

SYNESTHETIC DESIGN

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SIDERIUS



SIDERIUS SRL SOCIETA' BENEFIT

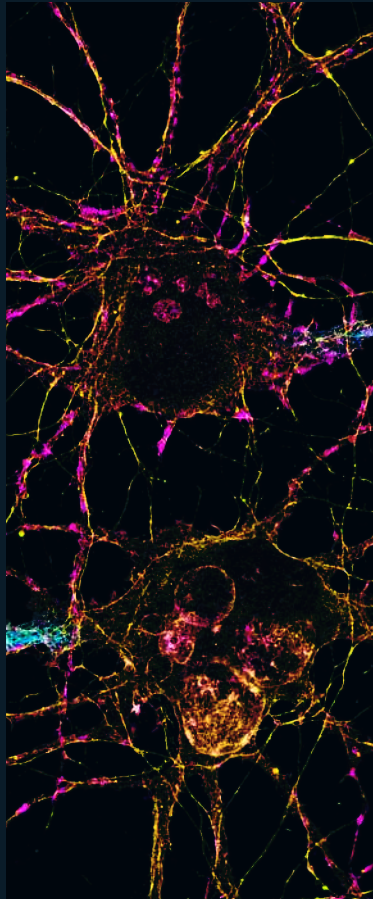
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*Glide with instinct,
and let the sea write the rulebook*







Siderius is an innovative startup and benefit corporation specializing in the transfer of applied knowledge between behavioral research, cognitive science, and business strategy.

We operate in a market where consumer choice dynamics have structurally changed.

Consumer neuroscience clearly documents that over 85% of purchasing decisions are mediated by emotional, sensorial, and identity-related processes, even before rational ones.

Our foundation is based on the belief that research, experimentation, and methodological rigor are the only tools capable of producing sustainable competitive advantage.

We generate applicable, transferable, and measurable knowledge.

Having an excellent product is a necessary, but not sufficient, condition.

What determines preference, loyalty, and advocacy is the quality of the experience built around it.

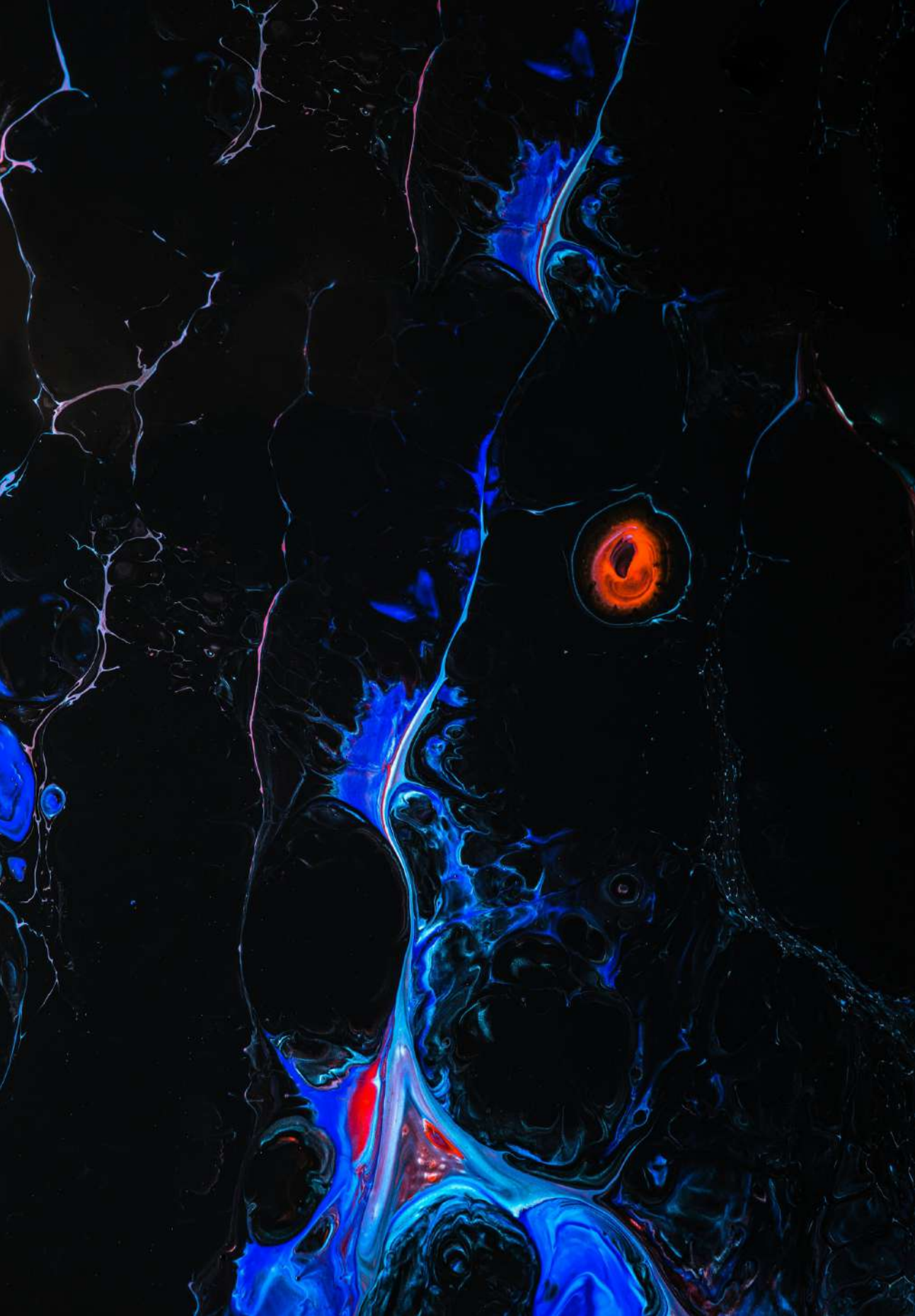
Siderius designs that experience.





