

ORIGINAL noclima

# REAL BRANDS

2024 REPORT



A provocative gaze upon branding and real brands in artificial times

ENGLISH





## INTRODUCTION



The reality of everyday life is the most fragile aspect of the moment we live in. There is no longer any certainty regarding the future. Everything that was given now becomes questionable. **Instability, insecurity and uncertainty are the feelings that control a world in constant change.** In recent years, we have experienced pandemics, wars, climate crises and even the improvement of technologies with unimaginable potential. For this reason there is a change in thinking - the inspirational gives way to the real.

**In this scenario, the very understanding of the paths and possibilities of life are also put to the test.** With advances in relation to individual freedoms, people increasingly find themselves creating their own identities and ways of managing their lives. The perfect life expectancy leaves the scene and enters the parameters of the current reality, choosing which life you want to lead in a concrete way, without waiting for a previously idealized future, since this future is still very uncertain. This then opens up the possibility of creating futures, in the plural, in which each person can build based on their singularities.

**Likewise, the way we relate to each other and create communities has also changed;** From closed bubbles we become gaseous communities, a more fluid and dynamic way of connecting, allowing us to move through more spaces, while maintaining our particularities.

And so our expectations change regarding the brands we consume and the way we expect to be treated. As more conscious and demanding consumers, we expect companies to know themselves and be as authentic as we are seeking to become. That they are capable of putting the human at the center, dealing with the dualities and difficulties of existing in such turbulent times.

Technology plays a big role in shaping these feelings and creating new possibilities. It impacts reality as we know it on a daily basis, positively and negatively.

**Technology has allowed us to be faster, more efficient and connected, and at the same time it has also distanced, confused and exhausted us.** Therefore, looking at it and the role of companies in creating tools and facilities needs to be established from a perspective of responsibility. The companies are avant-garde in the innovation and development sectors, a role that is given based on great expectations and needs in relation to society. It does not exist in itself, it is part of an ecosystem, made up of people and the environment, only existing in truth, based on these two pillars. Therefore, if companies are the institutions through which we support ourselves to create our futures, they are also the ones who guide us.

**For this reason, concern with the foundations that make this development possible is one of the most important aspects of this era.** With the advancement of capitalism we saw certain structures collapse with the irreparable exploitation carried out by companies. This unbridled use of natural and human resources has left us unable to understand production and work systems as sufficient. From this point onwards, there is a need to reevaluate the way people are living and companies behave.



**Consumers become more aware of their individual impact compared to that of companies.** This change in perspective extends to the way society has behaved in the face of the demand for greater accountability from companies in relation to sustainability and social justice. People expect that, above all other institutions, companies commit to a project for a better future than the perspective we have today. In this way, they come together to put pressure on this sector of society to go far beyond everything it has done in this regard so far.

**Consumers expect attitudes that go beyond advertising, they expect action, commitment and above all transparency.** In this last aspect, transparency, goes far beyond the presentation of results and reports, people want to be part of this improvement process. They want reliable information and clearly established goals to make sure they are financing companies with their best interests at heart. In instability, people need companies to trust. That's why they ask for real positions that go far beyond maintaining a good reputation, they must be genuine, focusing on building the future. In this way, companies were placed in a new position, in which imperfect is better than not done, in which vulnerable is better than superficial. People are looking for companies that they can rely on and thus be able to navigate more safely in such difficult times.

Likewise, this vision focuses on the authenticity and originality of brands. Every day that passes people have access and are exposed to more information, more experiences and different brands. In this huge multiplicity of universes, standing out as companies becomes an even greater challenge. **Therefore, just as people are seeking to understand themselves in a deeper way, brands that follow the same path have a greater chance, established in their DNA, of connecting with people's essence.**

These are the brands that update themselves with their audiences, making their values unique and supporting people to find theirs. And it is exactly these brands that know each other in depth that will be able to go through trends, the creation of new technologies, socio-environmental crises without losing their originality.

**More than ever, branding is the tool that will differentiate your business. Here at No Clima, we understand that branding is not just about making brands have better results, it's about people. It's not just about identifying market trends, but about deeply understanding what people value, seek and make them feel recognized and identified.**

**It is in this context that we present the concept of Real Brands.** A unique perspective that not only points directions, but seeks to open doors for reflections on the movements and trends that are shaping the universe of brands. A real brand is one that is innovative, engaged, human, trustworthy and unique. It is under this world that we divide our gaze across these five worlds. To build a real brand you need a robust strategy that covers the short, medium and long term. With our exclusive methodology, we analyze and diagnose the essence of companies, making them relevant, so that they resonate in today's world and make a difference. Because, at the end of the day, brands are built by people and for people. So, if you are looking for a partner who understands the importance of creating real brands for real people, we are here.

**noclima**







## REAL BRANDS

**B**randing is about people. Yes, it's about differentiation, it's about value, it's about purpose, but, above all, it's about people. And this is our guiding perspective to understanding, thinking and applying branding here at No Clima.

There is no institute that provides a standardized measure of what value is to people - and perhaps this is where one of the biggest pains in our market comes from - measuring what is actually important for a brand. With this in mind, over the last few years, we have developed our proprietary branding approach - RealBrands.

**RealBrands is our attempt to understand and make sense of an increasingly complex world (forget the VUCA world, we have already evaporated into a BANI world) and build meaning and meaning to create brands that are timeless, relevant, sustainable and that generate positive impact in the world.**

Divided into worlds, our view makes sense of consumers' experience... in fact, people's, in 5 areas of great significance for every brand: **its ability to adapt and create futures, its ability to generate positive impact and commit to what is important, your ability to understand people and foster relationships, your uniqueness and power to create originality and, finally, the entire dimension of keeping promises and being true.**

Under this lens, in this report we will present a provocative look at what we consider important for all people who work or enjoy the branding area. We hope that you can see the world through new lenses, that the provocations help you look for something beyond the sameness and that we can build brands that are more real, more human and that are truly for life.





