



Get the Picture

Analyse and understand the meaning of imagery – from social media, websites, adverts and more.

Signoi automatically decodes pictures and words to help you tell better stories and make better decisions.

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A Picture Paints a Thousand Words...

Social Media becoming dominated by images.

Over 95 million posts per day on Instagram.

Text based social media is relatively easy to analyse - i.e 200,000 tweets is not a big problem.

The next frontier for MR in social media is the analysis of images.

Talk will show analysis of images on emotional, physical and semiotic characteristics.

What is Semiotics?

Semiotics is the analysis of the system of “signs”.

Dominant theorists are Charles Sanders Peirce (1839 – 1914) and Ferdinand de Saussure (1857 – 1913).

For instance: in Japanese culture a wolf represents spirituality and is a positive “sign”.

White in western culture white signifies purity, in China it is associated with death.

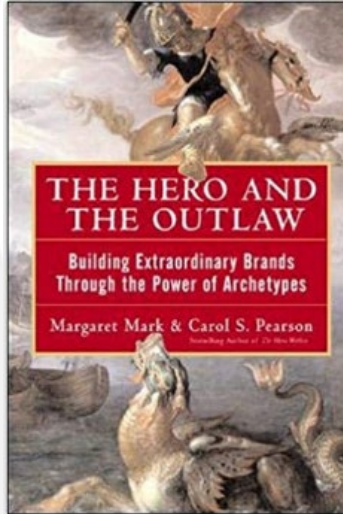
Our culture is full of these “signs” which we use to communicate, images especially so.

How can it help?

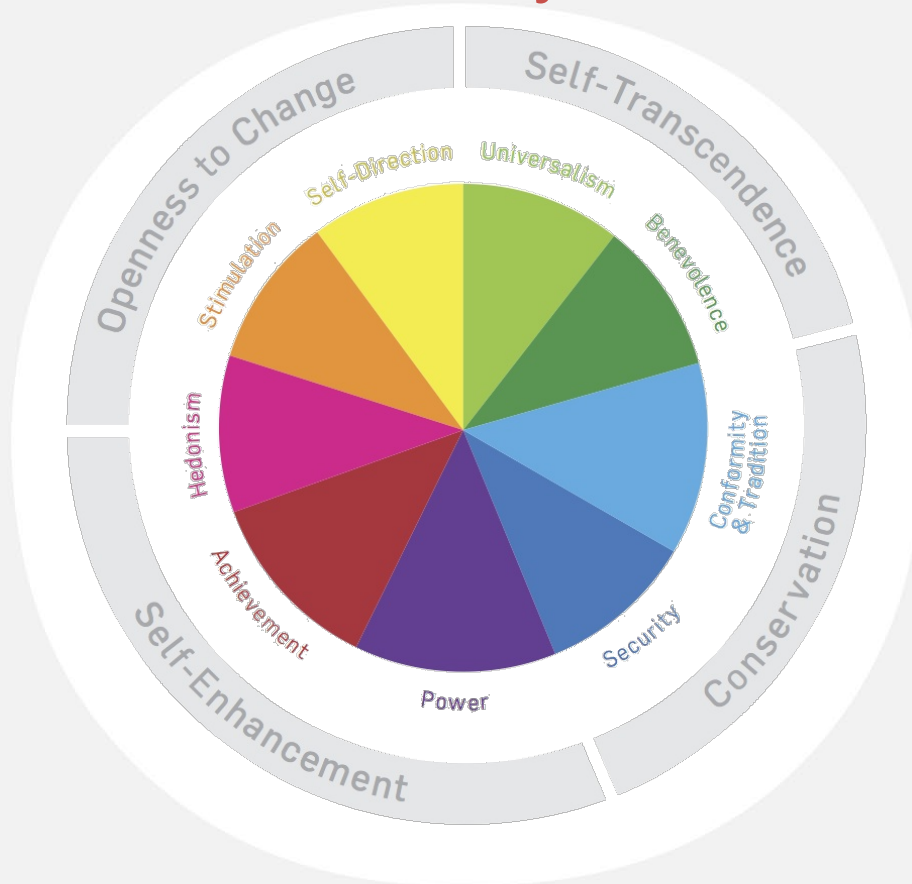


Jungian Archetypes: Narrative “character” of images

Jungian Archetypes used in advertising and MR, especially for Brand and Comms:



