

Archetypes



**METHODS &
INSIGHTS**

FULCRUM
RESEARCH GROUP

Organize and understand
core motivations

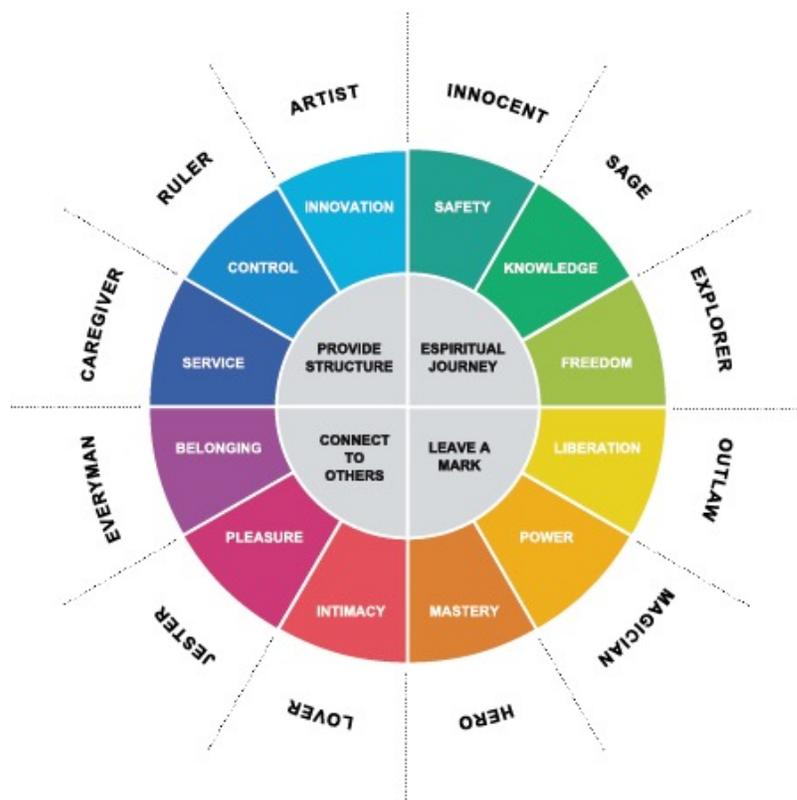
Archetypes reflect how people view themselves within their world, and what they are trying to accomplish.

Knowing what archetype physicians operate under provides deep insights into how they make decisions, including prescribing decisions.

HOW IT WORKS

We use a *personal journey* exercise to uncover customers' core motivations

Our analysis incorporates learnings about each archetype from the psychological and marketing literature



BENEFITS

Better understand core motivations and brand choice drivers, including deeper insights into *benefit ladders*