

# Analyzing Brand Personality of Premium Cat Food Using Brand Archetype Approach

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## ABSTRACT

This study aims to analyze the brand personalities of premium cat food brands in Thailand using Jung's brand archetype framework. We adopt a qualitative content analysis combined with semiotic analysis to examine three sources of brand marketing materials: brand websites, product packaging labels, and official Facebook pages from three premium cat food brands in Thailand. The findings reveal that all three brands share three primary brand archetypes: the Sage, the Caregiver, and the Creator. However, the frequency and emphasis of these archetypes vary across brands, shaping distinct brand personalities and communication styles. Additionally, each brand adopts different secondary archetypes, further differentiating their identities despite operating within the same premium market segment. The study also finds that all three brands align their brand communication strategies with their respective visions and missions. This study concludes by discussing theoretical and practical implications and offering recommendations for future research.

**Keywords:** Brand Personality, Brand Archetype, Premium Cat Food, Brand Communication, Semiotic Analysis

# การวิเคราะห์บุคลิกภาพของแบรนด์อาหารแมว ระดับพรีเมียม โดยใช้แนวคิดแบรนด์อาร์คีไทป์

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## บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อวิเคราะห์บุคลิกภาพของแบรนด์อาหารแมวระดับพรีเมียมในประเทศไทย โดยประยุกต์ใช้กรอบแนวคิดอาร์คีไทป์ของแบรนด์ตามทฤษฎีของคาร์ล จุง (Jung's Brand Archetype Framework) วิธีการวิจัยประกอบด้วยการวิเคราะห์เนื้อหาเชิงคุณภาพร่วมกับการวิเคราะห์เชิงสัญชาσตร์ (semiotic analysis) โดยรวบรวมข้อมูลจากข้อความและภาพที่แบรนด์ได้ทำการสื่อสารทางการตลาดผ่านสามแแหล่ง ข้อมูล ได้แก่ เว็บไซต์ของแบรนด์ ฉลากบรรจุภัณฑ์ และเฟซบุ๊กเพจของแบรนด์ อาหารแมวพรีเมียมทั้งสามแบรนด์ ได้แก่ Hill's, Purina ONE และ Royal Canin โดยผลการวิจัยพบว่า ทั้งสามแบรนด์มีอาร์คีไทป์หลักที่เหมือนกันสามประเภท ได้แก่ แบรนด์อาร์คีไทป์นักปราชญ์ (The Sage) แบรนด์อาร์คีไทป์ผู้ดูแล (The Caregiver) และแบรนด์อาร์คีไทป์สร้างสรรค์ (The Creator) อย่างไรก็ตาม ความถี่ และการให้ความสำคัญกับแบรนด์อาร์คีไทป์แต่ละประเภทมีความแตกต่างกันในแต่ละแบรนด์ ผลงานให้เกิดบุคลิกภาพและรูปแบบการสื่อสารของแบรนด์ที่มีลักษณะเฉพาะตัว นอกจากนี้ ยังพบว่า แต่ละแบรนด์มีการใช้อาร์คีไทป์องที่แตกต่างกัน ซึ่งช่วยเสริมสร้างเอกลักษณ์ของแบรนด์ให้มีความแตกต่าง แม้จะดำเนินธุรกิจอยู่ในตลาดระดับพรีเมียมเช่นเดียวกัน การศึกษายังพบว่า ทั้งสามแบรนด์มีการกำหนดกลยุทธ์การสื่อสารแบรนด์ให้สอดคล้องกับวิสัยทัศน์ และพันธกิจของตนเองอย่างเป็นระบบ งานวิจัยนี้ จึงสรุปด้วยการอภิปรายผลในเชิงทฤษฎีและเชิงปฏิบัติ พร้อมทั้งนำเสนอข้อเสนอแนะสำหรับการศึกษาวิจัยในอนาคต

**คำสำคัญ:** บุคลิกภาพของแบรนด์ แบรนด์อาร์คีไทป์ อาหารแมวระดับพรีเมียม การสื่อสารแบรนด์ การวิเคราะห์เชิงสัญชาσตร์

## 1. INTRODUCTION

The pet market in Thailand is rapidly growing, driven by the Pet Humanization trend (College of Management, Mahidol University, 2023) where pets are treated as family members. This trend has led to the rise of Petsumer Marketing, where owners are willing to spend more on high-quality pet products, from food and treats to healthcare (Euromonitor, Department of Business Development Thailand cited in College of Management, Mahidol University (2023). The premium pet food market, in particular, is expanding significantly. In 2021, Thailand's pet food market was valued at 40.6 billion THB, with projections reaching 66.7 billion THB by 2026. Notably, premium pet food is experiencing the fastest growth, aligning with the increasing popularity of cat ownership, which rose by 2.4% in 2022 (Kantar, 2022). As a result, cat food brands are developing new formulas and premium products to appeal to Pet Humanization consumers. To stand out in the competitive market, brands must adopt distinct branding strategies, focusing on brand communication and packaging design to attract and retain customers. Packaging plays a key role in differentiating brands through visuals and messaging, reinforcing brand identity, values, and Unique selling propositions (USP)

