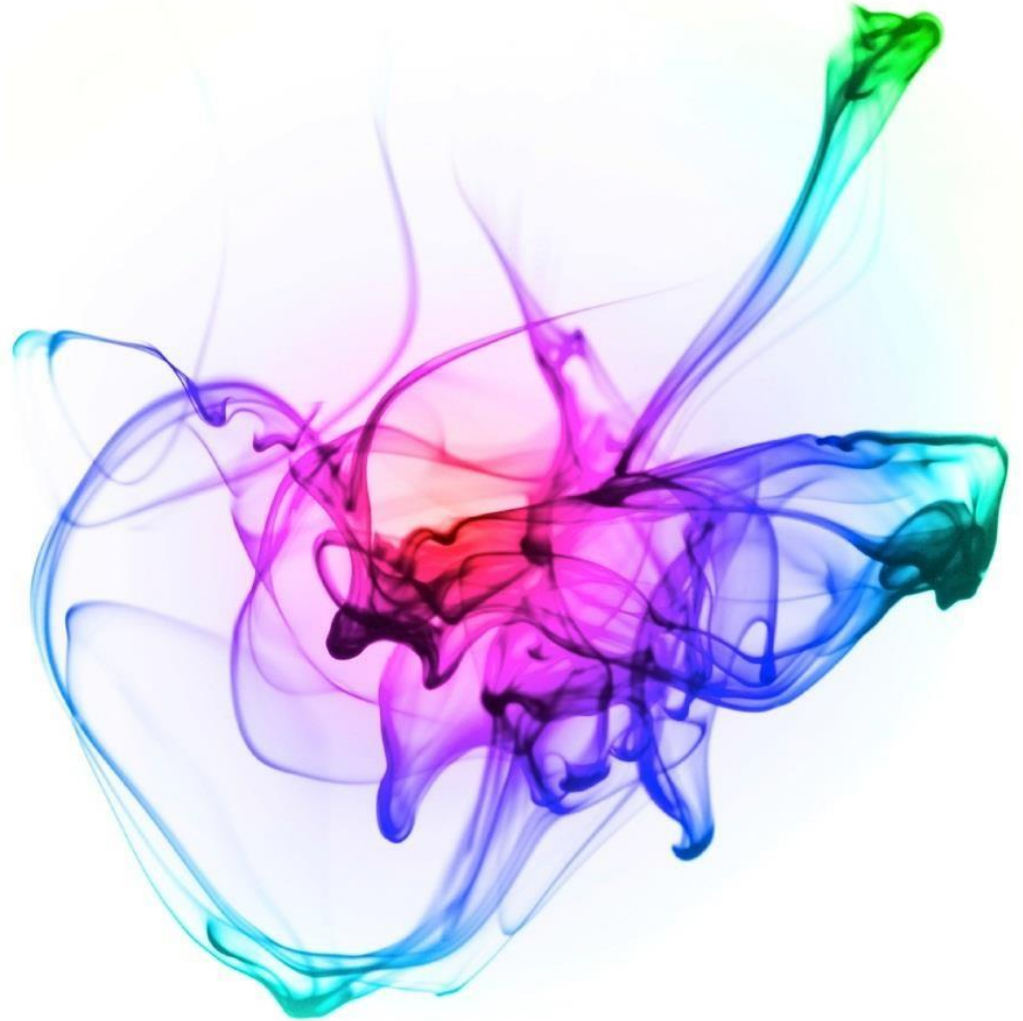
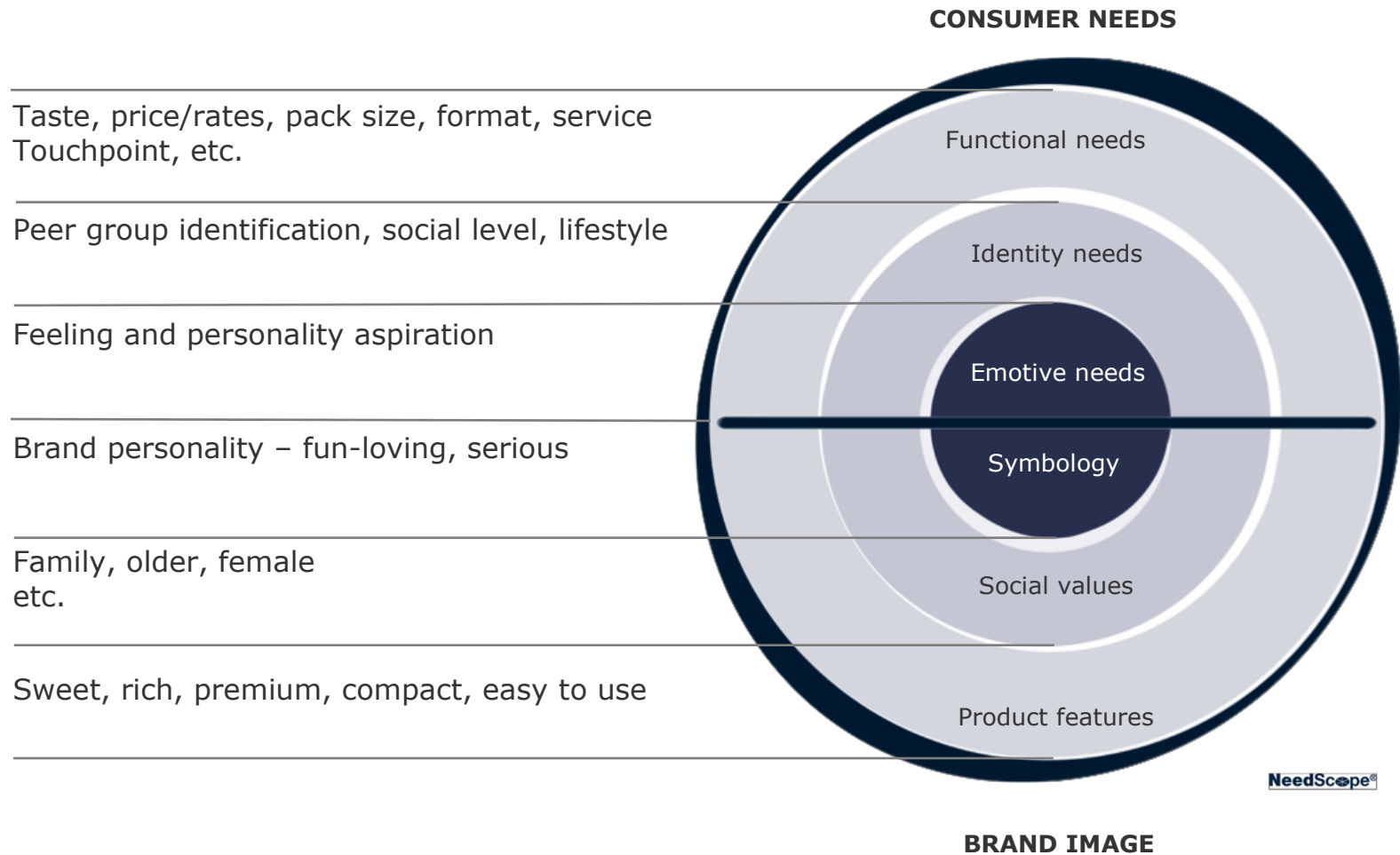


In search of the soul of the Flemish voter

A semiometric approach



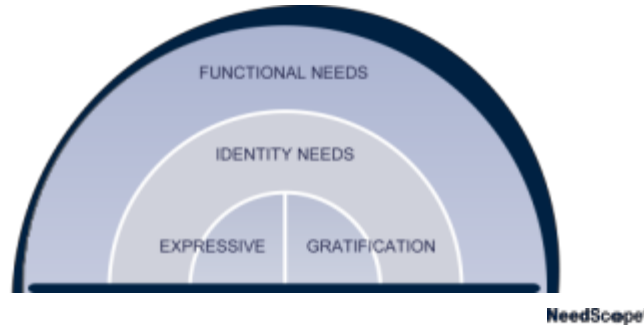
Brands meet layers of different consumer needs



Different Dimensions of Emotion

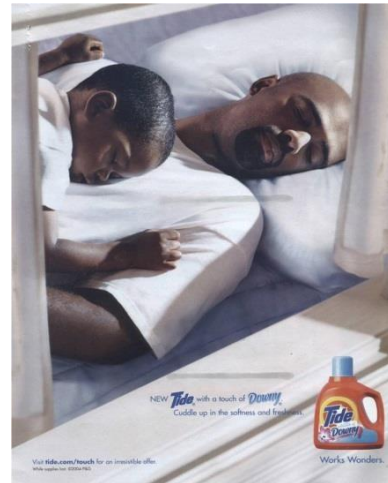
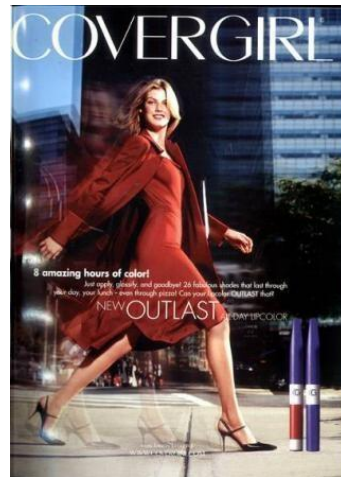
Expressive Needs

How does the brand make me look?



