April 5 & 6
Gallup World Headquarters, Washington, DC
Organized by
Semio-Qual

A Powerful Fusion of Cultural & Consumer Perspectives
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is Semiotics?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>What is Semio-Qual?</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>ConAgra Case Study</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Q&amp;A</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Contact Info</td>
<td></td>
</tr>
</tbody>
</table>
Cultural analysis is a growing area within Qualitative research that builds upon anthropology, semiotics, and ethnography to collect data on culture and to interpret cultural representations and practices, in an effort to gain new knowledge or understanding about consumers.

BUT WHAT DOES IT MEAN????
What Do You See?
Why should a brand look through a cultural lens in the first place?

“Making a study of consumers without reference to culture is like making a study of fish without reference to the sea. It can be done, but it misses the bigger point: the swirling currents and warm streams that buffet and nourish contemporary lives.”

Helen Edwards
Marketing Week magazine (UK)
Semiotics aims to understand & then map Cultural Evolution

Semiotics can track communication patterns and trajectories to understand how individual brands are communicating.

In time, new ideas & forms (EMERGENT) become mainstream (DOMINANT) then dated (RESIDUAL).
PRINCIPLES

The use of semiotics and cultural insight can benefit qualitative research in a number of ways:

1. It can provide creative inspiration for project teams, stretching the thinking beyond where they might normally go on their own and work as a spark for productive and stretchy discussions with consumers.

2. It can identify and leverage emerging communication codes (e.g. language, visual expressions, design, cultural contexts, etc.) that can inform the development of stimulus material which can be explored with consumers.

3. It can help to develop positionings/concepts based on cultural insights which can then be assessed and enriched by consumers in creative sessions.
Semio-Qual: Complementary Roles

Semiotics

CULTURAL

Outside In
The world around us as defined and expressed by and through culture.
Culture shapes consumer thoughts and ideas, values and beliefs.

Inside Out
The inner world of emotions, need states, moods and rationalisations.
Constantly interfacing and processing culture subconsciously.

Qualitative Insight

INDIVIDUAL
Explores and develops the insights in the context of the consumer experience.

Completes and details the picture infusing consumers’ perspectives into the process

Inductive thinking.

Cultural and communications analysis – gets to insights that consumers are unlikely to identify spontaneously.

Identifies new opportunities for connecting with consumers.

Deductive thinking.

The two disciplines maximize creative engagement with consumers and deliver rich and inspiring springboards for ideation.
Developing the visual and verbal vocabulary for ‘Real Food’

- With the rise of fresh, organic and farm-to-table food trends, ConAgra was looking to increase the relevance of its brands by infusing more “real food” cues into its communications and new product innovations.

- The team had a foundational understanding of ‘real food,’ but they were looking to expand their knowledge of the new ways (emergent) that brands and culture were communicating ‘real food’ in both language and imagery to inspire their marketing efforts.

- They also wanted to understand “real food” through the eyes of the consumer.

- The team wanted this ‘vocabulary’ to be high level such that it would be applicable across their business units, and granular enough to be informative for the individual brands.

- Thus it was looked at from the cultural level (food, beverages, and cooking) while not ignoring their specific categories.
ConAgra Case Study
The Research Process

1. **Semiotic Analysis**
   - Cultural Landscape of Real Food
   - Emergent Expressions across grocery and beyond
   - Used Cymbol, our Live Semiotics app to cover the breadth of the USA

2. **Consumer Exploration**
   - Pre-session online activities to prime the consumers
   - Mini-group discussions to explore Real Food through their eyes
   - Capture consumers’ language and associations to confirm and stretch the semiotic analysis

3. **Synthesis & Reco’s**
   - Synthesize Semiotics w/ Consumer Learnings
   - Evolve the codes and quadrants
   - Create new ‘Vocabulary Cards’

4. **Activation Workshops**
   - Interactive Workshop to immerse in the findings of the whole study (including quant and implicit analysis)
   - Group work to apply key findings to their brand initiatives
ConAgra Case Study
Semiotic Analysis

Semiotic Map

- Real food that immerses you in a whole new flavor experience
- “Realness” proven by intensity and stimulation

Confidential, for internal distribution only. All rights reserved © 2016 Space Doctors
ConAgra Case Study
Semiotic Analysis

Total Sensorial
Emergent Code

Description:
This code isn’t simply an aesthetic, but one that inspires emotions and tempts touch. Rich, warm and earthy; it arouses a sense of aroma and triggers moods. Communicates a sense of smell or a flood of memories, the direct relationship between food and sensation. Food and eating are satisfying, nourishing and sate the soul as well as the appetite.

