

BRAND ARCHETYPES, SOCIAL MEDIA MARKETING, AND AUDIENCE RESPONSIBLE
FOR MASS-MARKET CLOTHING RETAILERS

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Introduction

There is an outstanding scene in the movie "The Triangle of Sadness," where the models are showcasing specific facial expressions based on the reputation of the brand that they are modeling for, whether the brand is more high-end, is a lot more affordable, has a low reputation, or is meant to lean towards a more luxurious style.

An interviewer asks questions regarding whether the brand that the models are working for is grumpy or smiley because the more affordable brands are "smiley," In contrast, the more pricey the brand gets, the more "grumpy" does its appearance also turn. After all, they view their customers from a higher place and showcase that being a part of them, the audience has to be worthy (SF et al., 2022).

The grumpy facial expressions and body language are more serious, provocative, and sexy for brands like Balenciaga. In contrast, brands known to be more affordable, such as H&M, models are more happy, smiling, and inviting (SF et al., 2022). The manners in which the brands are advertising their products on different platforms, however, on social media demonstrates explicitly in-depth aspects of it, such as its positioning, targeted segment, archetypal branding, etc.

Brands are creating brand stories and personalities on platforms like Instagram, but are their images genuinely aligning with their perceptions elsewhere, such as when consumers visit their stores and are aware of their brand from another perspective? Are those viewpoints on social media networks connecting up to people's perceptions, such as whether their brand personality and identity are instantly recognizable?

An OVO article claims that following Carl Jung's archetype theory, archetypes have also contributed to the marketing world, where various companies select an archetype or multiple archetypes as a manner of exhibiting their brand's personality, sticking to a character that they will utilize for their brand's persona (OVO, n.d.).

As Social Media has continuously evolved into an instrument in various ways, the marketing sector has also benefited. Thus, when attempting to run a content analysis of any company, taking a quick glimpse into their page will unravel immense data on it.

Archetypes, however, are not as simple as they could seem because a brand could position itself according to one archetype, but their messaging on numerous channels could not be as straightforwardly aligned; the latter needs more research and more thorough analysis to check how much archetypal branding is connected to brand perception on social media, and whether people accurately represent it.

The fashion industry is incredibly fascinating in the different methods that it relies on to present itself on social media because the viewers' opinions are all based on the picture that they see and based on a click. They could simply be scrolling through their social media screen and stumble upon an advertisement that interests them without even looking into the name of the page that made the post. Thus, aside from maintaining a high reputation, it is also crucial to ensure that the feed of the industry is eye-catching to grab the attention of their potential audience.

There is much room for investigation in the overall fashion industry, beginning with the celebrated Fashion Houses and ending with small businesses. However, there is even a higher area for further examination of the mass market brands taken from the fashion industry because they are meant to target the majority of the population with moderate pricing.

With competitive pricing and quality, how the Mass Market brands present themselves on Social Media plays a massive role in whether they gain more interest from audiences. Inviting more individuals into their pages also ensures more potential consumers and possible sales; however, even when it is not a direct sale, as in a consumer-bought piece of clothing from the brand, a high social media engagement is a means of earning money which can be invested in the overall business growth as well.

While more social media networks have recently come about, one of the beneficial social media platforms is Instagram, with its various engaging features and analytics-providing tools that can come in handy for people utilizing their business perspective. Archetypes provide a path for brands to follow and make it more personalized to their styles. However, it is interesting to grasp whether they truly belong to their targeted archetypes and whether the audiences share the same beliefs.

This research aims to understand whether the archetypes the Mass Market fashion brands picked in advance are accurately communicated throughout their journeys and whether consumers agree with those selected archetypes through survey conduction. More importantly, it is crucial to grasp whether there is a model to follow by newly established fashion companies that would like to enter the mass market and if one archetype would be the best to follow, as well as other content strategies that will be based on the general engagement of these Mass Market brands looking into their content and comparing the survey results.

Not all Mas Market brands aim to have a friendly and accessible view from their consumers' point of view; their position varies. Therefore, six brands have been selected for this research since, because of the placement of the researcher, it was going to be conducted mainly

throughout Armenia. On average, Armenia is mostly a low- and average-income country, and some brands could be considered affordable in European countries; for instance, in Armenia, they are more expensive. Some of the most well-known brands in the local mall have been concentrated on for the study. Those brands are Bershka, New Yorker, Zara, Marks & Spencer, Monsoon, and Pull & Bear.

Price differences and age gap targeting variations have also been considered when selecting the list of brands to get perspectives from different angles when surveys were conducted for the participated sample. Identifying the brand was the biggest question for the findings of this research, and the number of individuals who truly grasped the brand's name was below average. While archetypal branding is closely connected with brand success, additional research is worth unraveling whether archetypes are the sole reason driving consumer engagement.

Literature Review

Since the emergence of social network channels, they have become an integral part of daily lives, and different spheres have benefited from them; an example is marketing. While traditional marketing has had its highs and lows, social media has come into play as an inseparable marketing tool because, with effective marketing and messaging regarding a particular product or service, a company is more likely to experience a broader reach through social media, than any other method of communication for marketing. Of course, social media channels are multiple and continue to emerge. However, for a more effective and focused analysis, the conversation will concentrate on Instagram as an aesthetically pleasing, user-friendly, and inviting platform utilized widely for advertising. Scrolling through Instagram is a daily activity for people of varying ages. Thus, companies must take advantage of how they are being

perceived on social media, what impression their audience has when swiping through a story of theirs, and who they target with their ongoing pattern; what are the preferences of their potential consumer? What are their desires, goals, strategies, and buying attitudes, and for which brands are a given archetype a good identity? To unravel which archetype is compelling, it is crucial to conduct a content analysis of multiple well-known brands in the international market, and that is where a research question should enter the conversation: What is the relationship between archetypal branding and social media, which brand archetype is the most effective in the international market and why? While this appears to be a broad topic, generally picking well-known multiple brands with different brand personalities and archetype combinations and conducting a content analysis based on reliable literature, as well as taking upon a measurement strategy to survey students aged 20-30 who by rough judgment must be utilizing social networks and would have detailed and robust opinions, and compare the results in an interview with a marketing specialist who is literate in this field. The latter will also be an incredible method to unravel whether brands with the most effective archetypal branding successfully conduct the best possible facade on social media platforms. The latter implies that the chief methodology for conducting this research will be public opinion research. According to Liza Urmita, public opinion research revolves around the mix of multiple individuals' perspectives, and techniques for this sort of research are focus groups, surveys, in-depth groups, and others. Different corporations can alternate their approach based on the public views because it is crucial to take the public demands into account, and that is why, specifically in marketing, public opinion research is a handy tool (Liza, 2022).

There is no specific origin of archetypal branding, but the examined articles have proven and discussed that Jung's ideas inspire them. While Jung brought the concepts of archetypes into the

picture in analytical psychology, the relativeness, and conceptualization of his ideas about archetypes were further utilized in marketing. That is since, as he stated, archetypes are ubiquitous themes and symbols that are a part of every human being's collective unconscious since they touch upon essential human experiences and can be traced in stories, dreams, and myths in various periods and cultures (Jung & Hull, 1991). In marketing, archetypes are the descriptions of audiences, which is why they aim to hold a relatable standpoint; for instance, one archetype could come into the picture, spreading ideas of bravery and the will to be connected with nature and dangerous settings. That is the explanation of the Explorer archetype, and instances of brands that belong to the Explorer archetype are North Face, Patagonia, and Jeep (Bmccamish, 2023). The connection between archetypes in branding and the Jungian archetypes is straightforward because, in Jung's explanation, the Explorer archetype is, once again, keen to experiencing an adventurous life and discoveries (Yuan, 2023). That sole example represents why Jung's ideas benefited the marketing sphere. For a wider reach and to construct a loyal consumer base, a brand has to be relatable. However, brands selling different products or holding different identities and energies seek various audiences and a faithful consumer base, so adopting an archetype and staying committed to it in the messaging, communication, and overall marketing strategy is crucial. If Jung's archetypes revolve around fundamental human experiences, the connection between archetypes and branding is inevitable. While conducting a content analysis, the relatability and connection with daily life will be a connection with Jung's ideas.

To ensure a link between Jung's archetypes and the archetypes emphasized in archetypal branding, the "Advertising between Archetype and Brand Personality" study concentrates on the connection between Aaker's brand personality and C.G. Jung's archetypes framework, especially

in advertising. While Jung is an ideologist in psychology, Aaker is a branding expert. There has yet to be a connection between these theories, which is why this research attempts to fill that gap in the similarity of these theories. Brand personalities also affect their archetypal branding, and they must be connected. In simple terms, a brand personality is the essence of the brand. At the same time, the archetype is the nature of the brand—the source mentioned above constructs a mixed framework utilizing both theories by Jung and Aaker. TV commercials from Asian hotel chains were analyzed to investigate that framework. Master of Business Administration students watched advertisements and ranked them, taking Jung's archetypes and Aaker's brand personalities into account. Commonalities were witnessed as a result; for example, innovative hotels could choose to be perceived as Outlaws, while Lovers could be the desired position for established chains, focusing on traits such as being charming and welcoming (Bechter et al., 2016)—categories of companies also likely to share a brand personality and archetype mix. For instance, Nike and Adidas belong to the Hero archetype because their consumers seek to become stronger, fitter, and healthier (Davies, 2018). Targeting the same archetype as two major sportswear or any other focused companies can also be a challenge in ensuring an individual voice as a company or a manner that audiences will recognize, turning them into loyal consumers. That is where, despite looking at simple definitions of archetypes, it will also be practical to conduct a content analysis to unravel the pattern of each company that uniquely targets an archetype and how it differs from a competitor.

