



ARCHE- TYPES

Carl Jung used the concept of the character archetype in his theory of “the collective unconscious.” To him, universal, mythic characters have been used in human storytelling dating back to the beginnings of spoken language.

According to Jung, they represent characters throughout history that resonate with all of us, in all cultures and timeframes. He also felt these universal characteristics offered ways of describing people’s current day personalities.

As the universal nature of these characters were thought to resonate with people from all cultures, movie studios back in the 1980’s made big heroic spectacles, or animated epics featuring the archetypes viewers would relate to, and recognize. Jung broke his major 12 personality types into three subsets; Ego, Soul, and Self. People don’t always fit into one archetype, sometimes they can be considered a combination, like Dorothy from *The Wizard of Oz*. She comes across as “The Innocent,” but in the context of the film she is also “The Explorer.” Without getting too complex about it, for the purposes of writing fiction, many writers have created stories about the following archetypes:

THE EVERYMAN

1. The Everyman, the Orphan, Regular Person, also referred to as the realist, the working stiff, or the boy or he next door.

The Everyman archetype is embodied by a character who is sincere, empathic, and fits in with other people like himself. Personality-wise, this archetype appears down to Earth, with solid virtues and a lack of pretense. The Everyman values the dignity of others. Acceptance comes easily to them, as they are fair, friendly, understanding and inviting. They go about their everyday existence enjoying the simple things in life. They are driven by positive, personal values such as love, hope, faith and loyalty. The character seeks to avoid loneliness and to join with others. Jimmy Stewart often played this type of character. In *It’s a Wonderful Life*, he is down on his luck and feels alone, but as the story unfolds he realizes how important he has been to his community. In *The Man Who Knew Too Much*, Jimmy Stewart is not the hero, if anything he’s a reluctant participant. Once pulled into the fray, though, he manages to acquit himself admirably. Similarly, Elijah Wood, as Frodo, from *The Lord of the Rings*, does not seek out adventure, personal glory or to change the world. He’s happy with his lot in life. However, when given the task he “does the right thing.”

Other examples:

Daniel Radcliffe as Harry Potter, in film versions of *Harry Potter*.

Elijah Wood as Huck Finn, in the film version of *Huckleberry Finn*.

aka *The Everyman, The Good Guy*. The regular guy (or girl) only wants to belong and feel a part of something, and their greatest fear is to be left out or to stand out from the crowd. Think *Bilbo Baggins* or *Homer Simpson*. At best they are friendly, empathetic and reliable – at worst they are weak, superficial and suggestible. The everyman appreciates quality and dependability in their brands. They prefer the familiar to the strange, and will emotionally invest in brands that they trust. Regular guy brands promise belonging. Regular guy businesses take pride in their down-to-earth ethos. Their image is honest and dependable. The worst thing to happen to a regular guy business would be for them to appear greedy or elitist. Who does this well? Carling

THE INNOCENT

2. The Innocent, also known as the romantic, the mystic, the naïve, or the dreamer.

The Innocent is uncompromised by life's knowledge and characterized by optimism, simplicity, goodness or faith. The Innocent appears, in storytelling, to be pure, wholesome and full of virtue. When examined, their enthusiasm seems to come from a sense of wonder, and a positive energy. They are driven by strong positive personal values that stem from love, hope, faith and loyalty. The Innocent dreams of personal goals such as freedom, happiness, and bliss. They might even believe in and seek out "magical realms," like *Oz* and "*Wonderland*." The motivations of these dreamers are free worldly drives, such as greed, vanity, or personal glory. They are most definitely not driven by Darwinian motives such as sex and aggression. In fact, their stories appear to speak to the child in us all. Dorothy, in *The Wizard of Oz*," actually dreams the whole story. She becomes a combination of The Innocent and The Explorer once she's trapped in *Oz*, and seeks out what becomes self-knowledge. *Alice In Wonderland* is about another innocent, and dreamer, a little less naïve than Dorothy. Whereas Dorothy remains sincere, and resolute, throughout her travels, Alice embraces and enjoys some of the trickery of The Caterpillar and The Mad Hatter.

