



# OPEN HAPPINESS

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# Brands Wish To “Own” A Slice Of The Human Experience



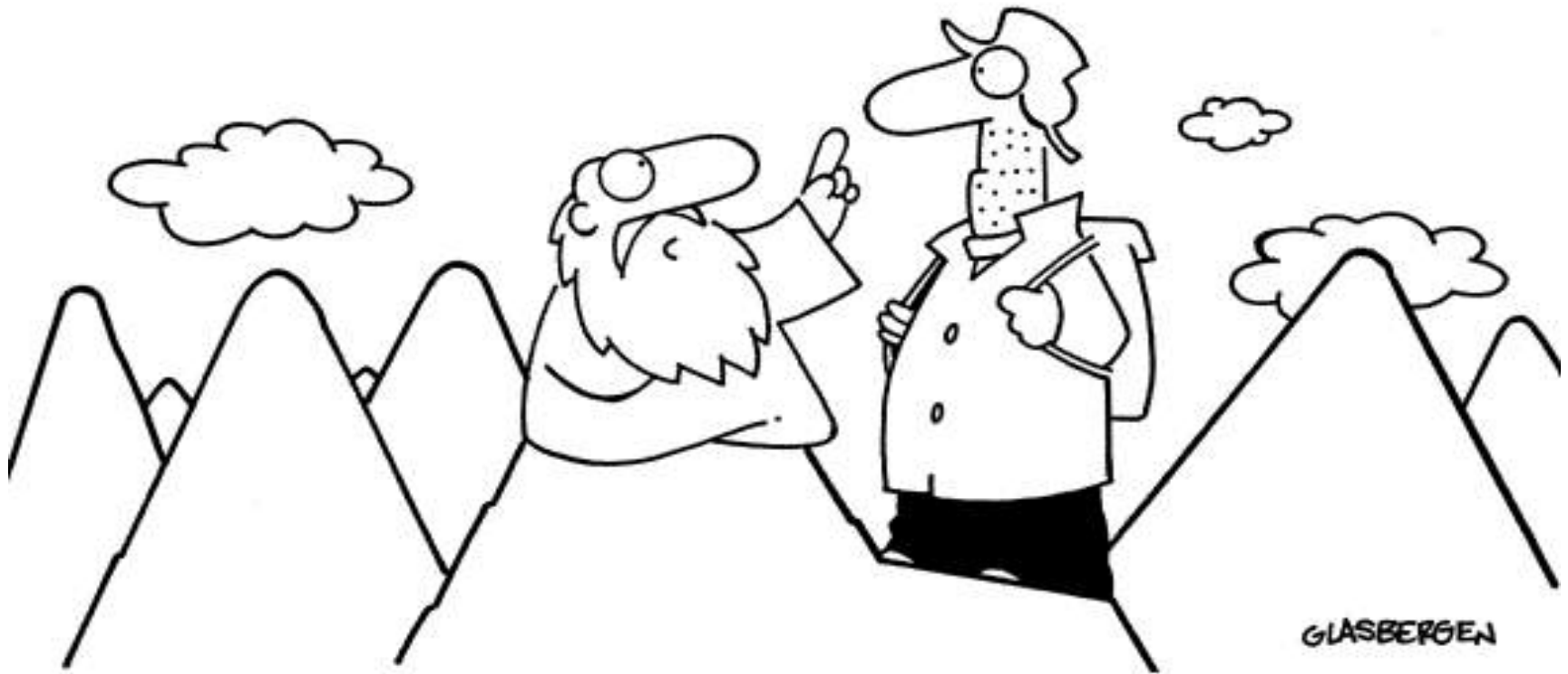
# The Challenge: Thousands Of Brands vs. Limited Palette Of Emotions



passion  
beauty  
Happiness  
introvert  
belonging  
joy  
freedom  
indulgence  
individualism  
extrovert  
Confidence  
security  
sorrow  
life  
everyday  
cool

# Often Ending “Jostling For The Same Piece Of Human Emotion”

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**“ATT says the key to happiness is cheaper long distance service, but Fruit of the Loom says the key to happiness is nice undies. On the other hand, Pillsbury says....”**



# The Starting Point for Brand Strategy...

Communication is about meaning,... but not just in a passive sense of perceiving messages.

Rather, we live in lives filled with meanings and one of our life challenges is to manage those meanings. But this process of managing our meanings is never done in isolation. We are always and necessarily coordinating the way we manage our meanings with other people.

