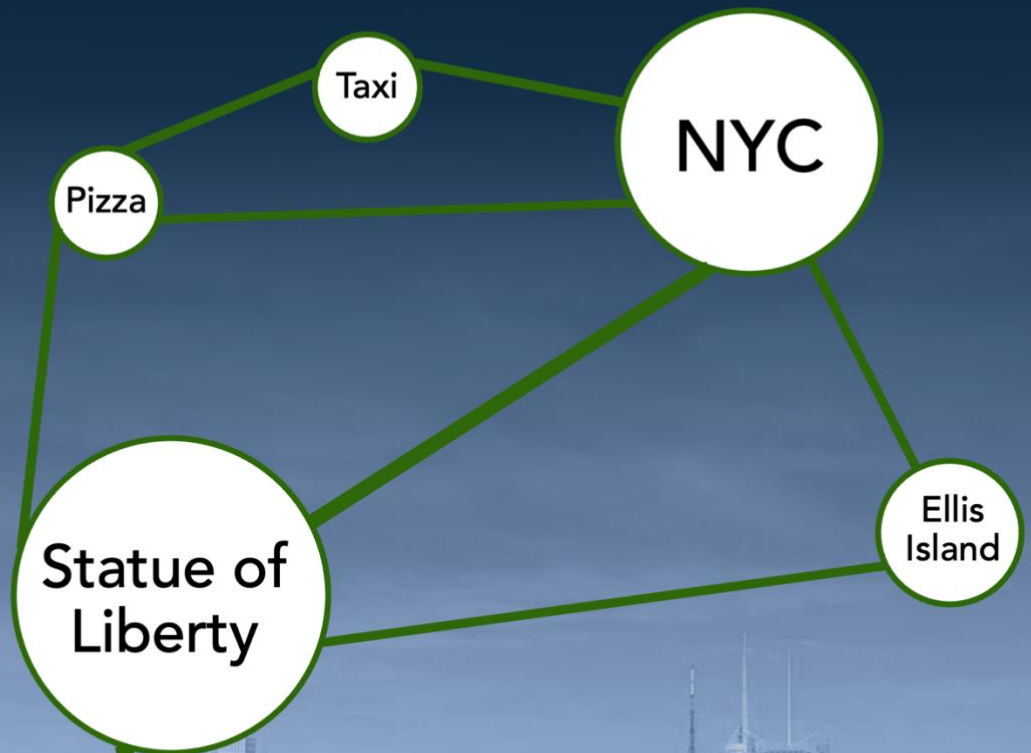


Combining Semiotics with Data Science



Using Semantic Networks to Quantify Brand Meaning

Combining Semiotics with Data Science

Using Semantic Networks to Quantify Brand Meaning

By *Michael R. Haupt, PhD* and *Sheri Harris, MSJ*

Executive Summary

When researchers collect text data from open-ended survey questions or social media, the results are usually treated as supplementary. Researchers might extract a few representative quotes, but many miss the opportunity to gain actionable insights from analyzing consumer voices in-depth. Unfortunately, written text is an overlooked data source, despite the recognized value of unaided responses and hearing what people have to say in their own words. By combining advanced data science techniques with a semiotic lens, text can reveal nuanced insights into how consumers mentally organize brand concepts and associations that drive engagement.

Semantic networks make it possible to represent how consumers think about a brand and make actionable insights from text data. These networks map the architecture of consumer associations by representing words as nodes and co-occurrences as connections. Based in Graph Theory, semantic networks provide metrics that quantify semiotics, which can reveal: concepts that are central to brand identity, how brand associations change through time, and how the meaning of your brand overlaps with and differentiates from competitors.

This white paper explains how **Haupt Data Insights (HDI)** and **Elevancy** apply semantic network analysis to open-ended survey responses and social media data, transforming unstructured text into empirical findings about brand semiotics. We detail the methodology, demonstrate applications across brand strategy challenges, and show how merging semiotics with data science can extract meaningful insights from authentic language.

TABLE OF CONTENTS

Click on titles to redirect to each section

The Problem with Unstructured Text Data

- Why Text Data Gets Overlooked
- What Gets Lost
- Quantifying Semiotics: Meaning as Measurable Structure

What are Semantic Networks?

- Extracting Semantic Networks
- Asking the Right Questions in Surveys
- Quantifying Meaning: Graph Theory Metrics

Strategic Applications: From Metrics to Decisions

- Brand Positioning Assessment
- Messaging Strategy Development
- Brand Architecture Decisions
- Campaign Effectiveness Measurements

Our Research Expertise

- From Analysis to Action
- Role of Qualitative Research in Semantic Brand Strategy
- Our Process: From Open Responses to Strategy
- Why This Matters: The Strategic Value of Semantic Nuance

Conclusion: Measuring What Matters Most

- About Haupt Data Insights & Elevancy



The Problem with Unstructured Text Data

Survey research relies heavily on structured questions such as rating scales and rankings while traditional KPIs from social media analyses focus on engagement metrics such as upvote and like counts. These formats are useful because they produce tidy data points amenable to statistical analysis. Open-ended questions and text from social media posts are messier. Respondents and online users use their own words, express ideas idiosyncratically, and provide varying amounts of detail. The resulting text data requires extra work before useful insights can be mined.

Why Text Data Gets Overlooked

Despite being the most direct source for hearing authentic voices from consumers, text data from open-ended questions and social media typically receive superficial treatment. This is mainly due to:

Manual Coding Limitations: Traditional content analysis requires researchers to read responses, develop coding categories, and manually classify text. This process is time-consuming, subjective, and doesn't scale. With hundreds or thousands of responses, comprehensive coding becomes impractical. This is particularly true for social media, where a single brand mention can generate thousands of posts daily, many containing irrelevant content, spam, or off-topic discussions.

Word Cloud Shortcomings: The most common quantitative analysis simply counts word frequency and displays results as word clouds. While visually appealing, word clouds provide minimal insight. They ignore context, miss relationships between concepts, and offer no ability to compare semantic structures systematically, resulting in a superficial representation of what people are saying.

Biased Quote Mining: Analysts extract representative quotes that support predetermined narratives. This cherry-picking approach misses broader patterns and can reinforce biases rather than revealing consumer reality.

Being Considered the 'Poor Man's Insight': Because text data resists traditional quantification, it gets positioned as secondary to 'real' (quantitative) findings. The richest consumer voices become decorative anecdotes rather than primary evidence for brand decisions.

Unfortunately, organizations invest in collecting authentic language from the public, then fail to extract its full strategic value.

What Gets Lost

When text data receive only superficial analysis, important nuances remain hidden such as:

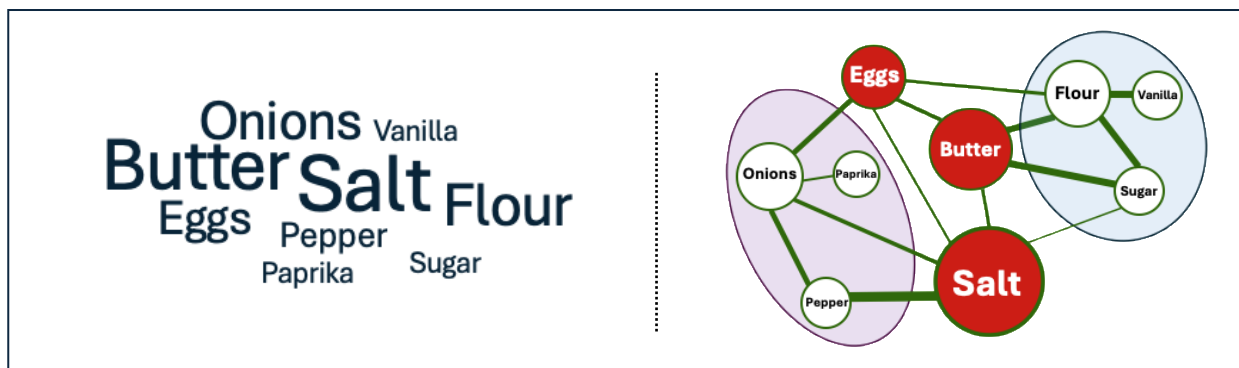
Context and Ambiguity: The meaning of a word is notoriously context-dependent. The same word can carry different meanings across communities, where slang, idioms, sarcasm, and platform-specific conventions (e.g., like vs upvote) make interpretation challenging. For example, a phrase like "this product is sick" could mean enthusiasm or criticism depending on context.

Central vs. Peripheral Concepts: Consumers don't think in isolated words, they think in networks of connected concepts. Some concepts are central to brand perception and are connected to many other ideas. There are also peripheral concepts, which are mentioned occasionally but disconnected from core brand meaning. Word clouds can't account for when a term is connected to other highly connected terms vs being a stand-alone concept.

Brand Coherence: Strong brands have tightly integrated meanings where associations reinforce each other. Weak brands have fragmented meanings where associations don't cohere. Analyses based on word counts alone do not capture whether a brand is defined clearly in people's minds.