So, what if a given company adopts more than one archetype? For instance, during Valentine's Day campaigns, the Lover archetype would be the best to embrace with the romantic and warm energy it transfers to the other side of the screen. However, during the spring break season, when young adults tend to attend parties and take upon the responsibility of enjoying their youth, the

Jester would be the most suitable archetype to target with its connection with escape from boredom and seeking to enjoy all moments in life. For over 20 years, marketers have utilized archetypal branding to maintain their brands. While in the past, due to research, it was suggested to only produce one archetype for all companies, there has been opposition to that thought process recently. After conducting thorough research for over 2400 companies, it was concluded that archetypes still have a significant role in marketing. Brands utilize archetypes to connect to their target audience; however, some brands incorporate more than one archetype for more productivity and effectiveness. The "Exploring the changing role of brand archetypes in customer-brand relationships: Why try to be a hero when your brand can be more?" source has significant implications for management and theory and suggests approaches for constructing successful brands utilizing archetypal meaning, and it argues that lots of successful companies utilize more than one archetype for their branding (Merlo et al., 2023). Thus, as mentioned above, Nike targets the Hero archetype, but it occasionally utilizes other archetypes in its branding, such as the Angel, Activist, and Reformer. Targeting multiple archetypes also ensures targeting different audiences, inviting statistically more attention to the brand. While companies like Nike are already well-known and have a broad consumer reach and many loyal customers, keeping the image is essential to continue conquering more success. Also, famous companies with specific archetypes can act as an inspiration and example for beginner companies and startups, considering the different aspects of their marketing strategy.

Being an international brand, it is also crucial to consider the multiple cultural understandings and preferences since a particular behavior might be perceived differently across different countries. The "The meaning of a brand? An archetypal approach" source investigates brand personality perceptions across varying cultures. Customers in Brazil, Portugal, Peru, and

Columbia were surveyed in this study with questions regarding brands and their archetypes. The results showed that consumers from different sides associated similar phrases and terms with brands, explicitly concentrating on word choices. That should be a hint for international brands to put more thought and energy into constructing a uniform brand personality across multiple cultures, and marketers must dig deeper into unraveling consumer behavior in mixed markets for the development of a more consistent brand personality (Xara-Brasil et al., 2018c). Examples like such, where smaller countries were considered, are also significant to look at since a sample for the survey that will be conducted for the capstone will mainly concentrate on Armenia. The comparison with the answers received by the results of interviewing a marketing specialist will showcase how effective each archetype is in its messaging and whether public opinion agrees with it.

Public opinion is also significant in understanding the way customers perceive companies as having brand personalities, and that is where the source "Conceptualising brand personality: A review and research propositions" review examines how. Consumers utilize brands to showcase specific emotions associated with brands and express themselves. While it is widely discussed how brands influence customers, this research focuses on how consumers impact brands' personalities. When brands acquire loyal consumers, they inspire how a brand's personality is viewed. In a few words, this source looks at how individuals view themselves in association with brands. However, it demonstrates the relationship between consumer and brand association and its cultural impact (Phau & Lau, 2000). Demographics is also a valuable source of discussion since it touches upon the distinguishing traits of a given population (Fleetwood, 2023). During specific seasons or trends that are widespread on social media, a company, of course, widely considers the content that its audience would prefer to consume, and that is why, during

Halloween, for example, when most young adults are considering their outfits and whom to mimic for a holiday, a clothing company would put out a post with a presumable outfit that would be inspired by its audience, rather than the other way round, because side factors are also crucial to consider when developing content, while, of course, staying true to the initially distinguished brand image, if, of course, rebranding is not a conversation topic.

There is a relationship between brand archetypes and brand personalities; they can be similar or the same or balance one another. It is significant for marketing specialists to draw a line in understanding brand personalities because, similar to human beings, brands also have personalities, stories, values, and outstanding traits that shape their interactions and behavior toward consumers. A deeper understanding of brand personalities helps marketing specialists connect with their audience on an emotional level. The latter is a crucial aspect in constructing a loyal consumer base. Some sentiments come from brands and how audiences perceive them; for instance, Jeep is associated with ruggedness, and Chanel spreads the energy of sophistication. These associations ensure comfort and familiarity with companies by customers (Brito, 2023). The intricacy and luxury of Chanel attract individuals who would prefer to invest in higher-priced items that also feel sophisticated, and the toughness of Jeep would draw in more bold and brave people in terms of emotions as well as physical appearance.

The two books by Perch Darbinyan, "16 Personalities" and "8 Steps," speak about the significance of constructing a brand personality as well as a brand archetype, but what is more important is that these are creative workbooks, so they help the reader put their information more into practice. While reading about a specific topic aids in consuming information, practicing that information somehow helps one remember the data more efficiently. Also, these creative workbooks can aid in conducting content analysis because they touch upon specific topics that

can be discussed while performing a content investigation. These books thoroughly examine company stores, packaging, logo, mood, slogan, messaging, etc. In "8 Steps," the book brings about the eight steps needed to construct a successful brand archetype with examples from successful companies in the international market. Aside from the examples in this book, a more contemporary analysis of current social media posts will be conducted. It must be stressed that brand archetypes are crucial in branding because they represent how a brand feels, looks, and its general philosophy, such as its characteristics, appearance, colors, logos, etc. With the guidance of archetypes, brands reach success (Darbinyan, 2019). The "16 Personalities" creative workbook aids one in unraveling their primary consumers with the help of a brief quiz. The reader can unravel their existing consumer profile or discover one that fits their brand the best; rebranding their brand according to customer characteristics is also an option, suggesting new business solutions. The Garrison group namings are where the character names are inspired (Darbinyan et al., 2020). That quiz can come into practice when surveying, so do not copy questions with answers and take inspiration from the questions that need to be addressed.

Thus, after completing the eight steps in constructing a successful brand and choosing a brand personality and archetype, advertising the company enters the picture. According to Dany Nicklin (2013), social media is a crucial brand promotion tool because it can be utilized to speak to consumers just as conventional marketing did. However, it also allows a platform for consumers to communicate with one another on a large scale. The research by Nicklin fills in the gap in the conversation regarding the connection of brand archetypes with social media and the significance of both for constructing a robust, loyal consumer base (*Archetype Casting*, 2013). Nicklin's article is integral to the research question because he emphasizes the push of the

connection between social media and archetypal branding. However, more research will be conducted on the most effective archetypes on social media.

In the continuously evolving scope of marketing, there is a connection between brand archetypes, social media, and brand personality, and it acts as a powerful tool to create a connection between the brand and its audience. As a comparably new platform for expression, social media is a potent tool for brands to stay in touch with their customers since social networks are a fundamental aspect of daily life. Taking inspiration from Gustav Jung and reflecting on the framework of Aaker's brand archetypes and personality are tools for stimulating emotional reactions and establishing trust and loyalty between brands and their consumers. Nevertheless, which brand personality and archetype combinations are the most effective for reaching more success for the fashion industry through social media? Aaker's ideas enable brands to employ different archetypes simultaneously, motivating cohesive and miscellaneous identities. A crucial aspect in making this come true in the international market is to get familiar with different cultural understandings and incorporate snippets of most of them in branding strategies to be relatable worldwide. As time passes, this hybrid approach, concentrating on psychology and being represented in social media, will continue constructing the future of productive branding, bridging the interlude between customer behavior and brand individuality in a progressively digital world.

Research Question

How well do customer perceptions of the brand align with the intended brand personality? Is there a specific archetype that is the most effective in the international market of the fashion industry, and why? Is there a specific model of archetypal branding that the fashion industry can

follow for maximal engagement on social media? Are there multiple? Are mass market and social media engagement directly connected with archetypal branding? Is additional research and a larger sample needed to find out?

Methodology

This research focused on the fashion industry because it is a fascinating sphere with continuously emerging companies, brands, and startups that either take over the field or need better representation, specifically on social media. As one of the main communication methods, as mentioned earlier, social networks act as a powerful marketing tool, and how a brand is perceived on those channels has been crucial since the start of the brand. What can fashion industry representatives do in terms of archetypal branding for a better representation of social media?

Aside from gathering helpful information from the bibliography, more research was conducted to obtain fresh data. There were two research methods for this capstone paper to unravel the most effective and accurate results regarding the research question: a content analysis, and a survey.

The content analysis was the initial research method to understand how specific Instagram posts of given fashion companies can be explained and based on which factors of specific posts a particular archetype can be grasped. Moreover, as a research tool, content analysis within the scope of qualitative data was utilized to distinguish the existence of specific words, concepts, and themes. Content analysis can guide diagnosing and quantifying the connections, existence, and meanings of given words, concepts, and themes (*Content Analysis*, 2023). For instance, if the Lover archetype is believed to spread ideas of intimacy, romance, and spiritual love, then

suitable content for a company like Victoria's Secret, for example, could be the showcasing of the color pink in their branding, the meaning behind the products that they sell, and the models with the help of whom they showcase their brand.

The content analysis looked at one fashion brand for each archetype and distinguished whether a company utilizes only one archetype or a mix between a few. With the sentiment of the company, the content analysis also unraveled the brand personality of the latter. Based on the likes and comments of the posts made by the companies and the following of their Instagram pages, the content analysis acted as one method of measuring the effectiveness of the brand personality and the brand archetype assortment showcased on social media. With the analyzed brand personality and archetype, engagement on social media was also looked at, such as the number of likes and positive comments a fashion company got.

Since running a content analysis was not enough research to avoid subjectiveness in a run to gain more objectiveness based on the topic, conducting two surveys were another research method to gain more of the public perception. The participants were not informed in advance of what archetype certain brands have. However, they gave their opinions on chosen Instagram posts without mentioning the brand's name to answer the questions, leaving behind their connections with the companies to be included in the survey. Based on the participants' explanation regarding the content they were presented with, the data was matched with the respective archetype and brand personality based on the description. This also enhanced the possibility of gathering multiple archetypes or brand personalities for each fashion company.

While it was possible for people to somehow find the posts included in the survey, based on the busy schedules of most individuals who could partake in the survey, it was less possible for them

to search for the content on Instagram. The survey included more multiple-choice and open-ended questions that acted outside the required fields to draw more people into partaking in the survey. The survey also included questions asking participants to rate the presented content.

