



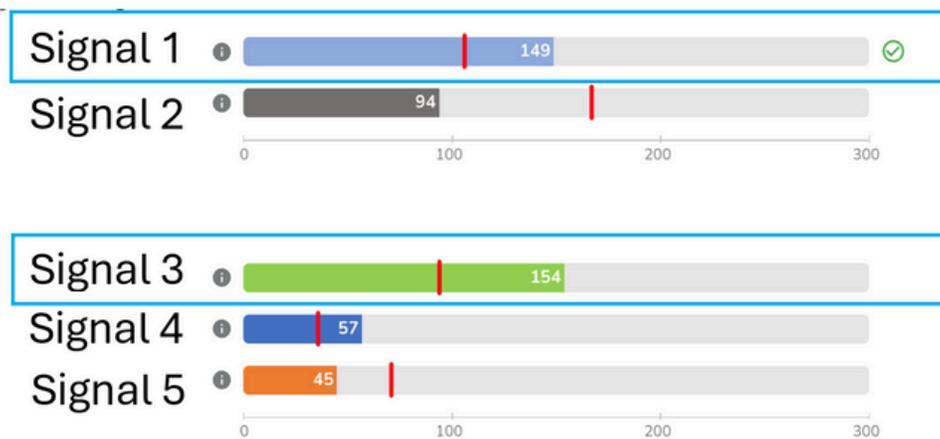
ALETHEIA  
MARKETING & MEDIA

pluralytics

# MESSAGING INTELLIGENCE

PLURALYTICS, OUR PATENTED AI PLATFORM, SCORES CONTENT FOR HOW IT SIGNALS FOR VALUES, A PRIMARY MOTIVATOR OF CONSUMER DECISION MAKING.

## ➤ ORIGINAL CRACKER BARREL BRANDING



>100 INDEX means values signals are more likely perceived by audiences

The original Cracker Barrel branding delivered strongly on Signal 1, scoring 149, and Signal 3, scoring 154, compared to new branding. Signal 1 and 3 are essential for engaging the TraditionType audience segment.

The setting's rustic charm and warmth appeal to a sense of nostalgia, comfort, and safety, projecting a place of simple happiness and cultural heritage.



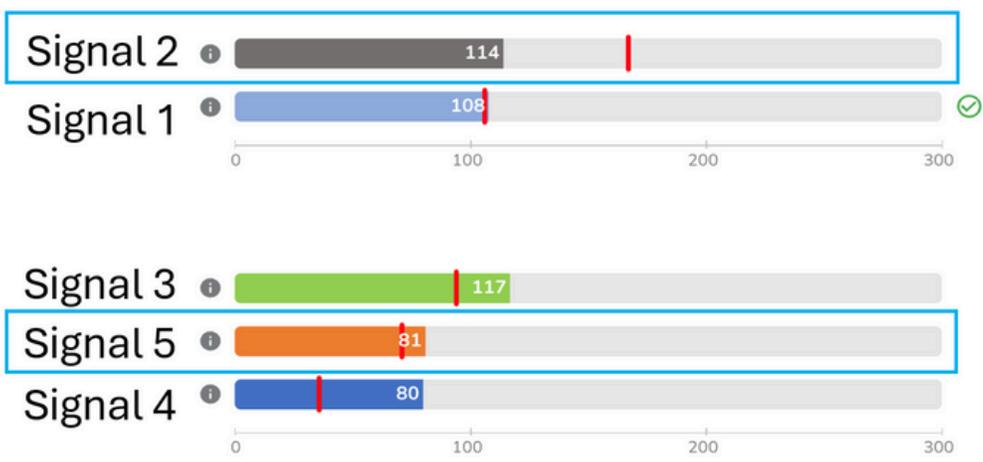
ALETHEIA  
MARKETING & MEDIA

pluralytics

# MESSAGING INTELLIGENCE

PLURALYTICS, OUR PATENTED AI PLATFORM, SCORES CONTENT FOR HOW IT SIGNALS FOR VALUES, A PRIMARY MOTIVATOR OF CONSUMER DECISION MAKING.

## NEW CRACKER BARREL BRANDING



>100 INDEX means values signals are more likely perceived by audiences

The new Cracker Barrel branding is less aligned with the **TraditionType** audience, scoring a 108 on Signal 1 and a 117 on Signal 3, significantly less than the original Cracker Barrel branding. It is more aligned with **AchievementTypes**, scoring a 114 on Signal 2, 20 points higher than the original. It also has a higher signal for **PurposeTypes** scoring 36 points higher on Signal 5 compared to the original branding.

The setting strongly resonates with values of creativity and price-consciousness, blending traditional and artistic signals.