## HUMAN

A brand that seeks to truly understand the people who are part of its history. Open to developing and nurturing close relationships, in a human and empathetic way. She manages to mobilize her communities and cares individually and collectively, strengthening its connections in a genuine way.



## ENGAGED

A brand that believes in the power of differences and understands its social role in the world. Who understands the world around them and becomes aware of people's real needs, taking action. Committed to diversity and inclusion, it generates positive social impact, in a conscious and sustainable way.



## INNOVATIVE

A brand that looks to the future and lives in the present in an innovative way – breaking paradigms and the status quo. Who cares about creating disruptive and creative environments and experiences, building things boldly and generating incredible results.



## RELIABLE

A brand that keeps promises, and is coherent and true to itself and the people around it. Integrity and honest, she demonstrates trust with transparency, authenticity and sincerity in her actions and messages.



## UNIQUE

A brand that is driven by a strong and unique purpose, which generates value. This recognizable DNA makes it original, incomparable and passionate, capable of generating unforgettable experiences. Ready to engage passionate fans who understand the differences and connect with them.



# MACROINSIGHTS

Browse through the report by clicking on the insights below.

Click on the world or on the microinsight.



1 GASEOUS COMMUNITIES

4 BRANDS THAT CHANGE THE WORLD

7 CREATING RESPONSIBLE FUTURES

10 IT'S TIME FOR DIFFICULT CONVERSATIONS

13 WE WANT REAL LIFE REPRESENTED

2 DOWN WITH TOXIC RELATIONSHIPS

5 COMMITMENT FOR LIFE

8 CREATIVITY IS WHAT MAKES US UNIQUE

11 ANTI BRANDSPLAINING

14 CONSISTENT DYNAMISM

3 HUMANS FIRST

6 NO TIME FOR NARCISSISM

9 IT'S TIME TO BE HUMAN DRIVEN

12 PROACTIVE TRANSPARENCY

15 IT'S TIME TO BE BOLD!

noclima

# HUMAN

**A BRAND THAT INDEED UNDERSTANDS THAT  
PEOPLE ARE AN INHERENT PART OF ITS STORY.**

Open to developing and nurturing close relationships, in a human and empathetic way. It manages to mobilize its communities and cares individually and collectively, strengthening its connections in a genuine way.





# INTRO COMMON HUMAN FACTOR

For new identities, new types of community.

Amid wars, climate crises, epidemics and the widespread feeling of disbelief towards institutions, people reflect on themselves in the hope of understanding themselves as individuals and, consequently, consumers. In this constant search, they find the need to reconnect and rediscover their values and the things that make them human in essence.

**The inconstancy of this global scenario, combined with post-pandemic disillusionment and fatigue, influenced people to exchange their aspirational outlook on the future for a more realistic, more sincere one.** This made them look for more objective solutions, which made them face what they really have control over, reconnecting them with the concrete. In this way, the search for a more authentic life is born, one that brings more satisfaction and personal fulfillment - managing to rescue the small joys of everyday life, while at the same time being able to project a future that brings self-realization.

On this journey to understand their own way of seeing life, people come to understand that their identities, tastes and principles may not all be in the same box or be coherent. These little boxes become more fluid, with a much greater openness to experimentation and creation of paths. Therefore, they connect and disconnect from communities according to their journey, their moment in life.

**In this sense, brands also need to look at themselves, to understand who they really are and what they offer to their audience. If before there was a logic that communities revolved around the brand, today they do not have a single center of gravity to orbit; They are constituents of an ecosystem in constant interaction.**

This means that brands need to permeate this ecosystem, understanding where their consumers intersect, to offer stability in the face of instability. Therefore, companies need to include themselves in this context to be an effective part of their communities. This relationship goes beyond just having a conversation, it actually involves understanding how people maintain their connections, how their values evolve and what causes them to transform. In this search we found the **Common Human Factor (CHUF)**, which is precisely the point shared among consumers, the understanding of what makes them essentially human, and what groups them into a community. **For this reason, it is essential that brands deepen their relationships with their consumers, to keep them engaged, mobilizing them to live the life they want.**

## INSIGHTS AT A GLANCE

### GASEOUS COMMUNITIES

Como as pessoas são múltiplas, suas comunidades também o são. As pessoas não estão limitadas a uma única bolha; elas fazem parte de diversas comunidades onde podem explorar e se conectar. Não é necessário focar exclusivamente em uma comunidade específica, mas sim investir no motivo pelo qual as pessoas se unem.

### DOWN WITH TOXIC RELATIONSHIPS

As pessoas esperam que as marcas proponham trocas e encontros entre outras pessoas com interesses e valores parecidos. No entanto, muitas companhias ainda têm um relacionamento prejudicial com seus consumidores, colocando seus interesses acima das pessoas, o que gera interrupções e frustrações em suas potenciais comunidades.

### HUMANS FIRST

A tecnologia proporciona muitas otimizações na jornada dos consumidores, ao mesmo tempo em que conseguem ajudar no mapeamento de comportamentos, adaptando-se a eles. Mas indo mais além, essas ferramentas potencializam a capacidade criativa das marcas, ao mesmo tempo que lhes dão maneiras de ter conversas mais humanizadas.