Previous research on brand communication confirms the use of brand archetypes in designing and communicating a distinctive personality for each brand (Chandrasapth et al., 2022; Chen et al., 2014). Brand archetypes serve as a foundation that helps shape brand communication, visual design development, and marketing messages (Pera et al., 2016). By establishing a strong brand personality, brands can enhance recognition, foster consumer loyalty, and create a lasting emotional connection (Ganassali & Matysiewicz, 2020; Woodside et al., 2008). In our case, this refers to the premium cat food market in Thailand. How can competing brands establish a distinctive brand personality in the hearts of their target consumers? Our study also offers a novel contribution in research method by providing a holistic analysis that combines textual and visual analysis of brand materials. Since most brands use multimodal communication, integrating both text and visuals is crucial for identifying brand personality and fostering a lasting connection with consumers (Chandrasapth et al., 2018; Freathy & Thomas, 2015).

This study examines the brand personality of three leading premium cat food brands in Thailand using Brand archetype theoretical framework (Jung, 1959). This theoretical framework is effective in understanding brand personality and building consumer relationships (Asiyah et al., 2022; Chandrasapth et al., 2022; Dominici et al., 2016; Tsai, 2006). The study adopts a qualitative research approach, collecting secondary data from three main sources: brand websites, product packaging, and official Facebook pages, covering the period from January - December 2023. The aim is to analyze how these brands construct their personality through their own marketing communications. We employ content analysis (Morales, 1995) to examine textual data and semiotic analysis (Freire, 2014; Chandrasapth et al., 2022; Phillips & McQuarrie, 2004) to analyze visual elements such as images and colors. Thus, our main research question is: How do premium cat food brands in Thailand construct, communicate, and differentiate their brand personality using Brand Archetypes?

## **2. LITERATURE REVIEW**

### **2.1 Jung's archetypal characters and Brand personality**

Jung (1959) defined archetypes as universal, innate patterns within the collective unconscious that shape human thought and behavior. These archetypes are deeply embedded in our mind and influence our personality traits (Kelsey, 2017). Jung's concept of archetypes has influenced various fields, including psychology (Woodside et al., 2013) and marketing (Ganassali & Matysiewicz, 2020; Kelsey et al., 2023; Woodside, 2010; Woodside et al., 2013; Woodside & Megehee, 2009) where they are used to build brand identities and connect with consumers on a deeper emotional level (Chandrasapth et al., 2022).

In marketing, brand archetype refers to the identity that a brand wants to communicate externally for consumers to recognize as part of the brand's personality (Maidment, 2021). Each brand archetype has its own unique characteristics and behaviors that are reflected through the brand's marketing communications (Xara-Brasil et al., 2018). These characteristics stem from the subconscious mind, driven by human motivations (Woodside et al., 2018). Previous research in marketing and branding has used Jung's archetypes to create a brand identity, and personality (Asiyah et al., 2022). Knowing which

archetype, a brand embodies helps define the brand's communication strategy more clearly, and it also reflects the brand's personality, allowing consumers to connect their own personality with the brand (Xara-Brasil et al., 2018). Additionally, research also confirmed common ground between Jung's archetypes and Aaker's brand personality traits (Bechter et al., 2016) that using Jung's archetypes alongside Aaker's traits (Mark & Pearson, 2001) can help brands clarify their position in the market and communicate their personality more effectively to consumers.

Adopting Jung's classic archetypes in branding literature, we classify archetypes into 12 types and thus summarize the key characteristics of each brand archetypes which are the Caregiver, Regular Guy, Innocent, Explorer, Sage, Hero, Outlaw, Magician, Lover, Creator, Jester, and Ruler (Faber & Mayer, 2009; Mark & Pearson, 2001; Xara-Brasil et al., 2018). Additionally, archetypes are not limited to character formation or textual definitions. However, they also include the visual aspects (Caldwell et al., 2010; Chandrasapth et al., 2022; Karimova & Goby, 2020) such as colors, signs, and symbols linked to certain archetypes (Kucuk, 2015; Mick, 1986; Oswald, 2012). Therefore, we provide a summary of the key literature combining archetype characteristics, definitions, and colors to explain these archetypes (as seen in Table 1 below).

