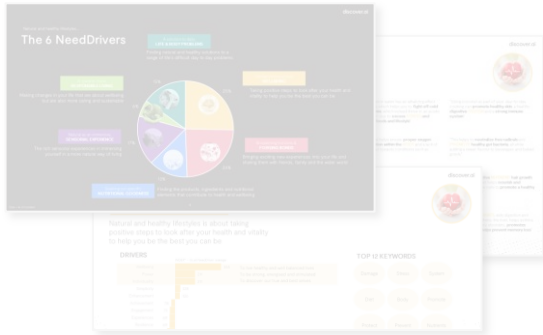




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# Signals



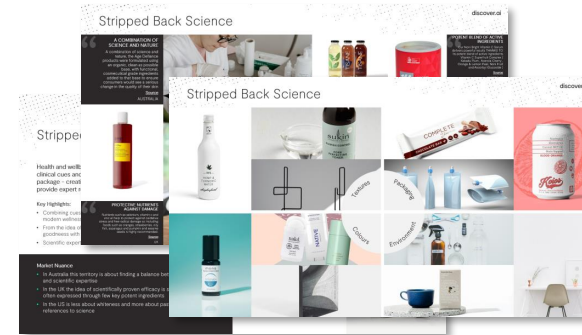
## NeedDriver Mapping

Need-based segmentation without the survey



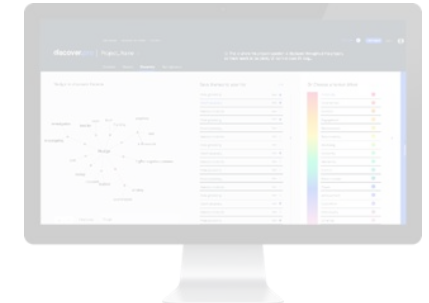
## Springboards

A qual deep dive for insight & opportunity



## Signals

A semiotic exploration of visual codes



## The Discover platform

A powerful AI driven insight platform

Answer your *“where to play”* questions by mapping the key need-driven segments on any given space, without the need for consumer survey research

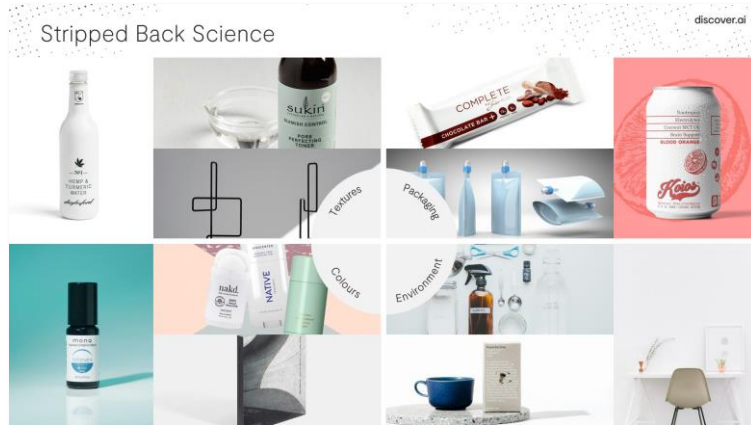
Answer your *“how to win”* questions through a deep dive into rich and diverse online sources to find the nuggets of insight that unlock opportunity

Exploring the key cultural, visual and codes of a space, following semiotic analysis principles so you can focus in on more emergent themes

A range of powerful AI driven tools that put stretchy & inspiring online sources and breakthrough discoveries at your fingertips



