



Archetype Discoveries Worldwide

www.archetypediscoveriesworldwide.com



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Chairman, Archetype Discoveries Worldwide

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BREAKING THE CODE OF LUXURY

A Syndicated Discovery

“Consumers today are willing to pay a significant premium for goods and services that are emotionally important to them and that deliver the perceived values of quality, performance and engagement. “

“Trading up: the New American Luxury” (M. Silverstein, N. Fiske)

Dr. G. Clotaire Rapaille intends to break the code of luxury in given cultures to uncover the archetypal forces and the “logic of emotion” that drive consumers choices for luxury products and services.

CURRENT HYPOTHESES

- **“Higher tag price does not necessarily entail lower volume**
Starbucks, Victoria Secret and Kendall Jackson know that consumers are ready to pay extra for their respective brands” (cf. “Trading up” by M. Silverstein)

The code will reveal which elements have been used successfully by such companies to trigger a “premium” perception in consumers’ minds. Conversely, the Code will also explain why, in some instances, customers refuse the “premium” offer, e.g. why more and more business people refuse to pay first class when traveling by air.
- **“Luxury can be created in categories that have never had a premium offer before.** Many examples exist from Starbucks coffee to Whirlpool’s kitchen appliances.” (Cf. “Trading up” by M. Silverstein)
- **The unconscious structure associated with luxury does not change**
However, the content or the way the structure expresses itself keeps changing. What is cool? Luxury or trendy luxury?
- **“Millionaires are becoming bargain hunters”** (cf. “Trading up”)
This means that our old segmentation or traditional marketing strategies are becoming irrelevant.
- **There is a very strong reptilian hot button for luxury**
What is it? Is beauty luxury? Is design more important than technology? Can one buy luxury at K-Mart or TJ Maxx?
- **How can a brand own or lose its connection to luxury?**
What is the right recipe to create and maintain this special relationship with one’s consumers

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Further Reading

Carl G. Jung

- The Archetype and the Collective Unconscious (1968)
- Modern Man in Search of a Soul (1933)
- The Integration of the Personality (1940)
- Man and His Symbols (1965)
- Animus and Anima (1957)
- Structures Anthropologiques de L'Imaginaire (by Gilbert Durand)

Konrad Lorenz

- Behind the Mirror: A Search for a Natural History of Human Knowledge (1977)
- Civilized Man's Eight Deadly Sins (1976)
- Motivation of Human and Animal Behavior Imprinting: An Ethological View (1973)

Jean Piaget

- The Child's Conception of Space (1967)
- Logic and Psychology (1957)
- The Language and Thought of the Child (1955)
- The Child's Conception of the World (1929)
- Judgment and Reasoning in the Child (1928)

Bruno Bettelheim

- Dialogues with Mothers (1962)
- Surviving (1979)
- The Uses of Enchantment (1976)

Roheim Geza

Origin and Function of Culture (1943)

Ruth Benedict

Pattern of Culture (1934)
The Chrysanthemum and the Sword (1954)

BRIEF SUMMARY ON ARCHETYPE THEORY And its Application to "Luxury"

Dr. G. Clotaire Rapaille has designed, from his experience with autistic children, a very unique approach to marketing. By studying the first imprinting moment in which a child, in a given culture, explores and then crystallizes everything that he needs in order to survive, Dr. Rapaille was able to redefine the Jungian concept of ARCHETYPE and give it its cultural dimension.

An "imprinting" is a rapid learning process that takes place early in life and establishes an unconscious behavior pattern. Imprinting occurs only during a critical period of time, after which it is very difficult or impossible to imprint.

It is Dr. Rapaille's thesis that it is the collective cultural unconscious, a pool of shared imprints, that unconsciously guides the behaviors of members of that culture. There is a collective cultural unconscious in the American mind, which is different from that in the French mind for example.

The patterns or imprints that predetermine how members of a culture perceive their world and react to it are referred to as Cultural Archetypes. Every element of a culture has an Archetype and the way members of a culture interpret a given Archetype is called a **Code**. The cultural Archetype and its code can be thought of as a lock and the combination to open it. This syndicated study aims at breaking the code of luxury in given cultures.

Early in his career, Dr. Rapaille realized that emotion is directly related to learning. Emotion is the crucial energy required for imprinting cultural Archetypes and, in general, for learning. The stronger the emotion associated with the imprinting, the stronger the Archetype. Events being imprinted at an early age through a very strong emotion are usually remembered forever. As described earlier, consumers are willing to pay a significant premium for goods and services that are emotionally important to them. It is our belief that the unique methodology used by Dr. Rapaille would uncover this emotional content, imprinted at a young age, crucial to the understanding of luxury.

Since the code of luxury is unconscious, a process to decode it is needed. Dr. Rapaille developed a specific process which centers on 10 imprinting sessions in which data are gathered and analyzed. Please refer to the section entitled "methodology" for more details.