**Table 1** Descriptions and characteristics of the 12 types of brand archetypes Adapt from Mark and Pearson (2001); Faber and Mayer (2009); Johnson and Chamberlain (2020); Frank and Gilovich (1988); Sabanovich (2008 as cited in Broek, 2014)

Brand Archetype	Description	Characteristics	Color
Caregiver	A person or brand that seeks to protect others from harm, help individuals, reduce problems or alleviate suffering, and ensure others' safety. They show unconditional care and have a natural inclination to nurture, both physically and	Caring Protection Motherly warmth Devoted Compassionate Generous Protective parental Benevolent	Pink (Femininity, Softness, Innocent, Calming, Love, Sympathetic)  Blue (Authority, Dignity, Security, Trust,

Brand Archetype	Description	Characteristics	Color
	emotionally, providing comfort and reassurance.	Helping and Trusting	Loyalty, Conservative, Wisdom)
Sage	A person or brand of the sage archetype seeks truth, using intelligence, analysis, and knowledge to understand the world. They highly value education, possess wisdom and deep expertise, Their goal is to help others comprehend the world through their knowledge and expertise.	Learning Expert Credibility Enlightenment Truth Understanding A wise guide and counselor	Blue (Authority, Dignity, Security, Trust, Loyalty, Conservative, Wisdom)
Magician	A person or brand that seeks to understand how the world, things, and even the universe work. They are dreamers, akin to visionary scientists or physicists. Their goal is to drive transformation and create a better world, This archetype is often found pushing the boundaries of medical advancements, science, and technology	Scientific Development Imagination Transformations Self-improvement Self-mastery Believe Anything Possible	Purple (Elegance, Luxury Authority, Spirituality Stability, Mysterious)
Creator	A person or brand that strives to create something valuable and sustainable is often	Creativity Innovation Vision	White (Peace, Purity, Bright,

Brand Archetype	Description	Characteristics	Color
	associated with innovation and art. They are constantly bringing new ideas to life, driven by creativity and a visionary mindset. This archetype is commonly found in brands related to craftsmanship and artistic products.	Artistic Inspiration The potency of imagination Originality Authentic	Enlightened, Sterility, Hope) Gray (Solid, Modest, Intelligent, Conservative, Old-fashioned, Boring, Elegant)
Jester	A person or brand that seeks to live joyfully in the present and entertain others is playful, humorous, and enjoys life to the fullest. They aim to bring happiness to others, maintain a positive outlook on life,	Enjoyment Humor Relaxation A playful Mischievous Surprise	Orange (Openness, Kindness, Enthusiasm, Energy, Modern, Playful) Yellow (Cheerful, Optimistic, Cheerfulness, Pleasure, Friendship)

### 3. METHODOLOGY

#### 3.1 Research Questions

How do premium cat food brands in Thailand construct, communicate, and differentiate their brand personality using Jung's brand archetypes?

#### 3.2 Data

In this study, secondary data was collected from premium cat food brands through three communication channels used by the brands in their marketing efforts. The data was collected from January 2023 to December 2023, as shown in Table 2.

**Table 2** Secondary Data Sources

Brand	Brand website	Brand official Facebook page	Package label
<i>Hill's</i>	<a href="http://www.hills.co.th">www.hills.co.th</a>	<a href="http://www.facebook.com/HillsThailand">www.facebook.com/HillsThailand</a>	40 items
<i>Purina ONE</i>	<a href="http://www.purina.co.th/brands/purina-one">www.purina.co.th/brands/purina-one</a>	<a href="http://www.facebook.com/PurinaOneThailand">www.facebook.com/PurinaOneThailand</a>	8 items
<i>Royal Canin</i>	<a href="http://www.royalcanin.com">www.royalcanin.com</a>	<a href="https://www.facebook.com/RoyalCaninThailand">https://www.facebook.com/RoyalCaninThailand</a>	50 items

### 3.3 Triangulation of Data

In this qualitative study, triangulation was used to enhance the reliability and accuracy of the research results (Flick, 2018). To verify the data for this study, triangulation was applied following the approaches of Flick (2018). Firstly, data was collected from three different sources. Secondly, three cases were used to ensure that the data was robust and could be generalized for premium cat food brands in the Thai context. Thirdly, two qualitative methods were adopted in the analysis: content analysis and semiotic analysis, to ensure a comprehensive understanding of the three focused brands.

### 3.4 Data Analysis

The data was recorded in a coding sheet using content analysis (Cornacchione Ross et al., 2023; Morales, 1995), where marketing materials were coded based on the theory of archetypes and previous literature on brand archetypes for textual data. For visual data, semiotic analysis (Kucuk, 2015; Oswald, 2012) was applied to analyze the colors and images present in the marketing materials.

## 4. RESULTS AND DISCUSSION

### 4.1 Result

Based on our content and semiotic analysis, we first present our research findings on how premium cat food brands in Thailand construct and communicate their brand personality using Jung's brand archetypes. We then address the second part of our research question, which explores how these brands differentiate their brand personality through archetypes.

Our findings reveal that all three premium cat food brands predominantly embody three key brand archetypes: 1) the Caregiver, 2) the Sage, and 3) the Creator. These archetypes help convey a sense of premium quality, trust, and expertise. However, the specific qualities and attributes each brand associates with these archetypes vary, allowing them to maintain a unique brand identity while still aligning with certain archetypal characteristics. Additionally, these brands adopt secondary archetypes, such as the Magician or the Jester, to further differentiate themselves in the market.

