



AURA
INSPIRING
INSIGHT

08.06.2022

Semiotics: Getting to the truly emergent

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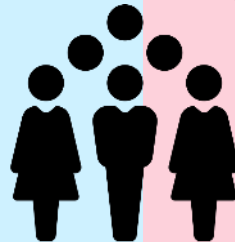


JODIE
UX ANALYST

We apply both consumer-first & culture-first thinking

Consumer research takes an inside-out approach. We ask for people's perspective on what is happening in their lives.

- Community panels
- Qual
- Quant
- In-home
- Ethnography
- Diaries



Cultural research takes an outside-in approach. We look to understand how these thoughts get into people's heads in the first place.



- Industry Sources
- Expert perspectives
- Cultural artefacts
- Social media discourse
- Semiotics + Visual culture
- Academia

When paired together, we're providing the full story and, by taking cultural change into account, future-proofing our recommendations.



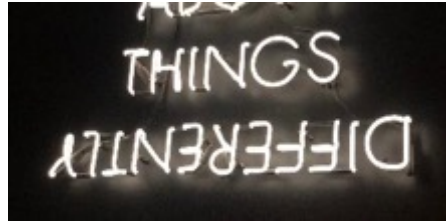
1. What is Semiotics?



2. Why is it important in MR?



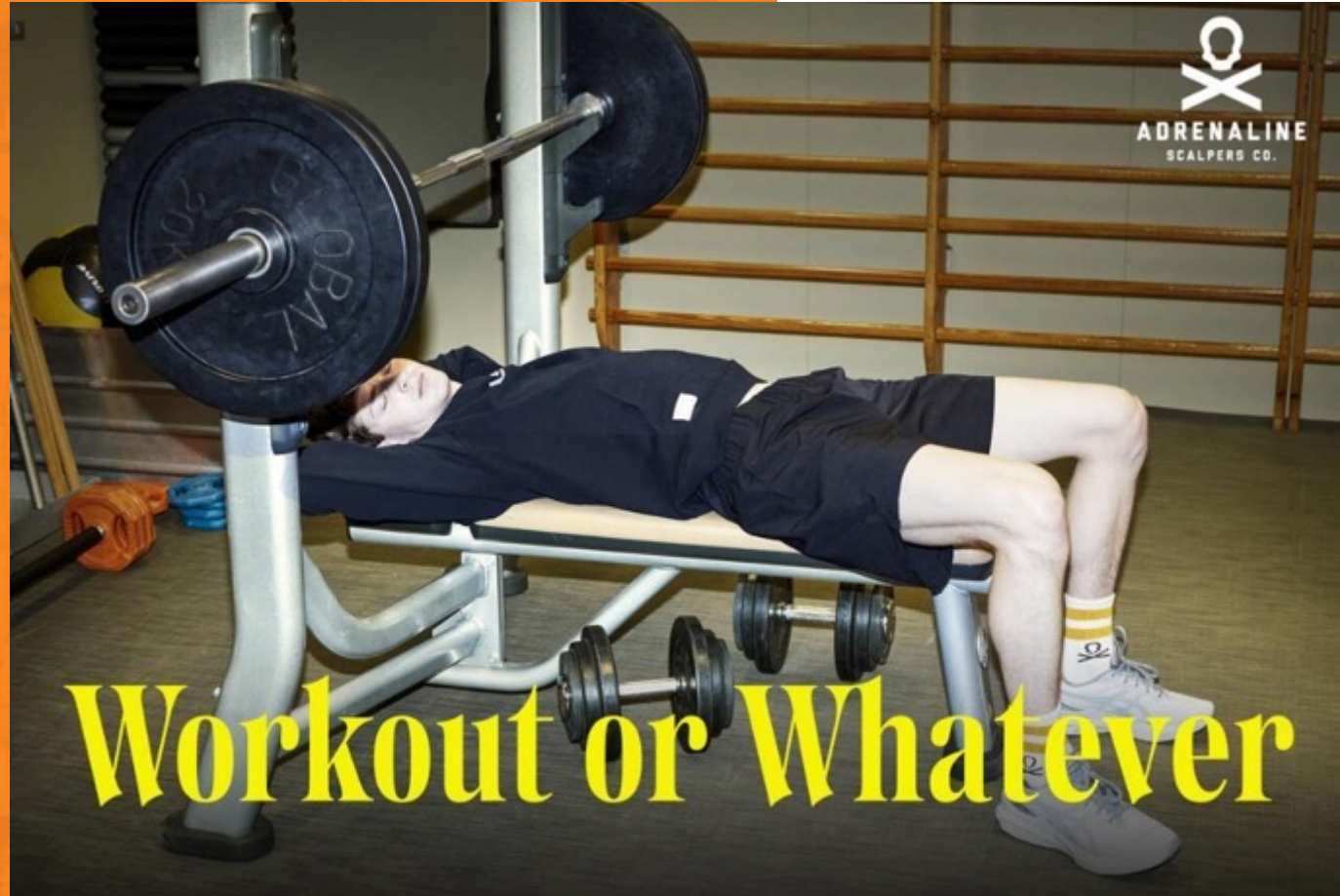
3. Focusing on the Emergent



4. Four key ways to 'get to' the emergent

What we'll talk about today.