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01

THE MARKET

In 1998, Pine and Gilmore identified a fundamental evolution in the economy: the shift from a market of goods and services to an experience economy, in which what people purchase is no longer a product, but a memory.

More than twenty-five years later, that prediction has become empirical data.

According to a 2023 McKinsey report, companies that adopt experience-based growth strategies outperform their competitors in terms of revenue by nearly double, while also achieving significant improvements in customer engagement, satisfaction, and retention.

The competitive variable has shifted to a perceptual and cognitive level: the ability to construct multisensory experiences that leave a precise and lasting memory imprint.

A systematic review of the literature on sensory **brand experience** highlights how the five sensory channels have a significant and measurable impact on customer satisfaction, brand attachment, and loyalty over time.

The contemporary market does not reward those who communicate a product best, but those who build a coherent, recognizable, and impossible-to-ignore perceptual reality around it.



70%

Brands with a multisensory strategy have a 70% higher recall rate than those based only on sight.

\$ 29.7B

Immersive Marketing Market Value by 2030

82%

Consumers who give positive feedback to immersive experiences that engage the senses

+27%

Annual CAGR Growth in Experiential Marketing

+25%

The average increase in perceived value that justifies a price increase of up to 25%.



02

SYNESTHESIA

The term synesthesia derives from the Greek words **syn (together)** and **aesthesia (perception)**. It describes the neurological phenomenon whereby stimulation of one sensory channel involuntarily triggers a response in another. In its neurobiological form, synesthesia is a condition in which people experience connected perceptions across different sensory modalities: they may see colors when hearing certain sounds, or associate textures with specific flavors.

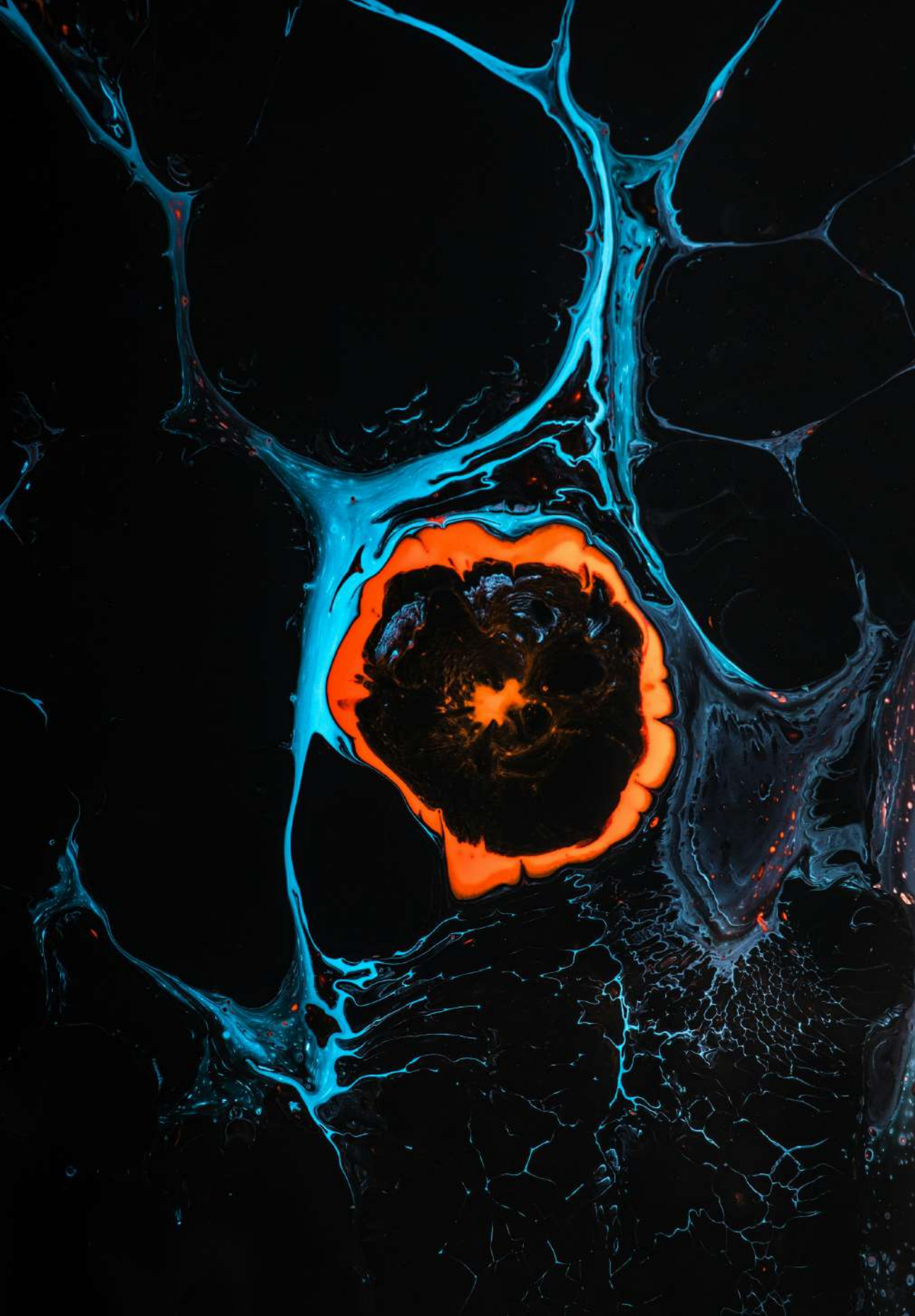
But research has identified something more relevant to brand strategy: synesthesia also exists in its cultural form, as a system of cross-sensory associations shared at the population level—not idiosyncratic, but structurally predictable and measurable.

