

# **BRAND-ANIMAL-ARCHETYPE-ME MANIFESTATION (BAAMM) MODEL OF CONSUMER MOTIVATION**

Stephen Lloyd, AUT University, Auckland  
Arch Woodside, Boston College, MA

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# **The taming of Medusa by a product (brand)-snake- transformation by hero-reward story**

[http://www.youtube.com/watch?v=CZC\\_AKdsgxc](http://www.youtube.com/watch?v=CZC_AKdsgxc)

# The opportunity

- To build on the psychoanalytics of Jung and Dichter to develop a brand-animal-archetype-me manifestation model (BAAMM) of consumer motivation
- Provide etic interpretations of mostly unconscious actions and thinking by consumers
- Decode powerful components in building brand engagement
- Re-evaluate the work of Jung and Dichter to enable insightful contributions to 21<sup>st</sup> Century brand communications theory.

# Research questions

RQ<sub>1</sub>: What is the relevance of psychoanalytic insights for brand communications?

RQ<sub>2</sub>: How does archetypal activation involving animals contribute to consumer involvement and engagement with brand advertising?

RQ<sub>3</sub>: What is the value of animal archetypes for brand communications effectiveness?

# Archetypes – a contribution of Jung

- Universal and elemental mental forms:
  - Symbolic expressions that become accessible to human consciousness by way of projection;
  - Any activated archetype can appear in projection and by transference, “into an external situation or into people, or into circumstances – in short, into all sorts of objects. There are even transferences to animals and to things” (Jung, 1968, p. 158).
- Open to criticism on several grounds.

# An affirmation of the self – the contribution of Dichter

- Built on the study of human motives ([Williams, 1957](#)) and on Freudian psychoanalysis
  - Unconscious dimensions of consumer behavior – discovery of deeply-held feelings about brands ([Stern, 2004](#));
  - Psychoanalytic roots and marketing research orientation provide an impetus to adapt psychoanalytic concepts and techniques to understand consumer behavior.

# An affirmation of the self – the contribution of Dichter

- Focus on consumers' emotional responses, and hidden subconscious feelings for products and brands ([Stern, 2004](#))
  - Rich insights into psychological pleasure.
- Identity a strong driver of consumer-brand drama enactment ([Bourdieu, 1984](#); [Riesman, Glazer, & Reuel, 1963](#)).

# The importance of identity to branding

- Extensive stream of research on the identity relevance of brands (Belk, 1988; Escalas & Bettman, 2005; Fournier, 1998)
- Identity-related issues (e.g., marriages, best friendships, flings and adversarial relationships) an important aspect of consumer-brand relationships (Luedicke, Thomson & Giesler, 2010).



# Identity lies in difference

- Links to Bourdieu (1984) on distinction: social identity lies in difference, and difference is asserted against what is closest, which represents the greatest threat ([Bourdieu, 1984](#))
- Narcissism of minor differences, an elaboration of the personal myth, builds from the perspective that it is the differences between people who are quite alike that form the basis of feelings of strangeness between them ([Blok, 1998](#)).

# Brand(ing)

- The imbuing of property, products and services with signs and symbols that indicate ownership and which provide routes to identity and image creation and projection.
  - Anthropomorphism enables deep human interaction with brands including dramaturgical dimensions (viz., Aaker, 1997; Fournier, 1998, 2010, 2012).

# Animals

- Living organism characterized by voluntary movement (<http://wordnet.cs.princeton.edu/>)
  - Marked by the appetites and passions of the body
  - Powerful interaction with human society
    - Anthropomorphic symbols - the Merrill Lynch bull and the Lloyds TSB black horse attest to the effective use of metaphor by brands;
    - Various classes of animal symbols, for example higher-lower, totemic and fetishist and implicit-explicit, and archetypal power of animals in marketing communications ([Lloyd & Woodside, 2013](#)).