So, I concluded, communication is about the coordinated management of meaning.

— W. Barnett Pearce



# A New framework for Brand Strategy Development...



Explore the gap between **“Meaning Potential”** and **“Affordance”**  
To find fresh connections & join the dots between emotion,  
category & brand

## MEANING POTENTIAL

- ✓ Meanings that have already been introduced into society (Halliday)
- ✓ Resides in the minds of the consumers
- ✓ Is based on the lived consumer experience; specially in context of category

## AFFORDANCE

- ✓ Meanings that have yet not been recognized (Gibson)
- ✓ Resides in the collective imagination
- ✓ Exists in the cultural context and systems of knowledge within which the process of signification takes place . Often based on a cross category analysis.

Limitations of the most widely used “Research Approaches” - for exploring the Meaning Potential of the chosen ‘emotion’

***TRADITIONAL ETHNOGRAPHY  
“GOLDFISH BOWL”***



Limitations of the most widely used “Research Approaches” - for exploring the Meaning Potential of the chosen ‘emotion’

***FOCUS GROUP DISCUSSIONS  
“AUGMENTED REALITY”***

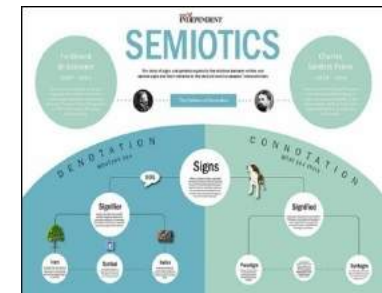
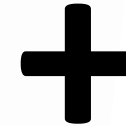




Thus Our Solution.....



**MOBILE ETHNOGRAPHY  
COMMUNICATION /CULTURAL SEMIOTICS**



A window into implicit meanings & preferences anchored in:  
✓ Mobile ethnography that goes beyond the stated and rationalized to understand “lived consumer experience”.  
✓ Semiotics to unlock “the collective imagination or stories told”

# How Does The Strategist “Open The Slice” Of Human Emotion .....

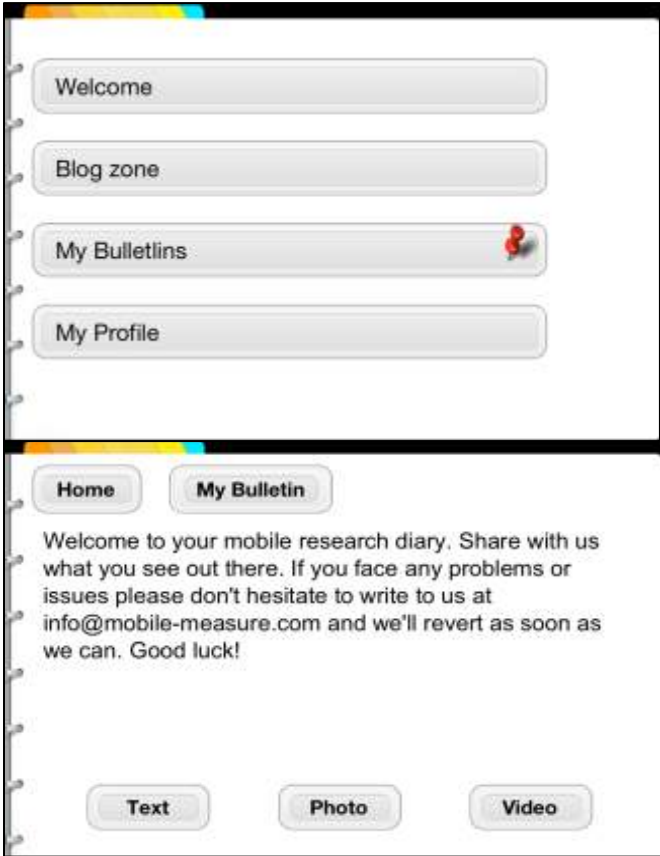


Explore the gap between “**Meaning Potential**” and “**Affordance**”  
To find fresh connections & join the dots between emotion,  
category & brand

