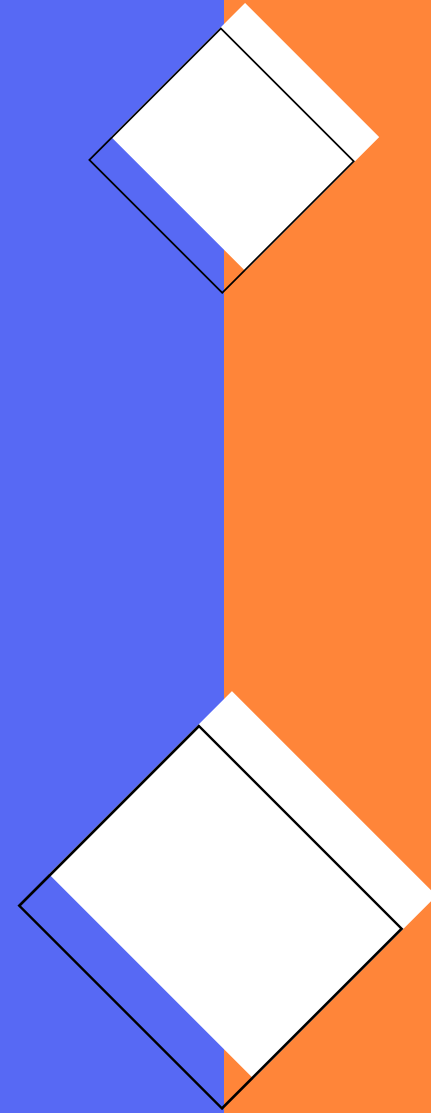


# Intercultural Branding – cultural semiotics



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

D. Holt

 brandY



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

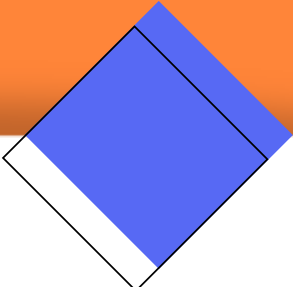
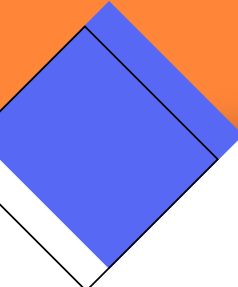
F. de Saussure

```
extract_num-
ber_and_incr (destination, source) int
*destination; unsigned char **source; { extract_num-
ber (destination, *source); *source += 2; } #ifndef EXTRACT_MAC-
ROS #undef EXTRACT_NUMBER_AND_INCR #define EXTRACT_NUM-
BER_AND_INCR(dest, src) \ extract_number_and_incr (&dest, &src) #endif /*
not EXTRACT_MACROS */ #endif /* DEBUG */ /* If DEBUG is defined, Regex prints
many voluminous messages about what it is doing (if the variable `debug` is nonzero). If
linked with the main program in `iregex.c`, you can enter patterns and strings interactively.
And if linked with the main program in `main.c` and the other test files, you can run the al-
ready-written tests. */ #ifndef DEBUG /* We use standard I/O for debugging. */ #include <stdio.h>
/* It is useful to test things that ``must`` be true when debugging. */ #include <assert.h> static int
debug = 0; #define DEBUG_STATEMENT(e) e #define DEBUG_PRINT1(x) if (debug) printf (x) #define
DEBUG_PRINT2(x1, x2) if (debug) printf (x1, x2) #define DEBUG_PRINT3(x1, x2, x3) if (debug) printf
(x1, x2, x3) #define DEBUG_PRINT4(x1, x2, x3, x4) if (debug) printf (x1, x2, x3, x4) #define DE-
BUG_PRINT_COMPILED_PATTERN(p, s, e) if (debug) print_partial_compiled_pattern (s, e) #define DE-
BUG_PRINT_DOUBLE_STRING(w, s1, sz1, s2, sz2) \ if (debug) print_double_string (w, s1, sz1, s2, sz2)
extern void printchar(); /* Print the fastmap in human-readable form. */ void print_fastmap (fastmap)
char *fastmap; { unsigned was_a_range = 0; unsigned i = 0; while (i < (1 << BYTEWIDTH)) { if (fastmap[i++]
{ was_a_range = 0; printchar (i - 1); while (i < (1 << BYTEWIDTH) && fastmap[i]) { was_a_range = 1; i++; } if
