BRANDS AND AMERICAN MYTHOLOGY
NARRATIVE IDENTITY, BRAND IDENTITY
AND THE CONSTRUCTION OF THE AMERICAN SELF

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“We are all tellers of tales. We each seek to provide our scattered and often confusing experiences with a sense of coherence by arranging the episodes of our lives into stories. This is not the stuff of delusion or self-deception. We are not telling ourselves lies. Rather, through our personal myths, each of us discovers what is true and what is meaningful in life. In order to live well, with unity and purpose, we compose a heroic narrative of the self that illustrates essential truths about ourselves.”

- Dan P. McAdams
1. It is a particularly American story

2. A brand plays an important role in it
SIX LANGUAGES OF REDEMPTION

1. Atonement
2. Emancipation
3. Upward Mobility
4. Recovery
5. Enlightenment
6. Development

- The Redemptive Self, Dan P. McAdams
A BRAND PLAYS A ROLE
“We use brands to tell ourselves stories about who we are.”

- Will Novy
GETTING THE STORY

• Ask people to tell stories about themselves (not about your brand)

• Understand how personal myths draw from cultural myths

• Find the tensions they need to resolve
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