



Creator Brand Archetype



*"If it can be
imagined,
it can be created."*



INNOVATION



The Creator Personality

The Creator desires to create something new and exceptional that wasn't previously there and has enduring value. They must express themselves with their talent and strive to bring their vision to life through that expression. If you imagine it, creators believe it's possible to develop it.

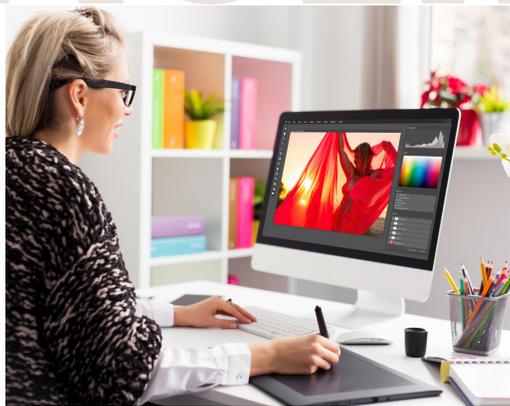
The Creator has an emotional need for self-expression, to be a cultural pioneer. Creating offers a means of dealing with how out of control the world seems. The Creator is highly imaginative, with a developed sense of aesthetics.

This archetype often appears in environments that are reflective of good taste and a unique point of view. The Creator notices and acts upon the need for innovation, invention, and reinterpretation. Believing in the value of an inner expression, the Creator is dedicated, hardworking, and achievement-oriented.

Typical Creator Industries

- Arts
- Design
- Information Technologies
- Marketing
- Writing

IMAGERY





SEPTEMBER 2020

Brand Voice

Inspirational. Daring. Provocative.

Brand Message

See potential everywhere and uncover originality with liberated imagination.

Creator Brands

FAST COMPANY



MAC



SHERWIN
WILLIAMS®



Crayola®

Etsy

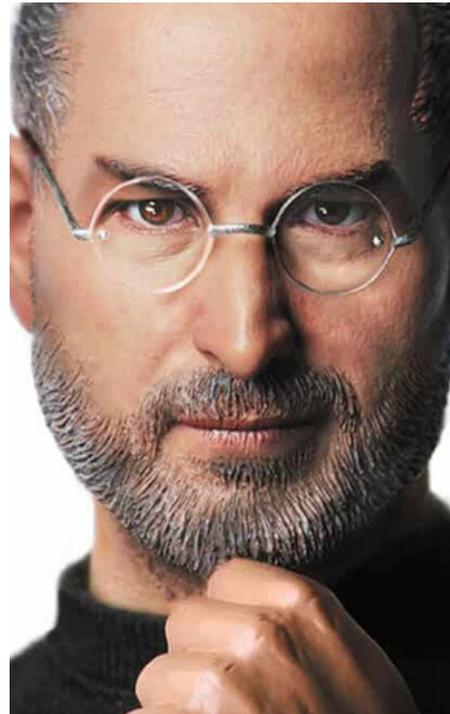


Personal Brand Characters

Personal brands that represent this archetype



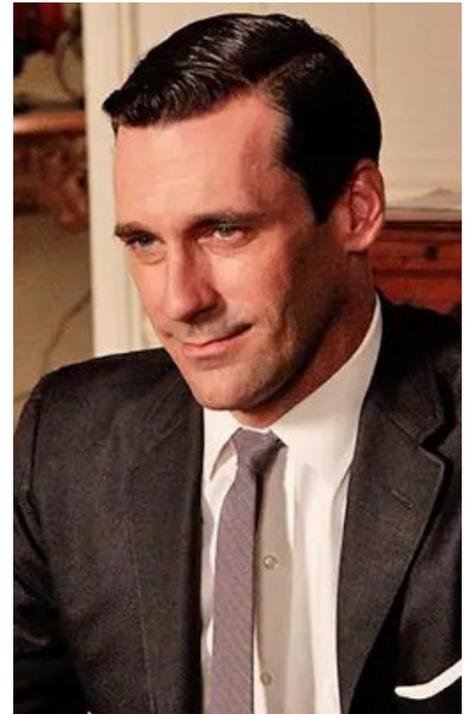
Adele



Steve Jobs



Martha Stewart



Don Draper (Mad Men)

