

*brand  
insigh*

# *Brand Insights*

2023



*essence*

MARCAS COM ALMA

*and  
insights*



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*Authentic  
Digitally efficient*

01

*Humanly authentic  
and digitally efficient*

*humanly authentic  
and digitally efficient*

“

## *The machine can't feel emotions*

”

Matteo Kries, director of the Vitra Design Museum in Germany

**Have you ever stopped to think...** about what the future of brand creation and management will be like with the advance of artificial intelligence?



Recently, you may have seen content about tools such as ChatGPT, CopyAI, and others, right? Given the emergence and growth of these tools, some questions have become latent: how will these tools be incorporated into the workplace? When using artificial intelligence to support the most diverse creations, how can the authenticity of these projects be guaranteed?

The truth is that technology is becoming more and more incorporated into our daily lives, and the best thing we can do is try to use it to our advantage. With a range of tools and functionalities, artificial intelligence can now produce slogans, copies, advertisements, images, and many other contents... in other words, it is capable of producing campaigns and entire communication projects. But does a campaign completely generated by artificial intelligence have the same effect as one created by human minds and hands?

Far beyond the age of technology, today, we live in the age of authenticity. Modern consumers are looking for brands that are real, organic, and genuine: essentially human qualities. At this moment, we must reflect on what distinguishes us - and makes us stand out - from the machines. Beyond thinking, we need to focus on feeling: spontaneous emotions, lived experiences, and stories told are unique and very valuable. And that's why human creativity cannot be easily replaced.



Artificial intelligence has its value by complementing - and not replacing - the human creative process when it comes to managing brands and content creation. It can serve as a great source of inspiration and provide great brainstorming, but at the end of the day, the human touch will give essence to the message.



#### **TO INSPIRE**

Section4, a business education company founded by Scott Galloway, asked ChatGPT to write slogans for world-famous brands. The conclusion they reached was that as powerful as the tool is, **"it fails to capture that human element of a good slogan"**.

Click on the selected text to be directed to the link

*digital  
emotional*

02

*Digital emotional  
experience (dee)*

*digital  
experien*

If **77%** of brands disappeared from the earth, **no one would care.**

Havas Media

**Have you ever thought about...** how digital and emotional can combine to make even more memorable brand experiences?

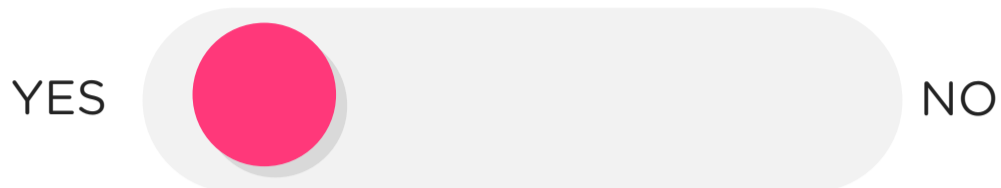


It is a very recent term that could revolutionize the scenario of brand experiences: "Digital Emotional Experience". It's no longer new that brands that establish emotional connections with their consumers have significant results.



According to the *Harvard Business Review*, emotionally connected consumers are twice as valuable than highly satisfied ones.

With the virtualization of brand experiences, is it possible to offer emotional experiences in the digital environment?



Some recent cases show us that it is. The union of technology with essentially human aspects, such as emotions, opens up space for much more consistent dialog about how brands can deeply connect with even more diverse audiences around the world. In addition to a closer relationship between people and their favorite brands, this led to a revolution in customer experience, through immersive tools, it is possible to produce emotional records that were previously only achievable in physical environments.



#### TO INSPIRE

BMW recently announced the **BMW i Vision Dee**. This immersive, innovative and intuitive experience promises to embody the brand's vision for the future of digital mobility and represents a milestone on the road to the brand's new generation of models coming in 2025. According to BMW, it is a "digital company that interacts emotionally with you and will follow you on this journey between physical and virtual realities".

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*in brands  
we trust*

03

*In brands  
we trust*

*in brands  
we trust*

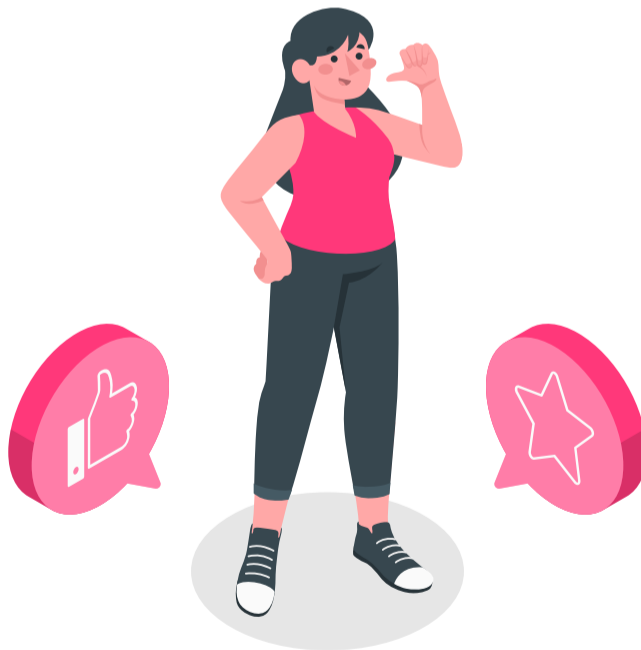
For Brazilians,  
trusting in the brand **91%**