What do
you see?



Workout or Whatever

What is Semiotics?

What is Semiotics?



“It is the process of deep cultural analysis, interrogating images and words, to truly understand what they mean to people and why.”

– Dr Rachel Lawes

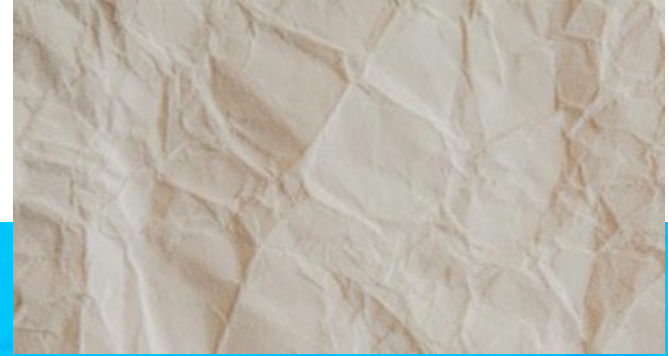
A Semiotic de-code



gestures



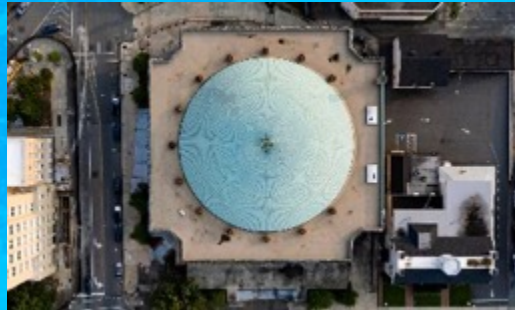
colours



textures



Fonts / typography



Perspective



Materials



- Boy, eyes closed on exercise bench
- In a thrown-together gym environment.
- Surrounded by unused exercise equipment
- Boy is very slim, contrasting the 100kg he has loaded on to the barbell
- The advert itself appears unpolished. Could easily be a camera phone photograph.
- The typography is very simple. Block colour yellow layered over the top of the image.
- The brand logo itself is a skull and crossbones
- The name of the brand is adrenaline, contrasting the subject matter of the image in front of us

=

- The brand itself are 'turning the head' on traditional sports campaigns, encouraging rest instead of working hard.
- The boy contrasts traditional bodybuilding, desirable physiques in sports ads. He's a modern day rebel, paralleling the skull and crossbones logo
- The brand are unpolished and 'say it as it is', with thrown-together branding that feels more 'authentic' and realistic to real lives than the work hard, play hard narratives out there by the mainstream fitness brands.

Semiotics in Market Research



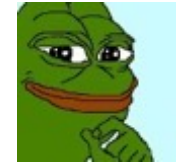
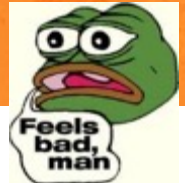
What is your brand communicating?

?

Brands = man-made expressions.

Created with the intent of delivering a particular meaning to people, to sell a product.

Meanings change.





The Emergent

Finding the new meanings.

Residual



What's gone before

Dominant



Current expressions

Emergent



Where things are heading



Because shifting cues and codes reveal cultural shifts...



So how do we truly understand cultural change?

How can we honestly advise our clients on new meanings?

How do we 'get to' the emergent?



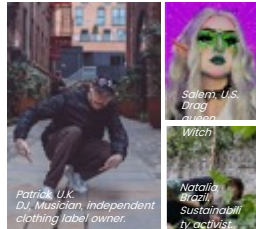
Four ways to get to the Emergent

4 approaches

**CULTURAL
UNIVERSE**



CULTURAL ANALYSIS



**PEOPLE AT THE
EXTREMES**



**ARTIFICIAL
INTELLIGENCE**



**FRINGE SPACES AND
PARALLEL CATEGORIES**

**BRAND
UNIVERSE**

Cultural Analysis

Cultural analysis: Scoping cultural shifts

“What is the future of British soaps?”

INTO THE METAVERSE

We will be able to satisfy our entertainment and escapism in the metaverse. Our internet experiences will become simulations of real life.



Ariana Grande concert in Fortnite



Avatar-based digital weddings



A virtual city for the metaverse – a hub for work and play.

