Hero, Caregiver or Ruler? Identifying NATO's Archetype
Identifying NATO's True North in Audience Identification, using Archetypes

Social media study in the USA, France and Germany

Annual report 2025 – February 2025 – Part I

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The use of the NATO logo in this study does not imply NATO's endorsement of its contents.

Research design

This report contains the initial results of a Social Media analysis (META-sources), using open-source intelligence (OSINT) to generate insights about NATO's archetype(s). These results form the basis for hypothesis-building, prior to primary research including focus groups, interviewing NATO opponents and supporters. In this second phase of research, we aim to focus on perceptions of democracy and resilience – and how these relate to NATO's personality and how NATO's future communication activities might strengthen these mental ties.

SÉISSMO graph

3 countries: the US, France and Germany

Target audience (TA)
- **General sample**: **META users** interacting with the NATO entity
- **Profile 1:** NATO **supporters** (see definition next page)
- **Profile 2:** NATO **opponents** (see definition next page)

Research method
- Analysis of **NATO followers'/ supporters'/opponents' profiles on Facebook, Instagram, and WhatsApp groups**
- This data provides information about WHO THEY REALLY ARE and WHAT THEY VALUE IN LIFE
- The representation of the social genome of different groups gives an idea of their sociology (social environment) and value systems.

The main indeces for metrics
- **Affinity:** supporters/opponents of NATO who are also supporters of a special list of subjects divided by the mathematical Expected value ➔ answers the question " How characteristic is the entity to this Target Audience (TA)?"; affinity >2 = high affinity, affinity <0.5 = rejection
- **Affinity score:** weighted affinity, % of TA in the entity*Affinity ➔ helps to create the relevant archetype ranking; only archetypes with an affinity score >1 are considered as most relevant for the target group

Data collection (fieldwork)

December 2024 (for the data), **November 24-January 25** (for the visuals extracted from NATO's social media posts)

Target description: general sample of NATO audience, pro-NATO & contra-NATO profiles

GENERAL SAMPLE

▶ Sample of META-source users: META's algorithm calculates the probability of a person interacting with an entity – this could be a reaction, a comment, a share, and/or someone following

▶ Indicates the **resonance** of NATO topics in the country at the time of data collection

▶ Base:

  ▶ US: N=444,000
  ▶ Germany: N= 84,900
  ▶ France: N=124,200

Sub-group: PRO-NATO

▶ **Pro-NATO:** NATO supporters, adhere to or are interested in the core mission of NATO, as underlined identified via other interests in e.g. collective defence, crisis management, collective security, deterrence, state independence

▶ Base:

  ▶ US: N=165,800
  ▶ Germany: N= 17,600
  ▶ France: N=18,000

Sub-group: CONTRA-NATO

▶ **Contra-NATO:** NATO opponents, as identified through their support of either right-wing or left-wing parties as well as their interest in the United Nations (as a preferred alternative to NATO)

▶ Base:

  ▶ US: N=97,000
  ▶ Germany: N=43,400
  ▶ France: N=23,000

In the **US**, the **pro-NATO** base is **larger than the contra-NATO** base.
In **Germany**, the situation is **reversed** (the opponents build more than half of the total sample).
In **France**, even if opponents are more numerous than supporters, the vast majority of the sample is **neutral/ indifferent.**

The socio-demography of NATO Supporters & Opponents profiles differs clearly between countries

SEX

Profile	Male	Female
Germany		
General sample	70.3%	29.7%
Pro-NATO	88.1%	11.9%
Contra-NATO	61.4%	38.6%
The USA		
General sample	65.4%	34.6%
Pro-NATO	73.0%	27.0%
Contra-NATO	62.6%	37.4%
France		
General sample	39.6%	60.4%
Pro-NATO	63.3%	36.7%
Contra-NATO	61.5%	38.5%

AGE

Age	Up to 35 y.o.	36 - 55 y.o.	56 + y.o.
Germany			
General sample	31.8%	44.5%	23.7%
Pro-NATO	29.0%	45.2%	25.8%
Contra-NATO	24.0%	45.6%	30.4%
The USA			
General sample	45.4%	29.7%	24.9%
Pro-NATO	40.3%	26.7%	33.0%
Contra-NATO	35.0%	29.9%	35.2%
France			
General sample	67.9%	22.5%	9.7%
Pro-NATO	62.5%	27.3%	10.2%
Contra-NATO	37.8%	44.2%	18.0%

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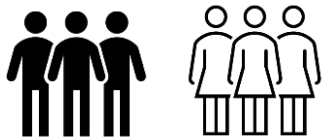
SEX

AGE

In Germany and the US, men dominate among NATO supporters, while in France the majority of NATO supporters are women. This is a surprising finding data, and it is worth exploring further via a deep-dive.

In Germany and the US, men tend to be more supportive of NATO. This seems consistent with organisations related to the military.

In France, supporters and opponents of NATO are almost equally divided between the sexes.

In Germany, middle-aged people predominate among those following NATO issues. German meta-users aged 56 and older are slightly more anti-NATO (compared to the general sample). This suggests that improved engagement with this audience could be achieved via more traditional media/ communication channels and touchpoints.

The US and France have a higher percentage of young people (under 35) in both the overall sample and in the pro-NATO population. In these countries, older people are more likely to be anti-NATO.

Description of the archetype approach, based on the theory of C. G. Jung

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RESEARCH FOUNDATION: the theoretical framework

Scientific fundament for this research*:

▶ **Theory of archetypes by Carl Gustav Jung,** developed in the 1930s: identified twelve archetypes to describe people's personalities

▶ Archetypes of human imagination are patterns located in the **collective unconscious**

▶ Elementary experiences (e.g. birth, marriage, motherhood, separation & death) have archetypal roots & have produced similar images in a wide variety of cultures ⮕ therefore, they are considered collective human experiences

See the list of sources in the Appendix (p.62)

HOW THE ARCHETYPES WERE DERIVED/ IDENTIFIED

Data scientist Dr. Klaus Holthausen delivered the data using Meta entities. Three different angles were used to attribute an archetype to an entity of interest:

1) **Brands** that represent archetypes

Example of BMW for the "Hero" archetype: Specifically, it's about the archetype framing that the fan of brand X (here: BMW) is conditioned through exposure to advertising.

2) **Values**

The adventure factor is relevant for the Explorer archetype. As an extension of the Stanford study, Meta allows the distribution of values (solidarity, individuality, adventure, etc.) to be determined in relation to target groups.

3) **Professional groups**

Architects for example are typical of the Creator archetype, geriatric nurses of the Caretaker. Other relevant factors were identified, like magazines ("Beautiful Living" associated to the creator archetype).

Archetypes we identified for NATO and how they can be used in NATO's communications

How does NATO look in terms of archetypes?

The results of the social media analysis suggest:

▶ There are no one or two NATO archetypes that clearly and consistently reflect NATO's personality among the different target audiences. This may mean that the archetypal approach, with its emphasis on NATO's strengths, is not sufficiently used in communication activities. We observed different archetypes in the three countries where we analysed social media (Germany, the United States and France). This suggests that there are different perceptions of NATO's personality across countries, as well as slightly different expectations towards NATO. This requires different approaches in the communication strategy, taking into account the specificity of NATO's position in each respective country.

▶ It can also be said that the opinion about NATO in the target audience of NATO followers in META sources is not consistent: we identified different archetypes for the general sample (all NATO followers), for NATO supporters and for NATO opponents. This leads back to the previous point about the need for targeted communication.

▶ Thus, NATO should know the main target groups of its communication in META sources, study their expectations towards NATO in-depth, understand the gap between these expectations (desires, wishes, needs) and the real perception of NATO, and target communication for efficient results.

▶ At the same time, insights into NATO's personality in the global context can be grounded in NATO perceptions among the different targets and used to communicate NATO's global mission and vision.

# What could be the common archetype of NATO and how to leverage it in communication?
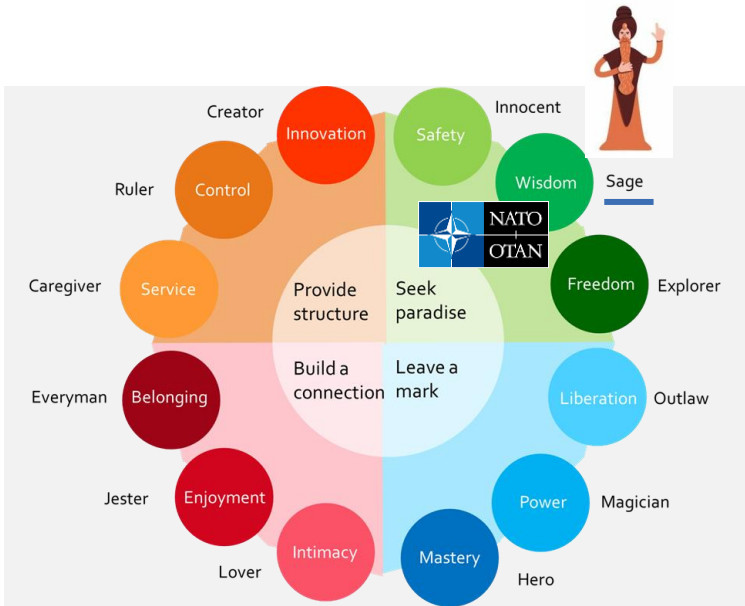
- The Sage archetype is most prevalent among the TOP NATO archetypes, so we can assume its leading role (while acknowledging the cross-influence of other archetypes inside its 'DNA') among NATO followers in META in all 3 countries

- To use this archetype in NATO's communication, focusing on wisdom, intelligence, integrative role, and a holistic approach can be effective.