Schwartz Theory of Basic Values



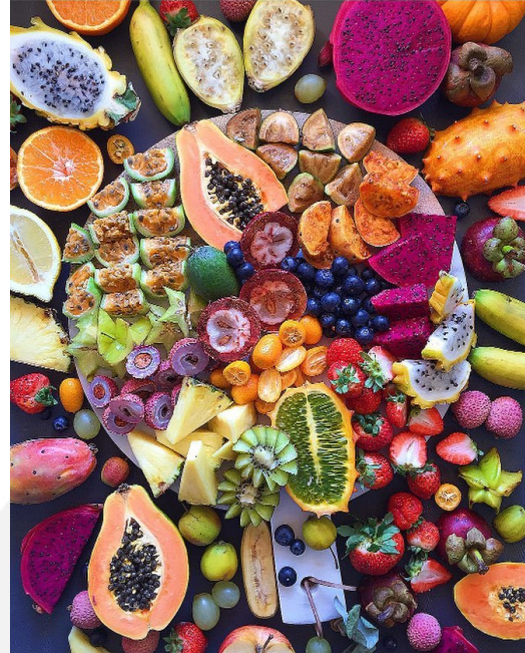
Analysis of images based on the content they signify along with physical characteristics.

Image Entropy – a measure of complexity

Low Entropy



High Entropy



And much more in terms of image characteristics...

Dominant Colours

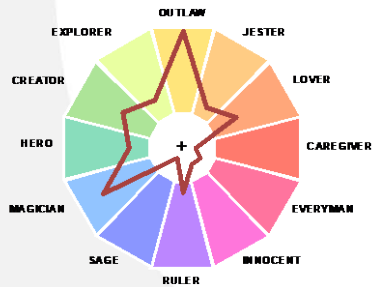
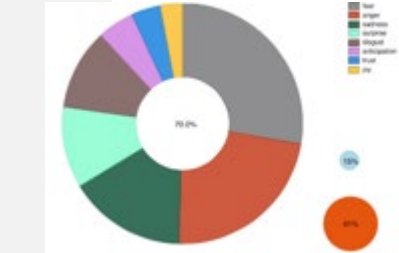
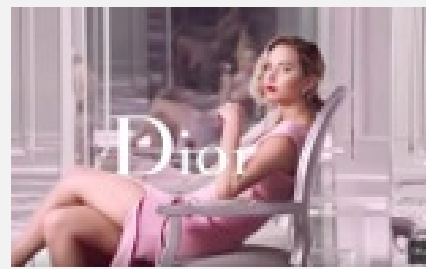
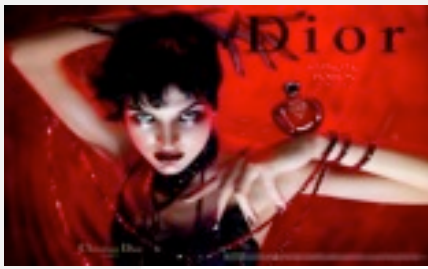


Faces

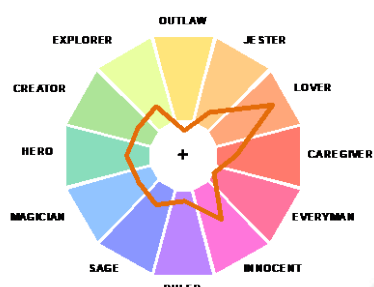
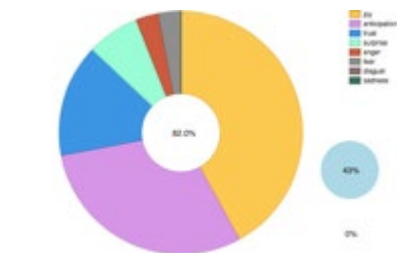


Eye Contact

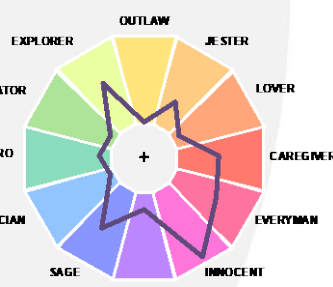
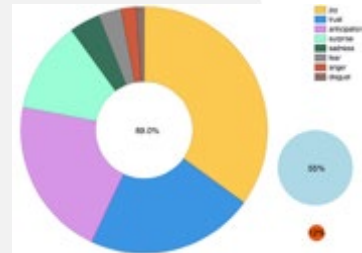




