

Branding

Archetypal Branding Reprise

Archetype

"An archetype is a **universally familiar character** or situation that **transcends** time, place, culture, gender and age. It represents an eternal, universal truth."

"Found prominently in the **stories that make meaning**: myth, literature, folklore, dreams, religion, movies, etc."



The earlier on in your organization's journey that you can uncover your brand's **true identity – the character(s) your brand is meant to live out** – the sooner your team can begin living it and leaving a lasting, **meaningful** impression in your audience's minds.

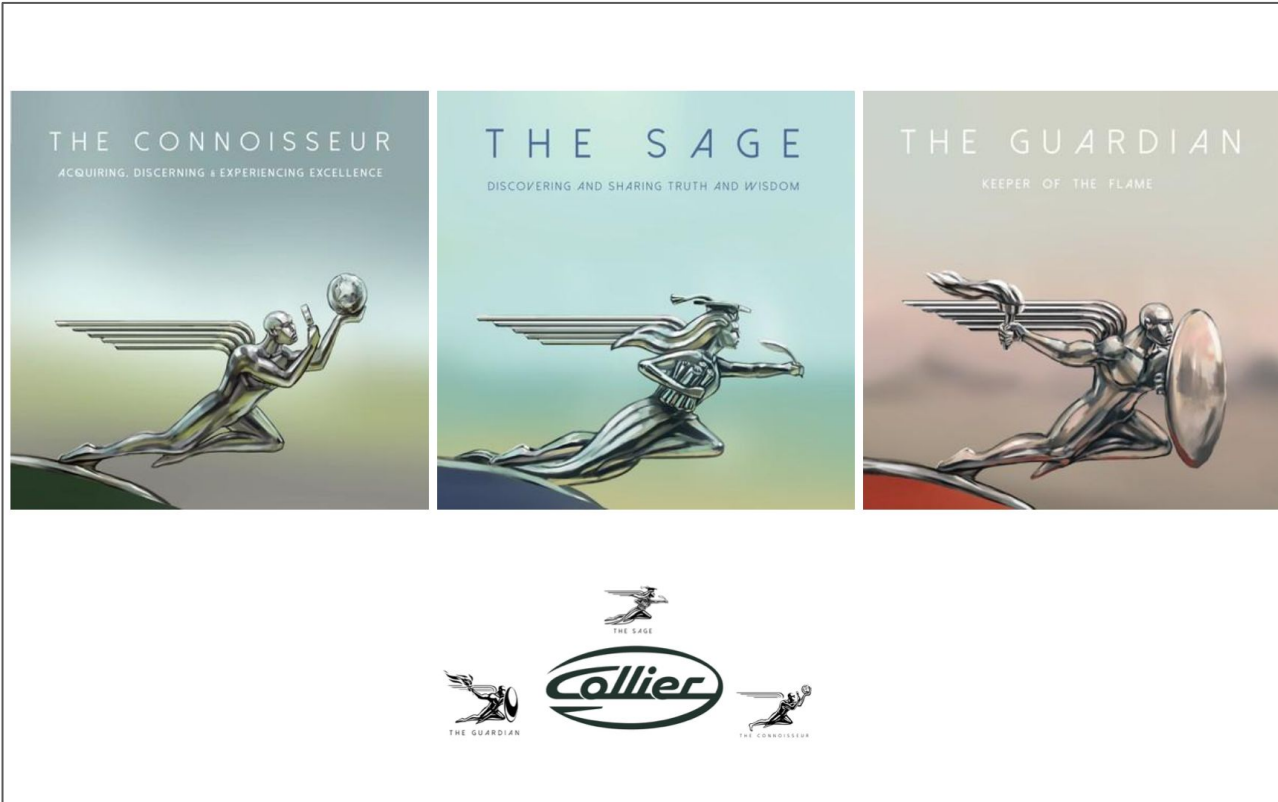
Archetypal Branding Reprise

The archetypal approach to storytelling, and by extension to branding, **“works”** because archetypes are a **recognizable, enduring & “living” expression of brand meaning** that people are hard wired to respond to.

