

Archetypes — Shape & Soul

Journey shapes that show how customers move + brand personalities that show why they stay

LESSON GOAL

By the end of this module, you will understand the 5 customer journey shapes and Kotler's 5A framework, the psychology behind why people emotionally connect with brands, and how to align your industry reality with a clear brand archetype — your complete growth blueprint.

5 JOURNEY SHAPES

KOTLER'S 5A

THE BOW TIE

JUNGAN BRAND ARCHETYPES

SHAPE + SOUL

Parts 1-3 · Journey Shapes

- Kotler's 5A: Aware, Appeal, Ask, Act, Advocate
- Door Knob, Trumpet, Funnel, Goldfish — the 4 journey shapes
- The Bow Tie — the shape every brand aspires to
- What your current shape reveals about your strategy

Parts 4-5 · Brand Archetypes

- Why customers connect emotionally with brands
- Jung's 12 archetypes applied to modern branding
- Hero, Sage, Rebel, Lover, Creator — and more
- Connecting your archetype to your journey shape

Journey shapes show **how customers move.
Brand archetypes explain **why** they stay.**

The two layers of every great brand strategy

The Structural Layer

Journey shapes map customer flow across the 5A stages — revealing where you gain customers, where you lose them, and where the growth opportunity lies.

The Emotional Layer

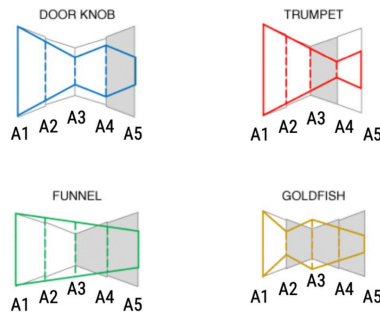
Brand archetypes explain the psychological identity your brand projects — and why certain customers feel an instant, deep connection that transcends the product.

Kotler's 5A & The Journey Shapes

Every brand has a shape — and that shape tells the whole strategic story

THE 5A FRAMEWORK — PHILIP KOTLER

Aware (first contact) → **Appeal** (emotional pull) → **Ask** (active research) → **Act** (purchase) → **Advocate** (promotion). This is the modern evolution of the classic funnel — it maps not just what customers do, but how they feel at each stage. The shape of the journey across these 5 stages reveals everything about how a brand grows.



The 4 journey shapes mapped across A1 (Aware) to A5 (Advocate) — Kotler's 5A framework

Door Knob

Wide awareness, narrows through consideration, **then re-expands post-purchase**. Brands with strong loyalty programs and subscription models. Customers who commit stay committed.

Typical of: Nespresso, Amazon Prime, Netflix

Trumpet

Narrow at awareness, expands dramatically post-purchase through referral and advocacy. Trust-first brands that grow almost entirely through word-of-mouth and community.

Typical of: McKinsey, luxury services, niche B2B

Funnel

Wide at awareness, consistently narrows through each stage. The default shape for most businesses — requires continuous top-of-funnel investment. Advocacy is often underdeveloped.

Typical of: Most e-commerce, retail, mass market

Goldfish

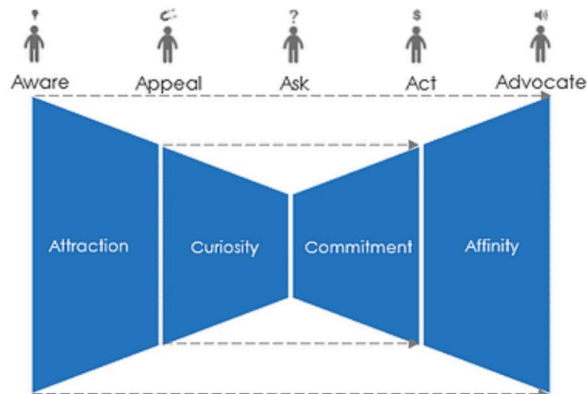
Irregular, non-linear — customers re-enter at multiple stages. Seasonal brands, event-driven, or high-consideration purchases where the journey loops back repeatedly before commitment.

