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"Brand Archetype: Using the theory of archetypes for marketing communication of companies in Kazakhstan"

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I. Abstract of research

This work is devoted to the study of brand archetypes and their use in the marketing strategies of companies in Kazakhstan. A literature review was conducted on what archetypes are, their use in marketing, as well as different marketing strategies that already exist and use brand archetypes in their work. The purpose of this research was to determine how companies in Kazakhstan use archetypes in their marketing communications, as well as to determine the difference in strategies between the hotel industry and mobile operators. After the literature review, a methodology design was conducted.To identify the results of the study was conducted a qualitative research method, i.e. interviews with marketing experts of the selected companies. The research revealed which of the selected companies use archetypes in their marketing communications and which do not, as well as exactly how the two different spheres of companies distinguish between each other. This study will help determine the relevance of brand archetypes in Kazakhstan, how common they are among marketing managers, as well as how they influence the marketing strategy as a whole, and whether they influence it at all. In this regard, we decided to study companies from the inside and conduct interviews with people who create this strategy. The interview questions included information about the company as a whole, the target audience, what channels they use for marketing, values, and whether they know about archetypes and use them in their strategies. According to the results of the study, it was found that regardless of the industry, the theory of archetypes is partly relevant in Kazakhstan, as well as the fact that companies may not consciously use archetypes, using the same marketing tools.

Keywords: archetypes, brand archetypes, Carl Jung, marketing, strategy, communication, relevance, use, interview, research, advertising, hotel, mobile, brand, Sheraton, St.Regis, Beeline, Tele 2.

II Introduction

A brand is difficult to define or measure, but all areas of our lives, such as social, economic and cultural, prove the importance and influence that consumers have on us. After all, it makes a company unique from its peers or adds value to a product. This uniqueness or value lies in recognition, trust and emotional attachment (Kapferer, 2008). Considering the possibilities of today's world, brand raises its importance as it becomes easier for people to analyse the face of the company thanks to social media. One of the main goals of branding is to create loyal customers for the company. Through their communications brands are trying to convey their message, influencing the customer by attracting attention and creating a favourable impression (Jones, 2021). This forces companies to try to arouse people's feelings and build an emotional connection with the brand. This goal can be achieved by using various tools from psychology that cling to certain customer feelings, such as emotional motivators (Magids et al, 2015).

Mark and Pearson (2001) identified brand components such as core characteristics and brand value, which they linked to brand archetypes. They were able to describe the main advantages of the brand archetype over characteristics and just a good product - uniqueness and consumer loyalty. With a foundation from psychology, brand archetypes help create a connection with people by giving them an image of a certain archetype. Dividing them into the very motivators that use customers' motivations.

Brands are a major part of a country's overall economy and Askhat Uskembayev in 2022 mentions the importance of this specifically for Kazakhstan. After all, strong and potential companies are created with competent company branding, who use their values, image and most importantly communication with consumers as tools to build healthy relationships with customers. Using primitive strategies connected with the most favourable prices without the company's image is detrimental as in the end by applying the same type of communication with customers, the company loses its place among the competitors. For the sake of a competitive market, it is important to have a good brand strategy (Kapital, 2022). For branding analysis among Kazakhstan's

market, this study examines through the theory of Brand Archetypes. Namely, examining marketing communications of Kazakh companies will allow finding out if the theory of brand archetypes is being used at all.

III Literature review

3.1 Archetypes

The origin of brand archetypes is a concept studied and defined by psychotherapist Carl Jung in 1919. In the course of his research, Carl Jung (1968) discovered that regardless of the culture of origin, all characters in legends have certain characters that are unique and have a special appeal. Also in Jung's psychological structure, archetypes are innate and universal prototypes of ideas that can be applied to interpret observations. Jung described the personal unconscious in his book as the top layer which deals with the result of experience, and the next, which deals with innate data, is the collective unconscious. The archetype, on the other hand, is an important part of the collective unconscious, which has its origins in ancient times and myths that are part of the human psychic phenomenon . Jung himself has both followers of his theory and critics who refute his theory. One critique of Jung's theory is Herskovitses in 1958, who emerged after criticism from Weston La Barre in 1948 and cited him, considered Jung's archetype theory as mysticism. Weston La Barre criticises the use of symbols and ethnocentrism in Jung's work. Referring to the inheritance of symbols through the ontological method in the process of socialisation as correct rather than not phylogenetically (Drake, 1967). The main followers who have shown the importance of Jung's theory are Margaret Mark and Carol Pearson who have shown that the archetype can be a compass for marketers looking for a path for their brand. They described a total of 12 archetypes, divided into 4 human stimuli in Table 1, which are thus divided into consumer goals or desires. These 12 archetypes were depicted as ancient gods, who could convey the image and meaning of each. Over time, it is easier for us to associate them with ordinary people or characters, but this does not change their image and character. These archetypes are the link between the brand and customer motivation, giving meaning to the product (Mark & Pearson, 2001). The main purpose of the brand archetype is to use people's subconscious to create a sustainable and emotionally appealing brand. Although the authors have used extensive case studies and originality in their work, there are opinions that see flaws in this theory. The theory related to

the psychology of people causes difficulty in understanding it, which makes it difficult to become part of the marketing lexicon. (Magrath, 2001). Sukhenko, in his preface to the publication, noted that this theory of archetypes is much more complex and more than just the 12 attributes that are presented in the book (Mark & Pearson, 2005).