(was_a_range) { printf ("-"); printchar (i - 1); } } putchar ('\n'); } /* Print a compiled pattern string in hu-
man-readable form, starting at the START pointer into it and ending just before the pointer END. */ void
print_partial_compiled_pattern (start, end) unsigned char *start; unsigned char *end; { int mcnt, mcnt2; un-
signed char *p = start; unsigned char *pend = end; if (start == NULL) { printf ("(null)\n"); return; } /* Loop over
pattern commands. */ while (p < pend) { switch ((re_opcode_t) *p++) { case no_op: printf ("/no_op");
break; case exactn: mcnt = *p++; printf ("/exactn/%d", mcnt); do { putchar ('/'); printchar (*p++); }
while (--mcnt); break; case start_memory: mcnt = *p++; printf ("/start_memory/%d/%d", mcnt,
*p++); break; case stop_memory: mcnt = *p++; printf ("/stop_memory/%d/%d", mcnt, *p++);
break; case duplicate: printf ("/duplicate/%d", *p++); break; case anychar: printf ("/anychar");
break; case charset: case charset_not: { register int c; printf ("/charset%s", (re_opcode_t) *(p -
1) == charset_not ? "_not" : ""); assert (p + *p < pend); for (c = 0; c < *p; c++) { unsigned bit;
unsigned char map_byte = p[1 + c]; putchar ('/'); for (bit = 0; bit < BYTEWIDTH; bit++) if
(map_byte & (1 << bit)) putchar (c * BYTEWIDTH + bit); } p += 1 + *p; break; } case beg-
line: printf ("/begline"); break; case endline: printf ("/endline"); break; case on_failure_-
jump: extract_number_and_incr (&mcnt, &p); printf ("/on_failure_jump/0/%d", mcnt);
break; case on_failure_keep_string_jump: extract_number_and_incr (&mcnt, &p); printf
("/on_failure_keep_string_jump/0/%d", mcnt); break; case dummy_failure_jump: ex-
tract_number_and_incr (&mcnt, &p); printf ("/dummy_failure_jump/0/%d", mcnt); break;
case push_dummy_failure: printf ("/push_dummy_failure"); break; case may-
be_pop_jump: extract_number_and_incr (&mcnt, &p); printf
("/maybe_pop_jump/0/%d", mcnt); break; case pop_failure_-
jump: extract_number_and_incr (&mcnt, &p); printf ("/pop_-
failure_jump/0/%d", mcnt); break; case jump_past_alt:
extract_number_and_incr (&mcnt, &p); printf ("/-
```