<https://www.youtube.com/watch?v=XJpDWyydRIc>

**Figure 1**  
**Extension of the Black Horse and Bull Symbol**

# Animal is Me!









**Fixed Season:** Summer

**Fixed Direction:** South

**Fixed Element:** Fire

**Associated Sun Sign:** Gemini

Thank goodness for open spaces, because the Horse needs plenty of room to roam! Energetic, good with money and very fond of travel, Horses are the nomads of the Chinese Zodiac, roaming from one place or project to the next. All of this Sign's incessant activity and searching may be to satisfy a deep-rooted desire to fit in. Paradoxically, Horses feel a simultaneous yearning for independence and freedom. Horses crave love and intimacy, which is a double-edged sword since it often leads them to feel trapped. Love connections tend to come easily to Horses, since they exude the kind of raw sex appeal that is a magnet to others. This Sign tends to come on

very strong in the beginning of the relationship, having an almost innate sense of romance and seduction. Horses are seducers in general; check out any A-list party and you're bound to find the Horse in attendance. This Sign possesses a sharp wit and a scintillating presence; it really knows how to work a crowd. Surprisingly, Horses tend to feel a bit inferior to their peers, a misconception that causes them to drift from group to group out of an irrational fear of being exposed as a fraud. An impatient streak can lead Horses to be less than sensitive to others' needs. These colts would rather take a situation firmly in hand as opposed to waiting for others

# The world of animals

- Given meaning by humans and transferred through a unit connection, and iterative process (Spears, et al., 1996)
  - Animals provide a form of source-consumer attachment (an emotional bond that forms mostly nonconsciously) (Chaiken & Maheswaran, 1994; Hovland & Weiss, 1951; Sternthal, Dholakia, & Leavitt, 1978).



# Tiger – not me



**Fixed Season:** Spring

**Fixed Direction:** East

**Fixed Element:** Wood

**Associated Sun Sign:** Aquarius

**Sheep – I have a benevolent,  
protective feeling towards them**



# So have others



**So have others**



# Archetypes

- Universal and elemental mental forms:
  - Symbolic expressions that become accessible to human consciousness by way of projection;
  - People and brands can activate an archetype;
  - Archetypal activation and involvement a means for individuation – search for personal meaning.

# Me and the lure of the personal myth

- The concept of the personal myth has its roots in the psychoanalytic and literary literatures (Berets, 1973; Freud, 1950; Kris, 1956; Lester, 1986)
  - “The old alchemical dream was changing base metals into gold. The new alchemical dream is: changing one’s personality – remaking, remodeling, elevating, and polishing one’s very *self* ... and observing, studying, and doting on it. (Me!) This had always been an aristocratic luxury ...” (Wolfe, 1984, p. 277).
- Links to Freud and to Dichter.