Today, brand archetypes have not lost their relevance for marketing and continue to occupy an important place in companies. By adapting theory to brand development companies are changing archetypes or using different types at the same time. Brand Archetypes are used by companies to retain customers by building a pathway with revealing archetypes one by one, for the sake of customer satisfaction at different stages of their interaction with brands (Merlo et al., 2022). For the archetype method to be successful, a brand must match its history, characters and values with the archetype it conveys to customers (Siraj & Kumari, 2011). The translation of the archetype has the result of creating a specific meaning, e.g. using the words and phrases in Table 2 having an association with the company meaning it is possible to refer to the brand archetype (Roberts&Marshall, 2014). For example, the Nike brand, from its founding history by athletes who loved to achieve goals to representatives like Jordan or Tiger, exhibits a heroic brand archetype. Adidas' main competitor with its slogan 'the impossible is nothing' also embodies the heroic archetype, ready for a challenge (Laub et al., 2018). Hero and Outlaw mention the dominance of the heroic archetype among sports brands. The hero archetype, on the other hand, tries to make the world a better place through challenge and achievement (Mark & Pearson, 2001).

Table 1

Archetypes and Motivation

Archetypes and Motivation				
Motivation	**Stability & control**	**Belonging & enjoyment**	**Risk & mastery**	**Independence & fulfilment**

	Creator	Jester	Hero	Innocent
	Caregiver	Regular guy	Outlaw	Explorer
	Ruler	Lover	Magician	Sage
Customer Fear	Financial ruin, ill heath, uncontrolled chaos	Exile, orphaning, abandonment, engulfment	Ineffectuality, impotence, powerlessness	Entrapment, selling out, emptiness
Helps People	Feel safe	Have love/ community	Achieve	Find happiness

Note: Reprinted from *The Hero and The Outlaw: Building extraordinary brands through the power of archetypes* (p 18) by M. Mark, C. Pearson, 2001, New York: McGraw-Hill.

Table 2

Archetypes-related sentences and words

Archetype	Sentence	Word
Sage	"The truth will set you free"	Learning, Expert, Credibility
Innocent	"Free to be you and me"	Optimism, Simplicity, Goodness
Explorer	"Don't fence me in"	Freedom, Adventure, Independence
Ruler	"Power isn't everything. It's the only thing"	Power, Control, Authority
Creator	"If it can be imagined, it can be created"	Creativity, Innovation, Vision
Caregiver	"We live to serve"	Friend, Care, Protection
Regular guy	"Love they neighbour as yourself"	Democracy, Regular, Empathy
Lover	"I only have eyes for you"	Sensuality, Pleasure, Intimacy
Jester	"A life without fun is a life half-lived"	Enjoyment, Humour, Relaxation

Hero	"Where there's a will, there's a way"	Not considered
Magician	"It can be done"	Not considered
Outlaw	"Ruler are meant to be broken"	Not considered

 Note: Reprinted from *The Hero and The Outlaw: Building extraordinary brands through the power of archetypes* by M. Mark, C. Pearson, 2001, New York: McGraw-Hill.

Table 3

Archetypes Descriptions

Caregiver	Caring, compassionate, generous, protective, devoted, sacrificing, nurturing, friendly
Creator	Innovative, Artistic, inventive, non-social, a dreamer looking for beauty and novelty, emphasises quality over quantity, highly internally driven
Everyman	Working class common person, underdog, neighbour, persevering, candid, wholesome, cynical, realistic
Explorer	independent , free-willed adventurer, seeking discovery and fulfilment, solitary, spirited,indomitable, observant of self and environment, a wanderer
Hero	Courageous, impetuous, warrior, noble, rescuer, crusader, undertakes an arduous task to prove worth, inspiring, the dragonslayer
Innocent	Pure, faithful, naive, childlike, humble, tranquil, longing for happiness and simplicity, a traditionalist
Jester	Living for fun and amusement, playful, mischievous comedian, ironic, mirthful, irresponsible, prankster, enjoys a good time
Lover	Intimate, romantic, passionate, seeks to find and give love, tempestuous, capricious, playful, erotic
Magician	Physicist, visionary, alchemist, seeks the principles of development, interested in how things work, teacher, performer, scientist
Outlaw	Rebellious iconoclast, survivor, misfit, vengeful, disruptive, rule-breaker, wild, destructive
Ruler	Strong sense of power, control, the leader, the judge, highly influential, stubborn, tyrannical, high level of dominance
Sage	Values truth and knowledge, the expert, the counsellor, wise, pretentious, philosophical, intelligent, mystical
Shadow	Violent, haunted, primitive, tragic, rejected, awkward, darker aspects of

	humanity, lacking morality

Note: Reprinted from *The meaning of a brand? An archetypal approach* (p 21) by D. Xara-Brasil, K. Miadaira Hamza, and P. Marquina, (2018), Revista de Gestão, 25(2), 142–159.