Gratification Needs

How does the brand make me feel?

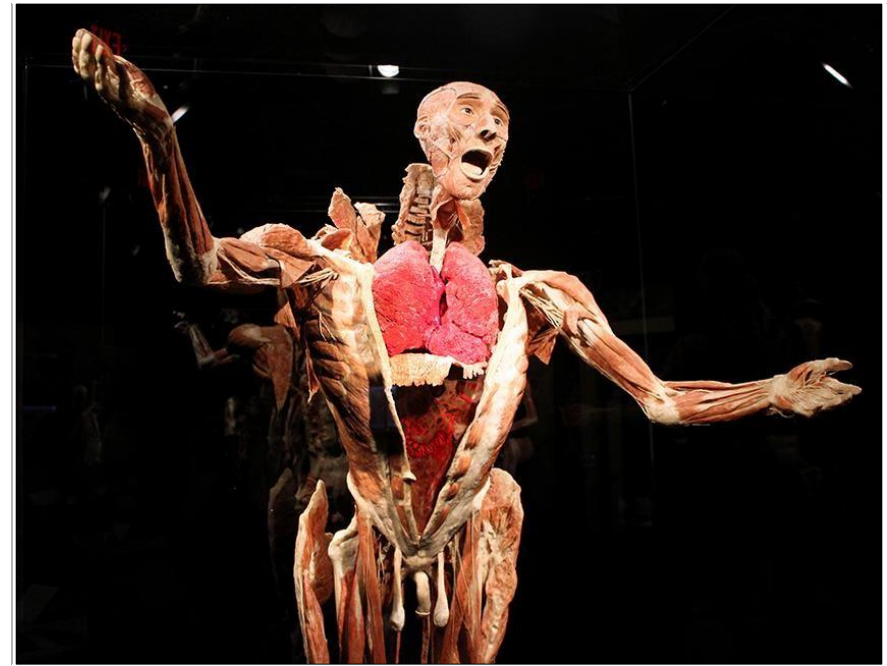
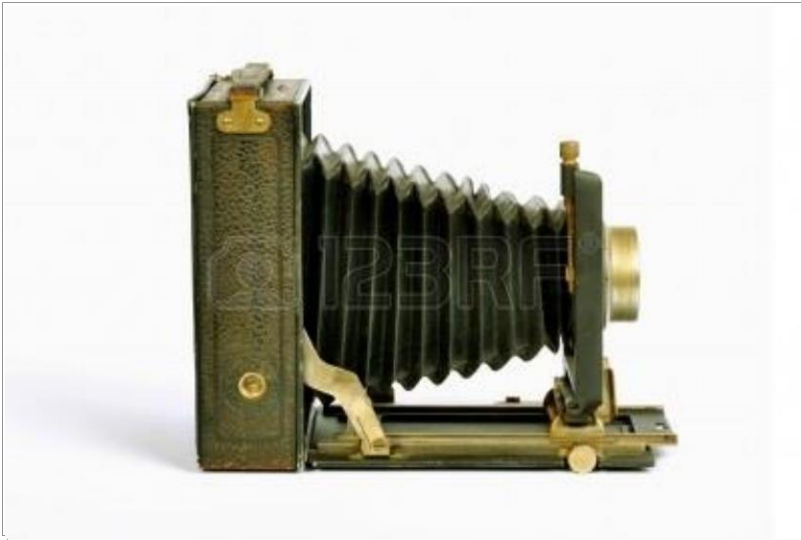


Emotion is the jewel beneath the surface

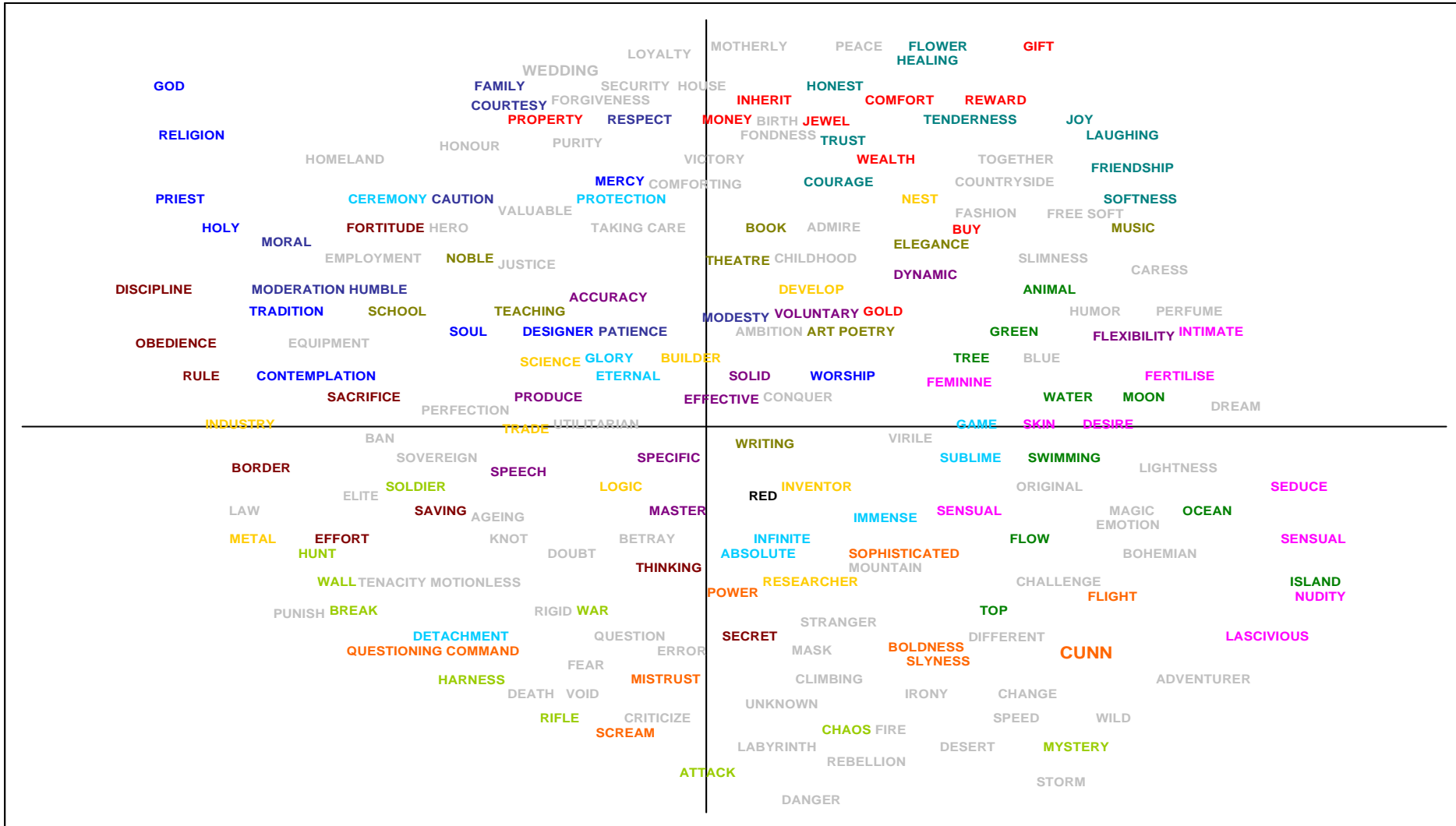


What feelings and emotions drive the voters of the Flemish parties?

A picture of the inside...



Words, words, words...

