

SLOGAN ANALYSIS

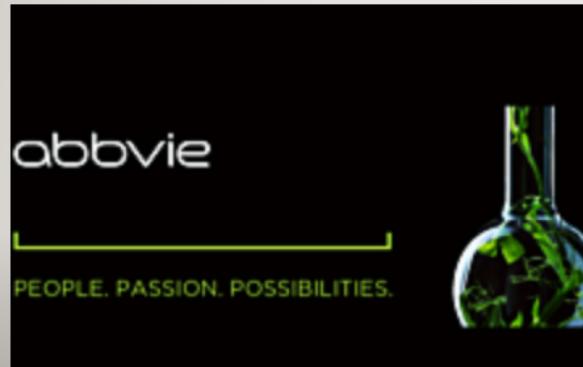
TEXT ANALYTICS

PRESENTED BY:

•GILLES BOUYER

AUGUST 24, 2018





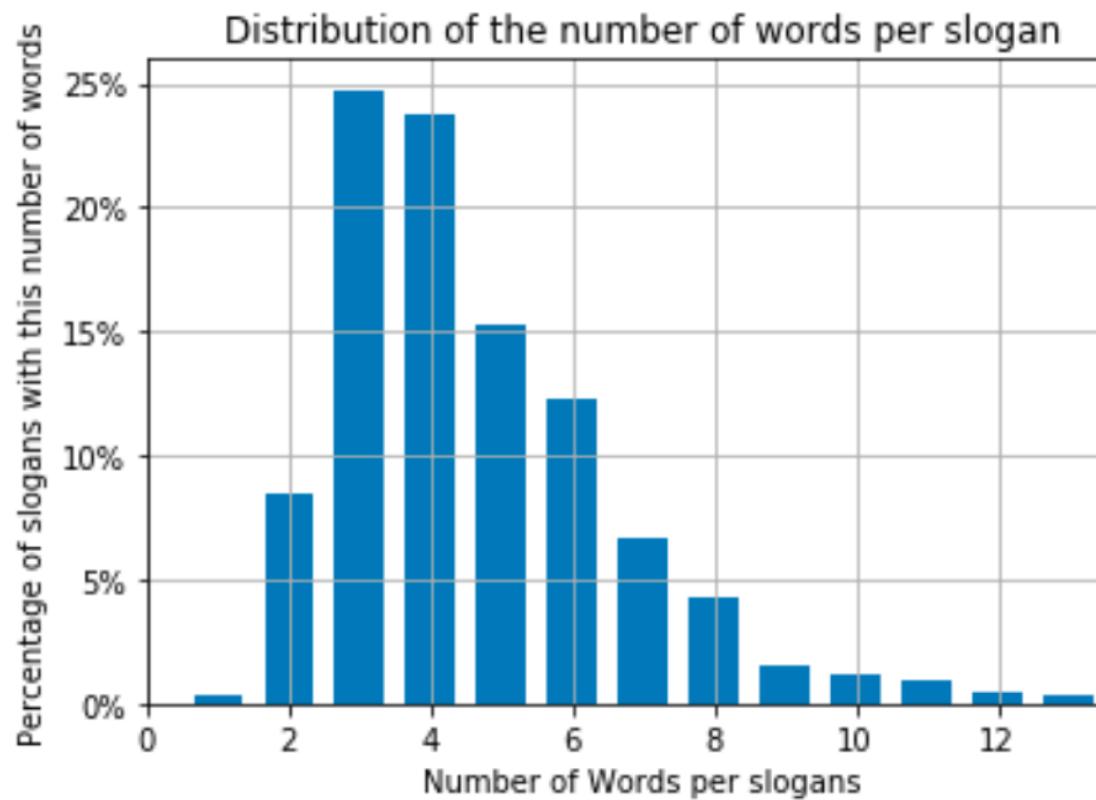
Google:
Don't be evil.

JUST DO IT.