INSIGHT

# GASEOUS COMMUNITIES

Communities are not what they used to be. **Bubbles are no longer able to contain communities - now we interact in the cloud.**

noclima



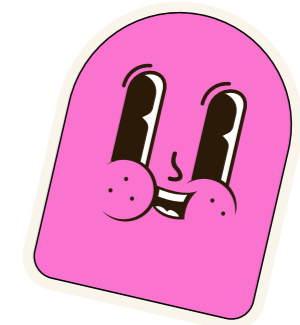
In the search for authenticity and freedom to express its multiple facets, the understanding of identity and community is completely transformed, creating new ways of relating. In the last three years, the importance of some traditional milestones of adulthood has decreased considerably, as shown [by research carried out by Accenture in 2023](#). **Leaving the parental home decreased from 23% to 17%, university graduation fell from 30% to 24%, and, finally, the importance of marriage reduced from 30% to 21%.** This change has a direct impact on consumer behavior, leading people to join and disassociate themselves from communities according to their tastes, identities and moments of life in constant transformation.

This process of acquiring a deeper understanding of themselves allows people to free themselves from the restrictions of bubbles and pre-established patterns, moving through different spaces to explore new behaviors and possibilities. **The idea of “gaseous communities” reflects this reality.**

**If before we understood communities as delimited and isolated bubbles, now they demonstrate a fluid character, becoming a place where people connect and disconnect according to their moment in life or preferences, just as particles move freely in a gaseous state.**

**People’s identity factors are not static; They have a combination of characteristics and preferences that make them relate to the most different clouds.** For example, a black woman, lesbian, and otaku may participate in different communities based on the different aspects that make up who she is and identify with. She can participate in communities that discuss blackness and ancestry, at the same time as she is interested in LGBTQIAP+ community issues and also participates in events centered on otaku culture. This person does not necessarily need to participate in a single community that has all these characteristics in common; she can move freely in each of them according to her interests. **By embracing this change, brands can establish meaningful intersections with their audiences - and, even more so, understand that communities are not static closed “places” where their audiences gather, who are there because of them and waiting for their actions.**

An example of these multiplicities of communities comprised around a brand is how **Burger King** relates to its different types of consumers. The company understands that its product will connect with people of different identities in different situations, such as children who collect toys, blockbuster lovers who go to the burger joint after the cinema and hungry partygoers after dancing. Therefore, it directs specific content to connect with different audiences. She partners with trap and rap singers, as well as collaborating with films and children’s characters. Furthermore, it also understands that, because its audience is even broader, it offers products that go beyond hamburgers. This year, it collaborated with Fila, creating a collection of streetwear items to generate interest and conversations with sneakerheads. This attracts lovers of urban culture, while allowing those passionate about the brand to appreciate the originality of the product.





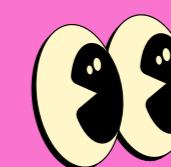
Another aspect of these gaseous communities is that, by their very mutable nature, they have a much shorter life cycle, and this is not a problem.

Brands do not need to be in all communities at the same time and meet all their specificities. What they really need to do is understand where this community intersects with their **values** and explore that aspect to engage in **value conversations** to guide their interactions.

**Netflix**, for example, took action focused on a unique situation that it understood to be relevant to capitalizing on the success of a series. The live action One Piece series was a hit among the otaku community. This was a positive surprise for the fans themselves, given that all live action adaptations had long been met with much criticism. To further expand this community, the brand made a video with the **Porta dos Fundos** channel about the public's satisfaction with the adaptation. With this action, the company further increased its reach, expanded the conversation beyond the immediate community and allowed more cartoon/live action lovers to get involved in the conversation, while also more deeply engaging those who saw themselves represented by the sketch.

Brands that participate in conversations, offering a meeting point for their communities, unite their consumers around their essence, establishing truer and more meaningful relationships. At the same time, they support people through a more stable structure, since in moments of contact they are relating to what the brands are in essence. It is important to point out, however, that there is no point in wanting to participate in everything. Understanding your territories, where your brand is needed in the conversation - and where it intrudes - is fundamental to understanding the functioning and dynamism of a gaseous community. **Companies need to be willing to adapt to the new speed and everyday changeability, making use of authentic communication in order to build a relevant presence within communities.** This creates an experience that is both coherent and unique for your audience, helping people feel more represented and comfortable in times of instability.

# PROVOCATION



## FOOD FOR THOUGHT

For your brand, **is your community just a communication channel?** How is your participation?



## I WONDER

Does your **brand understand which “communities” it is part of and the dynamics** of each of them and their members?



## DIG DEEP

**Is your brand prepared to have sincere, true interactions** that may not be in line with your communication plans?



## THINK ABOUT IT

**What inputs and insights does your brand derive from sincere interaction** with its consumers in communities?



76%

of Brazilians believe that **brands that celebrate what unites them and emphasize common interests strengthen the social fabric**

SOURCE: EDELMAN TRUST BAROMETER 2023





CASE



# FROM FRENCH TO BRAZILIAN FUNK

Lacoste recognizes the diversity of its audience and adapts its brand to better connect

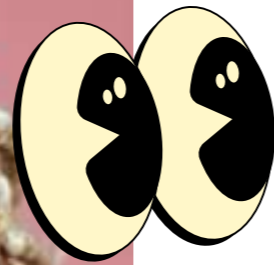
From French tennis courts to the outskirts of Brazilian metropolises, Lacoste embraces all its audiences. The luxury brand, recognized for its high-cost items, has become a favorite among Brazilian funk players. It has served as inspiration for song lyrics and received the affectionate nickname “Lalá”. The brand then dove head first into this relationship, adopting the nickname of consumers, who became known as “lacosteiros”.

In celebration of its 90th anniversary, Lacoste changed the logo on the facade of two of its stores, one in São Paulo and the other in Rio de Janeiro, to a sign reading “Lalá”. The replacement was made to celebrate the brand’s intimacy with its fans and also alluded to its main special action, Casa Lalá, which housed interactive spaces, workshops, an exhibition of brand relics and even shows by MCs Hariel, Kelvinho and Negoinho from Kaxeta.



