



**Do you want to increase differentiation, maximize audience engagement and drive profitability?**

\* "The analysis showed that the MVA (Market Value Added - a measure of the value a company adds to shareholder investment) of those brands strongly aligned with a single archetype rose by 97% more than the MVA of confused brands....We now know that brands that consistently express an appropriate archetype drive profitability and success in real and sustainable ways." The Hero and the Outlaw, Margaret Mark and Carol S. Pearson 2001 McGraw Hill. page 30.

Partial List of Archetypes\*

Activist	Explorer	Patriarch
Adventurer	Gambler	Pioneer
Advocate	Generalist	Provocateur
Alchemist	Guardian	Rebel
Ambassador	Healer	Reformer
Angel	Hedonist	Rescuer
Artist	Hero	Romantic
Athlete	Idealist	Ruler
Caregiver	Innocent	Sage
Child	Innovator	Samaritan
Citizen	Jester	Scientist
Clown	Judge	Seeker
Companion	Liberator	Servant
Creator	Lover	Shaman
Detective	Magician	Shapeshifter
Dreamer	Matchmaker	Sovereign
Engineer	Maverick	Storyteller
Entertainer	Mentor	Translator
Entrepreneur	Muse	Visionary
Everyman	Networker	Warrior

By default, most life science organizations speak with the voice of the **Scientist**. Therefore this archetype is not a distinguishing choice for the typical life science organization trying to differentiate itself.

How would archetypes influence your communications? Here is one small example:



\* Based in part on Archetypes in Branding by MP Hartwell and JC Chen, How Books, 2012