



**If everyone  
is thinking alike,  
then someone  
isn't thinking.**

KIRPA

*Positioning & Demographic Market Definition*  
*November 22, 2019*

## **HEY LADIES!**

There's a bit of a journey in these pages. First, I'm walking you through the archetypes I believe to be most relevant to KIRPA and the effect you're aiming to have with it. Then I'm pairing them up with explanations so you can see how they work together (and for you).

Next up is the demographic market using the different archetypes and personas that we are speaking to. After that, showing the brand messaging we've established in this context so you can see how the different roles are established.

Let's dive right in!

## **THE ARCHETYPES:**

### **THE SEEKER:**

(also referred to as The Explorer, The Wanderer)

This archetype creates the sensation of adventure and seeking to find the world for themselves. Fearing conformity and emptiness in equal contempt, they embrace brands that promote freedom, self-discovery, especially when the company promotes a journey along-side of them.

Not swayed by domesticity, they're drawn to imagery of the unknown, the outside, the new.

The worst thing for this archetype would be to appear too corporate, stodgy, or hemmed-down.

Here's one of the best examples of this archetype, Levi's Go Forth campaign that uses an ancient recording of Walt Whitman reciting his poem, *OPioneers*, which compounds the the ideas that denim delivers freedom with the concept of American exploration:

<https://www.youtube.com/watch?vIHG8tqEUTlvs>

### **THE MAGICIAN:**

(also referred to as The Shaman, The Visionary)

This archetype and the clients attracted to it are driven to understand the world and their role within it. Charismatic, influential, clever and dynamic, they are afraid of the negative consequences unleashed with their exploration.

On their negative side, they can be seen as manipulative, dishonest, or delusional and disconnected from reality. The absolute worst thing for this archetype is to appeared too structured or empty-- all smoke, mirrors with no substance.

Much like their spiritual world counterparts, this archetype can transform ideas into reality using rituals and forces from beyond the normal realms.

These brands promote themselves as a passageway to transformational knowledge and experience. More focused on the individual than the group, they compliment their customer base by engaging them to trust their own instincts.

One part flattery, two parts brand promise; these brands create the very instincts their expecting their clients to trust.

I've also found Disney to be a great example. Disney is endlessly magical, ageless. You at 80, in Disney World, are back to 7. You believe, you desperately remember believing, and Disney enables your inner child right back to its magical world.

## THE ARCHETYPES:

### THE EVERYMAN/EVERYWOMAN:

(also referred to as The Regular Guy , The Good Guy)

This customer wants to feel part of something, to be seen as a peer rather than a ruler or a subjugate. Preferring quality and dependability, these clients will emotionally invest in brands that they can trust.

Their weaknesses are, well.. being weak, suggestible and on the superficial side of the spectrum. They want to belong and not necessarily stick out. According to research, the worst thing for this archetype is to appear greedy or elitist.

Through my research I've found Duracell listed as a Warrior/Hero type, and with this ad I can see that- but I can also see it as The Regular Guy. It's a great example of a brand straddling multiple archetypes to get the best of their ideal worlds.

<https://www.youtube.com/watch?vImQaeXWtvprM>

Here the battery company isn't branding their product-- they're branding the promise of their product. The ongoing reliability to power the Teddy Bear allows the viewer to emotionally connect with the waiting, the sacrifice (Hero!), but the desperation for connection and belonging (Everyman!).

Other qualities that'll trigger clients driven by this archetype are fairness, respect, accountability, and integrity. Honesty, open approaches to advertising and imagery are going to connect.

This ad also communicates this, showing how women of all shapes, sizes, and drawn to all sorts of activities, can benefit from any activity that you would enjoy.

It's incredibly motivating and very helpful to be positioned amongst the body positivity and all-inclusive approach that fashion is moving towards.

<https://www.youtube.com/watch?vItoH4GcPQXpc>

## THE ARCHETYPES:

### THE SAGE:

(also referred to as The Teacher)

Oprah is the epitome of this archetype. Learning, experiencing knowledge from growth, The Sage seeks truth and wisdom in every engagement and situation.

The customers drawn to this archetype are constantly searching for new sources of information, preferring brands that challenge them to think in new ways.

At their best, they're wise, open minded and articulate-- at their worst they are self-absorbed, cold and a ruthless skeptic.

Brands utilizing this archetype structure promise knowledge, and will use a higher level of vocabulary, more abstract/symbolic imagery. They have a large amount of trust for their clients and their ability to grasp challenging ideals, "inside jokes", and they avoid dumbing down things too much for their audience.

A good example, besides Oprah, would be National Geographic Channel. They provide a portal to the endless expansive landscape of our world. No place is too out of reach, and we are given a front row seat as they show us reality around us.

Similar to The Explorer, but more authentic in the larger-than life scope of the brand. Levi's uses classic poetry to engage the audience's sense of adventure. NatGeo is using deeply probing, but emotionally accessible philosophic explorations-- encouraging curiosity, and bridging that curiosity with life's experience itself.

<https://www.youtube.com/watch?vI4qwA5fUh3hA&feature=youtu.be>

## FOR KIRPA:

### OPTION I:

Primary Archetype: The EveryMan/Woman

Secondary Archetype: The Magician

While it might seem counterintuitive to combine these two, it's the ability to blend "democratic approaches to campaigning" (The Everyman) with the transformation of the celebrity and nonprofit spaces (The Magician).

Utilizing these two archetypes takes the fantastic (the celebrity items) and makes them accessible: both in the form of sweeps and also auctions in the literal sense but also in the sense of what's possible to attain and experience. KIRPA offers experiences that anyone can be a part of.