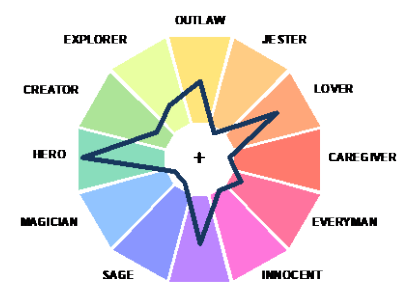
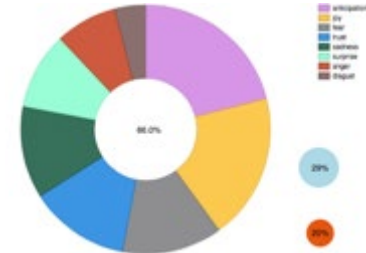
- 1 Outrageous, unpredictable, freedom, rulebreaking, dangerous
- 2 Mystery, skill, mastery, transformation, power
- 3 Creativity, imagination, possibilities



- 1 Passion, intimacy, desire, sensuality
- 2 Individualistic, ambition, curiosity, being true to oneself
- 3 Dreamer, naive, romantic, faith and optimism

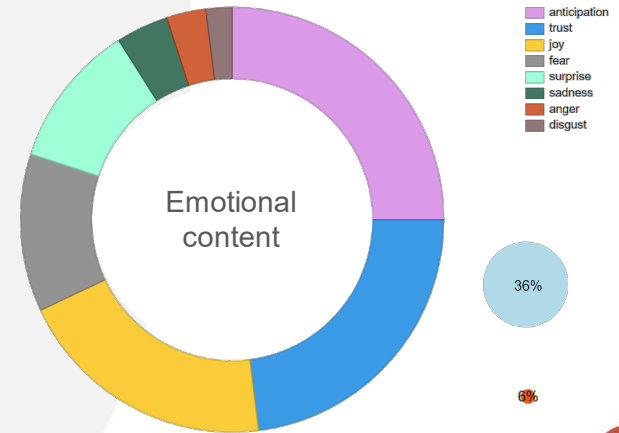
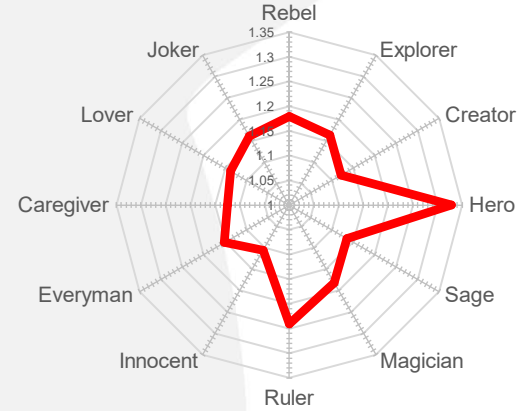
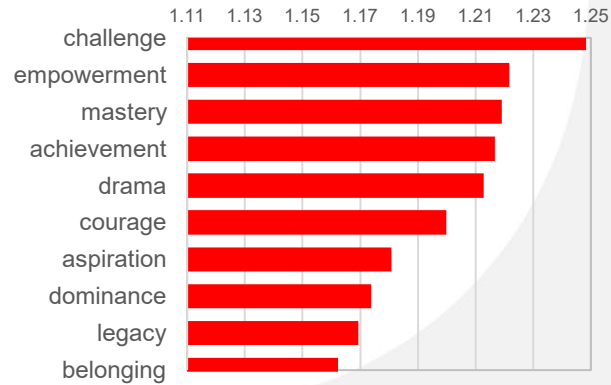
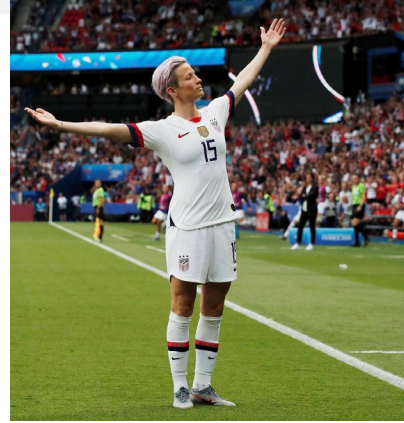


- 1 Dreamer, naive, romantic, faith and optimism
- 2 Compassion, nurture, safety, generosity, protection
- 3 Wisdom, intelligence, thoughtfulness, teacher