## Cultural Codes

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

Enable consumers to understand and experience the intended meaning



# Nike's Cultural Innovation



**JUST DO IT**

1. Ideology

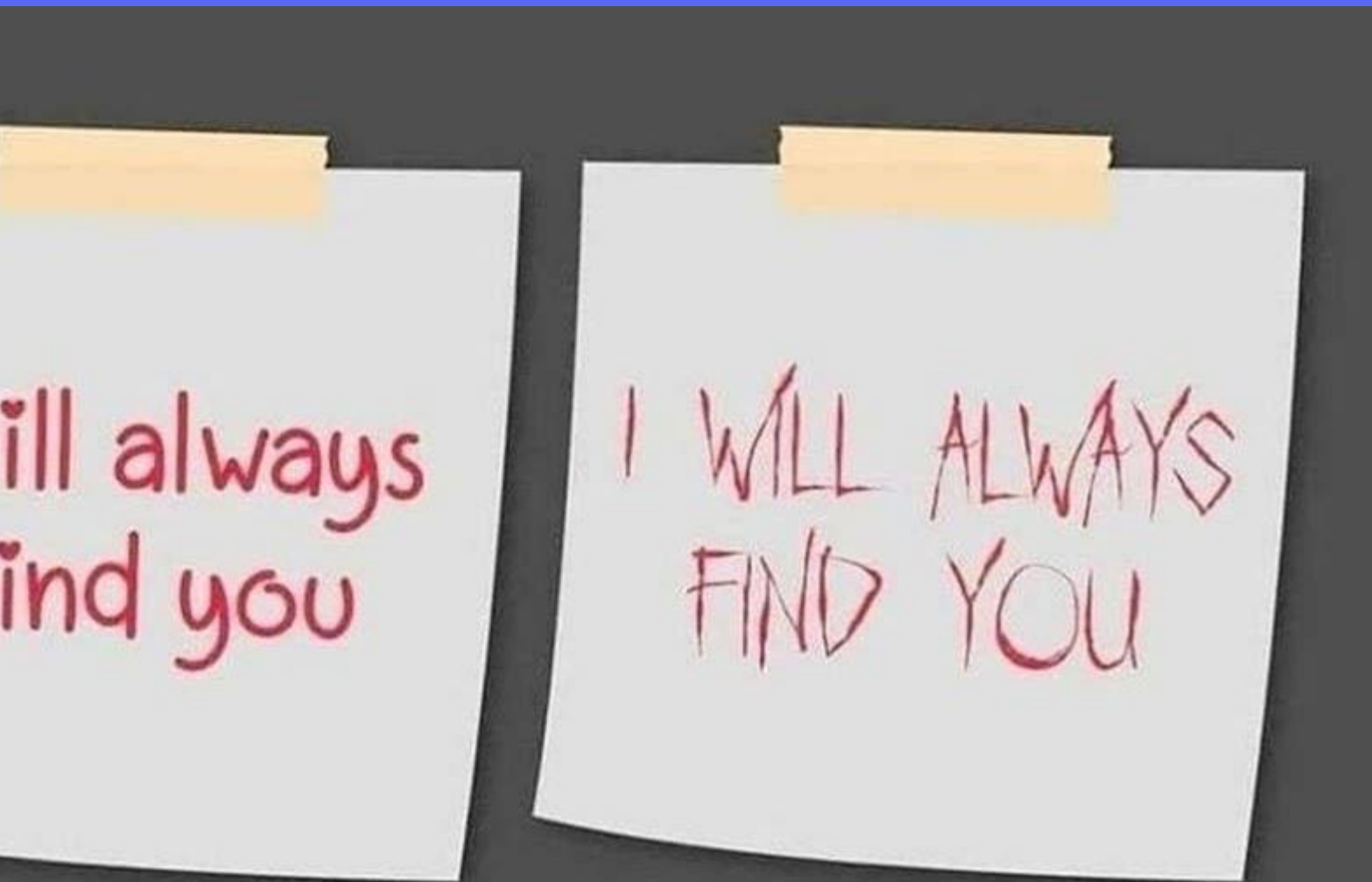
Combating solo willpower

2. Myth

Just do it

3. Cultural codes

Each discriminated sports subculture: women, poor, black, with disabilities,



LANGUAGE

DESIGN

COLORS, FONTS, IMAGES