The Brand Personality



CREATOR

Personality Statements

- The Creator's drive to reimagine the ordinary and turn it into the extraordinary is fueled by a deep desire to make things different than they are.
 - Their imagination and unwillingness to conform is the catalyst for innovation and a never-ending stream of possibility.
 - What we see as simple lumps of clay, bits of paint and canvas, bricks and mortar or untapped potential, the Creator sees as sources of unlimited potential to transform our human experience.
 - Their love of beauty, design, and creativity can be expressed in any form: whether it's creating great works of art, or redefining a marketplace with their innovative new business venture.
 - The Creator lifts us up and gives us permission to create not only how we see our world, but who we are in it as well.
-
- **Brand Voice:** Unique, descriptive, visual, metaphor-rich
 - **Brand Style:** Bright, clean, and simple
 - **Brand Message:** If it can be imagined, it can be created.
 - **Customers Feel:** Desire to create or do what you can.
 - **Be Your Brand:** Show your creative process, inspiration, and tools. Always be creating new things.

CREATOR

Personality Statements

Quote: "Life isn't about finding yourself. Life is about creating yourself." ~ George Bernard Shaw

Motto: If you can imagine it, it can be done.

Driving desire: To create things of enduring value

Goal: To realize a vision

Greatest fear: Mediocre vision or execution

Strategy: Develop artistic control and skill

Task: To create culture, express own vision

Weakness: Perfectionism, bad solutions

Talent: Creativity and imagination

Also known as: Artist, inventor, innovator, muse, musician, writer or dreamer, marketer, songwriter, film director.

Gift: Creativity and imagination

Creators are different because they:

- Promote self-expression, give customers choices and options, and help foster innovation or is artistic in design
- Are best in creative fields like marketing, public relations, the arts, or technological innovation
- Differentiate from "do-it-all" brands that leave little room for the imagination
- Take a "do-it-yourself and save money" approach
- Give the customer has the time to be creative
- Foster organizations with creative cultures

CREATOR



Core Words

- Creative
- Passionate
- Imaginative
- Expressive
- Nonconforming
- Beauty



Driving Strengths

- Highly sensitive
- Creative problem solving
- Seeing opportunities
- Valuing self-expression
- Ability to re-imagine something new
- Turning ordinary into extraordinary
- Love of complexity
- Bursts of inspiration



