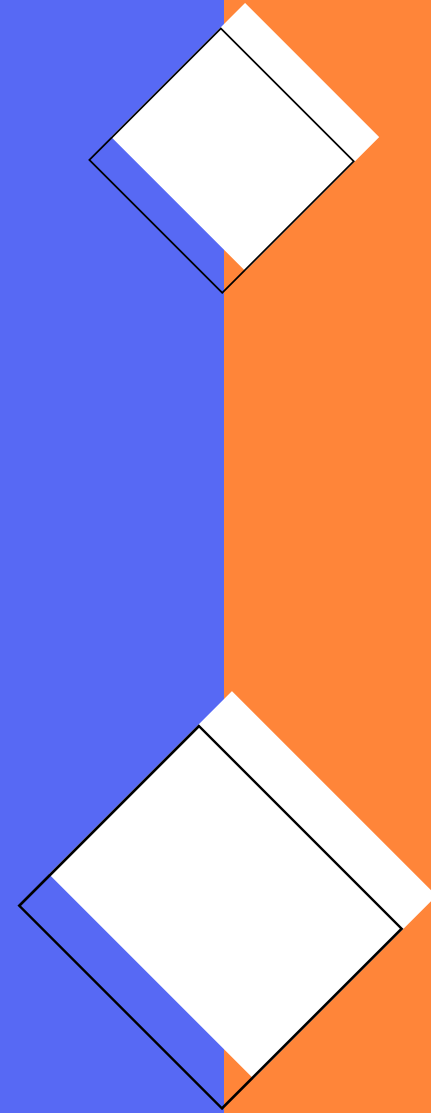# Intercultural Branding – cultural semiotics

„Cultural expressions serve as compass points, organizing how we understand the world"

D. Holt

„The way we use our language, is the way we create the world"

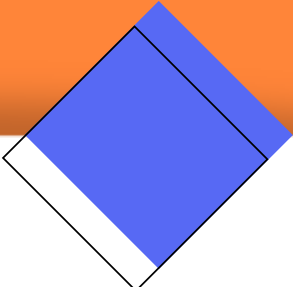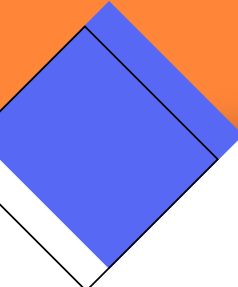F. de Saussure

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Cultural Codes

How culture manifests itself,
elements for which the meanings
were well established
historically.

