Explorer
Brand Archetype



By Darla Kirchner
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"Seeker of truth follow no path all paths lead where truth is here."



ee. cummings

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The Explorer Personality

The Explorer is motivated by a powerful craving for new experiences. Greatly valuing autonomy, the Explorer has a core desire to be free of the establishment, but not necessarily to challenge it. This archetype is willing to do about anything to avoid boredom and entrapment, even if it means taking significant risks. The Explorer is known to push boundaries and delight in unexpected discoveries, embracing a "no limit" philosophy.

To appeal to an explorer, you need to challenge them. Challenging modern life's confines will allow you to resonate with them quickly. Promote the outdoors and the unknown and challenge them to explore it with your brand. Modern society is the common enemy in which many explorers live. A stand against such can go a long way to resonating with the Explorer and evoking their desires.

Typical Explorer Industries

- Extreme Sports
- Outdoor Equipment
- Automotive (SUV's)
- Adventure Travel

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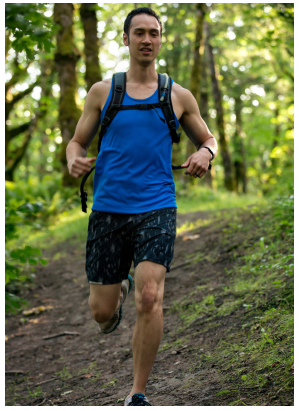
IMAGERY











Freedom









Brand Voice

Open-minded, resourceful, tolerant

Brand Message

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

Explorer Brands

NASA
Jeep
PATAGONIA
chico's
THE NORTH FACE
NATIONAL GEOGRAPHIC
REI co-op

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The Explorer Personality



- A Explorer's drive is to seek new experiences in the universe deeply.
- They have a foot in both the physical and the spiritual world, as they see both as landscapes of possibilities and self-expression.
- Restless and often ambitious, the seeker's quest is for individuality and uniqueness. They often feel alone (since they are usually out in front, blazing a trail) and shy away from depending on others.
- Their intense need for wide-open vistas and what is new or different keeps them on the move.
- For this reason, Seekers comfortably embrace different cultures and ideas.
- Their deeply rooted need for self-expression and individuality gives us a positive role model for discovering our own unique brilliance and originality.

Typical Explorer Industries

- Entertainment
- Beauty
- Relaxation / Wellbeing
- Health

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Personal Brand Characters

Personal brands that represent this archetype



Indiana Jones



Amelia Earhart



Bear Grylls



Bessie Coleman

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The Brand Personality



EXPLORER

Personality Statements

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- **Brand Voice:** Open-minded, resourceful, tolerant
- **Brand Style**: Clean, conservative, and relaxed
- **Brand Message:** Tomorrow is brighter than today and all your dreams can come true if you believe.
- **Customers Feels**: Adventurous, cultured, I have no limits, amazed, alive
- **Be Your Brand**: Travel often and share our journey. Share ways your life is unconventional

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EXPLORER

Personality Statements

Quote: “Exploration is really the essence of the human spirit.” ~ Frank Borman
Motto: Don’t fence me in.
Driving desire: The freedom to find out whom you are through exploring the world
Goal: To experience a better, more authentic, more fulfilling life
Greatest fear: Getting trapped, conformity, and inner emptiness
Strategy: Journey, seeking out and experiencing new things, escape from boredom
Weakness: Aimless wandering, becoming a misfit
Talent: Autonomy, ambition, being true to one’s soul
Also known as: Iconoclast, wanderer, individualist, pilgrim

Explorers are different because of they:

- Help people feel free, nonconformist, or pioneering
- Help people express their individuality
- Differentiate from a successful regular guy/gal brand or conformist brand
- Foster a culture that creates new and exciting products or experiences

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EXPLORER



Core Words

- Restless
- Driven
- Accepting
- Independent
- Motivated
- Achieving



Driving Strengths

- High achieving
- Staying true to core values
- Pushing limits
- Never giving up
- Willing to take risks
- Driven and ambitious
- Discovering the deeper meaning
- Unwavering optimism



Fears & Weaknesses

- Striving
- Aloofness
- Isolation
- Feeling Trapped
- Dissatisfaction
- Exhaustion
- Perfectionism
- Conformity

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EXPLORER

Your Descriptive Words

- Unique
- Individual
- Signature
- Travel
- Genuine
- Inspire
- Spirit
- Explore
- Quest
- Seek
- Find
- Innovate
- Create
- Meet
- Independent
- Freedom
- Authentic
- Identity
- Non-conforming
- Personal
- Bold
- New
- Beauty
- Pioneer
- Soul
- Journey
- Destination
- Lead
- Express
- Fantasy
- Original
- Restless
- Custom
- Expression
- Different
- Depth
- Discovery
- Choice
- Your Way