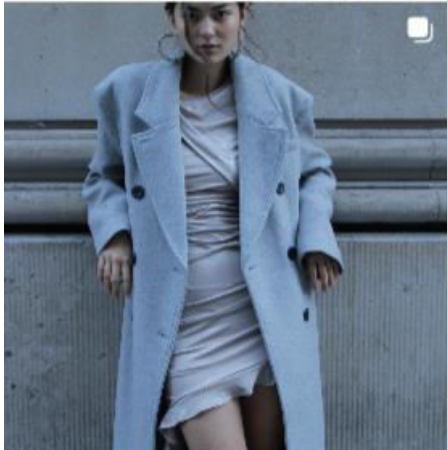
The survey was spread through groups of university students and through social media, companies, and word-of-mouth to reach at least 100 individuals to participate. However, most of the participants were mostly from Armenia due to the power of one Armenian student to gather participants. Regardless of the nationality of the population, the critical component was for them to be willing to express their ideas honestly and not hold back. Moreover, an individual who opens a survey and answers questions already shows willingness. Most efforts were put to avoid bias while informing the participants that they were assessing international brands and not providing them with company names to avoid developing personal connections.

A follow-up survey was also conducted with the same questions as in the initial survey. However, this time around, instead of being presented with a list of pictures from the brand's Instagram, people were only presented with the brand name.

With these three approaches to conducting this research, there will either be a connection or not, and based on that, the measure of the effectiveness of archetypal branding in combination with brand personality showcased on social media for the fashion industry will be judged, and with statistical data in comparison to content analysis and a conversation with a marketing specialist will answer the research questions.

Findings

Bershka's Instagram page sends off the energy of free-spirited, individualistic, and on-the-go models. Multiple times during the scrolling, there are women with cameras on their hands capturing the moment, which signifies the importance of being on the go because when one tries to see the World around them, they take multiple steps at the same time to discover something interesting, beautiful, and essential. The setting of this brand showcased on Instagram varies greatly since about 60% of it is captured in urban areas, in front of a lovely building, in the middle of the street, near a graffiti wall, or a famous sight.



In the screenshot included in the survey, four photos are in an urban setting, three are in front of a backdrop, and two are in front of a spontaneous background, allowing more room for the outfits to shine through and gain more attention. Fewer pictures are in front of a green screen with the backdrop either in neutral coloring or more sophisticated designs.

The models look as though they are young adults in their early twenties. There is diversity with models, such as collaborating with men and women with different hairstyles, skin colors, manner of showcasing, etc. However, no diversity is pinpointed in terms of varying body types because most people demonstrated in the pictures on the Instagram page of Bershka are the typical models that have been around for decades with the "perfect" body: flat stomach, straight back,

etc. Rarely in the feed are demonstrated models with smiley facial expressions. In most photos, they have severe facial expressions. If looking at the camera, the deep slant overall creates a firm impression regarding the brand, implying that Bershka takes its creations seriously and wishes for its consumers to spread the same feelings throughout.

The models have that "model" physique in the screenshot as well, but they are not only wearing pieces that emphasize their bodies but photos are also seen with oversized pieces, such as coats. The facial expressions these models hold have that profound sense to their smiles; in some photos, they are not smiling. These photos also highlight that pieces from Bershka can be worn on various occasions.

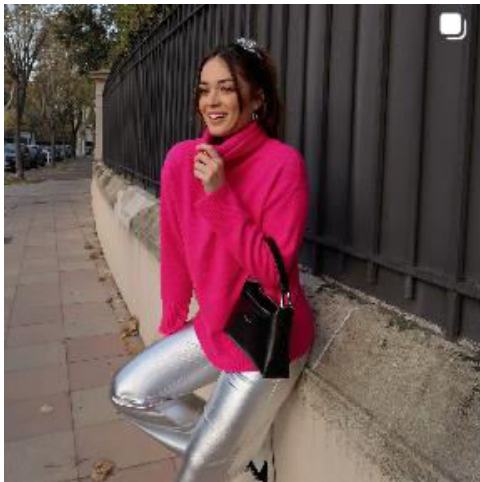
The brand has 10.9 million followers on Instagram, with a regular uploading schedule showcasing one daily post. This creates consistency in keeping the audience up-to-date on the freshly made and available pieces they can shop for in their nearest store or online.

The posts' captions are generally few-word, one-sentence captions, quickly locking the audience into the conversation. With the hashtags in the captions below and mentioning/tagging the models that have contributed to the posts, the brand is spreading awareness among its collaborators and leading a mutually beneficial strategy.

The brand brings in the models to provide them with a platform for new potential followers, and the models speak of the brand on their pages, drawing more consumers into the social media of the brand, providing opportunities for growth and more engagement, and not limited to the Instagram platform only.

When looking at the New Yorker's Instagram page, the spirit of street fashion and urban pieces gets spread to the other side of the screen with outfits that look inclusive, entertaining, promising, belonging, and fun-loving.

When scrolling through the Instagram page of New Yorker, one gets faced with lots of pictures of men and women, mostly revolving around the same ratio, meaning that six photos at the top could be posts of women, and then five or six could be of men. There are also multiple posts with a man and a woman, both incorporated in some instances. The page introduces a combination of the brand's pieces in its stores, such as streetwear, bathing suits, lingerie, and workout gear.



One aspect that is incredibly evident when looking at the main screen rather than scrolling post to post is that the brand has a different aura for different seasons; when it is the New Year's and Christmas season, for instance, there are lots of sparkly outfits of women. During the Summer weather, there are showcasing of bikinis, breezy and flowy dresses for taking adorable pictures when on vacation, etc.

The New Yorker Instagram page provides a blended point of being positioned for people out and about. However, it also takes advantage of marketing tactics during seasons when it can sell itself better; just as mentioned above, during the end of May or beginning-of-Summer when young adults are prone to traveling, the brand makes use of that opportunity to put content out there of posing in front of a sight, or at the beach, to motivate its consumers to purchase a new outfit that they can wear on their upcoming holiday.

The backgrounds of the photos differ. As mentioned already, some are in front of sights, some are in urban settings, some are in clubs and restaurants, etc., and this is where the potential inclusivity of the brand enters the picture.

The backgrounds included in the screenshot chosen for the survey again differ, with a few of the photographs being in an urban setting, a few inside a room, a club, and in nature, catering to the demand of that time.

The board showcases nine pictures of young women, three smiling and the rest offering severe facial expressions. These posts have been posted in the Christmas and post-Christmas season, highlighting sparkly outfits in the pictures below and more catered to the cold weather looks for early January.

The New Yorker Instagram page models are probably men and women in their 20s. The brand collaborates with people of different races. However, this Instagram page does not showcase inclusivity since one can keep scrolling. Still, it would only be faced with the perfect model body that looks incredibly skinny once again. The models' facial expressions are a mix and match; some have stereotypical model facial expressions, and at some point, there are posts with the

models smiling. For instance, the latter is evident in the winter posts in the snow, where a happy persona is more suitable for the messaging.

Similar to Bershka, the captions of the New Yorker posts are simple, few-word captions. On some posts, the captions only mention the clothing piece and provide some details. In other instances, for example, it is said, "[Ready](#), set, go for it," and the information regarding the clothes is included underneath those words. The New Yorker's Instagram page has about 1.1 Million followers, with a regular posting schedule of 2-3 daily posts.

The Instagram page of Zara is one that one would associate closely with the store of the brand or even the website. It is amongst the most sophisticated mass-market fashion brands, offering creativity and innovativeness while suggesting modern, transformative, contemporary, and timeless clothing.

The backgrounds of the posts vary since some are fashion shows, some are in urban settings, or a simple green screen; in any backdrop, Zara always manages to showcase its items in a sophisticated manner, and even when there is a simple background or an amusing pose, the clothing pieces always grasp a tremendous amount of attention.



The screenshot chosen for Zara is a mix of energies. However, it was selected on purpose since only the photo on the left of the second row makes the brand evident. The models on the Zara Instagram page are primarily women, and then, once in a while, men are also present in the brand feed. Children are even present sometimes since Zara also offers kids' clothing. The models in the Zara feed could vary in hair color, race, or culture. However, one aspect they are all connected is that they are skinny, even more so than the models on the Bershka and New Yorker Instagram pages.

Zara is known for its exciting and creative posing, and sometimes, consumers even make fun of it; however, that always makes Zara stand out from the crowd since it has become a part of the brand's identity. The mix of styles is also prominent in the chosen screenshot, with the bottom three being outside looks, the two above on the right being fancier, and the rest more timeless and chic.

A model rarely smiles when scrolling down through the Zara page. They mostly hold a profound or sexy facial expression. Severe facial expressions are witnessed with one-color backdrops in the first six photos and nature in the last three in the screenshot. On the other hand, smiles are

more prominent in the children's pictures, but even in those photos, a severe facial expression takes up the majority.

Zara's Instagram following is also significantly higher than the brands listed above. It has 61.4 Million Instagram followers, which could compete with more luxury brands; for instance, the Official Chanel page has 59.8 Million followers, Louis Vuitton has 55.2 Million, Gucci has 52.3 Million, etc.

Zara's posting schedule could be more varied than that of the other brands being analyzed. The brand posts about 2-3 posts every 2-3 days, whereas the other brands post at least once daily.

The captions can sometimes be repeated when posting on the same day. An example is the "Get in the mood for [spring](#)" caption. Most of the captions are to the point, simple, and short; however, longer paragraphs are sometimes present where a deeper story needs to be told.

The Instagram page of Marks & Spencer is another incredibly astounding one since it would be safe to state that this brand stands out from any other mass-market brand with its social media strategy. The adjective inclusivity is the initial one I take on when looking at this brand's page because it invites more individuals, ranging from sizes, races, and genders, into the picture.

Maturity, elegance, and classiness are all utilized to showcase the brand's perception, along with self-care, compassion, and family orientation.



Some of the models showcased in the feed are well-known, influential individuals. However, others are common-looking human beings that audiences would relate to because, unlike all the abovementioned brands, Marks & Spencer features different body types and age groups.

This brand, however, does not solely show people modeling for its items; it also offers different settings and friendly environments with kids, family members, friends, etc. The photos' settings differ considerably because some are outside, at home, stores, or more fancy backdrops.

The picture selected for Marks & Spencer signifies the abovementioned description since the first photo describes the importance of family, the one on the right in the first row, and the bottom two on the second row are in a home setting, creating an inviting aura and the last on at the very bottom is a celebration picture, touching upon inclusivity as in offering a staple piece for all events.