Competitive Semantic Positioning: How does your brand compare to the competition? Do you own distinct semantic space, or do your associations overlap with competitors? What concepts are table stakes across brands vs what are unique associations for your brand? These questions require answers with a level of nuance not obtainable by traditional analyses.

Word Clouds only show you what ingredients are used most.



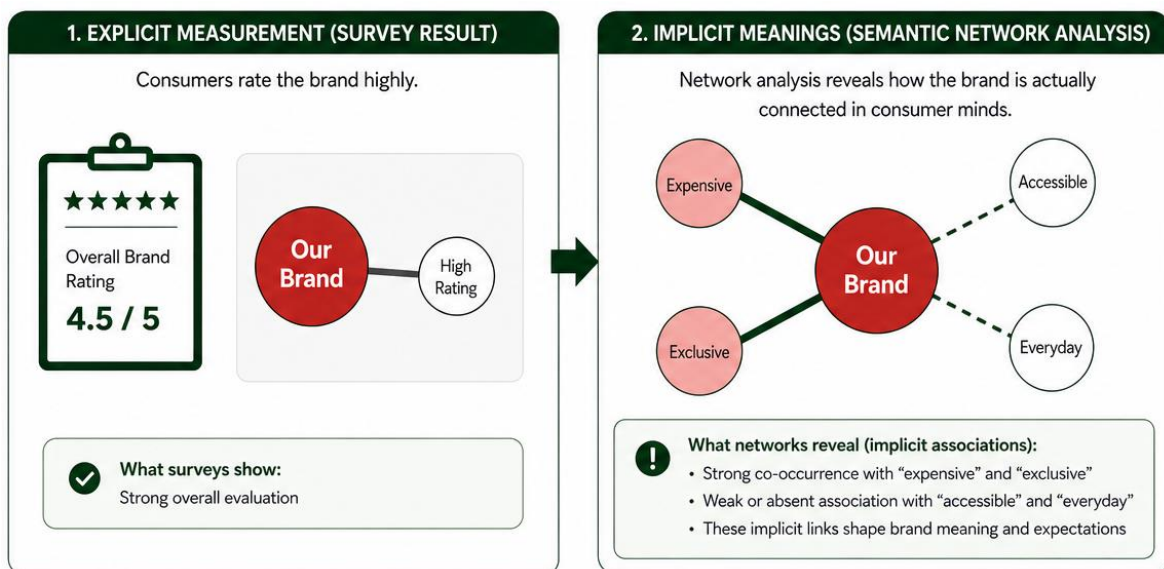
Semantic Networks show you which ingredients are used together and what's **most important across recipes**

A semiotic approach is needed to account for these nuances, which require an understanding of subtle differences in word meanings. Semantic networks, when interpreted with a semiotic lens, provide an in-depth view of brand meaning and can be fundamental to guiding strategic positioning.

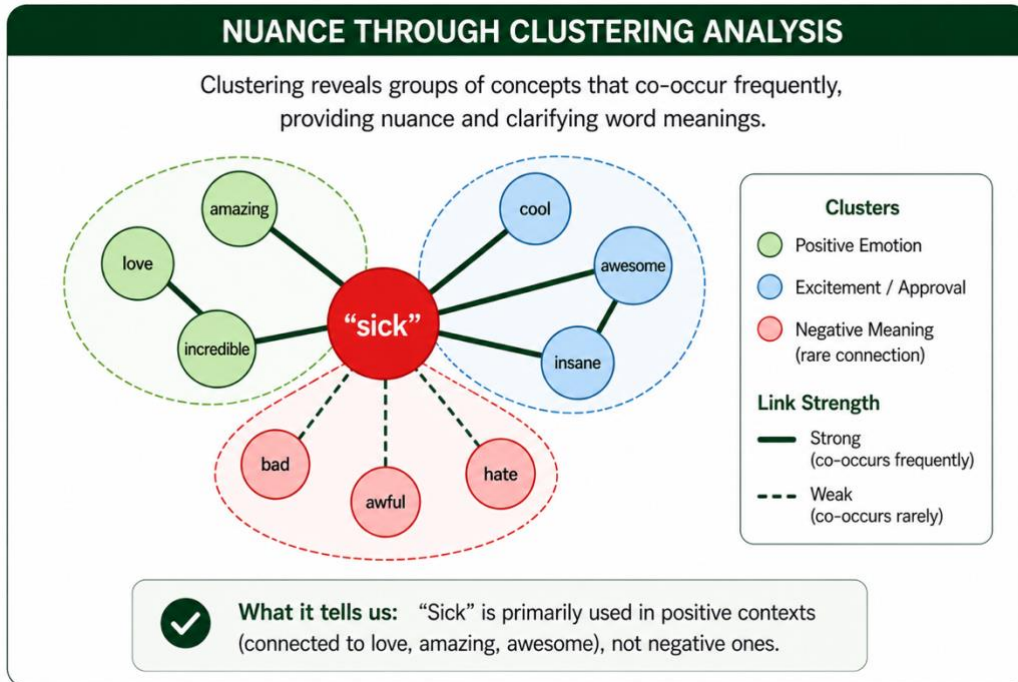
Quantifying Semiotics: Meaning as Measurable Structure

Semiotics—the study of signs, symbols, and meaning—has traditionally been qualitative and interpretive. Skilled semioticians analyze brand communications, decode cultural meanings, and provide rich insights about symbolism and signification. However, semiotic analysis has resisted quantification, making it difficult to systematically compare semantic meaning. Fortunately, with advancements in text analysis and natural language processing (NLP), it is now possible to provide empirical evidence that strengthen semiotic insights. Semantic networks converge semiotic theory with computational methods in the following ways:

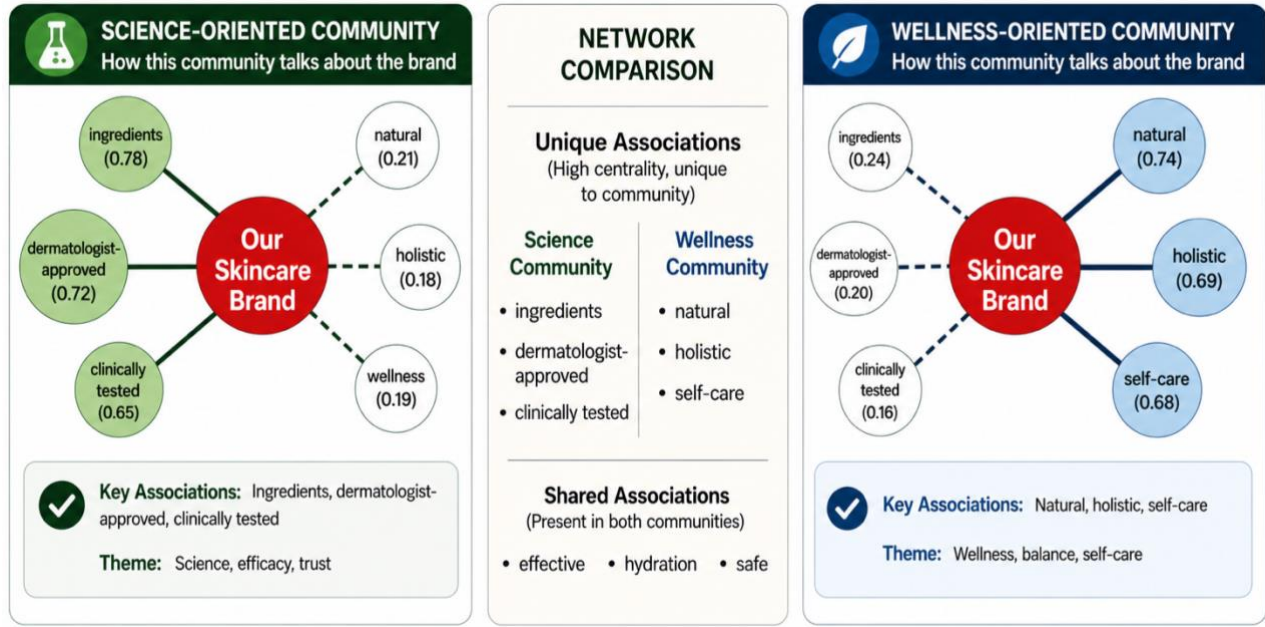
Revealing Implicit Meanings: Semiotics emphasizes that meaning arises from relationships between signs, not from signs in isolation. Semantic networks operationalize this principle, where meaning is captured in network structure and not just node presence. Most notably, semantic networks reveal implicit associations consumers may not explicitly articulate. For example, while survey respondents might rate a brand highly on a ranking scale, network analysis might show that the brand name consistently co-occurs with "expensive" and "exclusive" but rarely with "accessible" or "everyday"—revealing implicit associations that direct questioning would miss. These network structures expose the underlying conceptual schemas organizing consumer thinking, including potentially problematic associations that could undermine brand strategy.



