



# Magician Brand Archetype

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*"It can happen."*



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POWER



# The Magician Personality

The Magician Archetype makes dreams come true by using knowledge of how the world works. Magician brands are transformative. It's pretty standard for them to display traits that have a spiritual or psychological element. They want to expand our collective consciousness.

When it comes to the motivation of the Magician, these brands want to make your dreams come to life and create something unique and informative. They want to bring the future to the present. The goal of this type is to help people transform their world, improving one's life and making things exciting.

Brands that provide a product or service that takes their customers on a transformational journey (Lost to found, Insecurity to security, worn out to refreshed) could reasonably consider the Magician Archetype as the personality to connect with their audience.

## Typical Magician Industries

- Entertainment
- Beauty
- Relaxation / Wellbeing
- Health

# IMAGERY



Transformation





## Brand Voice

Expansive, moving, articulate.

## Brand Message

Tomorrow is brighter than today and all your dreams can come true if you believe.

## Magician Brands

OLAY

 Polaroid

SONY

PANDORA

*Coca-Cola*

  
TESLA

Disney







# Personal Brand Characters

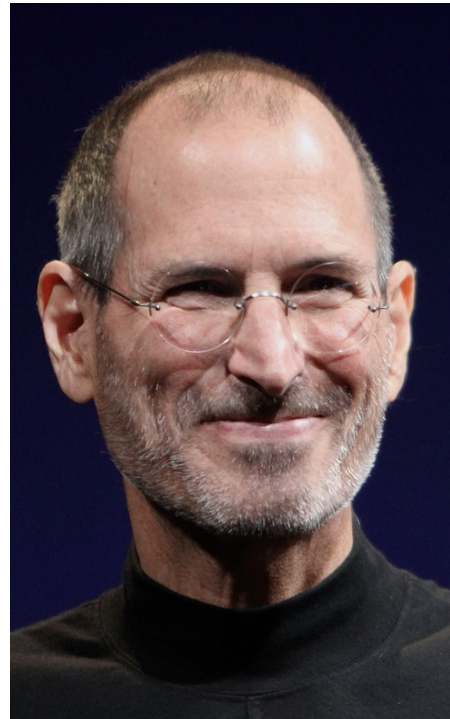
Personal brands that represent this archetype



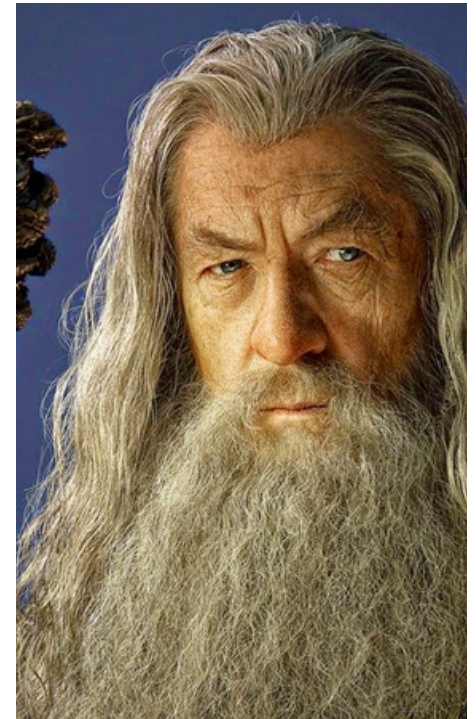
Oprah



Mary Poppins



Steve Jobs



Gandalf, Lord of the Rings

# The Brand Personality



# MAGICIAN

## Personality Statements

- The Magician is a catalyst, innovator, charismatic leader, mediator, shaman, healer, or medicine man or woman.
  - They inspire people to commit to a higher vision of what they can be or do.
  - Their service promises transformation and often has the allure of an instant change. Although transformations can take time. Think like Weight Watchers produce slower transformation. There is still a marked contrast between where a person starts and where they end up.
  - They love synchronicity, are unconventional, hopeful, and value the link between magic and practical outcomes.
  - The Magician appeals to our desire to snap our fingers and experience a sense of magic, transforming ourselves or our situation into what we dream it to be.
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- **Brand Voice:** Mystical, informed, reassuring, expansive, moving, articulate
  - **Brand Style:** Luxurious, elegant, and extravagant
  - **Brand Message:** Tomorrow is brighter than today and all your dreams can come true if you believe.
  - **Customers Feels:** I want to experience that, I'm on the cutting edge, fascinated
  - **Be Your Brand:** Know the latest trends and help define new ones. Transform into the best YOU possible.



