

christopher ryles

BIO



I help organisations navigate change and unlock emergent opportunities.

We are living in a period of flux. Technology and capital are transforming our lives at scale while culture is increasingly distributed and mercurial. In this context, human understanding is more important than ever.

I apply rigorous semiotic frameworks and sense-making tools to help brands meet real human needs, communicate with clarity, and cut through the noise.

I have worked with some of the biggest names in beauty, FMCG, and consumer tech, helping them to build meaningful brands and secure long-term strategic relevance.

APPROACHES



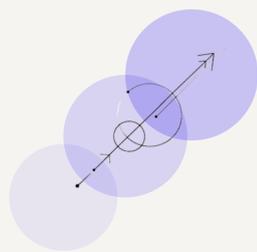
Semiotic Mapping

A framework to dimensionalise a category or cultural concept, helping us to navigate the competitive landscape and identify emergent opportunities.



Cultural Insight

Research into the underlying forces that drive cultural change. Going beyond fleeting trends to identify the currents and counter-currents that move the needle on how people see the world.



RDE Trajectories

A framework for structuring patterns of meaning. Tracking the relationship between Residual, Dominant, and Emergent culture helps us to anticipate change and make decisions with clarity.

CASE STUDIES

Brand Positioning

Identifying opportunities in the emergent wellness space for a global alcohol brand.

Cultural Insight

Understanding the shadow of AI for a leading tech giant.

Creative Strategy

Designing a fragrance concept for an iconic apparel brand.



brand positioning

The Challenge

To chart emergent wellness culture for a global alcohol brand and deliver strategic positioning recommendations for their portfolio of sub-brands.

The Approach

Conducting an in-depth semiotic analysis of the wellness category and building a map of emergent cultural signals. Developing opportunity areas that detailed semiotic cues, human needs, market relevance and their value for MWBs.

The Outcome

A set of bespoke opportunities that helped the client to plan successful brand activations in a number of key markets.



cultural insight

The Challenge

To understand the cultural equities of AI for a global tech giant and identify potential hurdles to wider adoption.

The Approach

Decoding the semiotic equities of AI in popular culture. Building a shadow map that could be used to navigate risk and mitigate unintended consequences in this fast-moving space.

The Outcome

Centering the lived experience of technology to help align product development and comms with human needs.



creative strategy

The Challenge

To connect emergent expressions of wellness to a new fragrance innovation.

The Approach

Using semiotic decoding and mapping to understand the emergent wellness space. Creating a set of opportunity areas based on the cultural significance of mood.

The Outcome

The Adidas Vibes collection, launched in 2024. the line saw immediate commercial success, elevating Adidas to the number one mass fragrance brand in France.



PREVIOUS CLIENTS



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Get in touch!

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