

University of Birmingham Business Club  
Breakfast Briefing

**‘Examining Language in  
Business’**

Tuesday 28 March 2017



UNIVERSITY OF  
BIRMINGHAM

COLLEGE OF  
ARTS AND LAW



Marie Curie project ref: EMMA-658079:  
“Exploring Multimodal Metaphor in Advertising”



# Examining Language in Business

## The Role of Figurative Communication



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# Background

- Marie Curie fellowship: “Exploring Metaphor and Metonymy in Advertising” (EMMA - 658079)



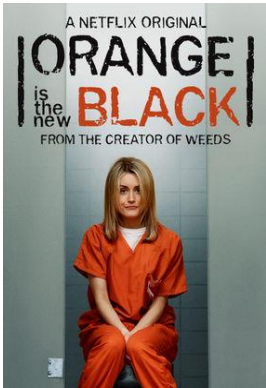
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[www.multimodalmetaphor.com](http://www.multimodalmetaphor.com)



# What is metaphor?



“I am not going crazy. I am surrounded by crazy, and **I am trying to climb Everest in flip-flops.**”

*Piper, Orange is the new Black*

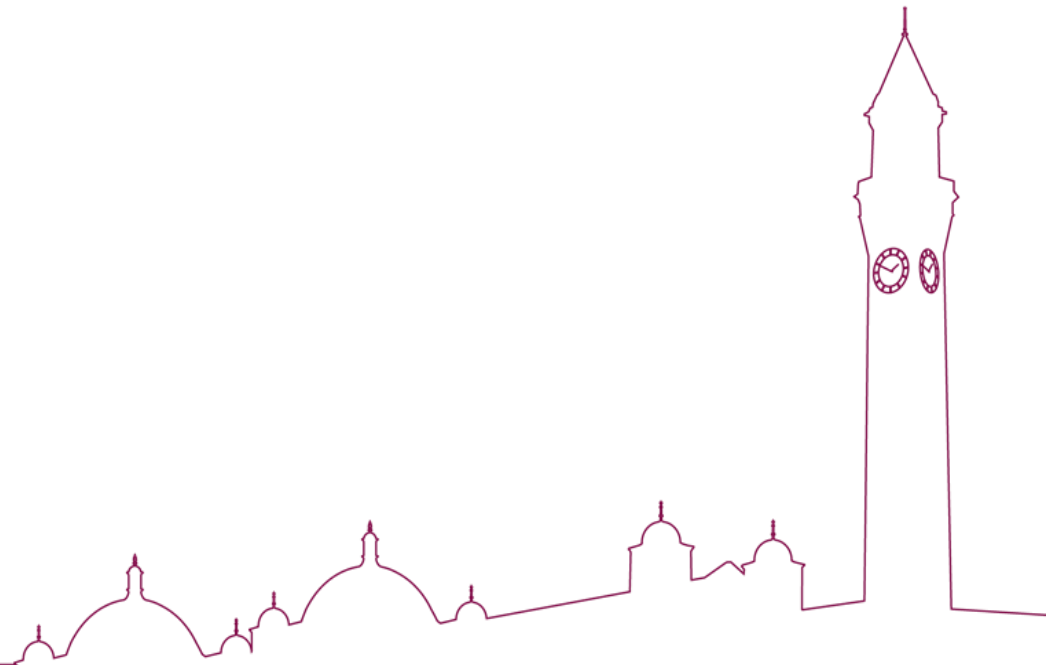


“Toblerone’s redesign is **emblematic of Brexit**”



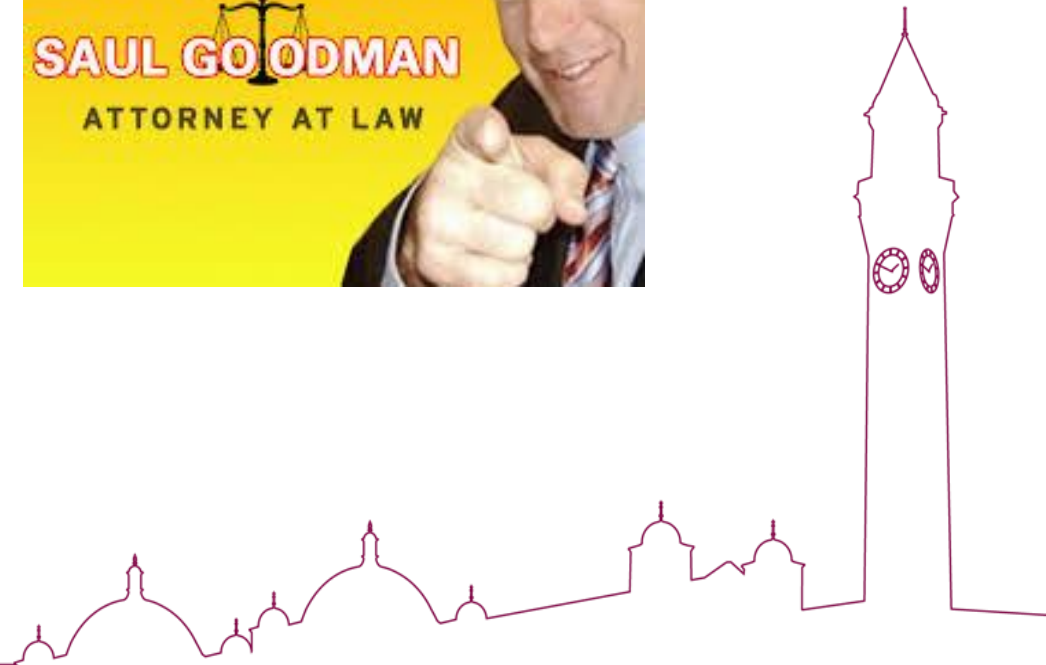
# What is metonymy?

