver Industries

- Entertainment
- Beauty
- Relaxation / Wellbeing
- Health



Personal Brand Characters

Personal brands that represent this archetype



John Lennon



Alexandra Franzen



Nelson Mandela



Princess Diana

The Brand Personality



Caregiver

Personality Statements

- The Caregiver's compassion, generosity, and caring envelop us in the feeling that we are home.
 - They care for our health, happiness, and well-being by soothing our hurts and comforting our hearts.
 - Their deep desire is to take care of the people and things in their world, keeping them safe and protected.
 - While often associated with women (“Mother Earth”), men can and do claim this role. Although they are not typically the center of attention, their influence can be felt throughout our society and its social programs.
 - This nurturer appeals to our need for comfort and acceptance, no matter what.
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- **Brand Voice:** Considerate, thoughtful, kind, generous
 - **Brand Style:** Down-to-earth, nature-inspired, simple, and homey
 - **Brand Message:**
 - **Customers Feels:** Loved, taken care of, I’m not alone, secure
 - **Be Your Brand:** Volunteer, help others, and share the cause you are passionate about.

Caregiver

Personality Statements

Quote: “When you’re a caregiver, you need to realize that you’ve got to take care of yourself, because—not only are you going to have to rise to the occasion to help someone else—but you have to model for the next generation.” ~ Naomi Judd

Motto: Love your neighbor as yourself

Driving desire: To protect and care for others

Goal: To help others

Greatest fear: Selfishness and ingratitude

Strategy: Doing things for others

Weakness: Martyrdom, being exploited

Talent: Compassion, generosity

Also known as: Saint, altruist, parent, helper, supporter

Gift: Finding win-win outcomes

Caregivers are different because they:

- Support families (products from fast-food to minivans) or are associated with nurturing (e.g. cookies, teaching materials)
- Serve the public sector, e.g. health care, education, aid programs, and other caregiving fields
- Help people stay connected with and care about others
- Help people care for themselves
- Likely run a non-profit or charitable cause

Caregiver



Core Words

- Caring
- Compassion
- Empathy
- Generous
- Protective
- Thoughtful



Driving Strengths

- Moved by compassion
- Being positive
- Protecting others
- Believing in second chance
- Helping others
- Highly intuitive
- Extreme generosity
- Sensitive to other's needs



Fears & Weaknesses

- Martyrdom
- Exhaustion
- Guilt
- Selflessness
- Resentment
- Enabling
- Smothering
- Ingratitude