Another stand-out aspect of the Marks & Spencer Instagram page is the feature of food items, where equal effort is put into making the food look appetizing, the background inviting, and the aesthetic fitting and blending with the rest of the brand's feed. The food photos are associated

with the [Marks & Spencer](#) Foodhall; thus, as a part of its strategy, the brand also offers food to its consumers for better self-care habits and routines.

The endurance of the Marks & Spencer Instagram page is incredibly inviting and bright. Individual features are often witnessed smiling, and their severe power is not as prominent on this brand's page. Children are also featured throughout, signifying that there is another element encouraging loving, friendly, and compassionate liveliness.

The number of followers on the Marks & Spencer Instagram page is much less than Bershka and Zara; however, it is close to New Yorker. The latter has 1.1 million followers, while Marks & Spencer has 2 million. This suggests that a less sexy, sophisticated, and severe Instagram page will have less consumer demand.

The brand has a regular posting schedule of approximately three posts a day. In comparison to the other brands, much effort is spent writing down the captions of the Marks & Spencer brand. The caption often includes a paragraph or two, providing an in-depth explanation of the photo being showcased. That is usually the condition regarding the food posts; shorter captions are also present on posts regarding outfits.

The Monsoon Instagram page provides an atmosphere of fanciness and classiness. It does not necessarily only offer fancy items that would be worn at a reception dinner, for instance. Still, the remainder of the outfits that the brand suggests also revolve around classiness, and there are outfits that women of all ages would put on when they are going to brunch.

The screenshot chosen for Monsoon represents the mentioned point that signifies Monsoon. The first six pictures are fancier outfits typically worn during an event, while the bottom three are more laid-back but still hold the classy effect.



That explanation would appear in one's mind now as one faces the Monsoon Instagram page from the beginning. This brand highlights inclusivity, specifically in terms of age and body positivity. The models are witnessed smiling proportionately, incredibly often while scrolling down the feed of the brand's Instagram page. The "model" facial expression is shown chiefly with younger models, but most smile as older women appear in the posts.

More mature women showcase the bottom three posts in the screenshot, while younger adults model the top. The photo also has family-friendly energy since two posts incorporate children into the messaging.

The posing in the photos is again straightforwardly distinguished, with the young models being showcased in more risky settings, while older women are more inviting and family-friendly. The backgrounds of the posts are primarily green screen, changing colors here and there. However, the colors that are most present are black and white. Once in a while, the photo's settings vary

from a room, a staircase, a club where a birthday celebration occurs, or more artistic backdrops, like a wall full of art or a piano. Another setting is nature, inviting the aura of calmness into the picture.

Monsoon's Instagram page has achieved the least attention compared to all the other brands discussed, with only 327k followers. That implies that the brand has yet to gain half a million followers, and if put on a scale, it would not be a proper competitor with the other brands that have been touched upon. Even though the brand has a distinguished sense of style that it follows for its Instagram page, its lack of provocativeness could contribute to its low number of followers.

The posting schedule of Monsoon is one or two posts per day to invite engagement. The captions of the brand are one-sentence brief captions that are catchy; for instance, "Severely stylish and deeply versatile: meet the [Lorena](#)." is a fantastic manner of hooking an audience to introduce it to one of the signature dresses being offered at that moment by the brand. Moreover, Monsoon is utilizing captions for its posts to gain more visibility from potential consumers.

The last brand going to be discussed is Pull & Bear. The adjective casual is what best describes the brand's Instagram. However, it is also inclusive, fun-loving, and entertaining and aims for individuals to feel like they belong somewhere when wearing a Pull & Fit outfit head to toe.

This Instagram page has a straightforward energy because lighter colors are more prominent, showcasing invitingness and brightness while scrolling. Most pictures are in front of a green screen edited in varying shades; some other posts are of photos taken in urban settings, and others are in front of sights, glamorous rooms, etc.



Pull & Bear is another brand that avoids body positivity and differing ages in their feed since they have mostly collaborated with models that are fit in their body, men and women equally, since the brand emphasizes equal attention to men's and women's clothing pieces. Like New Yorker, Bershka, and Zara, most of the pictures of the models taken are shown with the "model" facial expression; however, rarely is a smiling face demonstrated during the feed. Most of these models indicate people in their late teens or young adults in their early twenties.

The posing of these models is also semi-provocative in drawing attention from its target audience. However, the latter is also incredibly balanced so as not to create the wrong impression regarding the brand from its audience. The screenshot chosen for Pull & Bear emphasizes the points mentioned above to a vast degree. There is an equal proportion between men and women depicted in 9 photos. The first three photos are in black and white, a simple color illustration of the brand.

The rest of the posts are in urban settings, with the one on the right of the second row being in front of a wall of a building outside and the same scenario with the one on the left of the third row. The picture on the left of the second row is in a cafe, the second one in the third row is in

the subway, and the one on the right is in front of another blank wall, which could either be outside or in front of a room of a building, which implies the energy of showcasing the brand in multiple settings suitable for young adults.

Interestingly, the number of followers on the Pull & Bear Instagram page is not that competitive since it has up to 7.8 Million followers; the latter indicates that it is near Bershka, and also, when walking through a mall, these two brands invite similar energies and are in the higher competition with one another, since when making a purchase, one would visit the first, and then the second.

Pull & Bear makes 1-2 posts daily on its Instagram page with simple few-word captions, with similar posts having repeated captions. For instance, the caption "CHASING [SPRING](#). THE SS24 PRE-COLLECTION" is indicated on several posts announcing and drawing attention to the brand's upcoming collection. The regular posting schedule contributes to the typical engagement of the brand's audience.

There are numerous hidden messages behind the content that was just analyzed above.

Understandably, each of these brands follows a specific pattern. Some even have similarities in the number of followers, posting style, rituals for posing, backgrounds, seasonal honoring, choice of modeling, inclusivity or targeting of young audiences, etc. For instance, practices were noticed between New Yorkers and Pull & Bear, with them being showcased in urban settings by primarily young adults to sell chic pieces.

The above paragraph mentions that there is a routine that these brands follow to showcase themselves in general; however, in this specific instance, it is on social media. That exercise is

referred to as archetypal branding, when a given brand takes upon an archetype or two and, with its showcasing techniques, continuously represents the archetype it belongs to.

In more detail, according to GarrisonGroup (2014), brand archetypes are fundamental characters that can be witnessed in films, myths, fairy tales, and other instances. They characterize the elemental human being factors, such as motivation, condition, sense of meaning, etc.; they are much more profound than demographics and sophisticated (Garrison Group, 2014).

The same source above points out that the characters utilized in archetypal branding are rudimentary but capable of getting an emotion out of an audience because an aspect of developing a brand is incredibly similar to creating a movie character, for instance, that an audience is meant to resonate, and empathize with. Those movies would create a universe in which watches would wish to participate, and so would brands in the ideal World; they become characters that viewers want to connect with (Garrison Group, 2014).

One would generally believe that intangible traits would not have a method of getting incorporated into brands; however, aspirations, values, and emotions are all characteristics that every brand must integrate into its brand identity to ensure a successful journey and acquire a loyal consumer base. Companies need to have a precise picture of the part that they have in the lives of the audiences they aim to target.

Merging all of the abovementioned on social media, Instagram in particular, while taking the overall aura of the page into consideration, the backdrop, the models that are chosen for advertising the page, their way of posing, energy, body type, age, and the style of captions that successful Instagram pages of brands have resulted in more following, and success when thinking of the most suitable archetype for the items that they are creating, advertising, and

selling. More likes and following ensure more social media engagement for these brands, implying that certain archetypes bring more success to mass-market fashion brands. That is certainly the case since, having to choose from 12 brand archetypes, only five are present in the examined brands. Those archetypes are the Explorer, Jester, Magixiaan, Caregiver, and Creator. For all of these brands, numerous archetypes could resonate with them; however, for a more specific approach and a more efficient research process, since surveys were the dynamic methodology in this paper, solely one archetype was chosen for the mass-market brands being analyzed; the ones that were the closest to them, judging by a content analysis of their Instagram pages, and more particularly, the screenshots that were picked for the surveys.

Before pointing out which brand belongs to which archetype, it will be helpful to run over an analysis of the general breakdown of the mentioned archetypes, involving their desires, aims, strategies, messaging levels, and for which kind of brands these archetypes might be qualified, and what are some of the other well-known companies that belong to those archetypes, as a comparison tool.

The initial archetype that is going to be discussed is the Explorer. The Garrison Group states (2024) that the leading desire of the Explorer archetype is being blessed with the freedom to unravel their identity with the help of investigating, studying, and exploring the World, hence the archetype's name. It aims to find means to lead a more authentic, fruitful, and consummate life. On the other hand, the strategy is all the roads that lead to a journey that allows for undergoing fresh experiences and running away from the cage of being in lethargy, boredom, or the feeling of being trapped (Garrison Group, 2014).

The same source (2014) points out that the call of the Explorer is separation, discontent, restlessness, longing, and lethargy. The first level of the archetype is being faced with the option to get out into nature, step on the journey, and experience the environment around them. The second level is the pursuit of their uniqueness and individuality, as the latter makes them more satisfied with their lives. Moreover, the third level is articulating originality and identity (Garrison Group, 2014).

The Explorer archetype is appropriate for brands with an unorthodox or pioneering item or service that contributes to individuals feeling accessible and communicating their individuality. The archetype is a part of brands that are reasonably utilized on the road or in nature because of their sturdy and authoritarian nature since they can be helpful in hazardous conditions and environments. Explorers are for brands that can be bought from the Internet, a magazine, or some alternative platform other than a physical store and are incredibly convenient to buy "on the go." Moreover, if a brand has an "Explorer" culture, which can be perceived in many ways, then the archetype is undoubtedly the one to stick to when establishing a brand (Garrison Group, 2014).

Amongst the most well-known brands of the [Explorer](#) archetype are the North Face, Timberland, Jeep, REI, and Patagonia. The mentioned brands utilize the power of colors in their brand design and style, and the significant amount of communication they adopt is related to adventure and travel (McCamish, 2023).