EXAMPLES

- Gathered 675 slogans
- Mostly Dow Jones & S&P

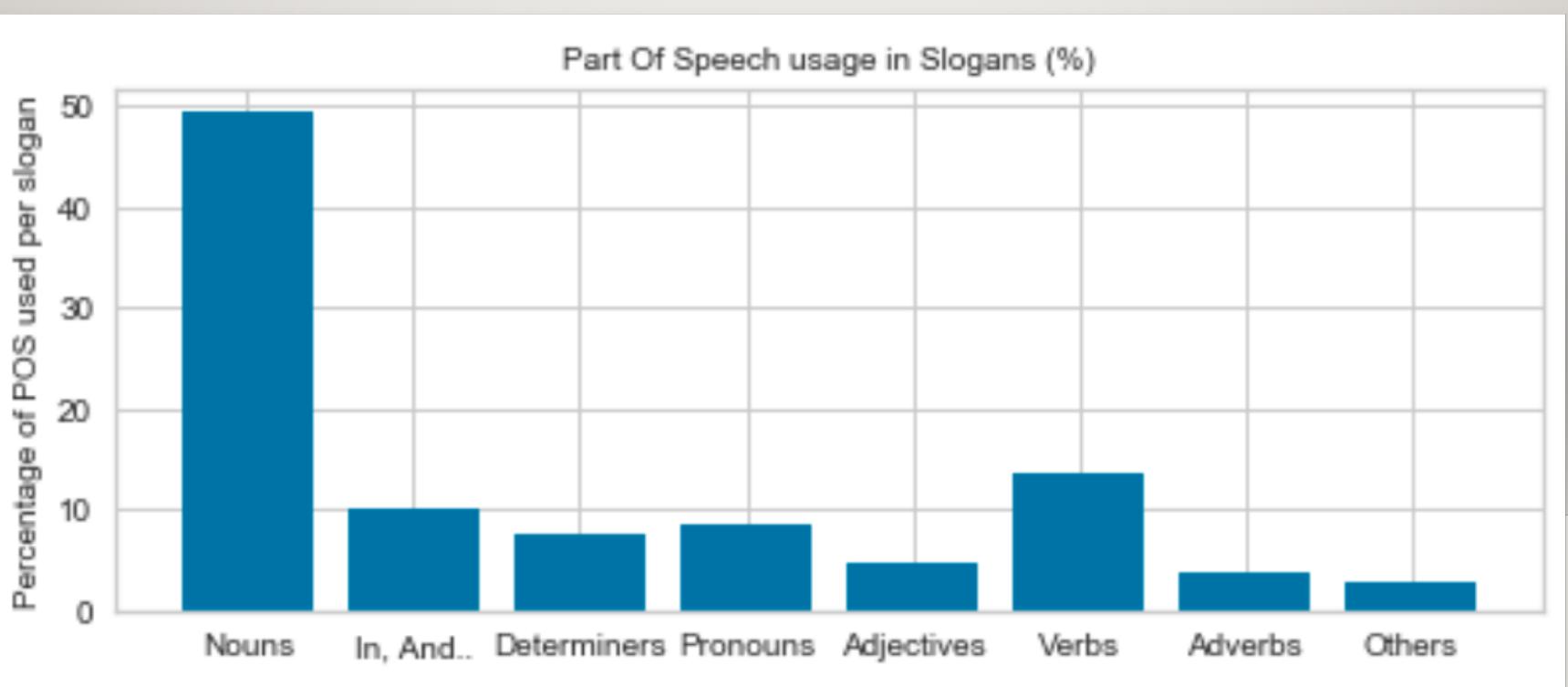
SOME INSIGHTS



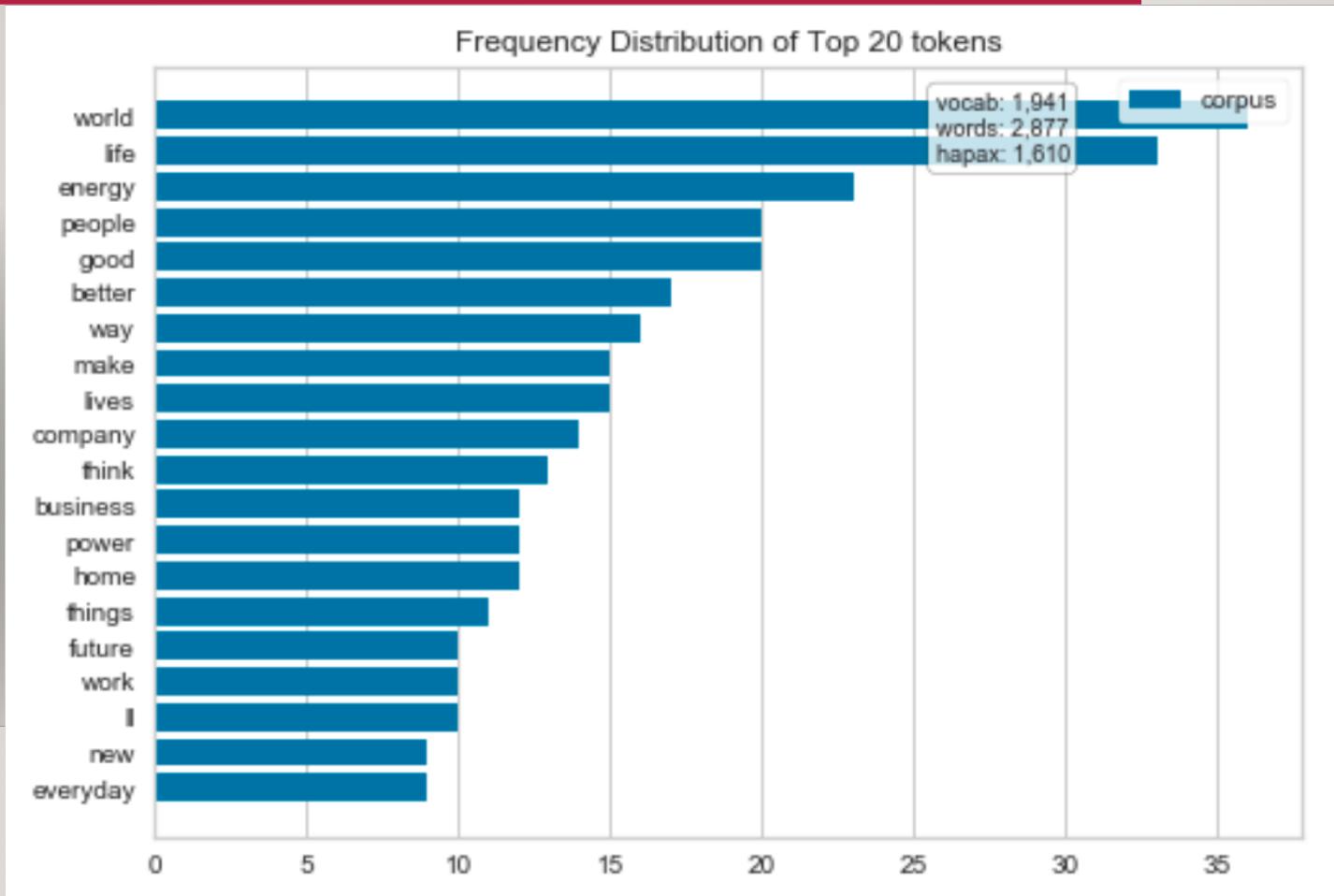
- ~half slogans contains 3 or 4 words

SOME INSIGHTS

- Half of the words are nouns
- 13% are verbs

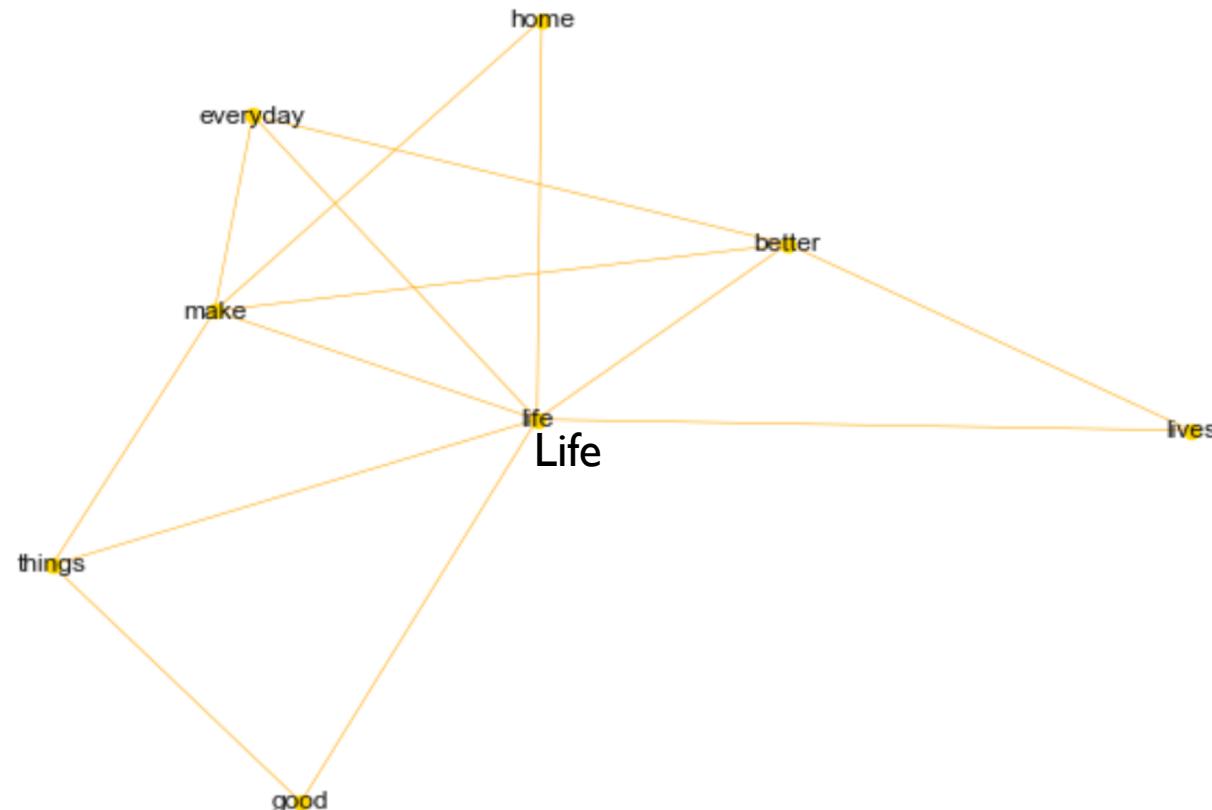


“WORLD” AND “LIFE” ARE MOST USED



LIFE IS THE MOST SOCIAL WORD

The Social Network of Slogans



SLOGANS AND GICS

- Company classification developed by Standards & Poor's and MSCI (research)
- We build a model to predict which slogans belongs to which type of company

GICS Sector	Industry Group
10 Energy	1010 Energy
15 Materials	1510 Materials
20 Industrials	2010 Capital Goods
	2020 Commercial & Professional Services
	2030 Transportation
25 Consumer Discretionary	2510 Automobiles & Components
	2520 Consumer Durables & Apparel
	2530 Consumer Services
	2540 Media
	2550 Retailing
30 Consumer Staples	3010 Food & Staples Retailing
	3020 Food, Beverage & Tobacco
	3030 Household & Personal Products
35 Health Care	3510 Health Care Equipment & Services
	3520 Pharmaceuticals, Biotechnology & Life Sciences
40 Financials	4010 Banks
	4020 Diversified Financials
	4030 Insurance
	4040 Real Estate
45 Information Technology	4510 Software & Services
	4520 Technology Hardware & Equipment
	4530 Semiconductors & Semiconductor Equipment
50 Telecommunication Services	5010 Telecommunication Services
55 Utilities	5510 Utilities
60 Real Estate	6010 Real Estate