Caregiver

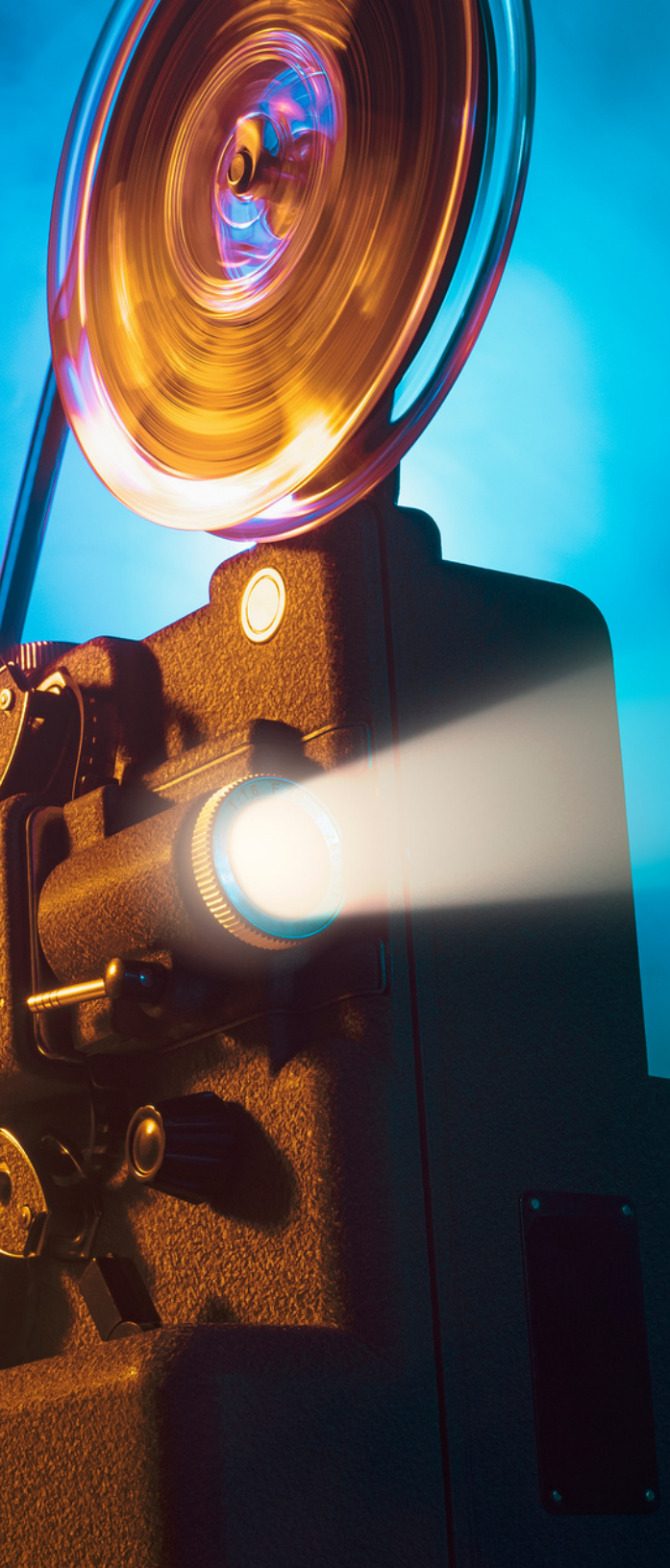
Your Descriptive Words

- Care
- Others
- Protect
- Stewardship
- Soothe
- Cherish
- Benefit
- Compassion
- Support
- Attentive
- Sacrifice
- Mother
- Nature
- Connecting
- Touch
- Compelled
- Dependable
- Empathy
- Safety
- Health
- Happiness
- Devoted
- Giving
- Generous
- Helpful
- Intuitive
- Kind
- Good
- Worry
- Constancy
- Love
- Trust
- Provide
- Listening
- Positive
- Sensitive
- Nourish
- Comfort
- Reliable
- Hope
- Satisfy
- Unconditional
- Understanding
- Grow
- Thoughtful
- Family



Caregiver Examples

- Princess Diana
- Humanity
- Dr. Scholl's
- General Electric
- Dove Soap
- Alexandra Franzen
- John Lennon
- Mother Teresa
- Campbell's Soup
- Airbags
- Bob Marley
- Johnson & Johnson
- Habitat for Humanity
- Pampers
- Volvo
- Allstate Insurance
- Nelson Mandela
- Nikki Eldridge Brown
- TOMs Shoes
- The Salvation Army
- Angelina Jolie



Caregivers in Action

Click on the link to see the videos

- [Pampers](#)
- [Dove Soap](#)
- [Allstate](#)
- [Habitat for Humanity](#)
- [TOMs Shoes](#)
- [Volvo](#)
- [General Electric](#)

The CAREGIVER Audience



Audience



A target audience is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.

SOURCE WIKIPEDIA

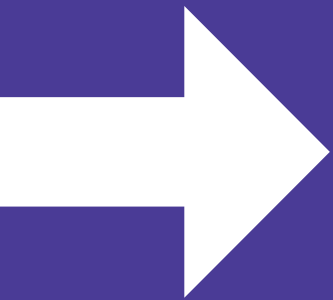
Your target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your brand and marketing communications and campaigns.

Caregiver Clients

It doesn't matter what industry you are in, your Caregiver brand appeals to those who desire to feel cared for, protected, or comforted. They crave safety, both physical and emotional. They want to feel valued, appreciated and accepted as they are.

Establish in your branding that you are a safe haven, making sure your clients feel your caring, compassion, and generosity in every aspect of your business. Everyone wants to feel secure and loved, and your Caregiver brand can easily create an environment where clients know they are important, mind, and soul.

When you make them the center of your world, they will love you for life!



Next Steps

1. Review your profile.
2. Highlight the top words and phrases in each section that MOST resonate with the way you want your business brand to be perceived by your target audience.
3. If it helps, print a black and white copy.
4. Make notes and share them with me when we meet.
5. Have fun with the discovery.



Hi, I'm Darla.

Imagine knowing your marketing is working and your brand resonating with your audience. Imagine a website that works, attracting the right clients and your business is growing.

If you've spent hours and hours DIY'ing your marketing or hired an over-promised and underdelivered branding or marketing agency, you are in the right place.

For over 25 years, I've worked with companies worldwide. From entrepreneurs to corporations, I guide them be seen, heard, and understood.

Using brand and marketing psychology, I guide clients in the ever-changing digital space to create an engaging customer-centric experience.

Based on Hilton Head Island, SC, I've worked with companies worldwide using innovative strategies and proven processes to transform their businesses. Ultimately so, the business grows and makes the impact they desire.

Book a call to discuss your brand and marketing goals!



Kirchner Marketing LLC

Branding and Marketing services to align with
your audience and elevate your profits



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