- Underlining the collective expertise as one of NATO's strengths can be helpful in communicating the Sage archetype for NATO.

- **CAUTION:** Avoid the less attractive aspects of the Sage mindset, which can be dogmatism, passivity, and a lack of close connection to reality.

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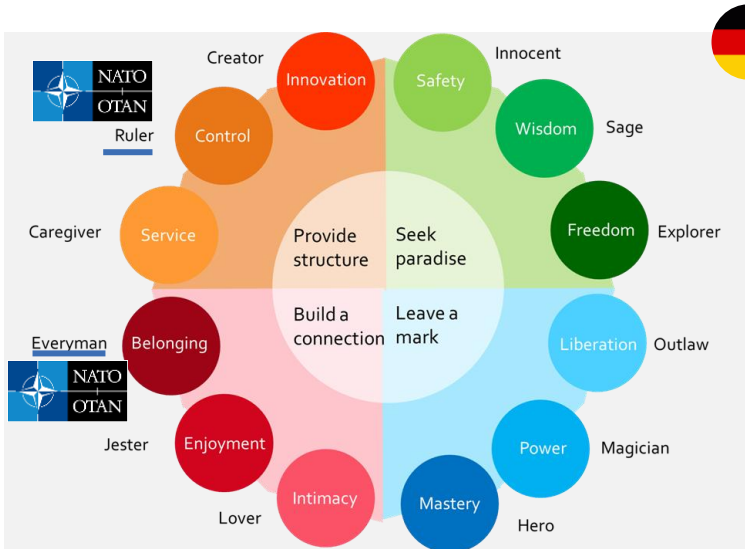
- In Germany, NATO could benefit from using the **Ruler's** strengths in communication: power, control, leadership, the ability to take responsibility for the world and set standards for others. Experience in crisis prevention and management, and in establishing a rules-based international order are relevant messages for communication.

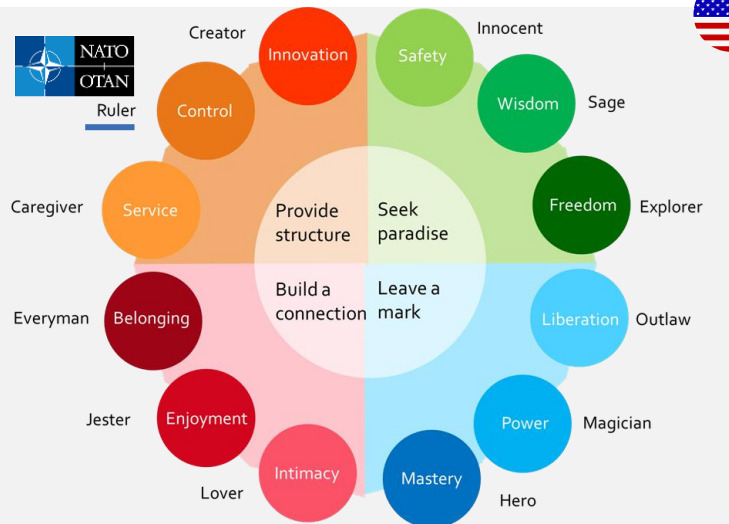- CAUTION: Avoid the negative aspects of the ruler - including arrogance and excessive authority.

- The strengths of the **Everyman** archetype will also be useful for NATO's communication in Germany: satisfying the need for belonging, demonstrating the ability to bring countries together. Cooperative security and solidarity are effective in communicating these strengths.

- CAUTION: Avoid the down sides: aversion to change & conflict.

- In the USA, NATO could leverage the strengths of the **Ruler** in communication, similar to the situation in Germany.

- NATO is expected to remain influential and maintain leadership in the world, bring clarity and structure.

- CAUTION: Avoid the "negatives" – too pretentious, too dominant and too status-oriented. These characteristics would easily erect a mental barrier between NATO and different countries, as well as potentially alienating the General Public.
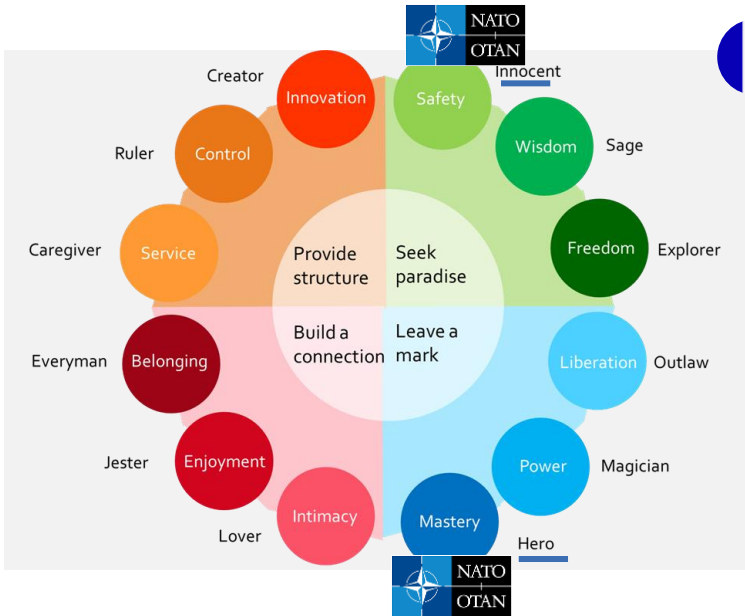
For France, the vision of NATO's personality is somewhat different: the **Innocent** and **Hero** archetypes are salient. Getting the balance right between these two archetypes is essential.

This involves communicating security, humanity, trust, peace (Innocent), and at the same time demonstrating courage and mastery (Hero).

Confidence building, peacekeeping and conflict prevention are effective ways for NATO to communicate the strengths of the Innocent archetype. Deterrence and defence are very effective mission statements for communicating the Hero personality.

CAUTION: Avoid archetypal down sides: being too aggressive and naive, too easily influenced.

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- For supporters of NATO and opponents of NATO, the image of NATO is **more blurred**. There are several different archetypes with affinity scores >1. Our analysis focussed on the top 2-4 (the number of archetypes analysed depends on the distance between scores) to present a clear picture.

- We identified 2 archetypes (in addition to the top archetypes described on the previous pages) for both sub-targets:
  the Creator (Germany + US: in both pro-NATO and contra-NATO profiles, France: in the pro-NATO profile) and
  the Magician (Germany: in both pro-NATO and contra-NATO profiles, France: in the pro-NATO profile) archetypes.

- The **Magician** archetype is about understanding the fundamental laws of the universe and changing the world for the better, developing a vision.

- The **Creator** archetype needs to communicate the expectation of innovation and achievement, the realisation of a vision, and the continuous development of new skills.

- CAUTION: Avoid showing fragility, lower self-confidence, a fear of being judged and the impression of manipulation.

The presentation of the results in Part 1 consists of three main elements:

1. Analysis of archetypes' data from META social media users in connection with NATO
   (data science META-sources)

2. Identification of relevant verbatims/ definitions/ messages related to the archetypes in the NATO
   Strategic Concept 2022 (content analysis of the verbal identity of archetypes)

3. Pinpointing relevant images related to the archetypes on NATO's social media **posts** (LinkedIn,
   Facebook, Instagram) (semiotic analysis of NATO's iconography)

1. The NATO archetypes in the USA, France & Germany 🇺🇸🇫🇷🇩🇪 (among the general sample)

Top* Archetypes for all 3 countries (general sample):
Ruler & Sage personalities for Germany and the USA, and Innocent & Hero for France
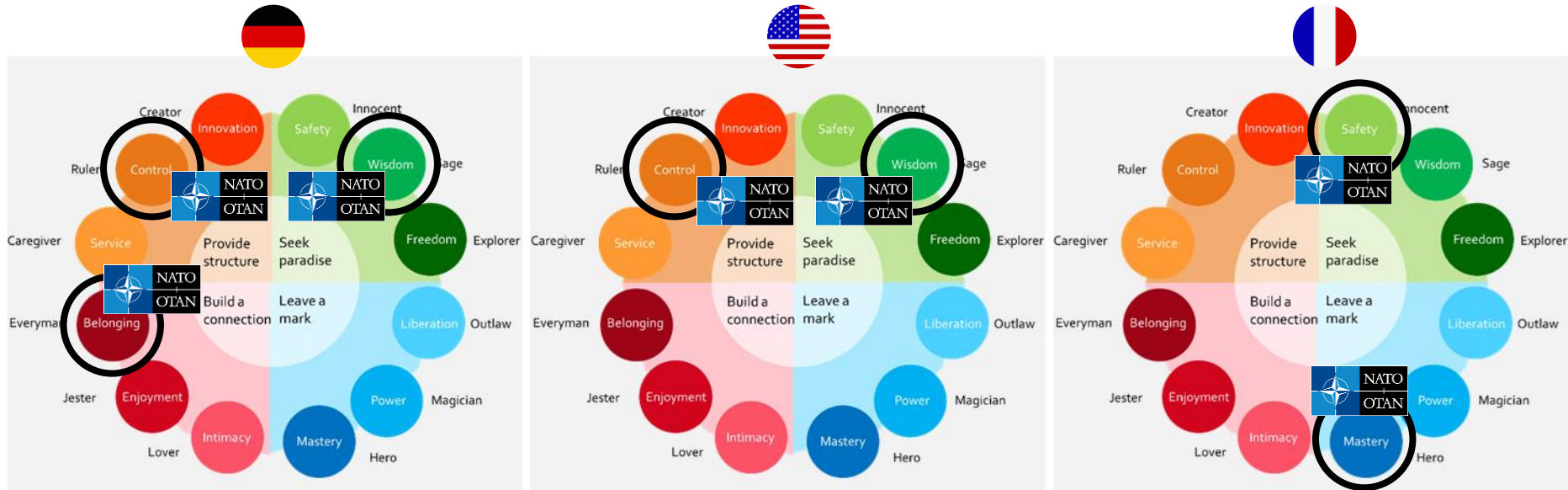
Germany and the USA are close in terms of top NATO archetypes. A third high affinity archetype also exists in Germany, the **Everyman**.
In France, the situation is different: the **Sage** has a rather low relevance, and the **Ruler** a slightly lower relevance than in Germany and the US.
However, the **Innocent** and **Hero** archetypes stand out in terms of their affinity scores (see data on the next page).