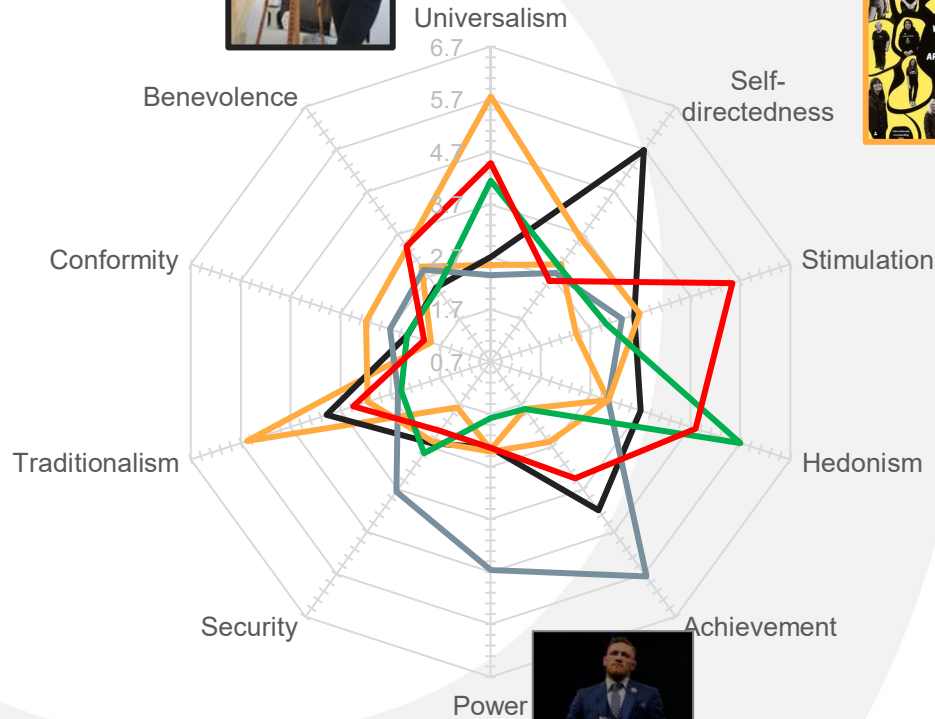
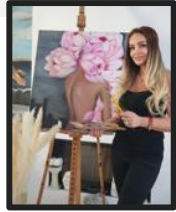


- 1 Strength, courage, willpower, tenacity, honour
- 2 Responsibility, power, self-determination, control, leadership
- 3 Passion, intimacy, desire, sensuality

How Signoi 'sees' an image...



Schwartz Examples



Quantitative Semiotics

Consistent - traditional methods use experts who may be biased or inconsistent.

Scalable - hard to analyse thousands of images using experts.

Faster - thousands of images can be analyzed in a relatively short period of time.

Sample Images **Image Mapping** By Cluster

Example: Soft Drinks

Explore Sample

One Colour



Toggle Show: ((Show All))