A primeira foto é de uma dos encontros para comemoração ao aniversário da marca. A segunda é da fachada da loja com a alteração do nome





**INSIGHT**

# DOWN WITH TOXIC RELATIONSHIPS

With the humanization of brands as a trait increasingly present in brands, expectations for real relationships with their consumers are greater.

no clima



**C**onsumer expectations in relation to brands transcend the commercial relationship; they want to be connected in a deeper sense, establishing intentional bonds. **This means that companies are being “toxic” when they only propose interactions that prioritize their own interests over those of their consumers.** They misuse tools just to continually push offers and discounts when they could use them to create coexistence spaces, such as messages or groups. **These actions end up generating an expectation of contact that results not in closer contact with consumers, but rather in interruptions and frustration.**

**If people are already dealing with a scenario of chaos, insecurity and discouragement, brands that continually interrupt them do not offer a relationship of exchange, but rather of inconvenience. Consumers are looking for brands that truly help them navigate a new reality.**

Therefore, they also hope that companies do not create contact points that create even more stress. The brands left the pedestal, from a distant place, in which they believed that just being present was more than enough. The logic, for example, that companies understand that just by sponsoring an event already includes them as an active part of the conversation, no longer makes sense. **People want action, connection and not superficiality.**

Instead, brands have the possibility of elevating their relationships through exchanges that are positive for both sides. **Brands that nurture healthy relationships do not work based on promises of the future, but rather on the relationship in the present, creating situations in which both parties win.**

**These are brands that support, care and seek to understand people, not only focusing on their objectives, avoiding situations of pressure and even psychological manipulation that are harmful to their consumers.** In this way, by placing themselves in a supportive position and helping people identify their values, they facilitate coexistence through more meaningful interactions. Brands that are truly committed to participating in their consumers’ daily lives are remembered and loved by them throughout every stage of their lives.

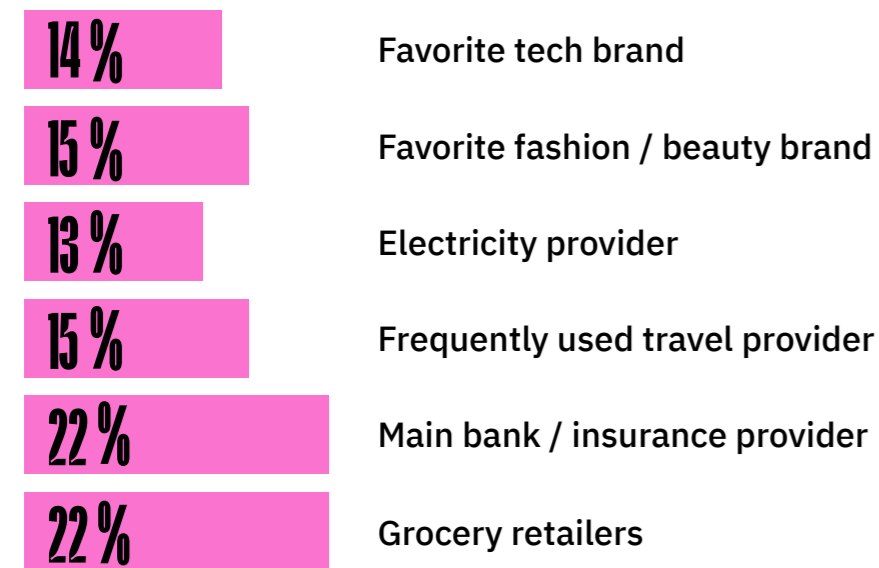
An example is **Sallve**, which invites its consumers to participate in the creation of its products. The brand’s intention is to really understand who its consumers are and what their needs are. The company understands that its products must be co-created by those who use them, so that they fit perfectly into their routine. Furthermore, it establishes a very intimate relationship with its consumers, because by choosing not to sell an idealized beauty standard, it respects and promotes a diversity of realities in which it can participate, demonstrating that it is always providing support so that people can be who are.

Therefore, truly understanding the public means offering support, promoting relevant questions and creating symbols that resonate with people. **In the fickleness of a world where everything changes quickly, a brand that accompanies its consumers, interacting in a real way, consolidates its space in important discussions within its communities.** In this way, they become icons in their communities and are able to truly unite people around their values and identities.





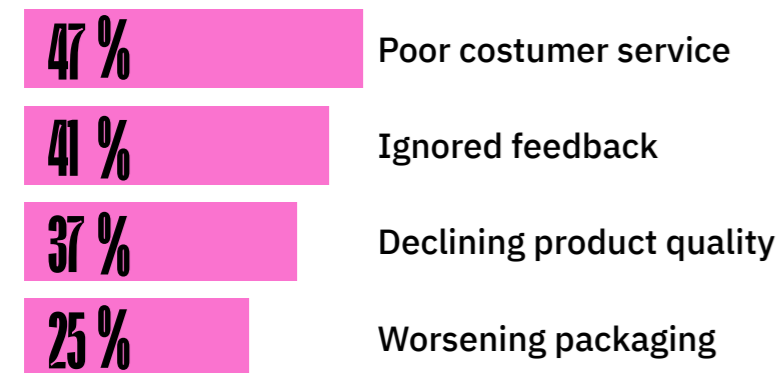
The extent to which people feel these have their best interest at heart:



This reveals a lack of trust across all sectors.