# MAGICIAN

## Personality Statements

**Quote:** “Dream no small dream; it lacks magic. Dream large. Then make the dream real.” ~ Donald Wills Douglas

**Motto:** I make things happen.

**Driving desire:** Understanding the fundamental laws of the universe

**Goal:** To make dreams come true

**Greatest fear:** Unintended negative consequences

**Strategy:** Develop a vision and live by it

**Weakness:** Becoming manipulative

**Talent:** Finding win-win solutions, making the complex appear simple

**Also known as:** Catalyst, inventor, charismatic leader, shaman, healer, medicine man

**Gift:** Finding win-win outcomes

### **Magician’s are different because of they:**

- Promise to transform customers
- Their product or service is transformative
- They may have a new-age quality
- They seek to expand customers’ horizons
- Their product or service is user-friendly or contemporary

# MAGICIAN



## Core Words

- Dream
- Wow
- Transform
- Enchant
- Illuminate
- Miracle



## Driving Strengths

- Highly innovative
- Creating change
- Producing Ideas
- Highly intuitive
- Inventing new solutions
- Transforming situations
- Assessing unseen powers
- Belief and Inspiring possibility
- Knowledge is power
- Discovering new ways



## Fears & Weaknesses

- Consequences
- Ungrounded
- Perfectionism
- Stagnation
- Superiority
- Procrastination
- Trickery
- Unrealistic
- Ignorance
- Doubt and uncertainty
- Unintended negative consequences
- Things do not go as planned