3.2 Marketing Communication and Brand Archetypes

Marketing strategy is the basis of a company's marketing activities. Harvard professor Borden (1997), who described his concept of "marketing mix" - product, price, place, branding etc. He pointed out the importance of these elements in marketing communication. After all, Brand advertising requires consistency with the overall brand strategy . Marketing communication can be done through traditional marketing or digital marketing. Traditional marketing refers to the method of using traditional or offline channels to promote a product. Traditional marketing methods include print advertising, outdoor advertising, broadcast advertising and telemarketing. Digital marketing, on the other hand, includes methods such as social media, search engine optimization, email marketing, content marketing, apps and web marketing (Bharti & Kumar, 2020).

Companies must work on brand reputation by creating an image for a trusting relationship with customers. To build a strong connection, it is necessary to present the customer through the mission and values of the company. Currently, the most popular activity for people around the world is browsing social media. As of 2023, Facebook has 2.9 billion users, Youtube has 2.5 billion users and Instagram has 1.4 billion users. Brands are therefore actively using these channels for promotion, communication (Voorveld, 2019). Well constructed communication and brand awareness have a positive impact on consumer loyalty and perception of product quality (Schivinski & Dabrowski, 2015)

Consumers consume information while on the road, listening to the radio, just relaxing, watching TV at home or at work, browsing the vast expanses of the Internet that are filled with brand messages (Rossiter et al., 2018). These rapid technological changes are also affecting the culture of every nation. As society moves from the tangible to the intangible, brands are increasingly required

to be intangible, to increase and demonstrate their value in order to somehow compete in a rapidly growing market (Twitchell, 2004) Archetypes, on the other hand, are symbolic images that allow people to connect their underlying beliefs and attitudes with politics, sports or some other way of life and reinforce their position in the same politics. Furthermore, they serve as a point of contact for all people divided by their beliefs (Vitor et al., 2021).

Mark and Pearson (2001) presented archetypes as a method of meaning management, which is an important company asset. To be effective, the use of archetypes is important to analyse the market and external factors, Hwang (2017) in her study showed the difference of marketing communications and archetypes in different regions. Archetypes are also used in branding, for example, a study on Archetypes of Service innovation compared archetypes and emphasised the value of companies, where they analysed innovation practices combining archetypes that had previously been investigated separately (Helkkula et al, 2018).

Advertising is an important part of customer communication for brands. It is used not only to promote the product itself, but also to create an image for the brand itself. Through the main brand and creating an association for customers about the brand (Belch & Belch, 2018).

The archetype can manifest itself through commercials, for example, one of the iconic Marlboro Man ads depicts a young male cowboy riding a horse courageously through a meadow/grass, demonstrating the archetype of a seeker (Siraj & Kumari, 2011). The seeker manifests a desire to travel and break free. This archetype gravitates towards wild landscapes and wide open spaces that call for new adventures (Mark & Pearson, 2001). Thanks to advertising, it is possible to find a response from customers who find something close to them. Another advertising project from Anita Santiago Advertising, Inc. for the 1996 "Generations" campaign of milk processors. The company was faced with a project that specifically targeted Mexican-Americans. For the right concept, one had to understand and adjust to the consciousness of the consumers. In the same case, the ethnographic interview method was used to understand the consciousness of Hispanic families.

Using the Caring brand archetype (Jungian mother archetype), the company was able to find a positive response from the audience through their consciousness. Demonstrating real caring through the grandmother, granddaughter and their product awakens memories and values of their customers (Masco-Fleischman, 1997). Research on "The difference in brand archetypes between western and Asian tech brands" proves the importance of adapting the brand to the market country. Brands should pay attention to market consciousness when developing an archetype or narrative about themselves (Hwang, 2017).

Definitional analysis of brand advertising or content can also be used in the study of the brand archetype. An advertisement by luxury brand Dior for the perfume Sauvage feat Johnny Depp shows him leaving the city and digging in the desert with the words 'I don't know. What am I looking for?". These actions and his phrases converge with the Explorer archetype, as his main goal is freedom and exploring the world. With the right analysis, the company was able to convey the meaning of its product 'Sauvage', which represents a powerful masculine fragrance (Sokolova&Kuzina, 2019).

IV. Research methodology

Brand archetypes are presented as the most important part of our study because they are a psychological factor in communicating information and brand personality, help influence target audience choice, and show how a well-designed advertising strategy actually increases a company's success. In the previous chapter, we detailed the relevant literature for our study, the history of brand archetypes, how they influence advertising activities and brand perception through communication with consumers. Therefore, thanks to the studied literature that showed us researched foreign companies such as Adidas and Nike that used brand archetypes in their marketing strategy, and were successful in their strategy (Laud et al, 2018), we came to research questions and research objectives of our study, in order to explore whether and how to use the brand archetype theory in their marketing strategies of companies in Kazakhstan. In the posed question we can also see the purpose of this research, there are many studies and stories about how foreign companies convey their brand personality through the use of brand archetypes, we also decided to study how popular companies in Kazakhstan use the psychological factors of archetypes in their marketing communications (Hwang, 2017).

