

**Speaker: Andrea Fronzetti Colladon**

**Talk title: Brand Intelligence in the Era of Big Data**

**Talk abstract:**

Honest Signals have been described as subtle patterns in how we interact with other people. Unconscious social signals that complement our conscious language; they reveal our intentions, goals and values. Looking at social media posts, for example, we can understand consumers' opinions and emotions, or citizens' vote intentions. This involves the assessment of brand equity, which should be in almost real time and take into account the 'spontaneous' discourse of brand stakeholders'; it should not rely on the administration of time-consuming surveys. This talk presents the Semantic Brand Score (SBS), a methodology of assessment of brand importance that combines methods and tools of text mining and social network analysis. The SBS can be calculated on any collection of text documents, such as newspaper articles, emails, or tweets; it can be adapted to multiple languages and applied to 'brands' in a broad sense - for example to politicians' names. The SBS has already proved very useful for tourism and election forecasting. Gaining a deeper understanding of brand importance and textual brand associations can change the way we make decisions and manage organizations in the era of big data.