Cultural analysis: Ringfencing the emergent

“What is the future of British soaps?”



butlerdarren

butlerdarren

Follow

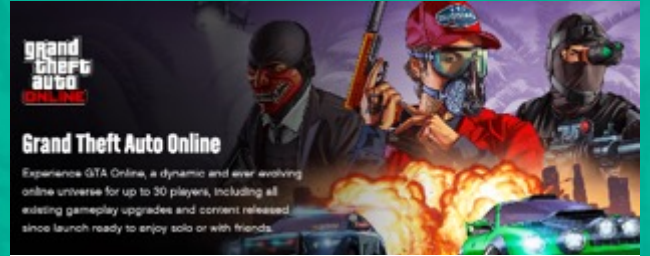
126 Following 107.4K Followers 1.2M Likes

👤 Based on true billionaire stories 🤖

Fictional but NEVER fake

🔗 [Koji.to/butlerdarren](https://koji.to/butlerdarren)

New dramas – fictional characters created by us on social media



In-game roleplaying (creating our own storylines and dramas)



Metaverse entertainment e.g. concerts in virtual worlds



Minecraft prison roleplay storylines

The background is a photograph of a brick wall with various graffiti tags. A large, bright orange splatter, resembling paint or a digital effect, is centered behind the main text. The overall lighting is dim, with some light sources visible at the top of the frame.

Extreme consumers

Emergent and extreme consumer perspectives

“New fragrance opportunities for innovation”



Alicia, Atlanta

Model, health advocate. Healthier living, wellness treatments.



Salem, NYC

Performer. Make-up is a ritual, aesthetics is part of their identity.



Megan, S.F.

Writer and editor of woman's magazine. Tracks shifts in the U.S. from the female perspective.



Matt, NYC

Beauty and skincare lover. Works in a luxury beauty store. Always looking to self-optimize.

Emergent and extreme consumer perspectives

“New fragrance opportunities for innovation”

Scent x Ritual Opportunities

Moments: to draw an invisible boundary between work space and relaxation spaces; scents create a space to truly engage in:

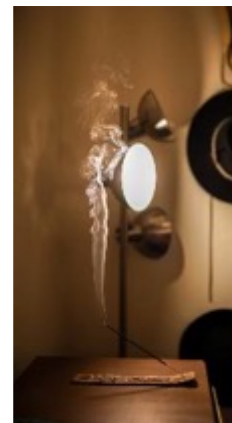
- *Creativity: curating a space to match how we want to feel, to nurture and develop how we engage with our creative pursuits*
- *Entertainment: theming the experience to mirror the content we engage with, crafting our own personal cinema experience*

Message: Unlock your potential via fragrance; immerse yourself into your favourite world via fragrance, improve performance and focus with scent

New Role: Scent should take on a more serious, artistic role in helping us to escape, learn and use our brains at a deeper level

What's New?

- **Personalised work spaces:** working from home has created an opportunity to adapt our environment to fit a particular task more so than in shared work spaces
- **Differentiating work and play:** living and working in the same space means we need to mentally separate and theme to create 'invisible walls' in our environments
- **Seeking creative spaces:** the rise in creative hobbies and alternative perspectives at work mean we're more attune to curating a space to find 'creative headspace'



Artificial Intelligence

AI for Semiotics at scale

Emergent Codes of beauty



Create our Beauty universe

- Extreme consumer profiles
- Influencers
- Emergent brands

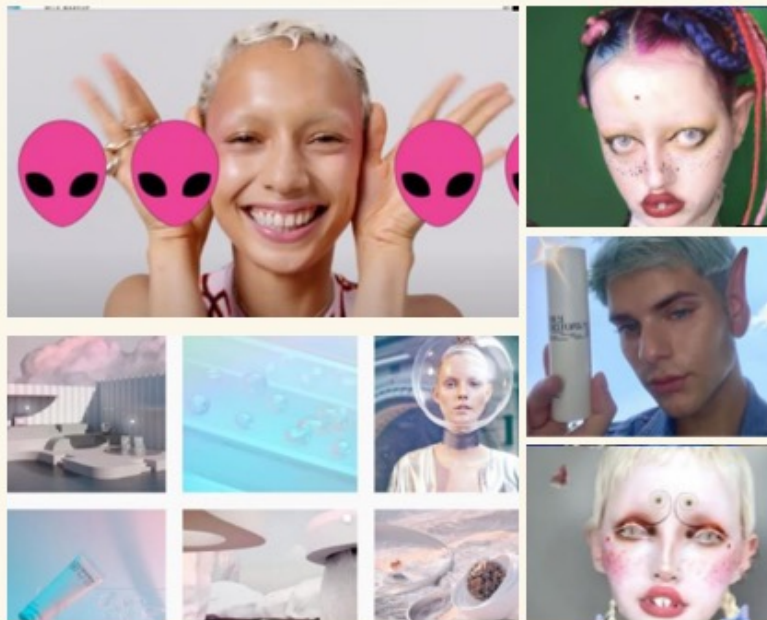


AI cluster analysis of content

AI for Semiotics at scale

Emergent
Codes of
Beauty

OUT OF THIS WORLD



Code definition: Beauty through being unashamedly unusual. Celebrating this unusual feeling – like you're an alien on the planet.