LOGISTIC PREDICTION MODEL

96% score

Classes

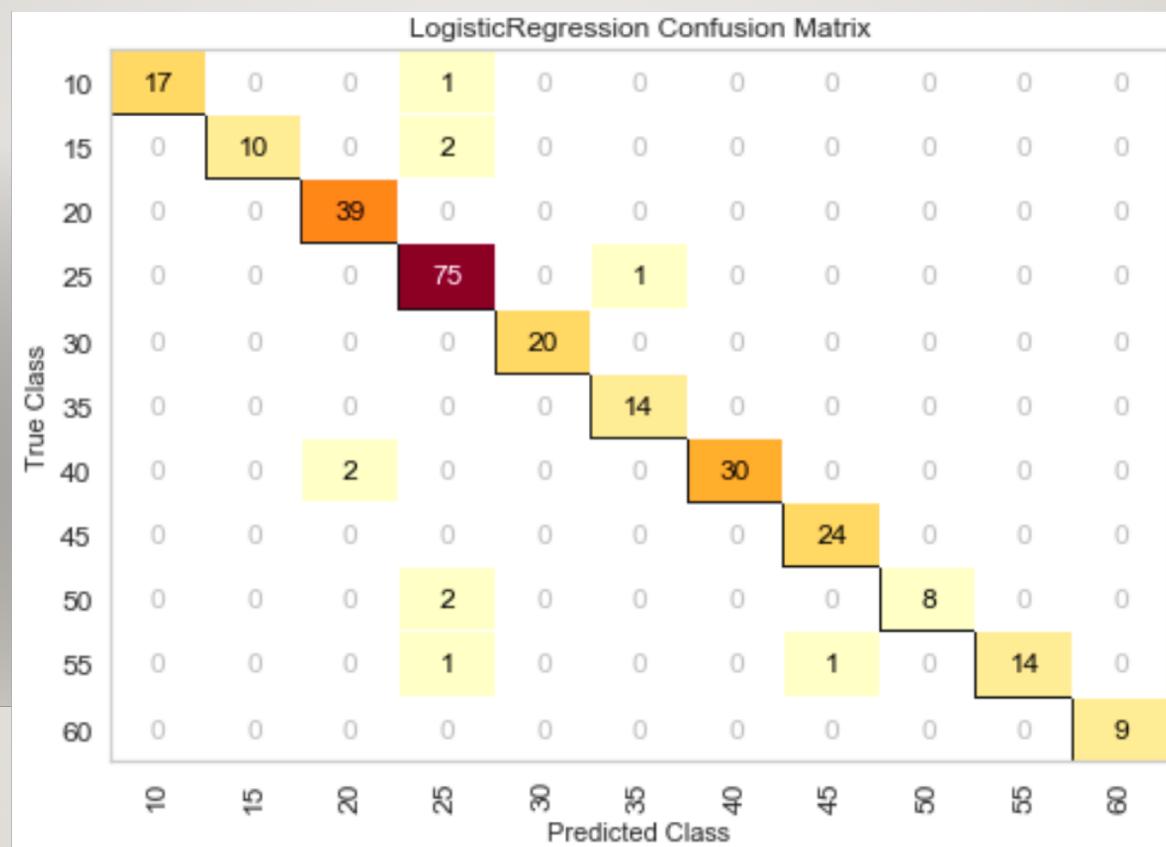


Precision

Recall

F1

CONFUSION MATRIX



PREDICT THE TYPE OF COMPANY FROM ITS SLOGAN

Enter your slogan and I will tell you what type of Company you are.

Proposed Slogan:

PEOPLE. PASSION. POSSIBILITIES.

