



Semiotic expertise

Scope

Semiotic expertise searches to "identify" all elements that give sense to a product and contributes to a brand notion in relation to local consumer cultures.

1WR co-ordinates a burgeoning network of semiotic experts of the French school (F. de Saussure and Roland Barthes).

Analysis conducted by experts is based upon:

- Imaginary of graphics/design and brand ("territory" i.e.: robust, simple, basic)
- Encoding of graphics/design and brand ("transcript" i.e. classic, functional, safe)
- Associated links, more or less conscientious ("signified" i.e. easy to open, no surprises, peace of mind)

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