

# A NEW APPROACH TO GLOBAL BRAND TRANSFORMATION

*The Intersection of Tech/AI Cultural Anthropology/Semiotics,  
Nonconscious Metrics and Simple Questions*

10.1.21



10.01.21



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# Glinda the Good Witch



# Secret Weapon #1: Meaningful Lenses

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Understanding how brand image  
is formed





TOP DOWN

SEMIOTICS/  
CULTURAL ANTHROPOLOGY  
EMOTION

NEUROSCIENCE

NEURAL NETWORKS

PROJECTIVE TECHNIQUES

TECHNOLOGY

AI/ML

INSIDE

OUT

ETHNOGRAPHY

OBSERVATION

INTERVIEWS

BOTTOM UP



**HARK**  
CONNECT

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# CULTURAL ANTHROPOLOGY/ SEMIOTICS

## WHAT THEY BRING TO THE PARTY

Semioticians/Cultural Anthropologist  
decode cultures and communications.

Semiotics is the meaning of signs and  
symbols.

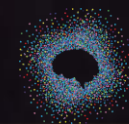
The analysis integrates cultural,  
behavioral and brand research within a  
sociological and psychological framework  
to understand the overarching meaning,  
drivers and content of the target's and  
brand world.

It never dissapoints.



## THE IMPACT OF COLOR

Color affects us viscerally, culturally and in symbolic context. It imbues meaning based upon personal experience, shared collective associations and meaning.



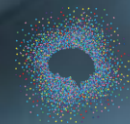
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## THE IMPACT OF COLOR: FROM A BRAIN PROCESSING PERSPECTIVE

Colors have been shown to evoke responses in alpha brain waves. When color is transmitted from the eye to the brain, the brain releases hormones affecting emotions.

**“Yellow specifically helps to release the chemical Serotonin.** This is essential for causing a happy mood. Studies have proven that the color yellow enhances concentration and gives the brain and nervous system a “wake-up call.”

Yellow is considered to be the color the brain sees first. This is because it is mentally arousing which is a boon to yellow packaging on the shelf.



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**New iPhone 13 Pro Max**  
**Silicone Case with MagSafe - Marigold**

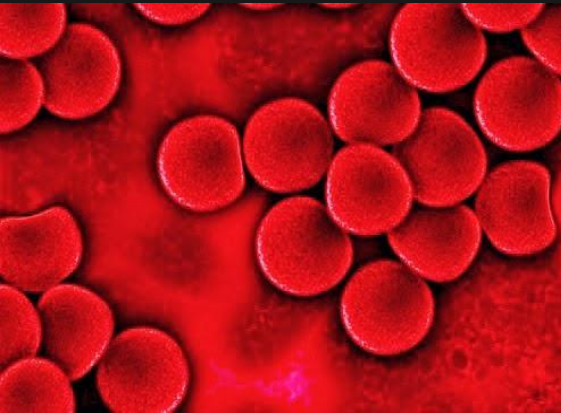


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# THE HUMAN NATURE of RED

Context Matters



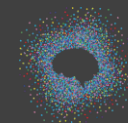
# RED IN MARKETING: ICONIC LOGOS TAKE ADVANTAGE OF RED'S POWER



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The power of shape.



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ABOUT BLADE-NESS  
AND WOLF-NESS

CLEARLY THE CATEGORY IS ABOUT BLADE-NESS

- IS ALL ABOUT THE TEETH - a little scary

- SHARPNESS - Very, Very Sharp

CUTTING ABILITY DURABILITY

- STRENGTH

PRECISION

**HIGHLY CHARGED**

**SIZE**

**GOOD DANGER**

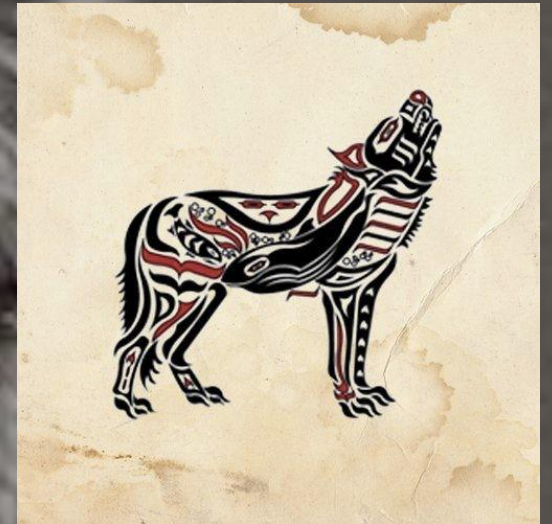
# TAP INTO AMERICAN INDIAN WOLF MYTHOLOGY

**As an American brand, the wolf's power, fierceness and extreme devotion to family — to the wolf pack — is deeply respected and used in many rituals and stories.**

**Across numerous American Indian tribes and their myths, the wolf is seen in a more positive light than feared as villainous as it in European myths.**

-For the Cheyenne, men rubbed their arrows on wolf fur to bring them good luck.