**Table 3** Show the frequency of communication that reflects the brand personality archetype of the *Hill's* brand.

Brand Archetype	<i>Hill's</i>				
	Website	Brand product package	Brand Facebook page	Total	Percentage
Sage	119	45	0	164	42.60
Caregiver	44	79	2	125	32.47
Creator	42	24	2	68	17.14
Magician	6	11	13	30	7.79
Total	211	159	17	387	100

#### 4.1.1 Brand *Hill's*

Based on Table 3, our analysis of *Hill's* brand communication across its website, product packaging, and Facebook page shows a dominant emphasis on the Sage archetype, which accounts for 42.60% of the total brand messaging. The Caregiver archetype follows at 32.47%. The Creator archetype appears in 17.14% of communications. Lastly, the Magician archetype is the least represented at 7.79%. These proportions indicate that *Hill's* primarily positions itself as a knowledgeable and trustworthy brand while reinforcing its premium quality through care, innovation, and scientific breakthroughs as seen from the website primarily conveys the Sage archetype, emphasizing research, nutritional testing, and veterinary recommendations as seen from text with category reliability in Table 4 followed by the Caregiver archetype, which highlights pet health and well-being as seen from text. The packaging predominantly reflects the Caregiver archetype through messages about therapeutic

nutrition and pet care, with secondary associations to the Sage and Creator archetypes, particularly through proprietary technology claims as seen from text ActivBiome+. In contrast, the Facebook page leans heavily on the Magician archetype, using hashtags like #HillsTransformingLives and content focused on scientific breakthroughs as seen from text category science. It also incorporates elements of the Creator and Caregiver archetypes but does not significantly represent the Sage. These findings suggest that *Hill's* strategically adapts its brand personality communication based on the strengths and expectations of each channel. For semiotic analysis of color and visual as seen from Table 4 below, we found that Sage archetype adopt a visual of USA Flag signified to reliability. **In conclusion**, *Hill's* utilizes disparate brand archetypes across its marketing channels: the website emphasizes the Sage, product packaging highlights the Caregiver, and the Facebook page reflects the Magician. This divergence suggests an inconsistency in brand storytelling and formal communication. Furthermore, the partial congruence between Facebook content and the website leads to a fragmented brand personality. Notably, the product packaging's focus on health and nutrition strongly reinforces the Caregiver archetype.

**Table 4** Analyzing the brand personality archetype of the *Hill's* brand

Hill's brand			
Brand website			
Brand Archetype	Element	Category	Details
Sage	Text	Study and Research	Research and Tested Foods
	Text	Reliability	The Brand Trusted by Veterinarians, #1 Veterinarian Recommended in America
	Text	Specialist	Formula developed by nutritionists and veterinarians
	Image	Reliability	USA Flag and Nutrient Content Table
	Image	Consultant	Infographic changing new cat's food formula

## Hill's brand

Brand website			
Hill's brand			
Brand Archetype	Element	Category	Details
Caregiver	Text	Love for Cats	The taste that cats love, care, happiness
	Text	Care about the cat's health	Good health and strong
	Text	Love for Cats	The taste that cats love, care, happiness
	Text	Care about the cat's health	Good health and strong
	Text	Help stray animals and society	Establish a shelter for stray pets, providing food, shelter and love.
	Color	Blue	Wisdom, calmness, trust, gentleness, related to health.
Creator	Text	Technology	Hill's Exclusive Formula Technology
	Text	Pioneer	The beginning of canned food
	Image	Technology	ActivBiome+
Magician	Text	Science	Cutting-edge science invents nutrition
Sage	Text	Reliability	U.S VETERINARIANS' #1 RECOMMENDED BRAND, Vet Recommend, SCIENCE DIET VETERINARIAN RECOMMEND
Caregiver	Text	Care about the cat's health	THERAPEUTIC CAT NUTRITION
	Image	Care about the cat's health	Image of cat's health nourishment from food
	Text	Help stray animals and society	Helped Million Shelter Pets Find a Forever Home
Creator	Text	Technology	Cutting Edge Food Science
	Image	Technology	Enhance Appetite Trigger (E.A.T), ActivBiome+

Hill's brand			
Brand website			
Brand Archetype	Element	Category	Details
Magician	Text	Science	CLINICAL NUTRITION
	Image	Science	Scientific equipment
Sage	-	-	-
Caregiver	Text	Care about the cat's health	To deliver the best nutrition, good health and happiness forever.
	Image	Care about the cat's health	The cat eats deliciously.
Creator	Text	Technology	Hill's exclusive ActivBiome+ technology and Enhanced Appetite Trigger (E.A.T) formula
	Image	Technology	Hill's exclusive ActivBiome+ technology and Enhanced Appetite Trigger (E.A.T) formula
Magician	Text	Science	#HillsTransformingLives Science can do it
	Image	Science	Image of scientist

#### 4.1.2 Brand *Purina ONE*

**Table 5** Show the frequency of communication that reflects the brand personality archetype of the *Purina ONE* brand

Brand Archetype	<i>Purina ONE</i>				
	Website	Brand product package	Brand Facebook page	Total	Percentage
Caregiver	11	16	88	115	65.71
Sage	16	19	11	46	26.29
Creator	9	0	0	9	5.14
Jester	1	0	4	5	2.86
Total	37	35	103	175	100