- ❑ **The White House** denounced the charge as completely scurrilous
- ❑ There was a general hubbub down the corridor and **the Suits** began to appear from their conferences

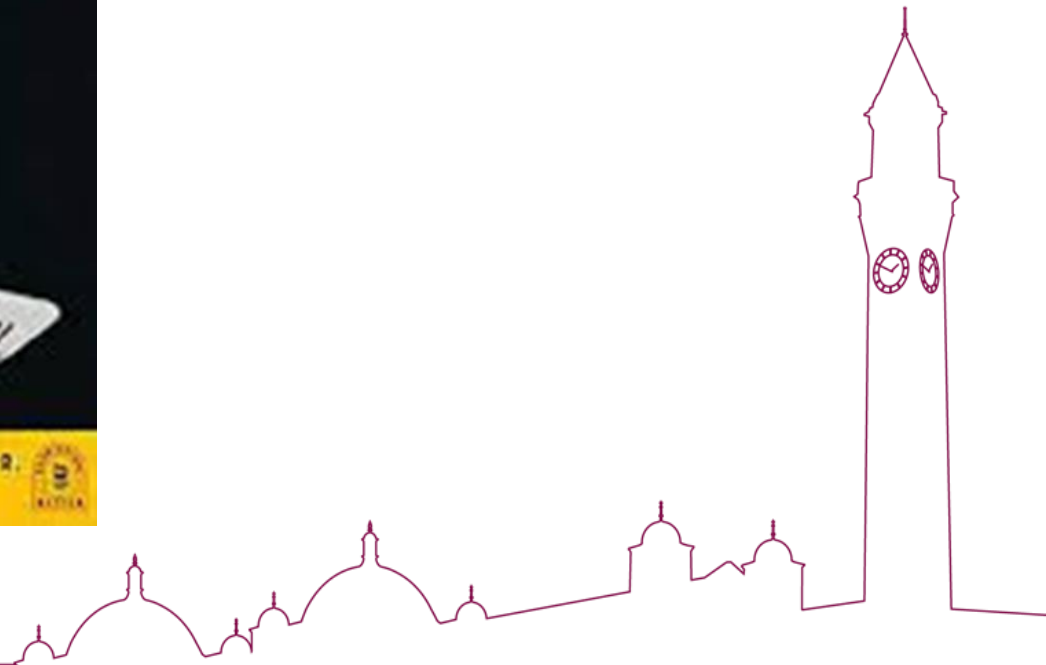


# How distinct are metaphor and metonymy?

“We can *Erin Brockovich* the shit out of this case”  
(Better Call Saul)



# Metaphor in Advertising



# Metaphor in Advertising

Increases:

