

# The Purist

IDEALIST, INNOCENT, MINIMALIST

## MY WHY:

To find happiness. To feel safe. To spread optimism.

## CONGRUENT STATEMENTS:

I simplify, I purify, I cleanse, I discern, I clarify, I idealize, I am

## MY HOW:

By simplifying, purifying, looking to tradition.

## PEOPLE MIGHT SAY I'M:

Idealistic, trusting, guileless, wondrous.

## MY GREATEST FEAR:

Broken trust, shattered ideals.

## MY SHADOW:

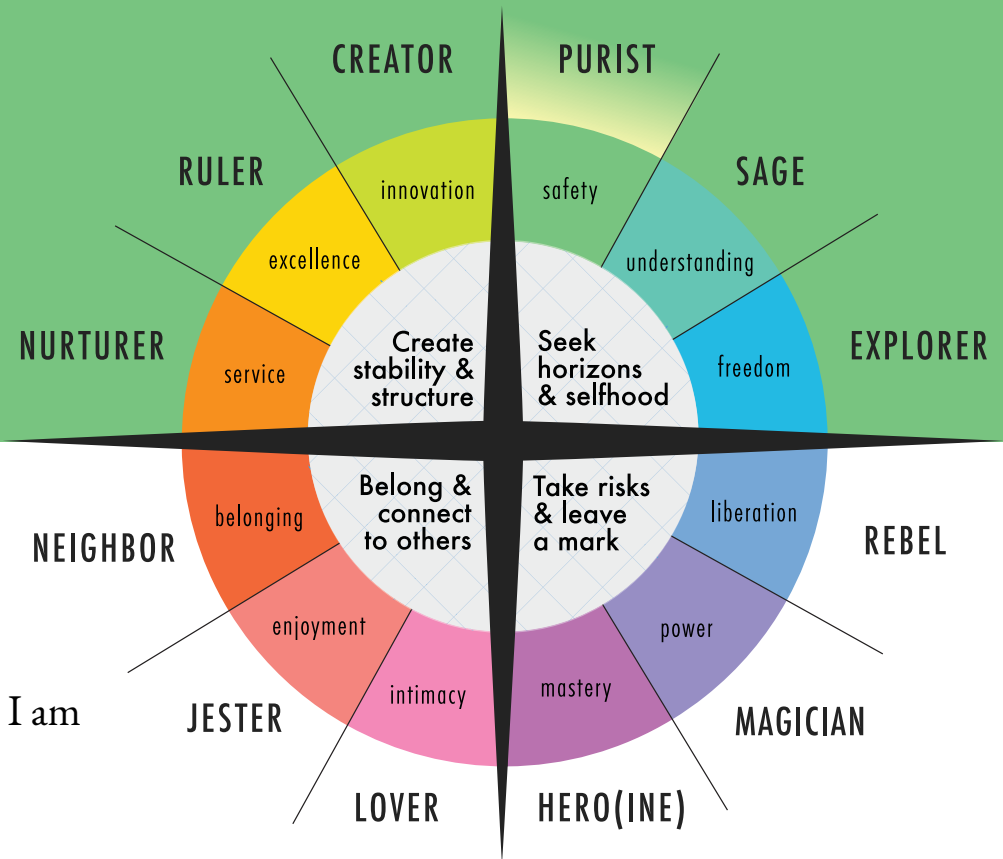
Naivety, denial, dependency.

## MY VOICE:

Cheerful, optimistic, simple, sincere.

## BRAND EXAMPLES:

Forrest Gump, Dove, Snuggle, Coca-Cola, Zooey Deschanel



**BRAVE  
NARRATIVE**

# Key Strategies

## FOR YOUR PURIST BRAND

### 1. SIMPLIFY

From your product or service offerings, to your marketing efforts, seek simplicity by honing in on the essential and doing away with the rest.

### 2. INSPIRE A SENSE OF FREEDOM

Innocent brands naturally invoke a sense of wholesomeness and freedom that comes from a pure and simple heart. Inspire others to shed limiting beliefs, let go of worrying what other people will think, and simply be in the moment. Now that's freedom.

### 3. LOOK TO TRADITION

Look back to simpler times for inspiration in everything from how you operate your business to your brand visuals, which can often successfully adopt a retro or vintage sensibility. Invoke nostalgia for simpler times in your brand communications.

### 4. STAND FOR THE NATURAL AND PURE

Like Dove's campaign for real beauty, take a stand for the natural and pure in your particular industry. In a world full of hype, oversaturated with all things unnatural, your simple outlook is a breath of fresh air.

# Your Audience

## THE PURIST'S IDEAL CUSTOMERS

### DEEPEST DESIRES

Your Purist audience wants nothing more than to feel good about themselves, with the least amount of fuss or complication. They long to return to simpler times and are often nostalgic and sentimental. They will be drawn to a brand that fulfills their yearning for the wholesome simplicity and dream-like wonder of childhood. Invite them into your rose-tinted worldview, give them a taste of the natural, pure and free, and you will gain their loyalty.

### BIGGEST FEARS & OBSTACLES

Your audience's biggest obstacle is their own hectic lives and busy schedule. They are often found living in the fast-lane with demanding careers and schedules that require too much of them. They lack breathing space even within the confines of their own minds. Overwhelmed by the modern world with all of its demands and complications, their biggest fear is losing their connection to themselves and their sense of happiness and freedom.