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."

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.



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We are only half way through the alphabet - it goes on with words like 'redneck', 'white', and of course 'motorcycles'... but you've got the idea!