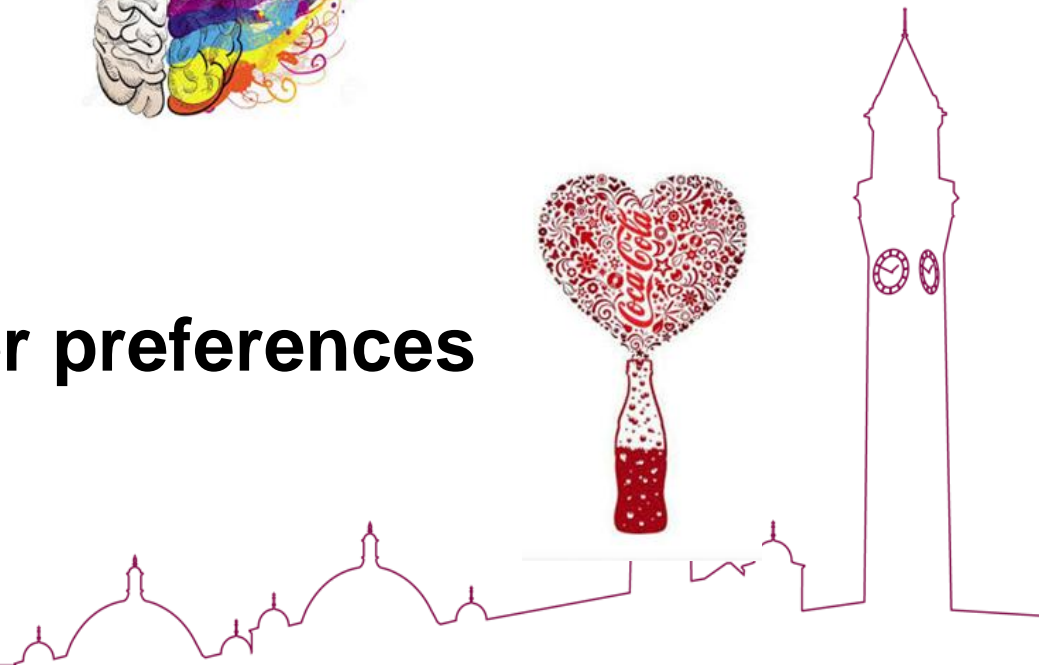
**Brand recognition**



**Brand recall**



**Consumer preferences**



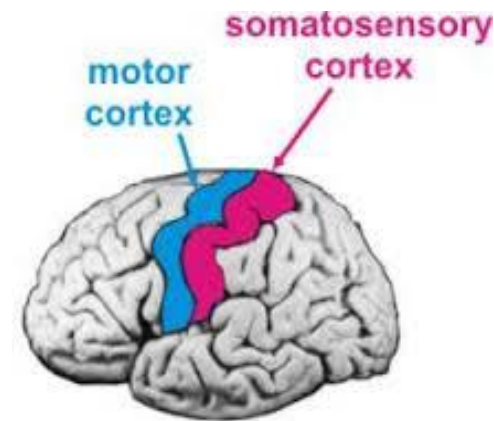


# Why does metaphor work?

- Triggers indirect evaluation
- Invites inferencing
- Activates shared knowledge

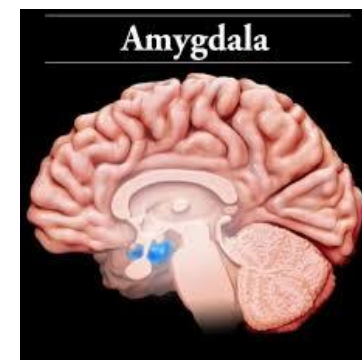


# Why does metaphor work?



## □ Triggers sensorimotor responses

- Grasp the concept/**grasp** the handle
- Kick a habit/**kick** a ball



- She had a **rough** day vs. she had a **bad** day

## □ Activates emotional centres in the brain

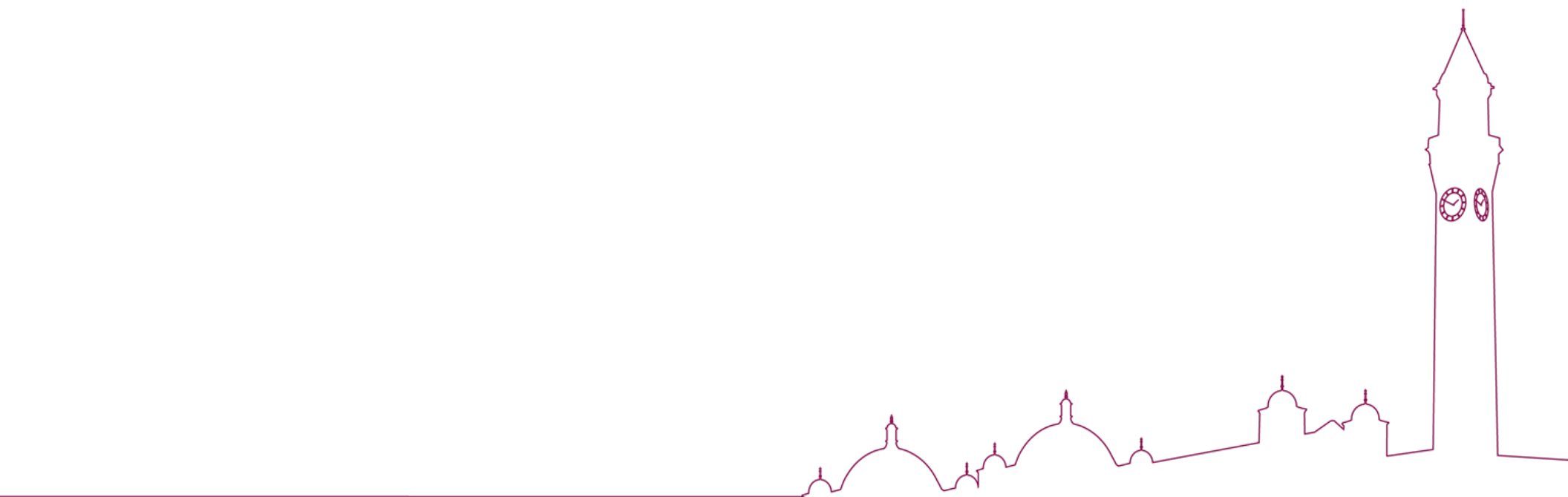


# Metaphor in Advertising

1. Is it better to use metaphor and metonymy alone or in combination?
2. How do responses to metaphor vary cross-culturally?