The Synesthetic Design developed by Siderius builds on this scientific foundation to build an applied branding methodology: it's not just about technological installations, screens, or VR headsets; it's about designing a profound perceptual coherence between all the elements that make up a brand's identity (sounds, light frequencies, materials, visual rhythms, scents, spatial architecture) so that each stimulus reinforces and amplifies the others.

Neuroscience research has shown that the brain is structurally predisposed to establish connections between different sensory systems and that this cross-modal processing has a significant and measurable impact on consumer perception and memory.

A practical example: when a visual stimulus is paired with a congruent olfactory stimulus, memory recall increases significantly compared to visual stimulation alone.





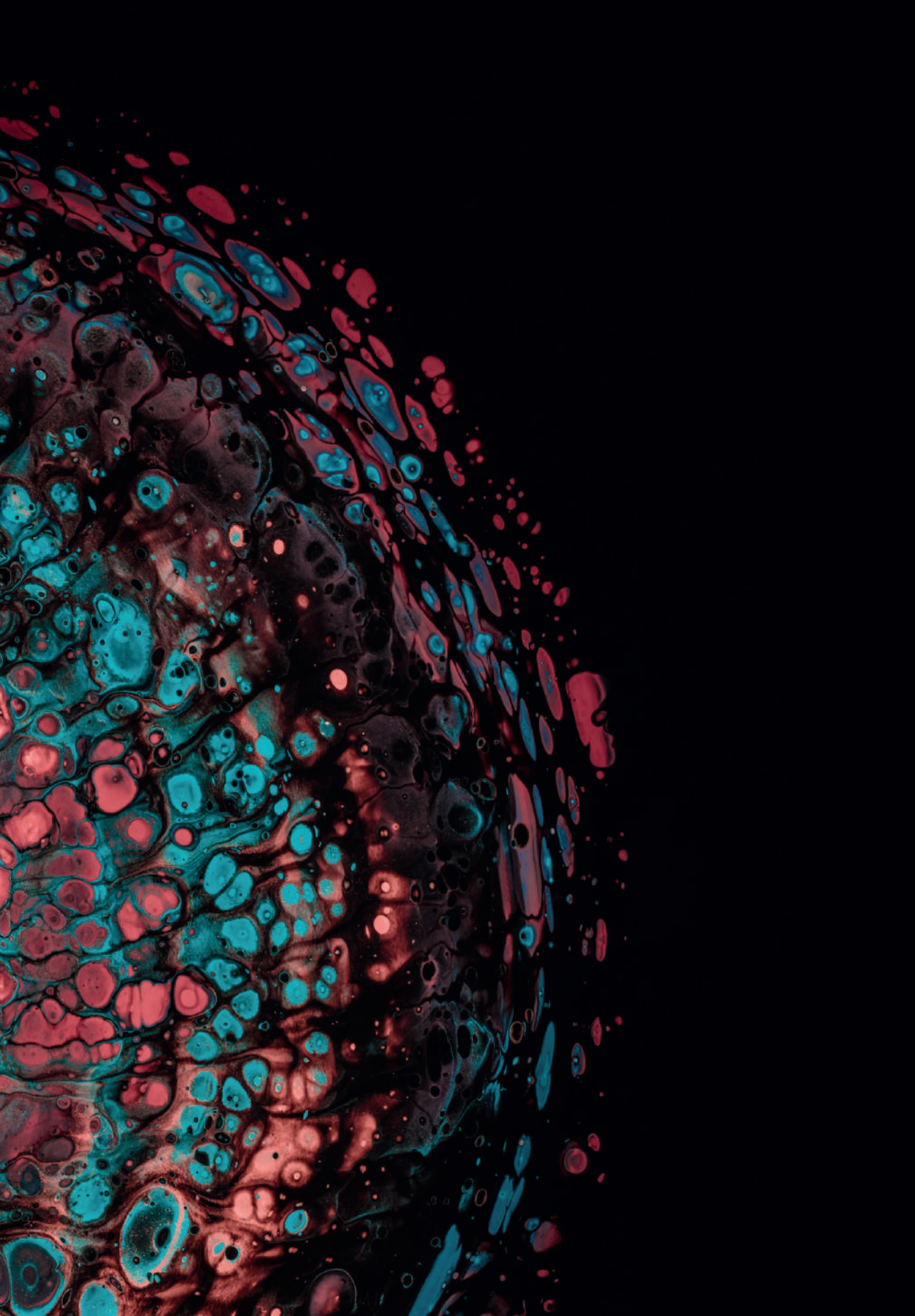
Every brand identity is, from a cognitive perspective, a system of expectations. According to predictive coding theories, one of the most widely accepted neuroscientific models today, the brain does not passively process sensory stimuli: it continuously formulates predictions about the upcoming experience and updates those predictions, minimizing prediction error.

