

THE SERIES REGULAR

AKA THE EVERYDAY GAL/GUY

Performer Archetype

GOAL

To Belong And Represent The Down-to-Earth Experience

STRATEGY

Work as a Team To Tell A Story

VOICE

Humble, Down-to-Earth, Respectful

FEAR

Standing Out, Being In The Spotlight

DRIVE

Being an Integral Part of the Big Picture

POWER

Empathic Storytelling, Relatability

The audience feels...

We're All In This Together

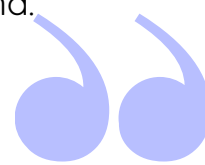
Examples

Jennifer Aniston, Audrey Hepburn, James Stewart, Jennifer Lawrence



Quote

Where would you be without friends? The people to pick you up when you need lifting? There's nothing like a really loyal, dependable, good friend. Nothing. - Jennifer Aniston



Colors

#B8BFFF

#607292

#E1E1E1

#B84CE4

Motivation

CONNECTION