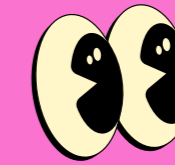
SOURCE: ACCENTURE LIFE TRENDS 2024

Leading reasons why costumers feel less valued:



SOURCE: ACCENTURE LIFE TRENDS 2024

# PROVOCATION



## FOOD FOR THOUGHT

In a world where people increasingly seek authentic and genuine connections, **how is your brand fostering relationships with your consumers?**

## I WONDER

What actions is your brand implementing to **support and contribute to important issues** in your community?

## DIG DEEP

**How is your company exploiting the dynamism of the communities in which it operates** to feed and strengthen its consumer base?

## THINK ABOUT IT

**What initiatives is your brand taking to go beyond speech and truly engage with communities**, seeking to create a positive and lasting impact?



CASE



# ADDICTED TO CONNECTING

Burger King is a brand that tends to connect very well in all its interactions with its audiences

All across its positioning, products and institutional communications, Burger King manages to connect with its audiences in a genuine way. The brand knows how to take advantage of a situation or hype and can strategically work on its topics.

Because it has mapped very well how those to whom it is connected behave, it can predict and provoke reactions, can speak and listen, and adapt in different contexts. Looking at their collaborations on a macro level, you might not be able to connect at first: people who use Fila, Barbie fans, gym enthusiasts or Stranger Things viewers. However, it understands the concept of gaseous communities and moves masterfully among clouds of fans, respecting individuality and remaining cohesive in her brand identity.



Images from the collab of the Fila + Burguer King collection and the promotional action with the Barbie film

SOURCE: INSTAGRAM BURGUER KING BRASIL



The Brand made a series of videos about the "BK families" where it shows different communities enjoying their burgers in their own way.

SOURCE: BURGUER KING BRASIL





**INSIGHT**

# HUMANIS FIRST

How technology helps brands create even more humanized experiences.

noclima



Technology has favored the creation of many tools so that brands can focus on the human side of the experience. Each one bringing different opportunities for use and applicability. On the one hand, technology allows us to optimize processes that shorten the consumer journey, making it more agile and efficient. **On the other hand, there are situations that only a person can understand - at least for now. These are situations in which only a human being is capable of deeply understanding other people, their complexities and paradoxes.**

Technological innovation in recent decades has allowed us to eliminate repetitive tasks from human beings' daily lives and redirect efforts towards meaningful interactions. For this reason, we are seeing an increase in the use of fast checkouts, automatic price scanners, lockers for picking up products, ordering at restaurants before the person even arrives at them, eliminating these small practical interactions that are not always relevant to the brand from the equation. This provides convenience and efficiency in a more satisfactory journey, focused on solving customer problems in a simple and intuitive way. Although efficiency is an extremely important factor for the consumer, focusing only on it can lead to the pasteurization of the brand experience.

The fact that technology has expanded into almost every aspect of life has made people tired of being in constant contact with it. According to [Accenture Life Trends 2024](#), **there is a feeling that technology is happening more to people than to them.** In the same survey, 41% of users also said technology has complicated their lives as much as it has simplified them, and 37% say it's more important than ever to be critical of the technology they use and how they use it. This feeling arises from the excessive use of screens to interact with other people.

This way, it is possible to understand why consumers strongly desire more humanized relationships. Therefore, there are some factors that make the prioritization of machines over people hinder the relationship with the brand. On the one hand, the fact that these technologies always follow the same process means that consumers never experience anything new or enchanting. On the other hand, when we think about AIs, for example, although they can offer a slightly more complex experience, they are based on plays or speeches that have already been written, therefore, they bring few aspects of novelty or originality. Therefore, putting efficiency at the center of branding decisions can represent a significant loss for short- and long-term branding strategies.

Although there is still fatigue regarding technology, it is precisely the **tool** that can help a company create a better experience for the consumer. Through technology, a company is able to collect a large amount of data about its consumers, and it is through this data that it is able to map points in which the **experience** can be improved.

In this aspect, the improvement of the experience is aimed at increasing the enchantment and generate more meaningful connections. And here, databranding is important, the interpretation of data can result in an improvement in technology, that is, providing solutions that technology has a language or functionalities that help and are of greater understanding by aligning more with a person's personality ; just as it can offer entertainment, boosting brand storytelling; and, finally, the last alternative may actually be to completely replace the tool with a person.



With new technologies, it is possible to create experiences that were previously impossible to imagine. We have, for example, tools that enhance the consumer experience. **Duolingo** managed to bring the possibility of real-time conversations to all users with responsive AIs that help the student to train directly as if they were talking to another person. In the [Duolingo Max](#) subscription, there are features such as “Explain my answer”, which helps students to understand and correct their mistakes, and “Role Play,” which, through interaction with AI, helps students practice skills.

**Another possibility for change is the shopping experience itself.** At a time when machines enhance service agility, they can also hinder some experiences as they are only capable of executing pre-established processes. There are some situations where only human beings are capable of offering the type of support the consumer needs. Therefore, the [Green Lawson](#) store combined the best of both worlds. The store has “animated employees”, avatars controlled by humans. This technology opens up opportunities in hiring people, allowing work to be performed remotely and facilitating the hiring of employees, as it reduces barriers to movement and mobility.

With these new tools, there is also the possibility of impacting brand storytelling. [Jacquemus](#), for example, carried out an action in which it placed giant virtual versions of Bambino bags in unusual locations for times of ultra-realistic images; consumers were unable to tell the difference between the images and installations of real bags, making the campaign go viral on social networks by demonstrating an aspect of novelty that is inherent to the brand’s DNA.

Technology can also bring collective connection to an experience, for example the way Xyloband bracelets are used at events. They are illuminated bracelets that vary the intensity and color of their lights according to pre-programming. The presence of this feature in shows such as Coldplay’s Music of the Spheres tour allowed people to connect, beyond the music, with the rest of the crowd, creating a visually impactful lighting effect.





