

MARIAN ST. LAURENT

TECHNOLOGY | CULTURE | AESTHETICS

I specialize in cultural insight, semiotic brand analysis, and design research for innovation. I work closely alongside artists, editorial teams, design teams, brand managers and content producers to guide the creation and optimization of experiences for audiences and consumers across mediums and cultural contexts. My approach has evolved over twenty years of international consultancy and is grounded in comprehensive knowledge of the history of mass communications and visual culture.

SERVICES

01. CULTURAL STRATEGY

- BRAND DEVELOPMENT
- BRAND OPTIMIZATION
- DIGITAL BRAND STRATEGY
- PRODUCT INNOVATION
- EXPERIENCE DESIGN

02. CONTENT INNOVATION

- UX & DIGITAL BRANDING
- EDITORIAL STRATEGY
- MEDIA & ENTERTAINMENT
BRANDING
- ORIGINAL PROGRAMMING
- AR & VR EXPERIENCE DESIGN

03. METHODOLOGY INNOVATION

- BRAND CONSULTANCIES
- CONTENT PRODUCERS
- DIGITAL AGENCIES
- DESIGN FIRMS
- MARKET RESEARCH AGENCIES
- DIRECT CLIENTS ACROSS SECTORS

04. TEACHING & TRAINING

- HISTORY & THEORY OF MASS
COMMUNICATIONS
- CULTURAL BRANDING
- COMMUNICATIONS STRATEGY
- DIGITAL STORYTELLING
- EXPERIENCE DESIGN

01.a CULTURAL STRATEGY FOR BRAND DEVELOPMENT



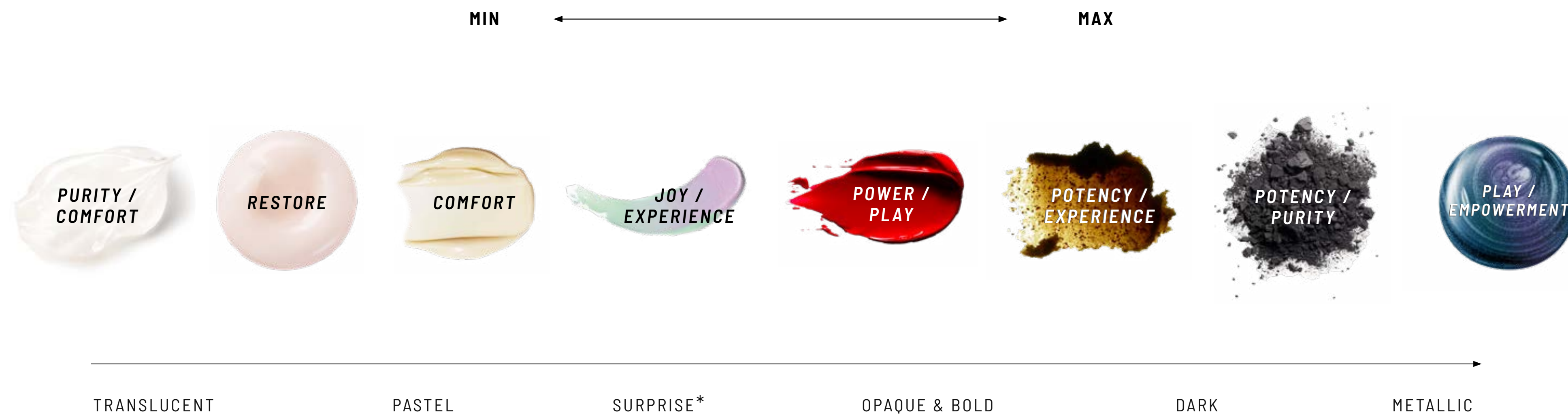
Applying models from media theory, cultural anthropology and semiotic analysis has empowered brand management and design teams with the tools to uncover and map ideologies underlying brand perception and audience expectations. This work informs creative routes for a range of strategic outputs such as Acquisitions & Investments for Brand Development, Experience Design and Omnichannel Branding.

