



Outlaw

Brand Archetype



*"I'm a real rebel
with a cause."*



Nina Simone



The Outlaw Personality

The Outlaw Brand Personality is a unique, creative, and risk-taking individual who is always looking for the next challenge. They are daring, adventurous, and have a magnetic personality that draws people in. They can be naturally rebellious but also have a strong sense of loyalty. The Outlaw Brand Personality often has an entrepreneurial spirit and wants to make its mark on the world.

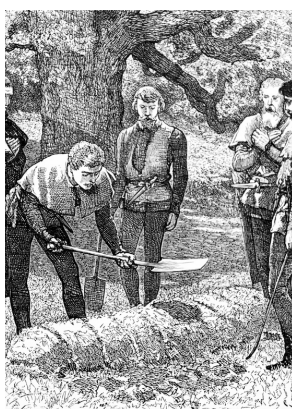
The Outlaw Brand Personality is not afraid to take risks or get their hands dirty regarding business or life. They love being at the forefront of new projects and pushing boundaries, which makes them great leaders in their field.

They desire revolution partly to change the world for the better and partly for the anarchy involved. They disdain rules, regulations, and conformity that would remove any form of their freedom of choice (or anyone else's). They are good at the core, but anger is part of their motivation, which can become the dominant force.

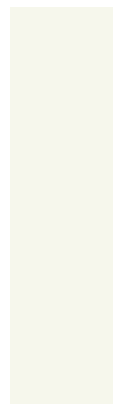
Typical Outlaw Industries

- Automotive
- Destruction Tools
- Alternative Apparel
- Body Art

IMAGERY



Disrupt + Shock





Brand Voice

Candid, raw, honest, rebellious

Brand Message

You don't have to settle for status quo. First, demand more, second, go out and get it.

Rebel Brands



HARD 
CANDY



URBAN OUTFITTERS



Personal Brand Characters

Personal brands that represent this archetype



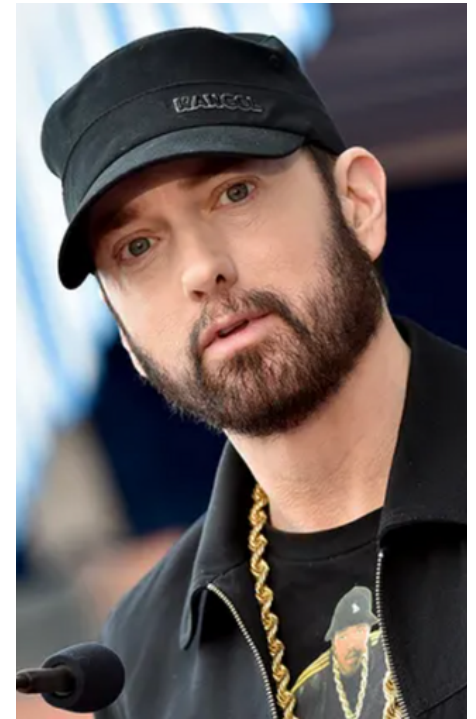
Pink



Johnny Depp



Madonna



Eminem

The Brand Personality



OUTLAW

Personality Statements

- The Outlaw is driven to shake things up.
 - They are the outlaw, daredevil, or revolutionary.
 - They feel like an alienated outsider yet often possess a romantic “bad boy” identity that is highly charismatic.
 - The Rebel’s power to transform is by disruption, breaking the rules, and challenging authority.
 - Their need to revolt is a powerful force behind important social change, yet it can also swing to lawlessness, or even be harmful to others.
 - Rebels such as the mythic Bonnie and Clyde or Butch Cassidy and the Sundance Kid give the rest of us permission to express our dark side that yearns to break loose, challenge limits, or participate in forbidden behavior.
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- **Brand Voice:** Candid, raw, honest
 - **Brand Style:** Rugged, fearless, dangerous, risk-taker
 - **Brand Message:** Tomorrow is brighter than today and all your dreams can come true if you believe.
 - **Customers Feels:** Rebellious, Other people are wrong, stimulated, thrilled
 - **Be Your Brand:** Speak up when you don’t agree, and don’t be afraid to take risks.

OUTLAW

Personality Statements

Quote: “Love is the ultimate outlaw. It just won’t adhere to any rules. The most any of us can do is sign on as its accomplice.” ~ Tom Robbins

Motto: Rules are made to be broken

Driving desire: Revolution and change

Goal: To overturn what isn’t working

Greatest fear: To be powerless or ineffectual

Strategy: Disrupt, destroy, or shock

Weakness: Crossing over to the dark side, crime

Talent: Outrageousness, radical freedom

Also known as: Revolutionary, wild man, the misfit, or iconoclast

Rebels are different because they:

- Appeal to customers or employees who feel disenchanting with society
- Pave the way for revolutionary new attitudes
- Break with industry conventions

OUTLAW



Core Words

- Dangerous
- Rebellious
- Unstoppable
- Innovative
- Edgy
- Gutsy



Driving Strengths

- Challenging authority
- Creating something new
- Not caring what others think
- Starting a revolution
- Instigating change
- Breaking the rules
- Representing the underdog
- Challenging limits



