

Lover

Brand Archetype



*"I am a lover, I am a
fighter. I will fight for
what I love and I will love
for what I fight for."*



Chitownnista



The Lover Personality

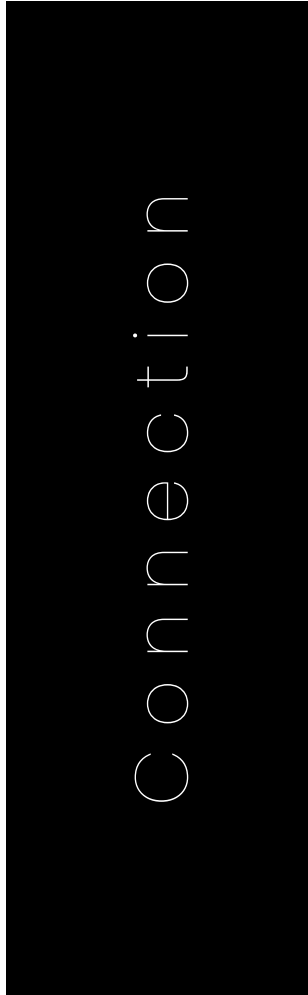
Everyone wants to be wanted. Lovers are no different -- they crave affection, closeness and pleasure from the people they love. To experience intimacy and pleasure with someone else is something they hunger for and they're willing to do whatever it takes to get there. Lovers are always looking for ways to make others feel special and to meet their needs.

They fear being unnoticed, unloved and unwanted and because their passionate desires cloud their judgement, they can easily be misled. Even when Lovers achieve all their desires, they may still be fearful of loss.

Typical Lover Industries

- Fragrance
- Cosmetics
- Wine
- Indulgent foods
- Indulgent travel

IMAGERY





Brand Voice

Affectionate, rich

Brand Message

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

Lover Brands

Dior


GODIVA
Chocolatier


JAGUAR


Hallmark


Häagen-Dazs

OPIUM
YVES SAINT LAURENT

 VICTORIA'S
SECRET

 eharmony

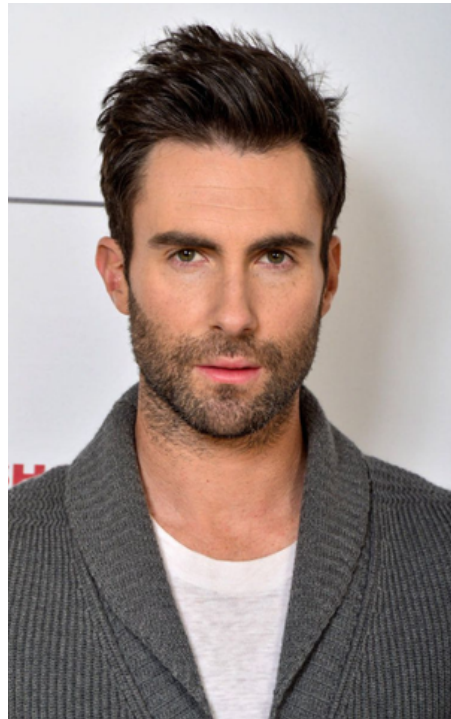


Personal Brand Characters

Personal brands that represent this archetype



Joan, Mad Men



Adam Levine



Sophia Loren



Marilyn Monroe



The Brand Personality



LOVER

Personality Statements

- The Lover personality's deep desire is for intimacy, connection, and to feel singled out as special.
 - Their desire for love covers the spectrum from pure sexuality to enduring love to deep friendship.
 - The Lover is attentive, often elegant, and promises a feeling of being loved, desired, indulged, or even decadent.
 - The Romantic appeals to our core need to be loved and appreciated.
 - The enduring quality of the Romantic appeals to our deep longing for the ideal relationship.
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- **Brand Voice:** Affectionate, rich
 - **Brand Style:** Feminine, romantic, playful, and simple
 - **Brand Message:** Tomorrow is brighter than today and all your dreams can come true if you believe.
 - **Customers Feels:** Loved, taken care of, I'm not alone, secure
 - **Be Your Brand:** Profess your love and focus on relationships.

LOVER

Personality Statements

Quote: "A true lover always feels in debt to the one he loves." ~ Ralph W. Sockman

Motto: You're the only one.

Driving desire: Intimacy and experience

Goal: Being in a relationship with the people, work, and surroundings they love

Greatest fear: Being alone, a wallflower, unwanted, unloved

Strategy: To become more and more physically and emotionally attractive

Weakness: Outward-directed desire to please others at risk of losing own identity

Talent: Passion, gratitude, appreciation, and commitment

Also known as: Partner, friend, intimate, enthusiast, sensualist, spouse, team-builder

Lovers are different because they:

- Help people belong, and find friends or partners
- Help people have a good time
- Encourage a freewheeling, fun-loving organizational structure
- Differentiate from self-important, overconfident brands

LOVERS



Core Words

- Belonging
- Lusciousness
- Love
- Connection
- Special
- Abundant



Driving Strengths

- Being open-hearted
- Creating intimacy
- Creating partnerships
- Focusing on the senses
- Enjoying pleasures
- Following your bliss
- Appreciating beauty
- Cultivating specialness