This means that every perceptual element of a brand—from the packaging material to the color tone of a visual, from the scent of a space to the frequency of a sound—is not processed in isolation, but in relation to an integrated system of expectations already activated by other stimuli. The coherence between these elements is not a matter of aesthetics: it is a cognitive variable that determines whether the experience is perceived as authentic or dissonant, memorable or irrelevant.

Scientific research has established, for example, the existence of robust associations between color categories and basic taste experiences (sweet, bitter, salty, sour), as well as between pitch and olfactory qualities. These are therefore not creative intuitions: they are perceptual maps whose direction and intensity vary predictably depending on the cultural context.

Cultural synesthesia produces cross-sensory associations shared at the population level, whose structure varies systematically from one culture to another. A brand operating between Europe and Asia cannot simply replicate its sensory system: it must calibrate it to the perceptual maps of the cultural contexts in which it wishes to be recognized.





04

THE METHOD

The first phase of the Siderius method is sensory deconstruction: every point of contact between brand and consumer (physical, digital, spatial, or communicative) is broken down into its elementary perceptual components. We don't just analyze what's visible or intentional: we map all the signals that the consumer's sensory system receives and integrates, often before and behind any conscious processing. For each of these signals, we identify systematic, shared, and measurable associations between attributes belonging to different sensory systems and verify whether the whole produces a cognitive imprint consistent with the desired positioning.

The second phase is orchestrated reassembly. Each sensory element is selected and designed not for its isolated effect, but for its specific function within the overall system. The underlying neuroscientific principle is that of multisensory congruence: when signals from different sensory channels are coherent, the brain integrates them, amplifying the salience of the experience and accelerating the cognitive response to any single stimulus. The effect is multiplicative, not additive.

This generates structural, deep-seated, stable, and operational cognitive biases below the threshold of awareness, which shape the perception of value even before the consumer makes an explicit judgment: the weight of a package conveys quality, the softness of a material signals luxury, the color temperature of a space anticipates an emotion.

None of this is accidental.





Brand Heritage Analysis

Before designing any perceptual system, Siderius conducts an in-depth analysis of the brand's historical and cultural heritage: its origins, the values that have guided its evolution, the established identity codes, and the tensions between what the brand is today and what it aspires to become. This work combines tools from semiotic analysis, ethnographic research, and cultural psychology to identify the brand's generative essence.

Sensory Mapping

The Sensory Map is the tool Siderius uses to answer this question. For each perceptual channel, the brand's sensory signature is defined: specific parameters (color temperatures, sound frequency ranges, texture families, olfactory profiles, visual rhythms) that, when activated simultaneously, produce a unified and recognizable cognitive signature. The guiding principle is the perceptual signature: not a color palette and a font, but a complete map of cross-modal correspondences calibrated to the specific brand identity, the cultural context of the target markets, and the desired positioning.

Immersive Activation

The sensory signature takes shape at touchpoints. Each point of contact between brand and consumer, from the unboxing experience to the texture of a material, from the sonic architecture of a space to the rhythmic structure of digital content, is designed as a specific instance of the overall sensory map: coherent with the others, amplifying the system, and measurable in its effects.

Immersive Activation is the phase in which theory becomes experience. The goal is to generate an experience that the consumer's cognitive system recognizes as authentic, coherent, and memorable, even without being able to explain exactly why.



06

AN INTEGRATED SYSTEM

The Siderius method develops through four integrated domains, each necessary to the others and none sufficient alone.

We always start from the origin: the analysis of Brand Heritage. Before designing how a brand should be perceived, it is necessary to precisely understand what that brand has been, what core meaning it has developed over time, and which elements of its identity resonate actively with the contemporary consumer.

These coordinates are then translated into perceptual architecture through **Synesthetic Design**: the construction of a coherent sensorial ecosystem, calibrated on the cross-modal correspondences documented by neuroscientific research, in which each perceptual element is orchestrated to produce the same cognitive imprint across every touchpoint.

This identity takes operational form in Digital Ecosystems: the integrated architecture of digital touchpoints through which the brand exists and is perceived daily: online presence, digital distribution, IT infrastructure, and technological efficiency. Each node of the system is designed to measure the quality of the experience generated in real time and to fuel a continuous optimization process based on behavioral data, not subjective perceptions.

The driving force that keeps the method up-to-date, scalable, and scientifically grounded over time is the R&D & AI area: ongoing research into cognitive mechanisms, the dynamics of Human-Machine Interaction, and the operational integration of Artificial Intelligence.

The four domains are not sequential phases of a project. They are the four simultaneous dimensions of a single thought system.





/01

Brand Heritage

Rediscovering historical heritage and translating it for new generations.



/02

Synesthetic Design

Multisensory architectures calibrated on neuromarketing principles.



/03

Digital Ecosystem

Integrated digital development to optimize the customer journey.



/04

R&D & AI

Research on HMI, cognitive systems, and artificial intelligence.

Every brand accumulates, over time, something no competitor can replicate: a history, a system of deeply rooted values, a cultural heritage that has spanned generations and contexts.

07

HERITAGE

This heritage is a measurable strategic asset.

Consumer psychology research consistently documents that the perception of historical authenticity significantly increases consumer trust, willingness to pay a premium, and resistance to replacement by newer alternatives.

Heritage does not protect against change, but rather legitimizes it. A brand rooted in a credible history can innovate with an authority that digitally native brands, by definition, cannot build quickly.

Most organizations manage their heritage passively: as an archive from which to occasionally draw for celebratory campaigns, not as a generative system from which to extract continuous value. Heritage thus remains confined to institutional communications, separate from product development, disconnected from strategies for entering new markets.