Some other examples

Tom Hanks as Forrest in *Forest Gump*.
Julie Andrews as Mary in *Mary Poppins*
Julie Andrews as Maria in *The Sound of Music*.
Ben Stiller as Walter, in *The Secret Life of Walter Mitty*.

aka The Dreamer, The Romantic

The innocent's core desire is to be free and happy, and their biggest fear is to do something wrong and be punished for it. Think *Wall-E* or Audrey Hepburn in every one of her films. At their best they are optimistic, honest and enthusiastic – at their worst they are irritating, boring and childish. The innocent customer prefers straight-talking, gimmick-free advertising, and is naturally drawn to optimistic brands. Heavy-handed or guilt-inducing advertising is likely to repulse them. Innocent brands promise simplicity. Innocent-focused businesses promote themselves as pure, simple and trustworthy. The imagery they use is often natural and unfussy. The worst thing that can happen to an innocent business is uncovered corruption or deceit. Who does this well? (You guessed it) Innocent smoothies!

THE HERO

3. The Hero, also called as the soldier, the warrior, the crusader, the superhero or the dragon slayer.

The Hero or warrior archetype appears in storytelling as a rescuer, or a crusader for a cause. He is quick to fight for what he believes is right. He is not afraid to use violence in this pursuit. At his core, the hero wants to prove his worth through courage, strategy, and determination. The Hero wants to improve the world using his strength and competence.

In myth and story-telling, he often squares off against, men of dark, evil motives, men who'd wish to conquer the weak and take what doesn't belong to them.

If the hero has weaknesses, it may be his arrogance or his constant need to prove himself in battle.

In *Braveheart*, William Wallace (played by Mel Gibson) embodies the elements of heroism, as he defends his homeland. He is not afraid to die in battle. His place in the film is to prove his worth through courageous acts, to fulfill a lofty, and worthy destiny.

Luke Skywalker, is another hero who learns to master "The Force," as taught by the Elder Sage, Obi-Wan Kenobi in order to defeat his own father, Darth Vader, in *Star Wars*.

Similarly, Neo, played by Keanu Reeves, is taught by the Sage, Morpheus, to fight and conquer the dark forces in *The Matrix*.

aka The Superhero, The Warrior

The hero's main motivator is to prove their worth, and their greatest fears are weakness and failure. Think Erin Brokovich or Michael Jordan. At their best they are brave, determined and skilful – at their worst they are arrogant, aggressive and ruthless. Hero customers value quality and efficiency in their products.

They like to think their consumer choices will put them ahead of everyone else, and aren't likely to be swayed by cute or funny adverts. Hero brands promise triumph. Hero businesses promote themselves as good quality and superior to their competition. The worst thing that can happen to a hero business is for a competitor to be rated higher or proven to be better value. Who does this well? Duracell.



Jung's additional Types: Can you think of any film or tv characters who fit these descriptions? Who would you play?

4. The Nurturer/The Caregiver

The Caregiver, also thought of as the guardian, the saint, the parent, the helper, the altruist, or the supporter. The Caregiver generally shows qualities of compassion, generosity and protectiveness. It's often part of his or her motivation to look after those who can't protect themselves. He or she views helping or rescuing others as their highest calling. The Caregiver is by their nature, nurturing, and is often a female character. Doctors, psychotherapists, nurses, and angels often fall into this category. They take in strays, lend a helping hand, and seek out those in need. The Caregiver seems happiest when they are making a difference in someone else's life. They are almost by definition, people-pleasers, and as such – have been known to take on too much responsibility for others which can wear them down or burn them out. They are vulnerable to those who would seek to exploit their generosity. The Caretaker often takes better care of his or her ward than they take care of their own selves. A great example of a truly self-sacrificing Caregiver is Oskar Schindler, as played by Liam Neeson in *Schindler's List*. He risked his life every time he helped a Jew escape from Germany. In *It's A Wonderful Life*, George Bailey's guardian Angel, Clarence Oldbody, watches over him when he is most depressed, and wishes he weren't even born. Clarence shows Bailey what life would have been like for the others in his town, if he weren't born. He learns the town could hardly get along without him. In *The Equalizer*, Denzel Washington has left the CIA, but uses his near James Bond-like spy skills to defend innocent victims of sex trafficking.

Other examples of The Nurturer/Caretaker;

Sandra Bullock as Leigh Anne Tuohy in *The Blindside*.
Gregory Peck as Atticus Finch in *To Kill A Mockingbird*.
Rene Zellweger as Dorothy Boyd in *Jerry Maguire*.

aka The Saint, The Parent: Think Maria from The Sound of Music or Ghandi. On the positive side they are compassionate, generous and strong, on the negative they are masochistic, manipulative and codependent. Nurturer customers want to be recognised for their effort, without being patronised. Aggressive adverts are a massive turn-off, whereas emotionally-driven adverts often strike a chord.