-The Sioux refer to the wolf as an “animal that looks like a dog but has a more powerful spirit.”



-The Navajo believe a person can transform themselves when they wear wolf skin.

-The Hopis include the Wolf as one of the Katchinas, the costumed dancers who represent the powers of the universe.

WHAT'S POSSIBLE WHEN YOU CAPTURE WOLFNESS



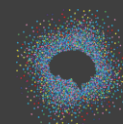
In addition to replacing the O with the wolf, the head of the wolf is slightly elongated to convey more speed and forward motion. This simple yet elegant change brings energy and power to the brand, as if a spirit guide.



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# Secret Weapon #2: Measuring Emotional Response



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## MODEL OF 32 HUMAN EMOTIONS

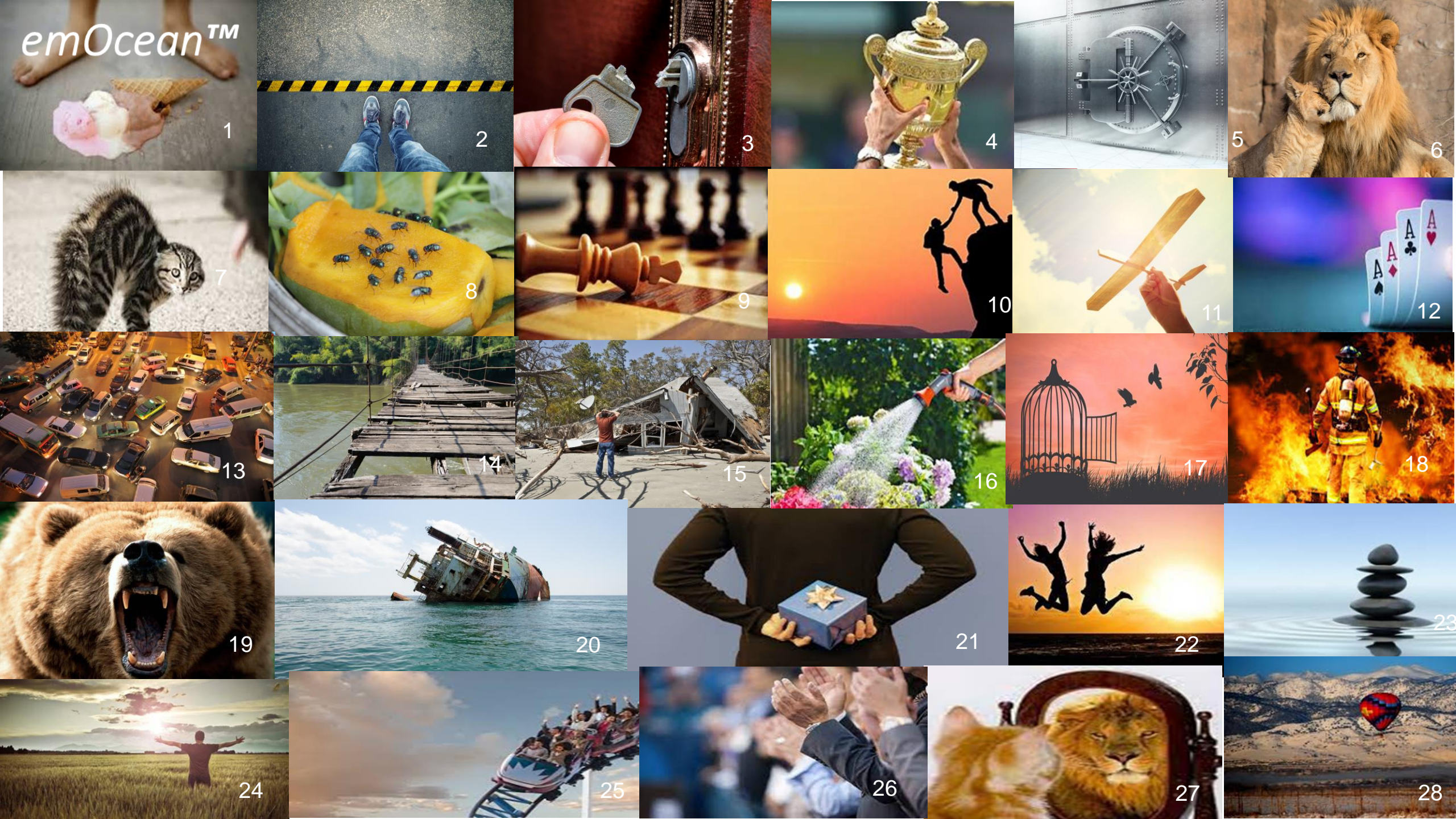


**HARK**  
CONNECT

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# *emOcean*<sup>™</sup> Pictures That Resonate







