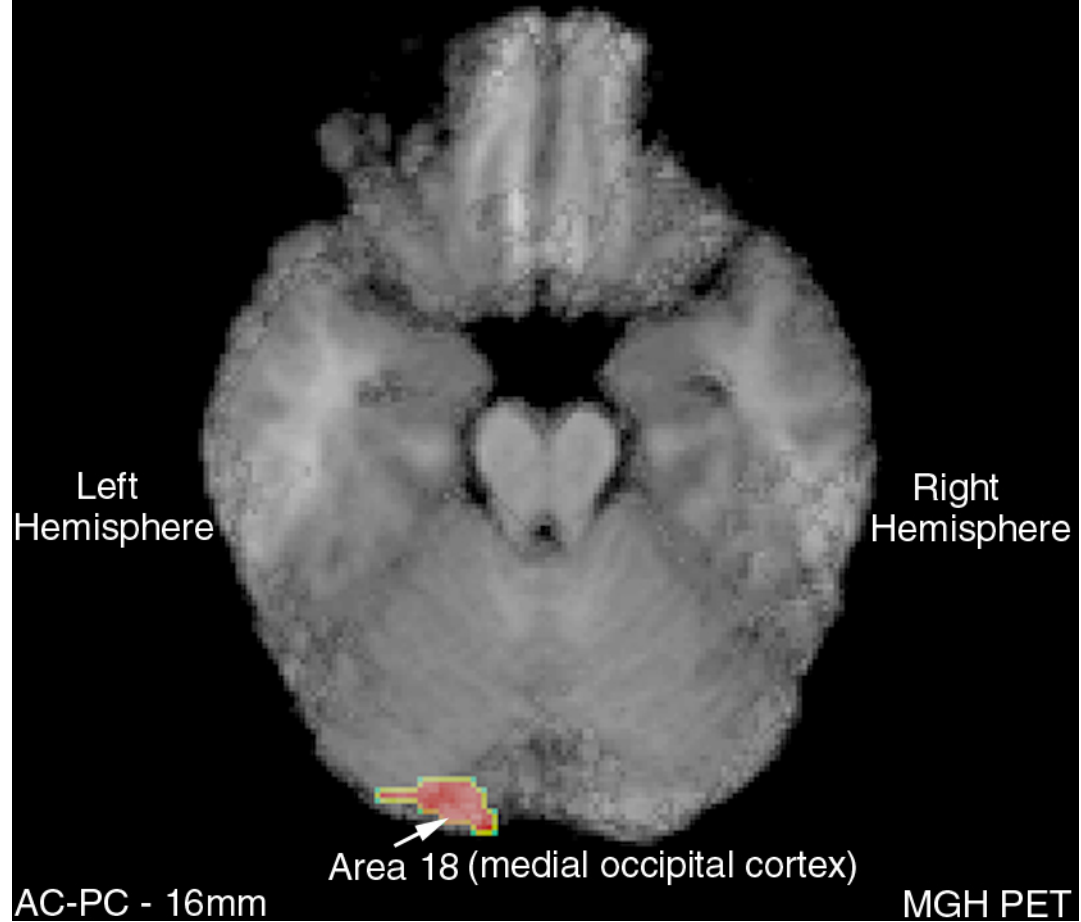
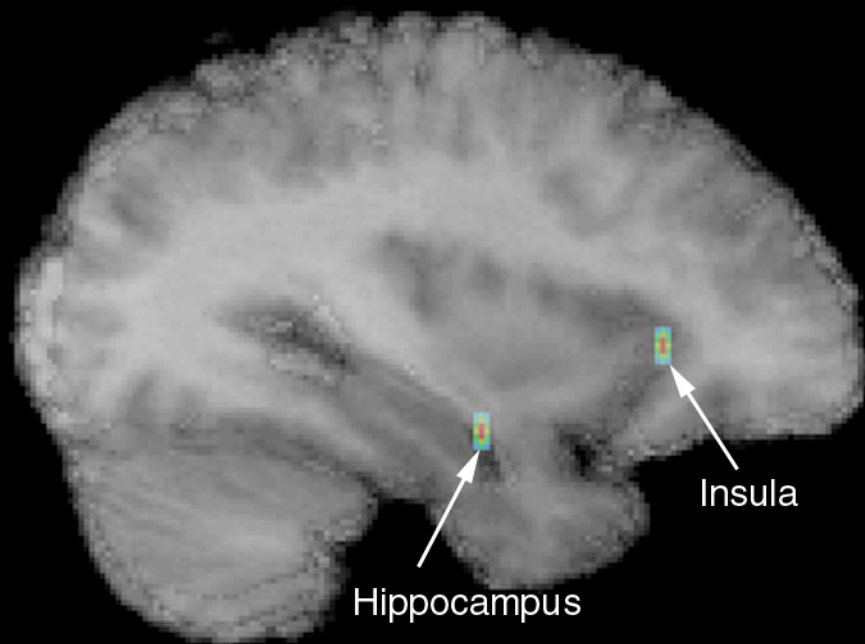




