Knitting narratives
LOOKING FOR WOOL
How do we find out what really matters and what are our opportunities?

By breaking the bubble we live in

Using an AI platform to understand the world of wool
Narrative Expertise

We match the machine driven data insights derived by the SignificanceSystems platform with human interpretation for action driven by Ai.agency experts.
So how do the narratives around market research perform?

When we look across everything on the internet, without asking anyone with bias, without looking at numbers and allowing the platform to read everything and frame the market response?

*The % reflect the normal distribution of narratives across over 250 projects*
Significance

Long term deep engagement

Power to disrupt

Lacks real engagement

transient

tribal

Australian Merino Wool

How does the narrative emotionally activate?

What type of emotions are activated?

What is the most important branded content?

What are the most effective channels?

What images associated to the narrative?

Words are associated to the narrative?
And ... Predictive linguistics emotional measures to understand the narratives strategic impact
GETTING TO GOOD STUFF

Damien Madden
Digital Marketing Director

Question 2
Strategic discovery across many issues

✓ Who are the best partners and best ways to encourage Wool to be used in Activewear in 5 key global markets? (USA, UK, Japan, Germany, Italy)
✓ Who are the best partners in the US market for Wool and what are the most relevant trends, media channels, and visuals?
✓ What and who should we consider to effectively enter the Hunting/Fishing market in the US market?
✓ What are the trends in shoes and sneakers for a Merino based shoe?
✓ What are the trends and opportunities for Wool in Travel Retail?
✓ What narratives and developments are driving the future of fashion relevant to wool?
✓ What are the key trends, brands, and opportunities in the UK Activewear market?
✓ What are the most relevant innovations in Fashion from a global perspective?
✓ What and where is the engagement woven wool denim?
✓ Content Tracker - Fashion, Activewear
✓ Driver analysis - Wool vs other textiles measured against key attributes including fashion tech
Question 5

Damien Madden
Digital Marketing Director

WOOL AIN'T JUST WOOL
AWC US Market Report

Who are the designers and brands that are transforming the use of wool in the USA?

- Eileen Fisher
- Gabriella Hearst
# AWC US Market Report

What are the trends that are transforming the use of wool in the USA?

<table>
<thead>
<tr>
<th>Timeless</th>
<th>Transformational</th>
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</thead>
<tbody>
<tr>
<td>• Wool coat trends</td>
<td></td>
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<tr>
<td>• Winter coat trends</td>
<td></td>
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<tr>
<td>• Couture trends</td>
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Significance Systems
Strategic discovery across many issues

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Question 4

Damien Madden
Digital Marketing Director
HUNTING HUNTING
A deep dive into the trends, brands, designers in the USA hunting and fishing markets that are doing interesting things with wool based fibres … or could be
Affect Orientation

Affect Orientation is a measure of the degree to which the narrative stimulates an emotional response: active or passive, positive or negative. Most narratives are simply neutral, and do not provoke any emotional response.

Narratives such as this, which are driven by active, positive engagement, have momentum. They will thrive and prosper. Powered by enthusiasm and energy, they exhibit growth and adaptation, and drive behaviour.
Significance Systems
KUIU Hunting

Content Power Index

In the Field – My Stone Sheep Hunt this year with ...
In the Field – I am a hunting guide in ... – album.kiu.com
In the Field – I took my 5 year old daughter hunting for ...
In the Field – Thank you KUIU for producing gear u
A High-Tech Hunting Gear Company Is Now Making
Review: KUIU Tiburon – The Will to Hunt – Real. Li
In the Field
In the Field – Kuiu, Howdy !! I just got back from a ...
Kuiu, love it or hate it? – Alaska Outdoors Forums
In the Field – album.kiu.com

Visual Explorer

Experience the most significant content via the images which amplify its power.
Question 3

Damien Madden
Digital Marketing Director

NOT WOOLY ...
A STRATEGIC PARTNERSHIP
But with machine AI platforms we can do the cross over between massive scale secondary research, ethnography and semiotics.
Buy me a beer and I’ll tell you more.