Typical of: Tourism, real estate, B2B software

The Bow Tie

Attraction, Curiosity, Commitment, Affinity — the shape every brand should aspire to

The Bow Tie is not just a journey shape — it is a strategic ambition and the mark of a truly modern brand. It represents a business that generates broad awareness, focuses that awareness into deep commitment, and then expands again through advocacy, referrals, and community. The right side of the bow tie is a growth engine that reduces dependence on paid acquisition over time.



The Bow Tie: wide Attraction → focused Commitment → expanding Affinity

LEFT SIDE — ACQUISITION

- **Attraction:** Broad visibility, first impressions, emotional pull
- **Curiosity:** Active research, content engagement, comparison
- Most businesses invest heavily here — but it's only half the model

RIGHT SIDE — THE GROWTH ENGINE

- **Commitment:** Purchase, onboarding, first experience
- **Affinity:** Loyalty, advocacy, organic referral, community
- Brands that invest here grow without proportionally increasing ad spend

The Strategic Implication: Most brands only build the left side of the bow tie — they are excellent at Attraction and Curiosity but invest little in Commitment and Affinity. The brands that dominate their category invest equally in both sides, turning customers into a self-sustaining growth loop.

DIAGNOSTIC QUESTION

Which shape best describes your brand today — Funnel, Door Knob, Trumpet, Goldfish, or Bow Tie? The gap between your current shape and the Bow Tie is your strategic growth agenda.

MY NOTES — WHAT SHAPE IS MY BRAND TODAY? WHAT IS THE GAP?

Why People Emotionally Connect With Brands

Identity, aspiration, and the psychology Carl Jung gave us

Modern branding is about much more than products, features, or advertising. It is about **identity**. People are naturally drawn to brands that reflect who they are — or who they aspire to become. In many cases, customers don't choose the brand that best matches their current reality. They choose the one that represents their **ideal self**.

THE PSYCHOLOGY

Carl Jung proposed that humans instinctively recognise universal personality patterns — called archetypes. Modern branding has adapted these into brand personalities. When a brand consistently embodies a clear archetype, it feels **familiar, emotionally recognisable**, and **psychologically trustworthy** — even on first contact.

THE RESULT OF CONSISTENCY

*Strong brands that maintain the same emotional role over many years build instant recognition, deep trust, emotional memory, and strong advocacy. Customers don't connect with logos — they build relationships with **meaning, identity, and personality**.*



The 12 Jungian brand archetypes — grouped by core human desire: Structure, Connection, Spiritual Journey, or Leaving a Mark

Why It Matters for the Funnel: A brand's archetype directly influences how fast customers move through the journey, how much trust they need before buying, and how likely they are to become loyal advocates. A Hero brand creates urgency and action. A Sage brand builds slow, deep trust. A Rebel brand creates fierce tribal loyalty.

The Brand Archetypes

Five of the most powerful brand personalities in modern marketing

1

The Hero

"We help you overcome challenges"

ACT & ADVOCATE DRIVEN

CORE TRAITS

Courage, ambition, achievement, resilience

BEST FOR

Sports, fitness, personal growth, challenge brands

REAL EXAMPLES

Nike, Adidas, Red Bull

JOURNEY SHAPE

Trumpet — community advocacy drives explosive growth

2

The Sage

"We help you understand the world"

ASK & APPEAL DRIVEN

CORE TRAITS

Wisdom, expertise, truth, clarity

BEST FOR

Education, consulting, tech, media

REAL EXAMPLES

Google, Harvard, McKinsey, BBC

JOURNEY SHAPE

Goldfish — deep research, multiple return visits before commitment

3

The Rebel

"We challenge the status quo"

ADVOCATE DRIVEN

CORE TRAITS

Disruption, independence, rebellion, belonging

BEST FOR

Challenger brands, lifestyle, countercultural

REAL EXAMPLES

Harley-Davidson, Dove Real Beauty, Tesla (early)

JOURNEY SHAPE

Door Knob — fierce tribal loyalty once customers commit

4

The Lover

"We celebrate passion and intimacy"

APPEAL & ACT DRIVEN

CORE TRAITS

Sensuality, beauty, connection, desire

BEST FOR

Fashion, cosmetics, luxury, food

REAL EXAMPLES

Chanel, Godiva, Victoria's Secret

JOURNEY SHAPE

Bow Tie — emotional desire accelerates commitment and advocacy

5

The Creator

"We help you create something new"