# MEET THE WOMEN WHO GAME

**Celebrating Our Female Gaming Community**

Enabling the world to understand and engage with female gamers

A circular logo with a brain-like pattern of dots in various colors.

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# *“GAMING MAKES ME FEEL”*: Pictures That Resonate



## **TRIUMPH**

*“That feeling of victory resonates with me.”*

*“We’ve done it!”*

*“Working together to take down the other team.”*

## **AWE**

*“Relaxation in the awesomeness of an amazing environment.”*

*“Can travel for weeks to get to a star or the rings of a planet.”*

*“Can be a beautiful setting on the beach or in an alien world.”*

*“A way of escape from whatever troubles I have.”*

*“Video games take you to another world. I love losing myself in a game.”*



## **SURPRISE & DELIGHT**

*“The wonder in the child’s eyes.”*

*“It’s pretty cool. It’s awesome. This is crazy.”*

*“A sense of beauty and wonder.”*



## *“GAMING MAKES ME FEEL”*: Pictures That Resonate



### **DETERMINED**

*“The bull is how I feel, and the little girl is me.”*

*“Feeling of accomplishment when you conquer a new le*

*“Standing up to a great foe and being confident.”*

*“A sense of empowerment.”*



### **ADMIRER**

*“Love to be praised.”*

*“Just wanting my friends or partner to say something.”*

### **CREATION**

*“Creating something over time.”*

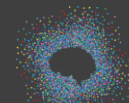
*“Planting memories”*

*“A new tradition my son can carry on with his children.”*





Secret Weapon #3:  
Understanding the  
target in their  
natural habitat



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A photograph of two hikers on a dirt trail. The hiker on the left is a woman with long dark hair, wearing a red jacket and a large blue backpack. The hiker on the right is a woman with blonde hair, wearing a brown jacket and a green backpack. They are standing on a dirt path with a rocky cliff on the left and a mountain range in the background under a bright sky. The text "Walk in their shoes." is overlaid in the center.

Walk in their shoes.

# Life on the Reservation: CDC

HOPE



DESPAIR



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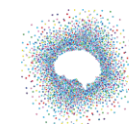
Gen X



VENEZUELA



PHILIPPINES



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Secret Weapon #4:  
Use AI/ML to jump higher and make work much easier.

## Backroom

6 Users

Chat

Moderator

Notes



Hello!

JADA - DEC 29 11:17 AM  
Hi!BLANCA - DEC 29 11:17 AM  
hello from chatCYNTHIA - DEC 29 11:17 AM  
Good morning!BLANCA - DEC 29 11:17 AM  
good morning from moderatorCYNTHIA - DEC 29 11:18 AM  
I kniw a bitCYNTHIA - DEC 29 11:18 AM  
\*know

Start typing in a message for this session...

## My Tags

All Libraries



Bookmark



Positive



Negative



Wow!



Our Brand



Competitor



LOL



Great Quote

For The  
Reel

Probe



Chat Tag

New  
Segment

Recording...



Shawntia



Hanh



Jada



Cynthia

感謝這是發生 3 - 4 歲的領域，或因為他被指控謀殺未遂後，他被槍殺，並不介意下班，芝加哥警官。據稱，他試圖在假日周末期間在城市西區開車。警方正在調查涉及的槍擊事件