Siderius's work begins with an opposite approach: the strategic reactivation of heritage as a driver of innovation. This means reinterpreting a brand's historical and cultural legacy through the tools of semiotic analysis, cross-cultural research, and cognitive sciences, to identify which elements of its original identity retain a perceptual resonance that remains active, which can be translated into new languages without losing coherence, and which open up new connections with markets, generations, and consumer contexts that the brand has yet to reach.





A brand exists in a network of touchpoints that consumers experience in varying order, with different expectations, on different devices, at different times. Siderius' work on the Digital Ecosystem begins with a reading of the existing system as a perceptual system.

The intervention operates on three simultaneous dimensions.

The first is operational efficiency. Siderius evaluates the digital infrastructure—such as the website, e-commerce, CRM, communication tools, and management systems—and restructures it from within. It analyzes the existing architecture, identifies where processes are losing efficiency, and intervenes directly.

The second is digital perceptual coherence. Each node in the ecosystem is verified against the brand's Sensory Map: not only in terms of visual identity, but also in terms of rhythm, tone, and interaction structure.

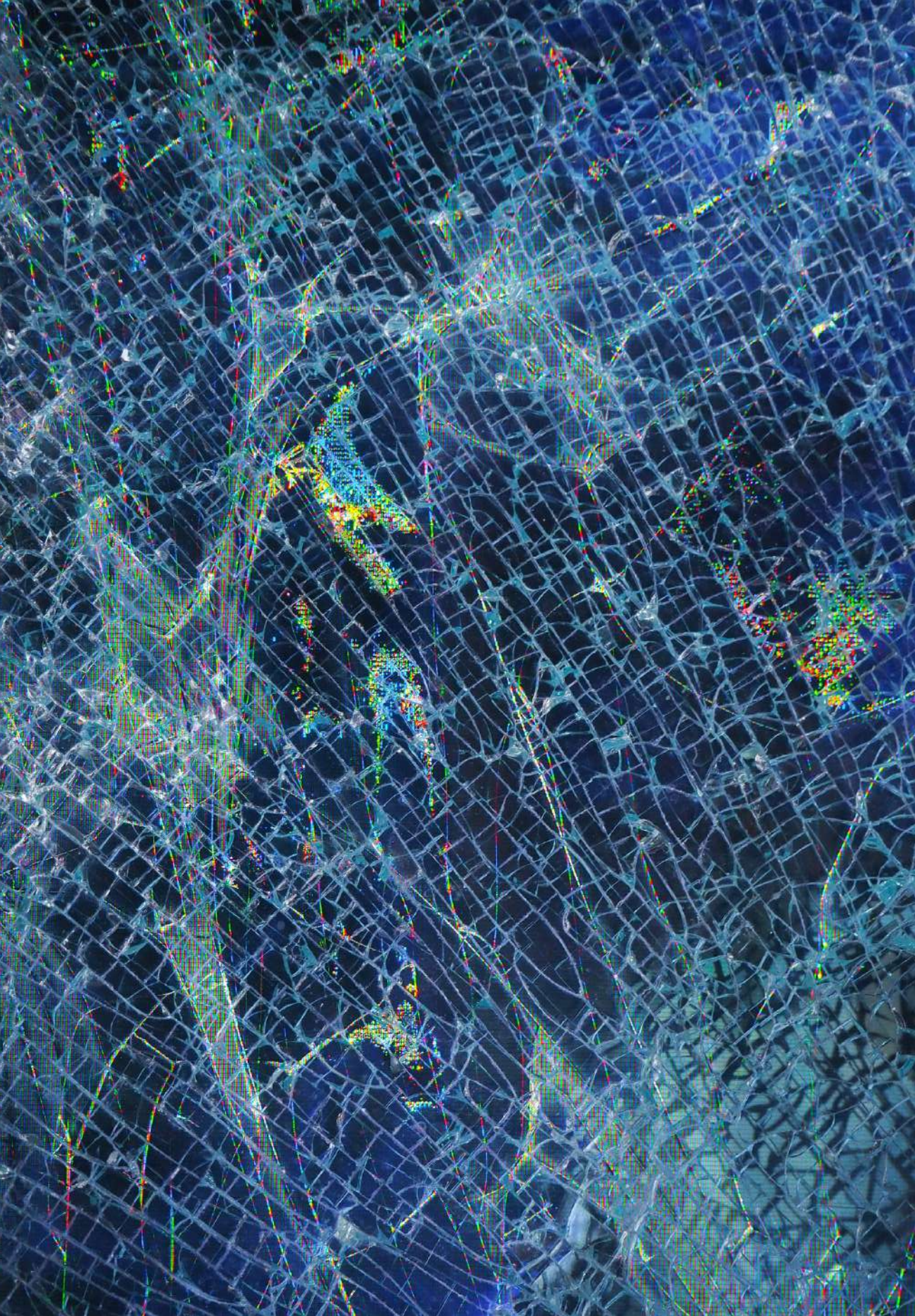
The third is **augmented intelligence**. Once the infrastructure is efficient and coherent, it becomes capable of learning. The integration of AI tools selected based on the specific context introduces a continuous optimization engine: predictive behavior analysis, personalization of communications at scale, generation of content tailored to the brand's sensory signature, progressive refinement based on real behavioral data.

The result is a system that makes the brand recognizable across every screen, every notification, every piece of data generated by the consumer, viewer, or user experience. A digital ecosystem that is not only efficient, but completely coherent.