# Manifestation

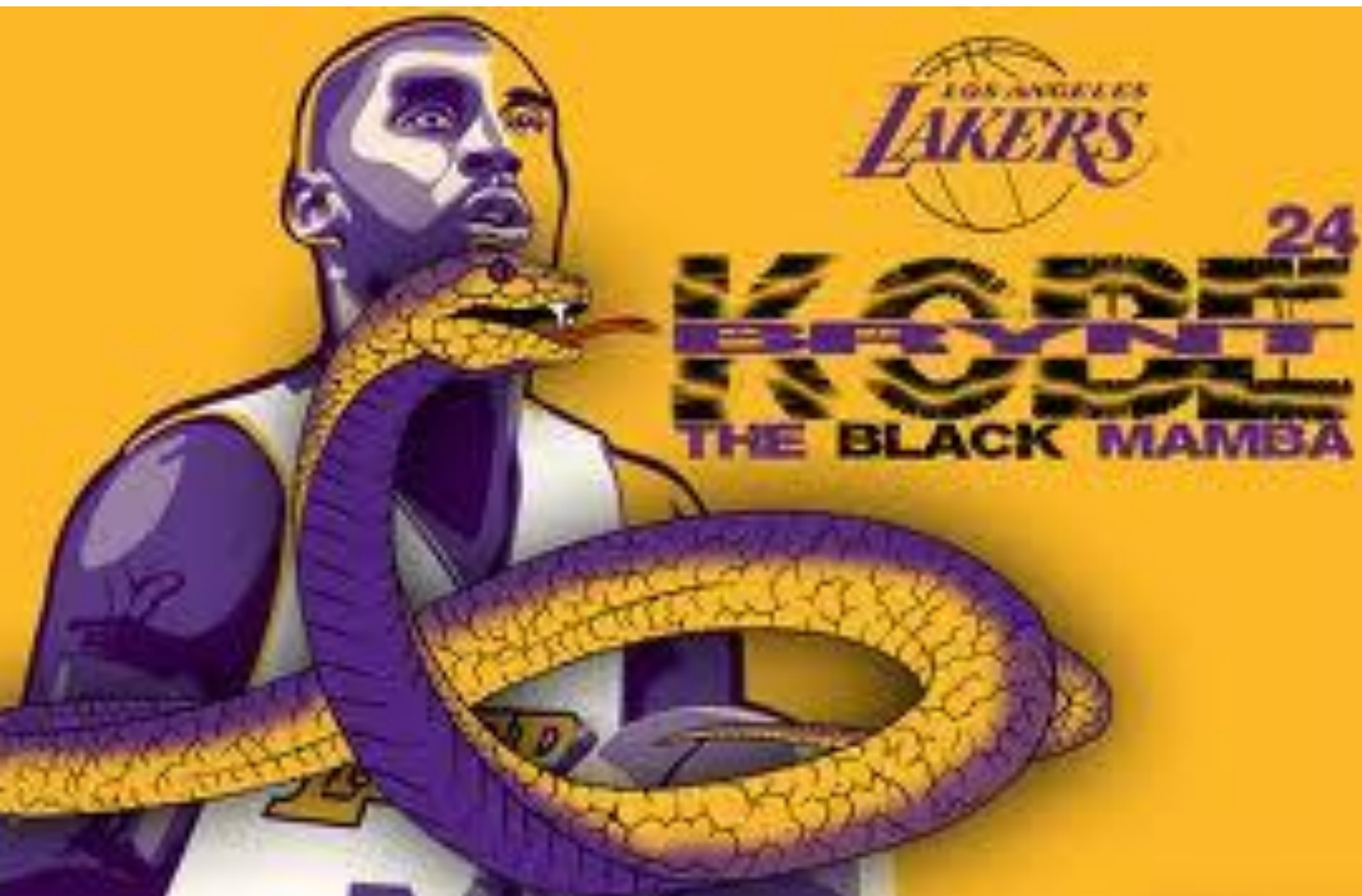
- A revelation or indication of the existence or presence or nature of some person or thing
  - Individuation
    - The discovery of a context for individual meaning;
    - Transformations include brief episodic to life-changing; experiences with primal forces (archetypes, see Jung, 1966, 1968).
  - An affirmation of the self (Dichter, 2010).
    - A universal desire for self-expression.

# Animals give meaning/emotion/commitment

- Kobe Bryant, professional basketball superstar - the Black Mamba - nickname he gave himself after watching Quentin Tarantino's movie, *Kill Bill*, in which the snake was used as a code name for a deadly assassin