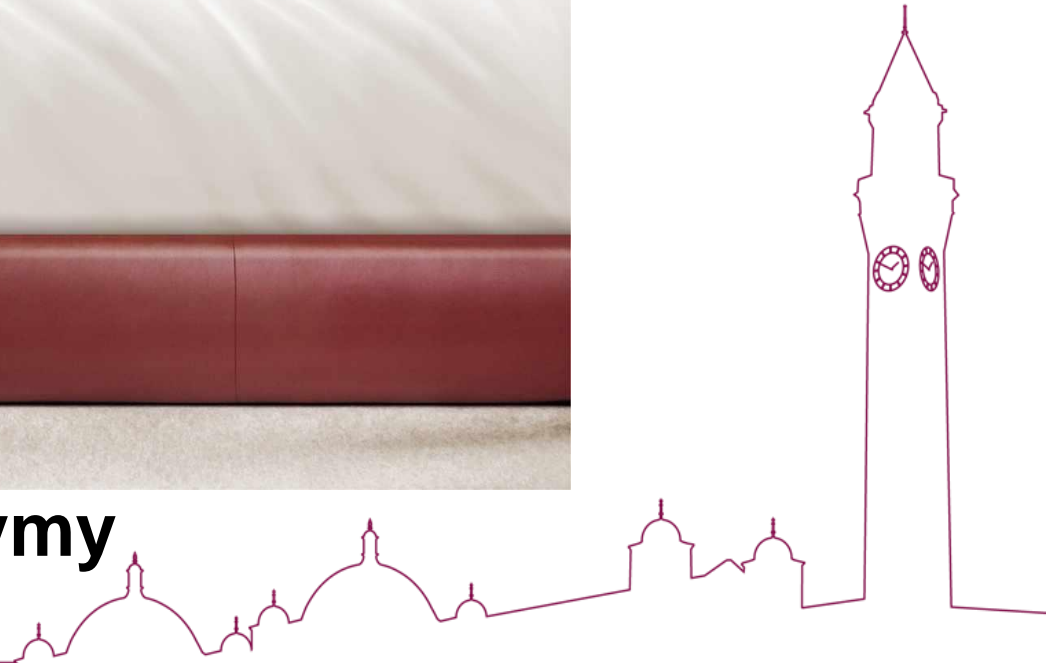
# Alone...



# Metaphor in Advertising



**Metonymy**



# Metaphor in Advertising



**Metaphor**

# In combination...





# Metaphor + Metonymy in Advertising



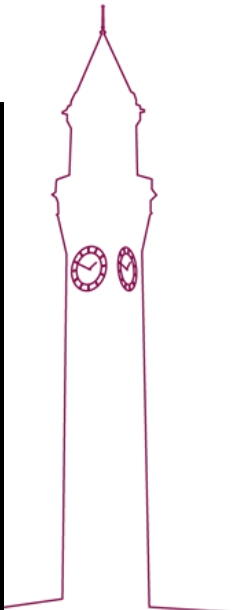


# Metaphor + Metonymy in Advertising



# Findings

- Complex mappings were...
  - More rapidly understood
  - More strongly appreciated
  - Rated as being more likely to appeal





# Audi-speedometers

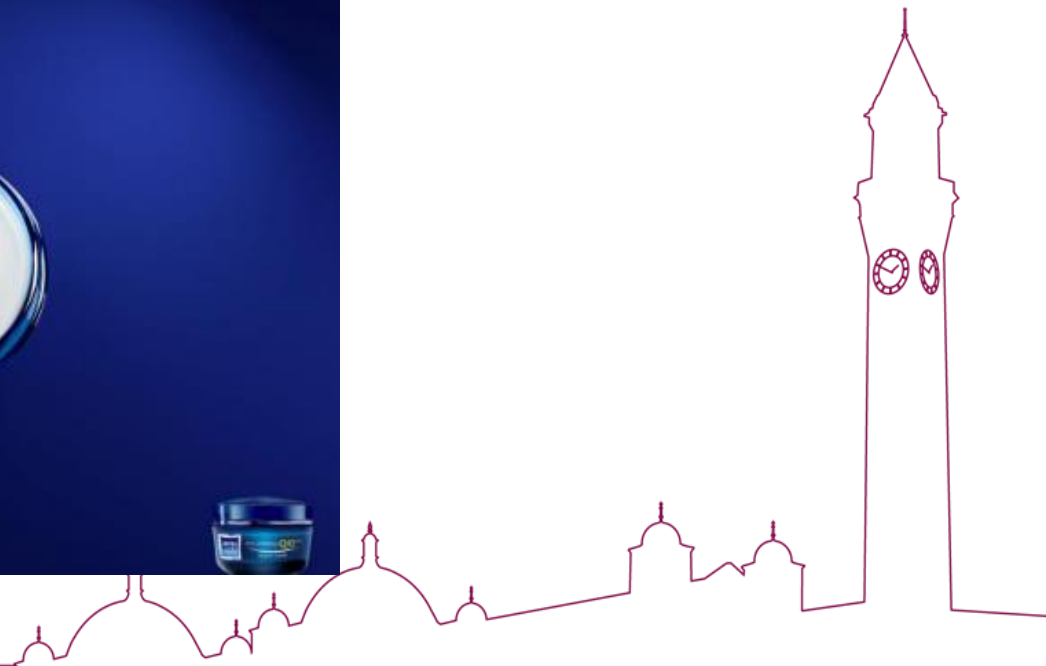
- Spanish significantly more likely to report that Audis are 'friendly' cars ( $p < 0.01$ )
- Chinese significantly more likely to talk about 'unlimited possibilities' ( $p < 0.01$ )
- English significantly more likely to talk about 'saving fuel' ( $p < 0.01$ )