Concentrating on the brands that are being analyzed, Bershka's content revolves around the idea of freedom. That can be taken away by the manner of posing the models, the settings they are in front of, and the confidence to model in urban settings. Individuality is also maintained on the page. While the pieces that are being advertised are mainly trendy, there is a different way of

styling in every photo, and no two pictures represent one another, highlighting the significance of honoring unique styles for each model.

This brand's Instagram culture resonates with the Explorer culture to a considerable extent since all of them are wondering about learning something new. The bottom two pictures are the ideal presentations of that, since on the left one, the model is on the go, out to explore the city, even if the outing is solely for a night out or a friend's hang out, locating a new bar is also considered to be an exploration. The abovementioned points lead to no other inference than the idea that Bershka has chosen to pick the Explorer archetype for its branding with its unconventionalism, boldness, and versatility.

The next archetype that two mass market brands belong to is the Jester. The main desire of it is to ensure that they experience every moment with total delight and are present. The goal is to give in anything of their capabilities to make the World a better place and to experience a fantastic time. The strategy is to be sarcastic and humorous and make jokes (Garrison Group, 2014).

The call of the Jester is boredom and indifference. The first level is enjoyment and perceiving life as a contest. The second level is the ability to trick people around them, escape troubling conditions, and search for workarounds for change and barriers. The third level is taking one step at a time and ensuring presence at the moment (Garrison Group, 2014).

The Jester is a favorable archetype to select for brands whose utilization assists in creating an aura for individuals to feel like they belong and that its operation's goal is to ensure that consumers have an excellent time, confirming the laidback and jolly managerial culture of the

brand. The pricing of these companies is low to average. These brands aim to stand out from other brands known for their audaciousness and self-importance (Garrison Group, 2014).

A few brand instances of the [Jester](#) archetype are Doritos, Ben & Jerry's, M&Ms, Geico, Mailchimp, and Skittles. The mentioned utilize the sense of comedy and spirit to assemble outstanding campaigns that quickly grab the audience's attention, strengthening their brand identity. An aspect of the strategy of these brands is to guarantee that they plead to a more youthful audience and distinguish themselves from conventional and more severe companies (Moign, 2024).

The following brand is New Yorker. Right off the bat, there is a fun-loving aspect to the pattern witnessed by New Yorkers. Since it is from the winter season, the brand picked that aesthetic for Christmas and New Year's time to show off its sparkly outfits for which its young audience could be on the hunt.

With these pieces on and with boosted confidence, there would be nothing left for young adults to take upon, then take the road of a night out and experience a great time. Even dressing up in a glittery outfit is enough for a mood to be boosted and for the time of the life to be undergone.

With the showcasing of the models on the Instagram account New Yorker, it is also evident that the models are the center of attention whenever they enter the setting they are meant to. With their presence, they lighten up the environment around them. These attributes lead to the conception that the archetype that New Yorker has chosen to target is the Jester with its playfulness, light-heartedness, and enjoyment.

The following brand that is more suitable to discuss right after New Yorker is Pull & Bear. With their pricing differences, they would have wholly opposite and differing messaging and communication strategies. However, the latter is only partially accurate.

Pull & Bear's Instagram also emphasizes the notion of expressing one's individuality through one choice of clothing, whether it be more out there, covered up, or an oversized piece; there is something remarkable when looking at every photo, yet there is a sense of style that connects these posts.

The people in the posts are also honored because everybody is on their way to having the time of their lives or enjoying their coffee independently; they want to light up the surrounding environment.

Whether in the street, in front of a black wall, or on a coffee break, Pull & Bear benefits from its messaging strategy to have determined the Jester archetype for its branding with its spirited, dynamic, and authentic looks.

The following archetype that is amongst the discussion is the Magician. The desire for it is the familiarity with crucial logic and laws regarding the universe's operation and the World. The goal is to turn dreams into reality. The strategy is to invent a vision and experience it (Garrison Group, 2014). The call of the Magician is the intuitive and coincidental experiences and prognostications. The first level is the magical instants and shift experiences. The second level is the optimal experience and being in the zone. The third level is believing in blessings and transferring from an idea to manifestation (Garrison Group, 2014).

The Magician archetype could be relevant for a brand if its item or service has a transformative nature, and its unspoken rule and commitment is to transform its consumers, which aids in developing and growing consciousness. It is for brands that demand New Age audiences and creative enthusiasts due to its transcendent, psychological element and relevance. The Magician archetype is for user-friendly brands with above-average pricing (Garrison Group, 2014).

Amongst other well-known brands that belong to the [Magician](#) archetype are Mary Kay, Snickers, Polaroid, Disney, Dyson, Sony, RedBull, IBM, and MasterCard. These brands are visionaries with their stimulus, compelling figure, innovator, and spiritual viewpoint (Dvornechuck, 2023).

Zara is the following brand to be analyzed to gain deeper insights into unraveling the archetype that it belongs to. As one of the most potent mass-market brands, Zara ensures that it benefits from all its platforms. However, Instagram is explicitly one of the leading platforms because it has an incredibly typical modeling style. The latter can be witnessed throughout the feed. However, the screenshot selected shows only one photo, like the "signature" Zara style.

The photos have a straightforward method of showcasing pieces that are always in style and contemporary. The brand does a fantastic job staying in tune with the times. This study mentions that Zara utilizes more current and similar high-end trends. The models' facial expressions are again showcased to enhance the brand's tone. The photos also hint to the audience, without even knowing which brand this is, that the pieces offered by this shop are higher-priced and not the typical affordable mass market store. The excellent quality of the pieces in the posts is inevitable and can be seen with the unarmed eye.

The third aspect of Zara is that it uses tricks of psychology, such as the energy of showcasing in more severe and high-end manners, so its audience takes it earnestly. The points spoken about above make it evident that the archetype that Zara belongs to is the Magician, with its cutting-edge, visionary, and revolutionary fashion.

The consecutive archetype to be examined is the Caregiver. The desire of it is to guard over people to avoid harm. The goal is to assist others. The strategy is to perform specialties for other individuals (Garrison Group, 2014).

The call of the Caregiver is witnessing a person in need. The first level is to cultivate and manage one's dependents. The second level is counteracting care for loved ones and self-care. The third level is generosity and consideration for the bigger World (Garrison Group, 2014).

The Caregiver is a favorable archetype for a brand that includes its customer service in its competitive advantages and is associated with services in schooling, health care, and other nurturing spheres to assist people in looking after themselves, others surrounding them and staying in touch with one another, and that delivers help to families, and performs things for charity, and non-profit organizations (Garrison Group, 2014).

Other distinguished brands of [the Caregiver](#) archetype are UNICEF, Vicks, TOMS, Campbell's, and Johnson & Johnson. These brands are sympathetic; they are in the loop when their audiences are in need and unravel the most suitable methods to guide them in ensuring they feel valued, secure, and welcomed (McCamish, 2024).

Mark and Spencer are coming up on the list for this archetype. Right off the bat, which archetype this brand belongs to is already very evident. However, the initial point worth mentioning is that

the pictures resemble the Marks & Spencer food hall for a more thorough analysis. The posts with that theme act as nurturing and caring towards the audience so that they can take a better look after themselves.

There is also a family-centered environment that resembles the brand's feed, with posts of a household coming up sooner or later when scrolling. The above point, and this one, also speaks of caring for people in the surroundings. The Caregiver is the archetype Marks & Spencer has chosen to target with a compassionate, inclusive, and bonding essence.

The ultimate archetype in line with the agenda is the Creator. The desire of it is to design a valuable tool or product. The goal is to provide shape to a vision. The strategy is to invent creative mastery and authority (Garrison Group, 2014).

The call of the Creator is imagination, daydreaming, and the spark of motivation. The first level is cleverness and creativity in mimicking patterns. The second level presents a construction of their vision. The third level is developing systems that impact community and culture (Garrison Group, 2014).

The Creator is an auspicious archetype for brands to target if their item or service's role fosters self-expression, encourages invention, supplies the consumer with selections and alternatives, and is creative in its design, as well as a sphere, like public relations, marketing, information technology, and the arts. It is for brands that are discerning themselves from other brands that decide instead of consumers and limit their choices, and when the do-it-yourself feature is more affordable for the consumers, they have the energy and time to grow. In general, the organizational culture of this archetype is Creating and creativeness (Garrison Group, 2014).

The [Creator](#) archetype aims to develop and mold experiences, viewpoints, and the global community. Some notable brands of this archetype are Tesla, Apple, and Rolls-Royce, honored for their persistent calling for consumer-centric creations and innovation (Brito, 2023b).

Last but not least, the brand left to unravel the archetype for is Monsoon. The multiple options for very differing styles are the initial hint of gathering right as looking at the Instagram page, since the brand not only advertises fancy looks that one would wear at a reception, for instance, but also offers button-ups and sweaters that would be suitable for brunch, or going to work.

That also allows for many choices for the audiences, so if they are loyal consumers of this brand, they know that every time they are in need, they can visit Monsoon and find the perfect outfit.

Lastly, the pieces worn by the models all have some unique design, making it evident that much thought is placed into every detail for every piece. Monsoon belongs to the Creator archetype with unique, selective, and visionary pieces.

The abovementioned descriptions of the brand archetypes relate to the mass-market fashion brands analyzed in this project. They all have one similarity: mass-market brands aim to gain as much attention as possible while gaining more and more consumers as they go. However, of course, from the content analysis alone, it is evident that they have their inevitable differences, some of them being more inclusive, some more youthful and trendy, some more timeless, always fitting the preferences of most consumers, and some leaning more towards maturity and concentrating on that audience to the fullest.

Those strategies that the brands take upon when they begin advertising themselves and creating a perception stick to them from initially being created to their further development stages, so that if one brand is famous for being the "crazy" brand, never disappoints, keeps consumers in the loop

and returns with a more creative, entertaining, and engaging campaign every time. Audiences also get excited to wait for what the brand has in store for them to consume next. This results in sharing the content with friends and acquaintances, ensuring the company has a loyal consumer base and potential new customers.