APPEAL & ADVOCATE DRIVEN

CORE TRAITS

Innovation, imagination, authenticity, craft

BEST FOR

Design, tools, art, technology

REAL EXAMPLES

Apple, Lego, Adobe

JOURNEY SHAPE

Bow Tie — community of creators becomes the most powerful marketing

Connecting Archetypes to Funnels & Strategy

Your industry reality + your brand personality = your complete strategic blueprint

Your Industry Archetype (from Module 2A) and your Brand Archetype should work in alignment. When they do, your strategy becomes coherent, consistent, and compounding. When they conflict, customers sense the disconnect — even if they can't name it.

THE CONNECTION IN PRACTICE

Industry Archetype + Brand Archetype = Strategy

INDUSTRY	BRAND ARCHETYPE	STRATEGIC FOCUS
High-Involvement (Legal)	The Sage	<i>Educational content, case studies, thought leadership — trust built slowly through demonstrated expertise</i>
Impulse (Energy Drinks)	The Hero	<i>Sponsorships, excitement, emotional energy — instant decision triggered by aspiration and identity</i>
Prestige (Luxury Fashion)	The Lover	<i>Brand films, editorial, exclusivity — desire and identity drive both purchase and fierce loyalty</i>
Habit / Repeat (Tech Tools)	The Creator	<i>Community, tutorials, user content — customers become advocates because the brand enables their own creativity</i>
Challenger Brand (Lifestyle)	The Rebel	<i>Manifesto marketing, tribal belonging — customers adopt the brand as part of their identity and worldview</i>

The Final Insight: Modern customers are no longer passive. They actively interpret brands, assign meaning to them, and use them as tools for self-expression. The strongest brands don't just sell products — they become part of how customers see themselves, express themselves, and connect with others.

When Alignment Is Strong

- Customers feel the brand "gets" them instantly
- Marketing messages feel authentic, not forced
- Advocacy grows organically without incentives
- Trust builds faster at every funnel stage

When Alignment Is Broken

- Customers sense inauthenticity even if unconsciously
- Marketing feels generic or interchangeable
- High acquisition costs, low loyalty, weak advocacy
- Brand equity erodes over time despite investment

Key Takeaways

What to remember — and your fillable Archetype Blueprint is on the next page

MODULE 2B — CORE LESSONS

- * Journey shapes (Door Knob, Trumpet, Funnel, Goldfish) reveal how customers move through the 5A stages — and where brands win or lose
- * The Bow Tie is the strategic goal — wide attraction, deep commitment, and an expanding advocacy community that self-sustains growth
- * People connect with brands that reflect their identity or ideal self — not just the best product at the best price
- * Jungian brand archetypes create instant emotional recognition, deep trust, and consistent brand personality across every touchpoint
- * Your Brand Archetype directly influences how fast customers move through the funnel and how likely they are to advocate
- * The strongest strategy aligns your industry reality with a clear emotional archetype — structure and soul working together

Practical Exercise

- 1 Identify your Industry Archetype from Module 2A
- 2 Choose the Brand Archetype that fits your desired positioning
- 3 Ask: Does your current marketing consistently communicate this archetype?
- 4 List 3 ways to strengthen this emotional connection in the next 90 days

Reflection Questions

- Which journey shape does your brand have today?
- Which archetype do you currently project — consciously or not?
- Is your archetype aligned with your industry and customer psychology?
- Where is the right side of your bow tie weakest — Commitment or Affinity?

MY REFLECTIONS & ACTION POINTS

Up Next — Module 2C: How to Brief an Agency or Freelancer. We cover what every great brief must contain, how to communicate your brand archetype and journey shape to creative partners, and how to avoid the most common and costly briefing mistakes.

My Current Journey Shape — which shape best describes my brand today?

My Brand Archetype — what personality does my brand project?

My Core Promise — what do we tell customers?

Channels That Match My Archetype

My Journey Shape Goal — target shape & why

Where My Bow Tie Is Weakest

3 Actions in the Next 90 Days

How I Will Measure Archetype Consistency

Journey shapes show how customers move. Archetypes explain why they stay.