



Loyalkaspar's Beat Baudenbacher on the Power of Symbols

08.20.2020

It's arguably been a summer of symbols, starting with the death of George Floyd on Memorial Day, rejuvenating the #BlackLivesMatter movement; to watching the simple face mask become the symbol of a nation divided; to seeing iconic but problematic brands, such as Aunt Jemimah, Uncle Ben, the Washington Redskins and several more get pulled from their previously public-facing positions.

What it all proves is that symbols have power and that people need to think about the nuances of what those symbols mean before just blithely accepting them. Loyalkaspar Principal and Chief Creative Officer Beat Baudenbacher wrote about it in a piece for Muse by Clio titled: "Can Symbols Change the World?" and then joined the pod to discuss the ideas presented in that piece in a conversation recorded just after July 4.

â€‹Listen in to the conversation below:

Subscribe to The Daily Brief Podcast on Apple Podcasts, Google Play, Podomatic, Spotify or wherever you get podcasts for newsmaker interviews, in-depth conversations and creative insights, with new episodes delivered each week.