

# marketing

# semiotics

Signs, Strategies, and Brand Value

# Marketing Semiotics Signs Strategies And Brand Value

**Evripides Zantides**



## **Marketing Semiotics Signs Strategies And Brand Value:**

Marketing Semiotics Laura R. Oswald, 2012-02-16 Everyday consumers buy into the concept of brands and their associated meanings the perception of quality a symbolic relationship a vicarious experience or even a sense of identity Marketing Semiotics suggests that the extent to which consumers recognize internalize and relate to brand meanings is not only an academic question These meanings contribute to brand equity the financial value of intangible brand benefits that exceed the use value of goods and impacts upon a firm's financial performance Therefore the management of brand equity demands first and foremost the management of brand meanings or semiotics The book uses structural semiotics a discipline that extends the laws of structural linguistics to the analysis of verbal visual and spatial sign systems to shed light on the cultural codes and discourse of brands It proposes that semiotic research should form the cornerstone of brand equity management since brands rely so heavily on sign systems that contribute to profitability by distinguishing brands from simple commodities from competitors and engaging consumers in the brand world The book includes dozens of global business cases where semiotics has been used to refocus reposition or extend the brand to new products customers and markets Drawing upon twenty years of academic and consulting experience the book provides actionable direction for steering brands through technological and cultural change differentiating brands in the competitive environment and counteracting the natural depletion of brand meaning over time

**Marketing Semiotics** Laura Oswald, 2015 **Doing Semiotics** Laura R. Oswald, 2020 Using applied semiotics this book shows readers how to leverage the cultural codes that structure communication and sociality endow things with value and help us navigate social space and cultural change to solve business problems foster innovation and create meaningful experiences for consumers Marketing and Semiotics

Jean Umiker-Sebeok, 2012-10-25 No detailed description available for Marketing and Semiotics *Marketing Semiotics*

Laura R. Oswald, Laura Oswald, 2012-02-16 The book discusses the concept of brand equity and its impact on the financial performance of a company through analysis of the semiotics of the brand and its sign systems Including case studies it provides an actionable strategy for steering brands through internal and external changes and pressures Doing Semiotics

Laura R. Oswald, 2020-06-03 The semiotics discipline a hybrid of communication science and anthropology accounts for the deep cultural codes that structure communication and sociality endow things with value move us through constructed space and moderate our encounters with change Doing Semiotics shows readers how to leverage these codes to solve business problems foster innovation and create meaningful experiences for consumers In addition to the key principles and methods of applied semiotics it introduces the basics of branding strategic decision making and cross cultural marketing management Through practical exercises examples extended team projects and evaluation criteria this book guides students through the application of learning to all phases of semiotics based projects for communications brand equity management design strategy new product development and public policy management In addition to tools for sorting data and mapping cultural

dimensions of a market it includes useful interview protocols for use in focus groups in depth interviews and ethnographic studies as well as expert case studies that will enable readers to apply semiotics to consumer research Semiotics and Visual Communication III Evripides Zantides, 2019-11-12 The chapters in this book consist of selected papers that were presented at the 3rd International Conference and Poster Exhibition on Semiotics and Visual Communication at the Cyprus University of Technology in November 2017 They investigate the theme of the third conference The Semiotics of Branding and look at branding and brand design as endorsing a reputation and inhabiting a status of almost mythical proportion that has triumphed over the past few decades Emerging from its forerunner corporate identity to incorporate advertising consumer lifestyles and attitudes image rights market research customisation global expansion sound and semiotics and the consumer as the brand the word branding currently appears to be bigger than its own umbrella definition From tribal markers such as totems scarifications and tattoos to emblems of power language fashion architectural space insignias of communal groups heraldic devices religious and political symbols national flags and the like a form of branding is at work that responds to the need to determine the presence and interaction of specific groups persons or institutions through shared codes of meaning **Creating Value** Laura R. Oswald, 2015 In global consumer culture brands structure an economy of symbolic exchange that gives value to the meanings consumers attach to the brand name logo and product category Brand meaning is not just a value added to the financial value of goods but has material impact on financial markets themselves Strong brands leverage consumer investments in the cultural myths social networks and ineffable experiences they associate with marketing signs and rituals Creating Value The Theory and Practice of Marketing Semiotic Research is a guide to managing these investments by managing the cultural codes that define value in a market or consumer segment The book extends the discussion beyond the basics of semiotics to post structural debates related to ethnographic performance multicultural consumer identity the digitalized consumer and heterotopic experiences of consumer space The book invites readers to challenge the current thinking on topics ranging from cultural branding and brand rhetoric to digital media management and service site design It also emphasizes the role of product category codes and cultural trends in the production of perceived value Creating Value explains theory in language that is accessible to academics and students as well as research practitioners and marketers By applying semiotics to the everyday world of the marketplace the book makes sense of the semiotics discipline which is often mystified by technical jargon and hair splitting debate in the academic literature The book also provides practitioners and professors with a practical guide to the methods used in semiotic research across the marketing mix **Empirical Studies on Economics of Innovation, Public Economics and Management** Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Ugur Can, 2017-03-06 This volume presents selected papers from the 18th Eurasia Business and Economics Society EBES Conference with major emphasis placed on highlighting the latest research developments in the economics of innovation public economics and management The articles in the volume