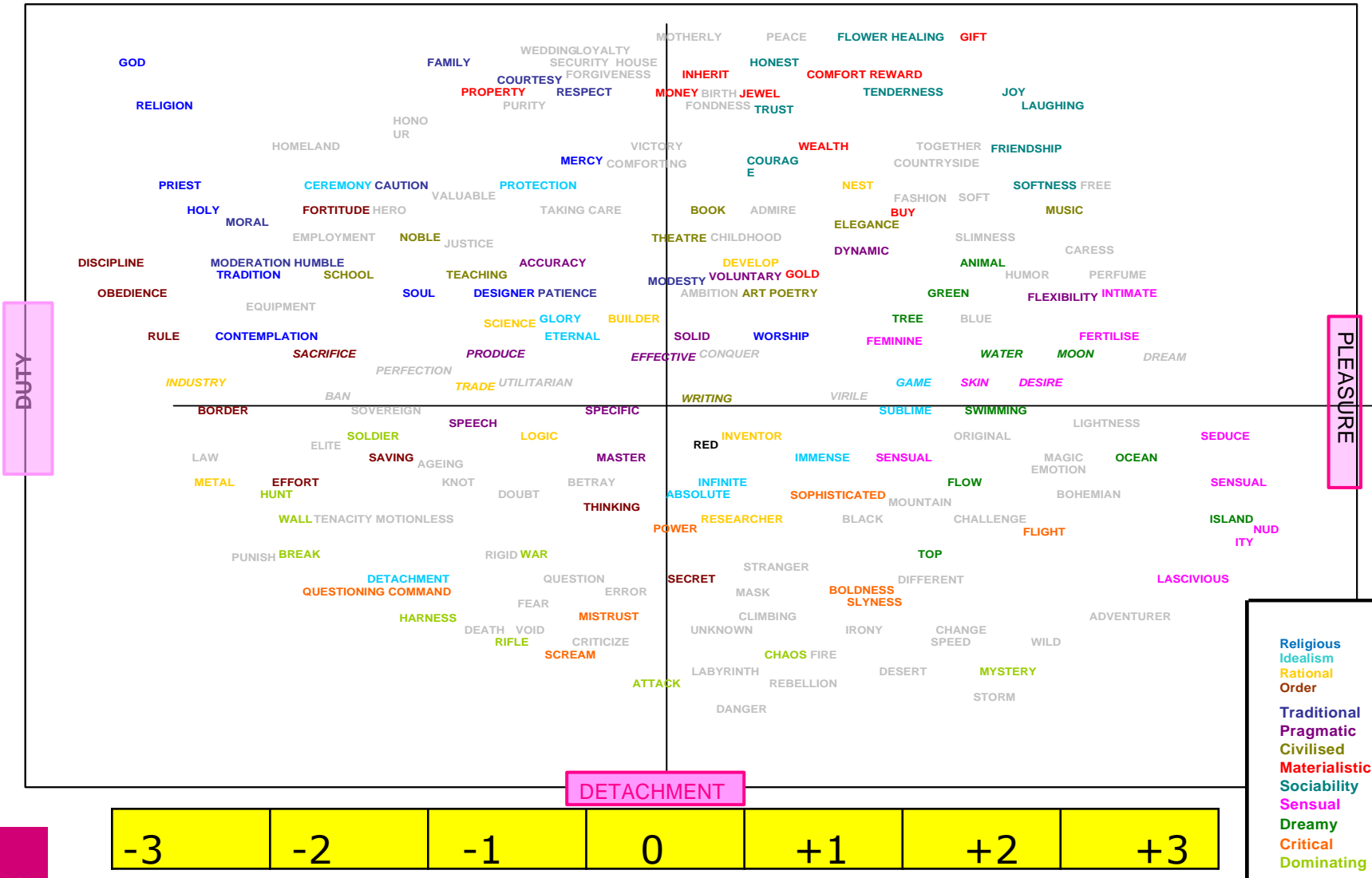


Very unpleasant					Very pleasant		
-3	-2	-1	0	+1	+2	+3	

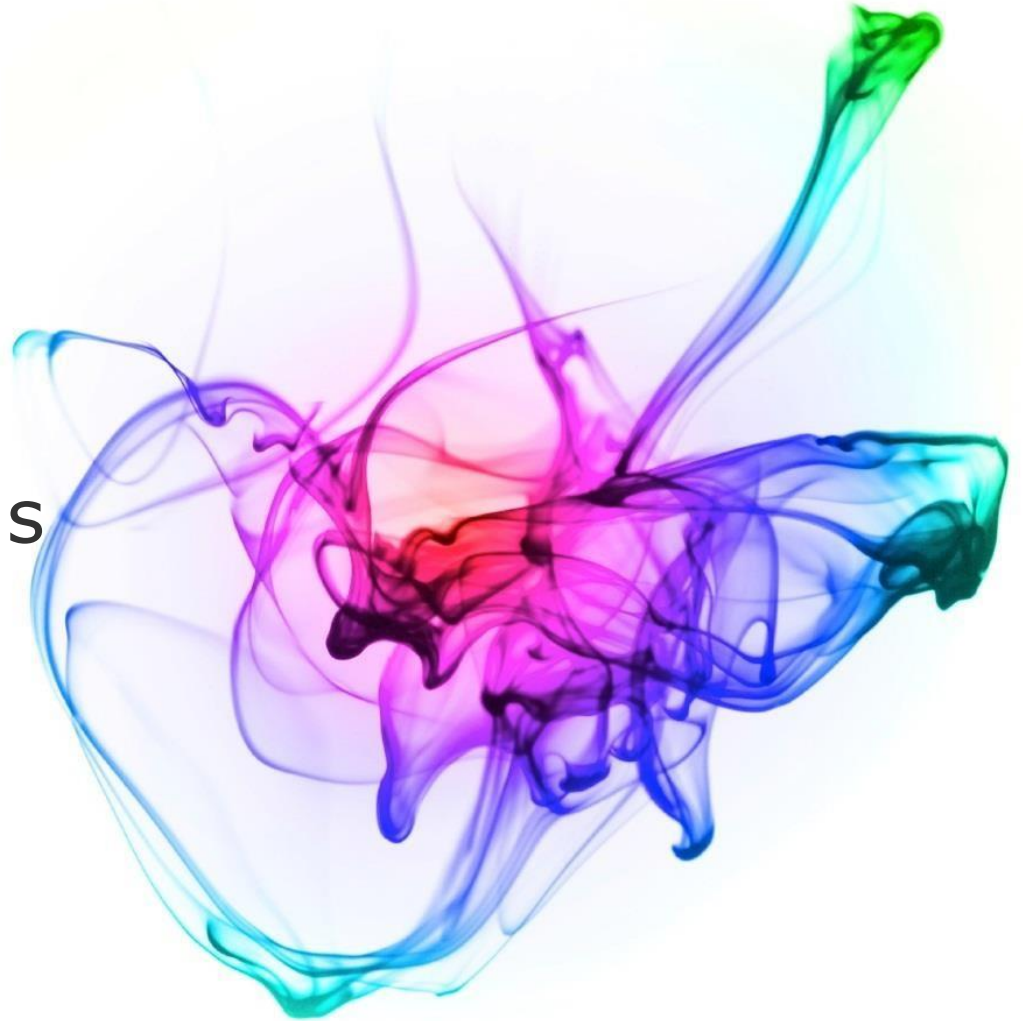
Semiometrics: A brief introduction

210 words, 13 dimensions, 4 quadrants, 2 axes

ATTACHMENT



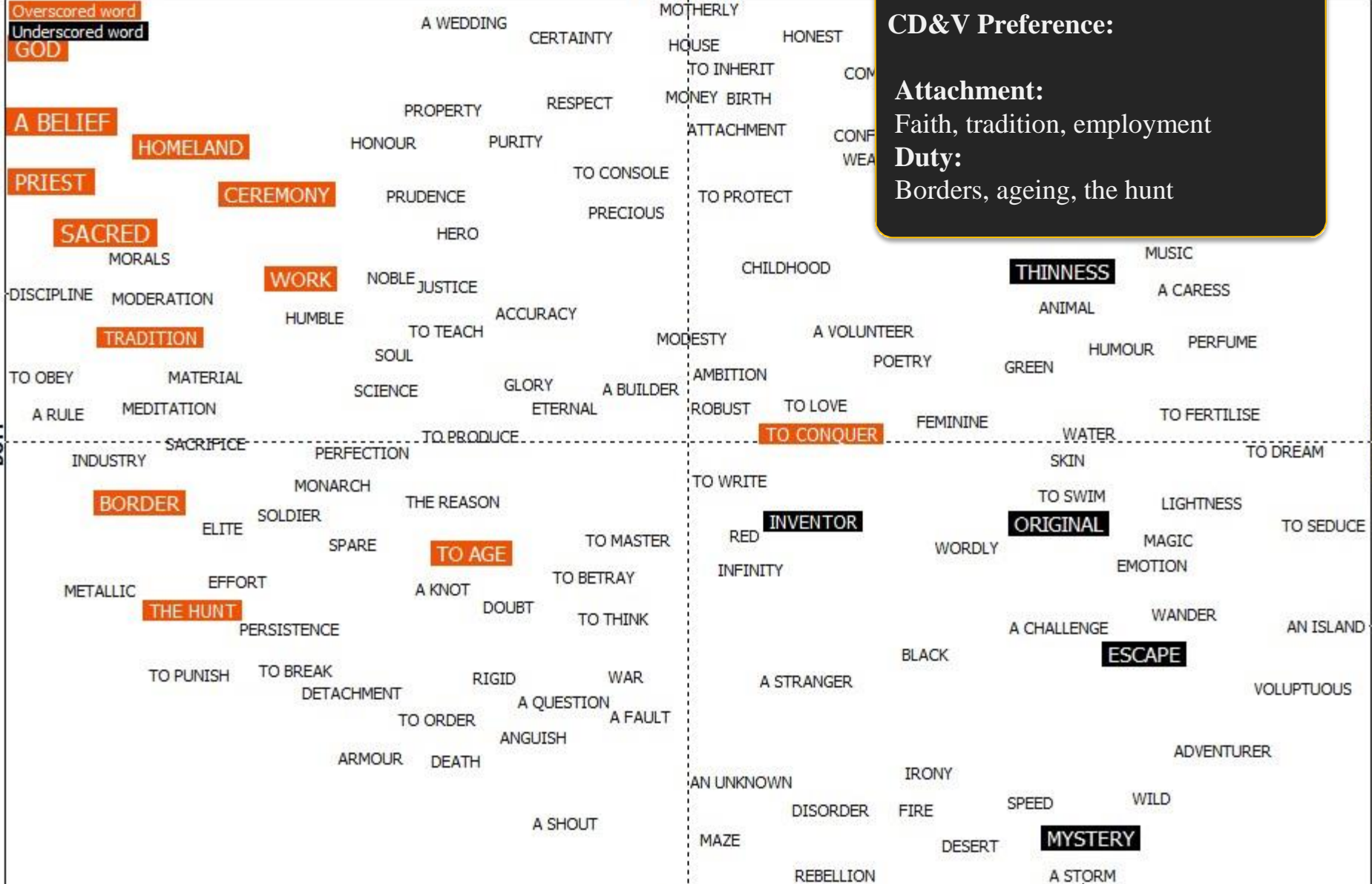
The soul of Flemish party voters in words



ATTACHMENT

CD&V Preference:
Attachment:
 Faith, tradition, employment
Duty:
 Borders, ageing, the hunt