Nurturer brands promise recognition. Nurturer businesses offer protection, safety and support to their customers. The worst thing that can happen to a nurturer business is that their products are shown to be harmful or exploitative. Who does this well? SMA5. **Basic Types in Modern Television:** Generally, most The Doctor, The Lawyer, The Cop, The Professor, The Elementary School Teacher, The High School Teacher, The SMA are the epitome of a nurturer brand. The actual consumers of the product might be babies, but they know that the best way to make a sale is to appeal to their underappreciated mums. See also – Ford, Go Compare

5. The Creator

The Creator, also labeled the inventor, the artist, the innovator, or the musician.

The Creator archetype has vision, is imaginative, possesses skills, and talent and is motivated to use their abilities to create art, music, poetry, literature, or a invention or social change that will be admired and seen as great art or innovation. At the center of their journey, they struggle to create a unique style, or voice, in the process discovering their true identity. They tend to be non-conformists, leaving conventional social life behind to find themselves and their art. They move to Paris, live as paupers, and drink wine or absinthe or some other drug of choice to fuel their originality. There is a kind of shadow archetype of the creator as the tortured artist. He must live on the streets and shoot heroin like Basquit or go completely mad and cut off an appendage as with Van Gogh. There are also seen as perfectionists who give up everything, including their lovers, and money to realize their vision. There's an almost romantic aspect to the artist who plays God. Jim Morrison, as played by Val Kilmer in *The Doors* lived like he was indestructible, and presented himself as God-like at times. In the movie *Almost Famous*, the lead

singer of the fictional band, Sweetwater jumps from a rooftop into a swimming pool screaming “I am a Golden God.”

Other examples of The Creator;

Ray Charles as played by Jamie Fox in the movie *Ray*.

Andy Kaufman as played by Jim Carrey in *The Man on the Moon*.

Craig Schwartz as played by John Cusack in *Being John Malkovich*.

Christian as played by Ewan Magregor in *Moulin Rouge*.

aka The Artist, The Dreamer

The creator is driven by their desire to produce exceptional and enduring works, and they are most afraid of mediocrity. Think Frida Kahlo or Doc Brown in *Back to the Future*. At their best they are imaginative, expressive and innovative – at their worst they are self-indulgent, melodramatic and narcissistic.

Creator customers shun advertising in general but may enjoy experimental, boundary-pushing or novel ads. Creator types are a difficult category to appeal to, but successful creator brands often develop a devout fanbase. Creator brands promise authenticity. Creator brands often position themselves as the key to unlocking a creator’s creativity. The worst thing a creator brand can be perceived as is inauthentic or ‘sell-out’. Who does this well? Apple Apple have the creator brand identity nailed. In contrast to ruler brand Microsoft that values facts and order, they promote their products as the ultimate creative tools and champion the artistic efforts of their users. See also – Lego, Canon

6. The Explorer

The Explorer archetype is often seen on a quest, in search of something, a way home, important knowledge, a key to happiness or a “better way.” The Explorer doesn’t stay in his lane, or follow rules or conventions if he finds them inconvenient. He acts intuitively, strikes out boldly, and maintains his originality while changing the world. He appears to be constantly searching — for a treasure, a place, or self-discovery. To The Explorer, it’s all about not missing out on life. His greatest qualities involve his journey toward self-fulfillment and living an authentic life. At times, however, The Explorer can be too independent, almost to the point of self-sacrifice. They may isolate from others. While liberating the world, he runs the risk of never settling down, or starting a family, and could easily miss out on a more serene type of fulfillment. Captain Kirk, played by William Shatner, and more recently by Chris Pine, in *Star Trek*, is a classic example of The Explorer. After all, Kirk’s mission is “to boldly go where no man has gone before.” While traveling at Warp Speed, through various corners of the universe, Kirk often learns great lessons for members of all planetary cultures. Captain Willard (played by Martin Sheen in *Apocalypse Now!*), went up-river, and directly into the Heart of Darkness (in this case, Vietnam) to find and assassinate the presumed insane Colonel Kurtz – played by Marlon Brando. What he found in his journey was a truth about the nature of war, and humanity, and that the “horrors,” he witnessed, were inevitable, and even necessary in an a war like the Vietnam War.