is already more important  
than loving the brand. **69%**

Source: Edelman Trust Barometer, 2021.

**Have you ever thought about...** the importance of creating meaningful bonds with your customers?

The latest research shows that trusting in it is more important than loving it. We know that trust is a feeling of security in something or someone, but how can we instigate this feeling in the relationship between brand and consumer?



**The answer is:** by building and strengthening bonds of value.

There are many ways to establish valuable links and make the customer trust you. Here are some of the fundamentals of brand trust that create real opportunities for building stronger relationships:

### Coherence

Between actions and brand values: this is what we call "walk the talk". Do you practice what you preach?

### Integrity

Valuing ethics and the brand's commitment to its consumers..

### Transparency

Presenting truthful and valuable information to customers about products/services, processes, and brand experiences.

### Reciprocity

The exchange between brand and consumer must be mutual, empowering the sense of partnership.



#### TO INSPIRE

At the end of 2020, US retailer The Home Depot, **posted a video thanking** its employees after a year of uncertainty due to the COVID-19 pandemic. In an honest and vulnerable script about the challenges faced by the company in adapting to the needs of the moment, The Home Depot thanked its 400,000 associates for doing their best and fulfilling the brand's commitment when the company needed them most. The brand is **among the top ten brands that gain the most trust** in the United States.

# 04

## *Branding from the inside out:*

how endobranding can leverage  
brands systemically

04  
BRANDING FROM THE INSIDE OUT: HOW ENDOBRANDING  
CAN LEVERAGE BRANDS SYSTEMICALLY

Brands that provide a good employee experience perform better, achieving twice the customer satisfaction, innovating twice as much and achieving up to 25% greater profitability.

MIT (Massachusetts Institute of Technology)

**Have you ever thought about...** how your employees are an essential part of your brand's positioning?

A brand thrives when it understands that branding is managed by people at all levels of the organization. To achieve this, it is essential that employees identify with the brand's values and positioning - and act accordingly.



When we turn our attention to internal brand management (Endobranding), we can see how employees feel and behave about it. Strengthening the brand's identity contributes to its positioning by expressing the organization's values and delivering the brand's promise. Some ways of empowering these bonds are:

Make sure your employees know the brand's values and positioning;

Provide brand management training and other internal actions for the team;

Ensure clear and humanized internal communication;

Pay attention to the employee experience from attraction and recruitment, ensuring an experience that is faithful to the values;

Develop practical actions that increase trust and connection with the company.



#### TO INSPIRE

Starbucks' brand promise is to live its values with its customers, coffee, and employees. That is why they have built a culture of commitment to the success of their team, known as "partners". Among the various actions promoted by the brand for its partners, the activity promoted in the United States in education stands out. The eligible American partner who works part-time or full-time receives **ull tuition coverage for their first bachelor's degree through Arizona State University's**, online program, being able to choose from more than one hundred degree programs and graduate with the support of their employer brand.

*Customer  
centric*

05

*Customer centric narrative:*

the consumer as the main  
character in the brand's story

*custome  
centri*

**66%** of consumers expect brands to understand their needs and expectations.

*State of the Connected Customer, October 2020.*

**Have you ever thought about...** the benefits of inviting the consumer to be an actor in your creative process can bring to your brand?



**It's a fact:** as a stakeholder, the consumer is essential to the success and growth of the brand. That's why putting them at the center of your strategy and brand experiences can help you increase and strengthen the relationship with consumers, bringing good results in terms of customer satisfaction and loyalty.



What has come to be called "customer centric" is nothing more than thinking of the entire brand experience from the consumer's perspective. This strategy demands that the brand not only knows their audience, but understands their behavior, expectations and needs. This may seem difficult initially, but there is a great way to make this process more assertive: bring the consumer closer to the brand's creative processes.

**Here are some tips to bring  
the consumer to your brand's story:**

Listen carefully to customer's feedback and suggestions;

Be in contact with the public through some communication channels to understand their needs;

Ensure constant improvement of the customer's journey;

Personalize the brand experience whenever is possible.



