

# *mosign*

## **expertise** : research and brand consultancy

We accompany brands and our different interlocutors through comprehension of the market and through prospection and innovation in a flexible way in order to adapt each intervention to their needs.

The “observatories”, realised in collaboration with a network of contributors covering different markets and methodologies, deliver a periodical exploration and decoding of socio-trends. The “study of socio-cultural areas” or of communication supports (realised with a semiotic methodology) decrypt and structure the different discourses on the market. “Brand assessment” validates the coherence between the brand’s intentions of communication, the signs emitted and the significations perceived. While our “embodiment techniques” through creative workshops transform the recommendations issued from the research phases to a complete creative brief.

We also propose live sessions of semiotic analysis.

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### **The observatory**

is a thematic or transversal analysis in culture, communication and artistic creation addressed through the perspective of a study on social transformations. Its objective is to facilitate the understanding and management of market trends. The analysis consists in :

- locating essential phenomena in the leading spheres of social life (politics, customs, food, body, housing...) and creation (fashion, design, art, dance, architecture, illustration, graphic arts...).
- the construction of an interpretative framework and the keys to an interdisciplinary reading for understanding examples.
- a comparison of examples with others cultural fields presenting the same dynamics.
- a mapping of the presented phenomena to identify (residual phenomena / dominant influences / emerging energies).
- forecasts of developments of studied phenomena at short and medium terms.

The report is delivered with its corresponding corpus of documents. The general presentation may be followed by workshops, thematic presentations or longer term consultancy services.

### **The study of sociocultural areas**

is an analysis of cultural concepts (e.g. the notion of luxury, of masculinity, of Italianness, of comfort...) in order to grasp their articulation and identity for one or several markets, or for a sector of a given market.

The research has a “funnel-shaped” structure:

- a wide-ranging cultural analysis (the press, the Web, TV, film, interview with experts...).
- an analysis of the competitive discourse (how other brands communicate on the same market).
- an analysis of the client’s discourse (how does the client itself communicate).

This first phase of analysis is followed by the integrated inclusion of these dimensions for identifying codes of expression:

- residual : with low potential for meaning.
- dominant : widely shared and meaningful.
- emerging : with high potential for meaning and development.

A cartography of the theme in question is drawn to better understand its structure and project its development.

The analytical stage may be followed by one or several workshops with the objective of transforming the recommendations into concrete operative tools.

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### **Brand assessment**

analyses the set of supports, which embody the brand (logo, products, packaging, communication, retail spaces...) in order to verify the discourse from a broadened perspective.

Brand assessment :

- verify and validate the consistency between the intentions of communication, the signs given out, and the signs which are actually perceptible in order to build a global brand's portrait.
- make the potential of the brand's content and heritage emerge, independent of the client's perception of it.
- concentrate on "existing factors", allowing the creation of a strong and exhaustive discourse.
- isolate the underestimated elements of the brand's heritage for further development towards a coherent evolution of its discourse (in the case of problems with a customer's perception it allows to reposition the brand leveraging existing factors instead of building new discourses, which can weaken its coherence and credibility).

### **Positioning**

compares the brand's assessment with those of other brands (e.g. competitors) chosen in one or several markets.

The resulting "map" reveals:

- "zones of expression" which are still free and liable to be engaged for constructing an original discourse.
- "zones of expression" which are already engaged but which can be used to generate fruitful associations with competitors whose status has a consolidated aspirational dimension.
- "zones of expression" which are engaged and which should be differentiated from in order to avoid unfavorable associations with other competitors.

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### Communication analysis

takes into account a set of supports such as advertising campaigns, elements of visual identity or packaging, to understand the expressive codes, the discourse and the potential impact on the target audience :

- clarify the contents and meaning and establish a cartography of implied values.
- identify the themes evoked, the figures used to represent them and the narrative structures which place them in a discourse.
- decode communication strategies and their implications on the target audience.

The analysis may be accompanied by a workshop in order to transform the recommendations into concrete operative tools (see *Creative brief*).

The proposed methodology also effectively applies to live work sessions with the client in the presence of the corpus to be analyzed. The live semiotic analysis allows for a reduction in time (the first operational results are already obtained by the end of the session) and costs (limited to the session and the drafting of the report).

Other areas of application: retail space, merchandising, catalogues, packaging, competitive studies...

### The creative brief

or the “embodiment” of recommendations, transforms the results of research and studies into operational briefs through creative workshops.

The methodology is particularly effective in the case of projects where the content of the proposition maintains high added value only if it is consistent and distinctive with respect to expressive codes of contemporary creativity (packaging, visual identity, points of sale, events) :

- from abstract recommendations issued from the analytical phase to creative and concrete responses composed of clusters of coherent elements (colors, materials, textures, forms, volumes...).
- from the concept to directly operational results: displays, product prototypes, performative actions... from working with groups of creatives (experts) to the elaboration of information with creators (artists): inventiveness combined with sensibility for a “finished product”.

This methodology allows for considerably condensing the process of pre-test, test and the adaptation of new products’ concepts, packaging and merchandising... by responding to the request with “comprehensive” and “practicable” results.

Contact us for more information, our rates and for ad-hoc adaptations of our expertise to your needs.

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