Other examples of The Explorer;

Julia Roberts as Erin in *Erin Brockovich*

Sigourney Weaver as Ellen Ripley in *Alien*.

Harrison Ford as Indian Jones in *Raiders of the Lost Ark*.

The explorer craves adventure and wants to discover the world for themselves. They fear conformity and inner emptiness. Think Indiana Jones, or Amelia Earhart. On a good day they are independent, ambitious and spiritual, on a bad day they are restless, aimless and flaky. Explorer customers embrace brands that promote freedom and self-discovery, especially those that invite the customer to embark on a journey with them. They are unlikely to be swayed by domestic-focused ads. Explorer brands promise freedom.

Explorer brands promote themselves as a means to help others experience the new and unknown. The worst outcome for an explorer brand would be to come across as too rigid or corporate. Who does this well? The North Face. The North Face is a clear explorer brand as the entire purpose of their products is to aid exploration. However, this ad doesn’t focus on the nitty-gritty of the product features – it promotes the very spirit of exploration, aligning the brand with the belief system of its customers.

See also – Go Pro, Phileas Fogg

7. The Rebel

The Rebel, also known as the revolutionary, the misfit, the outlaw or the wild man.

The outlaws and rebels in film are outrageous, outspoken, and radical in their approaches to attacking and solving problems in life. They have new, radical ways of thinking about and addressing issues. They may hold counter-cultural ideas, they may profess innovative solutions, but they sincerely believe in their way of approaching change. They are all about creating a better world, and if it involves invoking a new approach, or a different way of thinking about a solution, even if it's controversial, they will push ahead if they feel they're in the right. They are generally respectful of others' thinking, opinions, and others' solutions, yet they push their own creative, innovative approaches through, diplomatically, to find radical ideas that work best. Sometimes, however, they are not that respectful, or diplomatic and appear reckless, adopting dangerous methods for change, and leave collateral damage in their wake. Consider Hunter Thompson, (played by Johnny Depp) in *Fear and Loathing in Las Vegas*. He and his Samoan lawyer, Dr. Gonzo, speed through the desert high on cocaine, poppers and LSD, wreaking havoc, frightening tourists, and breaking laws randomly. Consider Clyde Barrow, (played by Warren Beatty), leading the Barrow Gang, with Bonnie Parker, who robs banks and helps out the working stiffs during the Great Depression. In an extremely violent and bloody version of "the Robin Hood" archetype, the Barrow Gang's journey wreaked havoc across depression-era America, as Barrow stood up to the banks and lent a hand to the destitute and unemployed.

Other examples of The Rebel;

James Dean as Jim Stark in *Rebel Without a Cause*

Arnold Schwarzenegger in *The Terminator*

Tom Cruise as Maverick in *Top Gun*.

aka The Revolutionary, The Outlaw

The rebel craves revolution or revenge, and their greatest fear is powerlessness. Think Lisbeth Salander in *Girl with a Dragon Tattoo* or James Dean. At their best they are free-spirited, brave and adaptable – at their worst they are destructive, out of control, nihilistic. Rebel customers appreciate the unconventional and forcefully reject the status quo. They are likely to value unique or shocking content with no obvious 'sell' to it. Rebel brands promise revolution. Rebel brands position themselves as an alternative to the mainstream and make an effort to stand out. Successful rebel brands are likely to have a cult-like following. The worst thing to happen to a rebel brand would be to be bought out or become too popular. Who does this well? Harley Davidson. When we see tall, blonde women on TV they're usually hyper-feminized and selling beauty products. Harley Davidson's blonde protagonist is different – she's powerful, independent and risk-taking, subverting the convention. See also – Levi Jeans, VO5

8. The Lover

The Lover, also referred to as the intimate, the spouse, the partner, or the people pleaser.