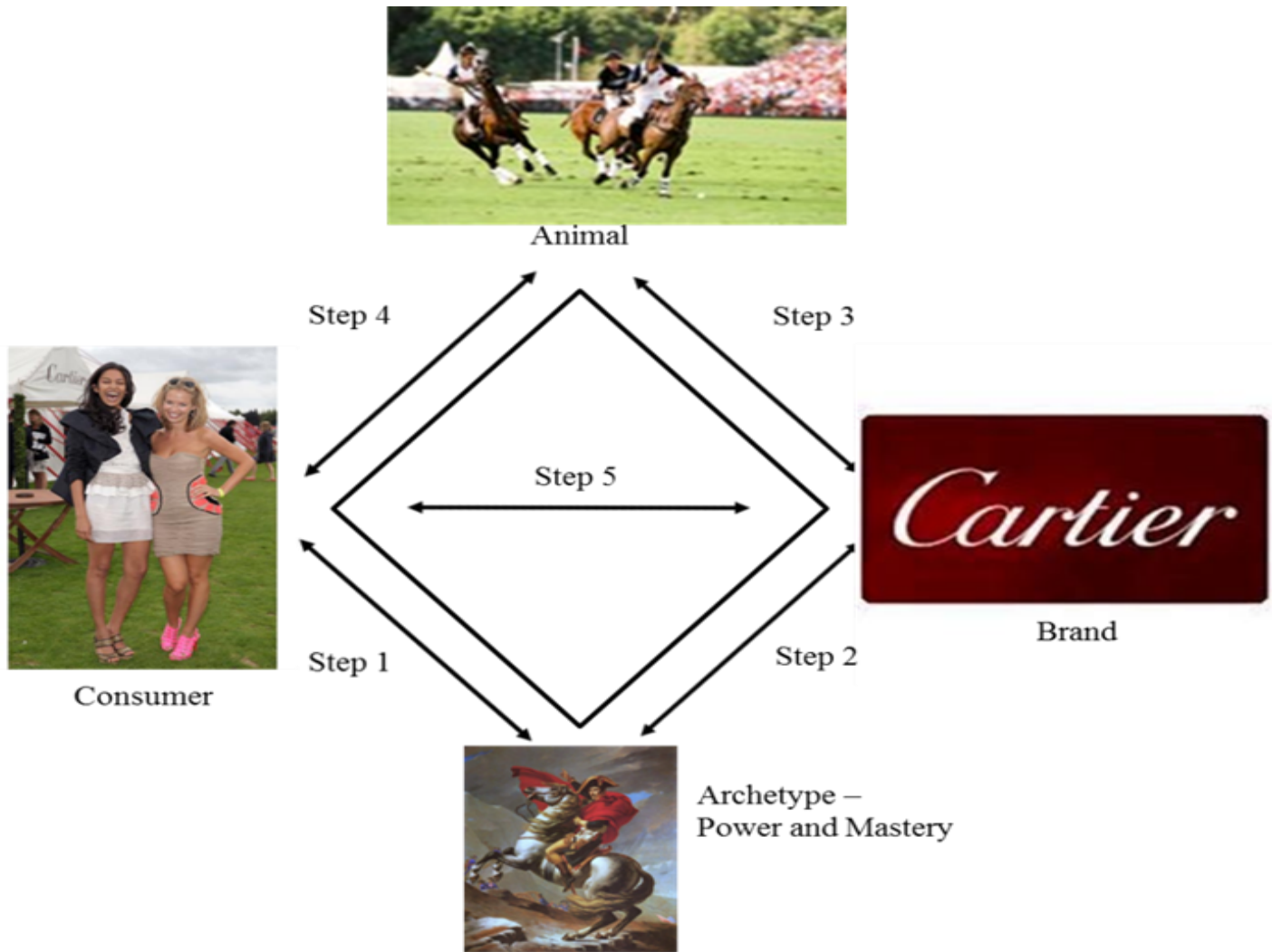
“I read up on the animal and said, ‘Wow, this is pretty awesome,’” Bryant recalled. “This is a perfect description of how I would want my game to be” (McGrath, 2014, p. 41).





# Tools of the trade

- Analysis of archetypes based on historical, psychological, sociological and anthropological insights
  - Animal-Archetype-Brand-Consumer (AABC) diamond story enactment model.
- Projective techniques –
  - Modified thematic apperception testing (M-TAT)
  - Forced metaphor elicitation technique (FMET)
  - Customer storyboards (CS)
- Visual narrative art (VNA)
- Thematic semiotic analysis (etic) of consumer (emic) storytelling.