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Archetypes in Action



Boeing's new offer: the 7E7



GM's Cadillac Sixteen



Jack Daniel's whiskey, Gallo Wine



Palmone's Tungsten Wireless

About the research method

An Archetype Discovery is a process that brings into awareness the unconscious dimension of a product, project, service or corporate culture. Archetypes give you vital information about people's attitudes, behaviors and motivations. They provide insight into how we think and feel and why we do things, and this knowledge once gained, is valid for a long, long time. It is obvious that people cannot tell you about their unconscious needs, but it is also obvious that this unconscious is the most important factor in their decision-making process. What people say in questionnaires and regular focus groups is very superficial and can change. Often they tell you what is politically correct or what they read in the newspaper yesterday. Most of the time, people just don't know why they do what they do.

Exactly What are Archetypes?

An Archetype can be thought of as a path that is imprinted in our unconscious and guides our actions. The emotional energy created during your first experience with a given product/concept determines the pattern of behavior to be used throughout your entire life in relation to this product/concept.

These experiences, which are the essence of all our behaviors, vary from culture to culture. The permanent underlying structure of these experiences, deeply rooted in our unconscious, is the key to understanding fully what people do and why. This structure is the Archetype.

Competitive Advantage

Unlike opinions that can change in a minute, cultural Archetypes are deeply imprinted in people's minds and strongly rooted in cultural codes. If these "mental highways" and cultural forces change, it is at a glacial pace. The results for marketing managers, planners, product designers, trainers, advertisers, and public policy-makers is a permanent platform for change, improvement, re-engineering, marketing, new product design and innovation.

Unlike SRI's VALS or Yankelovich's MONITOR, Archetype research is based on psychological concepts that are readily grasped by clients and easily related to their own experiences. Clients are part of the research process.

Archetype Discoveries' findings aren't reported to clients. Rather, they are directly embedded, through participating executives.



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Previous Syndicated Work

- Seduction
- Media
- Quality
- Improvement
- Reward & Recognition
- Genetically Engineered Food
- Loyalty
- Team
- Leadership
- Internet (US and Canada)
- Globalization
- Safety & Security (USA and China)
- Anti-Americanism
- Fat

The discoveries listed above may be purchased from www.rapailleinstitute.com

Additional information

Please Email: info@rapailleinstitute.com

What is a Syndicated Discovery? Why Should I Join?

A syndicated discovery is created when several companies join forces in the Archetype Discovery Process to achieve a breakthrough in understanding the Code of Luxury in given cultures.

The benefits of the approach are

1. A synergistic effect coming from the different backgrounds and knowledge brought to the Discovery Team (Core Team) by the different companies' participants.
2. The implementation of ideas and problem solving regarding strategy and tactics coming from a diverse Discovery Team processing its varied experience and knowledge.
3. Ownership of the results because you are part of the Discovery Team. You will have made the Discovery. Therefore, the consequences are that you feel deeply that this is right. You will have more than just an intellectual understanding and will be able to implement this in an improved approach to this problem.
4. You will become the in-house champion(s) of the "luxury" initiative in your organization.
5. After the discovery is completed, we will provide a process for networking with the other participants of the Discovery Team to share ideas and experiences on how to continually best apply the results of the Discovery.
6. You will play an active role in a breakthrough discovery of what is going to be the next driving force in the "luxury" movement.



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Quotes:

“The Corporate brand study conducted by Dr. Rapaille is probably the best piece of research this company has seen in a long time.”

Beth Comstock
Corporate Vice President of Marketing,
General Electric

“Dr. Rapaille's understanding of cultural Archetypes gives us valuable guidance into meeting the unanticipated needs of our customers; this is a powerful way to differentiate our product”

Walt Gillette,
Vice President and General Manager,
Boeing Commercial Airplane Company

“Dr. Rapaille's powerful insights have proven invaluable in understanding emerging markets and unmet needs of our customers.”

Ellen J. Kullman
Group Vice President
DuPont Company

“Dr. Rapaille's approach unlocks deep consumer insights that remain undiscovered with conventional research techniques. It's a game-changer in the market”

Charlotte R. Otto
Global External Officer
The Procter & Gamble Company

“Working with Dr. Rapaille led us to powerful new discoveries about the essence of Jack Daniel's which have advanced the strategic language we use and fueled organizational confidence in our vision for growth”

Jack. V.O. Kennard
Vice President
Brown-Forman Beverages

Our Clients

Preference will be given to the companies which have already done Archetype Discoveries and are familiar with the process. Some of these firms are.