Therefore, we are at a time when technology can generate strain, but it can also enhance the relationship between consumers and brands. It optimizes and maximizes processes. However, focusing only on these instances can lead to a weakening of the brand's positioning. On the other hand, if the brand's objective is to create meaningful and humanized relationships, they can use technology as enhancers. The important thing is that there is an assessment of each point of contact to choose a solution that prioritizes the human experience, connecting with the consumer's needs and understanding of the world.

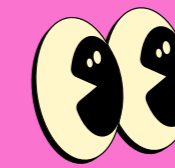
45%

of people find shopping experiences boring.

SOURCE: YOU GOV, 2023



# PROVOCATION



## FOOD FOR THOUGHT

How has your company used **AI to better understand** its consumers?



## I WONDER

Is your service still robotic and not very humanized? How can you make the **experience more humanized**?



## DIG DEEP

Does your company **map feelings across the consumer journey**?



## THINK ABOUT IT

Does your company know at which points in the consumer journey where **interaction with people could be replaced by machines**, and vice versa?



noclima

# ENGAGED

**A BRAND THAT BELIEVES IN THE POWER OF DIFFERENCES AND UNDERSTANDS ITS SOCIAL ROLE IN THE WORLD.**

Who understands the world around him and becomes aware of the real people's needs by taking action. Committed to diversity and inclusion, it generates positive social impact, in a conscious and sustainable way.





# INTRO RIGHT NOW!



With the planet arriving in unsustainable conditions, all actions are now!

The entire planet is facing increasingly urgent socioeconomic and climate problems, and in this scenario, action is essential.

Brands have the power to **influence** public opinion and play a key role in resolving these challenges. Consumers want to feel heard and represented, seeking to support companies that share their social and environmental concerns.

Brands are part of the social and economic structure, but in addition, they also play another crucial role: moving the corporate market and shaping public perception on critical issues. The trust that people place in brands makes them even more relevant in society when they act in line with public expectations. **However, it is essential to understand that it is not just about meeting numerical goals or creating voluminous and shallow action checklists. Brands must go beyond the basics and adopt actions that have a real impact.** Unfortunately, many companies still limit themselves to the minimum necessary, while the scenario demands a more robust and authentic response. To face current challenges, it is necessary to accelerate the transition from intentions to concrete and meaningful actions, ensuring a more sustainable future for everyone.

## INSIGHTS AT A GLANCE

### BRANDS THAT CHANGE THE WORLD

Today, brands become Social Brands and have an obligation to help shape the futures we want to see.

### COMMITMENT FOR LIFE

Being committed to diversity is like a monogamous marriage, there is less flexibility in commitments, more rules and paths to be followed to act, to have meaningful actions.

### NO TIME FOR NARCISSISM

Narcissistic brands feed their ego with shallow actions and miss the opportunity to maintain a more intimate connection that makes an impact on the world. It is necessary to urgently seek non-superficiality.





INSIGHT

# BRANDS THAT CHANGE THE WORLD

Today, brands become Social Brands and  
have an obligation to help shape the futures we want to see.

noclima



In the current global scenario, brands have not yet managed to become agents that leave a relevant positive balance in the world. While they have the potential and resources to make a difference in crucial areas such as inclusion, diversity, minority rights and sustainability, many brands have yet to fully embrace this commitment or outsource it to society. In the vast majority of companies, actions are shallow and are not yet generating the necessary collective value or significantly impacting the ecosystem in which they are inserted.

**What really distinguishes a relevant brand today is its ability to understand its social role and responsibility, the real power of its actions and how they resonate with the public.**

Consumers in general increasingly seek to reflect their personal preferences in their consumption choices, opting for brands that share similar values and principles. Companies that prioritize focusing on human beings and are truly committed to good ESG (Environmental, Social and Governance) practices and are carrying out actions with real impact are standing out in this trend and gaining strong communities around them. Data proves the importance of this change being real and genuine. According to [research carried out by AMO Strategic Advisors](#), an impressive 35.3% of a company's market value is directly related to its reputation. Therefore, for brands that seek to stand out and prosper in an increasingly conscious and engaged scenario, building a purpose and commitment to society is not only an intelligent and strategic bet, but also an urgent necessity.

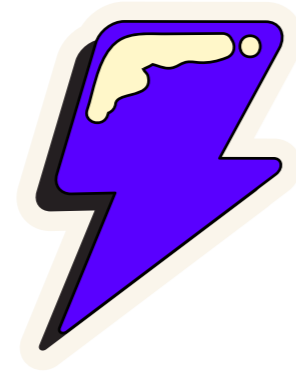
By choosing to continue carrying out actions that still have a welfare bias and a shallow impact, brands merely fulfill a checklist full of low-impact clichés explored in their communications in an inflated way and even with a heroic tone, but which no longer create connections with its consumers. The problem with these “actions for English to see” is that the lack of results with real impact also causes the brand to lose relevance and its value in the market, whose **products shape the future we want to see from the first moment they decide to take over. responsibility for their actions.**

**Apple**, for example, has been notable for its ongoing environmental [efforts](#), marking the launch of the **Apple Watch as its first carbon-neutral product in 2023 and setting an ambition to make all of its products carbon neutral by 2030.** The company is innovating materials, adopting clean electricity and promoting low-carbon transportation to minimize emissions. Additionally, it invests in nature-based projects to offset remaining emissions and has already achieved carbon neutrality in its corporate operations. These initiatives reflect Apple's real commitment to fighting climate change, restoring ecosystems and supporting local communities to pave the way to a better future.

