Abstract

This bachelor thesis is based on the theory of archetypes transferred to the marketing environment from personality psychology. In marketing, this theory is applied on brand personalization. In the theoretical part of this thesis, archetypes by Mark and Pearson and further processes of brand building and brand personality are described. In order to understand philosophy of the dm company better, the concept of anthroposophy and its transfer to the company’s biodynamic agriculture approach is introduced. In the thesis, a question of the Caregiver archetype as seen in the communication of dm is being solved. There are five elements of communication analysed within the dm brand: products, slogan, spots, company magazine and CSR activities. The level of similarity to the Caregiver archetype is evaluated in these elements. This archetype is the most frequent in children’s products and the active beauty magazine, which targets family as its main topic.