Click Here For Prediction

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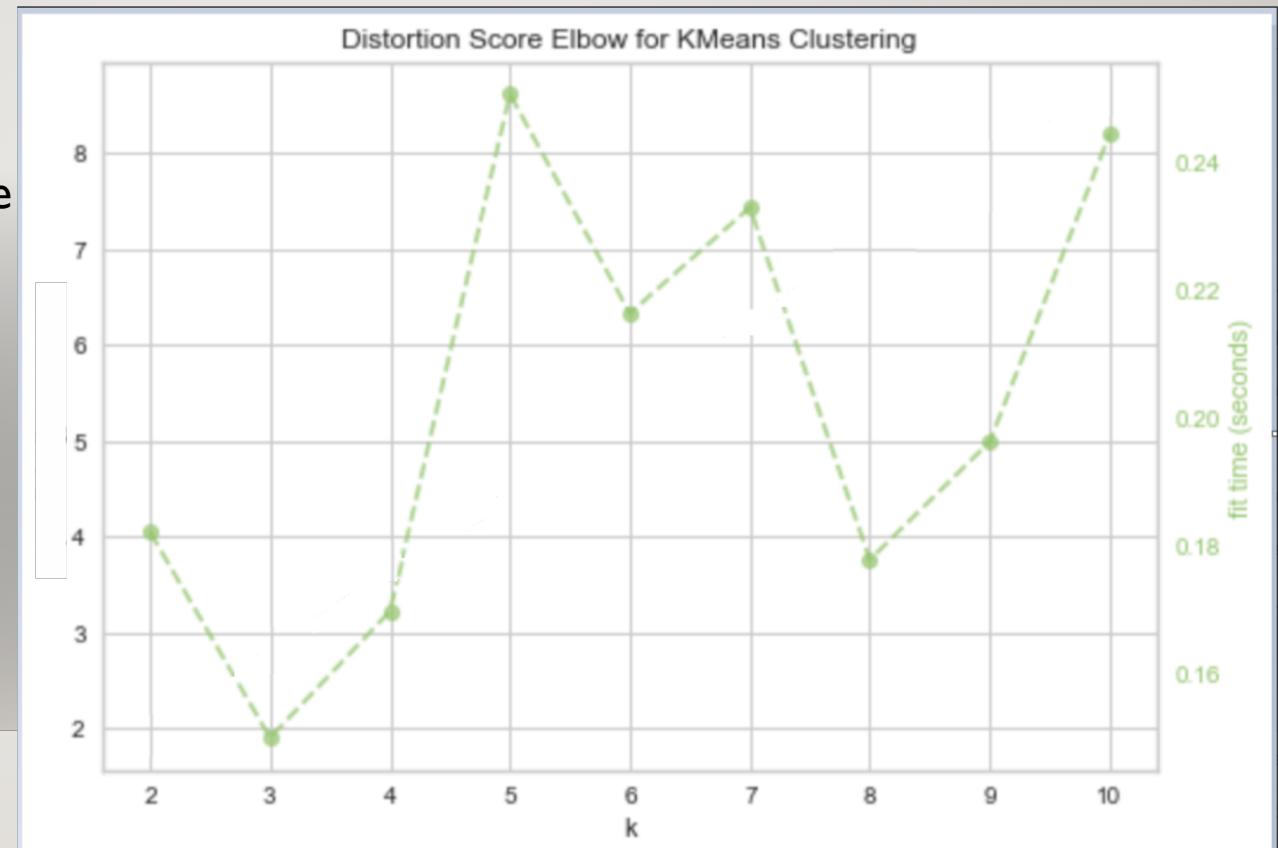
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You are likely a healthcare company !

ANOTHER WAY TO GROUP SLOGANS ?

- Elbow curve indicates there might be 3 clusters



3 CLUSTER RESEARCH MODELING WITH LDA

- Dynamic **LDA** was run on MongoDB data and identified these 3 topics
- **Develop**
 - World, better, work, make, company, think, great, protect, things, building
- **Self**
 - Life, health, fit, let, powered, smart, success, come, water, lives
- **Values**
 - Way, People, Science, Future, Live, Energy, Home, Value, Money, Help

WE RAN TOPIC MODELING WITH LSA

- It identified guiding principles and inspiration as main topics
- **Guiding principles**
 - Don't Be Evil
 - Don't Leave Home Without It
 - Home of the Whopper
 - Providing Tomorrow's Energy
- **Inspiration**
 - Inspiring Progress
 - Insure Your Vision
 - From Vision To Reality

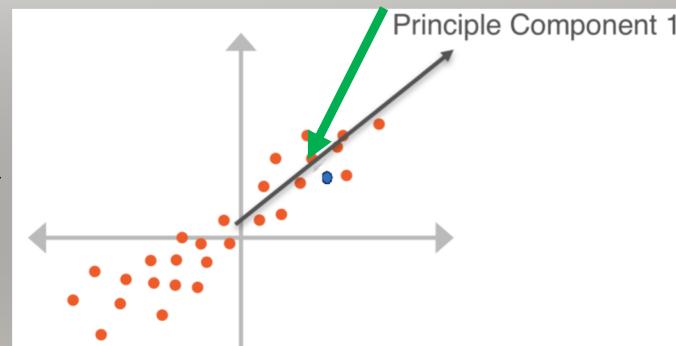
COMPLEMENT SLOGANS WITH POETRY

Just do it.

Just do it

poem for Dante

Dante, baby, the Inferno
is here now.
I wish you could see
it, for some time
we've had the power to
blow up the earth
and now we're finding
the power to leave



Out of there

.....

we call them saints, poets, madmen, fools.
Dante, baby, o Dante, baby,
you should see us
now.

