

BRAND MANAGEMENT

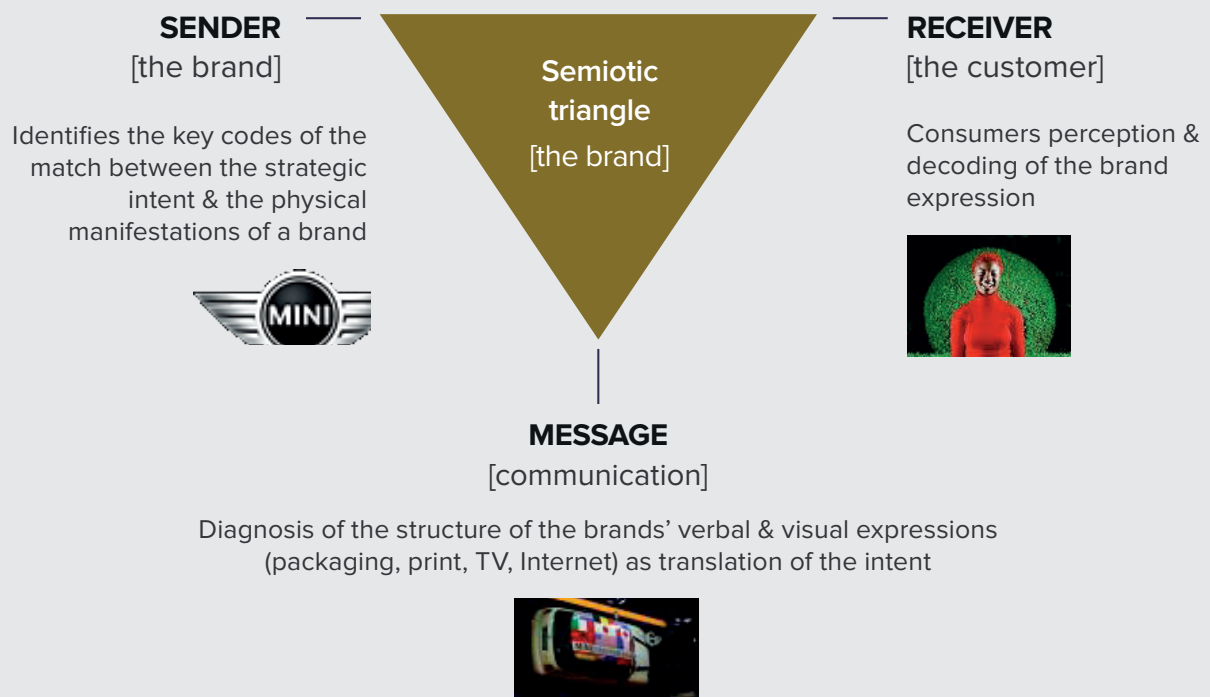
Cosight sees a specific increasing role for brands in the future. With our extensive knowledge in brand strategy development and brand stretch development we consult and facilitate in meaning- and purposeful brand progression.

SEMIO EXPLORER™

Decoding a brand

2

Cosight uses Semiotics – the science of signs – to access the brand core and to reveal the deep, hidden meaning of a brand’s communication, logo or packaging by analyzing all verbal, visual and sensorial codes of the brand.



SEMIO EXPLORER™

2

The Brand Shake & Shape™ is designed as response to the structural market situation in the beginning of the 21st century: volatile markets & prudent consumers – it aims at strengthening the role of brands.

4 Semio Explorer™ Steps:

- **Sensing:** gazing over the corpus with an inductive approach – start getting a feel for the product on all 5 sensory levels as they strongly sub-consciously impact consumer purchase, usage & loyalty behavior
- **Structuring:** a deep dive into the corpus with a systematic & analytical approach – know the product inside-out
- **Societal Embedding:** contextualize the product within a socio-cultural framework – link the product to CED Trends™
- **Synthesizing:** leverage all analytical & synthetic findings to formulate a higher order recommendation – provide a strategic vision for the product