Greatly Improved Dealership > Stereotypical Dealership

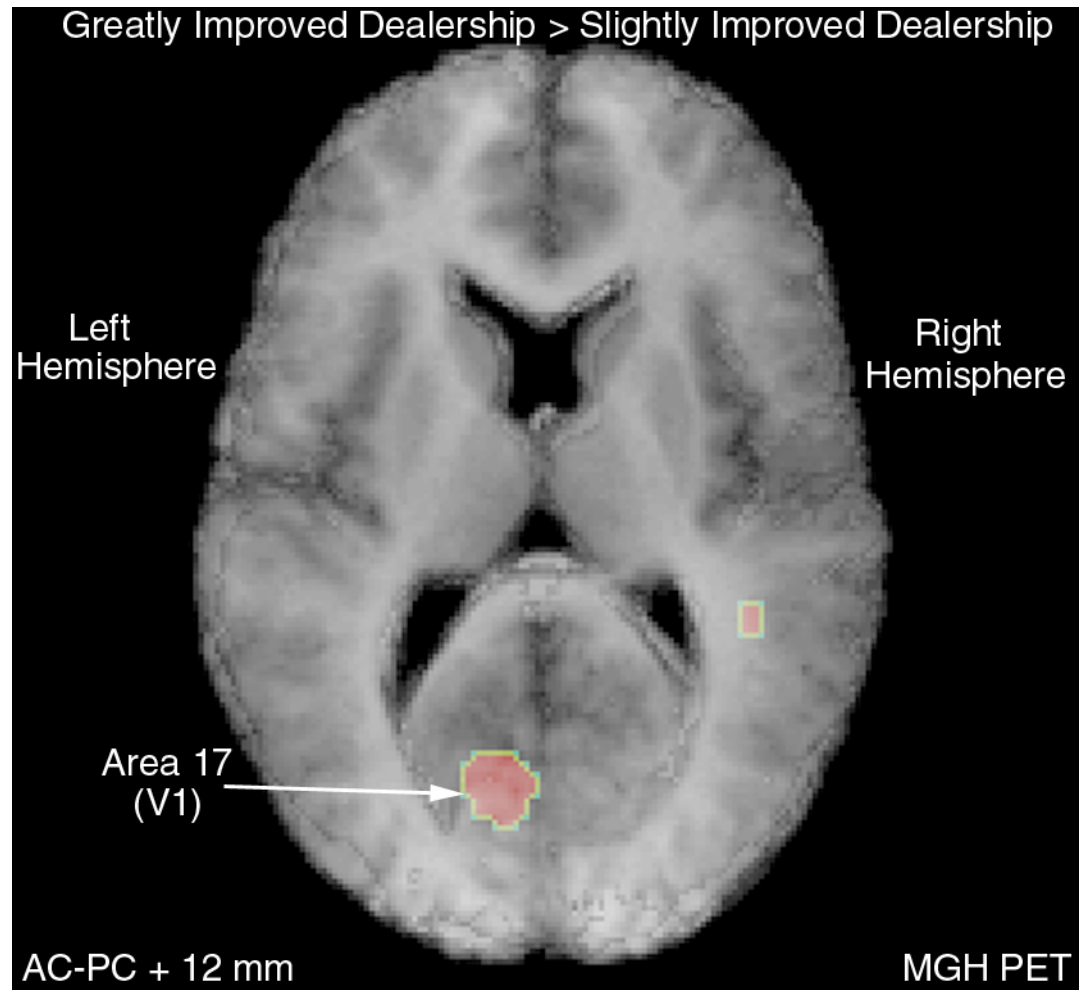


Stereotypical Dealership > Slightly Improved Dealership
(Right Hemisphere Side View)



