

BRAND STAKEHOLDER EXPERIENCE

**YOU:**



Brand Stakeholder Experience is a co-creation workshop and a meeting point between your brand, its stakeholders and its influencers. Its purpose is to discover essential user insights, to forge a brand that is consistent with public expectations, to produce a brand “route-map” and to strengthen ties with its influencers



## Brand Stakeholder Experience can help you:

- Develop a **brand strategy** and a **route map** for the short, medium and long terms
- Access all the information to make an **“As is”** brand portrait (current perception) and a **“To be”** brand portrait (desired perception)
- Know what **contents** and **channels** are attractive to your brand’s public



Brand

Why a co-creation workshop?

Stakeholders  
&  
Influencers

Provides us with essential insights  
Brands and stakeholders contact directly  
Brands receive firsthand info about its public  
Encourages the exchange of creative solutions  
It's a quick and efficient way to progress

With the workshop at the core, the project has three phases:

## 1) Before

Consultation with the client about the brand, specific needs, the sector, workshop preparation and selection of Stakeholders and Influencers

## 2) Workshop 4 hours

- Discover premium insights
- Know which contents reach your public
- Identify your brand's ambassadors
- Create your brand's eco-system
- Forge alliances with Influencers

## 3) After

Analysis of results, conclusions and presentation of deliverables

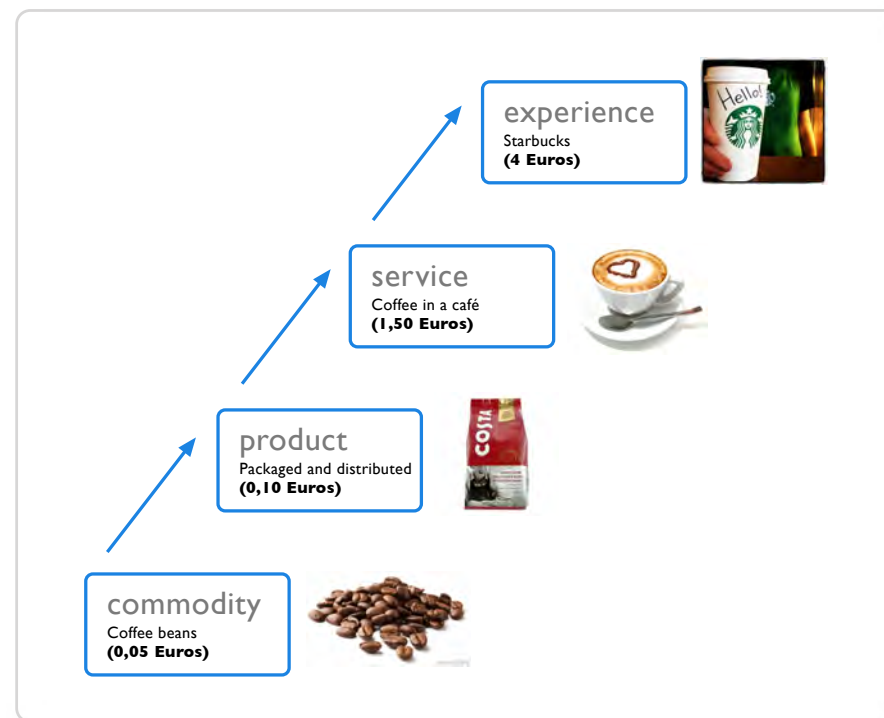
# 1) Before

Consultation with the client about the brand, specific needs, the sector, workshop preparation and selection of Stakeholders and Influencers