Our analysis of *Purina ONE*'s brand communication across its website, product packaging, and Facebook page highlights a strong emphasis on the Caregiver archetype, accounts for 65.71% of its messaging, as seen from text VISIBLE HEALTH FOR LIFE in Table 5 this reflects the brand's commitment to pet well-being and health, The Sage archetype follows at 26.29%, showcasing expertise, scientific research, and proven nutritional benefits, as seen from text Formula developed by nutritionists and veterinarians and image research results in Table 6 The Creator archetype appears in 5.14% of communications, mainly on the website, emphasizing innovation in pet nutrition, as seen from text it is first product that adds nutrients in Table 6 Lastly, the Jester archetype is the least represented at 2.86%, appearing mostly on social media with playful language and promotional content, as seen from image advertising song in Table 6 Among communication channels, Facebook is the most frequently used, followed by the website and product packaging. While the website and packaging primarily highlight the Sage archetype, the Facebook page focuses on the Caregiver archetype, reinforcing the brand's caring and knowledgeable identity.

In conclusion, *Purina ONE* strategically differentiates its brand archetypes across platforms. The website and brand product packaging primarily leverage the Sage archetype, emphasizing expertise and scientific formulations. Conversely, the Facebook page predominantly embodies the Caregiver archetype, focusing on the emotional connection and love for pets through engaging content. This strategic divergence allows *Purina ONE* to resonate with different audience segments across various touchpoints.

**Table 6** Analyzing the brand personality archetype of the *Purina ONE* brand

Purina ONE brand			
Brand website			
Brand Archetype	Element	Category	Details
Sage	Text	Study and research	Nutrition research
	Text	Reliability	Tested Foods that have been proven to improve health.
	Text	Specialist	Formula developed by nutritionists and veterinarians
	Image	Study and research	Image of research results
Caregiver	Text	Love for cats	Purina's goal is to help make the lives of pets and their owners complete.
	Text	Care about the cat's health	Give your cat 6 signs of good health that will help boost its immune system.
	Image	Love for cats	Picture of presenter holding a cat
	Color	Turquoise (Blue and green)	Wisdom, calmness, trust, gentleness, related to health. Green also conveys gentleness, friendliness, and caring.
Creator	Text	Pioneer	It is the first product that adds nutrients and invents a pet health assessment system.

## Purina ONE brand

Brand website			
Brand Archetype	Element	Category	Details
Jester	Image	Playful	Advertisement song: Meow likes to nag (in Thai Tao Meow Chob Ngab)
Sage	Text	Reliability	DEVELOPED BY PURINA VETERINARIANS AND NUTRITIONAL SCIENTISTS
	Image	Consultant	DAILY FEEDING GUIDE table conveys the concept of feeding wet food and dry food
Caregiver	Text	Care about the cat's health	VISIBLE HEALTH FOR LIFE
	Image	Care about the cat's health	Image of cat's health nourishment from food
	Color	Turquoise (Blue and green)	Wisdom, calmness, trust, gentleness, related to health. Green also conveys gentleness, friendliness, and caring.
	Color	Pink (for kitten)	Compassion, sensitivity, friendliness, caring, fun, sweet love, innocence and good health.
Sage	Image	Consultant	Nutrients that cats should receive
Caregiver	Text	Care about the cat's health	#Eatacompletepairtobostimmunesystem #HealthyeveryONE Boost cat's immune system Be healthy in 3 weeks
	Image	Care about the cat's health	Healthy cat, cat handler and dry food with wet food
	Image	Care about the cat's health	Healthy cat with a graceful demeanor
Jester	Text	Playful	Dear Mom and Dad and Meow Meow

#### 4.1.3 Brand *Royal Canin*

**Table 7** Show the frequency of communication that reflects the brand personality archetype of the *Royal Canin* brand.

Brand Archetype	<i>Royal Canin</i>				
	Website	Brand product package	Brand Facebook page	Total	Percentage
Caregiver	100	31	55	186	65.72
Sage	55	8	21	84	29.68
Creator	11	0	2	13	4.59
<b>Total</b>	<b>166</b>	<b>39</b>	<b>78</b>	<b>283</b>	<b>100</b>

Based on Table 7 *Royal Canin* primarily conveys its brand personality through the Caregiver archetype, which appears most frequently at 65.72%, emphasizing pet health, breed-specific nutrition, and overall well-being across its website, product packaging, and Facebook page, as seen from Table 8 which highlights text therapeutic nutrition and tailor-made kibble. The Sage archetype follows at 29.68%, highlighting scientific research, expert knowledge, and proven results, particularly in areas like clinical nutrition and feeding guidelines, as seen from Table 8 which highlights text *Royal Canin* internal study the Creator archetype appears less frequently at 4.59%, focusing on innovation in pet food formulation and technology, as seen from Table 8 which highlights text new technology. The website serves as the brand's most comprehensive communication platform, followed by the Facebook page and product packaging. Across all three channels, *Royal Canin* maintains a consistent brand narrative centered on expert-driven care, nutritional science, and continuous innovation. In conclusion, *Royal Canin* demonstrates cohesive marketing communication across its digital and physical touchpoints, encompassing its website, product packaging, and Facebook page. This uniformity consistently projects the Caregiver brand archetype, primarily due to the brand's pronounced emphasis on the meticulous development of highly specialized and comprehensive nutritional formulations for felines.