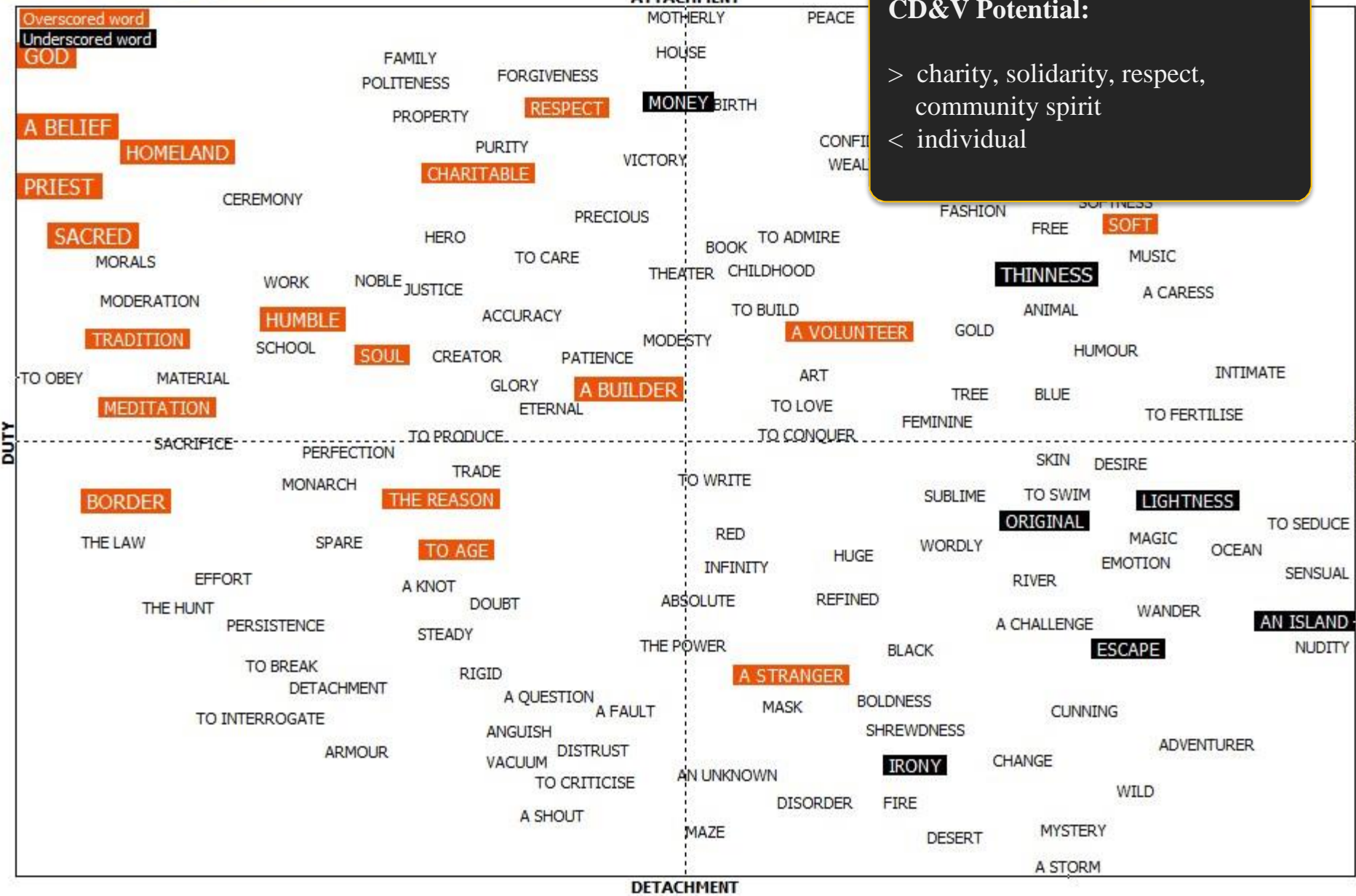
Overscored word
 Underscored word
 GOD



DETACHMENT

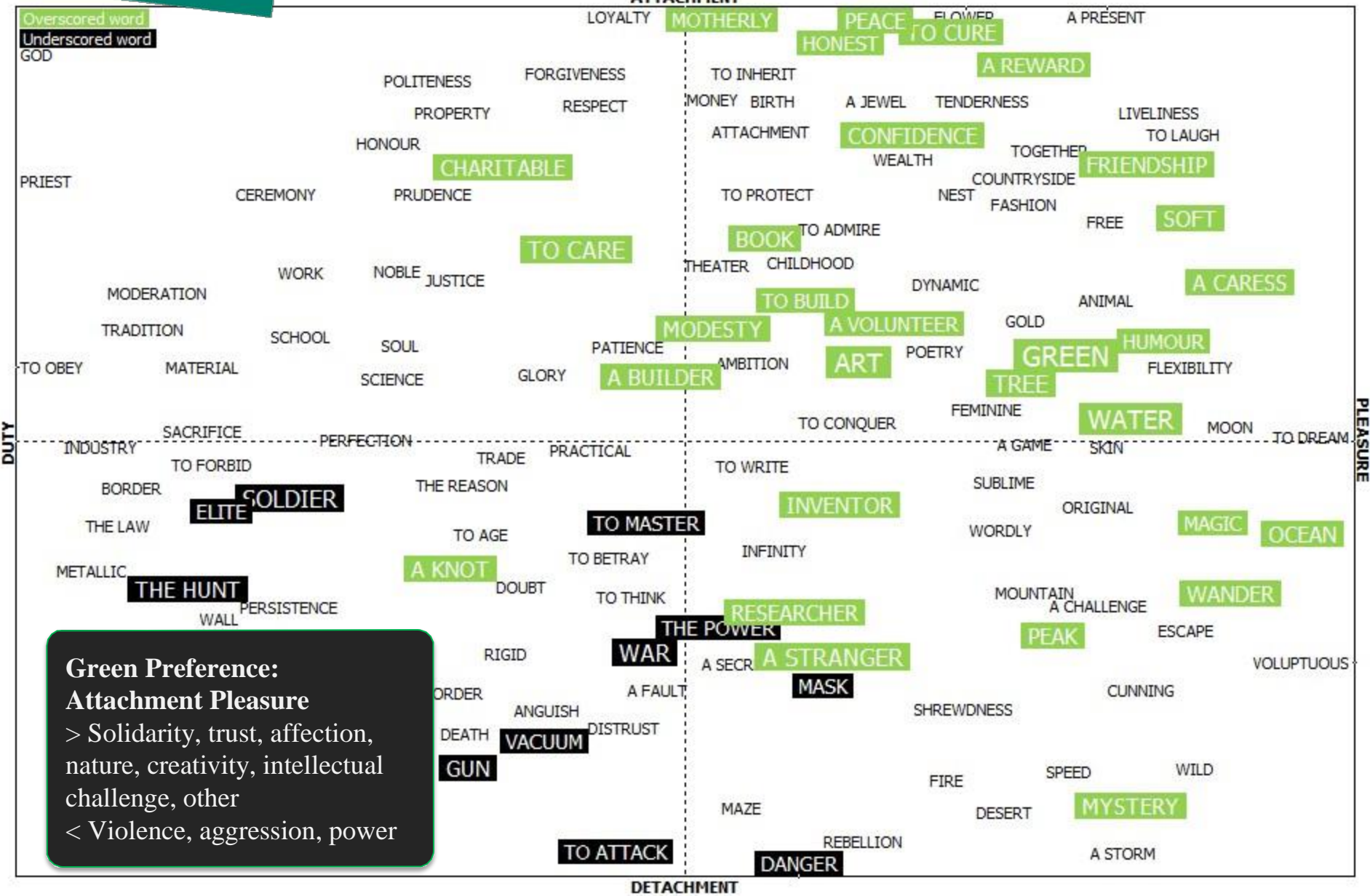
DUTY

PLEASURE



CD&V Potential:

- > charity, solidarity, respect, community spirit
- < individual



ATTACHMENT

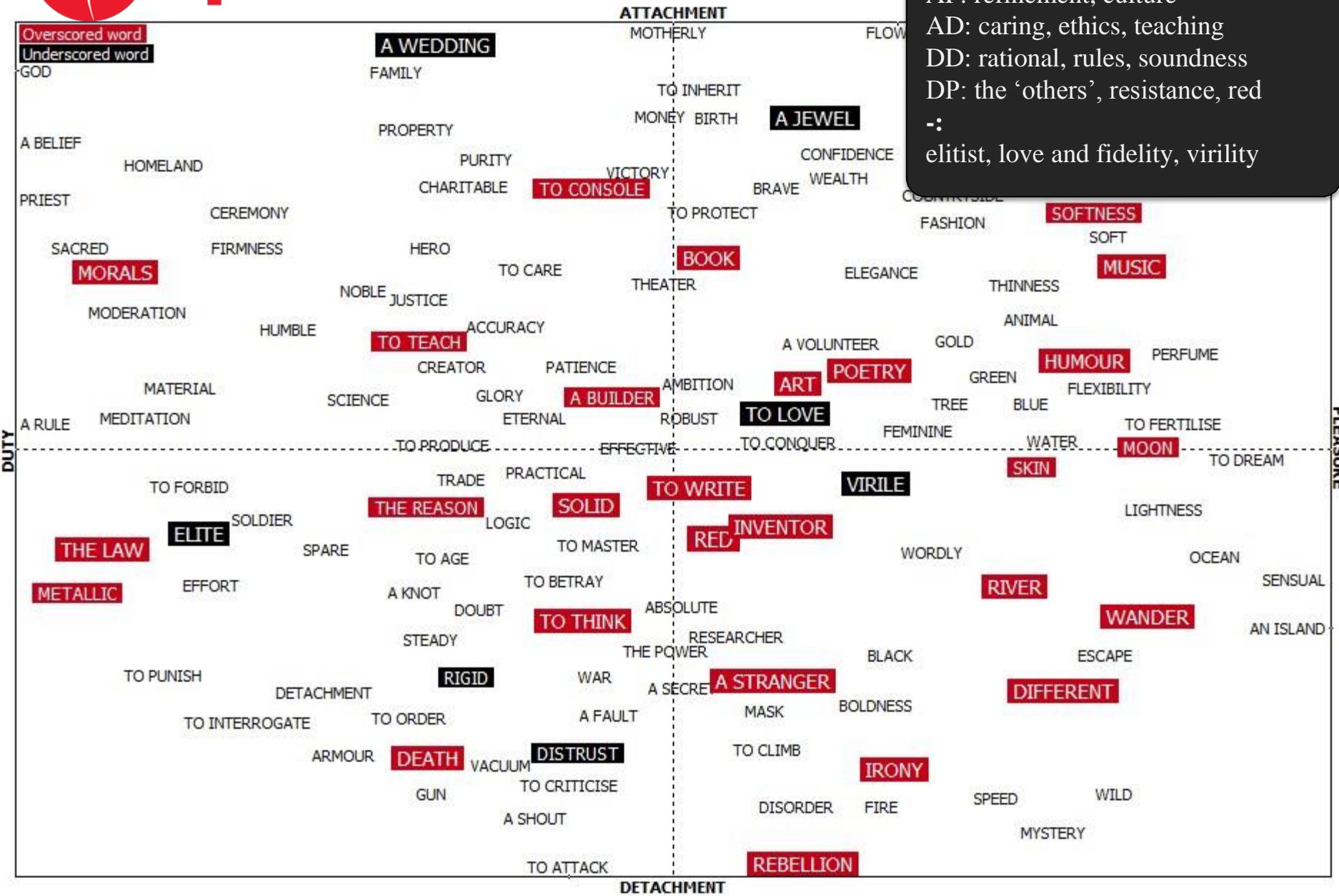
LOYALTY **MOTHERLY** **PEACE** FLOWER A PRESENT
HONEST **TO CURE**
 POLITENESS FORGIVENESS TO INHERIT A JEWEL TENDERNESS LIVENESS
 PROPERTY RESPECT MONEY BIRTH ATTACHMENT **CONFIDENCE** TO LAUGH
 HONOUR **CHARITABLE** WEALTH TOGETHER **FRIENDSHIP**
 CEREMONY PRUDENCE TO PROTECT NEST COUNTRYSIDE FASHION FREE **SOFT**
 MODERATION WORK NOBLE JUSTICE **TO CARE** **BOOK** TO ADMIRE
 TRADITION SCHOOL SOUL SCIENCE **TO BUILD** DYNAMIC ANIMAL **A CARESS**
 TO OBEY MATERIAL SACRIFICE PERFECTION TRADE PRACTICAL PATIENCE **MODESTY** **A VOLUNTEER** GOLD HUMOUR
 SCIENCE GLORY **A BUILDER** AMBITION **ART** POETRY **GREEN** FLEXIBILITY
TO CONQUER FEMININE **WATER** MOON TO DREAM
 INDUSTRY TO FORBID THE REASON **TO MASTER** TO WRITE INVENTOR
 BORDER **ELITE** **SOLDIER** TO AGE DOUBT INFINITY ORIGINAL **MAGIC** **OCEAN**
 THE LAW METALLIC **THE HUNT** **A KNOT** TO BETRAY TO THINK **RESEARCHER** MOUNTAIN A CHALLENGE **WANDER**
 WALL PERSISTENCE RIGID **WAR** **THE POWER** **A STRANGER** **PEAK** ESCAPE VOLUPTUOUS
 ORDER ANGUISH **VACUUM** A FAULT **MASK** SHREWDSNESS CUNNING
 DEATH **GUN** DISTRICT A SEC **MASK** FIRE SPEED WILD
 MAZE **TO ATTACK** REBELLION **DANGER** DESERT **MYSTERY** A STORM