*With an affinity score >1

Top* Archetypes in each Country among General Sample
(tables showing all entities with affinity score 0.5 and higher)

Entity	Affinity-score	Arche-types
Psychology (Science)	**1.27**	**Sage**
Mercedes-Benz (Vehicles)	**1.07**	**Ruler**
Volkswagen (Vehicle)	**1.04**	**Everyman**
Do it yourself (DIY)	0.98	Creator
Cinema (movies)	0.96	Magician
BMW (Vehicles)	0.94	Hero
Organic farming	0.94	Innocent
Rolex (watches)	0.87	Ruler
Animal welfare (social cause)	0.70	Caregiver
Chanel (fashion brand)	0.70	Lover
IKEA (retailer)	0.69	Everyman
Nike (shoes)	0.58	Hero
Laughter	0.57	Jester
Skin care (cosmetics)	0.57	Caregiver
Jeep (vehicles)	0.54	Explorer

Entity	Affinity-score	Arche-types
Psychology (Science)	**1.11**	**Sage**
Mercedes-Benz (vehicles)	**1.02**	**Ruler**
Organic farming	0.87	Innocent
Volkswagen (vehicle)	0.78	Everyman
Chanel (fashion brand)	0.77	Lover
Do it yourself (DIY)	0.77	Creator
Nike (shoes)	0.74	Hero
Harley-Davidson (vehicles)	0.71	Outlaw
Laughter	0.62	Jester
Jeep (vehicles)	0.57	Explorer
The Walt Disney Company (film and TV)	0.54	Magician
Rolex (watches)	0.52	Ruler
Animal welfare (social purpose)	0.51	Caregiver
IKEA (Retailer)	0.51	Everyman

Entity	Affinity-score	Arche-types
Organic farming	**2.98**	**Innocent**
Nike (shoes)	**2.69**	**Hero**
Mercedes-Benz (vehicles)	0.80	Ruler
Chanel (fashion brand)	0.75	Lover
Volkswagen (vehicle)	0.63	Everyman
Beautiful Living	0.53	Creator

With an affinity score >1

The following 5 archetypes predominate in the 3 countries:
Sage
Ruler
Everyman
Innocent
Hero

The next slides develop what these archetypes say about NATO.

The **Sage** archetype in the NATO personality: strong traits of wisdom and holistic thinking, but can elements of dogmatism and a lack of action

SAGE

DESCRIPTION: motivated by cognitive fulfilment and the need to know, seeking satisfaction of curiosity

GOAL: to gather information, gain insight, and thereby bring clarity to his world

STRATEGY: holistic approach > mind, body & soul

STRENGTHS: wisdom & intelligence, clarity of thought, integrative, objective, prudent and diligent

DOWNSIDES: fear of being deceived or ignorant, dogmatism, lack of action, detachment from reality

Some verbal expressions of the Sage dimension in the NATO Strategic Concept 2022:

COLLECTIVE EXPERTISE

*"Allies will build on **three decades of expertise** in crisis management"*

*"NATO remains the unique, essential and indispensable **transatlantic forum to consult**, coordinate and act on all matters related to Allies' security"*

Selected visuals extracted from social media posts of various NATO bodies in the last 3 months.

The Ruler archetype in the NATO personality: power, control, leadership, influence and confidence, but also arrogant and authoritarian

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RULER

DESCRIPTION: strong need for power & control, is motivated to lead and create structure, challenges individuals and society to step up and take responsibility for the world, sets standards for others to follow

GOAL: creation of a prosperous society, community, family

STRATEGY: take over responsibility, exercise power

STRENGTHS: influential, self-confidence and leadership, big-picture perspective, politically savvy

DOWNSIDE: arrogant, entitled, controlling, avoiding/missing detail, fear of chaos, authoritative

Some verbal expressions of the Ruler dimension in the NATO Strategic Concept 2022:

NATO 2022 STRATEGIC CONCEPT

CRISIS PREVENTION AND MANAGEMENT

*"Allies will ...boost their capacity to respond and recover **from any strategic shocks or disruptions"***

*„NATO works with nations and organizations that share its values and interests, to uphold **the international rules-based order"***

Selected visuals extracted from social media posts of various NATO bodies in the last 3 months.

The Everyman archetype in the NATO personality: true bond, bringing people together, but at the same time averse to change and conflict

SÉISSMO

EVERYMAN

DESCRIPTION: strong need to belong, motivated by the emotional benefits of a true bond with another person

GOAL: belong forever and taking care of things/people

STRATEGY: bring people together and make you feel special

STRENGTHS: loyalty, patience, determination, practicality, tolerance, adaptability, earthiness

DOWNSIDE: loss of sense of self, dependence on others, jealousy, betrayal, aversion to change & conflict

Some verbal expressions of the Everyman dimension in the NATO Strategic Concept 2022:

COOPERATIVE SECURITY AND SOLIDARITY

"NATO's key purpose and greatest responsibility is to ensure ***the collective defence*** *of Allies"*

"NATO fulfils three core tasks: deterrence and defence; crisis prevention and management; and ***cooperative security"***

"Its door remains open to European democracies who want to and can contribute to our ***collective security"***

"Resilience is a national responsibility and ***a collective commitment…*** *Allies* ***will work together*** *to identify and mitigate such vulnerabilities…"*

"Political dialogue and practical cooperation with partners *contributes to stability beyond NATO borders"*

NATO **Everyman** visual identity on Social Media: unity, belonging, solidarity, true bond

Selected visuals extracted from social media posts of various NATO bodies in the last 3 months.

The Innocent archetype in the NATO personality: security, humanity, trust, peace, but at the same time, it can mean insecurity and fear of conflict

INNOCENT

DESCRIPTION: safety as main value, driven by optimism & finding joy in simple pleasures, belief in the goodness & honesty of humanity

GOAL: all mankind will be good

STRATEGY: trust and optimism

STRENGTHS: purity, honesty, wholesome, no hidden agenda, helps people find peace and harmony, moral

DOWNSIDES: naïve, ignorant, fearing punishment, susceptible to influence, needy, attached, insecure

Some verbal expressoins of the Innocent dimension in the NATO Strategic Concept 2022:

NATO 2022 STRATEGIC CONCEPT

BUILDING TRUST, MAINTAINING PEACE AND PREVENTING CONFLICT

*"The Euro-Atlantic area is **not at peace"***

*"NATO fulfils three core tasks: deterrence and defense; **crisis prevention** and management; and cooperative **security"***

*"Ensuring national and collective **resilience**, enhancing the Alliance's technological edge and fully integrating climate change, **human security** and the Women, **Peace and Security** agenda across all of NATO's work are all part of fulfilling the Alliance's three core tasks"*

*„Mission of NATO: foster **trust, transparency and engagement** in a world"*

NATO Innocent visual identity on Social Media: optimistic people, simplicity, pleasure, humanity, focus on unity and security

Selected visuals extracted from social media posts of various NATO bodies in the last 3 months.

