



Ruler

Brand Archetype



"Power isn't
everything. It's
the only thing."



CONTROL



The Ruler Personality

The Ruler is an archetype that is all about survival. They desire control above all else, and will only trust themselves for that power. They are authoritative in their communication and in their action, and carry a sense of intimidation.

Their goal is for prosperity and success, and for that success to trickle down to the loyal ones under them. They are confident, responsible, and in control of themselves and expect the same from others. They see themselves at the top of the food chain, and aggressively defend their position.

To appeal to a Ruler you have to give them the sense of superiority they so desire. Rulers like competing with other Rulers and feeling that they are part of an exclusive club that only they belong to. These kinds of brands will more likely appeal directly to Rulers. Businesses targeting average people, who want to follow along will not be able to woo a Ruler and most likely come off as boring or bland instead.

Typical Ruler Industries

- Luxury Automotive
- Watch Manufacturers
- Hotels
- Formal Wear Apparel
- Any Brand Provoking Luxury or High Quality

IMAGERY



The first person
you lead is you.

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Brand Voice

Commanding. Refined. Articulate.

Brand Message

You are successful in work and in life.
Reward your excellence and your
achievements.

Ruler Brands



Mercedes-Benz

TIFFANY & CO.



ROLEX

FORTUNE

PANTENE



LOUIS VUITTON

AMERICAN
EXPRESS



FOUR SEASONS
HOTELS AND RESORTS



Personal Brand Characters

Personal brands that represent this archetype



Arianna Huffington



Warren Buffet



Winston Churchill



Beyonce



The Brand Personality



RULER

Personality Statements

- This Leader's mission is to create a structure so others can prosper.
- Ruler's are commanding, authoritative, and have little patience for ambiguity.
- The Ruler's personality appeals to our desire to feel important, in control, and in charge.
- They help us become the ruler of our domain.
- While they can seem domineering or autocratic, their true gift is in empowering leadership, prosperity, and success in others.

Brand Voice: Commanding, refined, articulate, confident

Brand Style: Dramatic, bold, and daring

Brand Message: You are successful in work and in life. Reward your excellence and your achievements.

Customers Feel: Want to share in your success

Be Your Brand: Associate with other "A-listers". Set high standards, Look and act the part.

RULER

Personality Statements

Motto: Power isn't everything, it's the only thing.

Driving desire: Control

Goal: To create a prosperous, successful family or community.

Biggest fear: Being duped, misled—or ignorance.

Strategy: Exercise power

Weakness: Being authoritarian, unable to delegate, out of touch with reality

Talent: Responsible, leadership

Also known as: Boss, leader, aristocrat, king, queen, politician, role model, manager, or administrator

Ruler's are different because they:

- Offer high-status products or services used by powerful people to enhance their power
- Make people more organized
- Offer a lifetime guarantee
- Empower people to maintain or enhance their grip on power
- Execute a regulatory or protective function
- Differentiate from populist brands or clear leaders in the field
- Are market leaders offering a sense of security and stability in a chaotic world

RULER



Core Words

- Integrity
- Power
- Confidence
- Leadership
- Structure
- Status



Driving Strengths

- Taking charge
- Generosity
- Empowering others
- Being responsible
- Demonstrating integrity
- Creating order out of chaos
- Creating ideal morals and standards
- Inspiring confidence



Fears & Weaknesses

- Dominating
- Assuming
- Snobbiness
- Chaos
- Being seen as weak
- Rigidity
- Controlling
- Overruling
- Losing influence