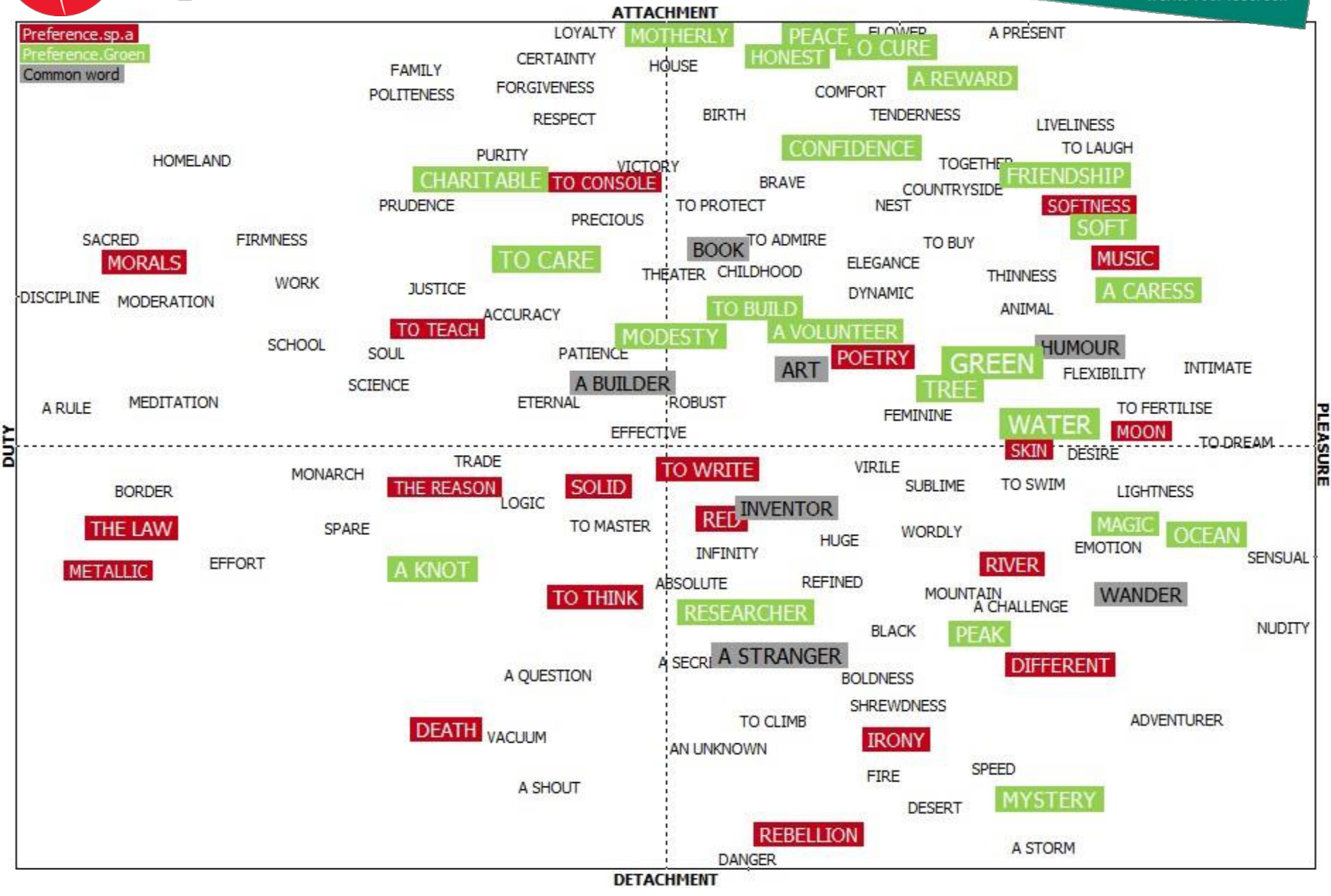
DETACHMENT

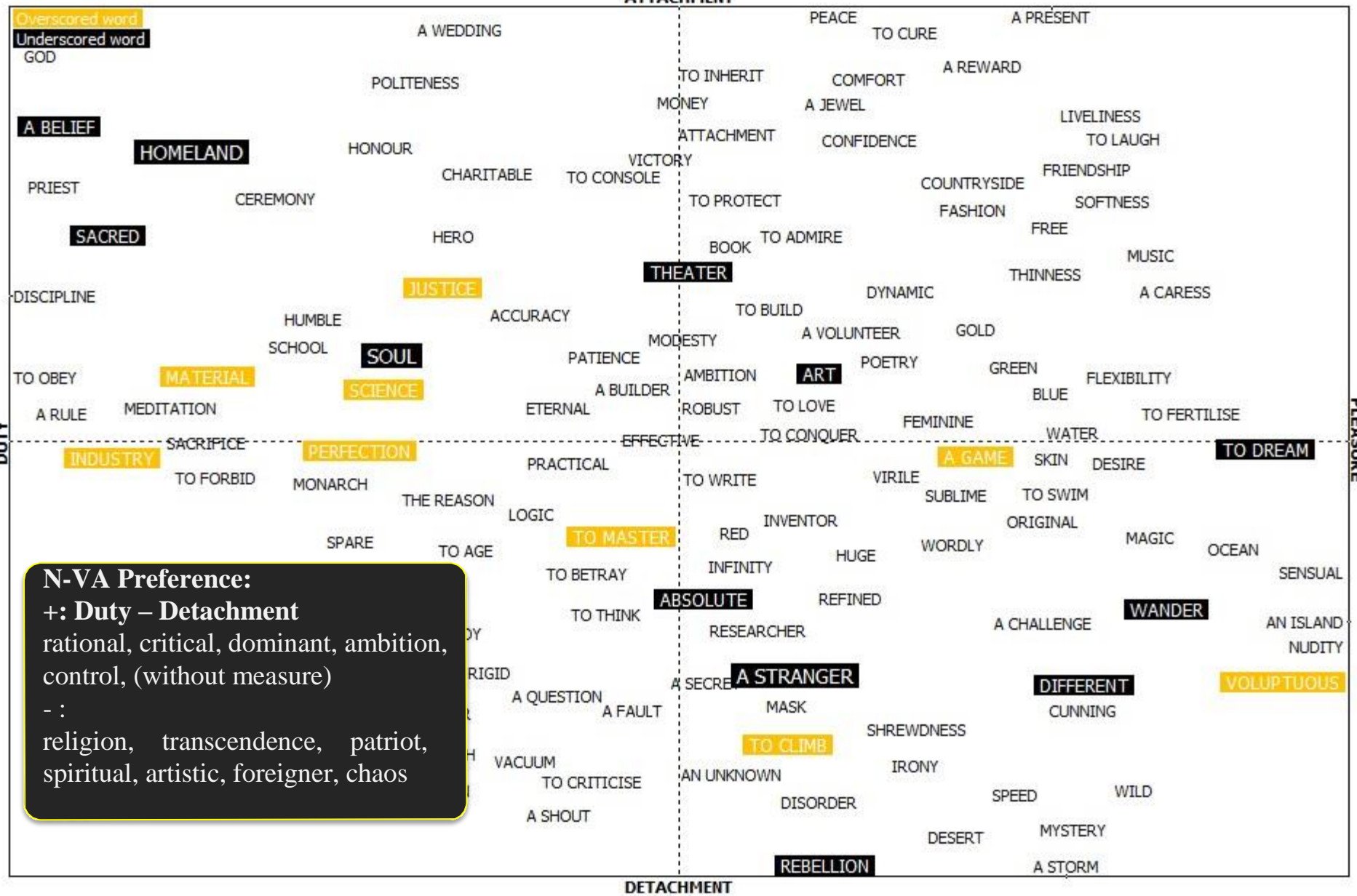
DUTY

PLEASURE

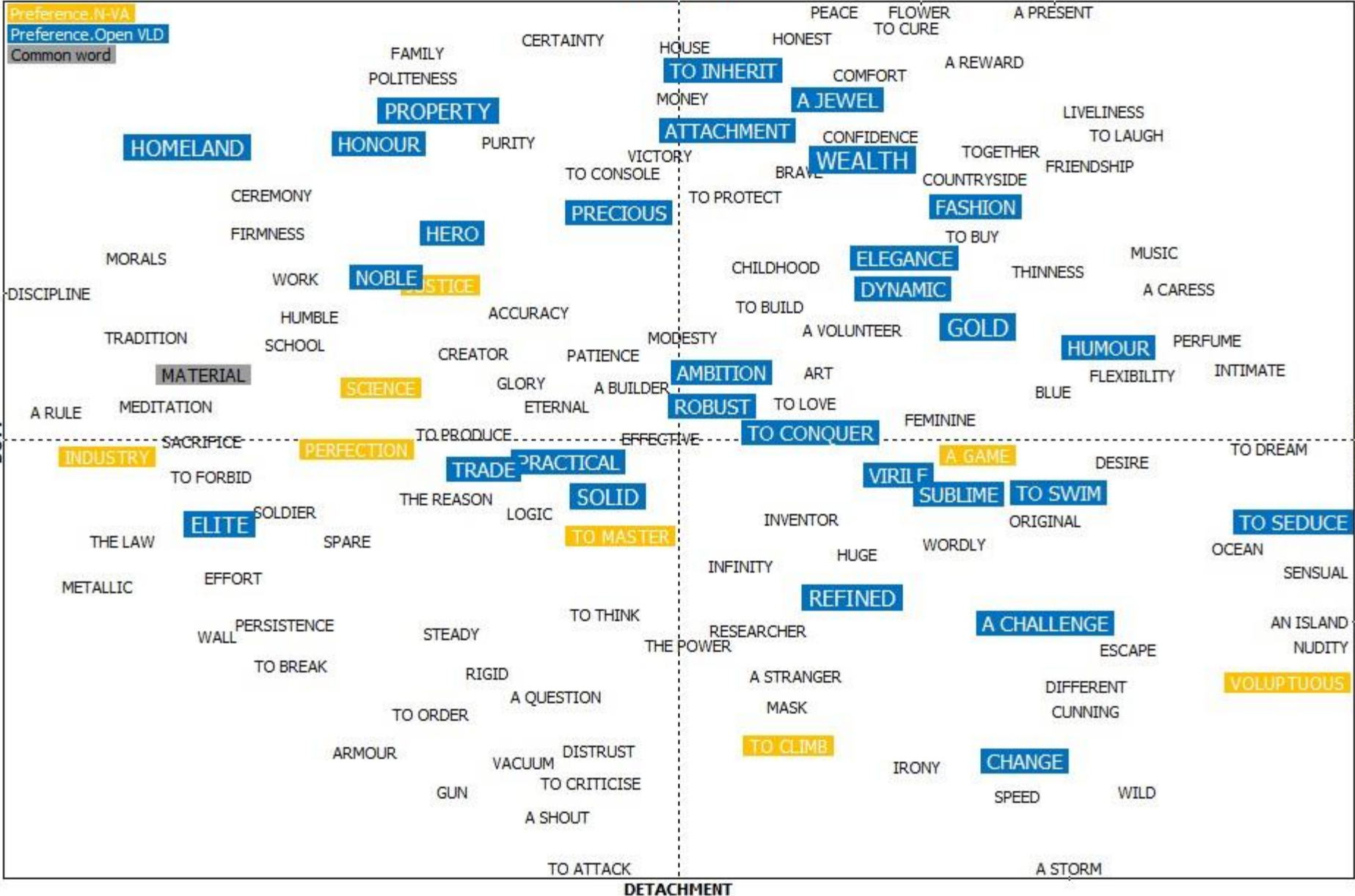
In all 4 quadrants:
 AP: refinement, culture
 AD: caring, ethics, teaching
 DD: rational, rules, soundness
 DP: the 'others', resistance, red
 -:
 elitist, love and fidelity, virility