— Charles Bukowski

component_2	
Inspiring progress	0.98835
Insure your vision	0.98832
Exceed Your Vision	0.98832
From Vision To Reality	0.98832

COMPLEMENTING SLOGANS WITH POETRY

Just do it

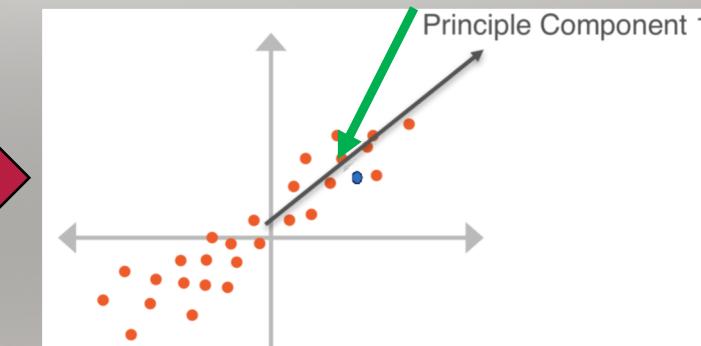
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COMPLEMENTING SLOGANS

```
generator("Cannot beat the real thing")
```

```
' its the worst'
```

```
generator("People. Passion. Possibilities")
```

```
' avocados tomatoes cucumbers '
```

```
generator("just do it")
```

```
' out of there'
```

```
generator("don't be evil")
```

```
' just then the supervisor walked up and said'
```

Enter your slogan !

Slogan

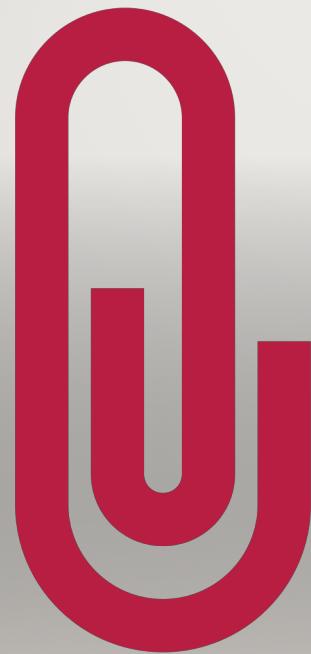
Click Here to find out

don't be evil and a potbelly



A black-framed whiteboard is mounted on a light-colored wall. The whiteboard contains two horizontal red lines and the text "THANK YOU !". The floor below is made of light-colored wooden planks.

THANK YOU !



APPENDIX





You are likely a healthcare company !

NEIGHBOR EMBEDDING AND SILHOUETTE CURVES



LSA

	component_1		component_2	
	Dont Be Evil	1.00000	Inspiring progress	0.98835
	Dont Be Evil	1.00000	Insure your vision	0.98832
	Dont Leave Home Without It	1.00000	Exceed Your Vision	0.98832
	Home of the Whopper	1.00000	From Vision To Reality	0.98832
	Please dont squeeze the Charmin	1.00000	More Saving More Doing	0.98781
	Take only pictures leave only footprints	1.00000	Get high rates without the risks	0.98555
	It wouldnt be home without Hellmanns	1.00000	Auto Inspiring Confidence	0.98544
	HOME ENTERTAINMENT	1.00000	Invest With Confidence	0.98533
	HOME ENTERTAINMENT	1.00000	Im Lovin It	0.98532
	The things we do for dreams	0.99999	Where Vision Gets Built	0.98517
	Clean Energy Stronger Communities	0.99997	Built for the road ahead	0.98497
	A Business of Caring	0.99996	Enduring Values Inspired Performance	0.98490
	Providing Tomorrows Energy	0.99989	High performance Delivered	0.98488
	Energy efficiency expertise	0.99989	Designed to protect your data	0.98481
	Our energy is working for you	0.99989	Going further Doing more	0.98476
	Unleash the energy	0.99989	Going further Doing more	0.98476
	Energy on the move	0.99989	Protect This House	0.98470
Develop energy resources safely profitably and responsibly	0.99989	He Keeps Going and Going and	0.98464	
The ONE in energy	0.99989	Going Beyond Expectations	0.98464	
Smart Energy Smart Grid Smart Choices	0.99988	Raising Performance Together	0.98431	