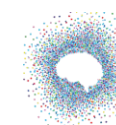
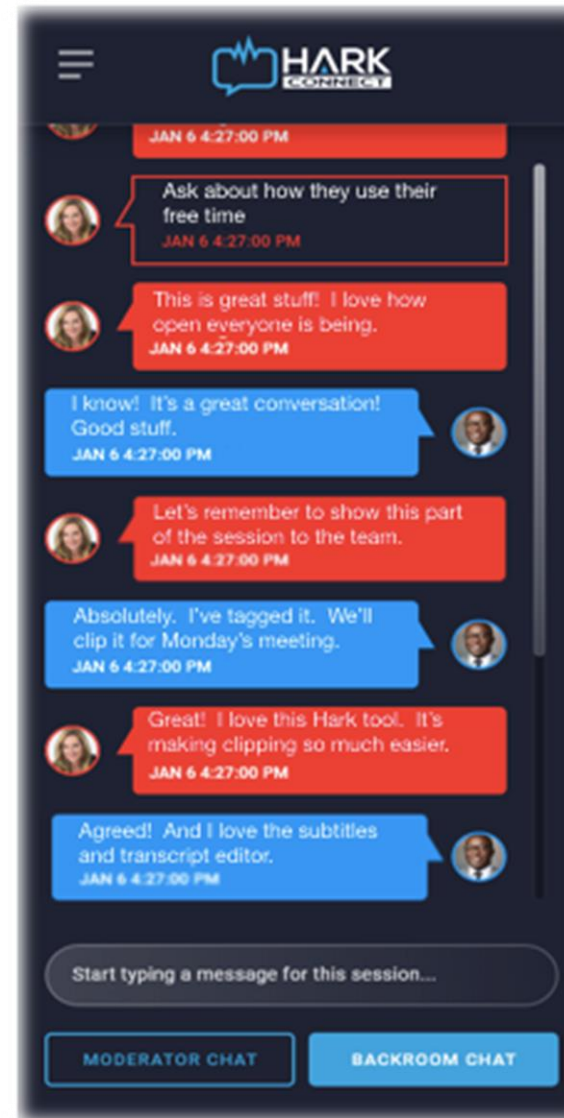
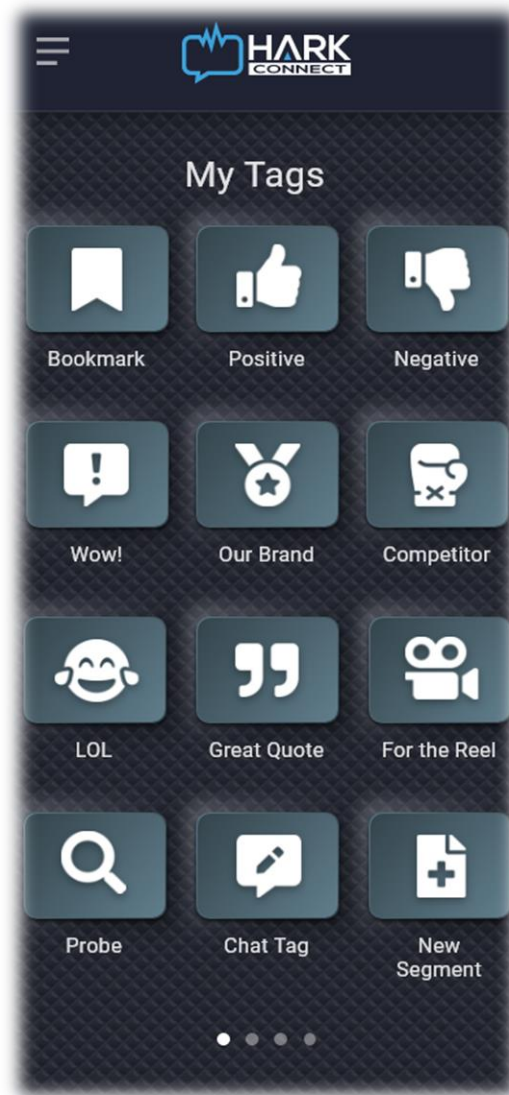


Research tools designed for how we consume media today

# CUSTOMIZATION

OPTION:  
MULTI-SCREEN  
VIEWING  
EXPERIENCE.

TV or LAPTOP or  
TABLET + PHONE



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## AUTOMATION

### INPUT KEY WORDS:

- Insurance
- Safety
- Protection
- Family
- Kidde



## MULTI-LANGUAGE TRANSCRIPTS & VIDEO CLIP EXTRACTION

### POST SESSION EDITS

#### BASED ON:

- ☐ TAGGING (AI & HUMAN)
- ☐ CHAT
- ☐ WORD SEARCH

**Transcript Extraction**

Tags/Chats: Transcript

	When was the last time you thought that way? 00:01:30
	I often think that way. I can't remember a specific occasion, but I know it's the kind of thing I think about often. 00:01:30
<div>Interesting comment about viewing motivation. I think it's an interesting angle we need to explore further. Let's get David to do a survey exploring co-viewing motivation. Area - if you can also have this item placed on our debrief. - User name 2</div>	My wife is like that too. She loves reality television and has plenty to say about everyone in the show. 00:01:30
<div>Interesting comment about viewing motivation. - User name 2</div>	And how do you feel when she talks about that? 00:01:30

**Extracted Clips (20)**

<b>Reality A.001</b> I love trash	<b>Reality A.002</b> Show comparison	<b>Reality A.003</b> Cost of Netflix	<b>Reality A.004</b> Hulu ads OK	<b>Reality A.005</b> Binge loving

AI TAGGING & TRANSLATIONS DIRECT TO QUOTES & CLIPS



02:29:35

END  
REC

Netflix



Backroom

1 Users

Backroom

Moderator

Notes



Jenny - AUG 6 08:21 PM  
The moderator is doing a great job.