**Table 8** Analyzing the brand personality archetype of the *Royal Canin* brand

Royal Canin brand			
Brand website			
Brand Archetype	Element	Category	Details
Sage	Text	Study and Research	<i>Royal Canin</i> internal study. Focus on research, knowledge collection, academic conference of veterinarians.
	Text	Reliability	Proven results show that your cat's health improves within a given day.
	Text	Specialist	Founded by veterinarians
	Image	Consultant	Changing to a new formula for your cat, the right amount of food to feed and the amount of nutrient analysis
Caregiver	Text	Love for Cats	Always put your pet first, catering to each cat's preferences.
	Text	Care about the cat's health	Therapeutic Nutrition Don't Forget to Take Your Cat to The Vet
	Image	Care about the cat's health	Tailor-Made food kibble that meet specific breed needs for different health conditions
	Color	Red	Determination, passion, love, the need to keep attracting attention.
	Color	Pink (Kitten)	Compassion, sensitivity, friendliness, caring, fun, sweet love, innocence and good health.
	Color	Gold (formular for breed)	Honor, wisdom, wealth, knowledge, generosity, better quality.

Royal Canin brand			
Brand website			
Brand Archetype	Element	Category	Details
Creator	Text	Technology	NEW WET TECHNOLOGY Using technology to cut wet food pieces, Sensory formula
	Text	Pioneer	Invented the first ready-to-eat food bag
	Text	Pioneer	Introducing ICU food for animals
	Text	Pioneer	Launch of GHA, a DNA scan test for dogs
Brand product package			
Sage	Text	Reliability	Proven results by deadline
Caregiver	Text	Care about the cat's health	Breed Nutrition, Health Nutrition, Therapeutic Nutrition
	Image	Care about the cat's health	Image of the body system that is nourished
	Image	Care about the cat's health	Tailor-Made food kibble that meet specific breed needs for different health conditions
	Color	Dark blue (Therapeutic diet)	Wisdom, calmness, trust, gentleness, related to health.
	Color	Pink (Kitten)	Compassion, sensitivity, friendliness, caring, fun, sweet love, innocence and good health.
	Color	Gold (formular for breed)	Honor, wisdom, wealth, knowledge, generosity, better quality.

Royal Canin brand			
Brand Facebook page			
Brand Archetype	Element	Category	Details
Sage	Image	Consultant	Nutrients that cats should receive
	Image	Consultant	Veterinarians provide knowledge on cat care, behavior, and various diseases.
Caregiver	Image	Love for Cats	Taste, texture and smell that caters to their tastes
	Image	Care about the cat's health	#Takecarebeforegetsick #pet2vet #Goodhealthisthefirststeptogrowth
	Image	Care about the cat's health	Tailor-Made food kibble that meet specific breed needs for different health conditions
	Color	Red	Determination, passion, love, the need to keep attracting attention.
	Color	Pink (Kitten)	Compassion, sensitivity, friendliness, caring, fun, sweet love, innocence and good health.
	Color	Gold (formular for breed)	Honor, wisdom, wealth, knowledge, generosity, better quality.
Creator	Text	Technology	NEW WET TECHNOLOGY Using technology to cut wet food pieces, Sensory formula

#### 4.2 Discussion

Based on the analysis of the three brands-Hill's, Purina ONE, and Royal Canin-it was found that they share similar brand archetypes: the Sage, reflected in key messaging centered on research; the Caregiver, communicated through a strong emphasis on feline health; and the Creator, demonstrated through the use of technology and innovation. However, each

brand expresses these archetypal personalities in distinct ways. The findings of the study can be discussed as follows:

#### 4.2.1 Creator archetype

**Table 9** Shows marketing communication details for Hill's, Purina ONE and Royal Canin brands that reflect the Creator archetype brand personality.

