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BRAND ARCHETYPE AND CONSUMER PERCEPTIONS ALONG COUNTRIES: AN EMPIRICAL APPROACH BASED ON MARK AND PEARSON FRAMEWORK

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Abstract. Some brands and marketing executives adopt the platform of archetypes to enact brands (Solomon, 2013). They seek to interact with the deepest motivations of consumers, by giving products and brands of real meaning, which is associated with their desires and motivations (Mark & Pearson, 2001). In this paper, we monitored consumer narratives involving three global brands, based on the approach proposed by Mark & Pearson (2001), in two different countries (Brazil and Portugal). The results show that consumers develop very clear and often homogeneous perceptions, developing relationships, integrating stories, experiences, beliefs and perceptions. The statistically significant differences that were found are few in number, and usually in attributes of little relevance for the brands. The values of the brands are clearly perceived by the consumers from the different countries under study, who integrate them in their experiences, in their self-expression and how they integrate society: Nike's philosophy of life, Nivea's mother advice and Apple's Status Quo. The use of archetypes is an important tool that can strengthen the identity of many brands, such as those studied here. Efforts of consolidation or archetype changes are possible, and may even be beneficial, because they add them "life experience" and "maturity".

**HOW DOES CULTURAL INTELLIGENCE ENHANCE INNOVATIVE PERFORMANCE? A
MULTILEVEL ANALYSIS OF MNES OPERATING IN BRAZIL**