

ARCHETYPE

Caregiver

In a few words...

You are motivated to serve, giving without expecting in return. You radiate optimism and know the meaning of life is to improve others' life.

TRAITS
the brand is

Altruistic
Empathetic
Nurturing

VALUES
the brand believes in

Compassion
Generosity
Patience

"It is not much you do, but how much love you put in the doing."

Mother Teresa

SOME
FAMOUS BRANDS

Campbell's

*Johnson's
baby*

For more information on your Brand or Archetype and other services,
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