**TO INSPIRE**

Spotify is a brand that puts the consumer at the center of its strategy, taking the cocreation experience to the next level. The brand provides a personalized experience for its users through various actions such as customized playlists updated daily; Spotify Wrapped, with their most listened songs and artists during the year; the Time Capsule, with a playlist created by the user for the, which can only be opened a year later; the Match Playlist, which combines the musical styles listened to by two or more users; and other brand actions.

*Brand  
storytellers*

06

*Brand  
storytellers*

*brand  
storytellers*

**Have you ever thought about...** how stories are as powerful for brands as they are for people?



## *People love stories.*

Stories have been part of our development for a long time as a society as a way of transmitting information. And the effect of stories on the human brain has already been scientifically proven. Engaging narratives are capable of creating connections between the storyteller and the listener in a process of "neural coupling". In other words: when listening to a story, listeners can display the same pattern of the storyteller's brain activity. In addition, the release of chemical substances, such as dopamine, oxytocin, and endorphin, contribute to the listener's emotional connection with the story through feelings and sensations such as focus, motivation, trust, and even compassion, making it easier to identify and remember, and to influence behaviors.



Given all this information, it's clear that brands can - and should - take advantage of the power of stories to strengthen the emotional connection with their audience!

Brands not only have stories, they are part of the story of their stakeholders (consumers, partners, employees, leadership...). These stories deserve to be told in a way that communicates the brand's essence and humanizes its relationships. Some tips for engaging **Brand Storytelling** are:

Understand your brand's personality/identity and express yourself according to that identity;

Have identifiable characters in the story;

Make sure there is emotion present;

Highlight a specific and relevant moment;

Make sure that the brand's values are explored in some way;

Have a conclusion to the story.

 **TO INSPIRE**

Google loves to tell stories through its commercials. In 2009, the "**Parisian Love**" campaign was a huge success. Through searches on the platform, the campaign tells a love story in Paris. In 2020, another exciting Google campaign was aired, this time, during the Super Bowl final. "**Loreta**" tells the story of an old man who uses the help of Google products to remember his beloved wife, Loreta. In 2021, the "**Get Back To What You Love**" campaign moved the world after a period of so many changes and uncertainties due to the COVID-19 pandemic. Also, via the Google search bar, the video illustrates the return to activity and the hope resulting from the advance of vaccination.

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*communities*  
*communities*

07

*Growing together:*

strong communities leverage brands

*commu*  
*communit*



**Have you ever thought about...** how the phrase "together we are stronger" also applies to brands and their relationships?

**Belonging** and **community** are the words of the moment. The word community comes from the Latin *communitas*, from *communis*, which means "shared by many". In the context of brands, we treat as a community the grouping of people who, through shared interests and values, build emotional relationships with a brand and its other consumers.



The idea of community in the context of brands is extremely important and strategic for the healthy growth of a business. More than ever, people see in brands the opportunity to express their own values, and even find others who share them. And the brands that know how to take on this role and manage these communities increase their chances of converting consumers into brand defenders.

07  
GROWING TOGETHER: STRONG  
COMMUNITIES LEVERAGE BRANDS

But it's important to warn that it's not enough to bring people together around a shared value, you need to strengthen the connection between the parties through the pillar of reciprocity - paying attention to the feedback and needs of this group of people who are so crucial to the brand or even offering benefits due to the proximity of these consumers -, maintaining a close and transparent communication, and fostering engagement actions so that the flame can keep burning.



 **TO INSPIRE**

The strength of the community made Harley-Davidson go from a brand to a lifestyle. If you know someone who owns a Harley, you've probably noticed the sense of belonging and engagement between the brand and its consumers. The idea of community is encouraged by the brand, including through the **HOG (Harley's Owners Group)**, a group of Harley-Davidson motorcycle owners, founded in 1983 by the grandson of one of the brand's founders as a way of uniting people through their passion for riding and pride in owning a Harley. To this day, HOG operates around the globe with the aim of connect and engage the brand's consumers with exclusive benefits and events for the group's members.

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Empresa



Certificada

# About Essence

**We are a strategic consultancy focused on building brand platforms that manifest the essence and uniqueness of each business, revealing the value it generates for the world and producing strategic results**

Internationally certified by the B System, we are part of a global community of companies working to build a more inclusive, equitable and regenerative economic system for people and for the planet.

We materialize the essence of brands, diving into their culture and corporate philosophy to the development of visual, olfactory and sound identity, as well as customer experience design, market research, strategic planning and training for teams.

With operations in more than 20 Brazilian states, and international projects in Mexico, Colombia, Bolivia and China, we have already contributed to the construction of more than 200 brands and trained thousands of people, bringing together clients and partners such as Unilever, Dow Química, Duratex and CASE New Holland.

 Essence Branding

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