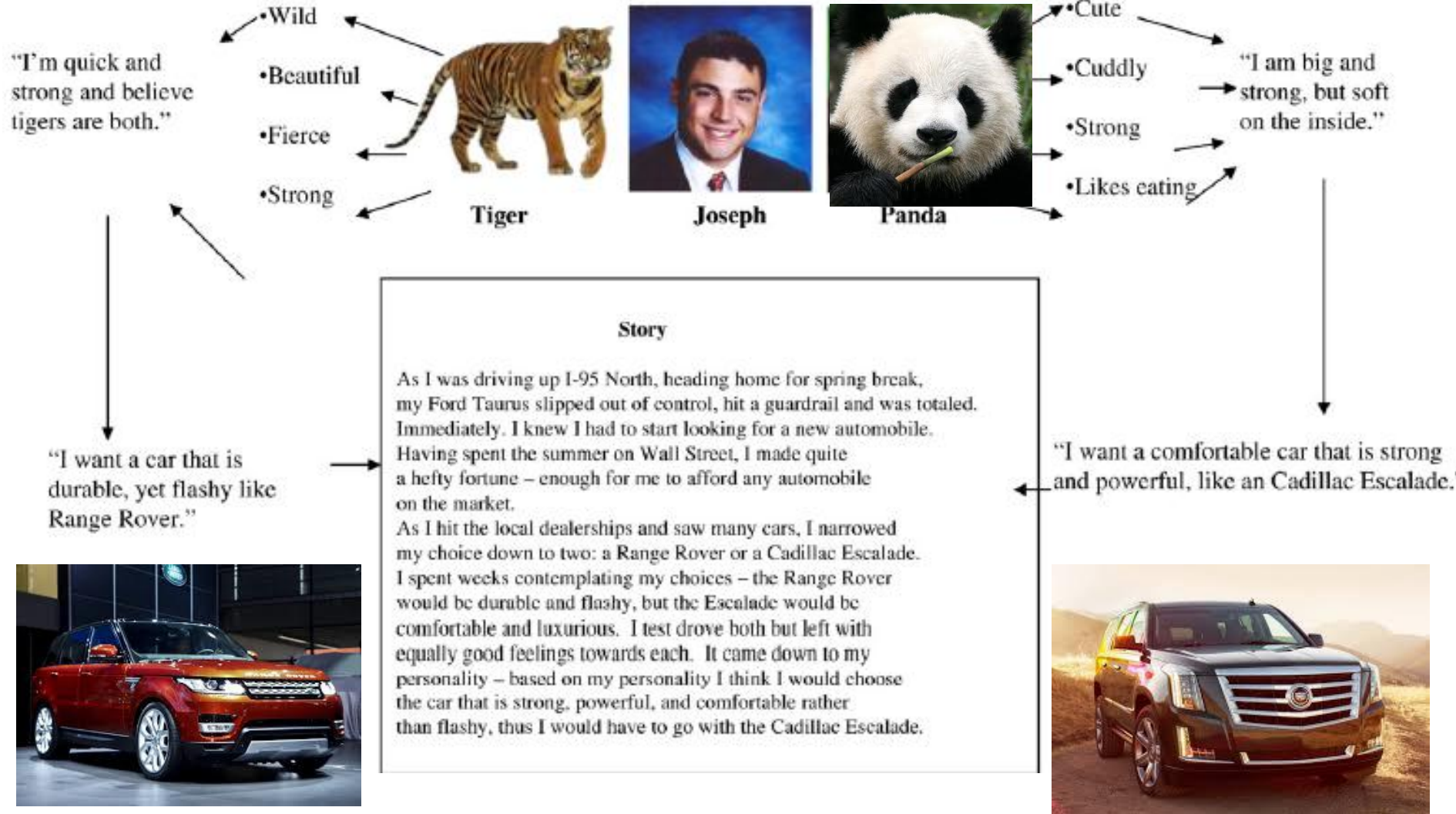


Animal-Archetype-Brand-Consumer (AABC) diamond story enactment model (Lloyd & Woodhouse, 2013).

Tell about Me Animal I Would Like to Be

Animal I Am

Tell about Me



An Application of the Forced Metaphor Elicitation Technique (Woodside, 2008).





There is a noise on the roof, must be the dam birds again.



**Example of a young man's Lynx  
storyboard (2013)**

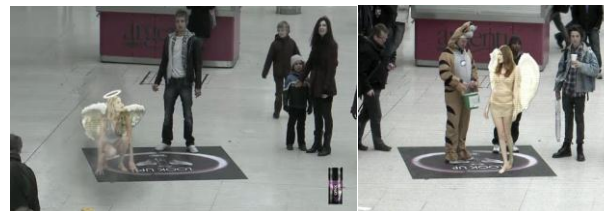
I carry on with my day.



I get the feeling that I am being followed, but I just carry on.



Just as I am leaving the station, I hear a large screech; I figured it was just the breaks on one of the trains.



**Example of a young man's Lynx  
storyboard (2013)**



Then right there, just as I'm getting onto my bike I look up.



Standing there are the three most beautiful girls, with strange beams of light over their heads looking right at me.



So we went out for a few drinks, had a few laughs, and you would think the wings would freak me out, but one thing led to another...



**Example of a young man's  
Lynx storyboard (2013)**

She did seem more interested in my lynx though...



The morning after, she put on her halo and left.



