University of Birmingham Business Club
Breakfast Briefing

‘Examining Language in Business ’
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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)

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

(McQuarrie and Mick, 1999; 2003)
Why does metaphor work?

- Triggers indirect evaluation
- Invites inferencing
- Activates shared knowledge

(Stayman and Kardes, 1992; Kahneman et al., 1991)
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

(Boulenger, Hauk, & Pulvermüller, 2009; Lacey et al; Citron and Goldberg, 2016)
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
Attractive power.
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
Thank you!

www.multimodalmetaphor.com

@MetaphorInAds
Language in Business

Harnessing emotions to drive action

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
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
**CREATIVE BRIEF**

**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.
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.
Glide, not walk

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

Stride not stroll

Swagger not slouch

cloggs step it up
CONCEPT 01_AD IN SITU
What #forestlife stands for

- #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:

- Accessible
- Fun
- Easy Active
- Inclusive
- Family Time
- Outdoor
- Roots to the Past
Logo usage

Close to
THE NATIONAL FOREST

In
THE NATIONAL FOREST

#forestlife
THE NATIONAL FOREST
#forestlife
brand toolkit

A user-friendly ‘Brand Toolkit’ was produced, providing an introduction to the concept and guidance on how businesses can use #forestlife in their own communications. This toolkit was also presented to a variety of partner organisations, accommodation and attractions (members of #forestlife), including an introduction to #forestlife and the rationale behind its conception.
#forestlife blogs on visitnationalforest.co.uk
THE END.

@bigcatgroup  @anthonytattum
And now Pitches
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
0121 414 6132
Careers Network

Daniel Stone and Sarah Tasker
Internships Officer and Placements Officer

d.n.stone@bham.ac.uk
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 need
Companies who have the capacity to take interns or offer work experience

What we offer
Access to talented young people without ‘networks’ to get internships

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

What we offer
• Creative & innovative students with strong analytical & research skills
• Projects tailored to real business needs
• Meet CSR targets

Our USP
Dedicated Placements Team:
• creates bespoke opportunities
• advertises to students
• collates applications
• offers support throughout
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!