08

DIGITAL ECOSYSTEM





Siderius invests heavily in applied research on the topics that form the scientific foundation of its method, with the goal of continuously translating the latest findings into practical, verifiable tools applicable to client projects.

09

R&D, HMI, AI

This activity develops along three distinct fronts.

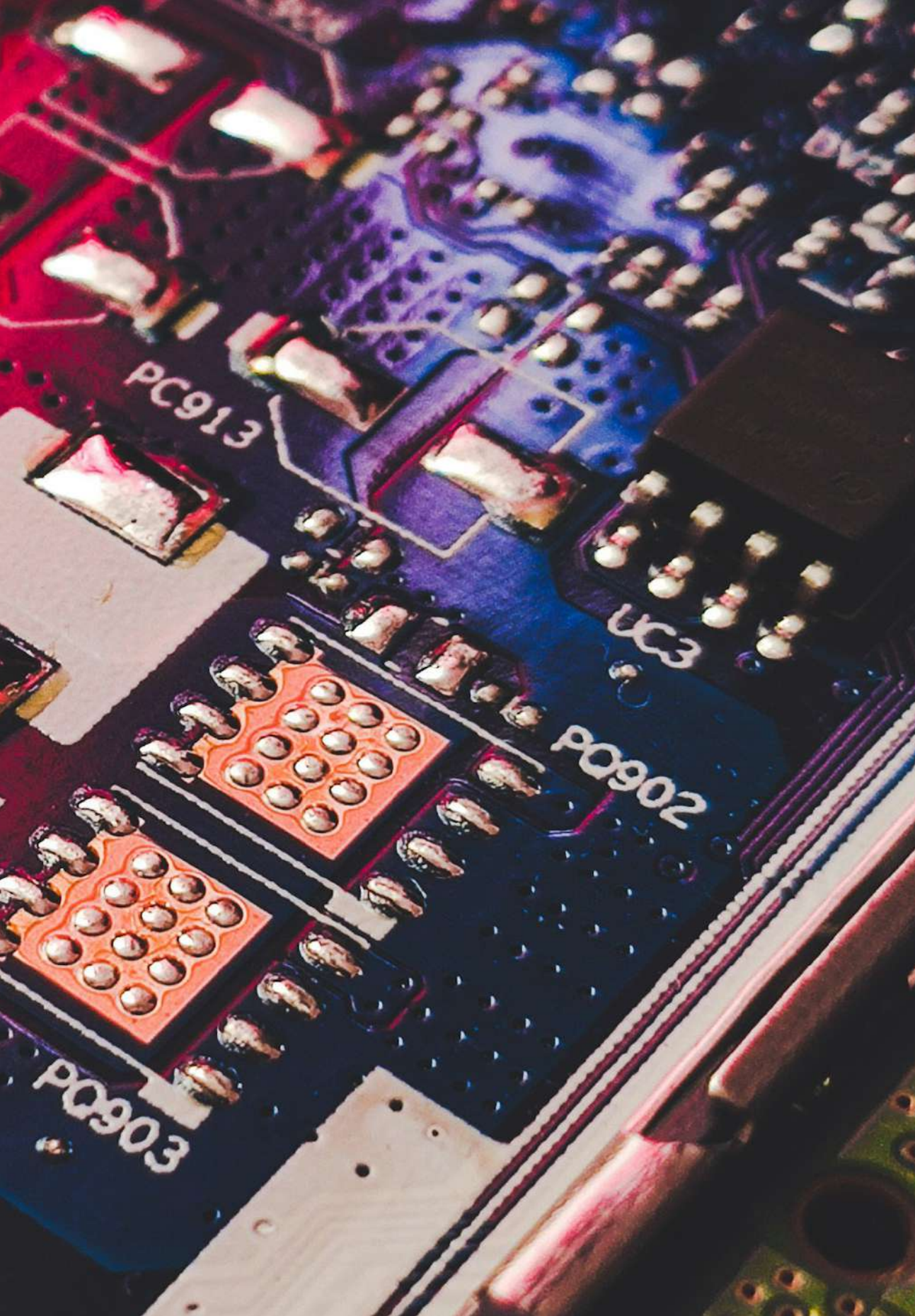
The first is research for businesses. For each challenge requiring a deeper understanding than is available, Siderius conducts commissioned research, designed around the specific question and delivered in the form of applicable knowledge.

The second is collaboration with researchers, universities, and institutions. Siderius actively builds partnerships with research centers and academic communities working in cognitive science, HMI, and applied AI. These collaborations serve a dual purpose: to feed the method with cutting-edge knowledge and to return to the field the results produced by work on real projects. Research born from practice is often the most useful to theory.

The third is continuous updating on artificial intelligence. The landscape of AI tools changes so rapidly that any map becomes obsolete almost immediately. Siderius systematically monitors the evolution of models, application frameworks, and integration methodologies, not to adopt every new development, but to precisely understand which tools are ready for operational use, which are still experimental, and which will structurally change job opportunities in the sectors in which it operates.

At Siderius, research produces transferable competitive advantage.





PC913

UC3

PC902

PC903

10

RESEARCH AREAS

Siderius' work is based on four areas of applied research.

Neuromarketing

The vast majority of evaluation processes occur below the threshold of awareness. Neuromarketing studies how the brain responds to brand stimuli through objective tools and translates those results into verifiable design and positioning decisions. It is the feedback system that validates every choice.

Applied synesthesia

Synesthesia produces shared cross-modal associations: sound and color, taste and shape, touch and perceived quality. Siderius develops methodologies to operationalize these correspondences in brand design, building perceptual ecosystems in which each element reinforces the others and the experience is integrated by the brain as a whole.