Fears & Weaknesses

- Lawlessness
- Negativity
- Anger
- Loneliness
- Isolation
- Reactionary

OUTLAW

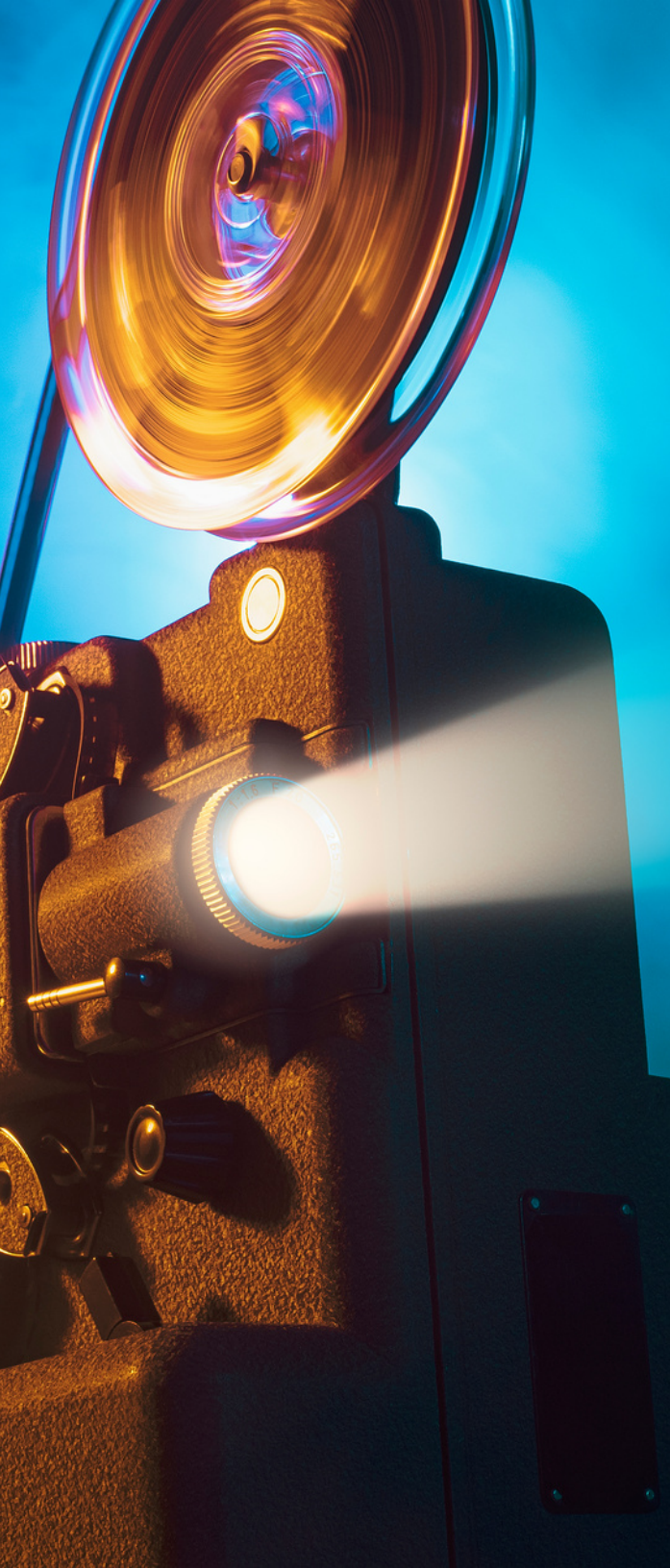
Your Descriptive Words

- Break
- Rebel
- Adolescent
- Danger
- Attention
- Revolutionary
- Shock
- Struggle
- Silver
- Tongued
- Devil
- Authority
- Edgy
- Contrary
- Wild
- Defiance
- Vicarious
- Misfit
- Sexuality
- Freedom
- Thrill
- Challenge
- Counter
- Daring
- Fight
- Outlaw
- Forbidden
- Rights
- Outrageous
- Defy
- Different
- Injustice
- Attitude
- Disregard
- Extreme
- Against



Outlaw Examples

- Hard Candy Lipstick
- 1960's counter-culture
- MTV
- Madonna
- Urban Outfitters
- Thelma and Louise
- Heavy metal music
- Pirates
- Rap music
- Lady Gaga
- Harley Davidson
- Jack Nicholson
- Judd Nelson
- James Dean
- Richard Branson



Outlaws in Action

Click on the link to see the videos

- [Harley Davidson](#)
- [Urban Outfitters](#)
- [Thelma & Louise](#)
- [Madonna](#)
- [Lady Gaga](#)

The Outlaw 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.

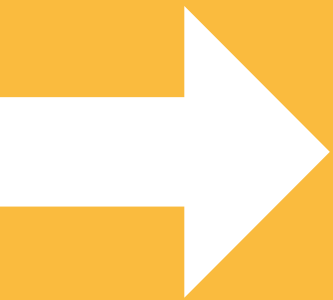
SOURCE WIKIPEDIA

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.

Outlaw Clients

It doesn't matter what industry you are in, your Outlaw brand appeals to those who want to feel free, rebellious or bad – even if only temporarily. They desire to stand out from the crowd or to be part of a cause in a revolutionary way. They want to leave responsibility behind (even if just for the weekend).

You appeal to their desire to stop conforming. They want to feel different than others or from what is traditionally done in their life. Give your branding edgy images and copywriting that describe feeling liberated, rebellious, or fighting for a cause. Your Outlaw brand is the catalyst for change in their lives, and allows them to bring out their wild side!



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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