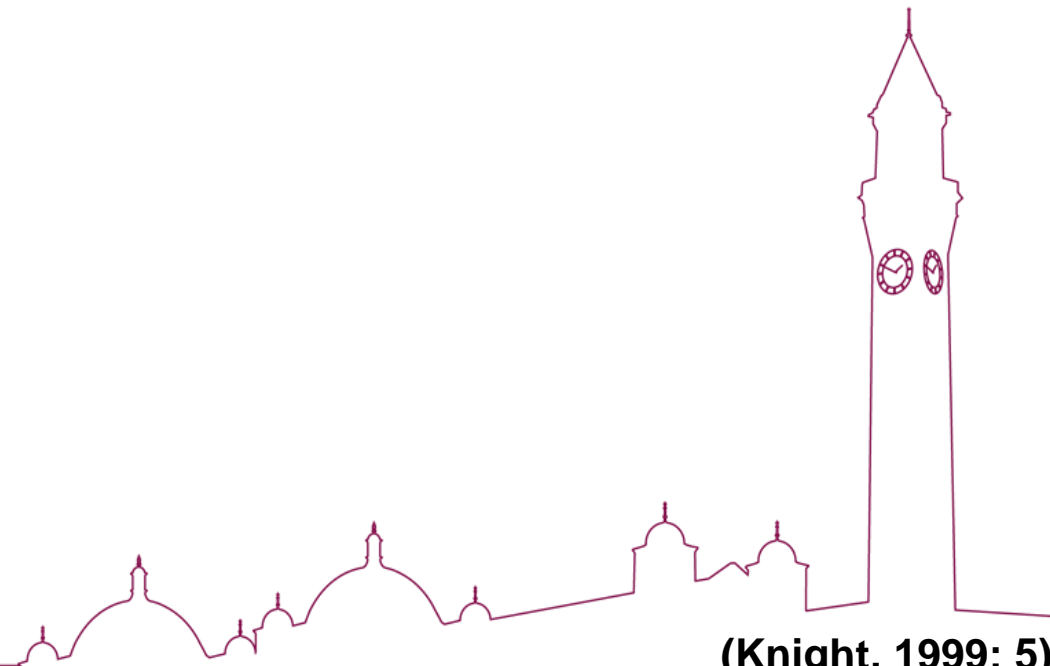
# Nivea

Chinese participants significantly more likely than Spanish and British participants to say that this is a power socket ( $p < 0.001$ )



# Viral Adverts

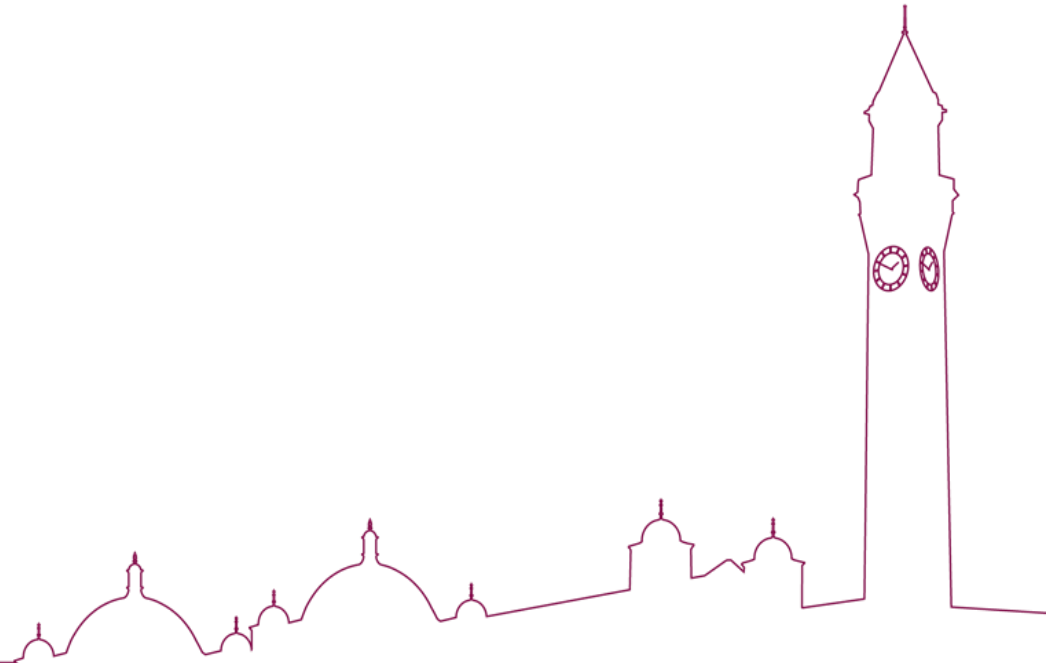
“A digitalized sneeze that releases millions of tiny particles that can infect others who come into contact with them”



(Knight, 1999; 5)