The Hero archetype in the NATO personality: power, competence and courage, but implications of arrogance and aggression

HERO

DESCRIPTION: strong need to prove themselves, want to convince others that they are competent and capable of surpassing themselves, motivated by overcoming a challenge, putting an end to injustice

GOAL: self- realization and the transformation of the world through acts of courage and mastery

STRATEGY: exercise power, competence and challenge the status quo

STRENGTHS: courage, reliability, conviction, self-sacrifice, strength and endurance, a strong sense of ethics and loyalty

DOWNSIDE: arrogance, abuse of power/strength, aggression, intimidation, impatience

Some verbal expressions of the Hero dimension in the NATO Strategic Concept 2022:

DETERRENCE AND DEFENCE

NATO 2022 STRATEGIC CONCEPT

*"The Euro-Atlantic area is not at peace. The Russian Federation has violated the norms and principles that contributed to a stable and predictable European security order. We cannot discount **the possibility of an attack against Allies' sovereignty and territorial integrity"***

*"We will significantly **strengthen deterrence and defence** for all Allies, enhance our resilience against Russian coercion and support our partners **to counter malign interference and aggression"***

*"NATO's key purpose and greatest responsibility is to ensure **the collective defence of Allies"***

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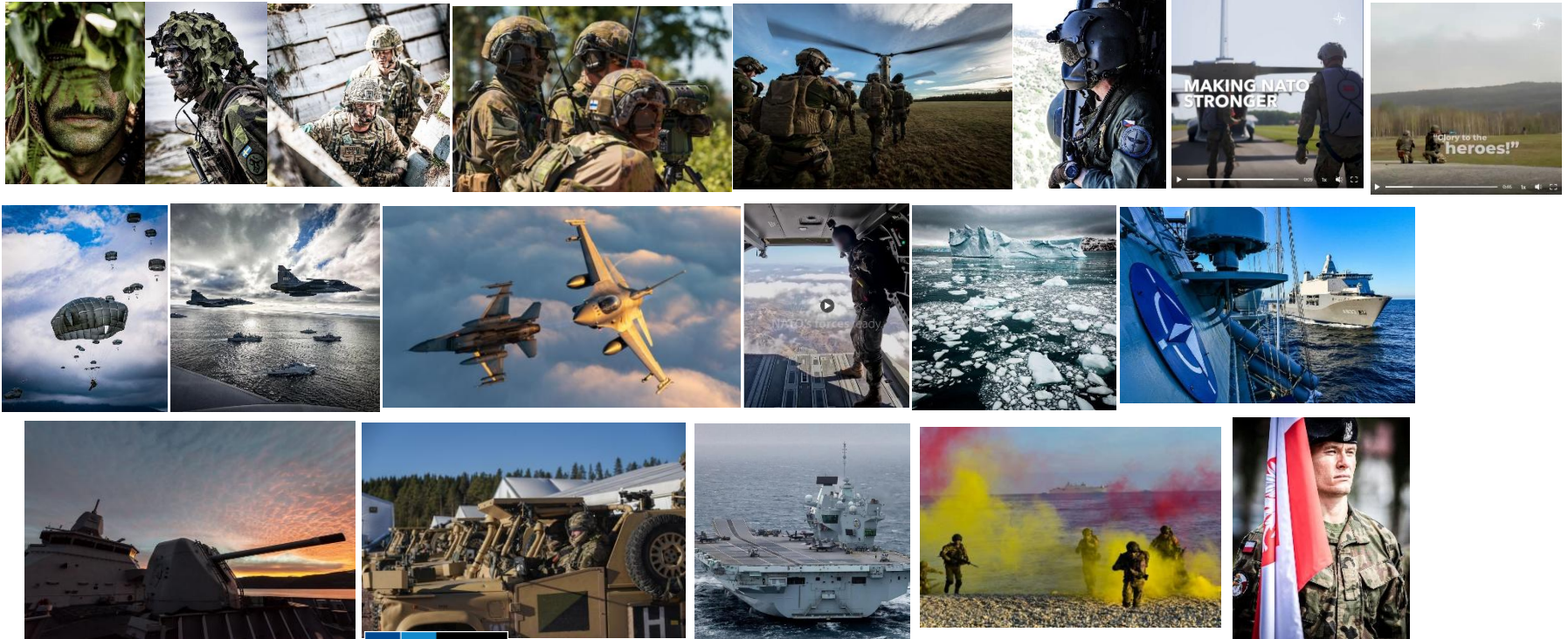
Selected visuals extracted from social media posts of various NATO bodies in the last 3 months.

The following 5 archetypes predominate in the 3 countries:

Sage
Ruler
Everyman
Innocent
Hero

What conclusions can be drawn about NATO's Communication Strategy for each country?

SAGE, RULER

The TOP archetypes of the Sage and the Ruler are a pro**jection of wisdom in combination with status, power, and control** (similar to Germany).

The underlying belief is that NATO is an organization **bringing clarity and structure to the world**, with a holistic approach.

As a result, NATO is expected to take responsibility, be influential and maintain leadership in the world. In a sense, NATO is an instrument of foreign policy in the United States more than it is a military organisation.

But one should be careful with this mission, because there is a fear of becoming too pretentious and detached from reality (not grounded enough).

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SAGE, RULER, EVERYMAN

The archetype of the **Sage** with the values of wisdom, intelligence, and holistic approach is the most prominent in Germany. This may be due to the peculiarities of the traditional German approach based on **reflection, science and evidence**.

However, the disadvantages of this personality type are **dogmatism** and **detachment from reality**. This is why NATO is perceived in Germany as a rather passive alliance, lacking an active role/ influence.

However, thanks to the archetypes of the Ruler and the **Everyman** (most relevant for the NATO-neutral group), German citizens show that they expect both power, control, **and** the creation of a real bond that unites, rallies, and motivates the NATO members.

SÉISSMO

INNOCENT, HERO

For NATO, the top archetypes of the Innocent and the Hero represent a projection of **security and safety, optimism, and trust** (Innocent) and a projection of **courage and mastery** (Hero).

In France, there is less expectation of wisdom from NATO, and somewhat less expectation of power and control (compared to Germany and the US).

NATO is seen as an alliance that builds peace and harmony in the world through courage, reliability and strength. And French citizens seem to acknowledge its active, influential role.

But with these expectations in France, NATO should be careful not to demonstrate arrogance and aggression, or the threat of conflict.

2. The NATO archetypes among supporters and opponents of NATO

In the pro-NATO and contra-NATO groups, there are many different archetypes with affinity scores >1, so we have focused our analysis on the TOP 2-4 (the number of archetypes analysed depends on the distance between scores) to present a clear picture.
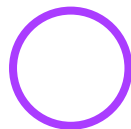
2.1 The NATO archetypes in Germany

The TOP* archetypes for both pro-NATO and anti-NATO profiles in Germany are the Sage, the Magician, and the Creator – but there is a major difference along the lines of proximity vs. power expectations
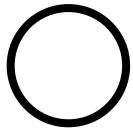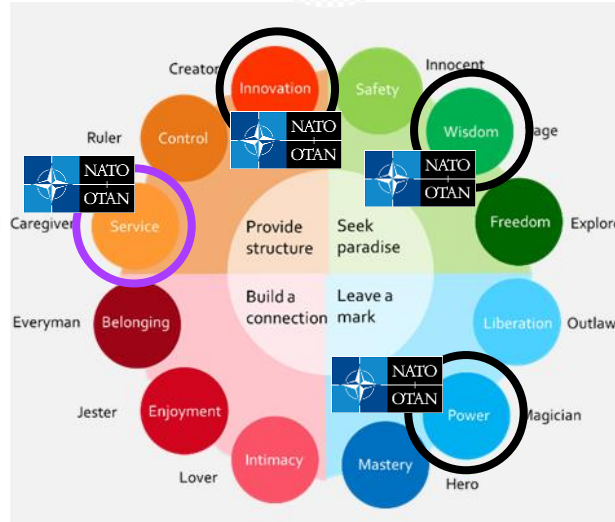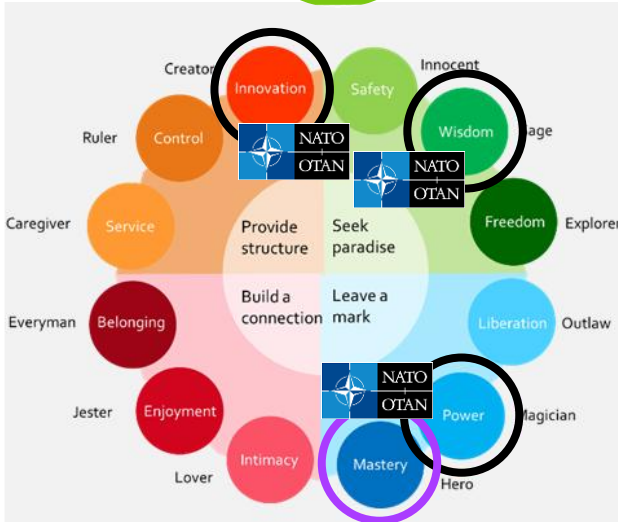
*TOP archetypes for both profiles

Sub-segment specific archetype

The **Sage** archetype retains a leading role in the anti-NATO group. **Creator** (innovation dimension) and **Hero** (power dimension) archetypes are salient too.

However, the profiles of the supporters and opponents differ as follows:

The **Hero** archetype is prominent among NATO supporters, indicating their projection/ desire to see NATO 'save the world' and 'master chaos'.

The **Caregiver** archetype is prominent among NATO opponents, thereby projecting their desire to see the organisation as a peaceful, almost charity-like institution.

The Sage, Magician, and Creator archetypes are at the top for both profiles (pro-NATO and contra-NATO). For pro-NATO, Hero has the highest score, for contra-NATO, Caregiver also appears very prominent.