RULER

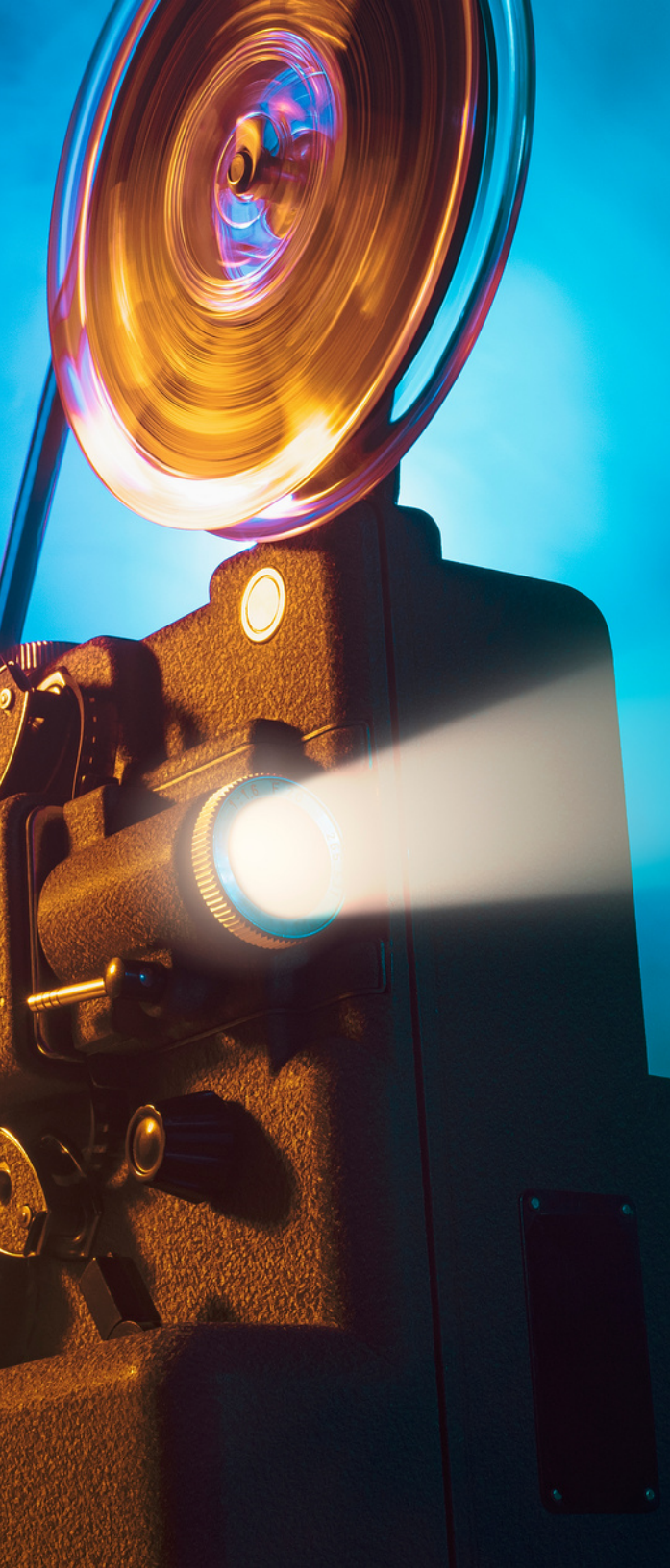
Descriptive Words for the Ruler

- Power
- Decision
- Strength
- Ideal
- Command
- Confidence
- Trust
- Sacred
- Order
- Chaos
- Authority
- Established
- Focus
- Organized
- Should
- Super
- High powered
- Privileged
- Important
- Limit
- Security
- Priority
- Prestige
- First-class
- Control
- Impressive
- Mastery
- Influence
- Wealth
- Dominate
- Lead
- Image
- Success
- Safety
- Flawless
- Status
- Protect
- Benevolence
- Exclusive
- Law
- Rule/Rules
- Prosperity
- Build
- Timeless
- Harmony
- All
- Empire
- Money



Ruler Examples

- Mercedes-Benz
- American Express
- Arianna Huffington
- Winston Churchill
- Tiffany
- Fortune magazine
- Pantene
- Microsoft
- Rolex
- Eben Pagan
- Chanel
- Louis Vuitton
- Beyonce
- Jennifer Lopez
- Melanie Duncan
- The Four Seasons
- Mariah Carey
- Warren Buffett



Ruler's in Action

Click on the link to see the videos

- [Mercedes Benz](#)
- [American Express](#)
- [Tiffany & Co.](#)
- [Four Seasons](#)
- [Rolex](#)
- [Louis Vuitton](#)

The RULER 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

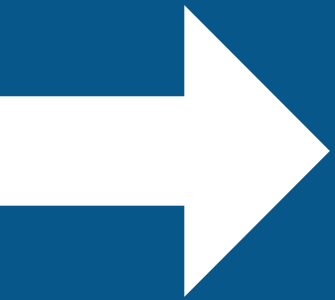
Your target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your brand and marketing communications and campaigns.

Ruler Clients

It doesn't matter what industry you are in, your Ruler brand appeals to those who want to feel secure, get organized, and feel what they need has already been thought out for them—by you. They want things to get under control and to feel a sense of mastery.

You appeal to their desire to feel significant and important, and they want a leader who is someone they can trust, admire, and be inspired by. Give your branding a feeling of grace and power. Turn loose your natural ability to organize into systems that make your clients feel appreciated, valued, and important.

Everyone wants to feel successful and your Ruler brand is ideal for inspiring confidence, creating clients who will be loyal to you for life!



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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