Sample Images

Image Mapping

By Cluster

1 Cluster One

2 Cluster Two

3 Cluster Three

4 Cluster Four

5 Cluster Five

6 Cluster Six

7 Cluster Seven

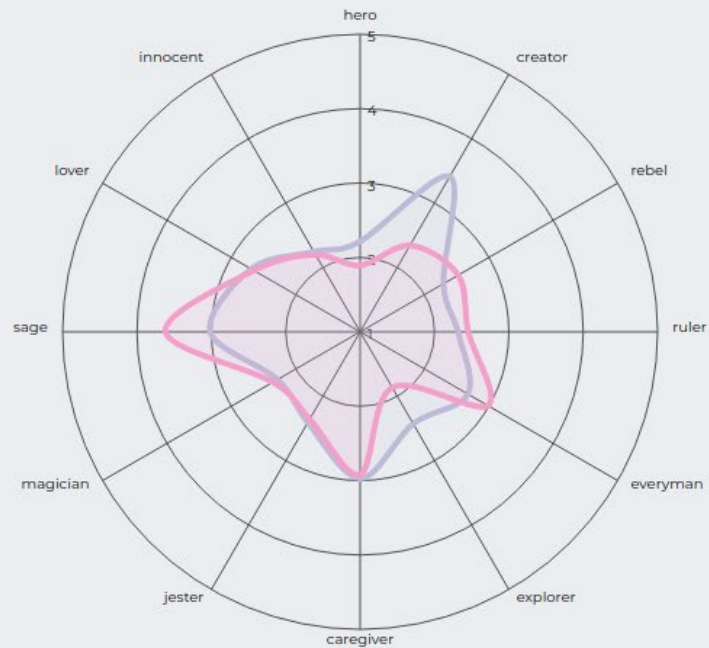
8 Cluster Eight



✕ 3 Cluster Three

Jungian Archetypes ▾

Jungian Archetypes: 3 Cluster Three



Also Show: 1 2 3 4 5 6 7 8



Image clusters display distinct semiotic themes

Purity



Fruitfulness



Energy



Fun



Vitality

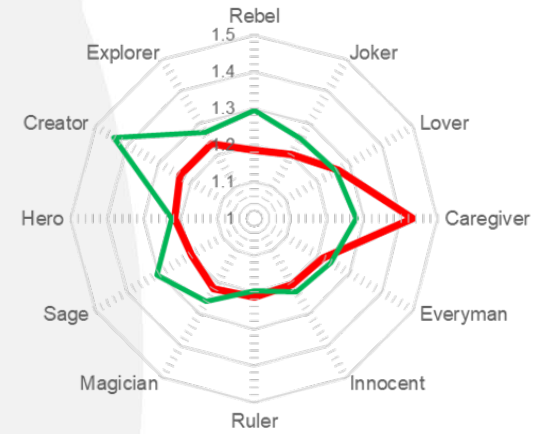


Playfulness



Deployment on brands

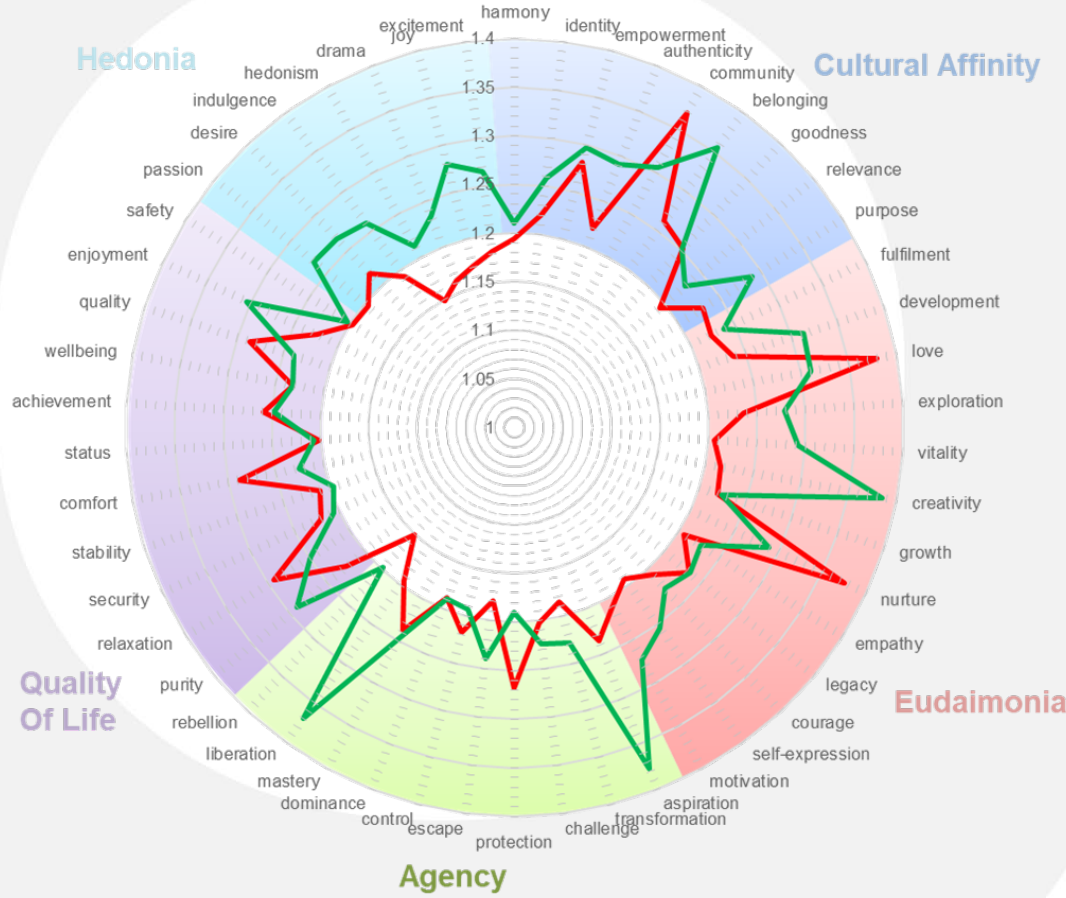
PERSONA ARCHETYPES



John Lewis



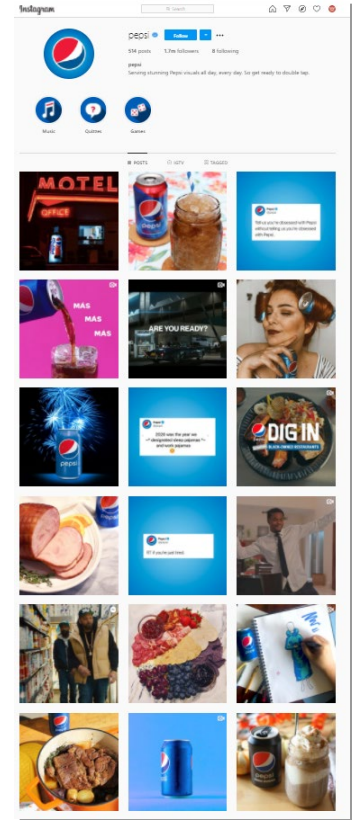
Rockett St George



Summary: The What...

With new quantitative semiotics approaches we can download, map, measure, analyse and compare the visual language and comments:

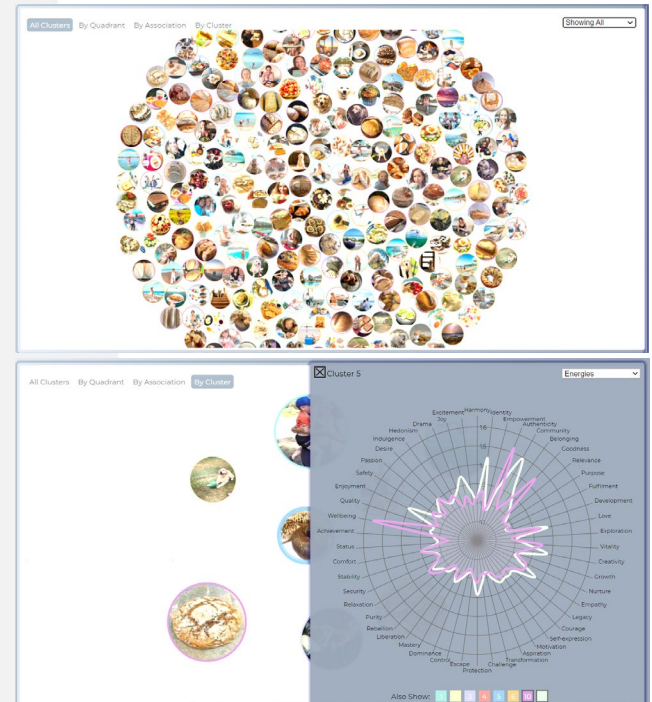
- **Within a category:** (say, soft drinks). What do posts on Instagram tell you about the visual language of the category? What about influencers?
- **From your brand and competitors' accounts:** (say, @pepsi, @cocacola and so on). Understand the visual language that's being used and what that means for a brand's positioning as well as identifying new, emergent and white space opportunities, as well as brand extension opportunities.
- **From websites:** another great resource for learning about the visual language of brands and categories.
- **From the wide world of hashtags:** (say #tropicana, #perrier, #innocent etc). Learn from how people relate to your brand in their everyday lives.
- **From visual search e.g. Google:** and/or source your own / your clients' imagery for testing...



Summary: The Why...

Use cases. When would you use such techniques, and why?

- **Category understanding** – a powerful additional lens into the visual language of your sector.
- **Consumer understanding** – finding out what needs are represented by the visuals people post or respond to. A powerful implicit way to segment audiences.
- **Brand understanding** – measuring what visual signals you are giving out and what they likely mean to the recipients, including unconscious associations.
- **Competitor understanding** – compare, contrast, and act upon the visual DNA of any and all brands within your category.
- **Marketing effectiveness** – determining what types of imagery and visual language generate most engagement, via hard metrics and market research evaluation.



To Conclude

Image analysis presents some unique challenges.

Semiotics provide frameworks to take analysis of images beyond physical characteristics.

Quantitative semiotics provides scalable, consistent insights into images that are not limited by human experts.

Questions ?



Thank you for listening

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