30 mm from midline

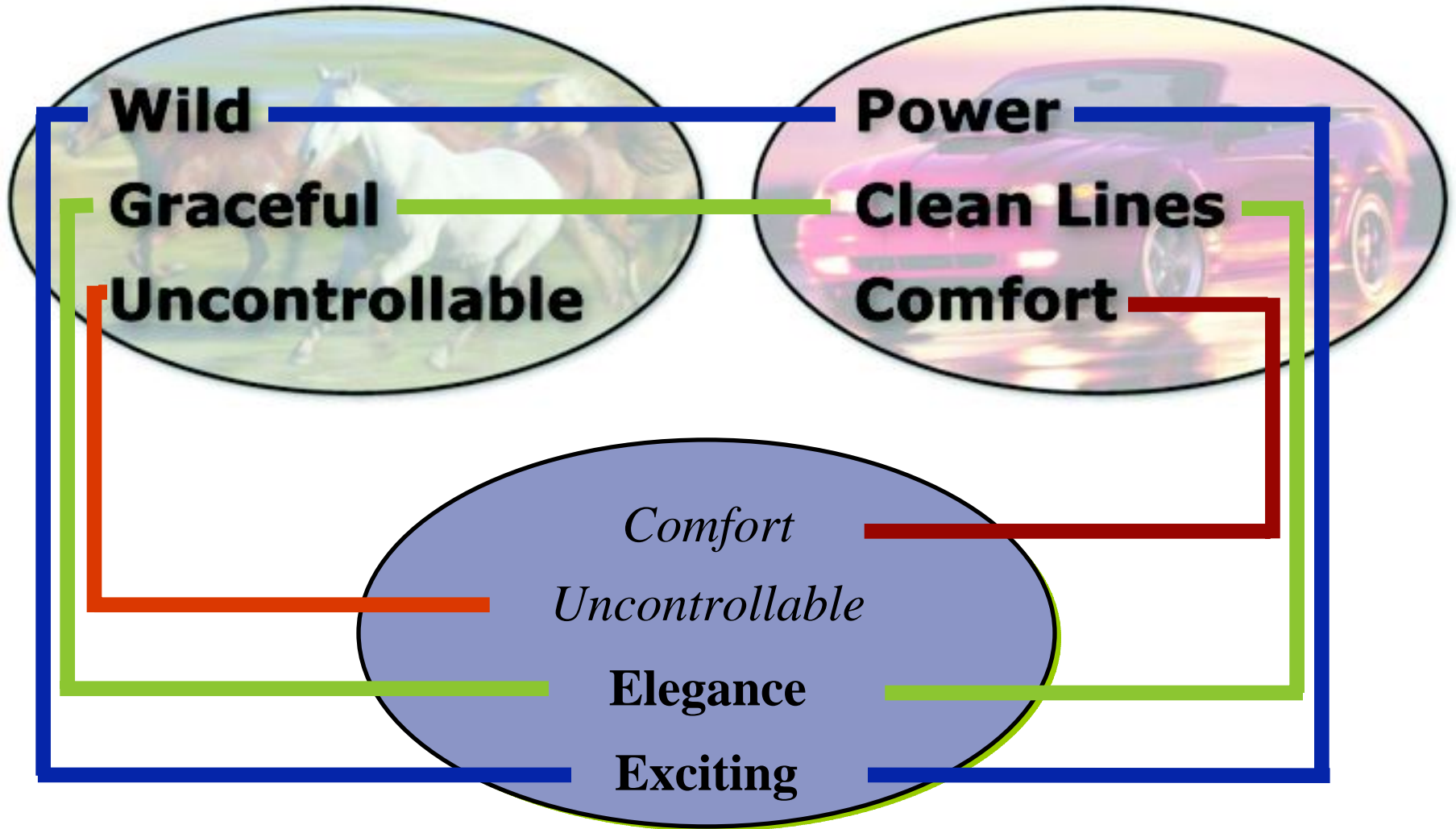
MGH PET

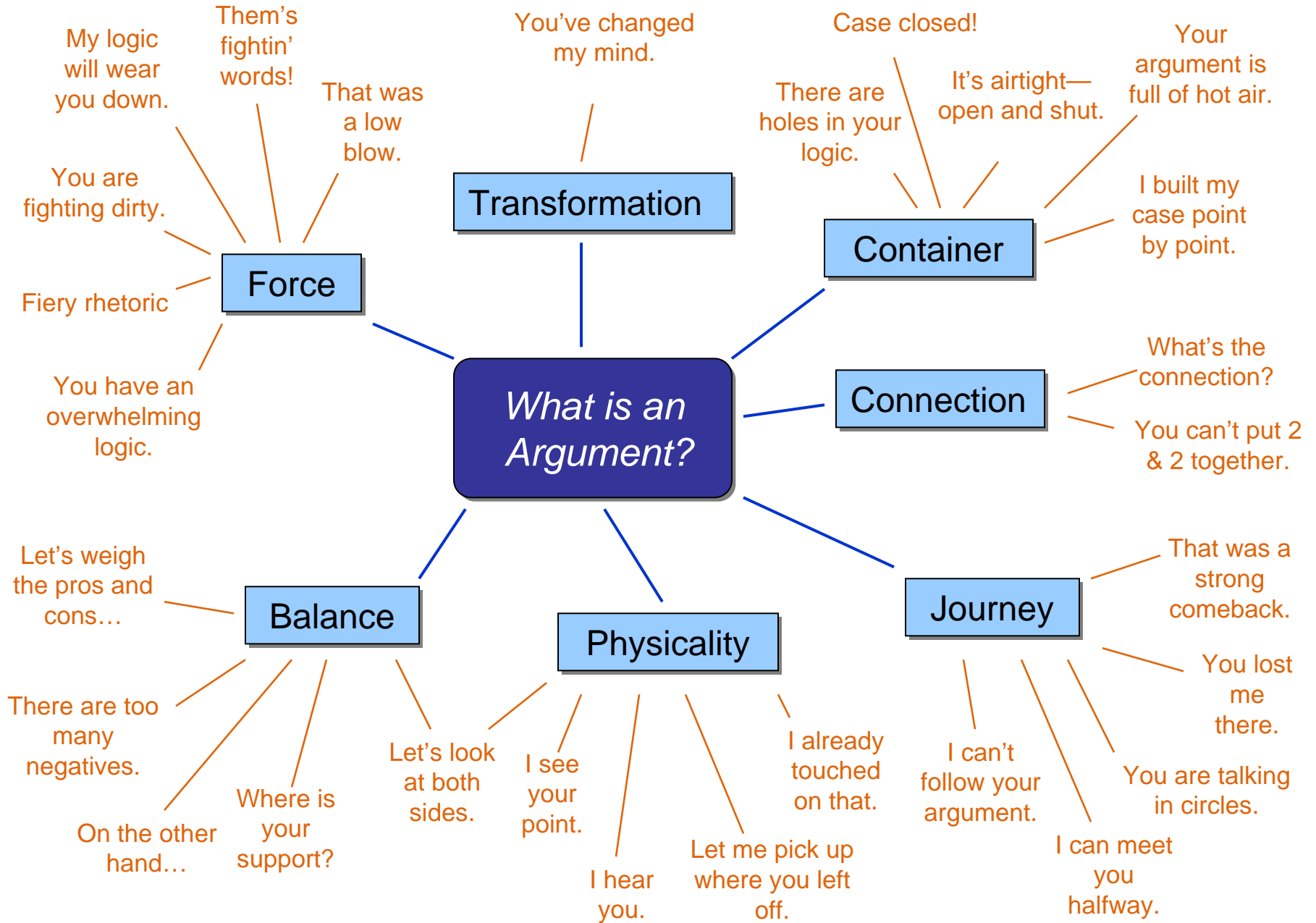


Conceptual Blending

Mustang (nature-made)

Auto (man-made)





Examples of Deep Metaphors

- Balance
- Connection
- Container
- Control
- Flight/Fight
- Force
- Journey
- Movement
- Paradox
- Transformation

Diverse Cultures Sharing Same Deep Metaphors

Oral Care

China, France, Germany, Great Britain, Italy, Japan, Mexico, US

Clean Cars

Germany, Great Britain, Japan, US

Auto Design

Germany, Japan, US

Brand Image

Germany, France, Italy, Japan, Mexico, Spain, Sweden, US

Telecommunications

Argentina, Denmark, Egypt, India, Japan, Mexico, Thailand, Turkey

Specific Food Experiences

Belgium, Brazil, Germany, Great Britain, Greece, Italy, Mexico, US