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Creating Brand Meaning:
How to use Brand Vision Archetypes

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This book introduces you to brand vision archetype or, if you are already a convert, allows you to confirm and extend your current practice. It has been written for practitioners and includes all the essential insights and understanding required to apply brand vision archetypes properly, honed in a multitude of assignments carried out by the author over many years. It presents detailed guidelines for conducting brand vision archetype and touchpoint engineering workshops. It also presents the archetype collection - 28 archetype cards with all the details you need to select the right brand vision archetype for your brand.

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Features

- Used Book in Good Condition

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Invaluable Book on Branding Using Archetypes

By K.R.Atma

This book offers invaluable insights about using archetypes for understanding and deriving brands. The author argues that branding practices have not changed for 40 years despite massive change in so many other parts of the business world. He discusses the reasons for this and provides convincing reasons that we should - at the very least - question this lack of change.

A key argument is that neuroscience now provides evidence that many of the go to methods of establishing a brand identity are based on false premises. Here, the reader is invited to consider archetypes and a believable case is presented for using of an archetypal approach for branding or rebranding.

I found the concept that brands consist of primary and secondary archetypes to be illuminating. As was the emphasis on the need to bring brands alive at touch points. The author states his well-structured case in an easy to read style with a minimum of jargon. He grounds his ideas by showing how they would apply to institutions in the business world such as banking.

It was obvious to me, within a few pages of the book that an organization I worked for - who had gone through a rational branding exercise - had ended up with its secondary archetype, the Warrior, instead of its

primary archetype, the Lover. This book would have saved countless hours and a tidy sum of money to get a more useful result.

I was eager to get the second volume to get more in-depth insights into the 20 odd key archetypes. I highly recommend it for small business owners and those of an entrepreneurial spirit who want something on branding that can be applied in a straight forward and practical way. I am certainly using it for the branding of a new enterprise I'm involved in.

2 of 2 people found the following review helpful.

Finally a way to understand brand archetypes.

By Amazon Customer

I found this book to be an easy read with clear information on brand archetypes and their use in the market. Recently working on my own branding I learned I am an Explorer, Thought Leader and Outlaw. Using Creating Brand Meaning I was able to better understand how to use this archetype in my own business and how joyful it is to have a business that reflects your authentic self. Through clear descriptions of known brands like Nike and others I could easily understand how the brands were played out in products, marketing and advertising, this is helping me to guide my own marketing and product roll out plan for this year. A great book to read to have a joyful business and gain a leading edge.

0 of 0 people found the following review helpful.

Before you hire an advertising agency...

By Cheryl Clausen

Before you hire an advertising agency... read this book. This book will help you understand how branding originated and how it has evolved. Plus, you will gain the insights you need to properly evaluate brand proposals before you make the investment and set the course for your companies future.

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