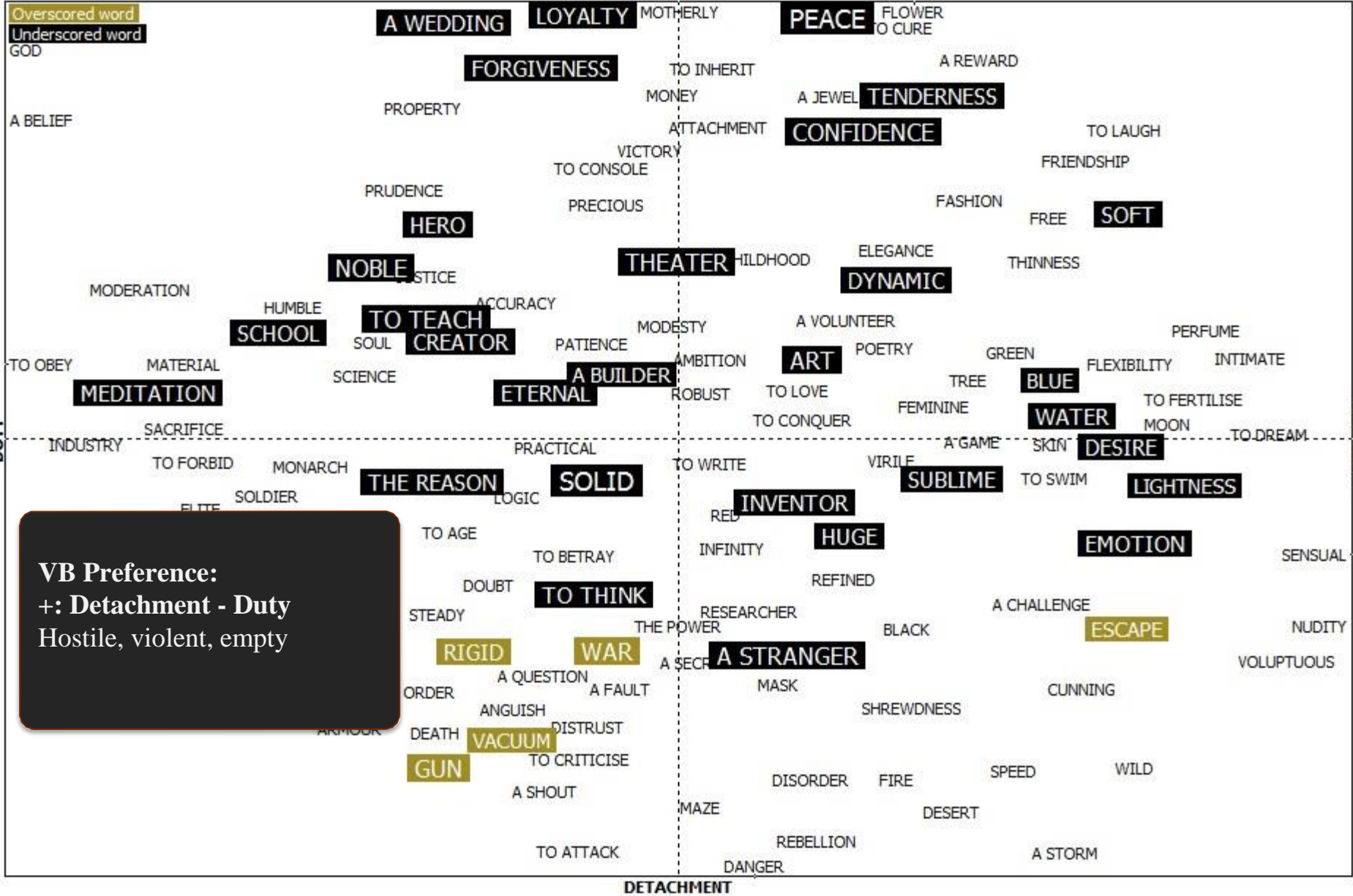




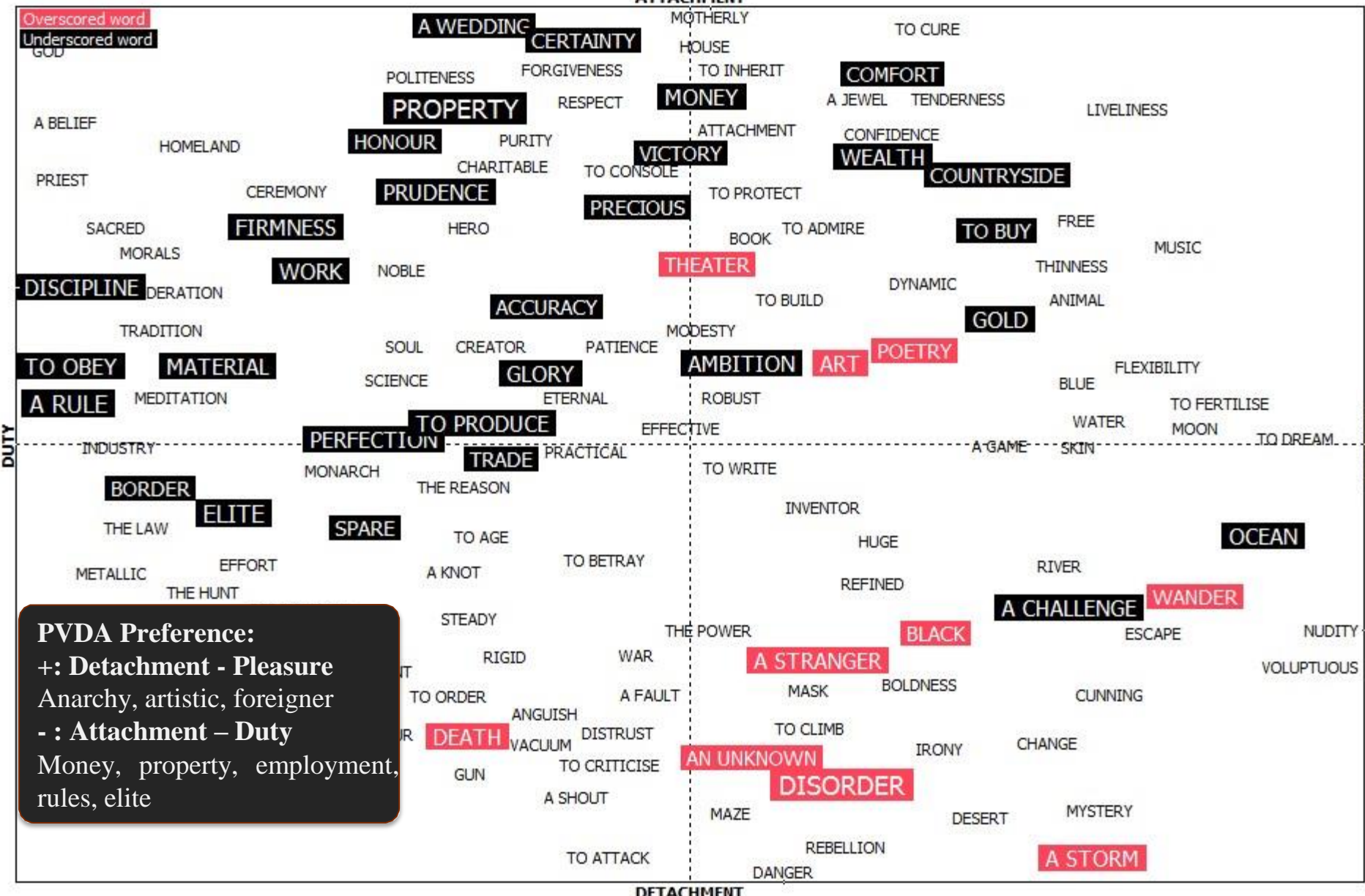
N-VA Preference:
 +: **Duty – Detachment**
 rational, critical, dominant, ambition, control, (without measure)
 -: religion, transcendence, patriot, spiritual, artistic, foreigner, chaos



Overscored word
Underscored word
GOD

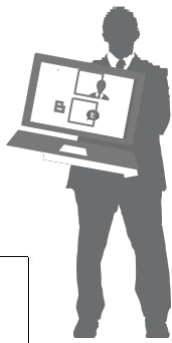


VB Preference:
+: Detachment - Duty
Hostile, violent, empty

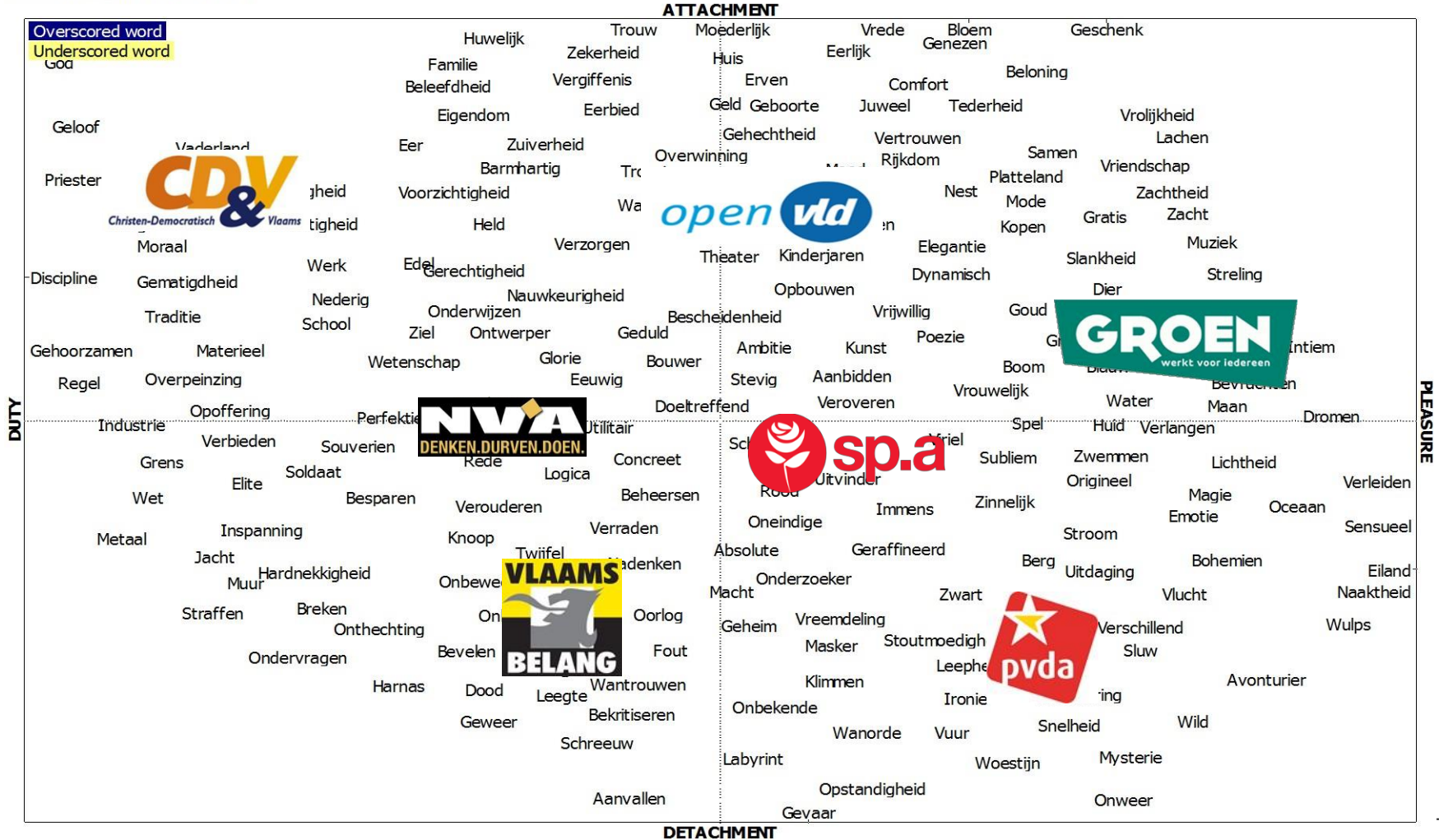


PVDA Preference:
 +: Detachment - Pleasure
 Anarchy, artistic, foreigner
 -: Attachment – Duty
 Money, property, employment,
 rules, elite

Summarized: The semiometric footprint of the Flemish parties



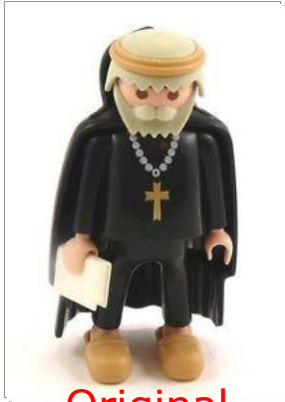
nederlandstaligen (8.786,83)



Summarised: The Flemish party voters in 3 words



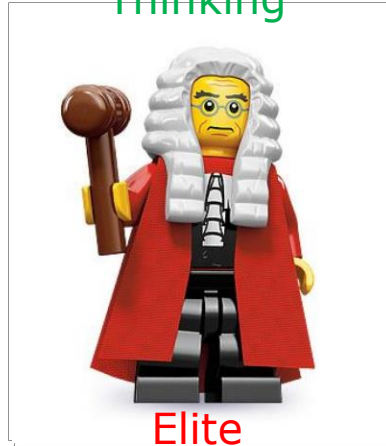
Religion
God
Holy



Original
Escape
Mystery



Law
Different
Thinking



Elite
Love
Fidelity



Wealth
Property
Refined



Death
Teaching
Comforting



Perfection
Industry
Control



Foreigner
Homeland
Soul

Summarized: The Flemish party voters in 3 words



Trust
Green
Care for



Soldier
War
Rifle



Rifle
War
Rigid



Peace
Foreigner
Trust



Chaos
Foreigner
Storm



Rules
Property
Elite



Coda ...



Your wants desires
Needs and wishes
will be duly noted
processed filed and catalogued,
labelled and encoded
turned into sitcom dialogue
and advertising slogans
We've got a box to put in your brain
Hard wired for downloading
All the secrets and the mysteries
You've been selfishly withholding...

(tracy chapman - hard wired)



Like to know more?



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