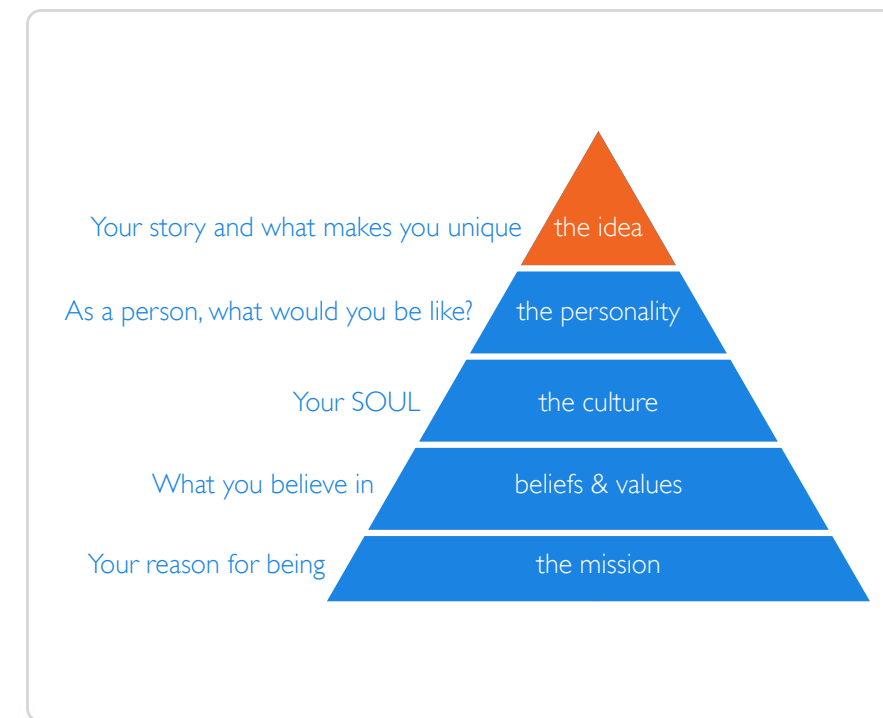
## What we cover



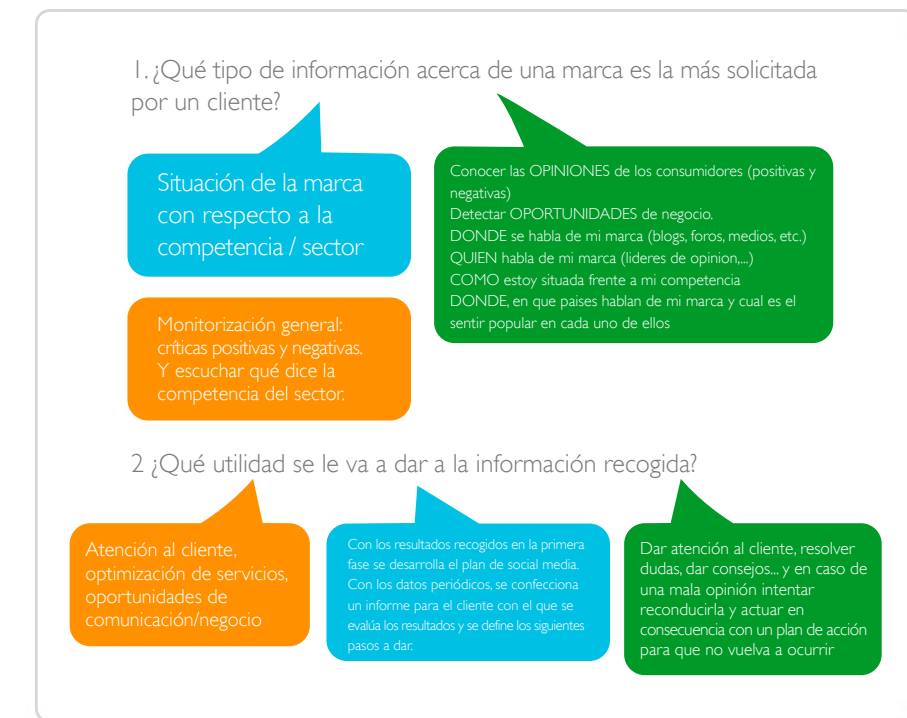
Analysis of Sector & Stakeholders



The brand's business goals



Where the brand is now



Specific needs and considerations



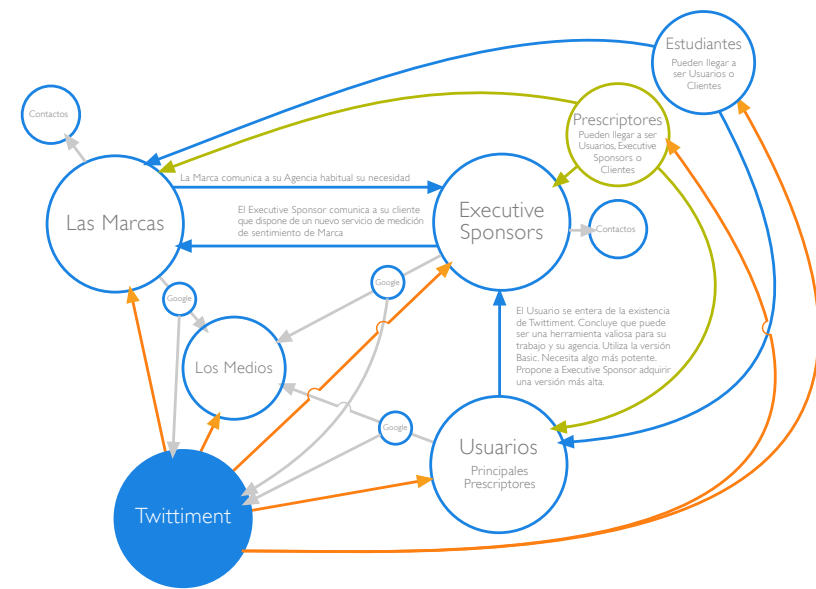
## 2) Workshop

The co-creation workshop between the brand, its stakeholders and influencers