Our research question is:

1.   How do companies in Kazakhstan use the theory of archetypes in marketing communications?

The objectives of this study are:

1.   Analyse past marketing communications and current strategies, and identify companies' archetypes.

2.   Determine relevance of application of brand archetype theory in marketing in the companies in Kazakhstan.

Selected companies:

- Beeline

- Tele 2

- Sheraton Astana

- St. Regis Astana

The purpose of this chapter is to discuss the methodology that we came up with, given the objectives of our study. Consequently, which we will use to study the marketing communications of companies in Kazakhstan, to present the methods that we use to collect and analyse data, and further to come to relevant conclusions. This research is conducted using qualitative research method. The purpose of the qualitative research is to better understand what the companies in Kazakhstan base their strategy on, whether they have a division into archetypes and whether they try to influence the consumer audience with the use of psychology. A similar research method was based on a study of hotel marketing from a research paper (Bechter, 2016). Our research method is different in that our main focus group is not audiences and consumers, but people from within, such as the marketing managers of the selected companies. We decided that we need people who know their business and are familiar enough with the company, we focused on employees of the selected companies, who had different positions, but the same responsibilities, all of them were competent in marketing communications and marketing strategy in the companies.

These companies were chosen after careful research and review of the marketing of companies in Kazakhstan, regardless of industry. We focused on the number of users, the quality and activity of advertising, as well as companies with high profit margins and interesting stories, because mobile communications and the hospitality business are the industries that every country needs both for economic and tourism growth and for general use. These are the kinds of companies that put meaning into their marketing and broadcast that message through their advertising, attracting more and more consumers. Some of the leading mobile operators in Kazakhstan include Beeline and Tele 2, and they also have quite creative advertising (Halyk Research, 2021). We also selected 2 hotels from the same Marriott hotel chain, these are the Sheraton Astana and St. Regis Astana, which are based on the business segment. These companies were divided into different industries as we

wanted to explore different industries to compare the use of archetype theory in the selected companies and out of them we selected 4 companies for two reasons, in order to conduct a better analysis of these companies in a short time and also because, these are the companies whose managers could be contacted more or less easily.

To understand the use of these companies' archetypes, we conduct a careful research of the selected companies, studying their background, the marketing strategies they have used in the past, and the strategies they are currently using. We also studied various sources of their marketing activities, such as social media and official websites (Table 5), to get data on the advertising strategies they use to reach their target audiences. And we will analyze exactly how these companies influence audience selection in their favor, what archetypes and marketing strategies they use.

For qualitative research, we did interviews with marketing managers. We found out how aware company managers were of marketing communications, what the most important methods of communication were, what the emphasis was in advertising campaigns, and whether managers were aware of what archetypes were, and what archetypes the companies in which they worked represented themselves as. Also, in order to develop our interview questions, we did a content analysis that helped us see the situation of a company's marketing communications before the interview, and also showed us what archetypes companies exhibit in their advertising and various communications in Table 5.

Table 4

Interview questions

Units:	Questions
To learn about a person, his position.	Name Position in the company
Questions to discover about the company, their marketing principles and target audience	1. How would you describe your company(main qualities)? 2. Who is your main client/TA? Describe

	this person's approximate activities 3.　What should your customers think and feel when they hear about your brand? 4.　What is your competitive advantage and how do you emphasise it in communications? 5.　What is your core value? 6.　What communication channels do you use to promote your company's brand? 7.　Are there any channels of communication that you do not use? Why not? 8.　How would you describe the tone of voice of your brand? 9.　How do you think it would be most effective to promote your company? 10. What are the main strategies your company uses in its advertising communication?
To find out if the person knows about archetypes and what archetypes the company translates.	1. Have you heard of Carl Jung's archetypes and theories of the 12 brand archetypes? 2.　What do you know about archetypes? 3.　Do you think it is important to use archetypes in any company's advertising communication? 4.　Does your company use any archetypes? 5.　If so, does the company tailor its archetypes and advertising principles to each region and its target audience?

Integrated communication is all about communicating a whole marketing message in such a way that every potential customer can receive and understand the information. An integrated communications strategy is also very important to building a company's brand image. Because all of the pieces contained in the brand will be integrated and more easily recognized by customers, this type of communication is also necessary to improve the customer experience before they come to the transaction. In the world of high-level business, every group of people are not just looking for the thing or organization that they want; they also want an experience that can truly satisfy their desire. (Kitchen and Burgmann, 2010)

The Archetype brand emerged from Carl Jung is a system for creating individual positioning on the target audience. Marl&Pearson (2001) emphasise the importance of holding the right brand value by marketers in order to be successful.

V. Background information analysis

5.1 Tele2

The history and creation of the company began in 1970 in Sweden. Jan Stenbeck, son of the founder of the Swedish investment company Kinnevik, was developing the telecommunications business. The company's main principle was to create a network that would be accessible to everyone.