BOEING	ZELANKA	PHILIP MORRIS
P&G	CITIBANK	JP MORGAN
GE	FRENCH GOVT	NEUTRASWEET
KELLOGG	MET LIFE	CORNING
IBM	KODAK	SIMPSON
ROYAL BANK	EXXON	TEMPLE INLAND
GMAC	DISNEY	CIBC
GENERAL MOTORS	HP	CANADA TRUST
CHRYSLER	MC NEIL	SEAGRAM
SANDOZ	CITROEN	RHONE POULENC
DUPONT	GENERAL MILLS	SECURITY PACIFIC BANK
CAMPBELL SOUP	KRAFT	WELL POINT
JOHNSON&JOHNSON	INTEL	EVIAN
FORD	GALLO	RENAULT
ORAL B	PECHINEY	SEIKO
DANIER LEATHER	L'OREAL	BROWN & FORMAN
NASA	SAMSONITE	NESTLE
RITZ CARLTON	GEORGIA PACIFIC	SHELL
HONDA	PEPSI	UNILEVER
DISCOVER CARD	QUAKER	DIOR
VISA	LEGO	DANNON
CITIBANK	AT&T	MET LIFE
TRAVELERS	KODAK	EXXON
DISNEY	STROW	HP
COMPAQ	UNCLE BEN'S	QUAKER
PILLSBURY	HOMESITE	PALM
GALLO	MINUTE MAID	AMERICAN EXPRESS
SAMSONITE	GEORGIA PACIFIC	PEPSI



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How to join

- Email Dr. Franck Sarrazit:
f.sarrazit@rapailleinstitute.com
(561) 866 8106
- Visit our website
- Set up a conference call with Dr. Rapaille.

The Process

How we uncover Archetypes

Archetypes are unconscious and people can't articulate them. A decoding process is therefore used to reveal the images, shapes, symbols and forms that Archetypes take in our consciousness. The basic premise of the process is that adult behaviors and motivations are shaped by imprints (earliest childhood experiences related to a particular product/subject).

The discovery will gather information from a distribution of approximately 200 people in various cities across the countries of study to account for regional differences. Approximately 20 people participate in each of the ten 3-hour long, imprinting sessions (a sequence of guided discussions and free-association exercises designed to focus the participants on the subject and begin revealing its latent structure).

The three phases involved

Phase 1: The purpose of this phase is for the archetype team to probe the terrain, i.e. which themes are triggered when one pushes "certain" buttons. Is this really the path we want to be following?

Phase 2: The purpose of this phase is to discover the code and the logic of emotion. The code will explain why people do what they do and the logic of emotion will tell you how to turn them on.

Phase 3: This is a verification phase. Are we sure we have covered all the ground? Have we missed anything in our approach ?

Tentative dates

Phase 1: March 15/16 2004 – USA

Phase 2: March 29/30 2004 – USA

Phase 3: April 2004 – USA

Other countries will be visited based on demand.



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Dr. Rapaille 's Latest books



**7 Secrets of Marketing in a
Multi-Cultural World**
Tuxedo Production
2nd Edition 2004



**Social Cancer: Decoding the
Archetype of Terrorism**
Tuxedo Production
2003



Decoding The American Mind
Tuxedo Production
2nd Edition 2004
(to be published)

Some of Dr. Rapaille's books

- Laing, (1972), in French
- La Relation Creatrice (1973) in French.
- Je T'Aime, Je Ne T'Aime Pas with Michele Barzac, Minister of Health in the French Government of M. Chirac. (1974), in French
- La Communication Creatrice (1974), in French.
- Si Vous Ecoutez Vos Enfants (1978), in French.
- Comprendre Ses Parents (1978), in French
- Le Troupeau, Editions Menges, Paris, 1981, in French
- Comprendre Ses Parents Et Ses Grands Parents (1982), in French.

Dr. G. Clotaire Rapaille

Dr. G. Clotaire Rapaille is an internationally known expert in Archetype Discoveries and Creativity. His unique approach to marketing combines a psychiatrist's depth of analysis with a businessman's attention to practical concerns.

He has written more than ten books on these topics. One of his books, Creative Communication, has become the standard reference for the French advertising industry. He is a sought-after lecturer on creativity and communication.

Dr. Rapaille's technique for market research has grown out of his work in the areas of psychiatry, psychology and cultural anthropology.

His work is an extension of the work done by many of the great scholars of the twentieth century, including Jung, Laing, Levi-Strauss, and Ruth Benedict.

Dr. Rapaille's psychiatric work and research with autistic children led him to develop a new process for understanding how children are imprinted for the first time by what he calls the Logic of Emotion, which is the code of each Cultural Archetype in the collective unconscious of a given culture.

Dr. Rapaille's world travels, a term in the diplomatic corps and extensive marketing research on product archetypes for international corporations, have given him a fresh perspective on American business and American society.

He received a Masters of Political Science, a Masters of Psychology and a Doctorate of Medical Anthropology from the Université de Paris-Sorbonne. Dr. Rapaille has taught at several top universities worldwide.