Brand perception strategies rhyme with one another through different platforms, stores, billboards, and social media. However, social media plays the most crucial role in the modern timeline since it is the most likely to be utilized by individuals regularly. When selecting specific archetypes to stick to when advertising themselves at the beginning of establishing a brand, they wish to be perceived in a particular manner because these "personalities" are utilized by them to provide a given impression that they want their audiences to recognize themselves at.

What would be the difference between being aware of a brand and not having any visuals to associate it with, providing a thought about the brand, and being unaware of the brand's name but having a picture at the front to give feedback? A "good" brand would have similar answers in both scenarios. A brand that could have more room for improvement could face some gaps since they could be aimed to be perceived as a "Quality" brand, and respondents could think of them as such when being faced with a few pictures on social media; however, when only reading the name of the brand, and not being faced with visuals to provide feedback on, bias regarding the brand would enter the picture, and "quality" would not be the first adjective to come to mind. However, for instance, "low-class" would be the thought. As an opposition, a brand could position itself as high-en and gather that association from respondents in both scenarios, seeing pictures of the brand and delivering feedback.

Based on the selected archetypes of the investigated mass-market brands, how their consumers could respond to them was mentioned. Bershka is a brand that encourages people to show their individuality by exploring the World surrounding them. New Yorker and Pull & Bear would be brands that ensure their consumers feel that they belong and wish to experience every moment with enjoyment. Zara would be the brand with a transformative culture and experiences the vision it develops. Marks & Spencer is a brand that cares for its consumers and wishes them to stay in touch with their loved ones. Finally, Monoon would be an artistic brand that encourages self-expression. The upcoming sections will discuss the reactions of these brands by sample audiences to unravel how accurate their positionings are.

A survey was conducted amongst 100 individuals to determine whether, when they are not aware of which brand they are looking into, they hold the sort of opinion they carry on these mass market brands. The survey description informs them that the brands are from the fashion industry, so the audience has a limited idea of what they are partaking in. The questions are intended to understand whether the archetypes targeted by the abovementioned brands are performed accurately or if the consumers' perception differs from the archetype on branding for the brands.

The screenshots for these brands were selected carefully and with thorough attention, not including any pictures in the selected nine showing a brand logo or a signature visual that the audience would grasp. In some instances, one of the two pictures was in the "signature" style of the brands. However, the others surrounding them covered the hints as much as possible.

To better view the opinions of different age groups, genders, and residence locations, the first three questions are demographic questions about the survey participants' identified gender, age, and place of living.

76% of the participants were female, and 24% were male, with 76% being aged 18-24, 18% 25-34, 2% 35-44, 3% 45-54, and 1% 55-64. Those results imply that most participants were millennials and Generation Z-ers. 83% of the survey takers lived in Yerevan, 12% resided in the regions, and the remaining 5% outside of Armenia. The results above imply that the main survey participants were women in their 20s-30s living in Yerevan.

For the remainder of the survey, the contributors were presented with screenshots taken from the Instagram pages of the "fashion-industry" brands. They were asked questions such as what were the top five adjectives that came to their minds to select from when they viewed the picture, where they would most likely put on a piece of clothing bought from the brand, what were some of the mentioned sentences that in their opinion resonated with the brand the most, and whether they would wear the brand.

The remaining questions were a rating question on a scale of 1-5, two open-ended questions asking who would be the typical individual to wear the brand, and the question having the highest deciding factor, which brands the audience thought they were answering questions for.

The first brand on the list was Bershka, which targets young adults in their early twenties who are trend followers and enjoy expressing themselves through it. The leading adjectives for it were trendy(58%), youthful(58%), casual(36%), urban(46%), modern(53%), and creative(31%). Fewer votes went towards the remaining options. However, some participants filled in options

such as techno, free, boxy, and minimalistic, and somebody also said that it is undoubtedly Bershka. Thus, a participant could grasp the brand being showcased from that question alone.

Where the brand would most likely be worn, respondents selected friends' outings (74%), night-out(56%), and festivals(33%). The remaining options had lower votes. Of course, the leading options made ideal sense because the outfits would ideally fit the chosen versions.

The partakers associated the brand with people showcasing their individuality(52%), people feeling free(48%), self-expression(38%), and with a brand suitable for out-and-about daily activities(37%). 50% of the audience selected to wear the brand, 46% would not. 3% filled in the option that they would wear it, and 1% would only wear one piece, the coat. The brand got a majority rating of 3 by 41% and four by 29%. Thus, it concluded with an average rating.

The typical person who would wear this brand question got 42 responses. Most answers are TikTokers, young adults and teenagers, trendy people, people who enjoy the street style, people who value self-expression, people who like to stand out, fashion enthusiasts, etc. 9% of the participants guessed that the brand was Bershka, and most of the guesses were Pull & Bear(6%) and Zara(4%). 11% of the people added that they needed clarification.

The next brand on the list is New Yorker, and it would not be inaccurate to state that the brand's Instagram perception outdid people's opinions. The leading adjectives the participants selected were trendy(50%), youthful(35%), casual(37%), fancy(51%), fun-loving(36%), and modern(24%). Adjectives added to the list by the partakers were "Kylie Jenner," boring, and oversized.

The members that took part in the survey would wear the brand to a night out(72%), a friend's outing(47%), and to dinner(42%). 1% added the option that they would not wear it, and another 1% mentioned that they would not wear it anywhere.

The attendees resonated with the brand, with people showing their individuality(48%), self-expression(36%), and everyday activities(27%). The participants added options under this section, mentioning that it looks basic and boring, that the clothing style is not unique, or that it is connected with young adults who enjoy partying.

48% of the participants would wear the brand, while another 48% would not, 2% were unsure, and 2% would only put on specific pieces. The leading rates of New Yorkers were 4 and 3, by 37% and 28%.

The typical people wearing the brand would be people inspired by Kylie Jenner, young girls driven towards a fancy style, feminine, luxurious, and glamorous women, people standing out, dressing up for occasions, influencers, etc. Only 2% of the participants guessed the brand was New Yorker; other leading responses were Zara(3%)m and Bershka(2%). 12% of the partakers needed more clarification.

The following questions on the survey were about Zara. The adjectives associated with it the most were timeless(52%), casual(30%), quality(46%), classy(45%), and sophisticated(33%). The contributors would most likely wear the brand to work(51%), a friend's outing(47%), and to dinner(46%). Nowhere was added as an additional option by one of the respondents.

The audience that filled in the survey believed that the brand resonated with people showcasing their individuality(37%), people feeling that they belong(35%), and being suitable for daily

activities(35%). The respondents filled in additional options that the pieces look dull, and even though the messaging is set to be classy, it is not. Another addition mentioned boldness, and another two were added to show class, confidence, and competence.

This brand came with the most positive votes for whether people would wear it, up to 81%. 16% would not wear it, 2% may, and another 1% would only put on concrete pieces from the picture. The brand got majority ratings of 4 and 5 by 41% and 36% of the voters.

The typical people wearing the brand would be confident, accomplished adults, independent and classy individuals who care for themselves, and people who like comfort, fashion, timelessness, and quality emphasize. Moreover, it is also significant to note that one of the answers mentioned that people are open to spending money on clothing in Armenian conditions.

9% of participants guessed that the brand was Zara. 11% needed clarification. The remaining voters guessed closer to higher-end brands like Massimo Dutti, Loro Piana, Ralph Lauren, and Armani.

Moving forward, the next brand to discuss is Marks & Spencer. Based on the age and gender of the models showcased on the brand's Instagram page, it can be gathered that the latter targets more mature women, and its Instagram page looks very family-oriented and promotes self-care.

The leading five adjectives that mostly resonated for Marks & Spencer were casual(47%), classy(39%), reliable(23%), quality(24%), and fun-loving(23%). The adjectives comfy, preppy, and cozy/family style were added as options by 1% of the voters.

The leading places where people would more likely put on a piece of clothing bought from the mentioned brand were brunch(45%), friends' outings (42%), work(38%), and stay-at-home(31%).

The sentences that mostly resonated with this brand were that it fits everyday activities(45%), encourages people to take care of themselves(42%), and assists them in showcasing their personalities(28%). Respectively, 1% of them added that none of the abovementioned options resonate with the brand, that it feels as though it is more basic, and that it also shows that comfortable clothing can also be beautiful.

The brand would most likely be worn less than worn, which was expected in this scenario since most participants were in their early 20s. 56% of the voters would not wear Marks & Spencer, 39% would wear it, 2% would maybe wear it, for 1%, it was difficult to tell, and another 1% would mostly wear it than not.

The top ratings for the brand were 3 and 4, with 31% and 32%. This is a logical continuation of the answers provided to the questions before since most participants thought of it as a more basic brand, could not wear it, and resonated adjectives like casual and classy, different from the preferred style option for the youth.

According to the voters ' belief, the typical people wearing Marks & Spencer are mostly older women, moms, people who do not follow trends, somebody who likes casual style and prefers comfortable clothing, classy women, women preferring calm outfits, etc.

As to the final question regarding this brand, nine voters were unsure which brand this was, four people guessed that it was Marks & Spencer, and respectively 1, one vote went towards Anthropology, Mngo, Mimo Duti, New Yorker, and Target.

Monsoon comes next, with answers to the first question regarding the top 5 adjectives that primarily are associated with the brand judging by the pictures. Fancy(59%), classy(49%), sophisticated(30%), quality(25%), and modern(21%) were the answers selected by the voters. Other options were added: the brand looks dull, needs higher fashion, and is leaning more toward the primary side.

People would wear a piece of clothing purchased by Monsoon to dinner(51%), reception(40%), night out(36%), festival(30%), and brunch(25%). One option was added that the voter did not know where they would wear it, and another voter added prom as an option. To select from the given options, what mostly resonates with the brand, showcasing individuality(54%), showing self-expression(37%), and helping people take care of themselves(28%) were the leading answers of the participants. The respondents added that it was a brand for ordinary people, proving that classy clothing can also be comfortable, providing the sense that it is more old-fashioned and pricey for people who enjoy speaking about their clothes.

49% of the voters would wear Monsoon, 43% would not, 6% would maybe wear it, 1% would wear it if they were a woman, and another 1% would put on only the fancy pieces provided by the brand. The ultimate ratings for Monsoon were 4, 5 by 31%, and 27% of the voters, which would provide the impression that most of the voters enjoy quality and comfortable pieces of clothing.

