Semiotics and Strategic Brand Management

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Semiotics and Brand Equity

Over the past ten years or so, brand strategy researchers have come to recognize the
textual content:
• **Contextual** – The time and place in which the logo is situated contributes to the subjective connotations of this sign system. For example, while some consumers in the U.S. market may associate McDonald’s with cheap, unhealthy fast food, in many markets in the world, such as China, McDonald’s represents a special treat. The contextual environment may also embed brand communication in cultural archetypes and myth, creating either positive or negative associations derived from local interpretations of the message. (Example below)

• **Performative** – Marketing sign systems engage consumer/spectators in a communication event by means of codes inscribing subject positions for I and you in representation. This dimension is crucial for building brand relationship and for calling the consumer to action, i.e. making a brand choice.

**Controlling for Cultural Nuances**

Marketers have more or less control over the material, structural and conventional elements of brand communication, but risk miscommunication and ambivalence at the levels of the contextual and performatiive elements. A case in point is the representation of women in an annual report for the McDonald’s corporation dating back to 1996. By decoding gender archetypes in the ads, I reveal an unfortunate stereotype about the role of women that could tarnish the brand. Before I show that case, I will introduce the reader to elementary semiotic analysis of a cultural archetype that was placed on the side of a Pioneer Satellite in 1970, with the express purpose, according to NASA scientists, of communicating universal meanings about mankind to the potential interlocutors from outer space. (Image, right) A two-stage semiotic analysis reveals the difficulty of this task. Even if there were space creatures who ‘read’ visual communication in the expected way, they would not obtain an objective, universal understanding of mankind but a stereotypical communication about the dominance of the white male in the West at the end of the millennium.

A cursory binary analysis of the organization of the figures in the frame, the direction of their looks, and the details of their presentation, leads to paradigmatic oppositions linking the male to power, speech, action, and self-control, and linking the female to passivity, silence, inaction and lack of control. The male stands upright and strong in the foreground, feet planted squarely on the ground, looking out with authority towards the spectator and communicating with his right hand. The female slouches in the background, looking to him (is “spoken” through him?), relaxed, hands at her sides. The binary analysis is summarized in the following grid:

<table>
<thead>
<tr>
<th>Plotting the Cultural Archetype</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
</tr>
<tr>
<td>Foreground</td>
</tr>
<tr>
<td>Upright</td>
</tr>
<tr>
<td>Strong</td>
</tr>
<tr>
<td>Looking</td>
</tr>
<tr>
<td>Speaking</td>
</tr>
<tr>
<td>Power</td>
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Implications for Brand Equity
A quick look at the representation of women in an old (1996) annual report for the McDonald’s corporation illustrates the implications of the cultural context for brand communication. In the following ad, the two men engage in a power play – shaking hands, addressing each other with speech and looks, standing strongly and securely in the foreground of the image. The woman sits silently in the background, at a level below the men, eyes looking up to them as if to silence her own voice by listening to the men. The majority of the ads in this particular annual report repeat this pattern, supporting a discourse about the role of women in the brand legacy that belies the marketing strategy of a brand targeted, at that time, to moms and kids.

The following binary grid demonstrates how the representation of cultural archetypes translates into brand positioning, and suggests ways a more relevant brand positioning in 2003 transcended cultural stereotype and included active females.

McDonald’s made the correction in future advertising, signaling a strategic response to the changing cultural environment. In following years, both the annual report and advertising communicated multicultural, assertive women looking straight into the camera, reflecting the post-modern nuances of global consumer culture. (Ads attached.)
Conclusions

Semiotics has important applications to strategic brand management by helping researchers clarify brand identity, personality, and associations the brand communicates in relation to its history (in diachronic perspective) and in relation to the current competitive environment (in synchronic perspective). By locating the meaning of logo, packaging, and advertising messages in the broader system of the brand positioning discourse, semiotic analysis enables marketers to tie brand communication to marketing strategy and brand legacy, and remain relevant in a changing cultural environment.

References

Umiker-Sebeok, Jean (1987), Marketing and semiotics: Selected papers from the Copenhagen symposium (Studies from the Marketing Institute), Berlin: Mouton de Gruyter.
Laura Oswald, Ph.D. is Associate Professor of Advertising and Consumer Behavior at the University of Illinois, Champaign-Urbana and director of Marketing Semiotics Inc. Dr. Oswald is an expert in the areas of brand strategy, consumer research, and semiotics – a branch of anthropology devoted to understanding the ways signs and symbols shape culture. She conducts strategic brand research by applying semiotics to a spectrum of research modalities, including the SignScape analysis of cultural trends, the BrandScape mapping the competitive field, and the MindScape analysis of consumer behavior, derived from depth interviews and on-site ethnographies in North America, Europe and the Far East. Her qualitative research consulting practice and her academic career encompass a variety of application areas, including automotive, cosmetics, food, entertainment, electronics, retailing, health care, corporate culture and public policy. Dr. Oswald has extensive research and teaching experience in the international arena, having taught in the MBA programs at Nanyang Business School in Singapore and at the ESSEC Business School in Paris, France.

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