Brand Archetype	Premium cat food brands		
	Hill's	Purina ONE	Royal Canin
Creator	Technology		
	Test the food that cats love. Developed with E.A.T's exclusive technology	Introducing the use of compression molding technology, or "pellet food" today	Meat cut with new technology
	ActivBiome+ technology adds prebiotics to food	X	New Wet Technology
	Cutting Edge Food Science	X	X
	Pioneer		
	started the canned food business.	Discover innovations that create disruptive changes	Invented the first ready-to-eat food bag
	X	Invented a pet health assessment system	Introducing ICU food for animals
	X	X	Launch of GHA, a DNA scan test for dogs

All three brands show a strong consistent with the literature explaining qualities and characteristic of Creator archetype. *Hill's* reflects this by focusing on technological innovations like the E.A.T, ensuring both taste and nutrition, and highlighting its pioneering spirit in launching canned pet food. This aligns with the Creator's desire to push boundaries and create new, impactful products (Xara-Brasil et al., 2018). *Purina ONE* also embraces innovation, particularly with its ActivBiome+ technology, which enhances digestive health with probiotics, showing its commitment to scientific advancement and creative solutions for pet nutrition, aligning with the Creator's role in thinking outside the box (Hwang, 2017). *Royal Canin* exemplifies the Creator archetype by advancing scientific technologies such as New Wet Technology and GHA DNA tests, focusing on specialized health needs for pets, which also aligns with the literature's description of creating new ways to address societal needs (Faber & Mayer, 2009; Sahin, 2017)

Our research adding a more depth in the quality and how brand associate Creator archetype with their branding. While previous literature focusing on connecting the brand with the artistic novelty (Faber & Mayer, 2009; Sahin, 2017), our research shows innovative and novelty in a pet food product branding context as scientific innovation. All the Creator's identified from three brands emphasis on science innovation and societal change, but the way they apply these principles varies. *Hill's* focuses on taste and nutrition, *Purina ONE* emphasizes health, and *Royal Canin* targets health specialization. This demonstrates how each brand interprets and embodies the Creator archetype through their distinct technological and science-related innovations.

#### 4.2.2 Sage Archetype

**Table 10** Shows marketing communication details for *Hill's*, *Purina ONE* and *Royal Canin* brands that reflect the Sage archetype brand personality

Brand Archetype	Premium cat food brands		
	<i>Hill's</i>	<i>Purina ONE</i>	<i>Royal Canin</i>
Sage	<b>Specialist</b>		
	Developed by experts including nutritionists and veterinarians	Developed by experts including nutritionists and veterinarians	Veterinarians provide knowledge on raising, behavior and diseases of cats.
	<b>Study and Research</b>		
	A leader in nutrition research and ongoing research.	Committed to developing research and displaying research results	Gather knowledge, organize academic conferences of veterinarians
	The Pet Nutrition Center helps us to study, research and understand our pets.	Founded the Purina Research Institute	Royal Canin internal study
	<b>Reliability</b>		
	Foods clinically proven to improve health and manage disease.	Proven results show that your cat's health improves within a given day.	Foods that are medically proven to improve your health
	#1 brand recommended by American veterinarians and MADE IN USA	X	X

Brand Archetype	Premium cat food brands		
	<i>Hill's</i>	<i>Purina ONE</i>	<i>Royal Canin</i>
Sage	<b>Consultant</b>		
	Providing knowledge about Calorie content of food	Provides nutritional information that cats should receive.	Educating about the calorie content of foods
	Providing information on how to Change new food for cats	Table of appropriate feeding amounts	Providing information on how to Change new food for cats

The marketing communications of *Hill's*, *Purina ONE*, and *Royal Canin* reflect the Sage brand archetype through a focus on education, research, expertise, brand credibility, and consultation. These attributes align with the definition of the Sage archetype, which is characterized by the pursuit of truth and the use of intelligence and analysis to understand the world, as outlined by Mark & Pearson (2001) and referenced in Xara-Brasil et al. (2018). The Sage is a thinker and advisor who uses wisdom to guide others in making informed decisions (Hwang, 2017). *Hill's* emphasizes research and evidence-based nutritional formulations to provide expert advice to pet owners. Similarly, *Purina ONE* showcases its expertise through innovations backed by scientific research. *Royal Canin* also focuses on expert-driven solutions, particularly with their health-specific diets, supported by their ongoing research in pet care. However, the Sage is viewed differently while the brands above stress academic and scientific knowledge, some studies (Sahin, 2017) see the Sage as spiritually focused, seeking deeper, non-academic wisdom.

#### 4.2.3 Caregiver Archetype

**Table 11** Shows marketing communication details for *Hill's*, *Purina ONE* and *Royal Canin* brands that reflect the Caregiver archetype brand personality

Brand Archetype	Premium cat food brands		
	<i>Hill's</i>	<i>Purina ONE</i>	<i>Royal Canin</i>
Caregiver	Love for cats		
	Cats' favorite flavors	<i>Purina ONE</i> helps complete the lives of pets and their owners.	More attentive than anyone else, knowing every care Care meticulously with food for each breed and age and behavior
	Our philosophy is that pets deserve to be cared for.	X	Food that satisfies the senses of your cat that loves to eat
	Care about cat's health		
	Prescription diet	Eat a complete pair food to boost cat's immune system.	Food formulas for treating and treating diseases, health nutrition
	Food for good health and longevity	#HealthyeveryONE #Goodhealthin3weeks	#Takecarebeforegetsick #pet2vet #Goodhealthisthefirststep
	Therapeutic nutrition	Visible Health for Life	Don't Forget to Take Your Cat to The Vet
	Help stray animals and society		
	Establishing a Shelter for Stray Cats. Purchase	X	X

Brand Archetype	Premium cat food brands		
	<i>Hill's</i>	<i>Purina ONE</i>	<i>Royal Canin</i>
	a <i>Hill's</i> product to provide food for 100,000 stray pets every day.		