**Example of a young man's Lynx  
storyboard (2013)**

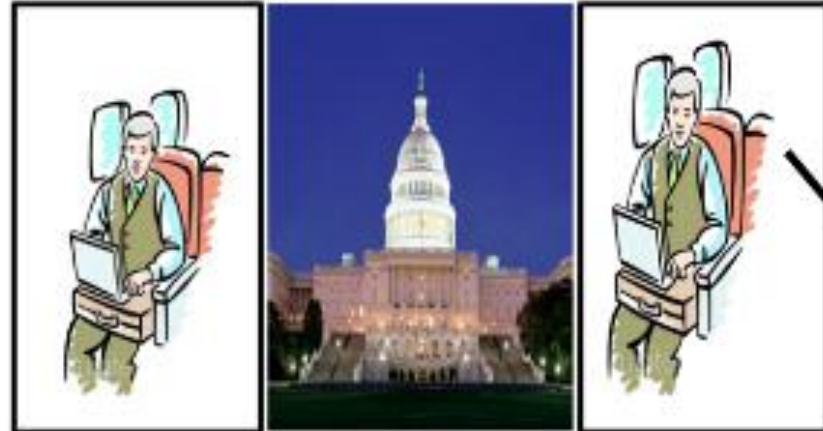
Why do I get the feeling that you don't believe me?



Friday (1)



Wed - Sat (2)



Friday (3)



Monday (5)



Sunday (4)



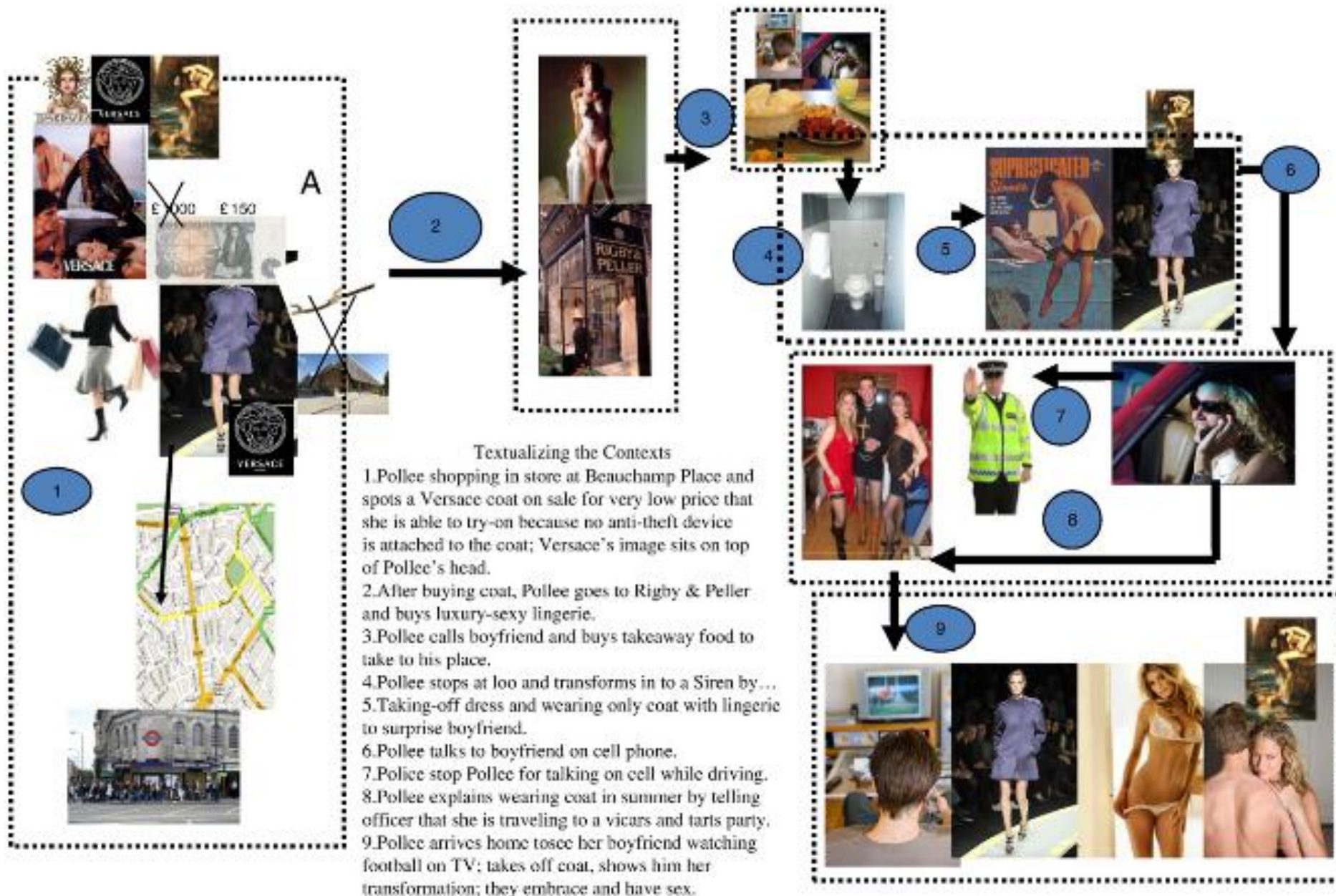
An example of a Consumer Storyboard (CS)