Enable consumers to
understand and experience the
intended meaning

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Nike's Cultural Innovation

JUST DO IT

1. Ideology — Combating solo willpower

2. Myth — Just do it

3. Cultural codes — Each discriminated sports subculture: women, poor, black, with disabilities,
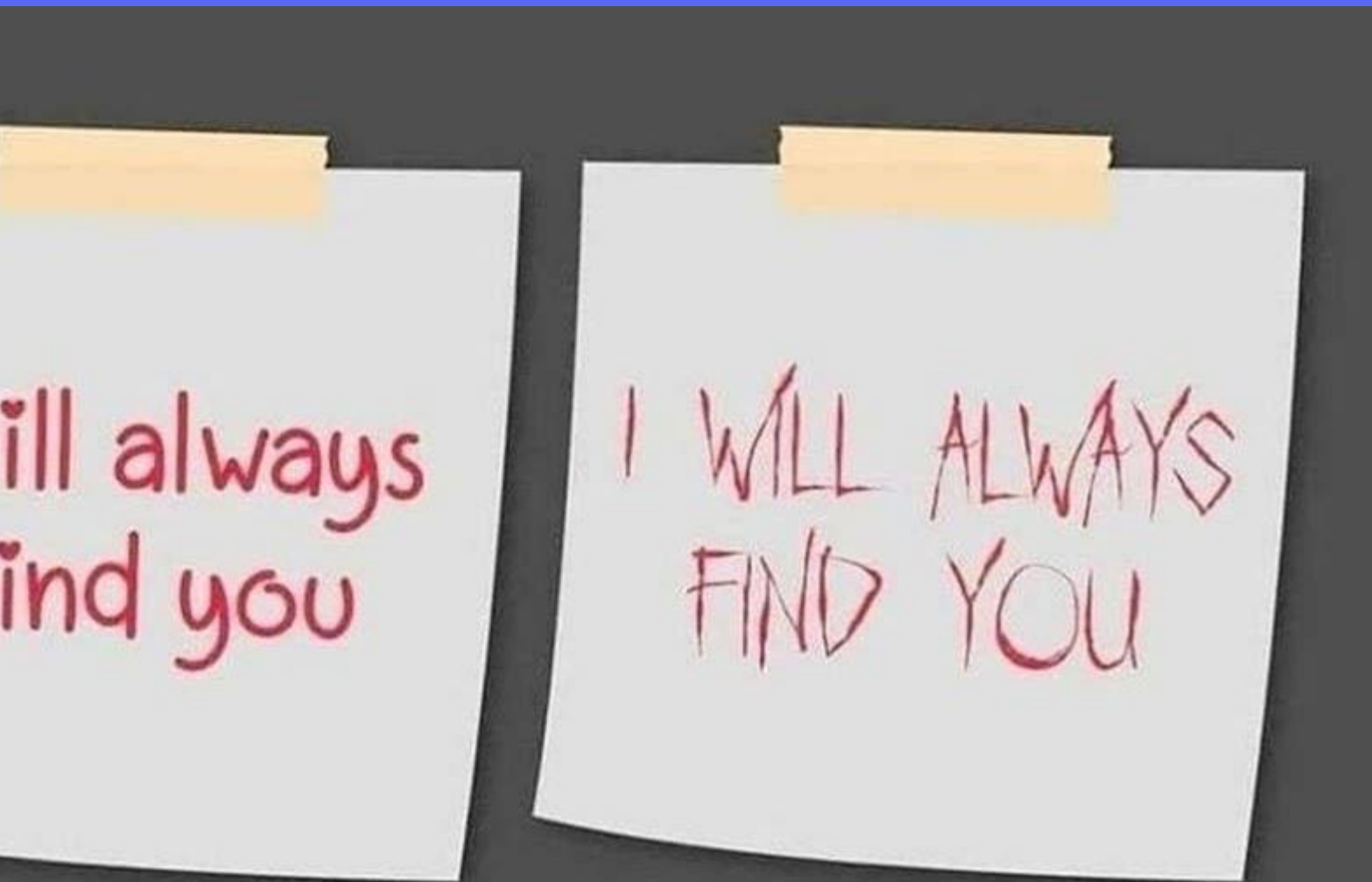
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LANGUAGE