Quantified Importance & Nuance: Centrality metrics quantify which concepts are core associations for a brand. These metrics reveal not just what consumers talk about, but which ideas serve as conceptual hubs that organize thinking and drive engagement. Clustering analysis also reveals thematic organization that can clarify word meanings. For instance, if "sick" consistently co-occurs with positive terms like "amazing" or "love" within a network, then the analysis reveals it has a positive meaning. This nuance is crucial when interpreting findings from text analysis.



Comparative Semiotics: Network metrics enable objective comparison of meaning structures across brands, categories, or time periods. These analyses can identify unique brand associations and track how brand identity evolves over time. Semantic networks also reveal how communities actually use language together. For example, a skincare brand might be discussed in terms of "ingredients" and "dermatologist-approved" in science-oriented communities, while wellness communities use words like "natural" and "holistic." Semantic networks excel at identifying community-specific vocabularies, associations, and influential concepts, which enables targeted messaging that speaks to each segment in their own voice.



Semantic network analysis doesn't replace interpretive semiotics, it extends it. Network metrics reveal patterns while semiotic theory guides which network features to examine and how to interpret them strategically.

What Are Semantic Networks?

Semantic networks represent knowledge as graphs where nodes are concepts (words) and ties are relationships (co-occurrences). This approach has deep roots in cognitive science, where researchers use semantic networks to model how humans organize knowledge in memory. Semantic networks are similar to popular AI agents such as ChatGPT and Google Gemini, where language processing is based on the co-occurrence of words within a text. While AI agents are infamous for being "black box" on how they process information, semantic networks make consumer associations transparent by visualizing brand meaning. When converting text into a network, the basic structure is as follows:

- Each unique word becomes a node
- When two words appear together in the same response, an edge connects them
- Edge weights reflect co-occurrence frequency—words that appear together often have stronger connections

Words that are **used together often** form **strong ties**



The resulting network reveals structure invisible in word lists: which concepts cluster together, which serve as bridges between idea clusters, which are central versus peripheral to brand meaning.

Extracting Semantic Networks

Social Media Discourse

Brand perception evolves rapidly on social media, where a product launch, competitor announcement, or viral incident can dramatically shift how consumers discuss a brand. Fortunately, semantic networks can quantify the virtual zeitgeist so you can read how your brand's perceptions shift in the public eye. Specifically, networks can be extracted from posts on platforms such as X, Instagram, Reddit, and TikTok to track the reputation of your brand and competitors. This temporal analysis reveals when new concepts enter discourse, how quickly associations form or dissolve, and which events trigger fundamental shifts in brand perception. See HDI's white paper on [social listening](#) for further details on gaining strategic insights from social listening data.

Asking the Right Questions in Surveys




We adapt word association tests from psychology when extracting networks from open-ended survey responses. Similar to the famous Rorschach test where people describe what comes to mind when looking at an inkblot, our word association tasks reveal unconscious associations towards textual or visual stimuli such as taglines, logos, or images.

Word association represents a direct, efficient technique for accessing unconscious associations. By asking 'What words come to mind when you see this logo?' or 'What associations do you have with [brand name]?', we access automatic, pre-conscious associations rather than considered evaluations. These immediate responses reveal authentic brand meanings in consumers' minds that can be transformed into higher-level insights using semantic networks.

Imagery also plays a critical role as a stimulus for eliciting richer and more implicit associations. This is because images represent dense semiotic systems which activate implicit, culturally encoded, and emotionally grounded associations that may not be accessible through verbal prompts alone. They capture pre-conscious meaning structures that more closely reflect how brands are encoded in memory.

When meaning structures are represented as semantic networks, the results often reveal underlying meanings and emotionally inflected associations evoked by images. The networks reflect not only what consumers say about brands, but how they visually and symbolically interpret them in context, which is essential for informing brand strategy, identity systems, creative development, and communication design.

Test if visuals evoke associations that **align with your brand**.

<p>What words or phrases come to mind when you see this logo?</p> 	<p>If this brand was a person, what words would you use to describe its personality?</p> 	<p>What are the first two or three words/phrases that come to mind when you see this image?</p> 
---	--	--

Our survey questions take several forms depending on research objectives:

- **Logo & Image Associations:** Showing brand logos/images and asking 'What comes to mind?' reveals what meanings consumers extract from brand symbols and related imagery.
- **Brand Name Associations:** Asking associations with brand names reveals semantic territories brands occupy in consumers' minds independent of visual elements.
- **Category Associations:** Asking what comes to mind for product categories (e.g., 'electric vehicles,' 'project management software') reveals category semantic structure and where brands fit within it.
- **Concept Associations:** Testing associations with specific concepts (e.g., 'innovation,' 'sustainability,' 'luxury') reveals how consumers understand these ideas and whether your brand connects to them.
- **Guide Ad Design:** Make sure marketing content aligns with your brand platform by ensuring images evoke the right associations.

The key is asking for immediate, automatic associations based on the understanding of consumers directly rather than relying on predetermined lists of terms.

Quantifying Meaning: Graph Theory Metrics

Once semantic networks are constructed from text data, graph theory provides powerful tools for quantitative analysis. These metrics transform network structure into measurements that address strategic questions.

Clustering: Revealing Thematic Structure

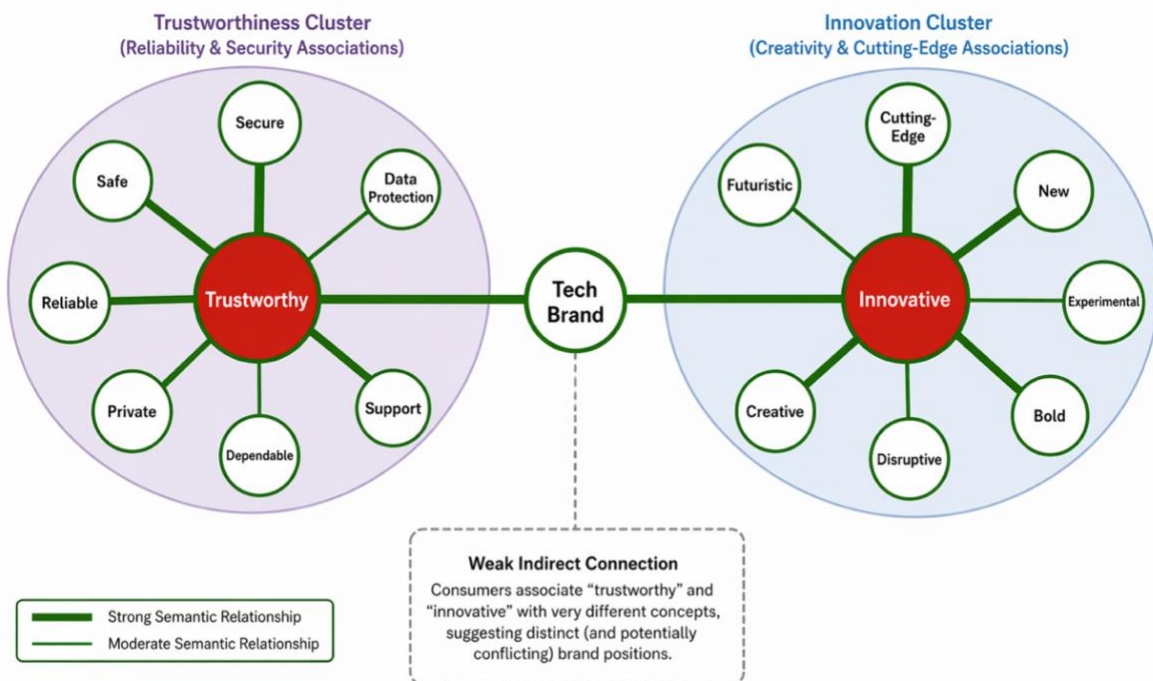
Community detection algorithms identify clusters of tightly connected concepts within larger networks. These clusters reveal thematic structure in consumer associations:

Distinct Meaning Clusters: Strong brands often show multiple distinct association clusters, reflecting different facets of brand identity that are each internally coherent. A technology brand might have separate clusters around 'innovation,' 'reliability,' and 'user experience,' each with its own associated concepts.

Semantic Coherence: The strength of clustering indicates how organized brand associations are. Weak clustering suggests fragmented, incoherent brand meaning. Strong clustering indicates well-defined semantic territories.

Unexpected Connections: Clustering analysis can reveal surprising association patterns—concepts that cluster together in consumers' minds despite not appearing together in brand communications.

Example application: A tech brand might discover that 'trustworthy' and 'innovative' cluster with entirely different concepts in consumers' minds, suggesting these attributes represent distinct (and potentially conflicting) brand positions.