The typical person that would wear this brand, according to the voters, would be mature women, "normal" people, people who have gotten ready for parties or ceremonies, people who enjoy quality and classiness, professionals, moms, confident people, women in their late 20s, and early 30s.

Only two of the voters guessed correctly that the brand was Monsoon. Another eight voters needed to find out which brand this was. One respectively guessed that it was Sandro, Max & Co, and ModCloth, emphasizing that Monsoon is not likely the most well-known brand amongst the people that partook in the survey because other brands like Zara and Bershka which are purchased more or less by the locals from the local malls got a higher percentage of guesses.

The final brand in the survey is Pull & Bear, which is close to Bershka in terms of class and preferences by people, and the results of the survey participants needing to be made aware of the brand's identity were exciting to grasp. The leading adjectives that people associated with the brand were youthful(64%), trendy(63%), casual(62%), urban(49%), and modern(38%),.

As to where the participants would choose to wear clothing purchased from the brand in the survey's photo, people selected friends' outings(66%), night-out(48%), morning walks(42%), road trips(38%), brunch(32%).

The participants of the survey believed that the utilization of this brand encourages people to feel free(49%), it is more fitting for out-and-about everyday activities(46%), and it aids people in showing their individuality(34%). One option was filled in by one of the respondents, who said that the brand may seem messy in some aspects.

Pull & Bear got a 66% vote for people who would wear it and 27% for those who would not. 6% of the partakers mentioned that they would wear the brand or only wear certain pieces, and another 1% noted that it was too trendy for their taste. The brand got a rating of 4 from 35% and five from 33% of the participants.

According to the survey takers, the typical people wearing Pull & Bear were young adults choosing comfort, confident, urban individuals in high school or college, expressive and trend-followers, young travelers, the youth, etc.

The final question on this survey, also finalized with Pull & Bear, asked the survey takers about which brand they believed it was, and 7 of the participants guessed correctly. Six voters were unsure which one it was, and respectively, one gave the option to other mass-market brands like Bershka, New Yorker, Urban Outfitters, Forever 21, and Zara.

After conducting the first survey, where pictures were chosen in a manner not to provide hints to the respondents as to which brands they belonged to gather their impressions to grasp an understanding of whether those brands reflect their selected archetypes or not, it would have been curious to gather responses for the same questions. However, this time, they provided information on which brands people were providing answers for and did not include any pictures. The sequence of the selected brands is the same, so the respondents who participated in both surveys will also be informed whether their guesses in the first one were correct.

Overall, 60 individuals participated in the second survey, 53 female and seven male. 78.3% of the sample were 18-24 years old, 16.7% were 25-34, and respectively 1.7% were 35-44, 45-54, and 55-64. Once again, most participants were women in their early twenties, stereotypically, the people who would be the leading followers of the trends. 88.3% of the participants resided in

Yerevan, and 11.7% were in the regions. People who live outside of Armenia were not recorded in this survey.

The first brand that the survey-takers had to express their opinions on was Bershka, and the top adjectives that came to their minds when thinking of that brand were youthful(76.7%), casual(70%), trendy(43.3%), urban(41.7%), and modern(31.7%). The adjectives trendy, youthful, modern, and urban were also the leading selections in the previous survey.

People would most likely wear Bershka at a friend's outing(78.3%), on a morning walk(42%), and at work(38.3%), which are not as harmonious with the responses of the previous survey since instead of morning walk and work; people selected night-out and festival. 80% of the respondents thought of Bershka as a brand more suitable for daily activities, while, in the last survey, majority votes were given to people expressing their individuality.

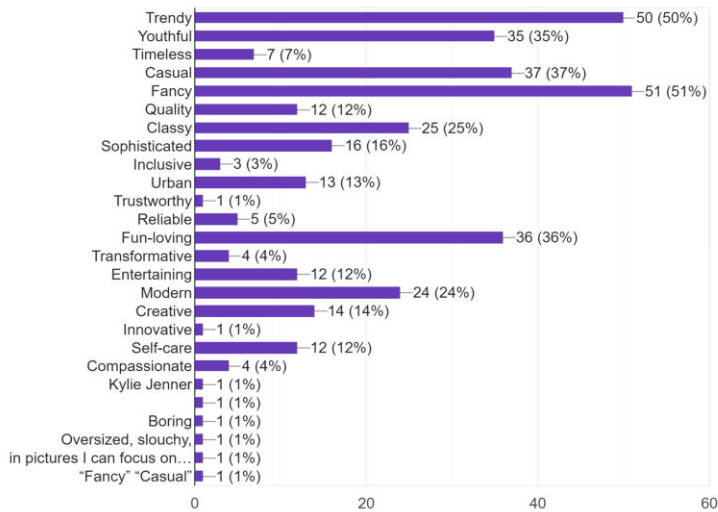
51.7% of people would wear Bershka, 13.3% would not, whereas 31.7% would maybe wear it, and accordingly, 1.7% added options such as they would not wear it due to it being fast fashion and that they would possibly wear it if they found an item that they liked. The "yes" answers are close in numbers in both of the surveys, where, in the first survey, almost 50% of the respondents selected that they would not wear Bershka.

The picture Bershka has created for its audience is mostly in tune with what it provides when people only see a picture of it; it is a trendy store that could be put on a friend's outing, for example. There are discrepancies regarding some of the adjectives and the resonance of the brand; however, for the most part, it accurately represents how it has positioned itself due to its archetype. The leading two rates of the brand were 3 and 4 by 40% and 28.3% of the survey-takers, and the results are very similar to the initial survey.

The second brand is New Yorker, with the adjectives casual(68.3%), youthful(53.3%), urban(36.7%), and trendy(18.3%), and the respondents also added up options like "trash"(3.3%) cheap,"(1.7%) and "one-time wear"(1.7%). These answers are different from the first survey because the leading adjectives in that one were fancy, trendy, casual, youthful, and fun-loving.

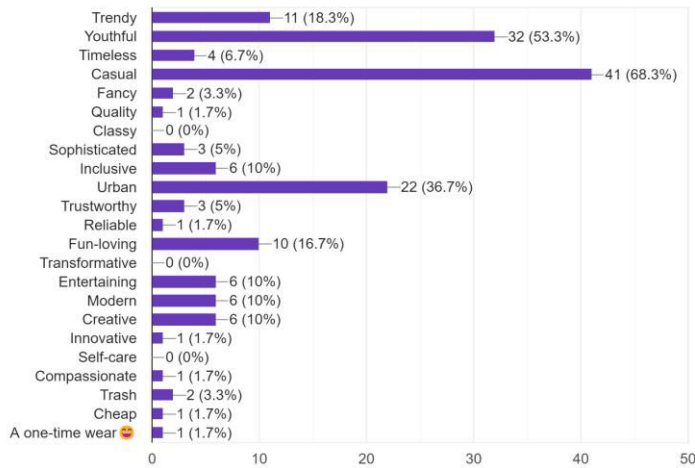
What are some of the adjectives that come to your mind to resonate with this brand? (Pick up to 5)

100 responses



What are some adjectives that come to your mind about New Yorker? (Pick up to 5)

60 responses



People would most likely wear New Yorker for stay-at-home(51.7%), morning walks(48.3%), friends' outings(33.3%), and sports activities(33.3%), which differs incredibly from the initial survey because for that one, night-out, friends' outing, dinner, and festival were chosen, implying that only one answer matches up in both surveys. However, on this survey, other adjectives were also added as options by the people taking the survey, including "outdoor activities like camping," "I would not wear it," "nowhere," "deficient quality, would not wear it." respectively by 1.7% of the survey-takers.

88.3% of the participants mostly resonated with everyday out-and-about activities with New Yorker, and options were also added by them that were low-quality, suitable for staying at home, and that it has cheap quality, while on the initial survey mainly selected that the brand assists people in expressing their individuality.

Only 23.3% of the survey takers would wear New Yorker, 38.3% would not, 33.3% would maybe wear it, and respectively 1.7% added options such as they would never wear it, are not a big fan of it, or would only wear the basic turtleneck, which, once again, is not as balanced with the answers of the initial survey, since the positive, and negative answers in that one were almost half-and-half. The leading rates of New Yorkers were 3, 2 by 40%, and 36.7%, whereas, in the previous survey, the top rates were 3 and 4.

With that analysis, it can be stated that New Yorker is attempting to provide a high-fashion picture with its Instagram page, showcasing fancy looks that could be worn at special events; however, when being presented with the brand's name, people mainly associate it with a low-quality brand that they would wear on-time, or at home.

The next brand is Zara, which is also one that many respondents caught up with. The ultimate adjectives elected for Zara were trendy(83.3%), casual(60%), classy(60%), and modern(58.3%) of the respondents, whereas in the initial survey, timeless, quality, and classy were selected.

There is a slight imbalance on that question, but the upcoming ones are more harmonious.

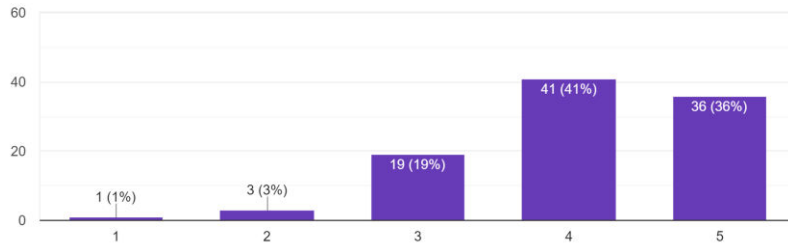
The respondents would most likely put on Zara to work(91.7%), dinner(76.7%), night out(76.7%), professional meetings(66.7%), and friends' outings(65%). In the initial survey, dinner, friends' outing, night-out, and brunch were chosen, creating a close symmetry between the two surveys.

A few leading responses were recorded as to what mostly resonates with Zara, where people reflected that it helps in showcasing individuals(51.7%), is fitting for day-to-day activities(45%), and motivates people to feel that they belong(41.7%), and, also, a respondent added an option that it feels like the lottery. The overall quality is medium because sometimes one might find quality items, and sometimes, not the that-high quality of clothing when hopping at Zara. In the initial survey, the same answers were chosen as the leading ones regarding Zara's resonation.