The Lover appears in narratives in the context of parental love, friendship and spiritual love, but is most often seen in movies in the context of romance. His or her journey is aimed at finding satisfaction, pleasure, bliss, or fulfillment through intimacy or passionate commitment of some kind. The Lover is generally driven to bond with someone, a lover, friend, or with a group that holds a connection for them. They are drawn to a lasting and true love, and not just surface commitment. In so many movie love stories, the lover and his or her love interest is in immediate conflict. For example, in *Groundhog Day*, Bill Murray, as the weatherman Phil, comes off as arrogant, and self-absorbed to Rita, played by Andie MacDowell. It's only through conflict that Phil learns to be a better man who would appeal to Rita. On the downside, (or the "shadow side") they may fear the loss of love, they may be crushed if love is withdrawn, or they may become addicted to love, or sex. Being people-pleasers, they can give up too much, and even sacrifice everything only to find an unrequited love. They may find themselves controlling, or

working to sustain a relationship with a lover who may stray. The Lover might show up in a story as an unscrupulous seductress, or someone seeking power through love.

Other examples of The Lover;

Kate Winslet as Rose DeWitt Bukater in *Titanic*.

Humphrey Bogart as Rick Blaine in *Casablanca*.

Nicolas Cage as Ronnie Camaroni in *Moonstruck*. The Dreamer, The Idealist

The lover lives to experience pleasure in their relationships, work and environment, and they fear being unwanted and unloved. Think Marilyn Monroe or Kim Kardashian. At their best they are passionate, magnetic and committed, at their worst they are people-pleasing, obsessive and shallow.

Lover customers value the aesthetic appearance of goods and services. They are likely to be drawn to premium brands that will make them seem more attractive to others.

Lover brands promise passion. Lover brands promote themselves as glamorous, with an emphasis on sensual pleasure. Ads will typically focus on how the product feels for the customer. Lover brands can't come across as cheap or businesslike or their cultivated air of mystique will be ruined.

Who does this well? Victoria's Secret. Victoria's Secret have created an extravagant fantasy world where all tastes are catered for – the women featured are personifications of the brand that men can lust after and their female partners can aspire to. It says 'you too can be loved and desired, if you buy into this brand.' See also – Galaxy chocolate, Herbal Essences

9. The Magician

The Magician, also known as the visionary, the catalyst, the charismatic character, the shaman, the healer, or the medicine man. The Magician archetype is similar to the Sage. However, he is supremely skilled at manipulating objects, and forces of nature to create supernatural transformation. He is often, but not always, seen in narrative as an elderly, charismatic, visionary, who is well-educated and inspires others. Magicians study, experiment and attempt to master secret powers, hidden for centuries. They appear in medieval storytelling as Masters of Science, or Alchemists. They are adept at manipulating ancient formulas, secret spells, and other tools to control and change circumstances for their own or someone else's benefit. The shadow side of The Magician aligns himself with forces of evil, and to work with the "dark arts." This character is capable of dangerous manipulations, of spells that can be used to destroy or to spread illness. Darth Vader, from *Star Wars*, is an example of a Magician who is capable of destroying galaxies to satisfy his need for power and revenge. Doc Brown, played by Christopher Lloyd, in *Back to the Future*, exemplifies the more benevolent Magician. A more humorous version of the character, he has careless grooming habits, an absent-mindedness, and yet, the ability to change aspects of time and space. Doc Brown was always there for the young Marty McFly, played by Michael J Fox, when he needed technological magic to finish his journey through time and complete his destiny.

Other examples of The Magician;

Laurence Naismith as Merlyn in *Camelot*.

Ian McKellen as Gandolf in *The Lord of the Rings*.

Kat Graham as Bonnie Bennet in *The Vampire Chronicles*.

aka The Shaman, The Visionary

The magician wants to understand the universe and their place in it, but they fear unintended negative consequences of their exploration. Think Nikola Tesla or Steve Jobs. On a good day they are driven and charismatic with a capacity for healing, on a bad day they are manipulative, dishonest and disconnected from reality. Magician customers need to feel they can grow wiser or influence people by using your products. Ads should be as imaginative and inspiring as possible. Magician brands promise knowledge. Magician brands promote themselves as the gateway to transformative knowledge and experience. They focus on the individual rather than the group, and flatter the customer by telling them to trust their own instincts (and make the

purchase). The worst things a magician brand can be seen as are too structured, regulated or hollow. Who does this well? Disney Disney ads usually don't focus on the rides or shows at Disneyland – instead they focus on the experience of a family visit. They address the individual viewer directly, positioning them as the keeper of knowledge and experience – with the power to influence their child's happiness.