Centrality: Identifying Core Brand Concepts

Centrality metrics identify which concepts are most important in brand semantic networks. Multiple centrality measures capture different aspects of importance:

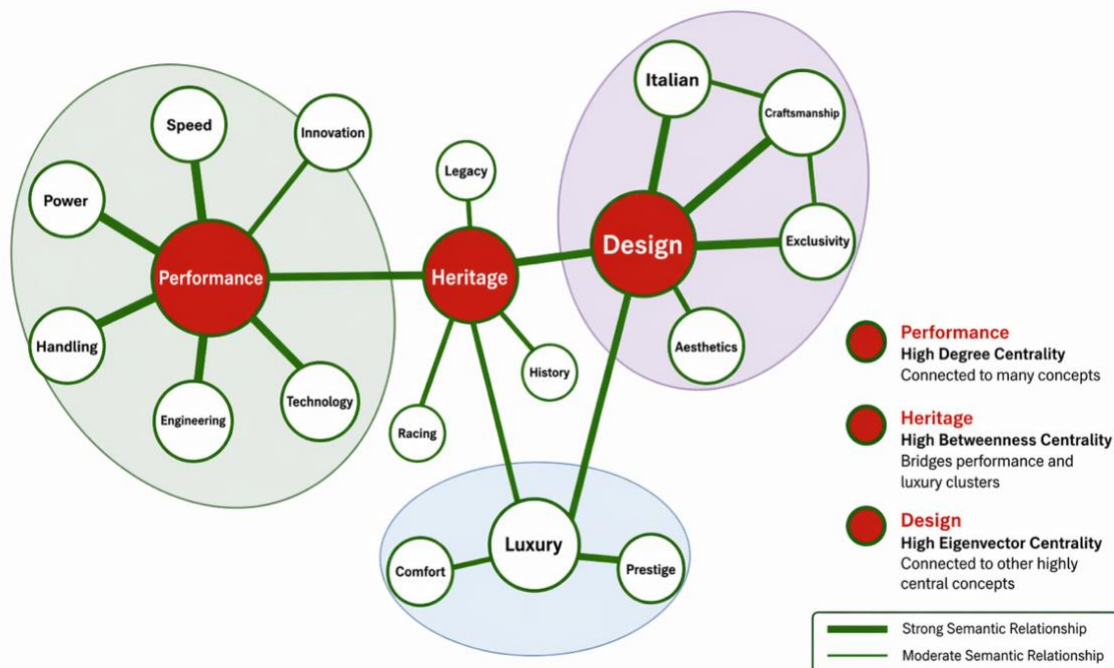
Degree Centrality: Counts how many other concepts connect to a given word. High degree centrality indicates concepts that appear with many other associations—these are integrative ideas central to brand meaning.

Eigenvector Centrality: Weights connections by the importance of connected concepts. A concept is central not just because it has many connections, but because it connects to other important concepts.

Betweenness Centrality: Measures how often a concept appears on shortest paths between other concepts. High betweenness indicates 'bridge' concepts that connect otherwise separate idea clusters.

Example application: A luxury automotive brand's semantic network might show 'performance' with high degree centrality (connected to many concepts), 'heritage' with high betweenness centrality (bridging performance and luxury clusters), and 'design' with high eigenvector centrality (connected to other highly central concepts like 'Italian,' 'craftsmanship,' and 'exclusivity').

Luxury Automotive Brand Semantic Network

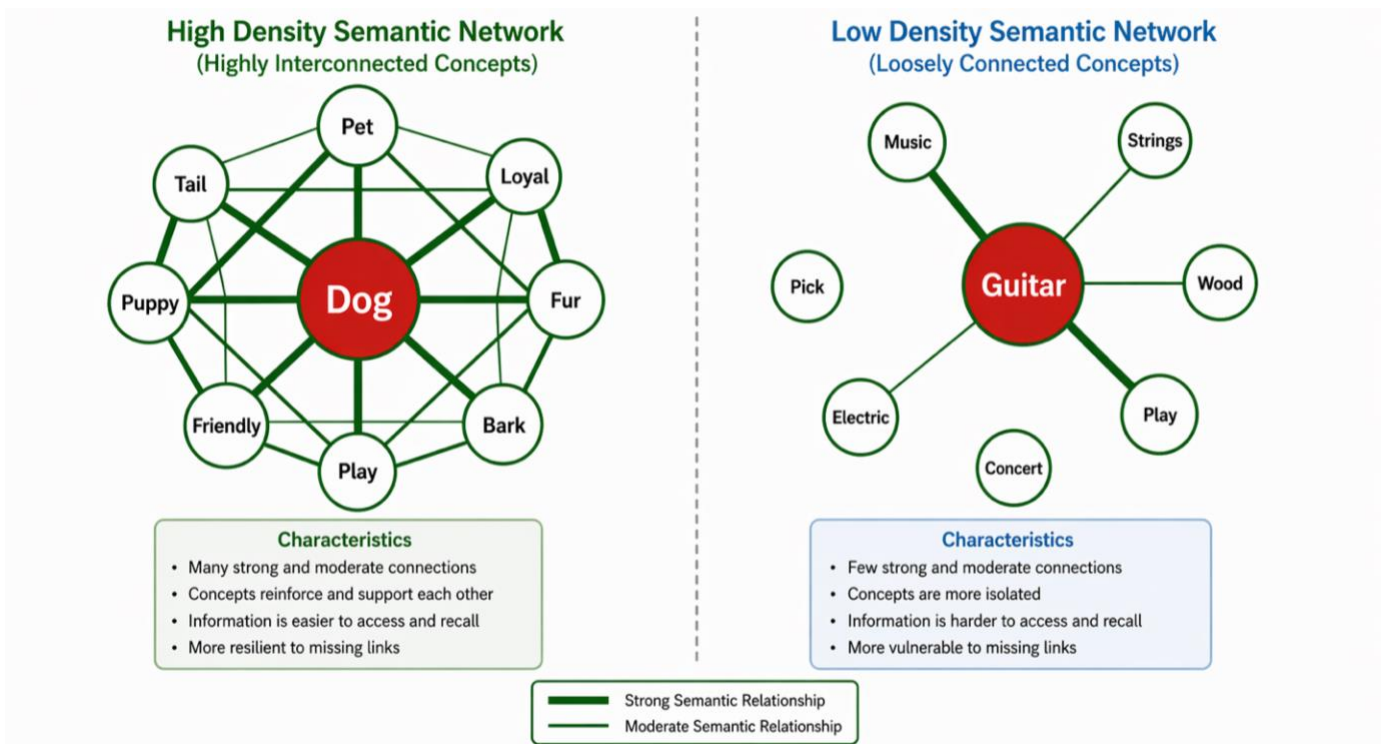


These results provide valuable insights for ad campaigns. For communications geared to general audiences that are not familiar with your brand, then words with high **degree centrality** are well-suited as they reflect popular yet more shallow perceptions. If the goal is to reinforce the brand’s core identity, then words with high **eigenvector centrality** should be emphasized since they reflect deeper semantic meanings associated with the brand. For campaigns looking to evoke associations between multiple thematic clusters (in this example “Luxury” and “Performance”), then words with high **betweenness centrality** can bridge associations between core pillars of the brand identity.

Density and Entropy: Measuring Semantic Diversity

Network Density: The proportion of actual connections relative to possible connections. High density indicates tightly integrated brand meaning where many concepts connect to each other. Low density suggests fragmented associations.