## What we cover



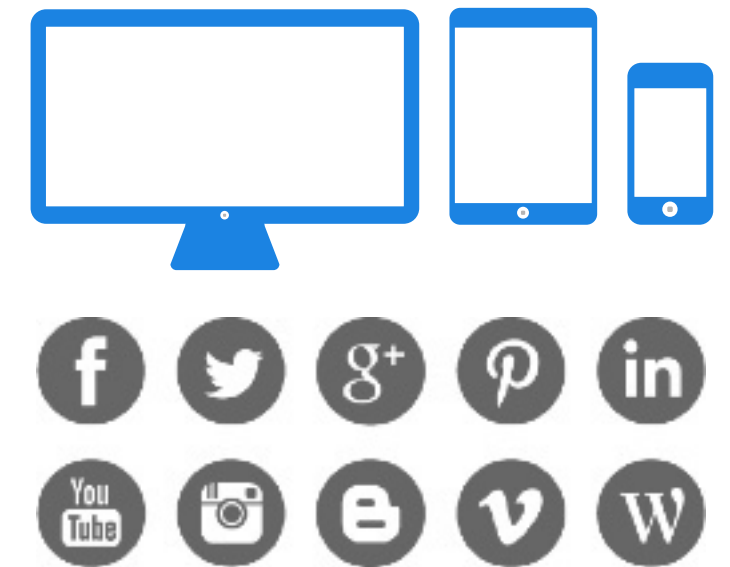
Insights



Brand Eco-System



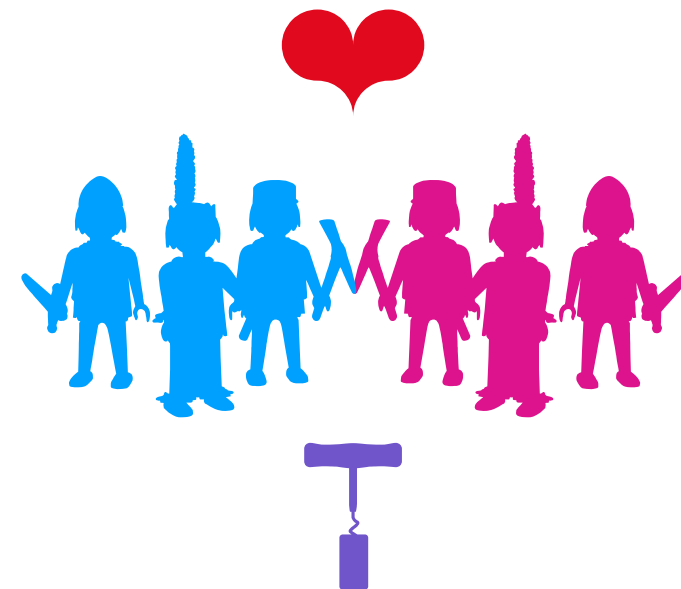
Content development



Channels and Social Media



Touch points

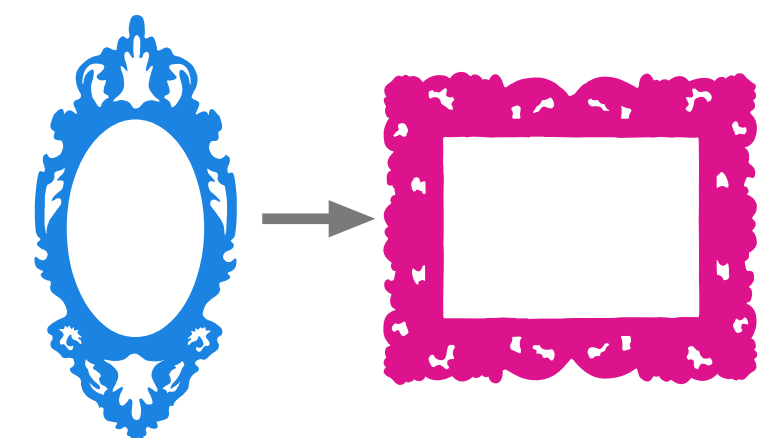


Alliances and partnerships



Customer journeys

### Brand portraits



Brand perception

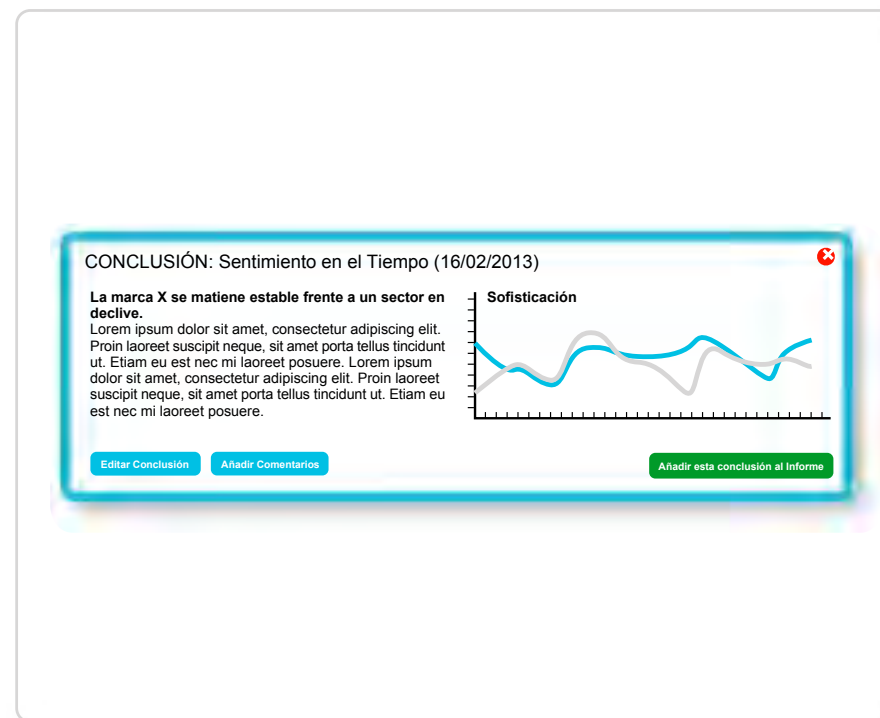