**Meaning potential**  
based on lived consumer  
experience (Mobile Ethnography)

**Affordance**  
based on collective imagination  
(Communication/Cultural Semiotics)

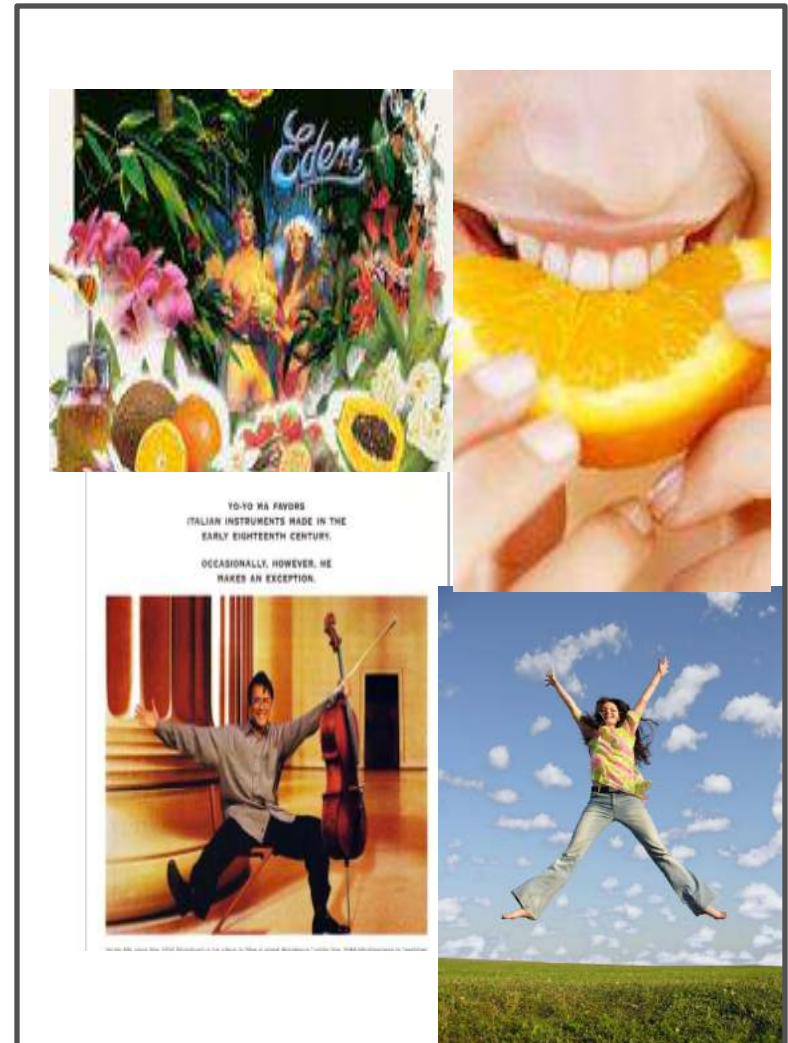
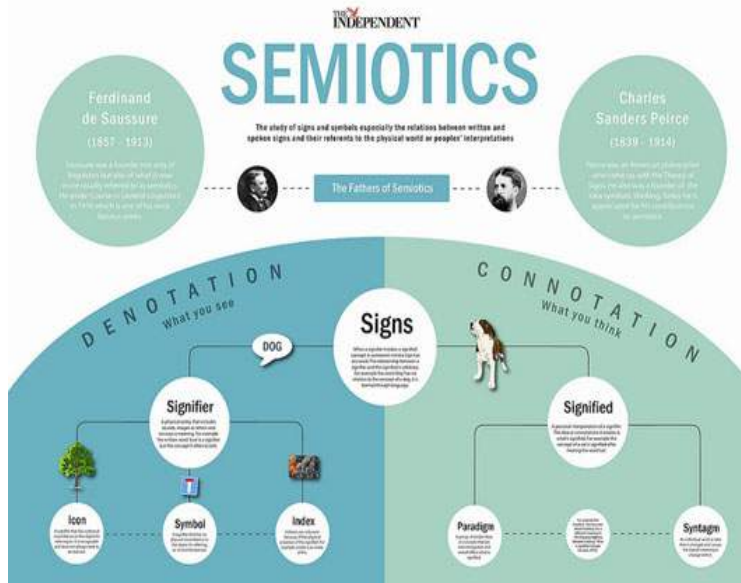
# Mobile Ethnography: “Lived Consumer Experience”



✓ Mobile pictures that participants upload are pivotal to uncover deeply held, often unconscious, thoughts and feelings. These deep structures are unconscious, basic orienting frames of thought that affect how people process and react to information or a stimulus.



# Semiotics: Communication/Cultural Decoding



Show the way for the brand from the human experience to the “Semiosphere”





THANK YOU !