To use this pairing we would keep the tone honest, open, and helpful and use imagery that creates a sense of fantasy or other-worldly centered around the objects being auctioned and swept.

### OPTION II:

Primary Archetype: The Everyman/Woman

Secondary Archetype: The Sage

I'm keeping The Everyman Archetype as the primary because the tone of voice has been established and it's working really well. The honest and helpful tone really situates perfectly within The Everyman, but adding in The Sage builds in an expansive point of view. The Sage is the wisdom of a different world and the pathway that's created when the Archetype sets up to the plate. In this way, we can utilize the Archetype to support the new way you're working with nonprofits and the celebrity spaces in tandem.

This is a completely innovative approach to both spaces so The Sage makes sense to blend in as a secondary Archetype.

The imagery used within this pairing would be slightly cinematic, documentary, not overly styled (or noticeably styled), but expansive, open and possibility-filled. A way to express this could be "What can you experience today?"

## **FOR KIRPA:**

### **OPTION III:**

Primary Archetype: The Sage

Secondary Archetype: The Seeker

The tone we've established works well with The Sage as the primary Archetype: a helpful guide to a world you'd never considered to exist. Pairing it with The Seeker pushes the exploration for 'the new'. Whether that's in the form of new auction pieces, new collections, new sweeps to participate in, and new collaborations with different charities. The unexpected is what will push this Archetype pairing.

The imagery used here could be more stylized and graphic. Interesting juxtapositions created visually can help pair the celebrity world and the nonprofit world in an engaging way.

### **OPTION IV:**

Primary Archetype: The Everyman

Secondary Archetype: The Seeker

At this point you understand why I keep suggesting The Everyman, but pairing it with The Seeker helps keep things innovative and fresh. Showing exploration as a positive attribute helps to keep people coming back to KIRPA to see who you're collaborating with next. The Seeker Archetype keeps things interesting and supports the ever-constant flow of items to bid on and the experiences to be a part of.

The imagery can be stylized or more editorial depending on the role. I could see both working together, and keeping things fresh and versatile will support The Seeker Archetype.

## DEMOGRAPHIC MARKET PERSONAS



**AMANDA**

*[El Paso, Albuquerque, Jacksonville, Columbus,]*

Early 20's and just starting out on her own. She loves celebrity culture and fashion. Economically minded, both in finances but also in the sustainability of her choices, she is drawn to celebrity objects that provide her a sense of fantasy and escape. The ability to support causes that mean a lot to her means that her money is going to a good cause.

She loves KIRPA because she is able to afford high-end luxury items with a story so she can share it with her family and friends. The charities the celebrities choose are a bonus that keeps her coming back again and again.



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**LISA**

Late 30's, Mid 40's female, works as an ethically focused lawyer working with Middle East and Asian immigrants with their citizenship . Educated and highly cultured, she speaks 4 languages and is equally comfortable across the world; calling Thailand, Israel, Bali, Hong Kong, and New York City, home.

Her worldliness allows her entrance to a world of nonprofits and passionate causes. She normally detests celebrity culture as a superficial and transient affair, but thanks to KIRPA's dedication to celebrity causes, she has since warmed up to the idea of the experience as one that yields positivity.

Drawn to the Sweeps option, Lisa finds pleasure in collecting small moments of cultural history. The objects she's won sit along side of her treasures from her travels; showing how celebrity culture can be valued in its own right.



**ERIC**

Mid 30's, loves sports and sports memorabilia. When he's not working, he's active on sports websites like FanDuel, or nurturing his fantasy league picks.

KIRPA provides him the opportunity to bid on sports memorabilia that he will cherish beyond measure. Both the auctions and the sweeps provide an inside into his favorite teams and players that he wouldn't have had access to in any other way.

Like Amanda, knowing that the objects support charitable causes helps to justify any purchase price so that he can brag to his friends about his finds.



**KRISTINA**

Mid-late 30's, single, Jewish and Latina heritage, she runs the PR for a mid-level nonprofit organization.

She is extremely socially driven and well-connected thanks to multiple channels of friends. Always on the go and always involved in social, political, environmental causes, her interests lead her to create a wide variety of expressions: through fine art, feminist magazines, account management at a social co-op providing clean water to under privileged nations, Kristina is deeply connected to the world around her.

Professionally, she works with KIRPA to help her organization get the press and the funds they need in order to maximize who they're able to help.

Personally she loves KIRPA because she's able to indulge guilt-free in to some great items. The ability to be fashionable, responsibly trendy, and creative in her clothing choices is a strong selling point that keeps her coming back for more-- and telling her friends.



**MANDY MOORE**

An eco and ethnically conscious celebrity like Mandy Moore would be drawn to KIRPA because of the pressure to always wear new outfits puts a huge strain on the environment as well as her reputation.

She uses KIRPA to balance out the need for new looks with supporting her fans; giving them access to memorabilia from her television show as well as her singing career.

Knowing that the fans are receiving pieces of her all the while supporting causes Mandy believes in allows her to keep her fans happy, her publicist happy, and her own heart happy as she is able to constantly refresh her own closet by giving back to the people and causes she loves.

## **BRAND MESSAGING & MISSION STATEMENT :**

The Mission Statement is pulled directly from the approved About page because it's perfection (and not just because I wrote it). It serves as a great encapsulation of everything KIRPA aims to do in a concise and beautiful way:

### **KIRPA: CULTURE X CELEBRITY X IMPACT**

KIRPA is a groundbreaking platform enlisting exclusive celebrity-worn fashion and items in support of philanthropic causes. A space where the influence of individual voices join together and become a collective movement for giving back. We're here disrupting traditional views on fashion, celebrity culture, and impact all in one place.

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