See also – Lynx, Lululemon

10. The Ruler

The Ruler, otherwise called the leader, the king, the queen, the aristocrat, the manager, or the politician. The Ruler archetype (often a King or Queen), strives to be in control, assumes responsibilities and shows leadership. His or her objective is to insure that order, harmony and control are imposed on the world of his or her subjects. This archetype displays strong personal values, and like any benevolent King or Queen, they use their considerable influence to benefit their subjects. The Ruler is systematic, organized, fair, yet powerful. The good King leads his country to battle to protect his subjects. He risks the dangers of battle himself, and does not randomly send subjects to their deaths. The best of Kings is a peacemaker. The Ruler consults with diplomatist and generals, with leaders from foreign lands, and settles disputes between his own subjects. He is charged with the responsibility of making important decisions about how the kingdom will be run, and how the laws will be governed.

Shortcomings of The Ruler include being overly controlling, adopting an air of entitlement, elitism, and abandoning his subjects best interests in place of his own. The shadow side of The Ruler is the tyrant, who will use his power to steal treasure, art, land and women from his countrymen for his own pleasure. Modern films about The Ruler deal with politicians, religious and business leaders. For example, *The Social Network* explores how Mark Zuckerberg became one of the most powerful business leaders of the day by founding Facebook. *The Godfather* is an example of a film about the shadow side of The Ruler. Although the head of a crime family, *The Godfather* was characterized as a devoutly religious “family man” who wanted peace “among the five families,” his world was violent and corrupt. Oliver Stone has made a career of filming epics about politicians, (modern-day “Rulers.”) He’s made insightful, and controversial films about Richard Nixon and George W. Bush. In *JFK*, Stone examines how various factions in our own democracy (including possibly, the FBI and the Mafia) may have conspired to assassinate the leader of the free world.

Other examples of The Ruler;

Leonardo de Caprio as Howard Hughes in *The Aviator*.

Viggo Mortenson as Aragorn in *The Lord of the Rings*.

Elizabeth Taylor as Katherine in *The Taming of The Shrew*.

aka The King, The Leader

The ruler is driven by their desire for power and control, and they are most afraid of chaos and being overthrown. Think Margaret Thatcher, or Jay-Z. A good ruler is confident, responsible and fair, whilst a bad ruler is rigid, controlling and entitled.

Ruler customers are naturally dominant and will not appreciate patronising or ‘dumbed down’ advertising. They will value ads that reinforce their feelings of power and stability.

Ruler brands promise power. Ruler brands speak authoritatively, often spreading the idea that they are the lead in their field. Their image is solid, polished and often very ‘masculine’. A ruler brand would suffer greatly by being perceived as weak, or by having to concede defeat to a rival company publicly.

Who does this well? American Express This American Express ad oozes power and luxury. The protagonist is a successful leader of his field, living an affluent lifestyle and navigating life with ease and dignity – a potent ideal for an aspiring ruler.

See also: Hugo Boss, Rolex

11. The Jester/The Trickster

The Trickster, also thought of as the fool, the jester, the joker, or the comedian.

The Trickster relies on his wits and is willing to cross boundaries, break taboos, insult anyone in his way to achieve success. Beyond the goal of simply solving the problem, plot-wise, the Trickster appears to be above-it-all. It appears his real goal is to ignore all the boring people in the world and to enjoy life to the fullest. More than joy, actually he wants to laugh about life, or at life, which other characters can enjoy, or sometimes be insulted about. Often The Trickster's jokes are at someone else's expense. He often comes off as arrogant and self-absorbed. Consider Elliot Gould as Trapper John in *M*A*S*H*. When he and Hawkeye (Donald Southerland) arrive at the M*A*S*H unit they are faced with the mindless bureaucracy of the military. Upon arriving at the hospital, they're told by one of the officers, they can't even go near a patient until the Colonel says it's okay and he's still out to lunch. Trapper John replies, "I want to go to work in one hour. We are the Pros from Dover and we figure to crack this kid's chest and get out on the golf course before it gets dark." The movie also makes the point that for Hawkeye and Trapper John, the dark humor and the drinking and debauchery were coping mechanism that enabled them to stay sane saving lives during wartime. Another great example is The Dude, played by Jeff Bridges in *The Big Lebowski*. The Dude has definitely touched on something relatable and familiar than fans enjoy. The movie has a huge cult following. The Dude rides around town in a bathrobe and flip-flops, drinking White Russians. Again, the Trickster can come off as lazy, flippant, irresponsible, and a drunk. Sometimes the sloth, gluttony, and exaggerated sexuality in The Trickster looks like a con job to obfuscate the brilliance and mastery hidden beneath.