# Signals projects typically gives you 10–15 codes, each an area of opportunity and answer to your question



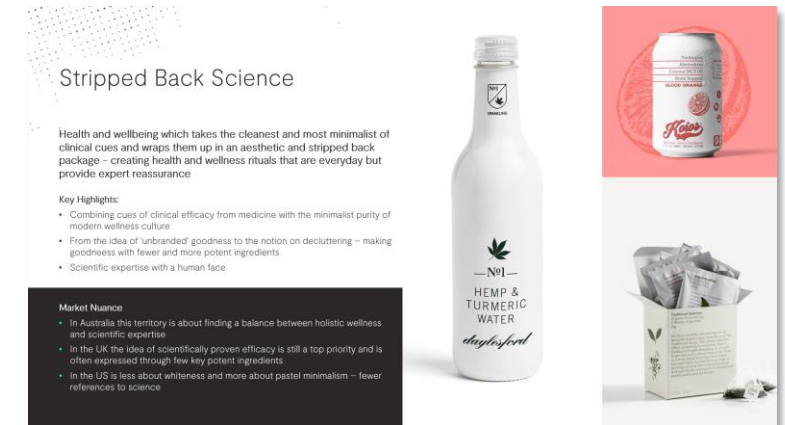
## Visual themes page

Each Signals code is defined by a clear visual language expressed through different examples and typically spanning different channels and media



## Quotes and Image page

Each code is further brought to life carefully selected quotes and images chosen from the source material to explore the language of the area and the underlying insights



## Landing page

Where we go beyond the visual themes and quotes to create summary of how to best execute brands to maximise the potential of the code.



# Example of a Code



# Stripped Back Science

Health and wellbeing which takes the cleanest and most minimalist of clinical cues and wraps them up in an aesthetic and stripped back package – creating health and wellness rituals that are everyday but provide expert reassurance

## Key Highlights:

- Combining cues of clinical efficacy from medicine with the minimalist purity of modern wellness culture
- From the idea of 'unbranded' goodness to the notion on decluttering – making goodness with fewer and more potent ingredients
- Scientific expertise with a human face

## Market Nuance

- In Australia this territory is about finding a balance between holistic wellness and scientific expertise
- In the UK the idea of scientifically proven efficacy is still a top priority and is often expressed through few key potent ingredients
- In the US is less about whiteness and more about pastel minimalism – fewer references to science





# Stripped Back Science

Science with a human face  
– combining cues of scientific research (e.g. measuring tubes) without a clinical / cold laboratory environment



Use of shapes –  
geometric, block and  
drawn – very carefully  
designed patterns,  
machine replicable,  
layered purposefully



< Sharp geometric  
shapes and  
minimalism BUT  
combined with  
warm colours and  
hand-written  
elements



^ Minimum branding and  
simple bottle, almost  
looking like a prototype –  
straight out of the  
laboratory >



Negative space and  
minimalist aesthetic  
that puts the emphasis on  
the product



White and minimalist  
packaging signalling medical  
sincerity BUT not brilliant  
white – pastel hues signal a  
softer approach to science



Scientific terminology (e.g. nootropics)  
emphasis on functional benefits (e.g. brain  
support) combined with hand-made,  
playful illustrations



# Stripped Back Science

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## A COMBINATION OF SCIENCE AND NATURE

A combination of science and nature, the Age Defiance products were formulated using an organic, clean as possible base, with functional, cosmeceutical grade ingredients added to that base to ensure consumers would see a serious change in the quality of their skin

[Source](#)  
AUSTRALIA



## PROVEN BOTANICAL ACTIVE INGREDIENTS

Organic Hemp Oil, Amino Peptides and clinically proven natural botanical active ingredients that help reduce hair loss, stimulate growth

[Source](#)  
AUSTRALIA



## POTENT BLEND OF ACTIVE INGREDIENTS

Our Noni Bright Vitamin C Serum delivers powerful results THANKS TO its potent blend of active ingredients Vitamin C Superfruit Complex (Kakadu Plum, Acerola Cherry, Orange & Lemon Peel, Noni Fruit and Ascorbyl Glucoside)

[Source](#)  
AUSTRALIA



## PROTECTIVE NUTRIENTS AGAINST DAMAGE

Nutrients such as selenium, vitamin c and zinc all help to protect against oxidative stress and free radical damage so including foods such as oranges, strawberries, oily fish, asparagus and pumpkin and sesame seeds is highly recommended.