*“What would an
[insert archetype] do?”*



Collier Meaningful Car Archetypal Palette



The Sage

"Effective in advancing the agenda that the automobile is a change agent and object worthy of study"
-Miles Collier

Core Desire:

Discovering and sharing truth and wisdom

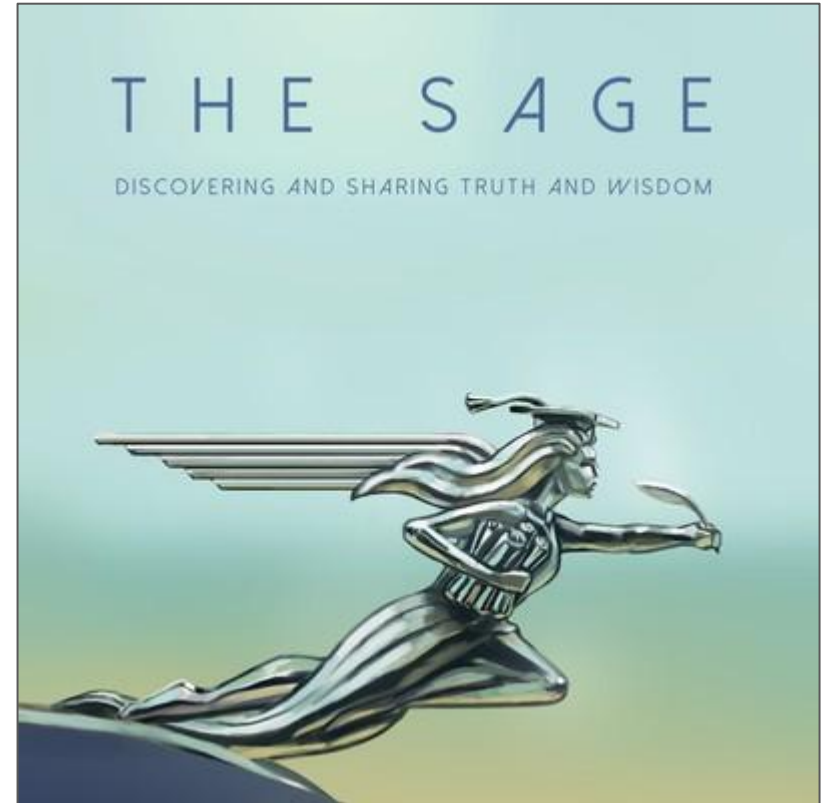
Goal:

To use intelligence and analysis to more fully understand the world (of meaningful cars)

Strengths:

- Wisdom and intelligence
- Truth-seeking. Clarity of thought
- Ability to pass on wisdom and support others
- Acquiring knowledge

Keyword: Wisdom



The Guardian

"The automobile's continued ability to be meaningful is under threat...I want to ensure the legacy of skills, appreciation and care for the importance of motorcars is not lost."
-Miles Collier

Core Desire:

Keeping and passing of the flame.

Goal:

Preserving, sustaining and caring for the commonwealth (of the Meaningful-Cars space)

Strengths:

- Gift for nurturing guidance
- Desire to offer loving oversight
- Protection

Keyword: Legacy



The Connoisseur

"Relatively small differences among the series of objects makes for very large differences in intrinsic or historic or artistic value."

-Miles Collier

Core Desire:

Acquiring, discerning and experiencing excellence

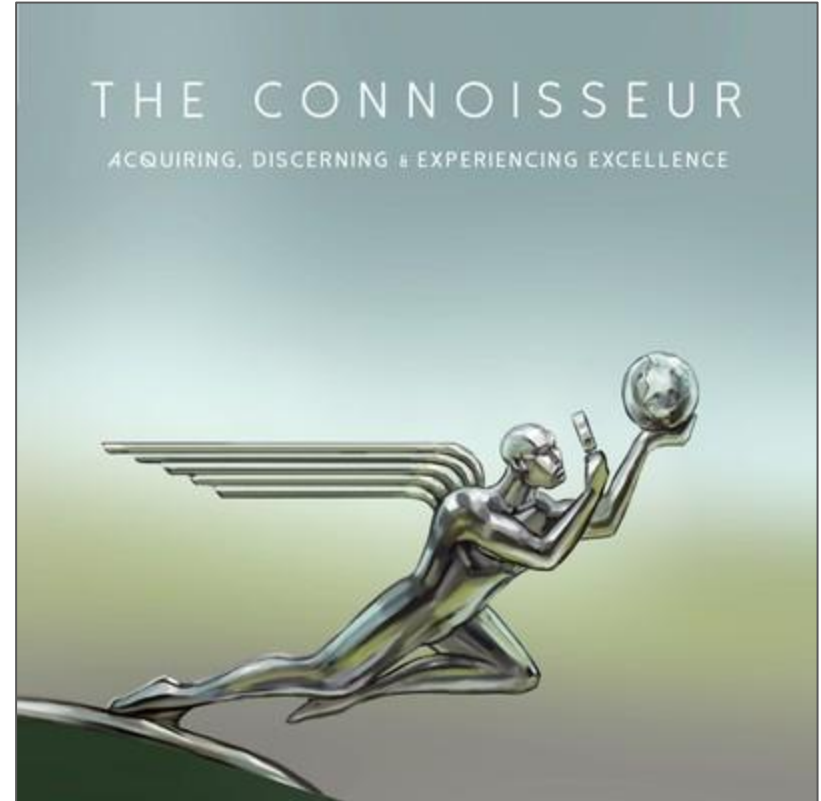
Goal:

Act in accordance with an ethos built on an expert definition of quality

Strengths:

- Standing for excellence
- Discipline of mastery
- Really looking and truly seeing
- Passion and knowledge for quality

Keyword: Excellence



Brand Management Tools

Brand Stack

| Archetypes | Core Values | Areas of Focus |
|--|--------------------------|-----------------|
| The Guardian Keeping and passing legacy | Authority with Humility | Praxis |
| | Standard of Excellence | |
| The Sage Discovering and sharing truth and wisdom | Thought Leadership | Connoisseurship |
| | Ethos of Authenticity | |
| | Greater Good and Service | Legacy |
| The Connoisseur Acquiring, discerning and experiencing excellence | Integrity | Society |

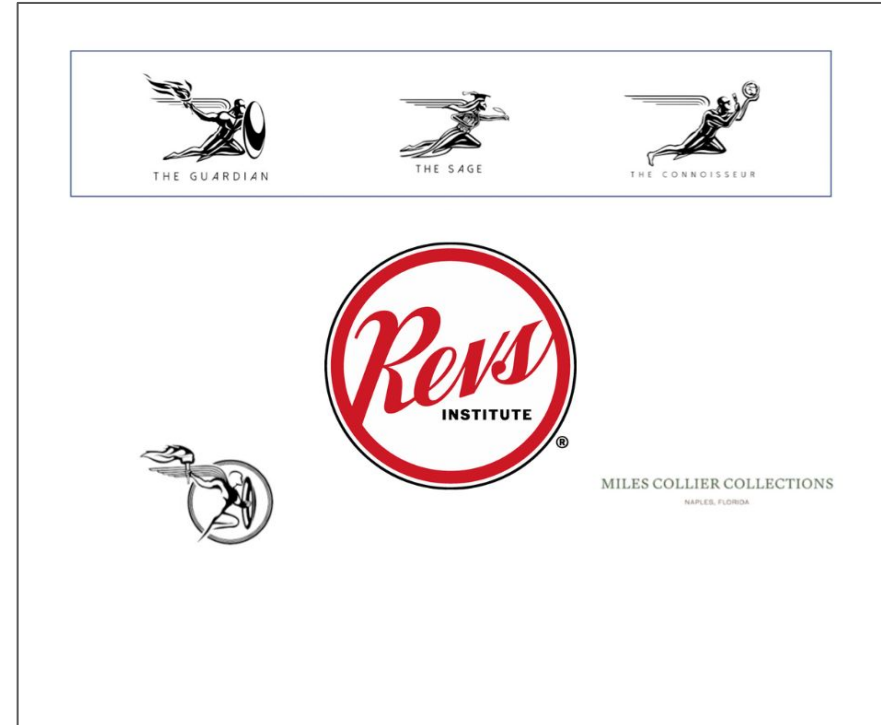
Brand Book

- Collier Brand Strategy
 - Archetypes (characters) + Meaningful Playbook (script)
- Visual Brand Guidelines
 - Ole Lund Design
- Verbal Brand Guidelines
 - Melanie Woods



Recommended Revs-Centric Brand EcoSystem

- The original brand archetype palette still resonates.
- **Revs Institute** as the legacy vision centerpiece moves to the primary, dominant brand position.
 - **KOTF** available for branding specific “guardian” initiatives.
 - **Miles Collier Collections** brand personifies the Connoisseur archetype.
 - **Collier AutoMedia** addressed later in the presentation.
- MCC’s Legacy is the “**Guardian Sage**”.



Revs Institute is a well-spring for branded, legacy content

Recommended Content Strategy:

- “Inside/Out” (vs “Outside/In”) approach to legacy content creation.
 - “Working Museum” that’s living out TAA ideals
 - Leverage the Revs activity calendar
 - The four pillars of:
 - Conservation/Praxis
 - Connoisseurship
 - Historicity/Society
 - Legacy
- RazzoFAB project is the model.
- Desired perception:
 - Revs Institute as the most visible, dynamic and influential “Archaeological Automobile” cars resource brand on the planet.