Other examples of The Trickster;

Axel Foley as played by Eddie Murphy, in *Beverly Hills Cop*.

Melissa McCarthy as Megan in *Bridesmaids*.

Groucho Marx as Rufus T. Firefly in *Duck Soup*.

Johnny Depp as Captain Jack Sparrow in *Pirates of the Caribbean*.

aka The Fool, The Comedian

The Jester wants to live in the moment and enjoy life, and they fear boredom above all else. Think Dori in *Finding Nemo* or Jim Carrey in almost anything. At their best they are joyful, carefree and original, at worst they are irresponsible, cruel and frivolous.

Jester customers find regular adverts boring, but will love anything unusual or playful – especially ads that make light of the seriousness of life.

Jester brands promise entertainment.

Jester brands give the impression that they live in the moment, use outrageous imagery and often tease their customers affectionately. Brands targeted at younger people – who will appreciate the silliness – are often jesters. The worst thing a jester brand could do is get embroiled in a bitter lawsuit or be seen to be strict with their customers. Who does this well? Skittles.

This Skittles ads are pure silliness. The product itself doesn't even feature – in fact, the entire format of an ad is subverted in favour of a surreal joke. However, it guarantees a lot of views and shares from young jesters and their communities.

See also: McVities, Old Spice

12. The Sage

The Sage, otherwise called, the expert, the scholar, the detective, the mentor, the teacher or the philosopher. The Sage archetype can be seen in films as the oracle, the teacher, mentor, Zen master, or any other kind of expert. This character generally appears to be knowledgeable and understanding, the source of wisdom or the guardian of truth. Often this mentor can appear as an old man or old woman, who guides the hero toward the right path by imparting great wisdom. The Sage is considered a seeker of truth and is often described as a world-traveler who gathers wisdom from far away sources. He or she wants to be sure their knowledge is based in clarity and truth. The Sage often attains a form of enlightenment and teaches others to follow the true path. This character is not interested in material wealth, but in discovering and spreading the truth. However, this character can also become detached and lack empathy. He can also get lost in his expanse of knowledge and forget the importance of

applying his wisdom in the real world. The shadow side of The Sage can be seen in mentor characters that have become unfeeling, dogmatic, hypercritical of their devotees, and appear pompous and self-important. Leonard Nimoy as Mr. Spock from *Star Trek* was an extreme example, in the sense that while a brilliant source of encyclopedic galactic knowledge, he almost completely lacked empathy, or social graces. Another example of The Sage who might not be the most empathic mentor is Professor Henry Higgins from *Pygmalion*, and the movie *My Fair Lady*. He clearly looked down on his student, the poor Eliza Doolittle. Higgins only interest in teaching her to become a refined, well-spoken Englishwoman was to win a bet. Some of the most famous Sage archetypes in recent years, Yoda, and Obi-Wan Kenobi are from the *Star Wars* films. They possess knowledge and skills critical to aiding the Jedi Knights defeat the dark forces of the universe. Obi-Wan, unlike some of The Ruler archetypes, demonstrated a sense of humor in *Star Wars*. When Obi-Wan is approached by a creature in a bar selling "death sticks," he tells him, "You don't want to sell me death sticks. You want to go home and rethink your life," which he does.

Other examples of The Sage;

Professor Dumbledore as played by Richard Harris in *Harry Potter*.

The Oracle played by Gloria Foster in *The Matrix*.

Woody Allen as Alvy Singer in *Annie Hall*.

aka The Scholar, The Teacher

The sage seeks the truth and wants to find the wisdom in every situation. Their biggest fears are being misled and being ignorant. Think Yoda or David Bowie. At best they are wise, articulate and open-minded, at worst they are pedantic, self-absorbed and cold. Sage customers believe that knowledge comes from growth, and constantly look for new sources of information. They prefer ads which challenge them to think in a new way. Sage brands promise wisdom. Sage brands promise learning and therefore often make use of higher level vocabulary and symbolic imagery. They trust their customers to grasp difficult ideas and understand intellectual in-jokes, and should avoid becoming too dumbed-down or patronizing. Who does this well? National Geographic Channel. In an Ad from National Geographic they state a series of quasi-philosophical statements against a backdrop of historical, natural and sociological scenery that gives their statements authoritative weight. It celebrates curiosity and would strongly appeal to anyone who valued developing their understanding of the world. See also: the Alpha Course, Khan Academy

Credit/Bibliography:

This article above was merged from articles from the following.

