

# Exploring Jungian Themes for Human Branding - the Psyche of Italian Rock Band Måneskin

**Ozlem DOULL**

Rennes School of Business

**Lara BERTOLA**

Rennes School of Business

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## **Abstract:**

This study explores how human brands in the digital age can leverage Jungian archetypal storytelling and identity to create authentic, emotionally resonant customer experiences. By examining how archetypal narratives like The Hero and Shadow shape brand experiences aligned with psychological and emotional needs, it provides actionable insights for cultivating culturally relevant identities that connect deeply with audiences. Using the Italian rock band Måneskin as our empirical context, the study analyzes their lyrics and visuals through a Jungian lens. Måneskin's archetypes reflect confidence, vulnerability, and belonging, transforming their brand into an immersive human experience. Data from their songs and YouTube episodes highlight some key characteristics of collective identity, illustrating the Collective Archetypal Framework (CAF) for human branding. CAF offers a model for brands to deepen customer experience.

*Keywords (max 3): Human branding, customer experience, Jungian psychology*

*Track: Product and Brand Management*