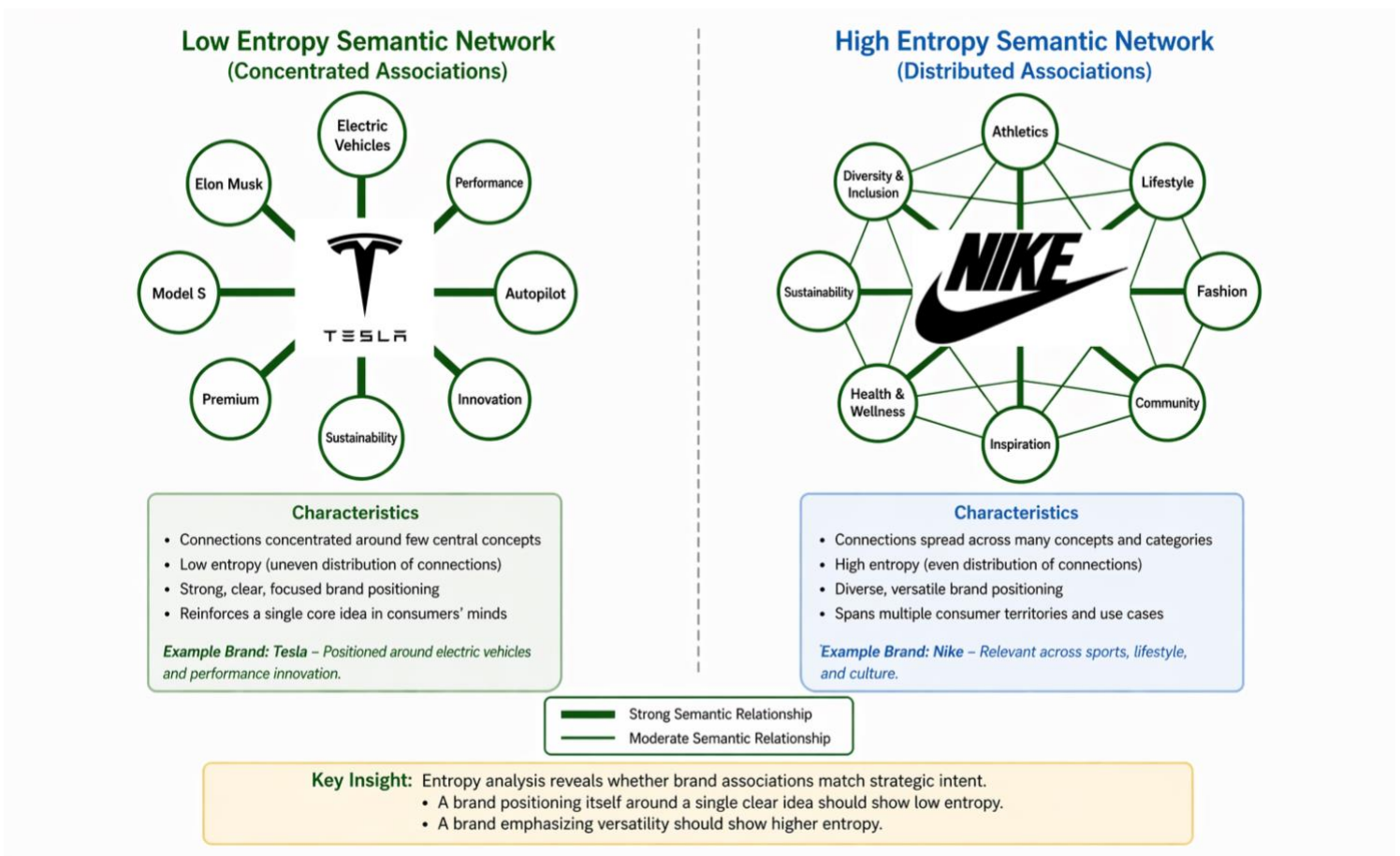
Density quantifies brand meaning strength. Strong brands have higher density and clustering—their associations form integrated networks rather than loose collections of unrelated attributes.



Network Entropy: Measures how evenly distributed connections are across concepts. Low entropy indicates concentrated associations around a few central concepts. High entropy indicates diverse, distributed associations across many concepts.

Neither high nor low entropy is inherently better—the optimal level depends on brand strategy. Focused brands might want low entropy (strong concentration around core concepts). Diversified brands might want higher entropy (associations spanning multiple distinct territories).

Entropy analysis reveals whether brand associations match strategic intent. A brand positioning itself around a single clear idea should show low entropy. A brand emphasizing versatility should show higher entropy.



Strategic Applications: From Metrics to Decisions

Semantic network analysis addresses concrete brand strategy challenges:

Brand Positioning Assessment

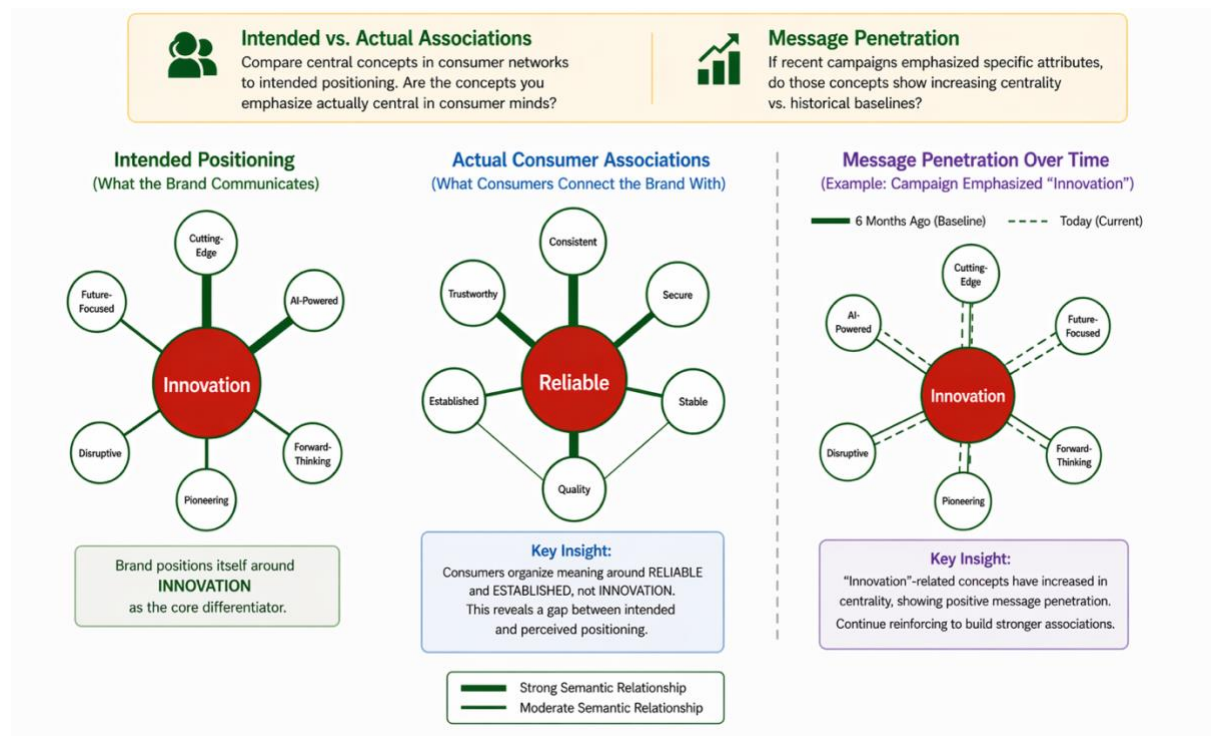
Understanding current brand position requires knowing what meanings consumers actually associate with your brand, not just what you communicate:

Position Clarity: High network density and low entropy indicate clear, focused positioning. Low density and high entropy suggest unclear or unfocused positioning.

Intended vs. Actual Associations: Compare central concepts in consumer networks to intended positioning. Are the concepts you emphasize in communications actually central in consumer minds? Or do consumers organize brand meaning around different concepts?

Message Penetration: If recent campaigns emphasized specific attributes, do those concepts show increasing centrality in current networks compared to historical baselines?

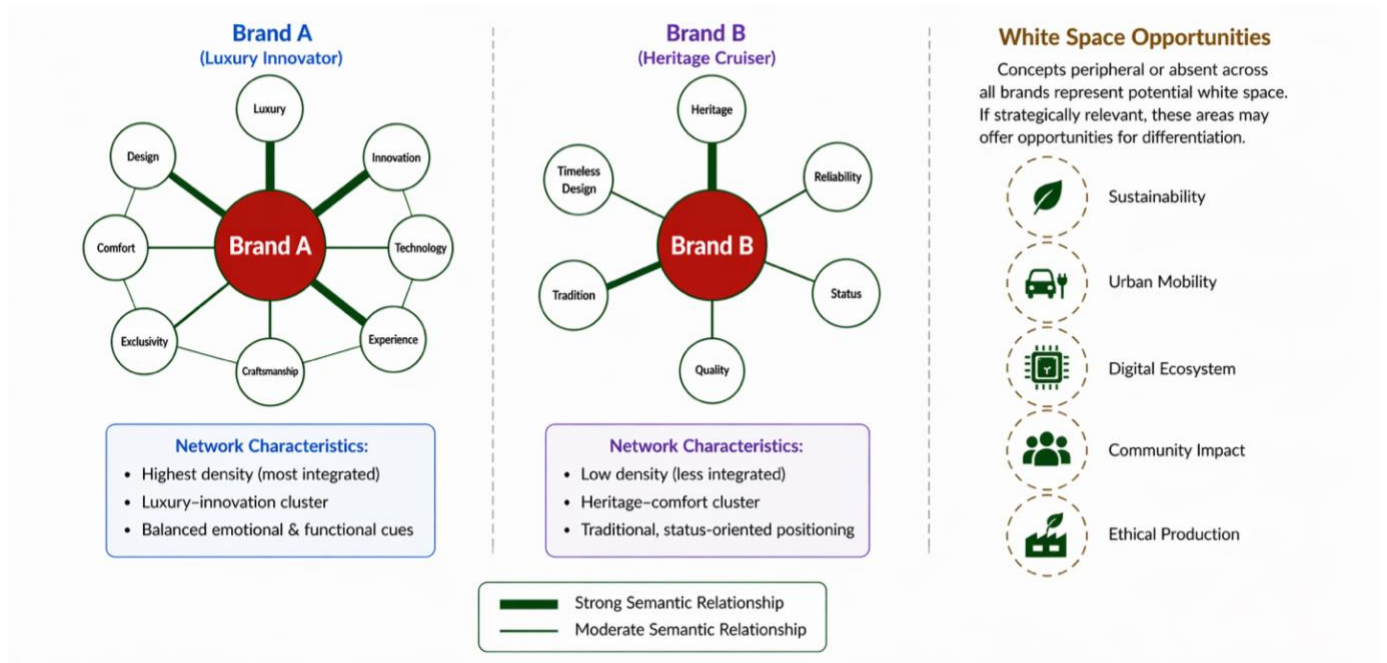
Example application: A B2B software company positioned around 'innovation' might discover that 'reliable' and 'established' are far more central in consumer semantic networks—revealing a gap between intended and perceived positioning.



