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
Why a co-creation workshop?

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

What we cover
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 perception

"As is"  "To be"
3) After

Analysis of results, conclusions and presentation of deliverables

What we cover

Analysis of the workshop

Conclusions from the workshop

Recommendations

Deliverable

Puntuación de Marca & Ranking

Temperatura de Marca X

Ranking en el Sector

21  Brand B
22  Brand C
23  Marca X
24  Brand E
25  Brand F
26  Marca G

Analysis of the workshop

Conclusions from the workshop

Recommendations

Deliverable
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*