

CAREGIVER CREATOR

EVERYMAN

Desire Service

Quote "Love your neighbour as yourself"

Brand voice caring warm reassuring

Brand message Everyone deserves care and we must all strive to bestow service upon one another.

Caregiver brands Unicef / WWF / TOMS

Desire Innovation

Quote "If it can be imagined it can be created"

Brand voice inspirational daring provocative

Brand message See potential everywhere and uncover originality with liberated imagination.

Creator brands Lego / Apple / Adobe

Desire Belonging

Quote "You're just like me and i'm just like you"

Brand voice friendly humble authentic

Brand message When we treat each other with honesty and friendliness we can live together in harmony.

Everyman brands IKEA / Target / Lynx

HERO

INNOCENT

JESTER

Desire Mastery

Quote "Where there's a will theres a way"

Brand voice honest candid brave

Brand message We can make the world better. We have the grid and determination to outwork rest.

Hero brands adidas / Nike / FedEx

Desire Safety

Quote "Life is simple and simplicity is elegant"

Brand voice optimistic honest humble

Brand message The most wholesome things in life are unadulterated and pure.

Innocent brands Aveeno / Dove / Innocent

Desire Pleasure

Quote "If it cant dance, i'm not part of it"

Brand voice fun loving playful optimistic

Brand message We're here for a short time, not for a long time. Let your hair down and start living life.

Jester brands M&M's / Old Spice / Dollar Shave Club

LOVER

MAGICIAN

OUTLAW

Desire Intimacy

Quote "I only have eyes for you"

Brand voice sensual empathetic soothing

Brand message your striking beauty is impossible to ignore.

Lover brands Alfa Romeo / Chanel / Victoria's Secret

Desire Power

Quote "It can happen"

Brand voice mystical informed reassuring

Brand message Tomorrow is brighter than today and all your dreams can come true if you believe.

Magician brands Coca-Cola / Disney / Dyson

Desire Revolution

Quote "Rules are made to be broken"

Brand voice disruptive rebellious combative

Brand message You dont have to settle for status quo. First demand more, second, go out and get it.

Outlaw brands Virgin / Harley Davidson / Diesel

RULER

EXPLORER

SAGE

Desire Control

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

Brand voice commanding refined articulate

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

Ruler brands Louis Vuitton / Mercedes-Benz / Rolex

Desire Freedom

Quote "Don't fence me in"

Brand voice exciting fearless daring

Brand message You only get one life. Get out and make it count.

Explorer brands The North Face / Jeep / Patagonia

Desire Understanding

Quote "The truth will set you free"

Brand voice knowledgeable assured guiding

Brand message Education is the path to wisdom and wisdom is where the answer lie.

Sage brands Google / BBC / University of Oxford