Visual cues (that defines this code)

Bizarre, creature-like make-up styles
lots of 'unconventionally' attractive women e.g. 'Buck' (My Beauty Brand) showcasing / 'owning' Buck Teeth and unusual make-up / no eyebrows. Using models like 'Ugly Worldwide' who pioneer a 'weird' look.
Use of otherworldly creatures like unicorns, aliens, mermaids to show you're not human – you're something unique and feel different in today's society.

Language (that define this code)

'ugly' 'unicorns' 'weird' 'earth sucks'

Cultural universe it draws from

Aliens / extra terrestrial beings, mythical creatures, Sci-Fi films and universe
beauty standards of 'ugly'.
Teen culture – feeling like an outcast.
Alternative subcultures – goth, emo.

Brands

Milk, My Beauty Brand, Limecrime, Evenprime

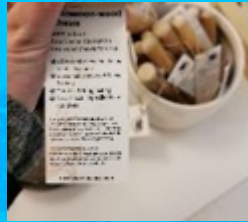
Fringe spaces

Fringe spaces

Future of pet food



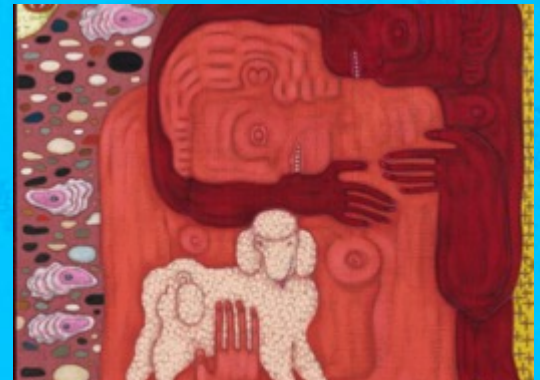
Pets in digital worlds e.g. metaverse, crypto



Pet lifestyle stores



Pet publications



Artistic expressions of pet ownership

Parallel categories

Future of pet food



Huntin

g the emergent



Thank you! Any questions?



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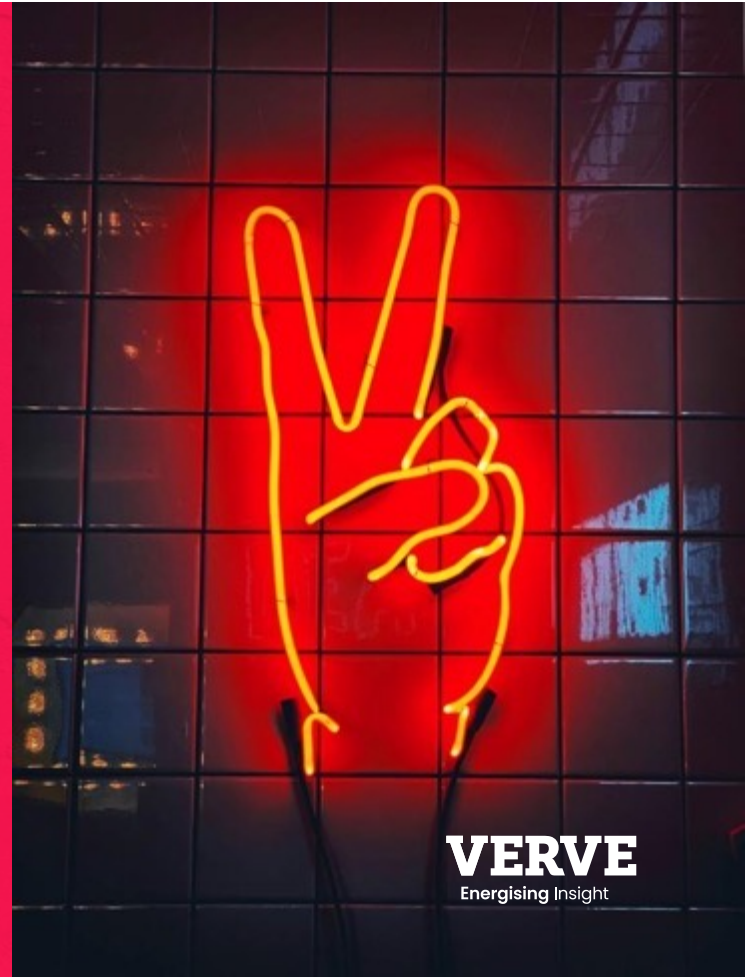


Agency of
the Year
FINALIST

Trusted
Partner
FINALIST



Awards 2021
Finalist
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