

EXPLORER

SEEKER, WANDERER

To learn what's constant in life by always changing your environment

Brands: North Face, Pier One, Jeep, Greyhound, Subaru, Starbucks

People: Christopher Columbus, Jacques Cousteau, Steve Irwin

THRILL-SEEKER

GAMBLER, SWASHBUCKLER,
ADVENTURER

To achieve great rewards through great risks.

Brands: X Games, Mountain Dew, Chrysler Crossfire, Carnival Cruise Ships, New Zealand, Camelback

People: Richard Branson, Ben Saunders, Errol Flynn

DEFENDER

KNIGHT, SUPERHERO, WARRIOR

To protect others from harm through bravery and service.

Brands: U.S. Army, Greenpeace, Marlboro, Dial, Band Aid

People: Batman, George S. Patton, John Wayne

ACHIEVER

ATHLETE, HOT SHOT, STRONGMAN

To prove yourself through amazing physical acts.

Brands: Nike, Ford, Home Depot, Adidas, Under Armor

People: Lance Armstrong, Michael Jordan, Tiger Woods

TRADITIONALIST

SEEKER, WANDERER

To restore the world through a return to old-fashioned values.

Brands: Old Spice, Wendy's, Procter & Gamble, Wells Fargo, Folger's, GAP

People: Norman Rockwell, Ronald Reagan

NURTURER

KNIGHT, SUPERHERO, WARRIOR

To help others feel loved by providing for their needs and wants.

Brands: Campbell's, Pampers, Volvo, Johnson & Johnson, L'Oréal, Allstate

People: June Cleaver, Paula Deen

CONNECTOR

GAMBLER, SWASHBUCKLER,
ADVENTURER

To make things happen by knowing the right people.

Brands: AT&T, Verizon, Facebook, LinkedIn

People: Oprah

ARTIST

ATHLETE, HOT SHOT, STRONGMAN

To create something of enduring beauty and value.

Brands: hp, Adobe, Lego, Home Depot, Michael's, Black and Decker, HGTV

People: Beethoven, Salvador Dali, William Shakespeare, Bob Villa

PHILOSOPHER

SAGE, PROPHET, GURU

To help people understand the world by seeing things from a different perspective.

Brands: Scientology, Calvin Klein, Nikon

People: Plato, Deepak Chopra, Paulo Coelho

DREAMER

MAGICIAN, SORCERER, WIZARD

To help people achieve supernatural experiences by promoting faith and wonder (transformation).

Brands: Disney, Axe, Rock Band

People: Tim Burton, Carlos Castaneda, Steven Spielberg, Harry Potter

MOTIVATOR

MENTOR, PREACHER, PROMOTER

To achieve amazing goals by getting people excited about a cause.

Brands: Truth, (RED), Electronic Frontier Foundation, MoveOn.org

People: Tony Robbins, Barack Obama, Richard Simmons

RULER

KING, LEADER, FATHER

To lead people to a common destination through confidence, determination, and influence.

Brands: Microsoft, Rolex, Gillette, The New York Times, Jack Daniel's

People: Steve Jobs, Franklin Roosevelt, Moses

MAVERICK

REBEL, OUTLAW, ROGUE

To achieve freedom from the establishment through defiance, disobedience, and nonconformity.

Brands: Harley Davidson, Virgin, MTV, Rimmel, Steve Madden, Urban Outfitters, Orbit

People: Henry David Thoreau, Sid Vicious, George Washington

INNOCENT

SAINT, GOODY-TWO-SHOES, ANGEL

To achieve a simple, pure life by always doing the right thing.

Brands: IKEA, Google, Apple, Dove, Lysol, Master Card, Aveda

People: Mr. Rogers, Gandhi, Boy Scouts, Oprah

EVERYMAN

AVERAGE JOE, GIRL NEXT DOOR

To bond with others by being humble, hard-working, and friendly.

Brands: Miller High Life, Sonic, Walmart, Lowe's, Walgreens, Southwest, Visa, Covergirl, Hollister

People: Jack Black, Homer Simpson, Tom Hanks, Princess Diana

ENTERTAINER

CLOWN, JESTER, PERFORMER

To make friends (and avoid making enemies) through humor and fun.

Brands: Budweiser, Fanta, Jack in the Box, Hulu, Woot.com, Taco Bell, Doritos

People: Robin Williams, Bob Hope, Jeff Foxworthy

VILLAN

BAD GUY, MONSTER, VAMPIRE

To satisfy internal drives or passions through whatever means necessary.

Brands: Megadeth, Hot Topic, LA Ink

People: Marilyn Manson, Darth Vader, Dr. Horrible

SENUALIST

HEDONIST, PLEASURE SEEKER

To pursue perfect enjoyment through physical experiences.

Brands: Victoria's Secret, BMW, Godiva, Versace, Food Network

People: Madonna, Jane Austen, Dracula

INTELLECTUAL

SAGE, GENIUS, EXPERT

To find the truth through research, objectivity, and diligence.

Brands: Ask.com, CNN, Gallup, MIT, Harvard, CIA, Bloomberg

People: Stephen Hawking, Marie Curie, Ken Jennings

SERVANT

MARTYR, HELPER, MONK

To lose yourself through service to others.

Brands: Red Cross, Amnesty International, Peace Corps, Humane Society, Police Department

People: Mother Theresa, Pat Tillman