Tele2 is the leading mobile operator at the moment. The main principles of this company are:

1.   Benefit

2.   Availability

3.   Flexibility

4.   Speed .

These principles enable the company to provide its customers with the most profitable communication. The most important principle which is focused on is profitability and availability. Tele2 is not only having favourable tariffs and fast Internet with 5G coverage. In 2022, Tele2 and Altel won the auction for connection of 5G coverage. Within five years, the company plans to install 7,000 base stations and provide fifth-generation mobile communications throughout Kazakhstan (Forbes.kz, 2023)

The current marketing strategy doesn't differ from the old one, as the main objective is affordable prices and benefits. For the consumers of this cellular operator they provide favourable tariffs for convenient communication without limitations. Thereby attracting more customers to this network. An ecosystem has been created for choosing the most suitable tariff plan and in order to increase loyalty of Tele2 subscribers. The result will not only be a convenience for customers, stimulation of the flow of new customers and additional growth of revenues and profits for the company. Tele2's marketing strategy is to offer attractive, affordable, simple and honest offers for its subscribers.

5.2 Beeline

In 1992, Russian scientist and entrepreneur Dmitry Borisovich Zimin, together with his companions Konstantin Kuzov and American Augie K. Fabela II, created Vimpel-Communications. VimpelCom received a licence in 1993 to create a cellular network, and in 1994, a new brand called beeline was registered. Beeline became the largest cellular operator in Russia, connecting 10,000 cellular operators in the first year of operation. Beeline's cellular service currently covers countries such as: Russia, Kazakhstan, Georgia, Kyrgyzstan and Uzbekistan. According to VimpelCom's official annual report, the Beeline brand has 44.8 subscriptions for 2022 (Beeline.ru, 2023)

The official start of commercial activity under the Beeline brand in Kazakhstan was in 1998, founded by KaR-Tel LLP. To improve cellular communications and wide coverage in Kazakhstan, Beeline installed more than 4,000 base stations throughout Kazakhstan in 2022 as part of the company "LTE everywhere," also thanks to which 4G is now provided in nearly 1,000 settlements and villages. More than 80 of the installed base stations increase the track coverage. Today 4G is available in 97% of all Beeline coverage (Profit.kz, 2023)

As a result, we can conclude that the value of the company consists of:

1. Simplicity
2. Convenience
3. Simpler
4. Faster.

5.3 Sheraton

The Sheraton was founded in 1937 by Ernest Henderson and Robert Moore. They aimed to open a chain of hotels so that everywhere there was a standard in the service of visitors and by 1965 the number of hotels was 100 (Zachary, 2017).

Sheraton executives decided to spend $1 billion to renovate the hotel that was bringing in the company's main income because it was old, worn out, and visitors only went there when absolutely necessary because of its convenient location in the city. The company had a promotion specifically for cab drivers. The purpose of this action was for cab drivers to know all addresses and new hotel names, in order to take tourists to these hotels. Marketers have put an animator in a Hawaiian shirt who handed out cupcakes, coffee with new hotel names to cab drivers. The company also raffled off trips to Hawaii among the cab drivers. The Democratic National Convention was held in New York City, at such an event there was to be a rush of guests and rebranding the hotel played into the hands of the company. Headlines in the newspapers read, "The hotel was spending $100 million to renovate and become the new Sheraton New York Hotel & Towers; and we are completing the renovation in time to serve as the headquarters for the Democratic National Convention." Thanks to this promotion, there has been an increase in interested parties for room reservations (Leora et al, 2016).

Currently, Sheraton has more than 450 hotels worldwide, in more than 70 countries. The first Sheraton brand hotel with all amenities opened in Kazakhstan in 2020. The hotel is located in the city centre, next to the Abu Dhabi Plaza shopping centre. "Where The World Comes Together" is a phrase that means the hotel unites people with common interests so they can create ideas and bring them to life (Sheraton Careers, n.d.) Sheraton is considered a luxury hotel in Kazakhstan. Rooms at the Sheraton start at about 40,000 per night. Guests of the hotel are usually foreigners, tourists or businessmen. Also young couples who want to hold their wedding there. The Sheraton shows care for its guests, makes it easy to get to know them and helps visitors feel better about themselves.

5.4 St. Regis

The St Regis is a hotel founded in 1904 by the famous inventor John Jacob Astor IV in New York City (History and Heritage, n.d.) This hotel has hosted some of the most influential people like Carnegie, William Paley and many others. For such talented people, the hotel offered special facilities and service, and they provided butler service. Since that time they have tried to use technological innovations such as using a telephone in each room so guests can communicate at work and with loved ones. Also in The New-York Times hotel ST Regis was named "Best Hotel in America. In Kazakhstan, the St. Regis is currently a five-star hotel. Room rates start from 70,000 tenge per day. The main client base consists of foreigners, businessmen and tourists. Hotel St. Regis Astana, combines luxury with the hospitality of the Kazakh people. There are currently 120 luxurious rooms, 7 banqueting and business meeting rooms. St. Regis Astana also has butler service, which is their distinctive service. This hotel is for those who love style, sophistication and passion for innovation. St. Regis is working with famous designers and fashion magazines. For example with designer Delphine Delettre and BEYOND magazine. As a result, the hotel aims to be luxurious, expensive and classified as a premium class.