Entity	Affinity score*	Arche-types
BMW (Vehicles)	1.93	Hero
Psychology (Science)	1.89	Sage
Cinema (movies)	1.82	Magician
Do it yourself (DIY)	1.69	Creator
Volkswagen (Vehicle)	1.45	Everyman
Animal welfare (social purpose)	1.37	Caregiver
Mercedes-Benz (Vehicles)	1.35	Ruler
Organic farming	1.22	Innocent
Rolex (watches)	1.14	Ruler
National Geographic Society	1.02	Sage
Laughter	1.01	Jester
The Walt Disney Company (film and TV)	0.98	Magician
Jeep (vehicles)	0.94	Explorer
IKEA (Retailers)	0.90	Everyman
Harley-Davidson (Vehicles)	0.81	Outlaw
Nike (shoes)	0.77	Hero
Skin care (cosmetics)	0.74	Caregiver
Chanel (fashion brand)	0.72	Lover
Red Bull	0.54	Outlaw

Entity	Affinity score*	Arche-types
Psychology (Science)	2.01	Sage
Cinema (movies)	1.30	Magician
Do it yourself (DIY)	1.27	Creator
Animal welfare(social purpose)	1.27	Caregiver
BMW (Vehicles)	1.13	Hero
Skin care (Cosmetics)	0.96	Caregiver
Volkswagen (Vehicle)	0.88	Everyman
Mercedes-Benz (Vehicles)	0.85	Ruler
Organic farming	0.82	Innocent
National Geographic Society	0.75	Sage
Laughter	0.74	Jester
IKEA (Retailer)	0.74	Everyman
The Walt Disney Company (film and TV)	0.66	Magician
Rolex (watches)	0.63	Ruler
Chanel (fashion brand)	0.57	Lover
Nike (shoes)	0.56	Hero
Jeep (vehicles)	0.50	Explorer

Only entities with an affinity score of >0.5 are listed

Demonstrate the wisdom, innovation, and strength to make the vision a reality. For NATO supporters: Emphasise courage and proactivity. For NATO opponents: Emphasise prudence, stability and strong deterrence to avoid war.
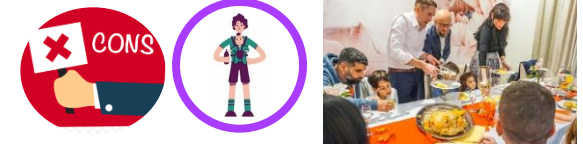
The Sage archetype is a projection of wisdom and holistic consideration.

The Magician archetype represents the value of understanding the fundamental laws of the universe and changing the world for the better, developing a vision.

The Creator archetype reflects the value of innovation and achievement.

These 3 archetypes complement NATO's possible strategy with a mission to make the world a better place and emphasise the pursuit of innovation, wisdom & intelligence.

The pro-NATO Hero archetype implies the values of courage, mastery and competence. But it also implies a certain arrogance and aggression that **frightens the contra-NATO group**.

The expected communication from NATO in the pro-NATO group is courage that **challenges the status quo**, a **proactive stance** that will **end injustice**.

The Caregiver archetype in contra-NATO represents a value of **caring** and a sense of **stability**. But it can also mean that this **profile can be manipulated through fear campaigns**.

Germany's **pacifist tradition** provides the basis for a 'diplomatic' rationale aimed at conflict resolution. Positioning strong deterrence as the only way to avoid war is one possible NATO strategy in the contra-NATO group that might resonate with this goal.

# 2.2 NATO archetypes in the USA

The TOP* archetypes for both pro- and contra-NATO profiles in the USA are the Sage and the Creator. Amongst NATO supporters, 2 additional archetypes are evident: Ruler & Innocent.
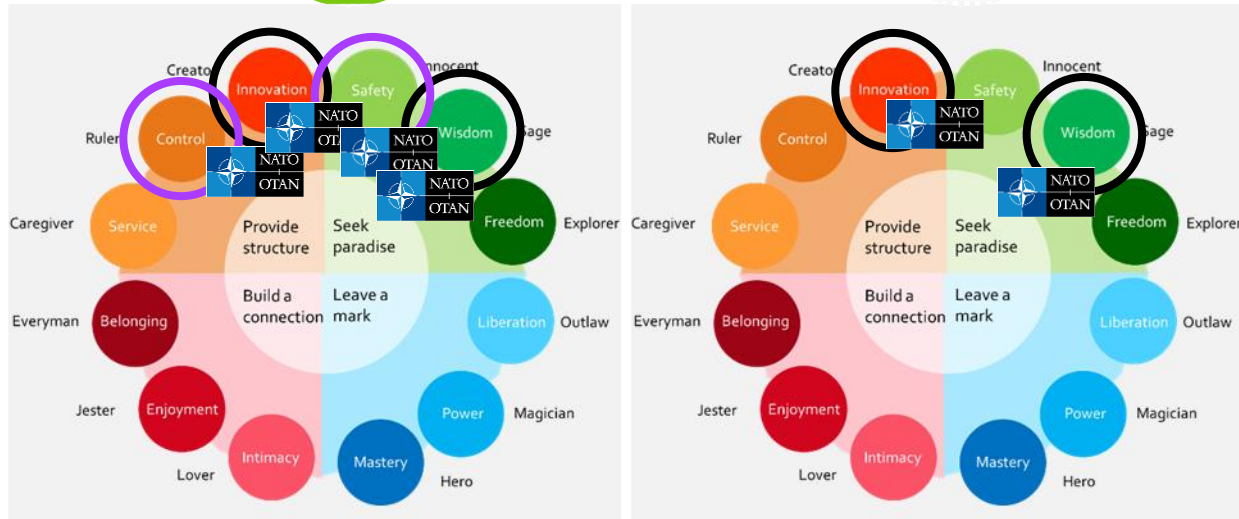

The **Sage** archetype is the most prevalent of the two profiles in the USA (as well as in the general sample). The Creator archetype is also present and stands for progress.

The pro-NATO group also sees NATO as the **Innocent** and the **Ruler**. This acknowledges how the supporters relate to and identify with NATO due to its ability to control (demonstration of strength) and to provide safety.
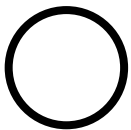
*TOP archetypes for both profiles
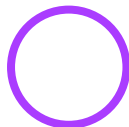
Sub-segment specific archetype

The Sage and Creator archetypes are dominant for both profiles (pro-NATO and contra-NATO). For pro-NATO, the archetypes of Innocent and Ruler are also very prominent for NATO.

PROS

Entity	Affinity score	Arche-types
Psychology (science)	**1.47**	**Sage**
Organic farming	**1.19**	**Innocent**
Do it yourself (DIY)	**1.16**	**Creator**
Mercedes-Benz (vehicles)	**1.16**	**Ruler**
Harley-Davidson (vehicles)	1.00	Outlaw
Animal welfare (social purpose)	0.97	Caregiver
Laughter	0.96	Jester
Jeep (vehicles)	0.94	Explorer
Volkswagen (vehicle)	0.90	Everyman
BMW (vehicles)	0.82	Hero
Nike (shoes)	0.76	Hero
Chanel (fashion brand)	0.75	Lover
The Walt Disney Company (film and TV)	0.71	Magician
Cinema (films)	0.67	Magician
Skincare (cosmetics)	0.59	Caregiver
Rolex (watches)	0.57	Ruler
IKEA (retailer)	0.57	Everyman

CONS

Entity	Affinity score	Arche-types
Psychology (science)	**1.65**	**Sage**
Do it yourself (DIY)	**1.19**	**Creator**
Animal welfare (social purpose)	0.96	Caregiver
BMW (vehicles)	0.96	Hero
Mercedes-Benz (vehicles)	0.95	Ruler
Laughter	0.88	Jester
Cinema (films)	0.84	Magician
The Walt Disney Company (film and TV)	0.83	Magician
Organic farming	0.82	Innocent
Jeep (vehicles)	0.79	Explorer
Skin care (cosmetics)	0.75	Caregiver
Rolex (watches)	0.72	Ruler
Chanel (fashion brand)	0.72	Lover
Volkswagen (vehicle)	0.67	Everyman
Nike (shoes)	0.67	Hero
Harley-Davidson (vehicles)	0.58	Outlaw
IKEA (retailer)	0.56	Everyman

Only entities with an affinity score of >0.5 are listed

SÉISSMO

Demonstrate wisdom & innovation, clarify your mission, and realise your vision. But avoid dogmatism, arrogance & passivity. For NATO supporters: Show strength & leadership, promise peace and harmony, inspire confidence & optimism.
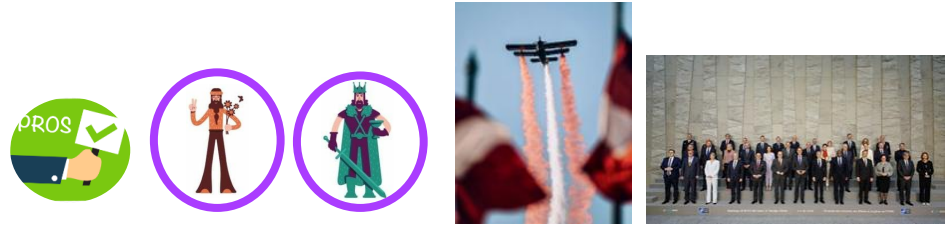
Similar to the findings of the German study, the **Sage** archetype represents an expectation of wisdom, intelligence, the ability to convey truth and holistic consideration, and to bring clarity to the world.

But it can also have potential negatives in the form of detachment from reality, inaction, and a certain dogmatism.

The **Creator** archetype implies an innovative approach, invention and rethinking, the realisation of a vision, and the constant development of new skills.

But fragile self-confidence and a fear of judgment can be potential weaknesses.

The **Innocent** archetype implies trust, honesty, optimism, and a desire to help, support, and protect, in order to find peace and harmony.

But it can also demonstrate fear of punishment and vulnerability to influence.

The **Ruler** archetype gives expectations of control, high status, power, leadership, confidence, the ability to step forward and take responsibility for the world. Sets standards for others.

But it can also demonstrate arrogance and excessive control.