[Source](#)  
UK



## UNIQUE FORMULA WITH 75% FISH OIL

Specially formulated to promote heart health for both men and women, our unique formula contains both pine tree plant sterols and our advanced 75% Omega-3 concentrated fish oil

[Source](#)  
UK



## FORMULATED WITH 39 ESSENTIAL NUTRIENTS

Our new formulas are formulated with natural flavors, allulose and now contain only 1g of sugar, 39 essential nutrients and more unsaturated fat and omega 3s fatty acids

[Source](#)  
USA

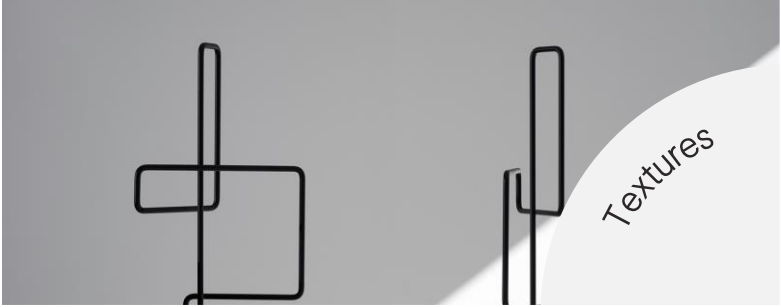
## NUTRIENT DENSE, SCIENTIFIC AND ACCESSIBLE

Soylent was born out of the desire to use science and technology to offer sustainable and nutrient dense products that could be accessible to everyone

[Source](#)  
USA



# Stripped Back Science





# Stripped Back Science

Health and wellbeing which takes the cleanest and most minimalist of clinical cues and wraps them up in an aesthetic and stripped back package – creating health and wellness rituals that are everyday but provide expert reassurance

## Visual and Language Cues:

- Minimalist and 'decluttered' design with plentiful negative spaces
- White as a key colour (from brilliant shiny white, to pastel hues and matte finish)
- Vintage medical bottles connoting apothecary
- Combining visual cues of traditional medicine with accents of holistic lifestyles (e.g. scientific language with hand-drawn illustrations)

## Ideas:

- Embracing ingredients with proven functional benefits (e.g. superfruits, vitamins and nutrients)
- Use of minimalist aesthetic to communicate modern efficacy
- Whiteness on pack to signal purity and clinical sophistication
- Always aiming for a balance between scientific sincerity and holistic playfulness



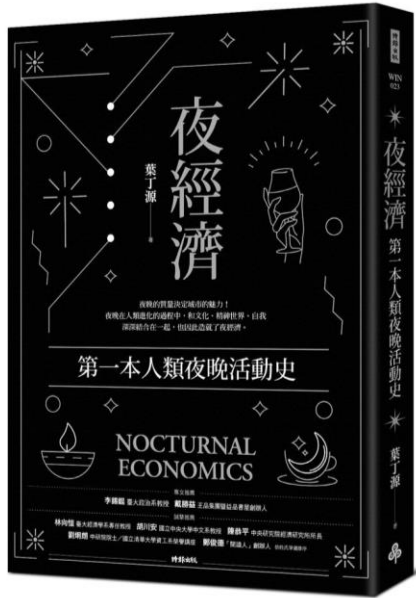


# Example Market Differences





# Searching For Purpose



Awareness (Buddhist & Taoist legacy) that materialism is something you give up in the quest for purpose.

There's been a renewed expression of Buddhist influence in Taiwan, what the Taiwanese call "humanistic Buddhism" – caring for others and for society.



Taking Fyre festival as quintessential millennial learning experience: obviously, the spectacle of success wasn't real.

Awareness of the fake (of glitz & glam as signifiers of achievement).

A desire to self-improve by reconnecting with a sense of higher purpose (be it mindfulness, spirituality, community).

A desire for substance and meaning.



# Example Dominant/Emergent





# Disinfection: from spotless clean to smart hygiene



## Dominant visual and language cues:

- Astringent and antiseptic
- Unnatural, strong scent that suggests efficacy
- Stripping out the germs the accepted narrative
- Blue coat 'laboratory' potency
- Shine, sheen, restoration of 'new'
- Numerical value placed on efficacy
- Bacteria as the ultimate enemy to the home



## Emergent visual and language cues:

- Probiotics that balance the good and bad bacteria
- Organic and natural cleaning agents
- Introducing a simpler, less 'hard-hitting' narrative
- Botanicals and scents that are new for category
- Use of white and transparent packaging
- Health-science – a better way
- Smarts in the active ingredients







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