Brand Archetypes derived from *Ffion Lindsay, Sparkol, blog, Sept 2015*

12 Jungian Archetypes in Film

<https://blogs.psychcentral.com/hollywood-therapy/author/dsilverman/>



Feature Film
SAG-AFTRA Low Budget

Start Date: XXXXXXXXXXXXX
Rate of Pay: SAG Low Budget Scale (\$630/day)
Location: New Orleans, LA

The following roles MUST be willing/able to work as local hires in Louisiana.

[CINCH BARTON]Male. Caucasian. Early 30s. Handsome, rugged, and arrogant with a solid muscular build. A 'cowpoke' usually alternating between looking for a lay or a fight. Behind all the brute and bravado, though, there's a genuine vulnerability. SUPPORTING.

[PATTY]Female. 50s. Dispatch for the local sheriff's office, She's got one of those "I've been at this gig all of my life faces". Though sympathetic in nature, she is uneasily fazed. SUPPORTING. PLEASE SUBMIT ALL ETHNICITIES.

[LIAM]Male. Caucasian. 5. Adorable and precocious, a little boy who is forced to understand sadness and loss at far too early an age. SUPPORTING.

[RILEY JENKINS]Male. 70s. An old loner, with blood-shot eyes and leathery skin. A bit eccentric and paranoid – the kind of man that neighborhood kids makeup stories about. 3 scenes. PLEASE SUBMIT ALL ETHNICITIES.

[OLD BOB]Male. Caucasian. 80s. Direct, by-the-book, and not easily shocked – a rural sheriff in a small town who has seen just about all there is to see and remembers all the stories he has to tell. 2 scenes.

[HANK]Male. 60s-70s. An easygoing man who enjoys his daily routine. Despite his age, he still has an eye for detail. Owner of a local hardware shop. 2 scenes. PLEASE SUBMIT ALL ETHNICITIES

[SHANE AND FRED]Male. Late 20s – early 30s. Muscular roughnecks – part of Cinch's 'pack' – more brawn than brain, they'll punch first and talk later. 2 scenes. PLEASE SUBMIT ALL ETHNICITIES.

[ER DOCTOR]Male or Female. Late 40s – 50s. A kind doctor on duty in a local hospital's Emergency Room. 2 scenes. PLEASE SUBMIT ALL ETHNICITIES.

[RECEPTIONIST]Female. 30s – 40s. Sympathetic, but a stickler for the rules. A receptionist in the Emergency wing of a local hospital. 2 scenes. PLEASE SUBMIT ALL ETHNICITIES.

WHO WOULD YOU SUBMIT FOR?

CASTING CALLS

Growing up and Down -television, episodic

[BEN - 14, paranoid, neurotic]

[GARY - Dad, laid back, confident, bald] (actor will wear a bald cap)

Wendy - feature film

[WENDY - 29, nonstop/rapid fire talker, powerful and intimidating.]

[CASSANDRA - 20s, nice. eager.]

One Tree Hill - TV -episodic

[CHLOE - Teen, cute, sarcastic, edgy]

[BROOKE - Teen, nice, popular, clean-cut]

Grey's Anatomy - TV

[ALANA -Teen, a good girl who messed up]

[DR. SMITH - 20-30, femaile, kind, caring]

CSI- NY - TV - episodic

[HANNAH - 25, Brilliant, nerd type]

[MAC - 50+, lost his wife in 9/11, DNA Researcher, once a Police Officer]

Woody Woodpecker - feature

[BRITTANY - 20s/30s, beautiful, superficial]

[LANCE - 20s/30s, rich, superficial]

The Blacklist - TV - episodic

[ANNETTE - 50s - full of grief from losing a child]

[Red - Detective type, 30s/40s]

Private Practice - TV - episodic

[LAURA - 40s, lovely, intellectual]

[WARREN - 40s+, political type, just diagnosed with cancer]

Me, Myself and I - feature

[DANNY - 18 to look younger. Teen. Nerd. Thinks he's cooler than he is]

[ALEX - 18 to look younger. Teen. No nonsense. An inventor.]