Structural Differentiation: Beyond individual concepts, compare network structures. Do you have higher density (more integrated meaning)? Different clustering patterns (different thematic organization)? These structural differences indicate fundamental positioning distinctions.

White Space Identification: Identify concepts that are peripheral or absent in all networks—potential opportunities for differentiation if strategically relevant.

Example application: In the premium automotive category, analyzing semantic networks for multiple brands might reveal that 'performance' is highly central across all brands (no differentiation), while 'sustainability' is peripheral for all competitors (opportunity for unique positioning).



Messaging Strategy Development

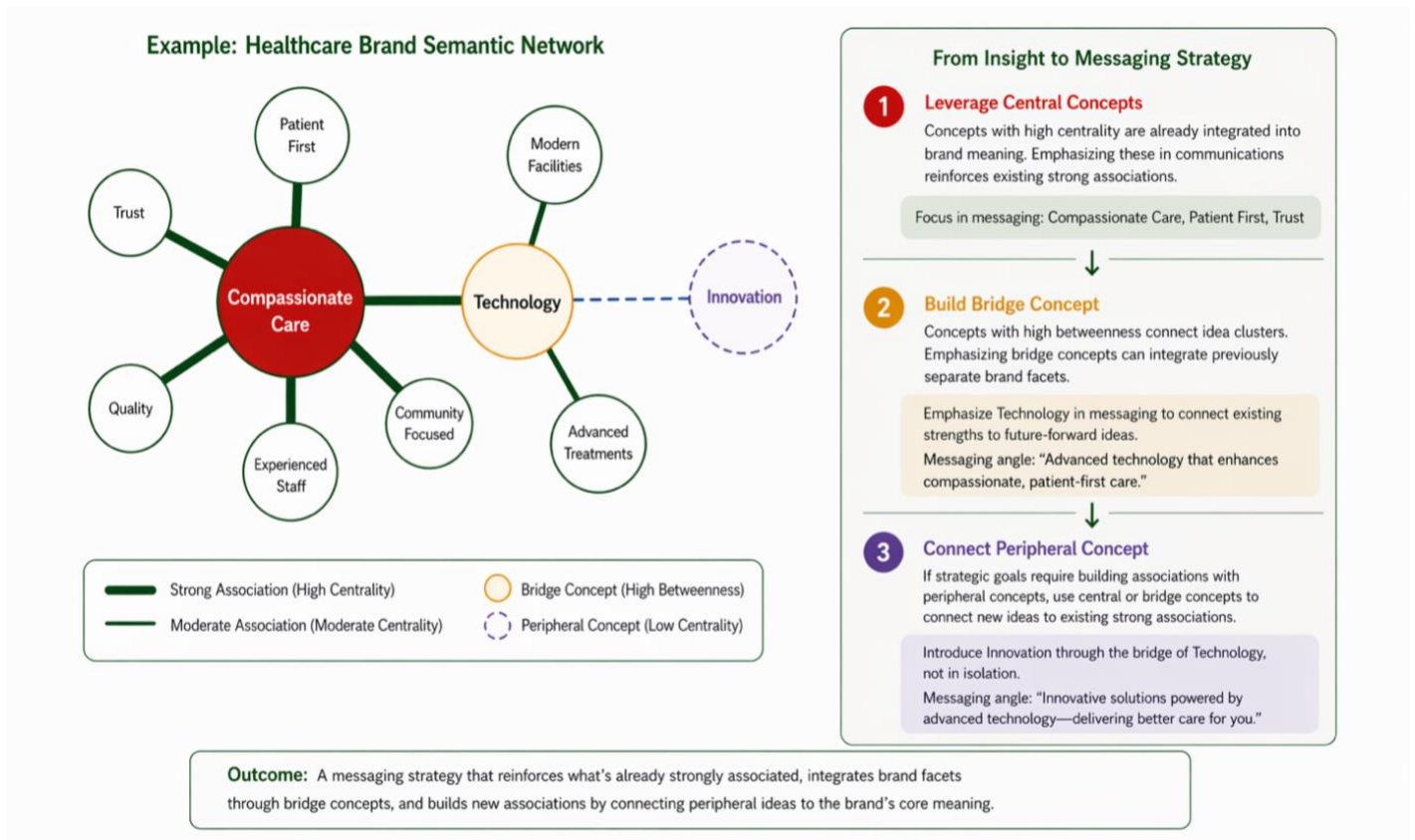
Semantic networks inform how to communicate more effectively:

Leverage Central Concepts: Concepts with high centrality are already integrated into brand meaning. Emphasizing these in communications reinforces existing strong associations.

Build Bridge Concepts: Concepts with high betweenness connect idea clusters. Emphasizing bridge concepts in messaging can integrate previously separate brand facets.

Connect Peripheral Concepts: If strategic goals require building associations with currently peripheral concepts, semantic networks reveal which central concepts could serve as bridges. Connect new ideas to existing strong associations rather than introducing them in isolation.

Example application: If a healthcare brand wants to build associations with 'innovation' (currently peripheral), network analysis might reveal that 'technology' has moderate centrality and connects to both existing central concepts and 'innovation.' Messaging could emphasize technology as a bridge to build innovation associations.



Brand Architecture Decisions

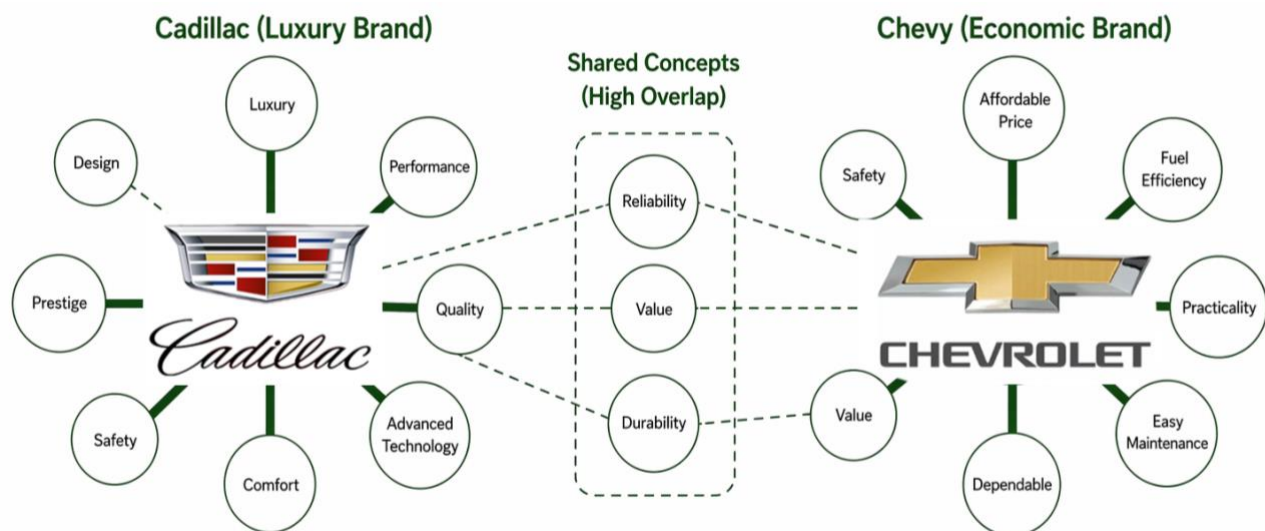
For organizations managing multiple brands or sub-brands, semantic network analysis reveals relationships between brand meanings:

Semantic Overlap: Do sub-brands have distinct semantic structures, or do they show high overlap? High overlap might indicate insufficient differentiation or opportunities for consolidation.

Brand Extension Fit: When considering brand extensions, compare the extension category's semantic network to your brand's network. High overlap suggests natural fit; low overlap indicates potential for confusion or dilution.

Portfolio Gaps: Analyze semantic networks for all brands in your portfolio. Identify semantic territories not covered by any current brand—potential opportunities for new brands or repositioning.

Example application: A automobile company with multiple brands (e.g., General Motors) might discover that their 'luxury' (i.e., Cadillac) and 'economic' (Chevy) brands have unexpectedly high semantic overlap, suggesting the portfolio doesn't effectively segment the market.