How is real communicated?
- Rich & warm color palettes, deep oranges, terracotta, gold
- Texture (with either high resolution close up photography, or transparent packaging so one can see the product)
- Earthy references e.g. soil, digging
- Ingredients are substantial: large ‘chunks’
- Adjectives & onomatopoeia, both visually and linguistically e.g. sizzling, creamy, richness
- A range of natural-ness or origins claims – help communicate the ‘substance’ of ingredients

Total Sensorial
Examples

Kashmiri Curry
Generous portions of the chicken can be seen. The vessel holding the pie is ceramic & cozy; from the kitchen. Colors are earthy. Font is traditional. The creamy sauce tantalizingly cozes over the pot.

MM Colorado Ripe Peaches Fruit Snack
Warm colors & an earthy palette. Visual reference to digging & the earth in the logo that locates ingredients origins. The texture & natural color of the peach flesh indicate plenty & imply a lack of process.

Campoverde Papaya
Warm color palette. The image is tactile showing the smell and feel of fresh fruit. Image also implies garden or farm fresh – fresh & juicy, then simply peeled and diced. ‘treat’ connotes pleasure.
Unlike in the semiotic analysis, “inventive” did not emerge on its own in consumers’ definition of “real food.”
ConAgra Case Study
Consumer Exploration

Mood Board Shown to Consumers

Emergent Codes in this Quadrant

- Total Sensorial
- Extreme Simplicity

Food that immerses you in a whole new experience. Where 'realness' is proven by intensity and stimulation.

- Flavors, combinations, textures, formats, even aromas that work together to make this more than food - it becomes an eating experience.
- The product might be shown with images or described with words like:
  - Sizzling, juicy, ripe, tantalizing
- Preparation rituals and eating experiences also are stimulating.
  - Simmer, steep, spread
ConAgra Case Study
Consumer Exploration

INNOVATIVE
- Art
- Avant-garde
- Concept food (e.g. concept cars)
- Inventive
- Play on food

HIGH-END
- Expensive
- You’re paying for an experience
- The most high-end grocery store on earth
- You have to pay extra for it

LUXURIOUS
- Chic for the masses
- Elite
- Gourmet food
- Specialty

SENSORIAL
- All about taste and texture
- Flavorful
- Intense
- Lush
- Tantalizing

SENSUAL
- Kind of sexy

EXPERIENTIAL
- A production
- “Light show” type of experience

PUSHBACK
- Feels like a lot of work
- I would ruin it
- Kind of “out there”
- Trying too hard
- I prefer relaxing over intense
Consumer Associations for the World of “Stimulate”

- How It’s Made
- What’s Inside
- The Experience
ConAgra Case Study
Consumer Exploration

Packaging Experience

Packaging experiences were expected to be high-end and exquisite, reminiscent of luxury goods.

- Clean design
- Exquisite packaging
- More expensive
- Top-of-the-line
- Upscale
- Very hip

Sensorial Experience

Product sensorial experiences were thought to offer out-of-this-world combinations of flavors, textures and aromas that would make your taste buds soar.

- Amazing aromas and textures
- Brightly colored vegetables
- Fragrant (rosemary)
- Get your taste buds going
- Intensity and stimulation
- Makes your taste buds soar
- Not ordinary
- Satisfying
- Small portion sizes (maybe too small)
- Unexpected tastes and textures

Emotional Experience

“Stimulate” was both exciting and fear-inducing. For most, it seemed to be too much to take on without more reassurance.

+ Excitement
+ Exhilaration

- Fear
- Intimidation
- Nervousness
- Trepidation
ConAgra Case Study
Evolved Language & Visuals

Stimulate
Total Sensorial

Food is experiential and sensory. Beyond taste, food involves all the senses leading to a pleasurable, warm, & satisfied feeling.

Visual Cues:
- Color sets the tone: warm & earthy
- [Image of food items]
- [Illustration of a person]
- [Image of food presentation]

Story Telling:
- Pleasure, desire, gratification are good
- [Image of food]
- [Illustration of food]
- [Image of food]
- [Image of food]

Products Using This Code:
- Hot and cold combined
- [Image of product]
- [Image of product]
- [Image of product]
- [Image of product]
ConAgra Case Study
Activation Workshops
QUESTIONS?
THANK YOU!

Phil Wyckoff
Email: phil@wyckoffpartners.com
Phone: +1.310.844.7728
Web: wyckoffpartners.com

Mariah Hartman
Email: m.hartman@space-doctors.com
Phone: +44.787.557.3498
Web: www.space-doctors.com
April 5 & 6
Gallup World Headquarters,
Washington, DC

Organized by