



Hero

Brand Archetype



*"A hero is someone who
has given his or her life
to something bigger
than themselves."*



Joseph Campbell



The Hero Personality

The idea of ambition, strength, and persistence is associated with the hero archetype. The Hero acts to redeem society by overcoming incredible odds in service to completing extraordinary acts of strength, courage, and goodness. The Hero is admired by those who appreciate the self-sacrifice, stamina, and courage required to triumph over adversity and evil.

As a continuous learner, the Hero seeks to understand the inner life force and fullest expression of self while coping with difficulty, meeting strange fates, and facing shifting challenges. The Hero's essence lies in the sacrifice required to achieve the transformation goal.

As a person, the hero archetype would don a professional uniform to set themselves apart from the crowd. They are always volunteering for the job that no one wants to take and usually have a goal they're working towards – and will want to tell you how you can achieve these goals as well. Rather than avoiding tough challenges, the Hero seeks them out with determination to leave a mark for themselves. At its core, the Hero possesses a great need to overcome.

Typical Hero Industries

- Sports/Apparel
- Outdoor Activities
- Equipment

IMAGERY



Mastery

to be
point of
Hero [h
superior
men, act





Brand Voice

Knowledgeable. Assured. Guiding.

Brand Message

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

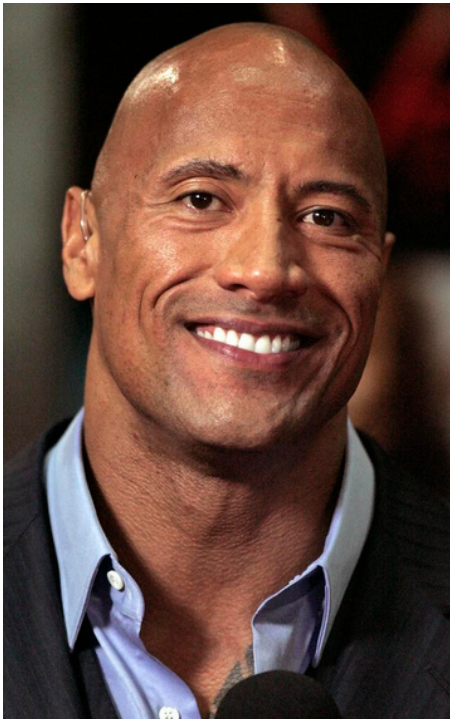
Hero Brands





Personal Brand Characters

Personal brands that represent this archetype



Dwane Johnson



Malala Yousafzai



Superman



Katniss, Hunger Games

The Brand Personality



HERO

Personality Statements

- The Champion's bravery and courage can take many forms, from toughness, conquest, and the drive to battle, to championing those who can not stand up for themselves. The Champion finds strength in adversity and values resilience, honor, and ambition.
- The Champion's journey may be a physical one, or it may be an internal quest of proving worth, facing fear, and overcoming great obstacles.
- While the Champion's power and strength are often channeled into extreme competitiveness, when directed toward a higher good the Champion's perseverance, grit and determination inspire us with the courage to achieve more than we thought possible.
- No matter what, the Champion helps us tap into our own sense of honor, values, and conviction.

- **Brand Voice:** Motivational, self-confident, direct, self-disciplined
- **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:** Inspired, can overcome challenges, empowered, motivated
- **Be Your Brand:** Inspire others by showing the challenges you've overcome. Get physical: play sports, workout, dance).

HERO

Personality Statements

Quote: "A hero has faced it all; he need not be undefeated, but he must be undaunted." ~ Andrew Bernstein

Motto: Where there's a will, there is a way.

Driving desire: To prove one's worth through courageous acts

Goal: Expert mastery in a way that improves the world

Greatest fear: Weakness, vulnerability, being a "chicken"

Strategy: To be as strong and competent as possible

Weakness: Arrogance, always needing another battle to fight

Heros are different because they:

- Create inventions or innovations that will have a major impact on the world
- Help people be all they can be
- Solve a major social problem or encourage others to do so
- Lead underdog or challenge brands who have a clear opponent to beat
- Offer products and services that are strong and help people do tough jobs exceptionally well
- Differentiate from competitors with problems following through or keeping their promises ("brand enemy" positioning)

HERO



Core Words

- Brave
- Passionate
- Strong
- Honorable
- Sensitive
- Determined



Driving Strengths

- Courageous action
- Overcoming adversity
- Protecting the vulnerable
- Inspiring mental or physical toughness
- Setting boundaries
- Defending integrity
- Braving fear
- Highly sensitive