### 3) After

# Analysis of results, conclusions and presentation of deliverables

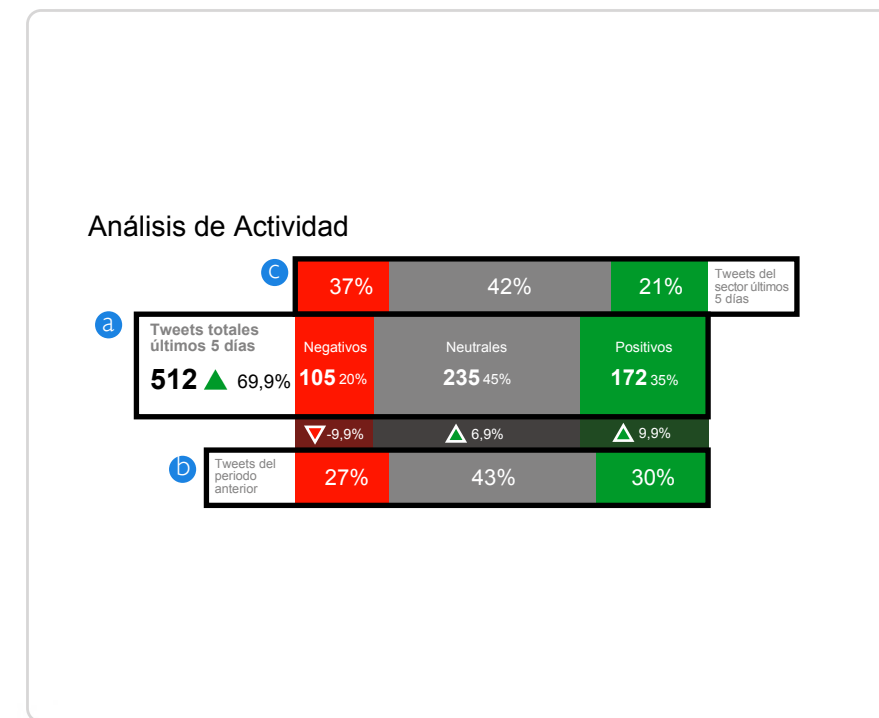
## What we cover



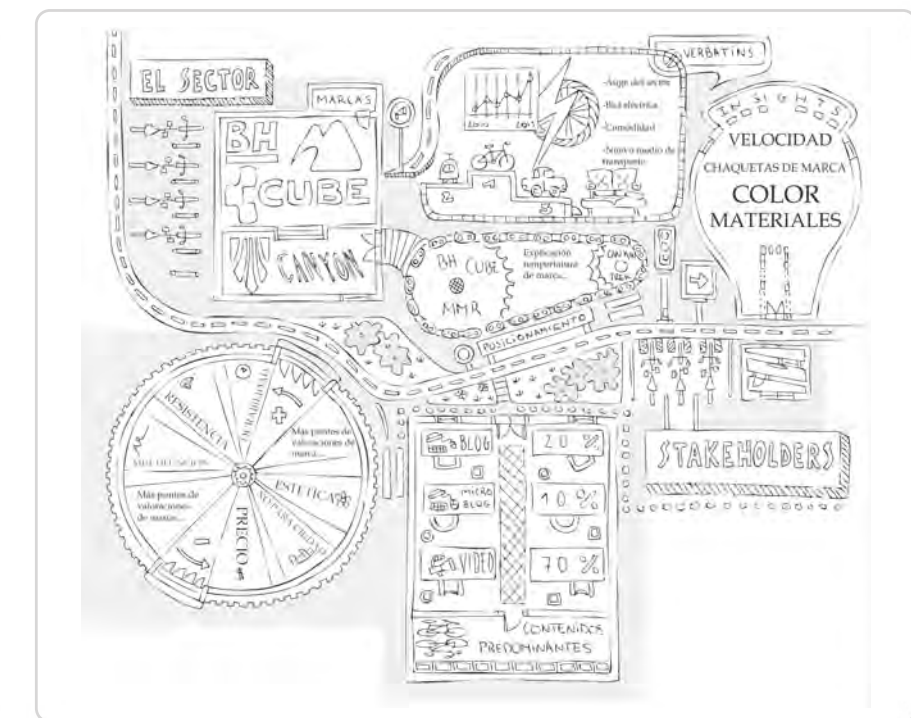
Analysis of the workshop



Conclusions from the workshop



Recommendations



Deliverable



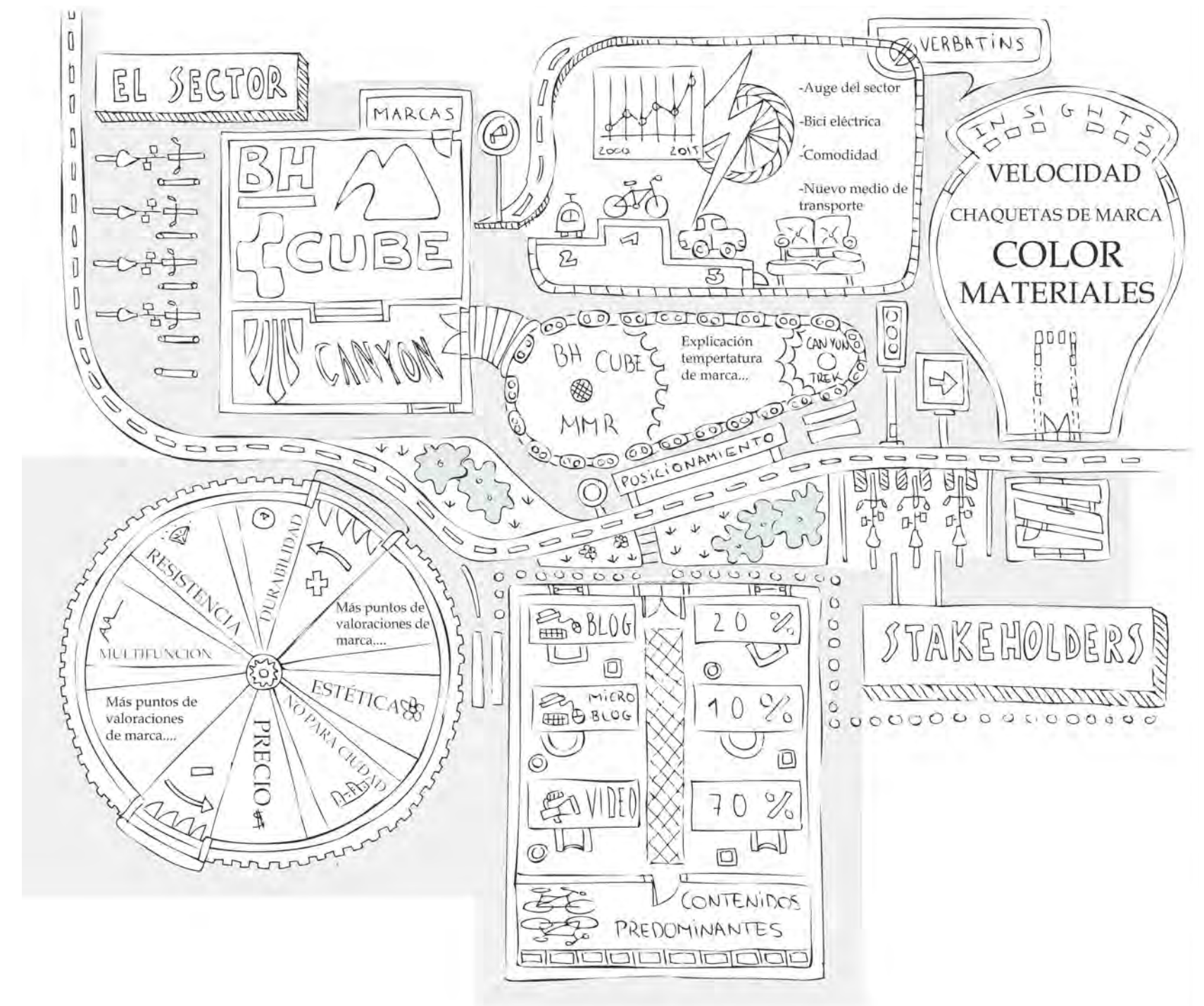
# What we deliver: Brand Route Map

The analysis, conclusions and recommendations of the report delivered at the end will help the brand confront its journey with coherence, consensus, unique focus and clarity:

Brand communication: knowing who, what, where and how the brand should communicate in all the identified touch points

- Digital: web, social media, video, Apps, documents, etc.
- Off\_line: presential, spaces, content generation printed work, exteriors, etc .

In other words, a Brand Strategy



Brand Stakeholder Experience: we **improve** existing brands or **create** new ones together  
We **design** end-to-end user-centric **experiences** and create **meaning** and **value** in every step and channel.

Your brand will be **unique**, will be **relevant** and will be **chosen**

*thank* **YOU** :



CONTACT US



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