# 2.3 NATO archetypes in France

In France, there are no identical TOP* archetypes for the pro-NATO and anti-NATO profiles: the priorities of the two target groups are different.
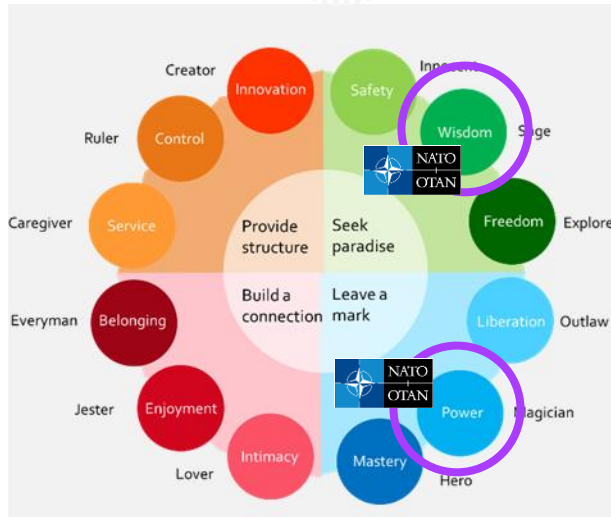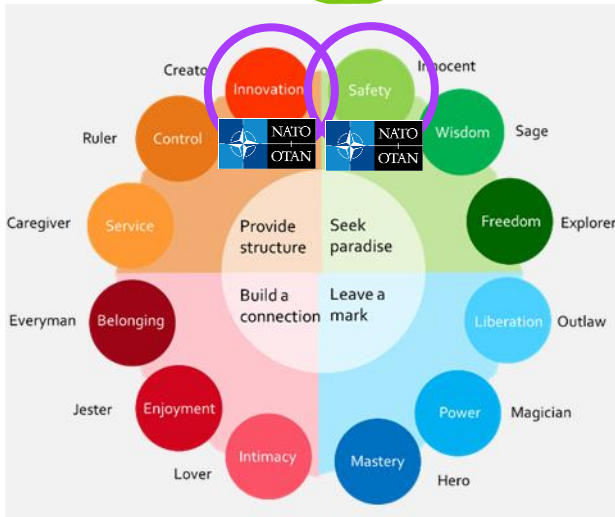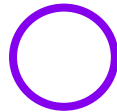

The **Creator** and the **Innocent** are at the TOP of the pro-NATO profile (with the Creator playing a dominant role).

The **Magician** and the **Sage** are at the TOP of the contra-NATO profile.

These different perceptions of NATO between the two profiles require a different, very targeted approach to communication.
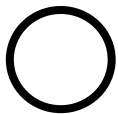
*TOP archetypes for both profiles   Sub-segment specific archetype

Strong variance between the profiles: The Creator and the Innocent are the leaders of the pro-NATO group, and the Magician and the Sage are at the top of the anti-NATO group.

Entity	Affinity score	Arche-types
Beautiful Living	**4.00**	**Creator**
Organic farming	**2.03**	**Innocent**
Nike (shoes)	1.56	Hero
Mercedes-Benz (vehicles)	1.54	Ruler
Chanel (fashion brand)	1.30	Lover
Volkswagen (vehicle)	1.25	Everyman
Harley-Davidson (vehicles)	0.91	Outlaw
Do it yourself (DIY)	0.91	Creator
Rolex (watches)	0.87	Ruler
IKEA (retailer)	0.79	Everyman
Cinema (films)	0.67	Magician
Psychology (science)	0.57	Sage
BMW (vehicles)	0.56	Hero
Laughter	0.55	Jester
The Walt Disney Company (film and TV)	0.55	Magician
Jeep (vehicles)	0.51	Explorer

Entity	Affinity score	Arche-types
Cinema (films)	**1.39**	**Magician**
Psychology (science)	**1.34**	**Sage**
Organic farming	1.20	Innocent
Do it yourself (DIY)	1.13	Creator
Chanel (fashion brand)	1.09	Lover
Rolex (watches)	1.07	Ruler
Mercedes-Benz (vehicles)	0.95	Ruler
Nike (shoes)	0.91	Hero
IKEA (retailer)	0.88	Everyman
BMW (vehicles)	0.79	Hero
Laughter	0.76	Jester
Volkswagen (vehicle)	0.71	Everyman
Animal welfare (social purpose)	0.65	Caregiver
Skin care (cosmetics)	0.60	Caregiver
The Walt Disney Company (film and TV)	0.60	Magician

* Only entities with an affinity score of >0.5 are listed

For its supporters, NATO should demonstrate innovation and a willingness to defend, but without insecurity and fear of judgment. For those against NATO, it should convey charisma, wisdom, and the ability to make the world a better place, but also should avoid manipulation and passivity.

SÉISSMO
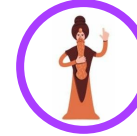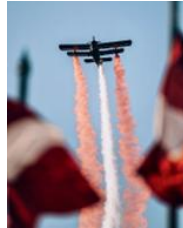
The Creator archetype fulfils the need for innovation, invention, and rethinking.

They are focused and achievement-oriented, a master of their craft and authentic.

Their main goal is to make their vision become reality.

But the Creator may have amore fragile self-confidence plus a fear of mediocrity and being judged.

The Innocent archetype always wants to help, protect, and support others. Their interactions are pure, unadulterated, honest, without cynicism or hidden agendas.

Using trust and optimism is their main strategy. Their goal is "All mankind will be good". They help people to find peace & harmony.

But they can be naive, susceptible to influence, insecure, and afraid of punishment.

The main goal of the Magician archetype is to change the world for the better.

Their strategy is to create a vision and live by it.

They are charismatic, know how the world works, and have the power to bring the vision to life, and be a catalyst for transformation.

But they may be susceptible to manipulation.

The Sage is wise, intelligent and intellectual, with clarity of thoughts, objective and prudent.

They possess extensive knowledge gained from deep experience. They use a holistic approach in their strategy.

However, this archetype can suffer from dogmatism, inaction, and detachment from reality.

Appendix

Tables including Complete Data Sets

Entity	General sample	General sample %	Affinity	Affinityscore	Archetypes
Psychology (Science)	38400	40.59%	3.14	1.27	Sage
Mercedes-Benz (Vehicles)	51200	54.12%	1.98	1.07	Ruler
Volkswagen (Vehicle)	46800	49.47%	2.09	1.04	Everyman
Do it yourself (DIY)	40900	43.23%	2.26	0.98	Creator
Cinema (movies)	32100	33.93%	2.84	0.96	Magician
BMW (Vehicles)	29300	30.97%	3.04	0.94	Hero
Organic farming	39000	41.23%	2.27	0.94	Innocent
Rolex (watches)	26700	28.22%	3.07	0.87	Ruler
Animal welfare (social cause)	22700	24.00%	2.92	0.70	Caregiver
Chanel (fashion brand)	36900	39.01%	1.78	0.70	Lover
IKEA (retailer)	34000	35.94%	1.93	0.69	Everyman
Nike (shoes)	32100	33.93%	1.71	0.58	Hero
Laughter	18200	19.24%	2.97	0.57	Jester
Skin care (cosmetics)	26400	27.91%	2.04	0.57	Caregiver
Jeep (vehicles)	15900	16.81%	3.22	0.54	Explorer
The Walt Disney Company (film and television)	18700	19.77%	2.41	0.48	Magician
Harley-Davidson (Vehicles)	22000	23.26%	1.99	0.46	Outlaw
National Geographic Society	5700	6.03%	5.85	0.35	Sage
Beautiful Living	19500	20.61%	1.59	0.33	Creator
Red Bull	5900	6.24%	3.24	0.20	Rebel
Jack Wolfskin	6800	7.19%	2.63	0.19	Explorer
M&M's	4100	4.33%	1.58	0.07	Jester
Häagen-Dazs	1300	1.37%	2.32	0.03	Lover
Dove (toiletries)	0	0.00%	0.00	0.00	Innocent

Entity	Sample of pro-NATO	Sample of pro-NATO %	Affinity	Affinityscore	Archetypes
BMW (Vehicles)	7800	44.32%	4.35	1.93	Hero
Psychology (Science)	8700	49.43%	3.82	1.89	Sage
Cinema (movies)	8200	46.59%	3.90	1.82	Magician
Do it yourself (DIY)	10000	56.82%	2.97	1.69	Creator
Volkswagen (Vehicle)	10300	58.52%	2.48	1.45	Everyman
Animal welfare (social purpose)	5900	33.52%	4.08	1.37	Caregiver
Mercedes-Benz (Vehicles)	10700	60.80%	2.22	1.35	Ruler
Organic farming	8300	47.16%	2.60	1.22	Innocent
Rolex (watches)	5700	32.39%	3.52	1.14	Ruler
National Geographic Society	1800	10.23%	9.93	1.02	Sage
Laughter	4500	25.57%	3.95	1.01	Jester
The Walt Disney Company (film and TV)	5000	28.41%	3.46	0.98	Magician
Jeep (vehicles)	3900	22.16%	4.24	0.94	Explorer
IKEA (Retailers)	7200	40.91%	2.19	0.90	Everyman
Harley-Davidson (Vehicles)	5400	30.68%	2.62	0.81	Outlaw
Nike (shoes)	6900	39.20%	1.97	0.77	Hero
Skin care (cosmetics)	5600	31.82%	2.33	0.74	Caregiver
Chanel (fashion brand)	7000	39.77%	1.82	0.72	Lover
Red Bull	1800	10.23%	5.31	0.54	Outlaw
Jack Wolfskin	1900	10.80%	3.95	0.43	Explorer
Beautiful Living	3800	21.59%	1.67	0.36	Creator
Häagen-Dazs	0	0.00%	0.00	0.00	Lover
M&M's	0	0.00%	0.00	0.00	Jester
Dove (toiletries)	0	0.00%	0.00	0.00	Innocent