VI. Company analysis based on marketing communications

The company's data analysis period was covered from January 2023 to May 2023. Social media posts covered channels such as: Facebook, Instagram from the official accounts of the selected companies. Taglines analysed published on official websites, billboards. Advertising is analysed based on the targeting advertising broadcast in YouTube and Instagram.

Table 5

Analysis based on marketing communications

Tools	Social Media posts	Tagline	Advertising
Sheraton	Sheraton Astana's Instagram @sheratonastanahotel has many services for guests. All services are presented as customer care. For example, the Sheraton offers a leisurely breakfast, a lounge by the pool, a relaxing massage and self-care. The hotel also promotes its services for events such as weddings. The Sheraton team will take care of every detail of the event. The newlyweds and their guests will enjoy a pleasant evening. As well as organising the wedding, they also arrange a photo shoot to capture the happy moment. Sheraton also cares for pregnant women and offers them aqua aerobics classes in the pool, as it is good for their health	"Where the world comes together". This is a quote from the main mission of Sheraton. The hotel thus says that they care about the time spent in the hotel and the socialisation of guests.	The hotel advertises fitness and spa services. The video shows the inside of the hotel, the swimming pool and the gym. Also romantic videos of the bride and groom on their wedding day, showing the setting of the hall, filmed in the hotel's best locations.

St.Regis	On instagram @stregisastana in posts there are often expressions like "feel the luxury", immerse yourself "in the world of art", exquisite atmosphere, luxury suites, etc. They raffle off tickets to the ballet, held sophisticated evenings and invited jazz musicians. They also promise that weddings and events of all kinds at this hotel will surpass all expectations, at the highest level.	On the st regis website, phrases such as: "Celebrate an Exquisite Journey", "An Innovative Spirit". Show their superiority, something that is for the upper class of society.	St.Regis works together with fashion magazines, giving their location for photos that are released or promoted in social networks. For example, at the moment they are working with the publisher of Beyond magazine. One such commercial features a model with jewellery, an expensive car and a dress in a ballroom. The clip was accompanied only by a melody and at the end by a golden hotel logo
Tele 2	In their official social networks, the company Tele2 can be seen their main characters in the ads. One of the most recent popular posts on Instagram and Facebook is the main character of Tele2 ads. A simple guy with an ice cream cone in his hand and the slogan "more with us - more internet". The ice cream in the young man's hand isn't just with a reason, this ad carries the message that every consumer can have as much as he wants.	In recent commercials for Tele2, the main character is an ordinary guy who struggles with high prices, excessive spending. The image of this hero is a man who rationally controls his expenses, helps people and helps them choose a profitable tariff. The "Outlaw" archetype can be compared to their slogans, such as: "cheaper with us", "go to the side of bargain offers", "your rules", "don't let yourself pay more" .	A "Mix Subscription" advertisement published on April 12, 2023 with the slogan "Customize as you like". The advertisement shows that each Tele2 operator can set up their tariff plan as they see fit. Each client can set their own rules and pay only for those functions (SMS, minutes for calls, gigabytes). "Do as you like" is characterized by the "Outlaw" archetype.
Beeline	In their official social networks, such as Instagram and Facebook, Beeline not only notifies subscribers about new tariffs, they also publish useful posts. Such as interviews with popular speakers, implementation of projects to install Internet towers in rural areas, tips for leisure time, etc.	The main slogan of Beeline is "live on the bright side", which fully corresponds to the demand of customers and the philosophy of the company itself. The main target audience of the company is people with an active life position, with a family, children, with various hobbies and different interests. Living in this information noise, this category of consumers is really in demand, ready to	The Beeline HomePlus+ ad published online on May 2, 2023 shows us people from different societies, statuses, genders and ages. The main message is that no matter who you are, their services and cellular communications can be made available to absolutely everyone. As quoted in "The hero and outlaw" to the "regular guy" archetype.

		consume advertising.	

6.1 Conclusion of the analysis

Beeline - By analysing the main communications of Beeline we came to the conclusion that the company broadcasts the same values that are characterised by the "regular guy" archetype. This archetype is used by brands that support simple human values, such as kindness, simplicity, loyalty, honesty; Share common interest and values with customers. Thus, classified this company as a "regular guy" archetype, whose communications are very harmonious and create a sense of community and good neighbourliness (Karolina, 2021). A company's communication with customers helps shape behaviours and perspectives that allow the individual to be part of a group and value all people, not just those who stand out and stand out. As quoted in "The hero and outlaw" to the "regular guy" archetype, "Individuals and groups, companies and partnerships-big and small-receive the same quality service and care." (Mark & Pearson, 2001, p.171).