DESIGN

COLORS, FONTS, IMAGES

IMAGES, VIDEOS, PAINTINGS - VISUAL

MEANING IS CODED ALSO IN THE FORM, NOT ONLY
IN THE MESSAGE ITSELF

Code maps examples

Water
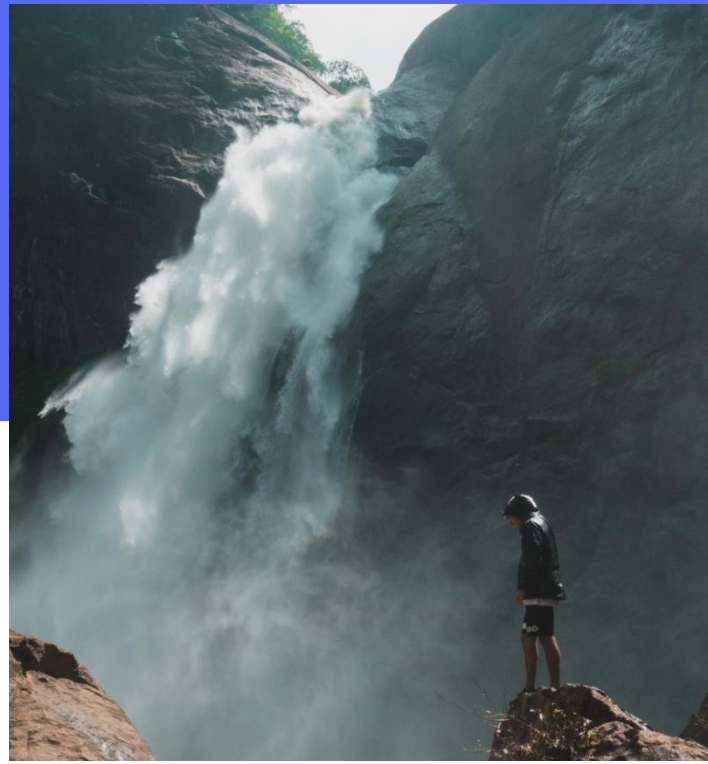
Wild Water

Peaceful Water

Clean, Hygenic Water

Improved Water

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Technology

Rational, scientific

Visionery, creative

Personalised
Animated
organic

Magical

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Nature

Subtle, iddylic

Raw, rustic

Mystic magical

Wild, uncontrollable

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Codes types

Residual

- Codes that were once important but lost its force