# MAGICIAN

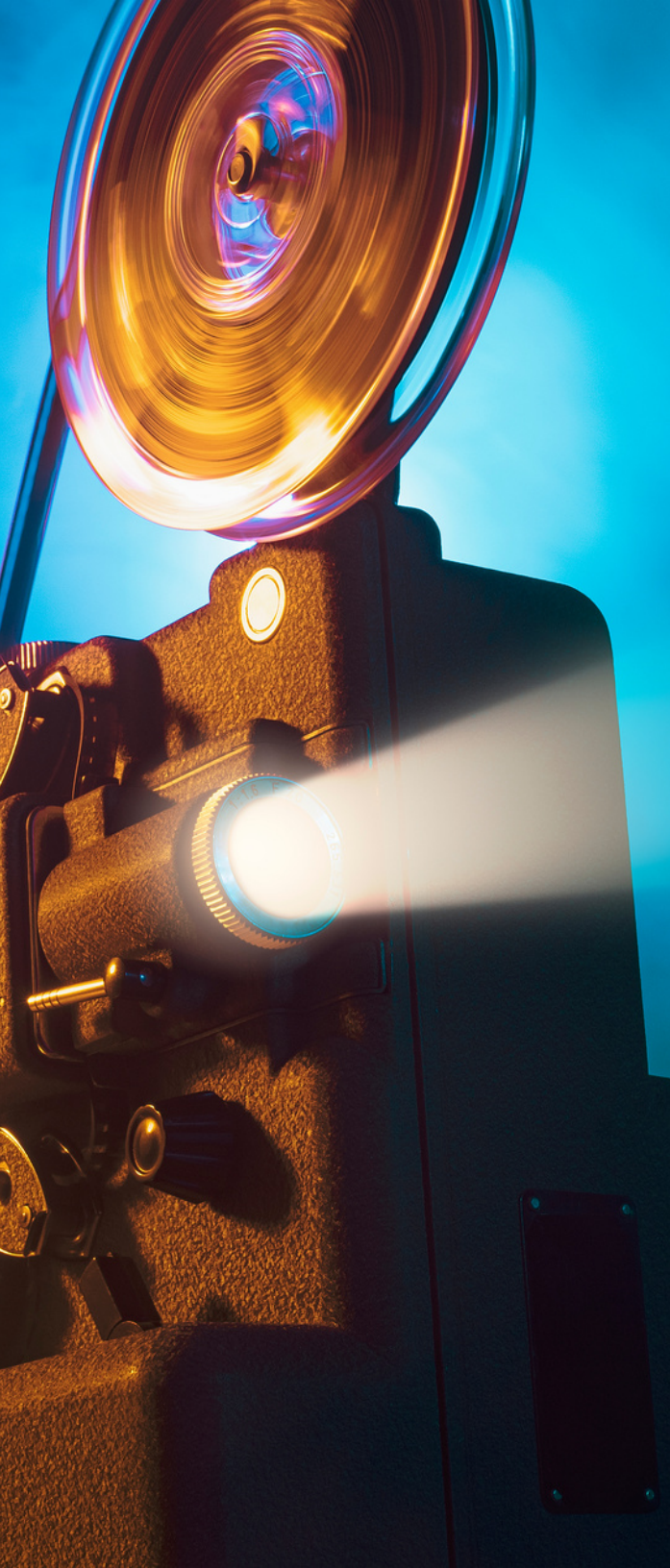
## Your Descriptive Words

- Magic
- Transformation
- Visionary
- Mystery
- Fascinating
- Dream
- Ritual
- Mind/Body
- Change
- Essence
- Manifestation
- Power
- Catalyst
- Enlightening
- Hunch
- Disguise
- Miracle
- Manifest
- Intuition
- Universe
- Instant
- Chemistry
- Synchronicity
- Flow
- Charisma
- Before/After
- Spirit
- Breakthrough
- Change
- Appear
- Energy
- Simple/Complex
- Wisdom
- Fantasy
- Transform
- Play
- Escape
- Believe



# Magician Examples

- Mastercard
- Pharmaceuticals
- Axe
- Harry Potter
- Oil of Olay
- Las Vegas
- Weight Watcher
- Spanx
- Xbox
- Pandora
- Coca Cola
- Sony
- Disney
- Dyson
- Tesla
- Calgon
- MasterCard
- Steve Jobs
- George Lucas
- Merlin
- Glinda (the good witch)
- Mary Poppins
- Polaroid
- Sir Richard Branson



# Magician's in Film

Click on the link to see the videos

- [Mastercard](#)
- [Oil of Olay](#)
- [Weight Watcher](#)
- [Pandora](#)
- [Coca Cola](#)
- [Disney](#)
- [Sony](#)
- [Polaroid](#)



# The MAGICIAN 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.

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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.

# Magician Clients

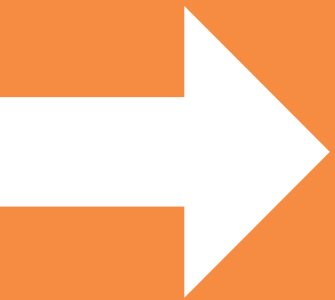
It doesn't matter what industry you are in, your Magician brand appeals to those who desire something in their lives to be magically transformed. They crave change in areas important to them and want you to make it easy for them to reach their goals. This is the essence of making change feel magical.

They love anything that feels new or amazing and is attracted to things mystical or ancient in origin. They will look to you to help them realize their dream, give them a clear vision or help them see a new possibility. Make sure your brand and marketing takes a specific desire and presents it in a way that feels transformational. Everyone wants to feel wowed by something magical and your Magician brand is ideal for helping people feel that what they want is possible!

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In appealing to a Magician, start by associating your products or services with values that are dear to their hearts. To do this, you need to genuinely stand for something. Magician marketing begins with knowing what you stand for. So it's vital to first reflect on who you are, what you value, and what you want to achieve in the world.

Magicians will appreciate if you offer them transformational experiences. Take time to align with your transformational purpose and they will align more with your brand.



# 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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