 Carbon Neutral







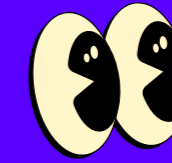
Over

90%

of company representatives in the corporate sector believe **that solving social problems is not just the government's responsibility.**

SOURCE: REPUTATION COUNCIL 2022

# PROVOCATION



## FOOD FOR THOUGHT

How can you transform your brand into a more **effective social agent of impact?**



## I WONDER

What are the next steps you can take to **shape the most positive future for your company and society?**



## DIG DEEP

How does your brand plan to go beyond shallow welfare practices and **truly commit to genuine actions with social and environmental impact?**



## THINK ABOUT IT

**Do you believe your brand is ready to go beyond speech** and make a true commitment to actions that make a real and lasting impact?





INSIGHT

# COMMITMENT FOR LIFE

**Being committed to diversity is like a monogamous marriage** - there is less flexibility in commitments, more rules and paths to be followed and generate meaningful actions.

no clima



**D**iversity and inclusion are no longer just trendy topics in the business world, they are essential elements of smart business strategy, as long as your commitment is honored and impacts reality. **It is necessary to overcome the “accomplished actions” stage to meet market expectations and integrating diversity as an essential part of the strategy is the challenge that generates results both internally and externally.**

To achieve and maintain actions that have solid results, brands need to recognize that their relationship with diversity must be **faithful and non-negotiable**. It is not something temporary or just a trend, nor a commitment that can be left aside in the face of other business priorities, as diversity is an essential part of the corporate DNA that directly affects its connection with the public and its performance in the market.

The relationship may undergo changes over the years, the conversation may mature and challenges may arise, but the commitment to the agenda must remain permanent. The larger the company, the greater the potential for change it can cause in the world and the greater the expectations consumers have of it.

According to the report [“The Sales Scenario in Brazil, 2021 edition”](#) by LinkedIn, **more than 90% of people agree that the probability of purchase increases when the sales team itself reflects the community and industry in which it operates.** This highlights the importance of diversity not just behind the scenes, but also on the front lines of companies.

Brands that take action with real impact, such as equal pay, including diversity at all levels of the organization, supporting social causes and local communities through donations and volunteering.

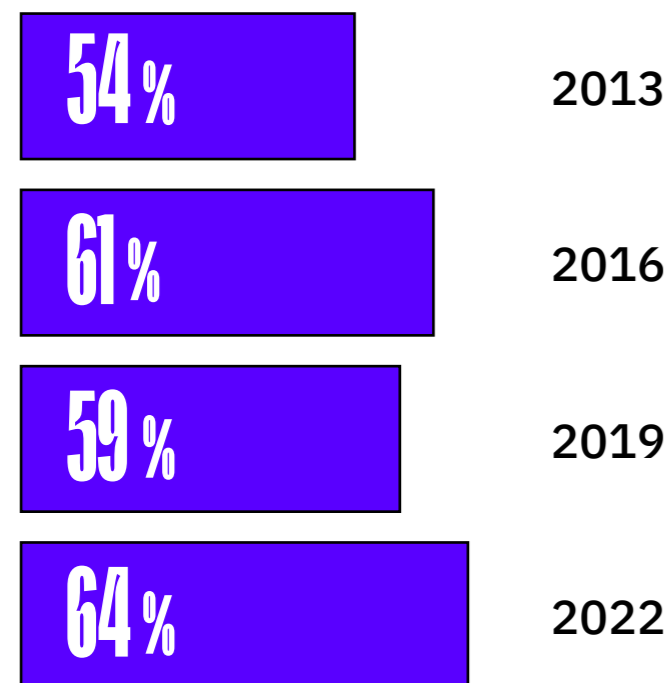
**We need to go further. In addition to meeting quotas or opening doors, diversity is a driver of corporate success with a direct impact on sales.** Brands that truly embrace transparency, accountability and accountability experience significant gains in productivity, profit and, surprisingly, sales. A study by the [Instituto Identidades do Brasil \(IDBR\)](#) reveals that a 10% increase in ethnic-racial diversity boosts company productivity by almost 4%, while a 10% increase in gender diversity leads to a 5% increase in sales.

However, superficial efforts are not enough. **Being punctual and shallow in diversity initiatives, the kind that only generate numbers in posts, empty slogans or catchphrases in speeches, only results in the loss of genuine connection with the public.** Brands need to move beyond these pledge statements and empty diversity goals to truly demonstrate their commitment and create a lasting, authentic presence that truly resonates with their audiences and makes an impact on the world.



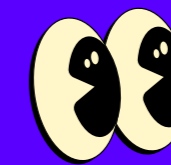


“I try to buy products from brands that act responsibly, even if it means spending more”



SOURCE: FLAIR BRASIL 2024: NOSTALGIA OU PERSPECTIVAS

# PROVOCATION



## FOOD FOR THOUGHT

How does your brand currently address diversity and inclusion? Do your actions go beyond the basics and reflect genuine commitment?



## I WONDER

Does your brand see diversity as just a matter of compliance or image, or as a significant part of the business strategy?



## DIG DEEP

How is the brand ensuring that the **commitment to diversity is permanent** and does not get lost as other challenges and priorities arise?



## THINK ABOUT IT

How is the **brand holding itself accountable** and transparent about its efforts and progress towards diversity and inclusion?





# COMMITMENT CENTER

Suzano launched a website where it is possible to monitor its sustainability metrics

Imagine being able to track a company's progress without having to download extensive sustainability reports and manually compare data between years. Suzano has organized and made available, on its [official website](#), a section that allows anyone to view the current progress of their goals and commitments.

The data presented is the company's most recent, referring to the year 2023, and is updated regularly as the months pass. In addition to providing raw numbers, the company presents a percentage bar that indicates the progress achieved, makes comparisons with previous years and shares its strategy and commitment actions, allowing society to closely monitor its progress.



