

**FREE ACCESS**  
at your institution

All teachers, students and researchers at your institution can log in with their **institutional login** details at **no charge**.  
Funded by ELEXIS.



Sketch Engine is software for analysing large amounts of texts (text corpora) using linguistic criteria. It contains data of billions of words in 90+ languages and lets users upload their own data for analysis.

## ◀ Compare marketing messages ▶ [Learn bit.ly/2V5cMCV](https://bit.ly/2V5cMCV)

*Are two products marketed through similar features or does each marketing message stress something different?*

**online texts** Sketch Engine downloads product or brand websites automatically and compares them. It displays keywords and multiword expressions that are **typical** of one website compared to the other. Such a list helps to understand the key concepts in the marketing message on both sites.

**offline texts** The same functionality can be applied to files the user uploads such as **promotional brochures** or **press releases**.

## ◀ Identify key concepts in marketing materials

*What is the main marketing message of this yoghurt brand: 'health', 'fruit content' or something else?*

Uploaded documents or texts collected from the web can be compared to an enormous sample of general language to identify words define their topic, message or subject area.

This is a great way of understanding the main ideas or concepts of a very large collection of text data without reading them.

▶ [Learn bit.ly/2PIpqBS](https://bit.ly/2PIpqBS)

### SINGLE-WORDS

Word	
1 yoghurt	...
2 casei	...
3 yogurt	...
4 inside3	...
5 ferment	...
6 lactose	...

### MULTI-WORDS

Word	
1 plant-based food	...
2 plant-based nutrition	...
3 new advertising	...
4 added sugar	...
5 preformed plastic	...
6 comforting pleasure	...

## ◀ Product name suggestions

*What are some words closely or even vaguely related to the product?*

Automatically generated **thesaurus** for any word in the language provides product naming ideas and inspiration.

The chosen candidates can be checked using the **word sketch** for its frequency in the language and also for collocations (word combinations) which will reveal potential unwanted associations or connotations.

▶ [Learn bit.ly/2IPqbs3](https://bit.ly/2IPqbs3)

## ◀ Avoiding miscommunication

*Is this a neutral way of saying it? Or does it suggest something between the lines?*

When writing a copy or any other text, use Sketch Engine to check the typical word combinations, contexts, example sentences to express yourself clearly. Choose the right words to convey the message the way you want it to be understood. Use the thesaurus to find a more appropriate alternative.

▶ [Learn bit.ly/2V3xUsY](https://bit.ly/2V3xUsY)

▶ [Learn bit.ly/2PBnWcB](https://bit.ly/2PBnWcB)

**learn**

Quick Start Guide [www.sketchengine.eu/quick-start-guide](http://www.sketchengine.eu/quick-start-guide)  
Training videos [bit.ly/2HY0gys](https://bit.ly/2HY0gys)

**log in**

Use your **institutional login** details on  
[www.sketchengine.eu](http://www.sketchengine.eu)

