

Attached are samples of the words ascribed to a) Greenpeace and b) Harley-Davidson to give you a flavour of what to expect.

"In lieu of actually writing something interesting (which I haven't done in a while), I've decided to release a 70% done project. It's called Brand Tags and the idea is simple: You tag brands with the first thing that comes to mind. The idea came to me as I was working on my Brand vs. Utility presentation a few months ago. The thinking went something like this: If brands exist as the sum of all thoughts in someone's head, then if you ask a bunch of people what a brand is and make a tag cloud, you should have a pretty accurate look at what the brand represents."

Noah Brier

PS: for the sake of space, some of these images have been compressed, although I do not think the 'results' have been misrepresented. Go to www.brandtags.net/ , log in, and you'll be able to see all the results for yourself.



action action for the environment active

activism

activist

activists

aggressive aggressive aggression aggressive

animals

annoying

annoying annoying annoying annoying annoying annoying annoying annoying annoying annoying annoying

apple ... **assholes** ...

awesome awesome awesome awesome awesome awesome awesome awesome awesome awesome

... **bastards** ...

boat

boats ... **boring** ...

bright ... **bullshit** ...

... **charity** ...

... **commies** ...

... **communist** ...

conservation ... **cool** ...

crazy

... **crunchy** ...

... **dumb** ...

earth

... **eco** ...

... **ecology** ...

... **ecoterrorists** ...

... **enviroment** ...

environ

hippie hippies idiots important jerks lame liberal liars

hippie

hippies

idiots

important

jerks lame

liberal

liars

the py... save the
planet

whale save the
whales save the
world

whales... sea... seals
ship

ships... shit... ship

stupid... sucks... tanker

terrorist

terrorists

tired

tree tree

...green ...the ...pink ...they ...used ...to ...have ...a ...palmwith ...the ... **tired**

... **tree** ... **tree** ...

hugger

tree

huggers

...

treehugger

treehuggers

trees ... **trouble** ...

... **truth** **ugh** ... **ugly** ... **volunteer** ... **wackos** ... **wales** ... **wankers** ... **warrior** ... **warriors** ...

whale

... ...

whales

... **whaling** ...

whatever ...

world ...

... **worthy** ...



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adventure

america

american

american bikes

motorcycles americana

angels annoying

assholes attitude audi

awesome

bad

bad-ass

badass

badge

beard

beards

big

compensating

cool

crap

crazy

crisis

cruiser

cycle

dangerous

death

dirty

drugs

easy

rider

exciting

expensive

fast

fat

fat

fat

fat

fat

fat

fat

fat

fat

gang gangs

gay

gross

hairy

hard

hard core

hardcore

harley

hells

angels

hick

highway

hog

hot

iconic

johnny

junk

leather

leather jacket