Tele2 - Also, having analysed the main communications and position company Tele2 in recent years, we can conclude that they emphasise to stand up for extra pay. Their goal is to make sure that consumers can use their network at affordable prices and that it is of high quality. They oppose those old rules, create tariff plans that consumers themselves can adjust as they feel comfortable and profitable. They were the first to come up with such changes and created the rule "so it's convenient for consumers. That's why we categorised the company as an "Outlaw" archetype. The company positions itself as someone who goes against the rules. Thus it confirms the archetype of the outlaw who says "rules are meant to be broken" (Mark & Pearson 2001, p. 123).

Sheraton - Hotel has the archetype of the "caregiver". The Sheraton's mission is to bring people together, to make it easier for them to meet. To make guests feel comfortable, to accompany them. The staff are also very friendly and always ready to help. On the Instagram page, @sheratonastanahotel, their posts have descriptions with the context of impeccable service and

individual approach to each client.In a study of Product form design using the theory of Archetypes, explains that the caregiver demonstrates maternal traits and goes above and beyond to ensure that people are cared for in the best possible way. (Shieh, et al).

St.Regis - "Ruler" is characterised by a solid sense of control and power. As well it is represented as the judge, the boss, and the coordinator (Xara-Brasil et al, 2018). St Regis puts more emphasis on luxury. Gives guests a sense of high status, authority. They provide access to luxury rooms, restaurants and hold high-level business meetings. They find an individual approach to each client. On the Instagram page @stregisastana you can see that the texts are written in an official business style. In this context, they talk about their "luxurious" halls for the event, also about the "exquisite" dishes they can offer, etc. In conclusion, we can say that the St Regis has the archetype of a "ruler".

VII. Interview

Similar questions were asked in order to obtain effective data for comparison and analysis. In zoom and face-to-face format about 17 questions were asked in total, divided into 3 blocks. An in-depth interview was conducted with Zhamal Mukanova Marketing communication manager of Sheraton, Dinara Usinalieva Marketing Communication Manager of Beeline, PR Director of Tele2 Evgeniya Bekbulatova and Marketing Manager of St.Regis Aidana Aidarkina. To find out the result of this study it was necessary to find out the main methods of communication of each company, what marketing strategies are used and whether they use archetypes concepts in their brands. The main purpose was to find out if the concept of archetypes itself is relevant, if the Kazakh companies understand and use the theory of archetypes.

Having interviewed all the selected companies we found out that the theory of brand archetype in communications is not actual for all of them. While found the assumptions that maybe the theory of the management of the meaning of the brand archetype is not used or is not relevant by the selected companies, but the company has its own brand archetype, based on the analysis of communications campaigns and answers to questions. After all, brand value is an indispensable asset and regardless of the product, everyone wants to have some kind of value in front of an audience. The Brand Archetype by Mark and Pearson (2001) represents already the very system to manage this meaning . Research conducted on the hypothesis that audiences perceive archetypes in different cultures and art (Faber & Mayer, 2009). Which shows the presence of archetypes in different continents. After all, the brand archetype originally came from psychology, namely the collective unconscious, as a common programmed thinking (Jung, 1968).

Communication for each of the brands surveyed has a major role, as all responded that they use all types of communication. All companies noted the use of all channels of communication, and Sheraton and Beeline, emphasised the 360 degree activation method.

Sheraton noted that in this method, each channel has its purpose, for example, through the in-

house they use everything to create an atmosphere for their main value - the community and familiarity with the care of their guests, namely using only furniture to communicate a few people, everywhere vertical and horizontal offers from the hotel. In addition, the event communicates with potential customers, such as inviting brides and grooms with offers to visit their hotel and take care of their wedding. Although they initially indicated that they are a business hotel aimed at business travellers, they added that they have potential customers through extensive communication and expansion of the hotel itself, such as the largest spa in town and the opening of new restaurants. Having a large number of channels and communications The Sheraton Hotel noted that they do not use the archetype theory in their marketing because they do not consider it practically applicable. In spite of the fact that Sheraton mentioned that the archetype is not relevant, the answers to the questions about the communication were analysed through the description of the attributes of the archetype for comparison with the preliminary analysis of the communication. Zhamal Mukanova said: "Business hotel. A hotel you can always turn to, comfortable, convenient, staff are friends, the interior is for community and communication. Hotel "business" is the motivation of stability and control, and "comfortable", "comfortable" is associated with a sense of security in Table 1. The value of community - the desire to create communication is associated with the description of friendly in Table 3, which is the caregiver archetype. To summarise, the marketing communication analysis archetype and the interview analysis archetype is caregiver.

In comparison to the Sheraton St.Regis Hotel noted the importance of the brand archetype in their operations. St.Regis emphasised the embodiment of the archetype of the ruler everywhere, as a preliminary analysis of the communication of this hotel. The ruler archetype represents their image of power and luxury that they want to broadcast in their communications. Their goal is to provide world class service and a high quality approach to their guests. And when asked about the use of archetypes, Aidana Aidarkina noted that: "We adapt our archetypes and advertising principles to each region and target audience." Taking care of customers, the brand adapts brand archetype and communication depending on their audience and region, believing that each country

in which they operate has a distinctive culture and reaction to the symbols/messages. The hotel uses exquisitely luxurious locations, partnerships with influential people in all communication channels, but noting the importance of it is the luxury lifestyle magazines, travel publications and social media platforms.