Entity	Sample of contra-NATO	Sample of contra-NATO %	Affinity	Affinityscore	Archetypes
Psychology (Science)	22100	51.04%	3.94	2.01	Sage
Cinema (movies)	17100	39.49%	3.30	1.30	Magician
Do it yourself (DIY)	21400	49.42%	2.57	1.27	Creator
Animal welfare (social purpose)	14000	32.33%	3.93	1.27	Caregiver
BMW (Vehicles)	14700	33.95%	3.32	1.13	Hero
Skin care (Cosmetics)	15700	36.26%	2.64	0.96	Caregiver
Volkswagen (Vehicle)	19800	45.73%	1.93	0.88	Everyman
Mercedes-Benz (Vehicles)	20900	48.27%	1.76	0.85	Ruler
Organic farming	16700	38.57%	2.12	0.82	Innocent
National Geographic Society	3800	8.78%	8.50	0.75	Sage
Laughter	9500	21.94%	3.38	0.74	Jester
IKEA (Retailer)	16100	37.18%	1.99	0.74	Everyman
The Walt Disney Company (film and TV)	10100	23.33%	2.83	0.66	Magician
Rolex (watches)	10400	24.02%	2.60	0.63	Ruler
Chanel (fashion brand)	15300	35.33%	1.61	0.57	Lover
Nike (shoes)	14500	33.49%	1.68	0.56	Hero
Jeep (vehicles)	7000	16.17%	3.09	0.50	Explorer
Harley-Davidson (vehicles)	8000	18.48%	1.58	0.29	Outlaw
Red Bull	3000	6.93%	3.59	0.25	Outlaw
Jack Wolfskin	3100	7.16%	2.61	0.19	Explorer
Beautiful Living	5000	11.55%	0.89	0.10	Creator
M&M's	1400	3.23%	1.18	0.04	Jester
Häagen-Dazs	0	0.00%	0.00	0.00	Lover
Dove (toiletries)	0	0.00%	0.00	0.00	Innocent

Entity	General sample	General sample %	Affinity	Affinityscore	Archetypes
Psychology (Science)	206200	46.80%	2.36	1.11	Sage
Mercedes-Benz (vehicles)	217700	49.41%	2.07	1.02	Ruler
Organic farming	163200	37.04%	2.35	0.87	Innocent
Volkswagen (vehicle)	155700	35.34%	2.22	0.78	Everyman
Chanel (fashion brand)	191100	43.37%	1.78	0.77	Lover
Do it yourself (DIY)	214200	48.62%	1.59	0.77	Creator
Nike (shoes)	162900	36.97%	1.99	0.74	Hero
Harley-Davidson (vehicles)	138300	31.39%	2.26	0.71	Outlaw
Laughter	135100	30.66%	2.01	0.62	Jester
Jeep (vehicles)	120400	27.33%	2.07	0.57	Explorer
The Walt Disney Company (film and TV)	138400	31.41%	1.73	0.54	Magician
Rolex (watches)	90000	20.43%	2.56	0.52	Ruler
Animal welfare (social purpose)	112000	25.42%	2.02	0.51	Caregiver
IKEA (Retailer)	125900	28.57%	1.78	0.51	Everyman
BMW (Vehicles)	88900	20.18%	2.39	0.48	Hero
Skin care (cosmetics)	141400	32.09%	1.45	0.47	Caregiver
Cinema (movies)	92400	20.97%	2.00	0.42	Magician
Beautiful living	42900	9.74%	2.56	0.25	Creator
Red Bull	39400	8.94%	2.63	0.24	Outlaw
M&M's	34600	7.85%	1.98	0.16	Jester
National Geographic Society	11200	2.54%	2.96	0.08	Sage
Dove (toiletries)	21200	4.81%	1.49	0.07	Innocent
Häagen-Dazs	12100	2.75%	1.68	0.05	Lover
Jack Wolfskin	6400	1.45%	2.96	0.04	Explorer

Entity	Sample of pro-NATO	Sample of pro-NATO %	Affinity	Affinity score	Archetypes
Psychology (science)	89300	53.86%	2.72	1.47	Sage
Organic farming	71900	43.37%	2.75	1.19	Innocent
Do it yourself (DIY)	98900	59.65%	1.95	1.16	Creator
Mercedes-Benz (vehicles)	87300	52.65%	2.21	1.16	Ruler
Harley-Davidson (vehicles)	61600	37.15%	2.68	1.00	Oulaw
Animal welfare (social purpose)	58000	34.98%	2.79	0.97	Caregiver
Laughter	63600	38.36%	2.51	0.96	Jester
Jeep (vehicles)	58400	35.22%	2.67	0.94	Explorer
Volkswagen (vehicle)	62800	37.88%	2.38	0.90	Everyman
BMW (vehicles)	43600	26.30%	3.12	0.82	Hero
Nike (shoes)	62400	37.64%	2.03	0.76	Hero
Chanel (fashion brand)	71000	42.82%	1.76	0.75	Lover
The Walt Disney Company (film and TV)	59800	36.07%	1.98	0.71	Magician
Cinema (films)	44100	26.60%	2.53	0.67	Magician
Skincare (cosmetics)	59600	35.95%	1.63	0.59	Caregiver
Rolex (watches)	35400	21.35%	2.68	0.57	Ruler
IKEA (retailer)	50200	30.28%	1.88	0.57	Everyman
Beautiful living	21500	12.97%	3.41	0.44	Creator
Red Bull	17100	10.31%	3.04	0.31	Oulaw
National Geographic Society	6600	3.98%	4.63	0.18	Sage
M&M's	12900	7.78%	1.96	0.15	Jester
Dove (toiletries)	8600	5.19%	1.61	0.08	Innocent
Jack Wolfskin	3000	1.81%	3.69	0.07	Explorer
Häagen-Dazs	4800	2.90%	1.77	0.05	Lover

Entity	Sample of contra-NATO	Sample of contra-NATO %	Affinity	Affinity score	Archetypes
Psychology (science)	55400	57.11%	2.89	1.65	Sage
Do it yourself (DIY)	58600	60.41%	1.97	1.19	Creator
Animal welfare (social purpose)	33700	34.74%	2.77	0.96	Caregiver
BMW (vehicles)	27600	28.45%	3.38	0.96	Hero
Mercedes-Benz (vehicles)	46200	47.63%	2.00	0.95	Ruler
Laughter	35600	36.70%	2.41	0.88	Jester
Cinema (films)	28900	29.79%	2.83	0.84	Magician
The Walt Disney Company (film and TV)	37800	38.97%	2.14	0.83	Magician
Organic farming	34900	35.98%	2.28	0.82	Innocent
Jeep (vehicles)	31300	32.27%	2.44	0.79	Explorer
Skin care (cosmetics)	39500	40.72%	1.84	0.75	Caregiver
Rolex (watches)	23300	24.02%	3.01	0.72	Ruler
Chanel (fashion brand)	40500	41.75%	1.72	0.72	Lover
Volkswagen (vehicle)	31700	32.68%	2.05	0.67	Everyman
Nike (shoes)	34100	35.15%	1.89	0.67	Hero
Harley-Davidson (vehicles)	27600	28.45%	2.05	0.58	Outlaw
IKEA (retailer)	29100	30.00%	1.87	0.56	Everyman
National Geographic Society	5100	5.26%	6.12	0.32	Sage
Red Bull	9300	9.59%	2.82	0.27	Outlaw
M&M's	6700	6.91%	1.74	0.12	Jester
Schöner Wohnen	6400	6.60%	1.73	0.11	Creator
Dove (toiletries)	5500	5.67%	1.75	0.10	Innocent
Häagen-Dazs	3100	3.20%	1.95	0.06	Lover
Jack Wolfskin	1300	1.34%	2.73	0.04	Explorer

Entity	General sample	General sample %	Affinity	Affinityscore	Archetypes
Organic farming	87000	70.67%	4.22	2.98	Innocent
Nike (shoes)	78200	63.53%	4.24	2.69	Hero
Mercedes-Benz (vehicles)	49100	39.89%	1.99	0.80	Ruler
Chanel (fashion brand)	52400	42.57%	1.76	0.75	Lover
Volkswagen (vehicle)	37000	30.06%	2.11	0.63	Everyman
Beautiful Living	17900	14.54%	3.64	0.53	Creator
Harley-Davidson (vehicles)	23300	18.93%	1.99	0.38	Outlaw
Rolex (watches)	26300	21.36%	1.68	0.36	Ruler
IKEA (Retailer)	31600	25.67%	1.30	0.33	Everyman
Laughter	17600	14.30%	1.97	0.28	Jester
Do it yourself (DIY)	33100	26.89%	1.02	0.28	Creator
Psychology (Science)	22700	18.44%	1.37	0.25	Sage
M&M's	10700	8.69%	2.90	0.25	Jester
Cinema (movies)	20200	16.41%	1.49	0.24	Magician
The Walt Disney Company (Film and TV)	14600	11.86%	1.64	0.19	Magician
Jeep (Vehicles)	9800	7.96%	2.12	0.17	Explorer
Skin Care (Cosmetics)	18600	15.11%	1.04	0.16	Caregiver
BMW (vehicles)	15600	12.67%	1.18	0.15	Hero
Dove (toiletries)	4300	3.49%	4.02	0.14	Innocent
Animal welfare (social purpose)	13600	11.05%	1.13	0.13	Caregiver
Red Bull	4100	3.33%	1.91	0.06	Oulaw
Häagen-Dazs	1400	1.14%	1.86	0.02	Lover
National Geographic Society	1100	0.89%	2.29	0.02	Sage
Jack Wolfskin	1100	0.89%	1.71	0.02	Explorer

