



SEMIOTICS is the study of signs, symbols, and signals. By deconstructing culture to determine underlying codes, it tells us how **meaning** is created.

OVERVIEW

Semiotics is a powerful tool for unlocking brand growth. It assists brand development on 2 levels: 1) identifying ways for a brand to communicate more clearly with consumers by learning their cultural language, 2) determining where a product category or market might be evolving in order to identify opportunities for innovation. Semiotics can help understand what a brand stands for and whether it is a leader or follower in its market.

Semiotics is behind some of the most successful brand campaigns and has contributed to the critical insights behind new product launches. Many companies such as P&G and Nestle swear by it as part of their innovation process.

Brand Development- Better understanding brand narrative and its context including; the competitive set, usage occasions, activities and audiences.

Marketing Communications- Evaluating a campaign strategy, informing a creative brief or interpreting and defending daring and future-facing creative.

Design & New Product Development- Understanding why and which design routes are working and how they fit with a brand strategy. White space exploration to identify brand relevant opportunities for future-focused packaging and product design, as well as new categories and consumer experiences.



THE PROCESS

KICK-OFF



- Semiotic analysis **typically takes 2-3 weeks**
- Its often used as a first phase of projects that include more traditional qualitative research – to first understand what the consumer is being told, followed by probing the consumer on wants, needs and perceptions.

PROJECT EXPERIENCE



Vitaminwater
 “Meaning of Music”
 Marketing to teens across a mix of music genres



Land O Lakes
 “Cracking the Butter Code”
 Product innovation targeting the Millennial consumer



Snapdragon
 “Cross-Cultural Brand Narratives”
 Brand positioning for a global technology product



Mike's Hard Lemonade
 “Cultural Context of Lemonade”
 New Product & Packaging Development/ Marketing Strategy

OUR PEOPLE



J. Duncan Berry, PhD

- Visual Equity Analyst
- Teaches “Semiotics and Neuromarketing” at Kellogg University, MBA and New Product Development



Amanda Miller

- Cultural Anthropologist
- Focused on Semiotics surrounding a brand’s narrative. Specialties include Packaging and communications auditing