Fears & Weaknesses

- Envy
- Rivalry
- Over-preciousness
- Shallowness
- Over-pleasing
- heartbreak

LOVERS

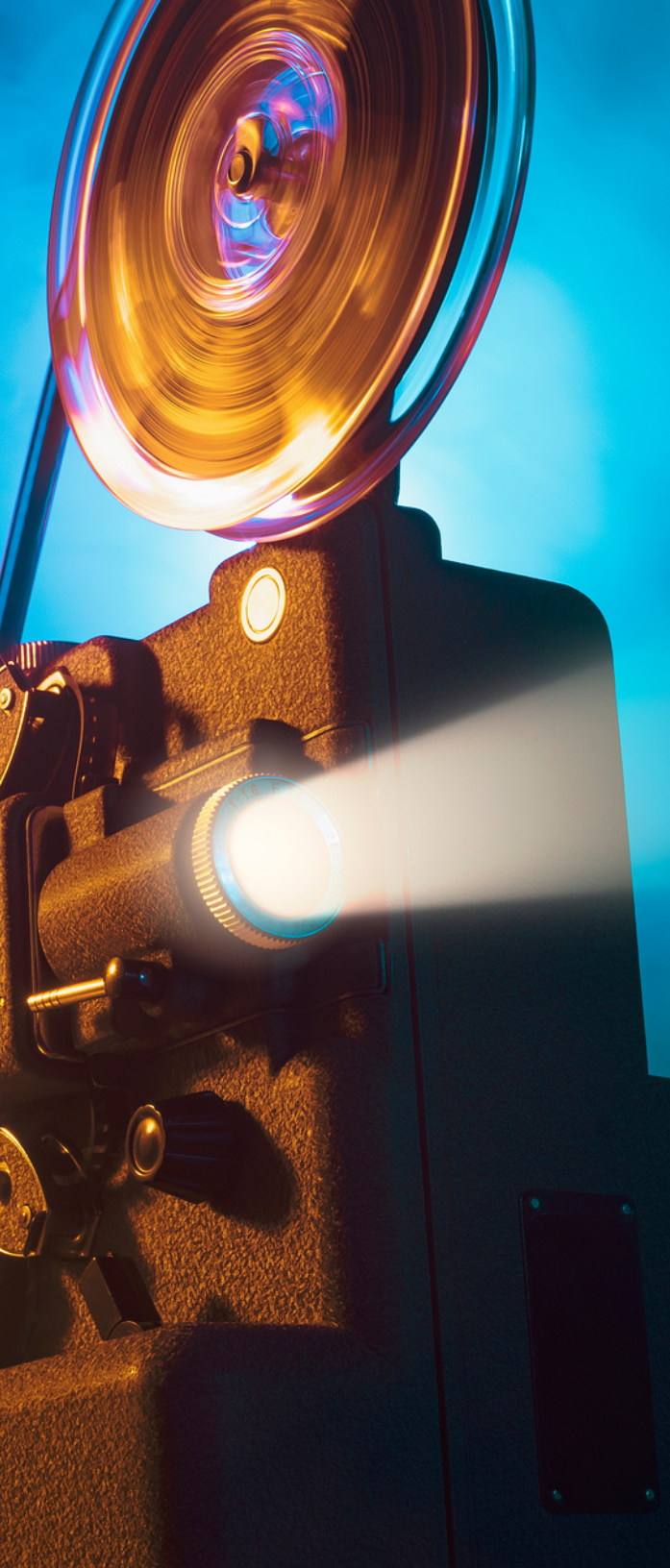
Your Descriptive Words

- Romance
- Heart
- Sex
- Desire
- Friendship
- Beauty
- Connection
- Adored
- Magnetism
- Resist
- Attract
- Seduction
- Deep
- Elegant
- Tantalize
- Envy
- Tempting
- Power
- Allure
- Appeal
- Guilty
- Emotion
- Erotic
- Pleasures
- Animal
- Love
- Moonlight
- Relationship
- Intimacy
- Luscious
- Indulge
- Caring
- Passion
- Quality
- Secrets
- Forever
- Appreciated
- Commitment
- Attention
- Special
- Thoughtful



Lovers Examples

- Hallmark
- Victoria's Secret
- Dior
- Pasta Barilla
- Godiva chocolate
- Haagen-Dazs
- Sophia Loren
- Cinderella
- Caress
- Jaguar
- Opium perfume
- eHarmony



Lovers in Action

Click on the link to see the videos

- [Dior](#)
- [Hallmark](#)
- [Godiva Chocolate](#)
- [Opium Perfume](#)
- [eHarmony](#)
- [Haagen-Daz](#)
- [Caress](#)

The Lover 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

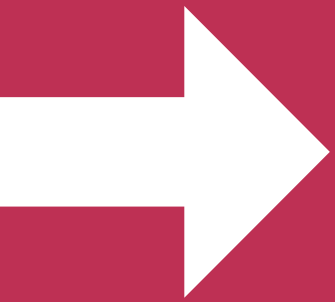
Your target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your brand and marketing communications and campaigns.

Lover Clients

It doesn't matter what industry you are in, your Lover brand appeals to those who are craving a deeper sensory experience and heartfelt connection. They desire to feel loved and special, and they want to be romanced.

They love secrets, flirting, and attention. They crave feeling they are the center of your world and are often willing to pay a premium for this type of specialness.

Give your branding a high-touch feel, and be sure to include surprises that will delight their senses. Everyone wants to feel loved, and if your Romantic brand treats your clients as a cherished friend or lover, they will appreciate your caring with loyalty and commitment!



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. Make notes and share them with me when we meet.



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!





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



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