The marketing strategies of *Hill's*, *Purina ONE*, and *Royal Canin* all reflect the Caregiver archetype through their emphasis on caring, compassion, and generosity (Faber & Mayer, 2009 as cited in Sahin, 2017). *Hill's* highlights its commitment to social causes, such as supporting stray animals, and uses blue packaging to symbolize trust and reliability, which aligns with previous studies by Broek (2014) and the theories of Mark & Pearson (2001) on the Caregiver archetype (Xara-Brasil et al., 2018). *Purina ONE* focuses on health and immunity with light turquoise packaging representing gentleness and wisdom, consistent with the symbolic use of blue and turquoise in Caregiver archetypes (Broek, 2014). *Royal Canin* emphasizes expert care with a combination of pink for kitten formulas (empathy and affection) and red (passion and love), while also using gold (wisdom and quality) for breed-specific products. This use of red and gold contrasts with the softer hues typically associated with the Caregiver archetype, as noted in previous research (Broek, 2014), and deviates from the soft, nurturing image suggested by Hwang (2017); Faber and Mayer (2009).

Our research adds depth to how brands associate the Caregiver archetype with their messaging. While previous studies focused on parental love and protection (Faber & Mayer, 2009), we found a broader application. For instance, *Hill's* emphasizes not just care for individual pets but also social causes like supporting stray animals, aligning with Asiyah et al. (2022) which hints that the campus not only thinks about internal problems but actively participates in social affairs.

This study contributes to theoretical knowledge by exploring a previously under-researched area: the application of Jung's brand archetypes to the premium pet food industry in Thailand. It extends the scope of existing theory in two key ways. First, it adapts the archetype framework to a new product category—pet food—which has received limited academic attention in branding literature. Second, it broadens the conceptual understanding

of the Creator archetype beyond its traditional association with art and aesthetics, emphasizing its relevance to technological innovation and product development within the context of brand communication.

#### 4.3 Comparison of Brand Visions, Statements, Brand Values and Research Findings

For *Hill's* brand, the findings from brand's website, product packages, and Facebook page, aligns and consistent with the brand's mission, vision, philosophy, and brand history. The caregiver is clearly communicated in the brand's mission statement which highlights the special relationships between owner and their pets. (Hill's, 2025) While brand history highlights the Sage archetype through the expertise of the founder, and heritage of the brand. While Creator is being communicated in brand's vision and philosophy statement as 'the recognized global leader in nutritional health care for pets.'

For *Purina ONE*'s brand, the findings from brand's website, product packages, and social media brand fan page, aligns with the brand's statement and brand history in terms of Sage and Caregiver archetype. *Purina ONE*'s vision of enhancing the lives of pets (Purina ONE, 2025) and their owners reflects the Caregiver archetype as its primary identity, emphasizing care for cat health and affection. The Sage archetype also appears as a secondary personality through its research, education, and provision of appropriate nutrition information. However, there is less information from brand messages associated with the Creator archetype.

For *Royal Canin*'s brand, the findings from brand's website, product packages, and Facebook page, aligns with the brand's values and brand history in terms of Caregiver and Sage archetype. Caregiver are being highlighted through the words, passion, obsession as seen from their statement "Everything we do is driven by our passion for the health and wellbeing of every cat and dog." (Royal Canin, 2025). For Sage archetype, quality, precision, and knowledge driven are being used to associate this archetype with brand messages. For example, "Our deep knowledge and experience has given us a precise understanding of the needs of pets." (Royal Canin, 2025).

## 5. CONCLUSIONS AND RECOMMENDATIONS

Our findings reveals that most premium cat food brands predominantly utilize three core brand archetypes—Caregiver, Sage, and Creator—to communicate excellence and establish a premium market positioning. New entrants to this segment can adopt these archetypes as a foundation, while incorporating secondary archetypes to enhance differentiation and brand recognition. This approach helps maintain a premium image while fostering a distinct brand identity.

Brands *Hill's*, *Purina ONE*, and *Royal Canin* can use these findings to align their marketing communications more effectively. For *Hill's*, enhancing Facebook communication by drawing from the website's brand story would improve consistency with its overarching vision. *Purina ONE* should emphasize the Sage archetype more strongly across platforms to align with its website and product packaging. Meanwhile, *Royal Canin* is advised to maintain its current coherent messaging strategy.

This study's limitation lies in its focus on analyzing brand personalities using only marketing materials from premium cat food brands, which is restricted to the brand's perspective and reflect solely the brand's own communication and do not explain the reasons behind inconsistencies in brand messaging across different channels. Future research should incorporate consumer perspectives, such as user-generated content, as an additional data source to better understand consumer perceptions and refine brand communication strategies.

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