# Why do some videos go viral?

- Metaphor
- Metonymy
- Irony
- Hyperbole



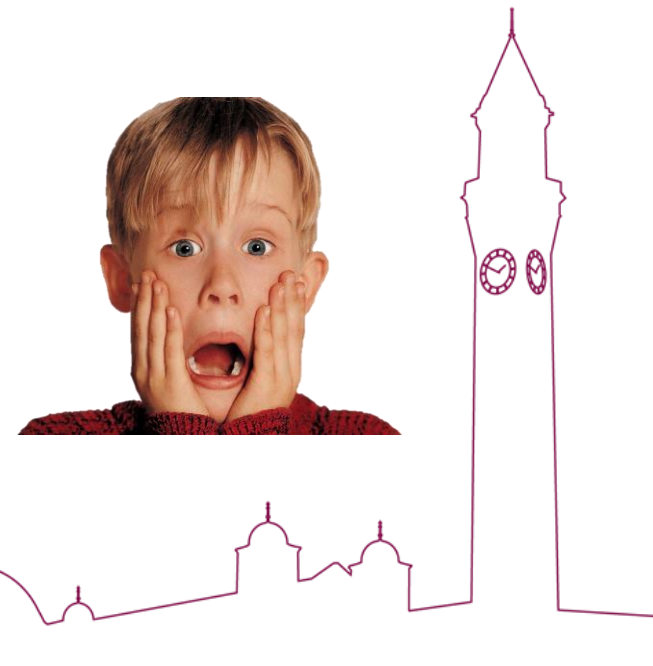


# Viral Advertising



# Findings

- Irony creates a “surprise effect”
- Hyperbole enhances this feeling
- Images engage the emotions more than words
- Figurative language works better at the beginning and the end





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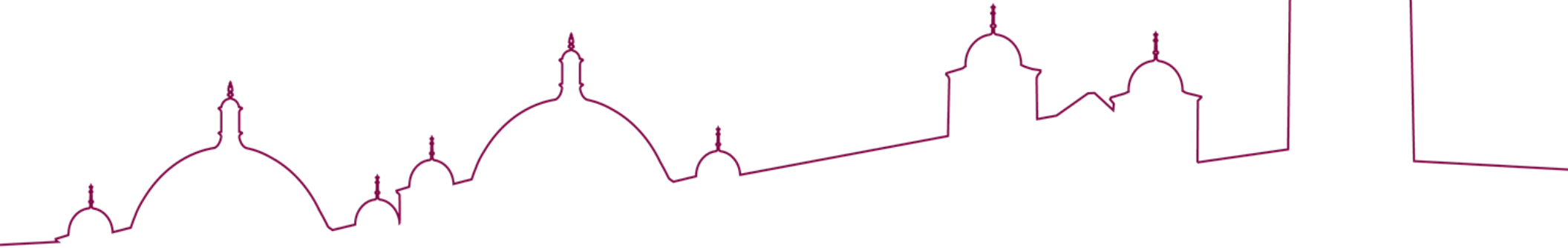
# Thank you!



[www.multimodalmetaphor.com](http://www.multimodalmetaphor.com)



[@MetaphorInAds](https://twitter.com/MetaphorInAds)



# Language in Business

Harnessing emotions to drive action



BIG CAT  
By Anthony Tattum, MD at Big Cat

@bigcatgroup

@anthonytattum



- Founded in 2000
- Birmingham & London
- Integrated marketing communications agency
- Advertising, PR, digital, branding
- Specialist in Retail, Food & Drink, Health & Tourism

# Using language strategically

- Advertising needs to generate an emotional response
- To craft and deploy an ad campaign we use a process
- This process is ‘creative strategy’
- Ensuring all future communications aligned

# Using language strategically

We must first develop an understanding of the challenge

## **THE MARKETING TASK**



BIGCAT

# Using language strategically

Build a deep understanding of the audience: their needs,  
wants, mindset

**THE CONSUMER INSIGHT**



# Using language strategically

Truly understand how the brand and how it delivers on the audience need

**THE BRAND INSIGHT**

# Using language strategically

This information is distilled to craft a single minded positioning statement

## **THE CREATIVE PROPOSITION**

cloggs

# CREATIVE BRIEF

CLOGGS  
BRAND & CREATIVE CAMPAIGN



## TASK

Create an emotional connection between Cloggs and their consumers.

## CONSUMER INSIGHT

I want my family & I to look good and feel comfortable. I have the money to spend, but not the time. So I'll use retailers who offer a range of quality brands and an efficient, reliable buying experience. I don't buy cheap, so I don't want to be buying twice.

## BRAND INSIGHT

Cloggs' curated range of high quality footwear provides enduring style & function for the whole family. This, plus their wealth of product knowledge and continual innovation makes them the destination for a quality footwear shopping experience.

## CREATIVE PROPOSITION

A lasting new shoes feeling.

## cloggs | step it up

Shoes from Cloggs are handpicked from the best brands. Whatever the style, the store offers guaranteed quality that's a cut above. To reflect that commitment, this creative route urges the audience to embrace higher standards. It encourages them to raise their game, to not sit back and settle for second best - but to reach for the quality of Cloggs and revel in it.