Consciousness and perception

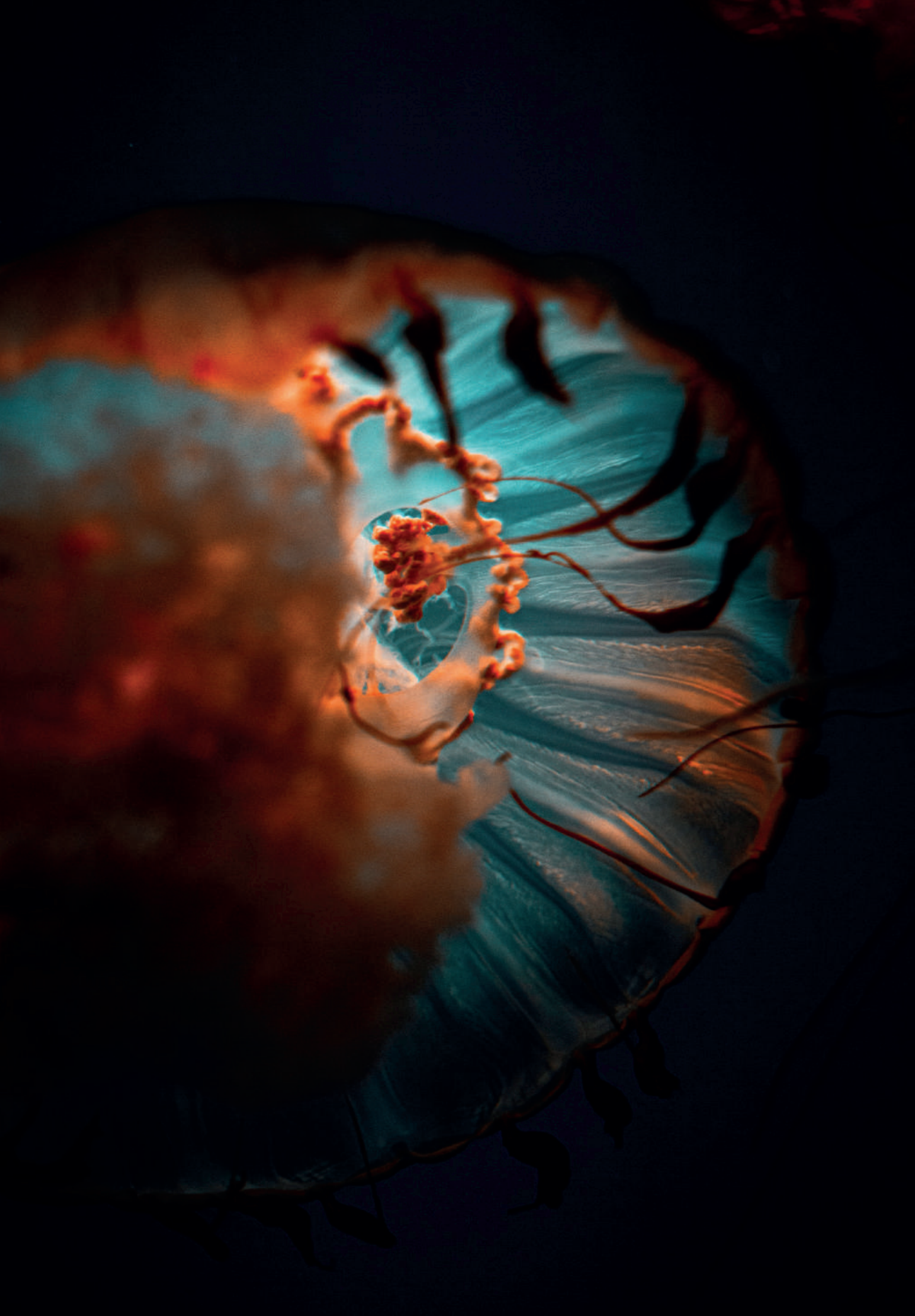
Perception is an active construction, shaped by expectations, memory, and cultural context. Research in this area allows us to design coherent perceptual systems beyond individual variables, treating brand identity not as a communicative object, but as a cognitive environment.

AI Automation & HMI

Research on perceptual interfaces between humans, technology, and AI systems explores how technological mediation alters authenticity and trust. The goal is to integrate technology so that it amplifies brand signatures, scaling consistent experiences without losing the cultural depth that makes them recognizable.

Four distinct domains, one approach: understanding how human perception works and designing for it.





Choosing Siderius means accessing something that most communications agencies and strategic consulting firms are structurally unable to offer: a method that begins with science and ends with experience.

Clients who work with us gain a competitive advantage that doesn't end with the project.

A deep understanding of the perceptual and cognitive mechanisms that govern the relationship between their brand and their consumers becomes an asset for the organization, transferable knowledge that can be applied independently and can guide future decisions well beyond the scope of the original project.

Our method doesn't separate strategy, communications, and technology into separate departments, but integrates them into a coherent system from the analysis phase. This translates into less dispersion, fewer inconsistencies between touchpoints, and less inefficiency. And it translates into measurable results: behavioral indicators that document how the designed experience changes the perception of value, preference, and loyalty of consumers, viewers, and users.

We guarantee a structure that understands the complexity of international markets and is capable of calibrating each perceptual system to the specific cognitive maps of the cultural contexts in which the brand seeks recognition.