PROJECT SERVICES MARKETS

Premium Perception in Eyewear
Brand Positioning, Digital Branding, UX, Editorial Strategy
EU, UK, US

01.b CULTURAL STRATEGY FOR PRODUCT INNOVATION

COLOR & OPACITY



***HEAT ACTIVATED COLOR CHANGE,
COGNITIVE DISSONANCE**

Semiotic and cultural analysis maps and contextualizes sensorial cues and storytelling mechanics of a category to help producers and creative directors create more resonant and immersive brand experiences.

**PROJECT
SERVICES
MARKETS**

Semiotics of Beauty
New Product Development
EU, UK, US

02. CONTENT INNOVATION

	YESTERDAY 2010 - 2015	TODAY 2016 - 2019	TOMORROW 2020
NARRATIVE COMPLEXITY	META NARRATIVE & GENRE BENDING	ARTISANAL SPLENDOR	COGNITION GAMES
CELEBRITY	JUST LIKE US	OMNICHANNEL VIRTUOSITY	\$ WHERE YOUR MOUTH IS
TRANSMEDIA	LICENSING	TIMELESS & NONLINEAR STORY WORLDS	EXPANDED CINEMA
NEW MEDIA	CANONIZATION	THE ART OF PRESENCE	- INTIMATE & VISCERAL - DESIGNING EMPATHY
NON FICTION	FACT THROUGH FICTION	WEAPONS OF MASS CONSTRUCTION	- AI NARRATIVE WARS - POST PATRIARCHY
DIVERSITY	RAINBOW BANDWAGON	ORIGIN STORIES	RESTITUTION & ABOLITION

Time-based analysis and visualization of storytelling developments helps producers, editorial teams and creative directors optimize original programming and acquisition strategy. As a diagnostic tool, it has informed show optimization, editorial and communications strategy for new and legacy media brands.

**PROJECT
SERVICES
MARKETS**

The Future of Premium Content
Brand Optimization & Content Innovation
US

03. METHODOLOGY INNOVATION

ENGINEERING CULTURE

SHAPING CULTURE

CULTURAL LEADERSHIP

- RESEARCH & DEVELOPMENT
- MACHINE LEARNING / AI VISION
- PREDICTIVE ANALYTICS / USER SURVEILLANCE
- PROCESS BRANDS (Amazon, Google, Facebook)
- HUMAN - COMPUTER INTERACTION

- DESIGN FOR GOOD (Design + Art + Tech for Problem Solving)
- INTERACTIVE PUBLIC ART WORK
- EDUCATIONAL DESIGN (Environment, Empathy)
- DEMOCRATIC DESIGN & HUMAN - AIDED TECH
- DESIGNING FOR A CIRCULAR ECONOMY
- CHANGE / TRANSFORMATION

ENGINEERING & PROGRAMMING

COMMUNICATIONS & DESIGN

- PHYSICAL - DIGITAL EXPERIENCES
- INTERACTION DESIGN (UX, App / Games)
- GENERATIVE DESIGN & VIDEO MAPPING
- NEW MEDIA EXPERIMENTATION
- DATA-LED DESIGN / CREATIVE CODING
- PROTOTYPING

- CULTURAL CURRENCY
- CONTENT INNOVATION
- TRANSMEDIA PUBLISHING
- BRAND IDENTITY DESIGN (Graphic & Digital Design)
- OMNICHANNEL BRANDING
- SPREADABLE / VIRAL CONTENT