96.7% of the participants would wear Zara, and 3.3% would maybe wear it, removing "no" from the selected options, and in the previous survey, once again, the great majority of the respondents would wear the brand. The selected ratings of Zra were 4 and 5 by 53.3% and 35% of the survey-takers, and in the initial survey, these ratings were the same, with fluctuating numbers.

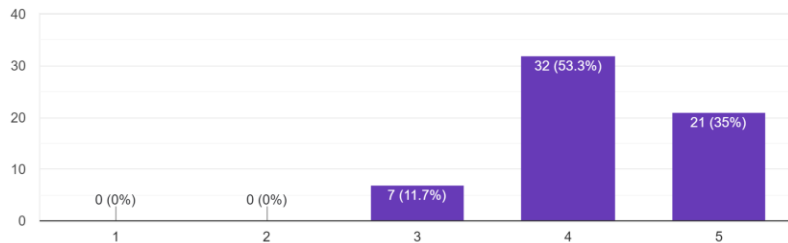
Rate the brand on the scale of 1-5

100 responses



Rate Zara on the scale of 1-5

60 responses



Due to its high reputation, people grasp Zara's style, even when they are not aware of which brand it is. The latter is associated with high quality, timeless, and something inclusive, and can be worn on various occasions. The high ratings that Zaraa got in both surveys speak of it immensely.

The following brand is Marks & Spencer, which is aligned with the answers given in both surveys. The leading adjectives that resonated with Marks & Spencer were classy(48.3%), casual(40%), quality(38.3%), and trendy(26.7%). Accordingly, 1.7% of the votes also went towards the respondents' options: compassionate, old-fashioned, but consistent, old-fashioned, and somebody added: "not familiar." In comparison, casual and classy were the leading answers in the initial survey, making an equilibrium between the two surveys.

People would most likely put on a piece of clothing purchased by Marks & Spencer to work(60%), dinner(43.3%), professional meetings(35%), and brunch(33.3%). In contrast, work, brunch, and stay-at-home homes were the leading answers in the previous survey, creating harmony in both instances. In this survey, options were added by the participants, 1 for each, that their grandmother could wear it on any of the mentioned occasions, that they are not familiar with, and it is not their style, or that they could wear it for outdoor activities.

Most participants resonated with Marks & Spencer with everyday activities(45%), people taking care of themselves(26.7%), and self-expressing through their choices(26.7%). Participants also filled in options that target women who are 35+ years old, that they need to become more familiar with the brand, and that it feels boring. Everyday activities and self-care were two of the leading options on the first survey.

40% of the participants would wear Marks & Spencer, 36.7% would not, and the remaining 33.3% may wear it. In the previous survey, the numbers were slightly different. However, more people would wear the brand than not. The top rates of Marks & Spencer were 3 and 4 by 30% and 38.3% of votes, which was also a similar outcome when analyzing the results of the first survey.

Marks & Spencer is a trusted brand that women like to turn to for various occasions, such as work, brunch, meetings, etc. Based on the models showcased on its Instagram, its target is more mature women, maybe in their mid-thirties and older. The impressions on it are incredibly consistent regarding being aware of the brand, and only seeing a picture creates a caring environment that consumers value. Those who expressed thoughts of the brand being boring are likely teenagers or women in their early twenties who are not fond of that clothing style.

The following brand included in the list of discussions is Monsoon. Classy(35%), fancy(28%), trendy(20%), sophisticated(18.3%), and youthful(18.3%) were the adjectives selected by the participants. 6% of the voters also added options they were unaware of, such as the brand or the product, so they would have little say about it. In the other survey, fancy, classy, and sophisticated were also amongst the top votes, which meets the logic perfectly since the picture presented showed half classy outfits and half fancy ones that could be worn at receptions or other similar events, which led to the next question.

Individuals would wear Monsoon at dinner(41.7%), friends' outing(31.7%), work(30%), and night out(30%). The survey-takers also added that they would wear it to an Indian wedding, for example, or that they would not wear it. Dinner, night-out, and reception were the leading answers to the previous survey. Based on the style of clothing that Monsoon is known for, reception could have had more votes in the case of being aware of which brand the questions are about; however, it was not selected by the voters in this survey.

The survey-takers resonated with Monsoon mostly with people showcasing their individuality(31.7%), taking care of themselves(30%), or putting it on for day-to-day activities(26.7%). In the initial survey, the responses were similar, where people were showcasing their individuality, which was also chosen, and the second highest visited answer was people expressing themselves. "N/A" and not being aware of the brand were decided by the respondents as options for that question.

20% of the voters would wear Monsoon, 30% would not, 43.3% would maybe wear it, and 6.8% were unaware of the brand, and also added "N/A" as options. In the previous survey, more people would not wear only than if they wore it. However, again, like Marks & Spencer,

Monsoon looks to be targeting more accomplished, mature women rather than trendy youngsters striving to find themselves, which meets the logic once again that the brand would mostly not be worn. 3 and 4 were the leading ratings that the respondents provided for Monsoon by 41.7% and 33.3% of votes, whereas, in the initial survey, 4 and 5 were the leading ratings given to the brand.

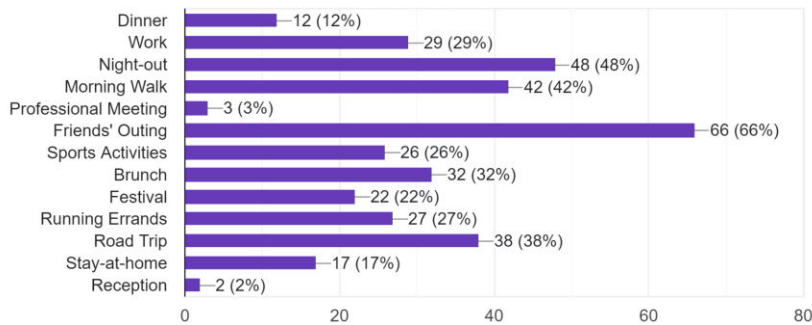
Judging by the content analysis and survey results, Monsoon is mostly a brand that is known for selling fancy pieces of clothing that could be worn at more luxury events by people in their late 20s and 30s, which could be grasped by the users that the respondents provided. It accurately represents the selected archetype since the answers provided in both surveys were incredibly agreeable with one another.

The final brand that is going to be discussed is Pull & Bear. The leading adjectives that were selected for it were youthful(76.7%), casual(73.3%), trendy(70%), urban(41.7%), and modern(35%). In the original survey, those exact surveys were chosen as the leading answers for the adjectives for the brand. In this survey, one of the respondents also added compassion as an option.

The survey-takers would most likely wear a piece of clothing from Pull & Bear to a friend's outing(68.3%), work(48.3%), morning walk(48.3%), night-out(43.3%), and road trip(43.3%). The others were among the highest-selected options in the initial survey except for work.

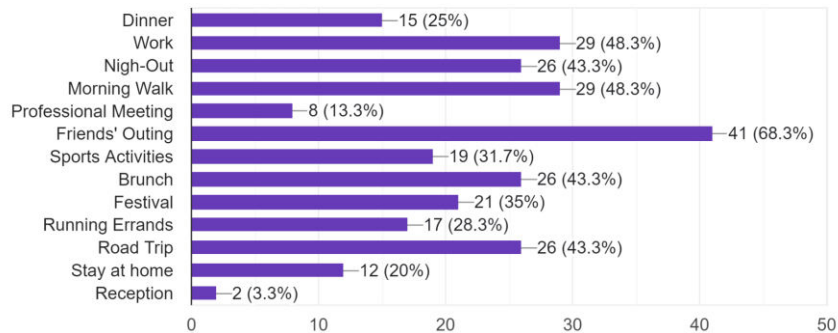
Where would you more likely wear a piece of clothing purchased from this brand? (pick up to 3)

100 responses



Where would you more likely wear a piece of clothing purchased from Pull & Bear? (pick up to 3)

60 responses



The survey members most resonated with Pull & Bear with out-and-about activities(80%), contribution to people feeling free(40%), and people showcasing their individuality(28.3%). An option was also added by one of the participants that Pull & Bear is better than Bershka and Zara. The same options also had the highest number of selected answers in the previous survey by the respondents.

75% of the survey participants would wear Pull & Bear, 20% would wear it, and the remaining 5% would not. No had more votes in the previous survey than maybe, but in both instances, yes

was the leading answer. The leading ratings of Pull & Bear were 3 and 4 by 28.3% and 45% of votes, whereas 5 had more answers than 3 in the previous survey.

Pull & Bear is the brand that balances its positioning the best out of all the mentioned brands because the answers were almost positively the same in both scenarios of being aware of the brand and not knowing which brand it was. It is a trendy store that can be purchased for multiple occasions by young adults and is suitable for the nighttime and the daytime.

Conclusion

Mass Market brands' increased engagement on their Instagram because of the delicate balance between their chosen archetypes from the beginning and how their audiences view them while being aware of which brand they are looking into and only being shown a picture of the brand. The most successful in that manner are Zara and Pull&Bear, with minor differences between the answers of both surveys belonging to the Magician and Jester archetype.

The sample size that was used for the survey research was smaller, and so was the number of brands; however, they were amongst the most popular in Armenia. The fashion industry, specifically the mass market fashion brands, continues to be among the most exciting parts that are continuously prone to research and more unraveling information.

The selected six mass-market fashion brands were analyzed to dig deeper into their archetypal branding to check whether there is a connection between the brands' positioning and their association with their perceptions by their audiences. While the abovementioned two brands also had the most engagement among the chosen brands to research, it would not be accurate to state that the great attention on their Instagram pages is due to their archetypal branding.

While lots of focus and attention were placed on unraveling more data on the success of these brands through content analysis, survey research, etc., it would be accurate to mention that more research is necessary on this topic. Whether archetypes are linked with social media success, there would need to be additional research with larger sample size and many more brands that are more well-known not only in Armenia but on the international level to dig deeper into social media engagement and how closely linked archetypes are with social channel success, more specifically when it comes to mass market brands.

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