also address more specialized topics such as luxury fashion weather derivatives health management islamic bonds and life satisfaction among others The majority of the articles focus on phenomena observed in the Middle East and North Africa MENA region and South Asia representing a unique contribution to understanding contemporary research challenges from a different perspective *Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies* Hernández-Santaolalla, Víctor, Barrientos-Bueno, Mónica, 2020-04-24 As media evolves with technological improvement communication changes alongside it In particular storytelling and narrative structure have adapted to the new digital landscape allowing creators to weave immersive and enticing experiences that captivate viewers These experiences have great potential in marketing and advertising but the medium's methods are so young that their potential and effectiveness is not yet fully understood *Handbook of Research on Transmedia Storytelling Audience Engagement and Business Strategies* is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement Highlighting a wide range of topics including promotion strategies business models and prosumers and influencers this book is ideally designed for digital creators advertisers marketers consumer analysts media professionals entrepreneurs managers executives researchers academicians and students **Contemporary Marketing Solutions**

Roshan Panditharathna, Denis Hyams-Ssekasi, David Bamber, 2025-03-12 The function of marketing is regarded as a mechanism that provides practical and theoretical solutions to contemporary businesses worldwide In this edited book a cast of international contributors address new and emerging areas within marketing such as sustainable marketing the circular economy and how technologies drive and provide marketing solutions Rather than exploring the issues this book focuses on the solutions that these emerging areas provide for businesses An essential resource for researchers and students this book demonstrates how marketing activities are relevant to contemporary businesses offering a state of the art look at emerging trends *Communicating Fashion Brands* Emily Huggard, Jon Cope, 2020-02-19 This book demonstrates how fashion brands communicate why the practice is significant within wider society and how it can be perceived as culturally meaningful Enabling readers to connect the tools and techniques of communication with their theoretical underpinnings and historical antecedents the book shows how these methods can be applied in practice The authors utilise social consumer and cultural theory and frameworks rooted in psychology sociology and economics as mechanisms to analyse and deconstruct current communication strategies used by fashion brands The book presents insights and strategies for communicating authentic values conveying a clearly defined aesthetic and visual language and generating shareable content that resonates with audiences With insights into strategies used by brands including Burberry Gucci Dior COS Rapha Warby Parker and Maryam Nassir Zadeh each chapter outlines ways of maintaining relevant and consistent brand narratives in the 21st century From how to sustain a dialogue with a brand's community to the use of brand collaboration co creative storytelling and fashion spaces the book aims to develop reflective communication practitioners who have a deep understanding of the cultural

landscape brand strategy and industry innovation Written for scholars and practitioners this book is a valuable blend of theory and practice across the fields of fashion communication and branding *Qualitative Consumer and Marketing Research* Kritinee Nuttavuthisit, 2019-02-13 This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia as well as approaches to research with extended viewpoints and case studies on the specific research practices identifying the distinctive characteristics and conditions of the Asian market Starting with an introduction and a rationale for qualitative consumer and marketing research which discuss interpretive research perspectives and key qualitative research traditions underlying the research it then elaborates on research design formulating research directions research questions research methods research validity and reliability as well as research ethics The book goes on to cover various key data collection techniques such as interviews focus groups observation and ethnography online observation and netnography and other alternative tools like projective techniques autodiving and diaries These include design of research setting samples and sampling strategy context time and research procedures from entry to access and completion of the research project with resources planning In addition the book also addresses data analysis and interpretation as well as presentation dissemination and sharing of research results through both academic and practical courses Lastly it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies

**Know-How of Branding Products and Services in the Digital Space** Dan Vivek Nathan MBA MSc B.A FCIM (U.K), 2023-02-20 Written specifically for professionals of brand marketing and brand management and others wishing to do branding this book presents a clear road map to branding brand naming their product s or service s in the digital space The author considers the concepts of brand and branding brand naming in the digital age and the factors likely to lead to brand naming research including the brand digital marketing The trademarks brand names of most companies businesses are poorly chosen however embroiling their owners and employees failing to capture the innovation of their potential consumers customers Branding brand naming can play a decisive role in its success or failure The company business that employs a brand name that someone else is already using or a brand name too similar to someone else s face legal repercussions This book provides know how to choose legally defendable strong and effective brand names for one s company business product or service The advent of the Internet and social media has transformed the global business world in which your company business enjoy worldwide visibility undreamed of a few decades ago However you need to be more careful in choosing and protecting your trademarks and brands This book furnishes excellent step by step approach for registering a trademark brand name and branding a product or service of your company or business

**Eurasian Business Perspectives** Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Ugur Can, 2017-10-31 This volume presents selected papers on recent management research from the 20th Eurasia Business and Economics Society EBES Conference which was held in Vienna in 2016 Its primary goal is to showcase advances in the fields of accounting auditing marketing and human resources

in emerging economies This volume is unique in its special focus on empirical research perspectives from countries such as Lithuania Russia and the Visegrád Group the Czech Republic Hungary Poland and Slovakia among others Competition in Higher Education Branding and Marketing Antigoni Papadimitriou, 2017-10-06 This volume provides a critical examination of branding and marketing in higher education from national regional and global perspectives Contributors with expertise in higher education sociology comparative and international education marketing rankings and educational philanthropy use novel theoretical frameworks and cases from Africa Asia Europe Latin America and the US to map the brandscape of higher education Empirical cases and literature analysis show that brand building is becoming a deliberate goal for higher education This book illustrates student institution dynamics as well as the critical role of policy and professionalization to support branding and marketing strategies in higher education in relation to equity Semiotics and Visual Communication IV Evripides Zantides, Sonia Andreou, 2024-06-25 The chapters in this book consist of selected papers which investigate the theme of Myths Today paying homage to the notion of myth as defined by Roland Barthes in the late 1950s which provided a theoretical framework under which daily habits as well as consumer practices can be examined as socially constructed signs idealized through verbal narratives While myth is a type of speech it is also a type of image typeface cinema photography sports online networks politics TV shows sound and fashion can all serve as groundwork for mythical discourses Under this framework the book explores myths today in the context of global networks globalisation visuals and mass communication The interdisciplinary nature of the book provides a platform for discussion and research broadens the scope of semiotic and visual communication thinking and challenges the boundaries of various disciplines Creative Advertising Concept and Copy Georgia-Zozeta Miliopoulou, 2024-04-08 Considering perspectives on creative advertising through a unique media and communications lens this book encompasses both the theory and practical tools needed to approach and understand creativity in advertising with an original eye Drawing from diverse subject areas including Social Anthropology Narrative Theory Consumer Psychology Semiotics and Cultural Studies Creative Advertising Concept and Copy provides a solid grounding in advertising education away from the traditional business and marketing literature Notwithstanding the need for independent inspiration and originality the author guides readers through the entire process of campaign planning moving from strategy to creative idea to finished piece whilst employing concepts and principles relevant to design thinking Taking into account ethics and regulations the use of text and images and storytelling across radio TV and video platforms readers will come to a holistic understanding of what advertising can and cannot do and how to achieve the best results Written for students involved in creative advertising as an area of academic research and professional practice this book will also be of interest to early career advertising professionals seeking a fresh perspective on their work *Economics and Semiotics* Stratos Myrogiannis, Constantinos Repapis, 2025-06-30 Everything in our world can be interpreted as a sign This opens up the question How do we proceed from semantics to pragmatics from theory to practice and vice versa What is the nature of the

relation between interpretation action and reality And what can we learn by viewing economics and the economy through this lens This volume gathers together a broad range of scholars in order to address issues relating to the intersection of economics and semiotic theory Using concepts from the fields of economics and semiotics the contributors to this volume revisit past and present theories and reinterpret models of thought and expression to show that our preconceptions about the economy can be fruitfully challenged and gain depth through a semiotic lens The application of the semiotics approach to economics discourse is vital in helping us to examine topics that range from theory and economic history to the development of key economic ideas and concepts The volume aims to enhance our understanding of how economic agents act and our conceptualization of the economy and its cultural products can be reimagined This volume will be of great interest to economists literary scholars and students in the humanities

Handbook on Place Branding and Marketing Adriana Campelo, 2017-06-30 Place branding as an academic field is both challenging and under explored In the face of an ever expanding urban population this Handbook addresses this knowledge deficit in order to illustrate how place branding can contribute to transforming urban agglomeration into sustainable and healthy areas



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assessing your actions that are moving you toward accomplishing that thing despite

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