The sphere of mobile communications as well as hotels showed different results in the use of the brand archetype in their communications. The brand that considers itself the first in this field is Beeline, which has an ecosystem with multiple offerings, such as digital products for different customer audiences. Through communication they carry the value of the company to make people's lives better. The character of the brand is an open person, dynamic, active, engaged in its development, close with a good sense of humor, as a friend offers beneficial useful services. Beeline has many products, archetypes are also divided in each sub-brand, for a different segment or service.As an example was given the service BeHome +, it included fixed TV and Internet, here the target audience is a married couple from 25 to 50. For this audience the archetype of "caring" are given the best offers, which will cover their needs. For the target audience of 20 to 35 years old, who develop, study, build a career there are advantageous tariffs only with the Internet. In this case, Beeline uses the "regular guy" archetype.   In addition to segmentation by audience and product, the company also divides by the region of Kazakhstan, as demand may be different depending on location and mentality. This is done by demand testing and confidial analysis.

According to the analysis of marketing communications, came to the conclusion that the archetype of Beeline is "regular guy", also according to interviews it was found that the company uses the archetype of "regular guy".

Tele2 position themselves as a company that "challenges". The main objective of the company is to provide consumers with favourable and quality services. This is the first company in Kazakhstan, which won the tender for installation of high-speed 5G Internet. Target audience: Active young people, who value benefits, want to be in trend and spend a lot of time online. People

who have a free spirit, always learn new things and are not afraid of change. The marketing department certainly knows and has studied 12 archetypes, but nevertheless Tele2 is not attributed to a certain type - Evgeniya Bekbulatova said that "the concept of audacity of Tele2 is in the past, the current focus of brand promotion is to build the benefits and increase resources for consumers. One way or another, the company does not refer itself to a certain archetype and does not use this marketing tool. When analysing advertising communications over the past few years, it can be concluded that they support the concept of "Outlaw" archetype, as in their slogans there are such expressions as "do not pay extra", "other rules", "following the rules is not in our rules".

Limitations

The study identified limiting factors that influenced this study. The main one was the size of the sample of respondents, namely the number of campaigns and industries. A large number of respondents would increase the accuracy of the results. The reason for this limitation is the time and resources that were available at the time of this study. Find a connection with marketing and communications representatives who would be willing to openly provide personal information, such as full names, positions and responsibilities within the company, to answer questions in order to obtain the correct data. Set convenient in-depth interview dates for each of the brand representatives. A related factor was getting complete answers because of confidential information that could not be shared with managers.

Conclusion and Recommendation

This study was devoted to the analysis of the theory of brand archetypes in marketing communications, namely the companies: Beeline, Tele2, Sheraton, St.Regis. How relevant this theory is in practice amongst companies in Kazakhstan and how they use communications to communicate their meaning. After all, the theory of archetypes has long been established and there are countless cases of foreign companies that have successfully used this theory for their promotion.

Campaign analysis and in-depth interviews with brand marketers were conducted to answer the questions. The objectives of the study were achieved. The pre-interview analysis showed the results that were revealed after studying the company's communication, namely the current archetypes. During the process of conducting and analysis of the interview data, we can conclude that the companies we analysed from different industries know about the theory of 12 archetypes but not absolutely all of them consider that this tool is actual in their marketing strategies. Direct interviews have confirmed the relevance of the theory of brand archetypes partly, that is, 2 out of 4 companies have confirmed and 2 companies have denied the use of the theory in their marketing communications. Regardless of the hospitality and mobile industry, the responses were similar across the interviews. Brands that confirmed the relevance of the archetypes pointed to the same methods of use. The answer to the research question is audience, segmentation, communication localisation, and brand equity management.

Overall, the study has value in the topic of marketing and the use of brand archetype theory in Kazakhstan, it is possible to make a conclusion about the communication channels used in industries such as hospitality and mobile communication. These results will be useful to marketers and brand managers who are interested in theories about branding and communication. After all, the theory about Brand archetypes can be useful in shaping the design of a marketing strategy and company would help to build a clear positioning in the marketplace.

Although some companies do not officially use the theory of archetypes, the way they broadcast their values and use certain messages that they want to convey to their customers can be used to classify these companies to a certain archetype. During the analysis of marketing communications archetypes can be identified also with the help of positioning, mission of the company, tone of voice, advertising integration, tagline and values which they broadcast.

For further research, on the topic of archetype use and relevance, it is recommended to choose more companies from different industries. Since the use of archetypes may depend on the

purpose and mission of the company. Moreover, it might be better to additionally support the research with the information provided directly by the consumers of these brands, to find out if the consumers themselves understand the image of archetypes and if this concept is important when choosing a certain brand. It is also recommended to use quantitative analysis together with qualitative analysis to get more data collection.

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