Campaign Effectiveness Measurement

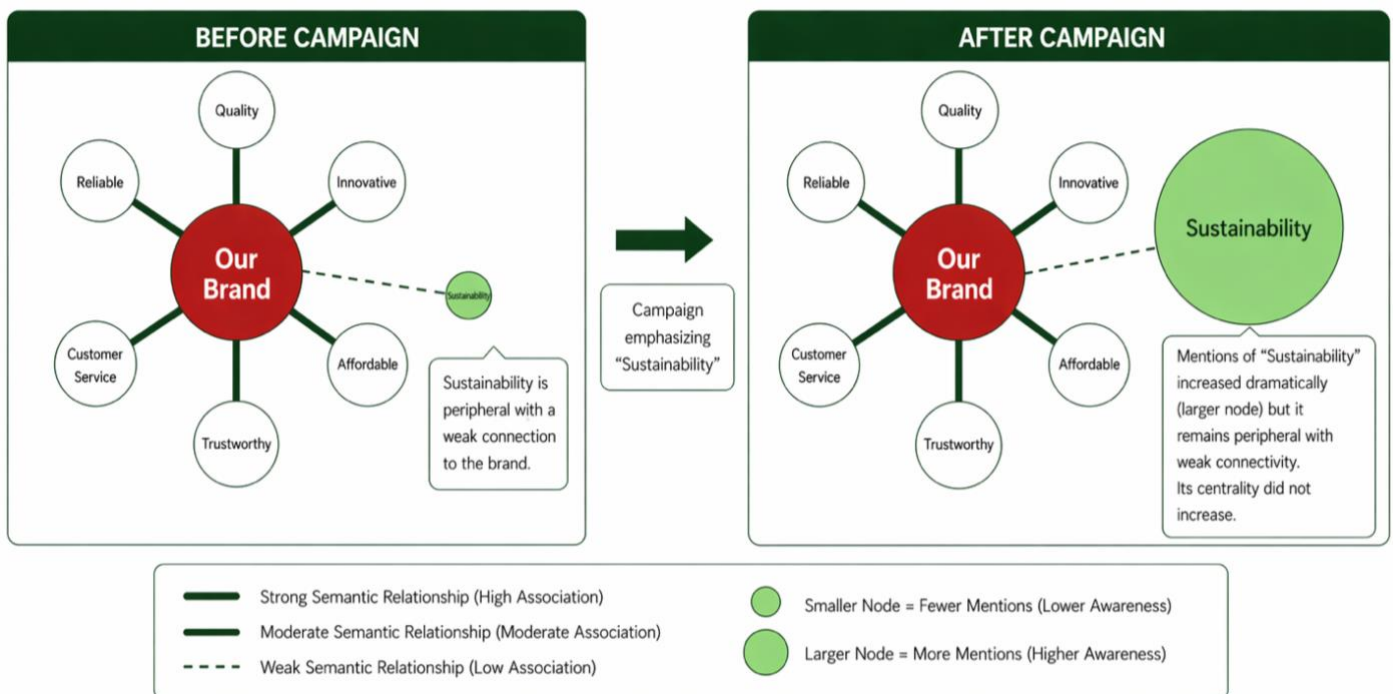
Traditional campaign measurement tracks awareness and preference. Semantic networks reveal whether campaigns actually shifted brand meaning:

Pre/Post Comparison: Construct semantic networks before and after campaigns. Did concepts emphasized in the campaign show increased centrality? Did network structure change in intended directions?

Association Building: If campaigns aimed to build specific associations, network analysis shows not just whether those concepts appear more frequently, but whether they became integrated into the semantic structure (increased connectivity to other concepts).

Unintended Effects: Network comparison can reveal unintended consequences—campaigns might have strengthened undesired associations or weakened important ones.

Example application: A campaign emphasizing 'sustainability' might increase mentions of that word without actually increasing its centrality or connectivity—it remains peripheral to brand meaning despite increased awareness.



Our Research Expertise

Haupt Data Insights and Elevancy's approach to semantic network analysis is grounded in rigorous research and interdisciplinary expertise.

Cognitive Science: Understanding how semantic networks represent mental organization informs research design and interpretation. Which network structures indicate strong versus weak brand meaning? How do network patterns relate to consumer decision-making?

Semiotics: Theoretical grounding in how meaning systems work guides which aspects of network structure to examine and how to interpret patterns strategically. Network metrics reveal structure; semiotic theory explains significance.

Graph Theory: Technical expertise in network science enables sophisticated analysis: choosing appropriate centrality metrics, applying clustering algorithms, calculating network distances, interpreting topological features.

Survey Design: Constructing effective word association questions requires understanding projective techniques, avoiding leading prompts, and structuring tasks to elicit authentic associations.

HDI and Elevancy combine these capabilities, enabling analysis that is both methodologically sophisticated and strategically relevant.

From Analysis to Action

Network metrics are meaningless without strategic interpretation. Our approach doesn't just generate network visualizations and centrality scores—we translate findings into actionable recommendations:

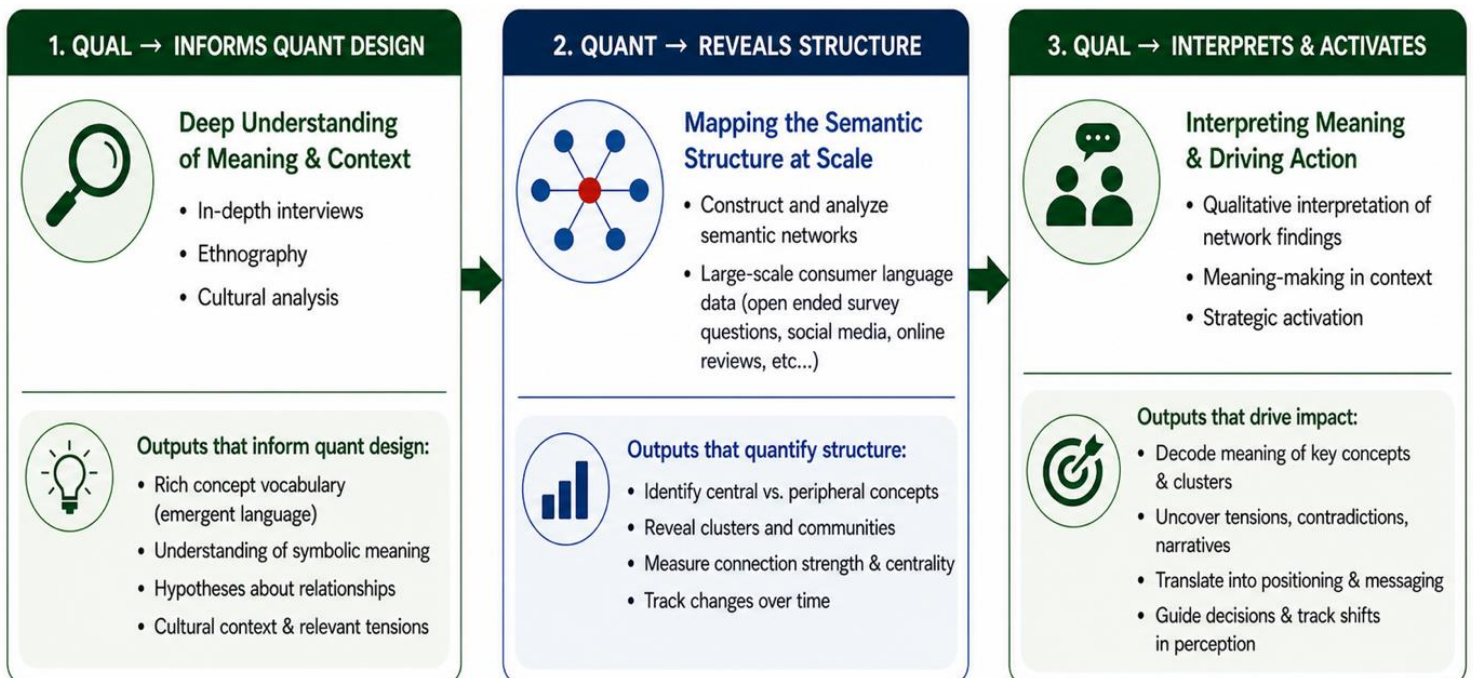
- What does network structure reveal about **current brand positioning strength**?
- Which **words should messaging emphasize** based on their structural position?
- How do perceptions of your brand **compare to competitors**, and what does this suggest for differentiation strategy?
- What changes in network structure would indicate **successful positioning shifts**?
- How should findings inform **content strategy, visual identity, and communication architecture**?

This translation from measurement to strategy distinguishes research that generates reports from research that drives decisions.

Role of Qualitative Research in Semantic Brand Strategy

While semantic network analysis quantifies the structure of brand meaning, qualitative research remains essential for interpreting, contextualizing, and activating these insights within a brand strategy framework. Through techniques such as *in-depth interviews*, *ethnography*, and *cultural analysis*, qualitative research helps decode the symbolic significance of central and peripheral concepts, identify underlying tensions or contradictions within clusters, and uncover the broader cultural narratives that shape consumer language.

Together, semantic networks and qualitative research form a complementary system—combining scale with depth and measurement with meaning—to translate consumer language into *coherent positioning*, *precise messaging*, and *trackable shifts in brand perception* over time. Rather than viewing qualitative and quantitative approaches as separate, our approach treats them as complementary components of a unified semiotic system



Our Process: From Open Responses to Strategy

We follow a structured approach that ensures both analytical rigor and strategic relevance:

Research Design: We collaborate to identify strategic questions: What aspects of brand positioning need assessment? Which competitors matter for comparison? What market segment comparisons are relevant? This shapes survey design and analysis approach.