Fears & Weaknesses

- Obsession
- Cynical
- Reactionary
- Pride
- Secretive
- Isolation

HERO

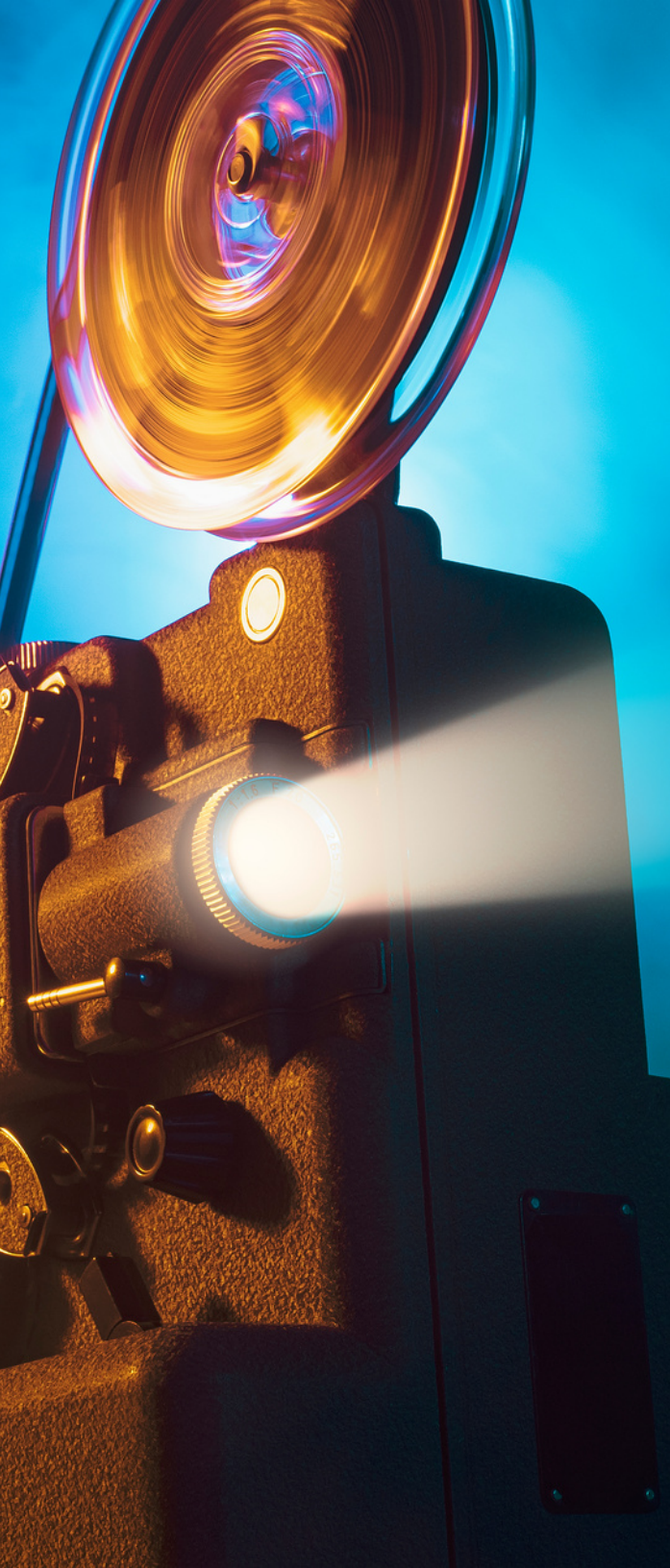
Your Descriptive Words

- Heroic
- Destiny
- Ambitious
- Conquer
- Courage
- Victim
- Skill
- Purpose
- Challenge
- Struggle
- Overcome
- Triumph
- Decisive
- Mission
- Champion
- Winner
- Obstacle
- Victory
- Loyal
- Fortitude
- Achieve
- Ambition
- Tough
- Strength
- Discipline
- Focus
- Determination
- Respect
- Rescue
- Honor
- Humility
- Powerful
- Spirit
- Resilience
- Sacrifice
- Conviction
- Brave
- Sustain
- Energy
- Mastery
- Value
- Journey
- Surrender



Hero Examples

- Nike
- Firefighter
- Rocky
- Joan of Arc
- Superman
- Katniss, The Hunger Games
- Doctors without Borders
- Federal Express
- Nelson Mandela
- Robin Hood
- Wonder Woman
- The Marines
- American Red Cross
- Dodge Ram trucks
- Under Armour
- Malala Yousafzai
- Pink



Heros in Action

Click on the link to see the videos

- [Under Armor](#)
- [American Red Cross](#)
- [Nike](#)
- [Doctors without Borders](#)
- [The Marines](#)
- [FedEx](#)
- [Malala Yousafzai](#)

The HERO Audience



Audience



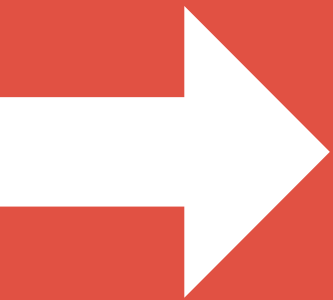
A target audience is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.

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.

Hero Clients

It doesn't matter what industry you are in, your Champion brand appeals to those who want to be better than their best. They want to be saved from struggle or difficulties and will often seek you out when they feel most vulnerable. They crave feeling protected by your strength and toughness. They want to feel the thrill of victory and achievement. Give your branding a feeling of durability, power, and winning. Also, include a dose of humility and vulnerability. Everyone wants to feel like a winner and your Champion brand is ideal for helping your clients break through limits and advocate for them to achieve more than they ever thought possible!



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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