Fears & Weaknesses

- Distraction
- Judgment
- Obsession
- Procrastination
- Elitism
- Perfectionism

CREATOR

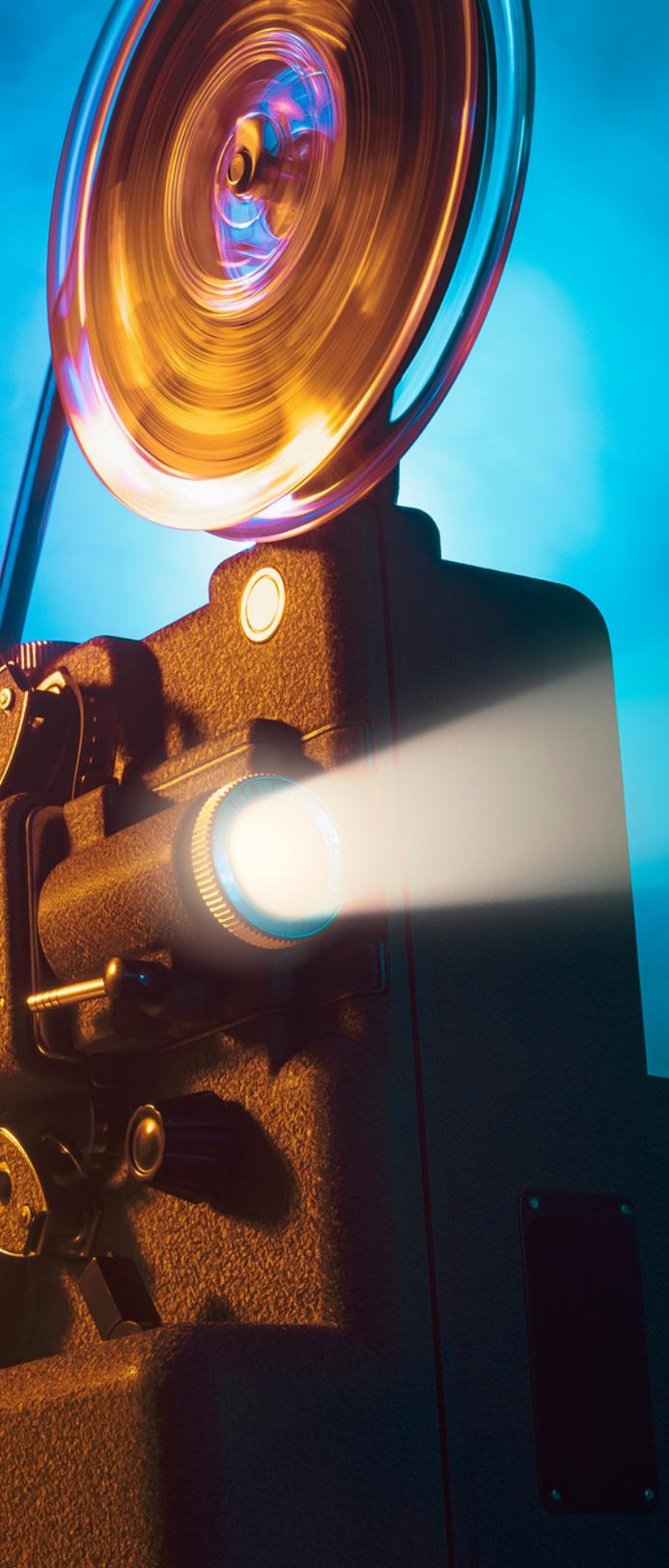
Your Descriptive Words

- Beauty
- Art
- Spirit
- Portrait
- Design
- Craft
- Elegant
- Taste
- Inspire
- Timeless
- Creativity
- Imaginative
- Different
- Quality
- Talent
- Valued
- Priceless
- Treasured
- Express
- Unusual
- Innovate
- Authentic
- Curiosity
- Transformative
- Fantasy
- Vision
- Do-it-yourself
- Personal
- Fine
- Unique
- Custom
- Option
- Daydream
- Different



CREATOR Examples

- Fast Company
- MAC makeup
- Crayola crayons
- Sherwin-Williams
- Adobe
- Etsy
- Mozart
- Pinterest
- Movado watches
- Martha Stewart
- American Ballet Theater
- Sony
- William-Sonoma
- Singer
- Kinko's
- Leo Burnett
- Home Depot
- Apple
- Sesame Street
- The Biltmore Estate
- Lego
- Serta



Creator's in Action

Click on the link to see the videos

- [Crayola Crayons](#)
- [Etsy](#)
- [Home Depot](#)
- [Lego](#)
- [Serta](#)
- [Sherwin-Williams](#)
- [MAC Cosmetics](#)
- [Kinko's](#)

The Creator 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.

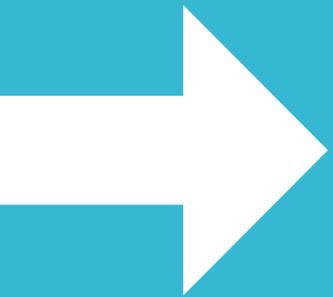
SOURCE WIKIPEDIA

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.

Creator Clients

It doesn't matter what industry you are in, your Creator brand appeals to those who are looking for their inner Creator to be awakened. They desire reinvention and want to feel the thrill of putting their unique stamp on something. They desire to express themselves and demonstrate their value as an individual. Your clients may not have your inventive skills or abilities, but they want to be involved in the process of creating or customizing something just for them. Give your branding a self-expressive design feel, with lots of emotionally evocative imagery and encouraging, imaginative language. Everyone has an inner Creator in them and your Creator brand is the perfect catalyst for helping your clients express something personal and meaningful!

Creativity fosters self-expression. What people create is a mirror of who they are. When they look at the product they developed, they feel good about themselves because they made something worthwhile. Your creative customers are innovative experts. Recognizing these innovators and see them as the artists of our time.



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. Use your brand archetype profile in your marketing efforts to resonate with your target audience.



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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