Collect Data: We design word association questions optimized to elicit authentic associations. Sample sizes typically range from 200-1000 respondents depending on analysis granularity required. For social listening projects, we identify relevant sample size, platforms, and users based on research goals.

Construct Network: We transform text data into semantic networks using techniques in natural language processing: standardizing terminology, identifying co-occurrences, weighting connections, constructing graph structures.

Network Analysis: We calculate relevant graph metrics: centrality measures identifying core concepts, clustering algorithms revealing thematic structure, density and entropy metrics quantifying integration, network distances enabling comparisons.

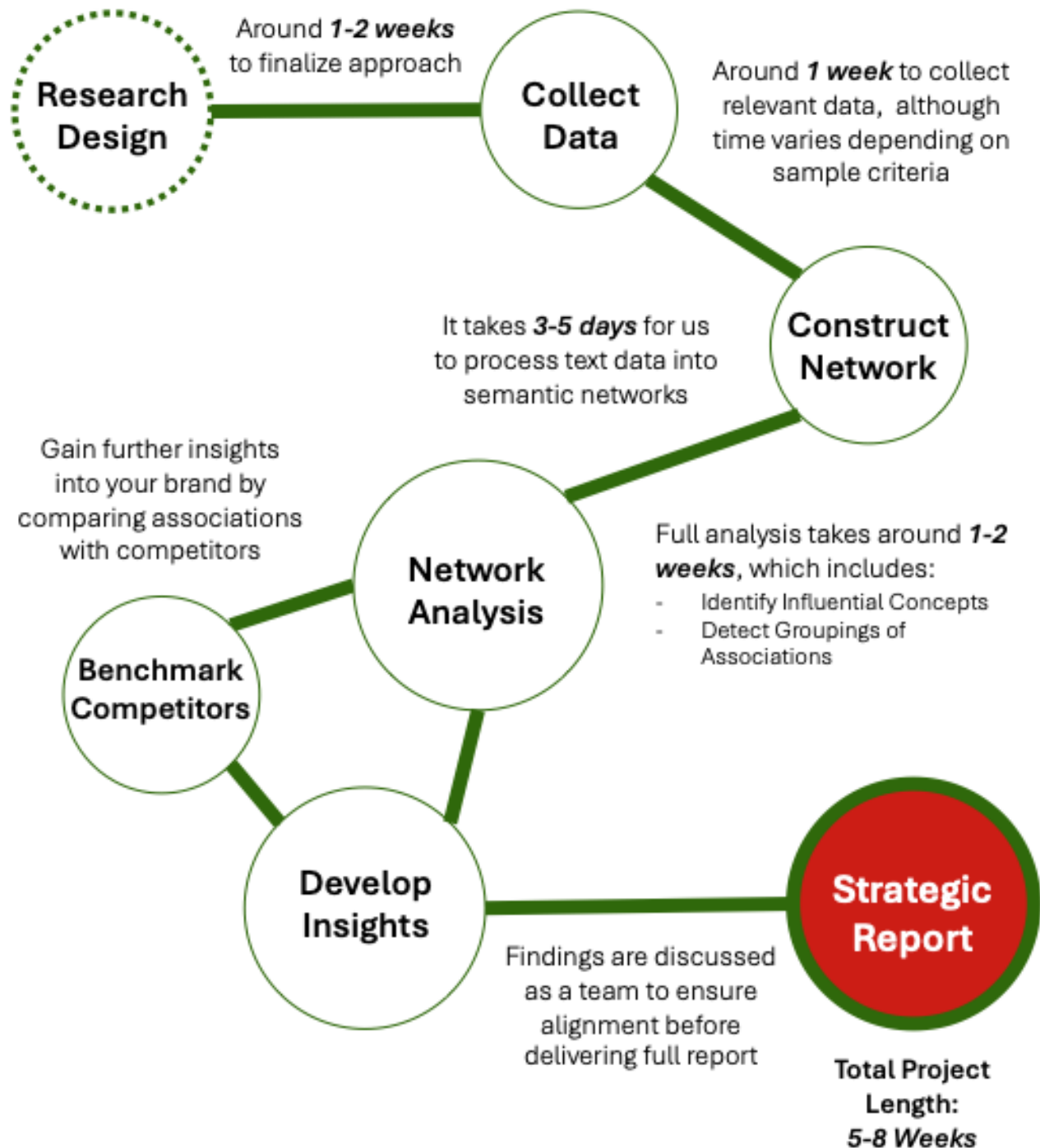
Benchmark Competitors: When competitive intelligence is required, we construct networks for competitor brands and systematically compare structures using network distance metrics and structural feature comparison.

Develop Insights: We translate network metrics into brand strategy recommendations: positioning assessments, messaging priorities, differentiation opportunities, campaign effectiveness evaluations. This interpretation phase is where technical analysis becomes actionable intelligence.

Strategic Report: We create intuitive visualizations showing network structure, highlight key findings using clear metrics, and present recommendations in strategic rather than technical language. Decision-makers receive insights that build on the data.

The entire process typically takes 3-5 weeks from survey launch to strategic report.

Project Timeline



Why This Matters: The Strategic Value of Semantic Nuance

In competitive markets, positioning effectiveness determines success. Yet most organizations base positioning decisions on superficial understanding of how their brand is actually perceived:

- **They know awareness scores** but not whether brand meaning is coherent or fragmented.
- **They track attribute ratings** but not how attributes connect in consumers' minds or which concepts are truly central to brand identity.
- **They collect open-ended responses** but reduce rich associative data to decorative quotes rather than systematic insights.
- **They monitor competitors** but can't objectively compare semantic structures or identify opportunities to differentiate.

Semantic network analysis addresses these gaps. It quantifies brand semiotics, revealing not just *what* consumers think about brands but *how* they think about brands—the structure of meaning that determines perception, preference, and choice.

For **brand managers**, this intelligence provides evidence-based positioning. For **marketing executives**, it provides objective measurement of brand health beyond traditional tracking metrics. For **strategists**, it reveals competitive dynamics invisible in conventional research.

This is semiotics at scale: systematic analysis of how meaning is structured in consumer cognition, using computational methods to reveal patterns invisible to individual interpretation. Most importantly, our approach transforms text data from supplementary color commentary into primary strategic intelligence—extracting the full value from the most authentic consumer voice in your research.

Conclusion: Measuring What Matters Most

Brand meaning is the most important intangible asset organizations possess, yet it remains the least systematically measured. We track awareness, preference, consideration, attribute ratings and Net Promoter Scores. However, we rarely measure meaning structure: how brand concepts organize in consumers' minds, which associations are central versus peripheral, how tightly integrated brand identity is, how semantic structures compare to competitors.

Semantic network analysis makes meaning measurable. By treating written text as structured data about cognitive organization, this methodology reveals the architecture of brand perception. Our approach represents the convergence of semiotics and data science—applying computational methods to the study of meaning and symbolism. The interdisciplinary team between **HDI** and **Elevancy** combines expertise in cognitive science, semiotic theory, graph theory, and brand strategy to provide strategic intelligence that guides positioning decisions, informs messaging strategy, and reveals opportunities overlooked in traditional research.

Every organization collects text data, which could be from sources like open-ended survey questions or social media, but few extract their full strategic value. Those who adopt semantic network analysis gain advantages over their competitors by leveraging objective measurements of brand meaning structure to guide more effective positioning decisions. Our approach sees text as more than just decorative quotes and transforms this overlooked data source into strategic insights.

About Haupt Data Insights & Elevancy

Haupt Data Insights (HDI) combines social science and computational methods to extract strategic intelligence from consumer language. We help organizations understand brand meaning structure, assess positioning effectiveness, and identify differentiation opportunities through rigorous analysis of text data spanning from open-ended survey questions to social media posts.

We offer integrated research solutions spanning social listening, conjoint analysis, simulated newsfeeds, and semantic network analysis—providing comprehensive intelligence about brand representation across multiple approaches.

Elevancy is a brand and insights consultancy that turns human truths into competitive advantage. By decoding the interplay between consumer values, psychology and behaviors, and cultural contexts and semiotics, we build brand and innovation platforms designed to drive meaningful results and enduring value.

Through innovative and projective methodologies —ranging from qualitative co-creation, ethnographies, and immersive interviews and groups, to quantitative semantic network exploration and analysis —we uncover the hidden forces, frameworks and nuances behind consumer perception, choice, affiliation and loyalty. And we transform these into actionable positioning, architecture, segmentation and innovation strategies that unlock brand growth and potential. Building relevance, elevating brands.

Contact HDI or Elevancy to discuss how semantic network analysis can transform your text data into strategic brand intelligence. Visit hauptdatainsights.com or email Michael@hauptdatainsights.com or sheri@elevancyllc.com