Jonathan - AUG 6 08:22 PM  
Yeah - she's great!

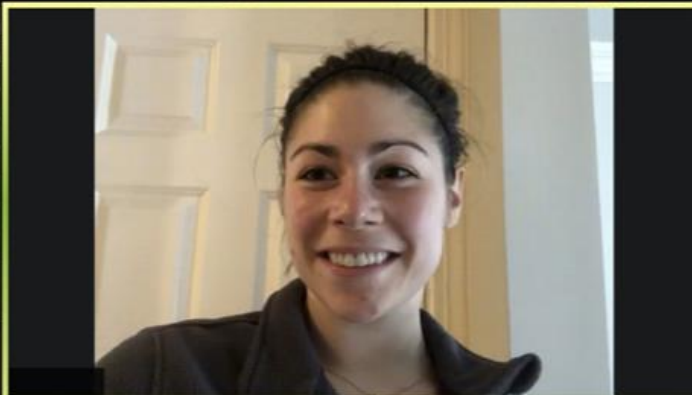
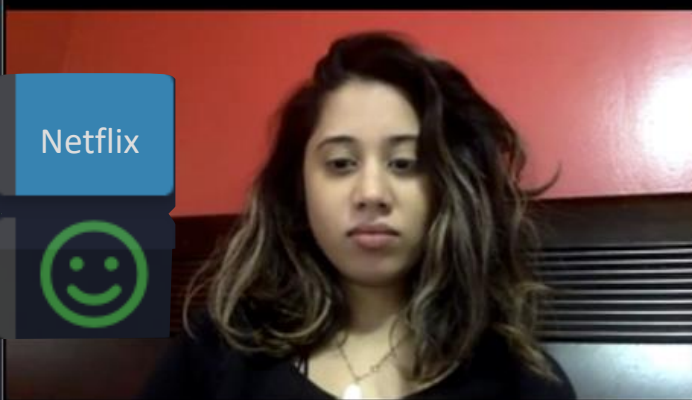


Tanya - AUG 6 08:22 PM  
I agree.



Jonathan - AUG 6 08:22 PM  
Let's be sure to use her again.

My Tags



The **best part** of being home all day is that I am now glued to my TV set watching Netflix.

Settings



Mode

Quick Clipper

Transcript Editor

Video Word Editor

Transcription Offset ?

⏮

0

⏭

Video Selection

Raw Display - 10/01/21 12:42 pm

▼

Search transcript

✎

⚙

Tags	Transcript	Timecode
	Let's talk about how you've all been adapting to life with the pandemic. How, for example, has it changed your media habits.	00:06:05
	Well I live in my pyjamas.	00:06:14
😊 Netflix	The <b>best part</b> about being home all day is that I'm now glued to my TV watching Netflix all day long.	00:06:23
😊	Yeah - I love that. And there's just so much <b>good TV</b> to watch. You just get sucked in.	00:06:32
😞	I don't know. It's kind of <b>depressing</b> .	00:06:41



↺ 5

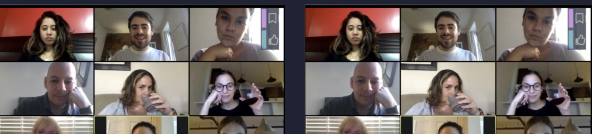
▶

5 ↻

00:00:00 / 00:02:58

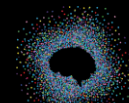
🔊

Extracted Clips (2/250)





Secret Weapon #6  
Amassing the best  
network of experts far  
and wide.



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# Putting the Band Together

- Moderators
- Semioticians
- Neuroscientists
- Behavior Scientists
- Designers
- Art Directors
- Copy Writers
- Videographers
- Cultural Curators
- Researchers
- Recruiters
- QualTech™ Coders
- AI/ML Specialists

US > Spain > India > China > UK > France > Mexico > Brazil > Australia, etc.



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Thank You!

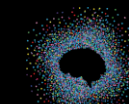


## A NEW APPROACH TO GLOBAL BRAND TRANSFORMATION

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*The Intersection of Tech/AI Cultural  
Anthropology/Semiotics, Nonconscious  
Metrics and Simple Questions*



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