IMAGES, VIDEOS, PAINTINGS - VISUAL

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

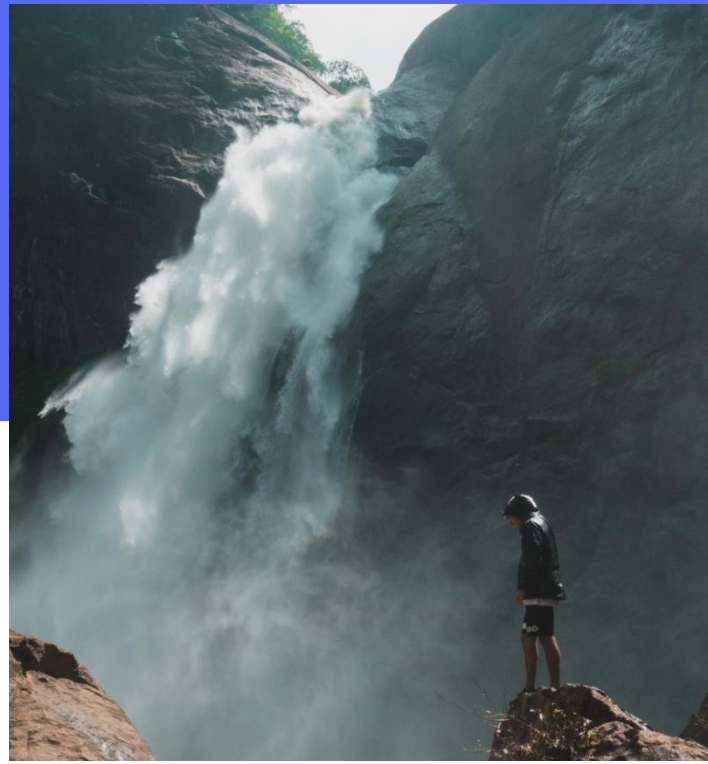
 brandY

# Code maps examples



# Water

Wild  
Water



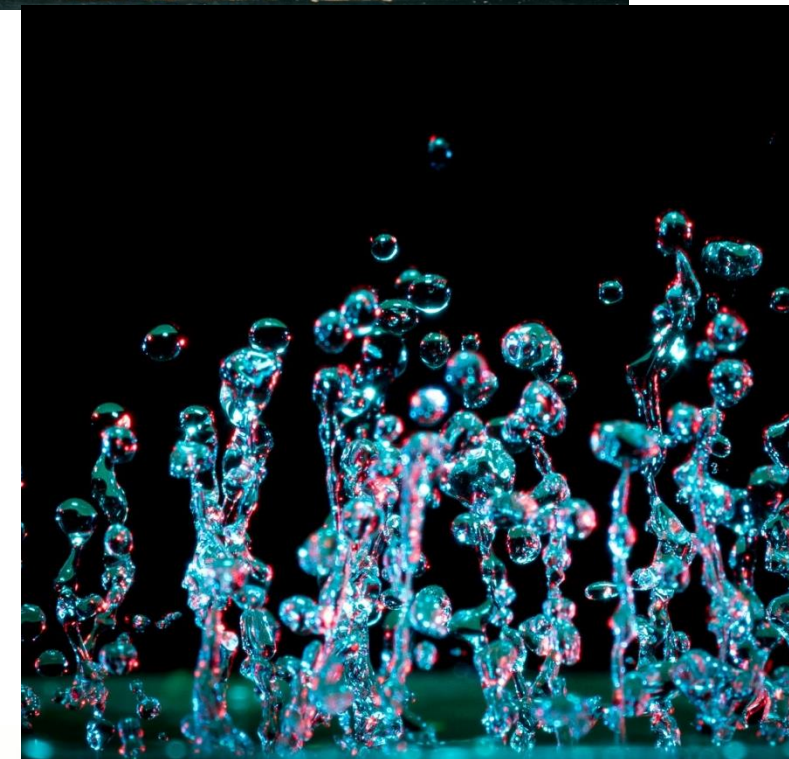
Clean,  
Hygienic  
Water



Peaceful  
Water



Improved  
Water



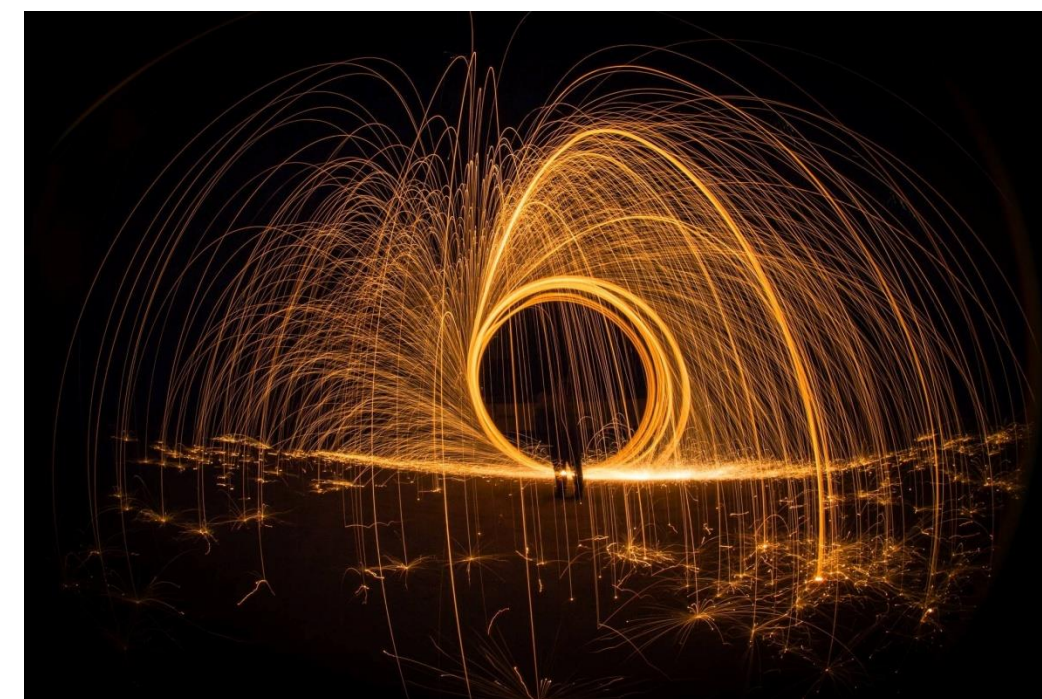
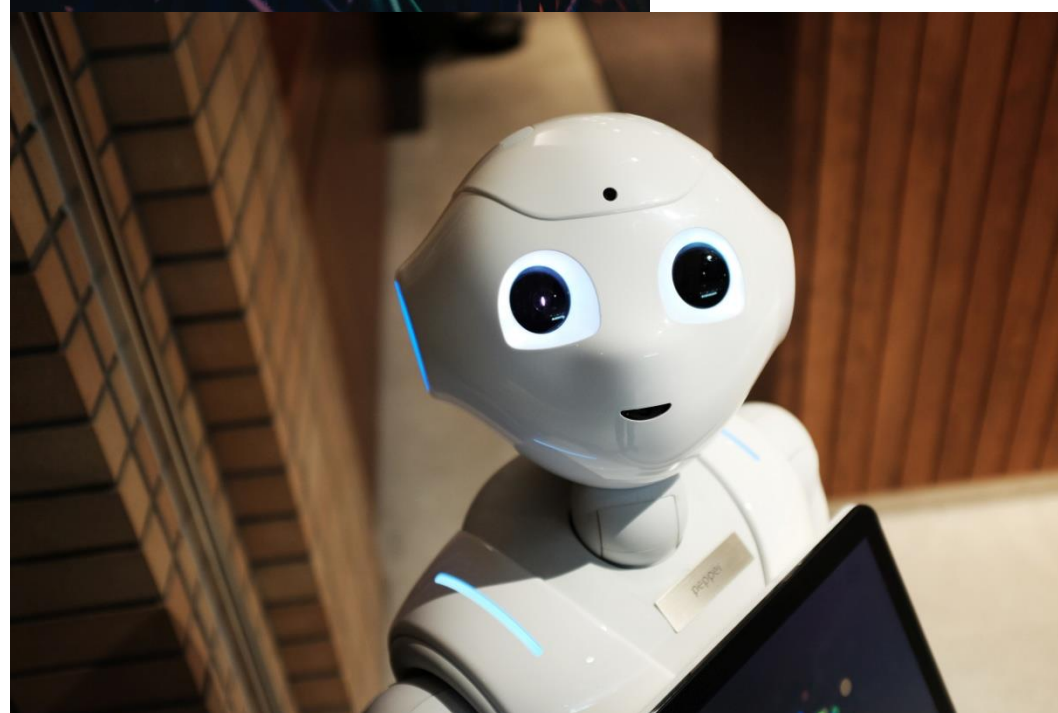
# Technology

Rational,  
scientific



Visionary,  
creative

Personalised  
Animated  
organic



Magical



# Nature



Subtle,  
idyllic



Raw,  
rustic



Mystic  
magical



Wild,  
uncontrollable

# Codes types

- **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**

## Residual

## Dominant

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

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

## Emergent

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