Because an identity that works in only one market is not a solid identity, it's a fortunate coincidence.

11

ADVANTAGES





Superior Brand Recall

Multisensory experiences create more vivid and lasting memories, increasing brand recognition.

Deep Connection

By activating the limbic system through the senses, we create connections that transcend rational communication.

Measurable Results

Each project is driven by clear KPIs, neuromarketing, and quantifiable ROI.

Competitive Differentiation

In saturated markets, a coherent sensory ecosystem becomes a signature that is impossible for competitors to replicate.

Customer Lifetime Value

The multisensory experience increases brand loyalty and the propensity for premium pricing



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EXPERTISE

Siderius operates vertically in three sectors that share a structural characteristic: they are all contexts in which the perception of value precedes and surpasses the rational evaluation of the product, and in which brand identity is itself part of the consumer's experience.

In Food & Beverage, synesthesia is the very nature of the product. Taste is already image, sound, memory, and emotion: Siderius's work in this sector consists of making this dimension explicit and designed, transforming historic distilleries, artisanal producers, and food brands into coherent narrative and sensorial ecosystems.

In Luxury, every detail carries meaning, and every perceptual inconsistency erodes the value that decades of positioning have built. Working in this sector requires a precise understanding of how exclusivity, craftsmanship, and uniqueness are translated into tangible sensorial stimuli and how these stimuli justify, on a cognitive rather than rational level, the perception of a premium price.

In Fashion, every collection is already a system of textures, colors, shapes, movements, and layered cultural narratives. Siderius's contribution in this context is one of amplification and systematization: taking an already present sensorial dimension and making it strategically aware, transforming brand heritage into an immersive narrative, and transforming every presentation, event, or retail experience into a cognitive environment designed to generate recognition, desire, and memory.

Three sectors, each with its own distinct language and market.

A single operating principle: perception is designed, not left to chance.





In a market saturated with specialized agencies and vertical consultants, Siderius occupies a position that no single traditional operator can replicate: the integration, in a single operating method, of brand culture, data analysis, and the potential of research and artificial intelligence.

The structural difference compared to a conventional approach lies in the rejection of fragmentation: product and communication are developed together, from the outset, as parts of the same perceptual ecosystem. The system is designed in its entirety, ensuring the consistency between touchpoints that neuroscientific research identifies as the primary predictor of memorability and lasting preference.

One of the most urgent areas where this method finds direct application is physical retail. For years, stores have viewed e-commerce as a threat, seeking answers in technology. But consumers enter a store for something no screen can offer: the sensorial density of a designed space, the tactile quality of a product, the immediate emotional response of an environment that communicates a precise identity.

The store of the future is a space where every element is orchestrated to generate an emotional response consistent with the brand and memorable over time. Not an experience added to the product, but the experience as a product itself.

Synesthetic Immersive Design isn't a passing trend. It's the direction in which branding, both physical and digital, is moving, driven by the convergence of applied neuroscience, cross-cultural research, and new technological capabilities.



- ◇ Unique and integrated methodology
- ◇ Track record
- ◇ Total brand vision
- ◇ Pioneering approach



Siderius was founded on the premise that the complexity of contemporary brand systems requires conceptual tools that no single discipline can provide alone.

The team that shaped this project was built around this premise. Not only by affinity, but by structural complementarity: expertise in data analysis and technology, research on cognitive systems and perception, business strategy and operational knowledge of markets, experience design and cultural production. Disciplines that rarely meet, but when integrated, produce a type of intelligence that neither could generate separately.

The generational composition of the team is not a biographical detail. It is an epistemic variable. Those who have built markets and organizations bring knowledge of what endures over time, of where theoretical models clash with operational reality, of how a vision is translated into a functioning system. Those who grew up within the digital transformation bring the ability to read signals and move naturally between rapidly evolving paradigms, to imagine architectures that do not yet exist. The tension between these two ways of knowing is not a The problem to be managed: it's the driving force behind the method.

At Siderius, collective intelligence isn't a motivational metaphor. It's an operational principle.

Borrowing the term from Thomas Malone's research at the MIT Center for Collective Intelligence, we call this system a supermind: the ability of a group to think and act with a coherence and power that transcends the sum of its components.

What we offer doesn't come from a single brilliant mind. It comes from a system designed to be smarter than anyone within it.

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THE TEAM

Ludovica Corponi
CEO, Siderius S.r.l. Società Benefit





15

BENEFIT
CORPORATION

The decision to establish itself as a benefit corporation is a declaration of method: the way Siderius generates value for its clients cannot be separated from the way it contributes to the context in which it operates.

In a landscape where digital transformation is progressing at uneven speed, Siderius takes the active dissemination of the knowledge it produces as an integral part of its mission. This means making its methods transparent and investing in training programs that transfer real skills to professionals, researchers, entrepreneurs, and students.

Research is the other structural dimension of this commitment. **Siderius does not apply methodologies consolidated elsewhere: it develops them, tests them on its own projects, and refines them through a continuous process of experimentation and measurement.** This work produces knowledge that goes beyond the individual client and the individual project, and which is returned to the field through publications, collaborations with academic institutions, and co-research programs with industrial partners. The benefit corporation does not just distribute economic results: it distributes knowledge.

The ultimate goal is to contribute to the construction of a more mature professional ecosystem, where the quality of brand strategy depends not on the company's size or access to exceptional resources, but on the availability of sound, scientifically based, and accessible conceptual tools.

Because responsible innovation isn't just about benefiting its owner: it's about elevating the system in which it operates.







Find your true North



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