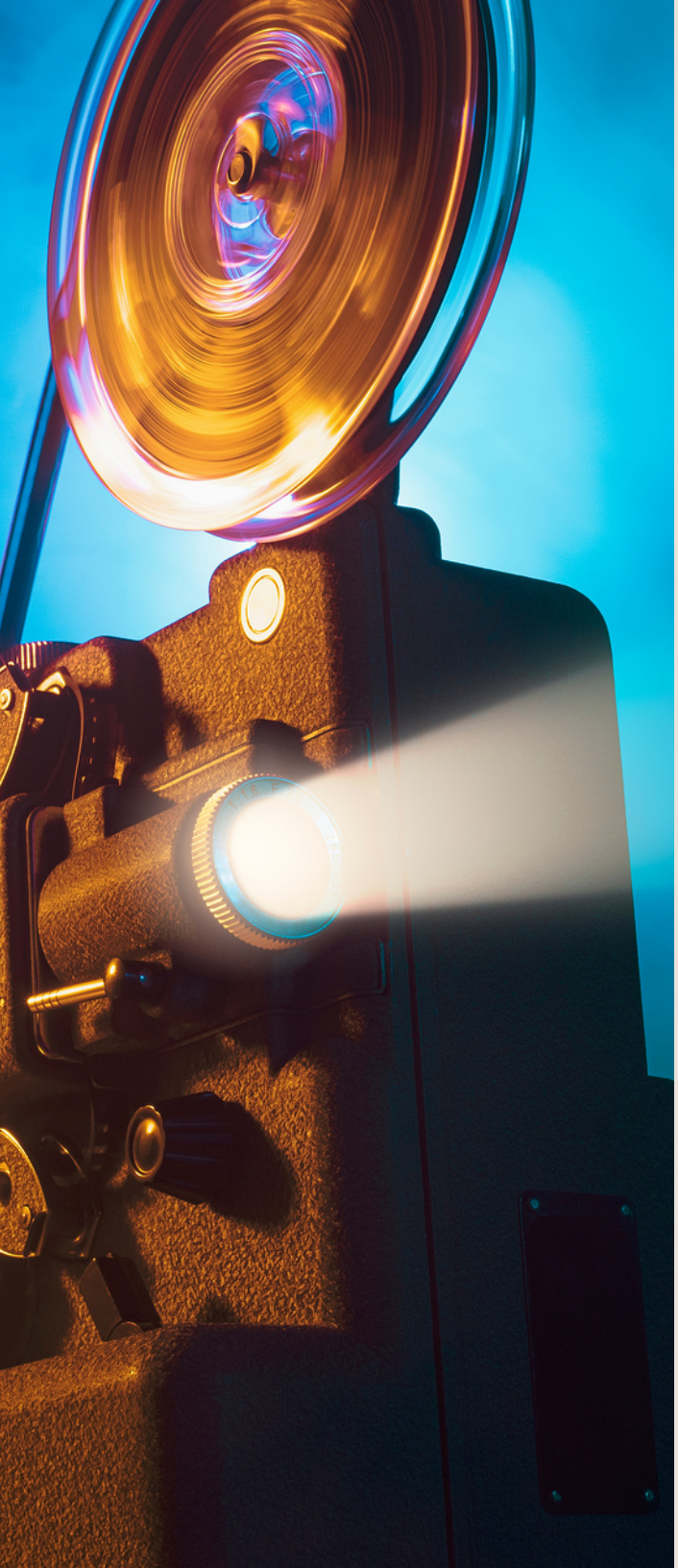
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Explorer Examples

- REI
- National Geographic
- The North Face
- Starbucks
- Indiana Jones
- Dorothy in The Wizard of Oz
- Virgin
- NASA
- Patagonia
- Amelia Earhart
- Jeep
- Chico clothing
- Malboro
- Amazon
- Natalie Session

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Explorer's in Action

Click on the link to see the videos

- North Face
- REI
- Starbucks
- Jeep
- NASA
- Patagonia

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The EXPLORER 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.

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Explorer Clients

it doesn't matter what industry you are in, your Explorer brand appeals to those who want to feel free and true to themselves. They crave creating their unique mark on the world and look to you for tools and solutions to help them reach this highly personal goal. They want to feel unique and special. You appeal to yearning their life to express their authentic individuality. Give your branding a positive, ambitious, goal-achieving orientation and let it reflect that the journey is just as important as the destination.

Everyone has a desire to discover new insights about themselves and live by their values, making your Explorer brand the perfect catalyst for creating freedom, self-expression, and independence!

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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 phycology, 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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