## CONCEPT 01\_AD CREATIVE

CLOGGS  
BRAND & CREATIVE CAMPAIGN

Big  
Cat



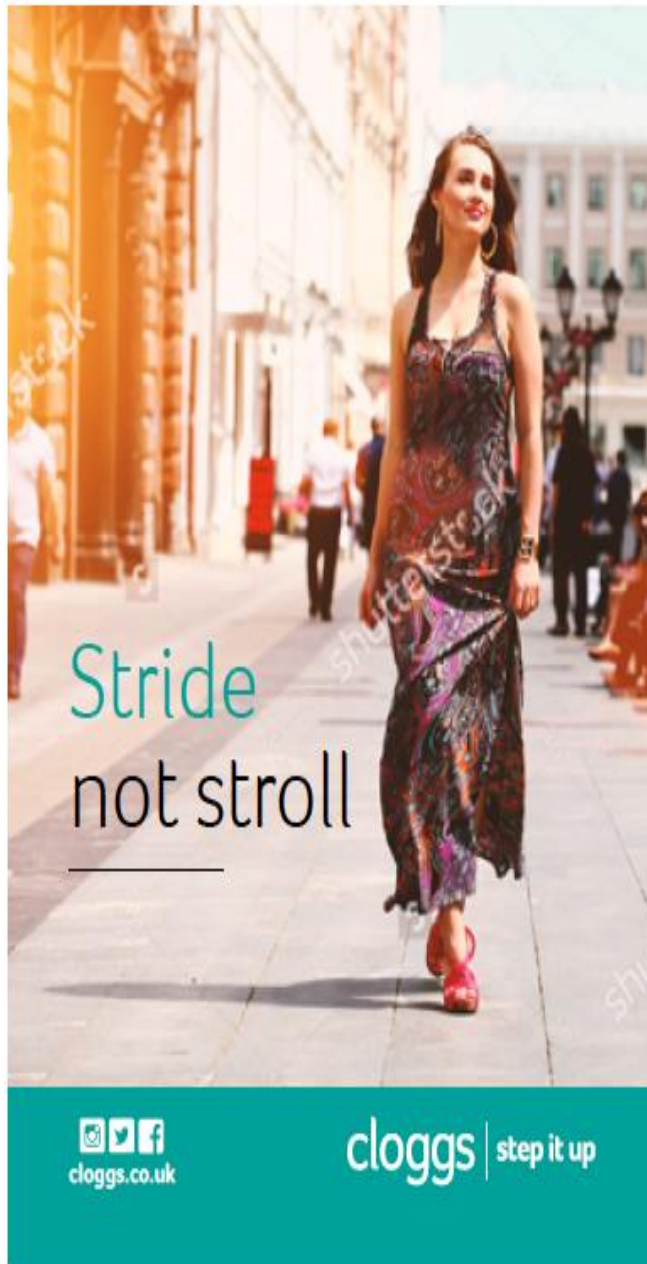
Aspirational images of everyday people looking and 'walking' their best sets the tone for **STEP IT UP**.

This creative route captures the beauty and feeling of wearing a pair of stylish yet comfortable shoes that make you feel amazing - that new shoes moment we all get every time we slip into a pair of Cloggs bought shoes.

## CONCEPT 01\_AD CREATIVE

CLOGGS  
BRAND & CREATIVE CAMPAIGN

Big  
Cat





# CONCEPT 01\_AD IN SITU

CLOGGS  
BRAND & CREATIVE CAMPAIGN

Big  
Cat







THE NATIONAL  
FOREST

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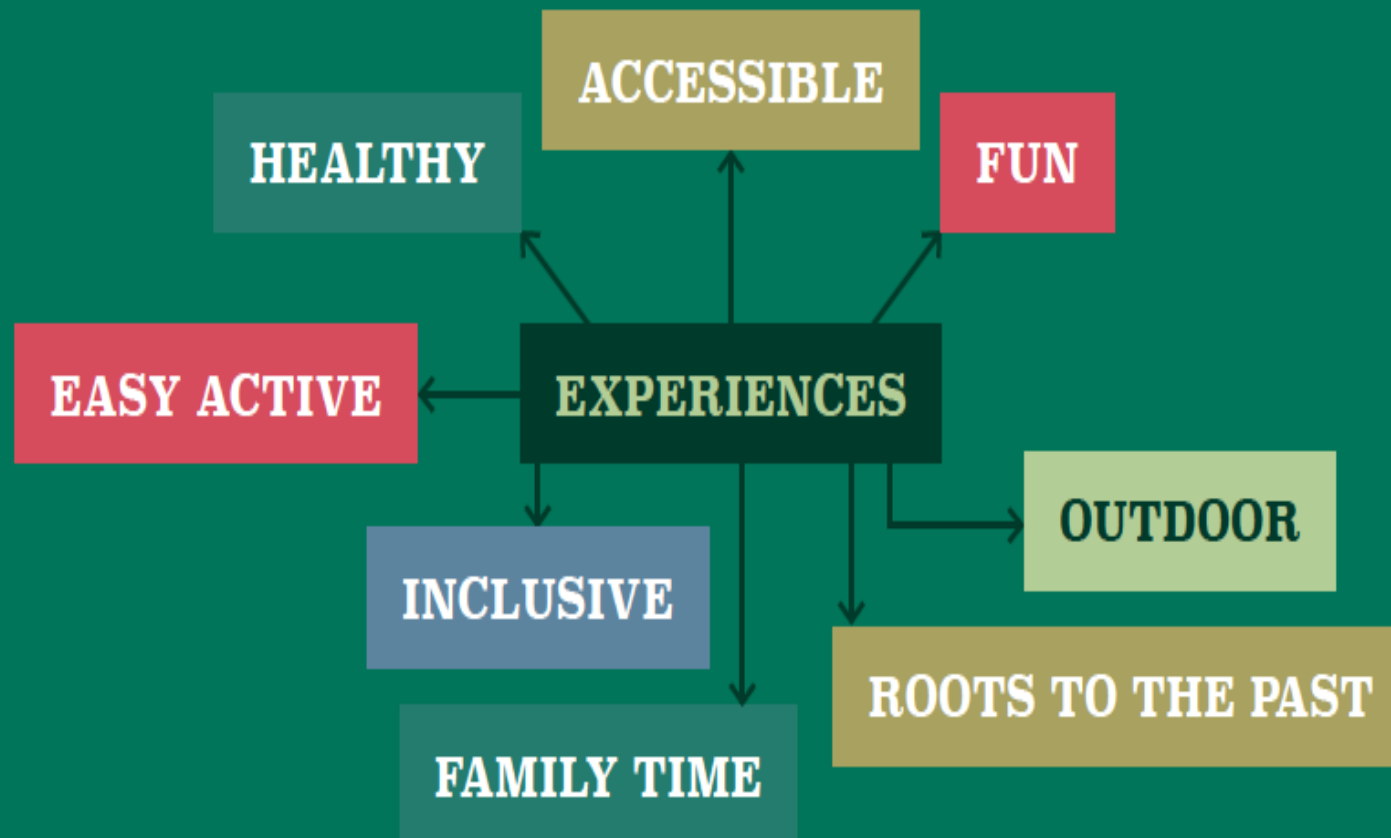
#FORESTLIFE

