

# Leverage visual communication to maximize the power of your brand.

You are invited to our **webinar on Tuesday, March 2 (Noon EST / 11:00 a.m. CST)** to learn more about how **RESEARCH STRATEGY GROUP** uses **Semiotics** to understand consumers' cognitive and emotional reactions to the **signs and symbols used in brand communications.**

During this webinar we'll discuss how Semiotics has been used to uncover the subconscious properties of key communication touchpoints, such as: brands/logos, advertising, and packaging. Learn how our approach **improves product and brand engagement** by furthering our understanding of how visual assets drive...

- emotional involvement / emotional resistance
- main values communicated and their impact on perceptions of quality, uniqueness, etc.
- consistency with brand positioning

**Please register via email to:**

**[zlatavolfson@rsginc.net](mailto:zlatavolfson@rsginc.net)**.

Webinar details will be forwarded upon registration.

**Date:** Tuesday, March 2, 2021

**Time:** noon-1:00pm EDT/11:00am-12:00pm CDT