ENGINEERING CONSUMER EXPERIENCES

SHAPING CONSUMER PERCEPTION

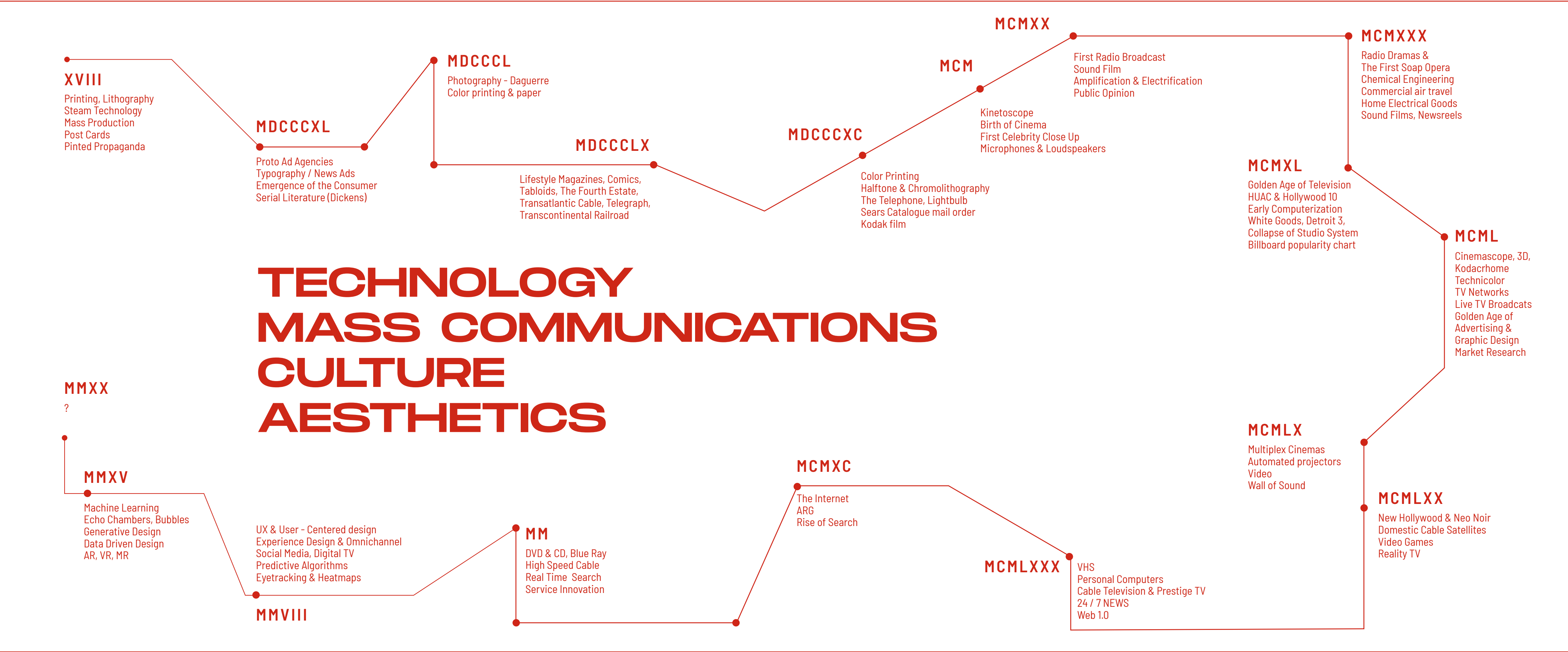
IMAGE MANAGEMENT

PROJECT SERVICES MARKETS

From Supplier to Consultancy
Brand Optimization & Methodology Innovation
US, EU, UK

I collaborate with business leaders in the creative industry to evolve their consultancy offer to stay competitive in a rapidly transforming competitor landscape. Together we identify distinctive capabilities and pain points within internal creative & insight-gathering processes to leverage native capabilities and optimize resources. Contact me for more information about how this work has improved output for companies in New York, London, and Milan.

04. TEACHING & TRAINING



I train brand strategists, design professionals and students in the practical application of models from media theory and applied semiotics for brand development and innovation. Masters and Bachelors level courses and professional workshops help designers and strategists better understand the evolving role of communications and brands in the current era.

EXPERTISE

- CULTURAL STRATEGY FOR BRAND DEVELOPMENT
- HISTORY & THEORY OF MASS COMMUNICATIONS
- EXPERIENCE DESIGN & DIGITAL BRANDING
- DIGITAL STORYTELLING
- BRAND SEMIOTICS



thank you!