Entity	Sample pro-NATO	Sample pro-NATO %	Affinity	Affinity score	Archetypes
Beautiful Living	7200	40.00%	10.00	4.00	Creator
Organic farming	10500	58.33%	3.48	2.03	Innocent
Nike (shoes)	8700	48.33%	3.22	1.56	Hero
Mercedes-Benz (vehicles)	10000	55.56%	2.78	1.54	Ruler
Chanel (fashion brand)	10100	56.11%	2.31	1.30	Lover
Volkswagen (vehicle)	7600	42.22%	2.96	1.25	Everyman
Harley-Davidson (vehicles)	5300	29.44%	3.10	0.91	Outlaw
Do it yourself (DIY)	8800	48.89%	1.86	0.91	Creator
Rolex (watches)	6000	33.33%	2.61	0.87	Ruler
IKEA (retailer)	7100	39.44%	2.00	0.79	Everyman
Cinema (films)	4900	27.22%	2.47	0.67	Magician
Psychology (science)	5000	27.78%	2.06	0.57	Sage
BMW (vehicles)	4400	24.44%	2.27	0.56	Hero
Laughter	3600	20.00%	2.76	0.55	Jester
The Walt Disney Company (film and TV)	3600	20.00%	2.76	0.55	Magician
Jeep (vehicles)	2500	13.89%	3.70	0.51	Explorer
Skincare (cosmetics)	4100	22.78%	1.57	0.36	Caregiver
Red Bull	1400	7.78%	4.47	0.35	Rebel
Animal welfare (social purpose)	3300	18.33%	1.88	0.34	Caregiver
M&M's	1600	8.89%	2.96	0.26	Jester
Dove (toiletries)	0	0.00%	0.00	0.00	Innocent
National Geographic Society	0	0.00%	0.00	0.00	Sage
Häagen-Dazs	0	0.00%	0.00	0.00	Lover
Jack Wolfskin	0	0.00%	0.00	0.00	Explorer

Entity	Sample contra-NATO	Sample contra-NATO %	Affinity	Affinity score	Archetypes
Cinema (films)	9000	39.13%	3.56	1.39	Magician
Psychology (science)	9800	42.61%	3.16	1.34	Sage
Organic farming	10300	44.78%	2.67	1.20	Innocent
Do it yourself (DIY)	12500	54.35%	2.07	1.13	Creator
Chanel (fashion brand)	11800	51.30%	2.12	1.09	Lover
Rolex (watches)	8500	36.96%	2.90	1.07	Ruler
Mercedes-Benz (vehicles)	10000	43.48%	2.17	0.95	Ruler
Nike (shoes)	8500	36.96%	2.46	0.91	Hero
IKEA (retailer)	9600	41.74%	2.11	0.88	Everyman
BMW (vehicles)	6700	29.13%	2.71	0.79	Hero
Laughter	5400	23.48%	3.24	0.76	Jester
Volkswagen (vehicle)	7300	31.74%	2.23	0.71	Everyman
Animal welfare (social purpose)	5800	25.22%	2.59	0.65	Caregiver
Skin care (cosmetics)	6800	29.57%	2.04	0.60	Caregiver
The Walt Disney Company (film and TV)	4800	20.87%	2.88	0.60	Magician
Harley-Davidson (vehicles)	4700	20.43%	2.15	0.44	Outlaw
Jeep (vehicles)	2900	12.61%	3.36	0.42	Explorer
Beautiful living	2300	10.00%	2.50	0.25	Creator
Red Bull	1400	6.09%	3.50	0.21	Outlaw
M&M's	1300	5.65%	1.88	0.11	Jester
Dove (toiletries)	0	0.00%	0.00	0.00	Innocent
National Geographic Society	0	0.00%	0.00	0.00	Sage
Häagen-Dazs	0	0.00%	0.00	0.00	Lover
Jack Wolfskin	0	0.00%	0.00	0.00	Explorer

List of links used for the analysis

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https://www.linkedin.com/company/nato/posts/?feedView=all

https://www.linkedin.com/company/nato-communications-and-information-agency-nciagency-/posts/?feedView=all

https://www.linkedin.com/company/nspa/posts/?feedView=all

https://www.linkedin.com/company/nato-defense-college/posts/?feedView=all

https://www.linkedin.com/company/nato-joint-force-training-centre/posts/?feedView=all

https://www.linkedin.com/company/nato-allied-joint-force-command-brunssum-jfcbs/posts/?feedView=all

https://www.linkedin.com/company/natoinukraine/posts/?feedView=all

https://www.linkedin.com/company/nato-act/

https://www.linkedin.com/company/nato-diana/

https://www.facebook.com/NATO.ACT

https://www.facebook.com/NATO

https://www.instagram.com/nato

https://www.nato.int/nato_static_fl2014/assets/pdf/2022/6/pdf/290622-strategic-concept.pdf

Freepik credit

List of some links and useful articles to help understand the archetype theory and how to use it when analysing social media

1. Stangl, W. (2022, 14. November). "Archetypen – Online Lexikon für Psychologie und Pädagogik"

(https://lexikon.stangl.eu/151/archetypen)

2. https://de.scribd.com/document/655277543/Archetypes-Booklet-Digital

3. „Advertising between Archetype and Brand Personality" by Clemens Bechter, Giorgio Farinelli, Rolf-Dieter Daniel, Michael Frey published in Administ: Administrative Sciences | An Open Access Journal from MDPI

4. „An antihero's journey: the political campaign of Jair Bolsonaro and the use of archetypes on Facebook" by Vitor Matheus, Beira Machado, Pedro Chapaval, Pimentel Bruno, Eduardo Slongo Garcia published in Journal for the Study of Religions and Ideologies, vol. 20, issue 58 (Spring 2021): 36-51. ISSN: 1583-0039 © SACRI

5. "Durch die Entschlüsselung des digitalen Kundengenoms den Handel erfolgreich individualisieren" by Roland Berger published in Mastering the Transformation Journey 2017 April

The model of the 12 archetypes

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Creator	Ruler	Caregiver
Innovator: Reflects our creative and imaginative side. Has the need to create something new and has a great sense of invention. Is willing to cross boundaries to do so.	**Control:** Has a strong need for power and control. Has great self-confidence and is very good at taking responsibility and making decisions.	**Caring:** Feels particularly resilient and strong. Feels the need to care for others and to do good. The compassion, helpfulness, and caring attitude stem from a need for control and influence.
Typical characteristics: • taking risks • inventive • creative	**Typical characteristics:** • responsible • self-confident • dominant	**Typical characteristics:** • helpful • caring • empathetic

Order

These archetypes are united in the value of fulfilment and the pursuit of paradise

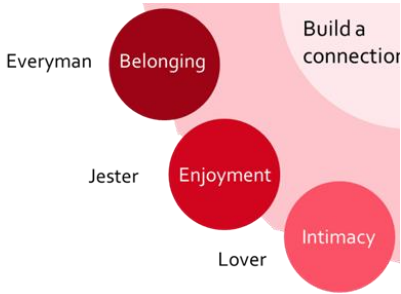| Sage	Explorer	Innocent
Knowledge: Wants to understand relationships and is constantly seeking new knowledge. Seeks to gather information, gain insight, and thereby bring clarity to the world.	**Freedom:** Bold and experimental, dislikes stagnation, monotony and boredom. Is not at all comfortable with rules and restrictions. Needs the opportunity to develop freely.	**Security:** Believes in ‚karmic' justice and has a strong need for harmony, peace, and security. Usually avoids conflict and seeks to please others. Guided by optimism and confidence.
Typical characteristics: • curious • analytical • intelligent	**Typical characteristics:** • adventurous • keen to experiment • independent	**Typical characteristics:** • in need of harmony • optimistic • morally

Fulfillment

Outlaw	Magician	Hero
Liberation: Has no problem rebelling against rules, principles, and traditions. Does not accept boundaries and limits and defies all arguments. Is driven by various needs such as freedom, change, and adventure.	**Transformation**: Seeing untapped potential everywhere, has the desire to turn it into something great. Strives for self-actualization and inspiration and is a true visionary.	**Performance:** Has a strong need to prove himself. Wants to convince others that he is competent and capable of surpassing himself. Is dependable, courageous, and has a positive influence on those around him.
Typical characteristics: • rebellious • stubborn • swims against the stream	**Typical characteristics:** • visionary • creative • idealistic	**Typical characteristics:** • courageous • helpful • reliable

Opportunity

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Lover	Jester	Everyman
Passion: Knows how to enjoy the finer things in life. Has a great need for devotion and finds great pleasure in human relationships and love. **Typical characteristics:** • passionate • seductive • pleasurable	**Sociability:** Has a great need for companionship and loves the company of others. Feels connected to others, showing understanding and making them feel good and comfortable. **Typical characteristics:** • generous • tolerant • sympathetic	**Belonging:** Has a strong need to belong. It helps the everyman fit in and be friendly with other people. It makes them accessible to other people. **Typical characteristics:** • modest • down-to-earth • adaptable

Connection

Thank You for your Attention!