## What #forestlife stands for

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- #forestlife is about capturing unique emotions and experiences
- Positioning places as part of something bigger
- Feed the imaginations of potential visitors
- Life in the Forest is different – a visit will be enriching and rewarding
- Accompany communications that promote experiences relating to the essence

- The essence of #forestlife:



# Logo usage



[illegible]

# #forestlife blogs on visitnationalforest.co.uk

#####





BIGCAT

THE END.

@bigcatgroup

@anthonytattum

U

# And now Pitches

B



# U BizzInn B

# What are we?

**“A business incubator for innovative,  
high-tech companies with growth  
ambitions”**

# How do we help?

**Hot desks**

**Office facilities and services**

**Business advice and support**

**A community**

**Facilitate links to the University of Birmingham**

**Andrew Cruxton**  
**BizzInn Incubation Manager**

[a.cruxton@bham.ac.uk](mailto:a.cruxton@bham.ac.uk)

**0121 414 6132**

# Careers Network

Daniel Stone and Sarah Tasker  
Internships Officer and Placements Officer

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[s.tasker@bham.ac.uk](mailto:s.tasker@bham.ac.uk)

0121 414 8243 / 0121 415 1055



# WIDENING PARTICIPATION INTERNSHIPS

## **What we do**

Offer work experience and internships to students from disadvantaged backgrounds

## **What we offer**

Access to talented young people without 'networks' to get internships

## **What we need**

Companies who have the capacity to take interns or offer work experience

## **Our USP**

A chance to make a difference to someone's future employability

# SANTANDER MATCH-FUNDING SCHEME

## **What we do**

Give SMEs the chance to find and 'test out' talented graduates

## **What we need**

Companies seeking to hire graduates

## **What we offer**

10-week match funded internships

## **Our USP**

Match funding: £1500 each over ten weeks

# PROFESSIONAL DEVELOPMENT MODULE

## What we do

Professional development of final year UGs through accredited work experience

## What we offer

- Creative & innovative students with strong analytical & research skills
- Projects tailored to real business needs
- Meet CSR targets

## What we need

Short-term summer placements: minimum 40 hours duration, paid or unpaid

## Our USP

Dedicated Placements Team:

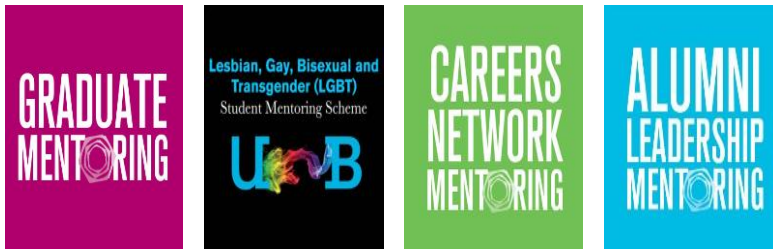
- creates bespoke opportunities
- advertises to students
- collates applications
- offers support throughout



# MENTORING

## What we do

Offer 4 mentoring schemes to students



## What we offer

- Enhance professional development
- Gain new perspective
- Rewarding – support students to reach their full potential
- Raise your company profile to our bright students

## What we need

Mentors!

Benefits for students:

- Gain insight into a career/sector
- Build confidence
- Sound out ideas about their future
- Advice on developing skill set

## Our USP

Tailored mentoring schemes where students can learn from a mentor who has experience in the sector they are interested in.

Thank you!

