



# UNIQUE 360° BRAND REVIEW

Unlock Your Hidden  
Communication

## Are you ready to revolutionise your brand communication?

Discover the **power of combining  
two cutting-edge academic skills** in  
commercial insight to uncover  
game-changing 'aha' moments.

### Discourse Analysis

deepdives into the  
language consumers  
use and reviews how  
it matches or differs  
from your brand  
language

## LENS

Magenta's 360° brand  
review to ensure  
communication  
resonates

### Semiotics

provides the societal  
and cultural landscape,  
pinpointing where  
your brand sits

## Do you want to ensure your brand communication resonates with consumers?

Magenta's unique LENS approach  
conducts a **360° brand review** through  
in-depth Language Evaluation and  
Nuanced Semiotics.





## Speak Your Customers' Language – literally!

Think you're on the same page as your consumers? Think again. Brands often miss the mark, using language that resonates in boardrooms but falls flat with their audience.

Discourse Analysis uses text from any available source to dive deep into the consumer psyche, revealing not just words, but the emotions, tones, and hidden sentiments behind them.

**The result? A treasure trove of insights into how your customers truly think and feel.**

## Real-world impact

While brands talk about 'rewarding' loyal customers, analysis of focus group transcripts told us consumers talk about 'winning' against the brand. **By reframing loyalty programs through a gamification lens, brands can see engagement skyrocket.**



## Your Roadmap to Resonance

Through combining these powerful tools, we deliver a comprehensive media toolkit that ensures every aspect of your brand communication hits the mark.

## Visual Communication that Clicks

In today's image-driven world, are your visuals speaking the right language? Do you know which colour speaks to Gen Z? Which fonts communicate premium? How about which cultural signifiers will tap into the latest TikTok trend? Do you know what the use of icons versus images says about your brand?

Semiotics decodes the subconscious meaning in colours, images, and symbols, ensuring your visual communication aligns perfectly with your target audience's culture and preferences.

## Understand how cultural changes impact your brand value

Semiotics provides a framework to understand what your brand represents.

**Cultural coding:** past, mainstream and emerging representations can help identify culture, subcultures and aesthetics to tap into trends and develop strategy. Understanding this will align your brand and products with the needs of specific segments.

## Real-world impact

A beauty brand targeting Gen Z was stuck in a pastel rut. Our analysis revealed that neon, contrasting colours, especially Gen-Z Yellow and Charli XCX green, and abstract shapes were the key to nowness and Gen Z's heart.

**The result? A visual rebrand to supercharge engagement.**



## Case study

A global subscription-based company was struggling with email engagement. Our LENS approach uncovered multiple misalignments between the language and visual cues used and consumer needs.

**The outcome? Small, strategic changes that led to a significant boost in click-through rates.**