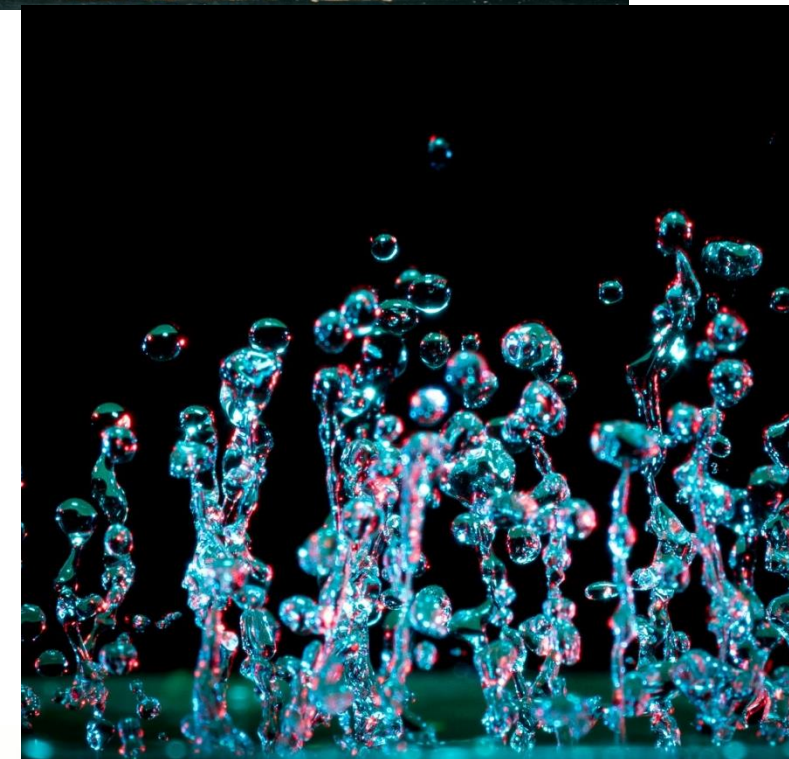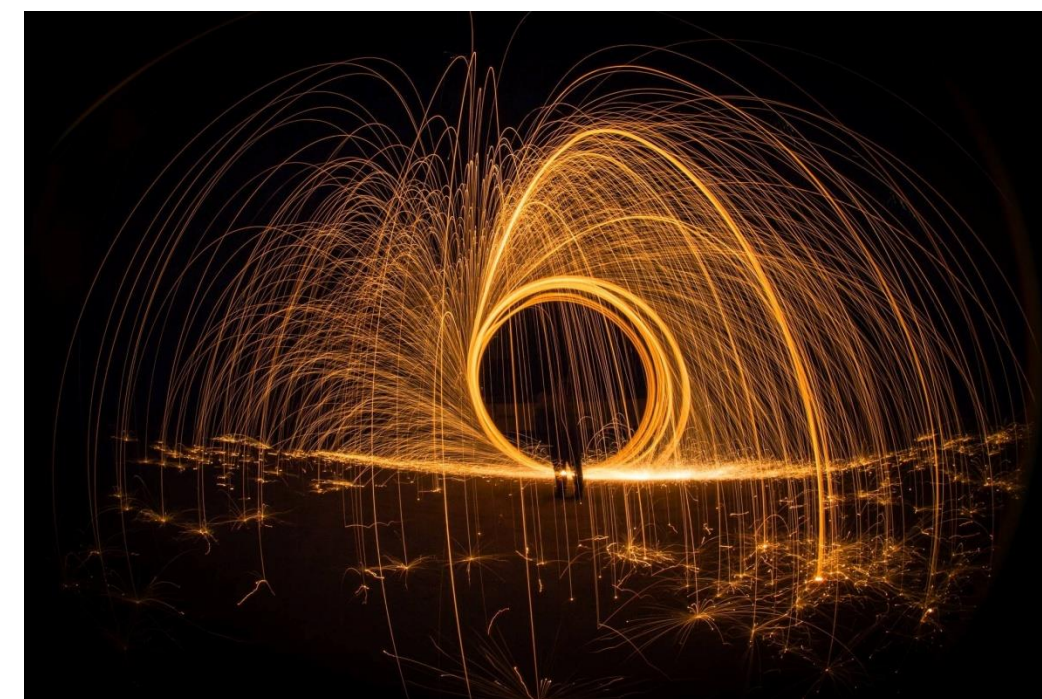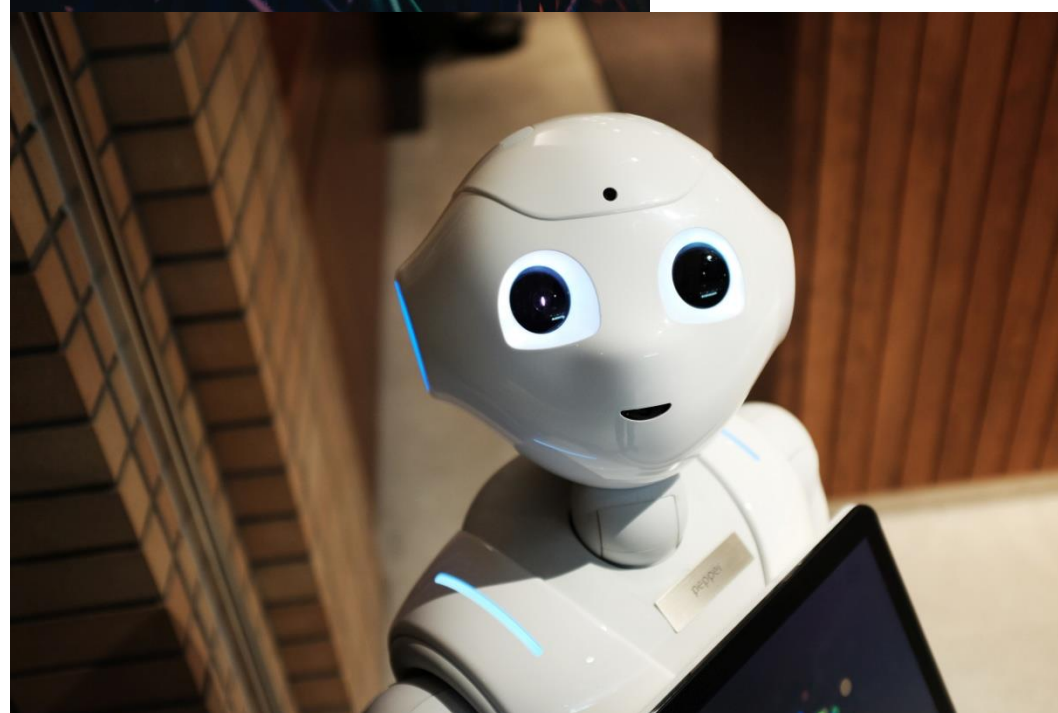- Consumers perceive such brands as old-fashioned, not fresh
- eg. father as a head of the family, hierarchy

Dominant

- Most popular and widespread codes
- Used by brands which want to be within cultural mainstrem
- eg. democratic family, caring father, working mother

Emergent

- Underdeveloped, new codes
- Important for the future of the brands, which wat to create new meanings for consumers
- eg. individualistic role of each family member, parents as co-partners

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If you have a question, we
are happy to assist you