**Examples of advertisements used in a recent cross-cultural application of M-TAT (Kim, Lloyd & Cervellon, 2014)**







Example of Visual Narrative Art (VNA) (Megehee & Woodside, 2010)

# Contribution to theory and to practice

RQ<sub>1</sub>: What is the relevance of psychoanalytic insights for brand communications?

- Advances the theory and practice of advertising effectiveness by surfacing and decoding brand-consumer engagement.

# Contribution to theory and to practice

RQ2: How does archetypal activation involving animals contribute to consumer involvement and engagement with brand advertising?

- Archetypal activation contributes to consumer engagement with brand advertising.
- Transference to an archetype, activated by the advertising's narrative imagery, is a powerful route to persuasion.

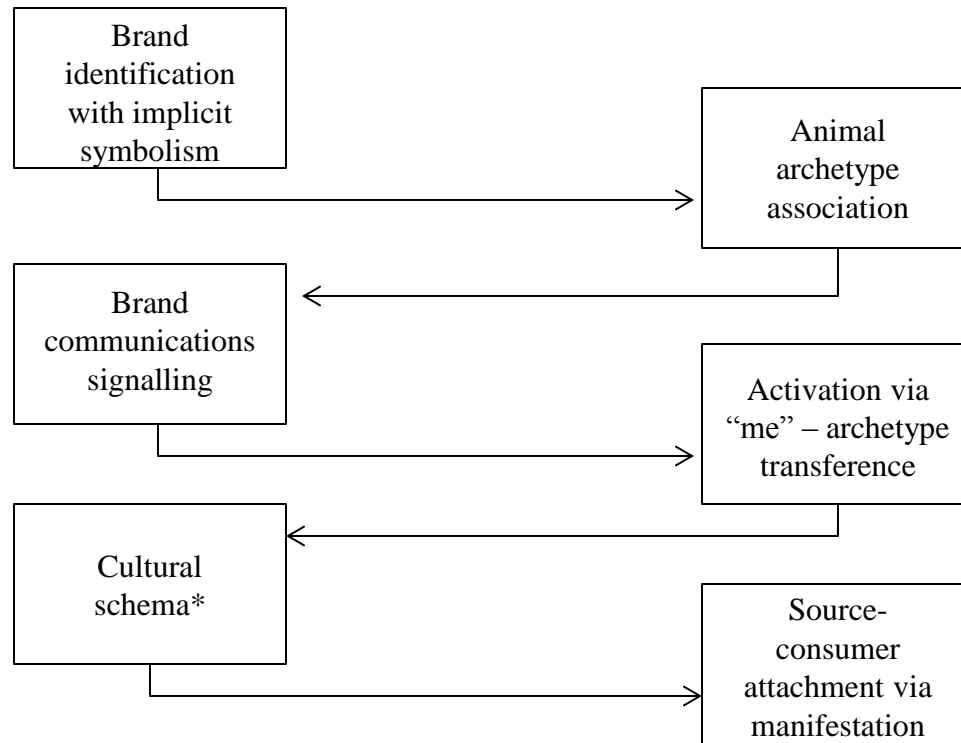
# Contribution to theory and to practice

RQ3: What is the value of animal archetypes for brand communications effectiveness?

- People identify with certain animal symbols which serve to protect and enhance self-image.

# Conclusions

- The time has come - again - for Jung and Dichter
  - We welcome comments and suggestions for where we can take this research approach in order to take our craft of brand and brand relationship building
  - Especially on the following BAAMM model.



### **Brand-Animal-Archetype-Me-Manifestation Model**

\*Familiar and pre-acquainted knowledge one uses when entering a familiar situation in his/her own culture