Excerpts from Suzano's sustainability center and how the data is presented



INSIGHT

# NO TIME FOR NARCISSISM

Narcissistic brands feed their ego with shallow actions and miss the opportunity to maintain a more intimate connection that makes an impact on the world. **It is necessary to urgently seek non-superficiality.**

noclima



In a world flooded with information and ephemeral posts, superficiality has become the standard. Brands that want to stand out and make a real impact can no longer afford to be basic; It's time to go beyond superficial speech and embrace the urgency of deep and authentic actions. A simple copy on social media is not enough to move the scale towards a better world.

To create meaningful change, brands need to go beyond self-centered words and narcissistic behavior, focused only on talking about their accomplishments, achievements and numbers. Instead, they must adopt concrete and altruistic strategies that generate a [positive impact](#) on ESG (Environmental, Social and Governance) issues.

**Brands that truly make an impact are those that turn words into tangible actions.** Well-written texts and statements can generate discussions, but the real power lies in implementing concrete, real and meaningful initiatives. Examples such as the **Natura Ekos** line, which collects its active and bioactive principles respecting the natural reproduction cycle, adopting the cultivation method of ancestral peoples, and respecting the forest, or **Ben & Jerry's**, which uses its platform to defend social issues, demonstrate how brands can be effective agents of change. They not only talk about values, but incorporate them into their daily operations, positively impacting the real world.

**Couch activism, cyberactivism and empty actions no longer have a place in [a world that calls for responsibility and genuine commitment.](#)** Brands that merely ride the waves of passing trends should rethink their approach. It's not just about making eloquent statements; It's about taking responsibility and taking real action.

A tweet or Instagram post will not solve the pressing problems we face. **Brands must move from self-promotion to effective action, setting aside inflated egos and demonstrating real commitment to critical issues.** It's time for brands to become true agents of change, actively working to create a better future for everyone.

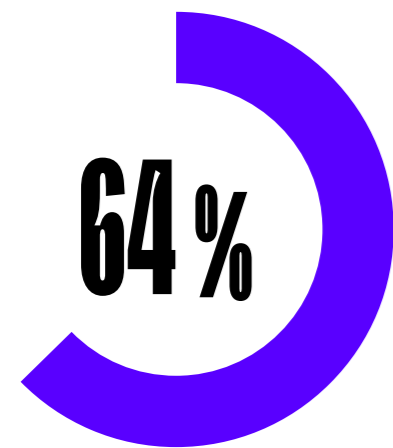
The urgency to become more than just appearance comes with great pressure, both from consumers who purchase the brand's products and from the environment. According to a study conducted by the Non-Governmental Organization CDP (Carbon Disclosure Project), **over 200 of the world's largest companies are projected to lose 1 trillion dollars over the next 5 years due to climate change. In this scenario, maintaining unsustainable practices, inflating results to maintain reputation or ignoring the environmental impacts of your operations becomes unfeasible.**

**Transparency plays a fundamental role in this process.** Brands that are able to clearly and transparently communicate the real impact they are having and the actions they are implementing to mitigate those impacts are more likely to earn a positive reputation and the trust of consumers, both locally and globally.

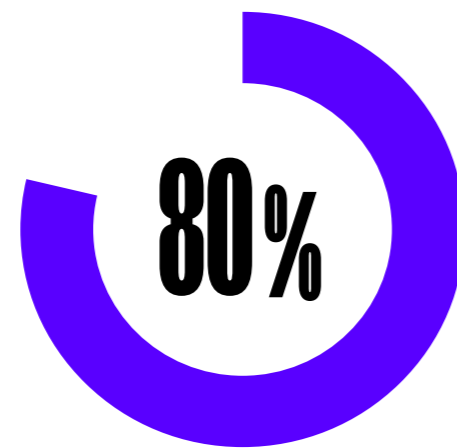
According to the [Visual GPS survey](#), carried out by Getty Images, 80% of respondents said they expected companies to do a better job of achieving representation in advertising, and in the same survey, it was discovered that 34% started buying from brands they were not part of. customers, but who supported causes they believed in. Furthermore, this openness and the construction of an authentic image of the brand also contribute to educating the public about the urgency of the climate crisis and inspiring others to adopt similar measures in other points that make up the ESG agenda.

It's a way to transform the brand into a catalyzing agent of positive change, going beyond empty words, narcissistic behaviors and self-centered promises, to become an active and committed participant in social and climate issues. It's less about the brand's actions, its merit and protagonism, and more about getting your hands dirty, about taking action. **Taking concrete action is not just a question of morality, but also an opportunity to thrive in a world that values brands with a genuine purpose and real commitment to sustainability, diversity and governance.** In other words, when a brand addresses an issue in depth, without being narcissistic and committed to carrying out actions with real impact, it is able to not only connect with its audience, but also mobilize them to observe, focus and act on important issues.

### Attitude and perception of related customers to companies that invest in ESG themes



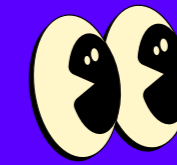
They say they try to buy products from brands that act responsibly, even if it is more expensive



Agree that brands can earn money and support good causes at the same time

SOURCE: FLAIR BRASIL 2024: NOSTALGIA OU PERSPECTIVAS

# PROVOCATION



## FOOD FOR THOUGHT

How do you ensure your brand isn't **falling into the trap of corporate narcissism**, where the focus is more on looking good than doing good?



## I WONDER

How does your brand currently **measure and recognize the impact it makes on the community and the world?**



## DIG DEEP

**Can you prove, in practice, all your speeches - beyond the rhetoric?**



## THINK ABOUT IT

**How does your brand plan to be more transparent about its impact and the actions it takes to mitigate it?** How do you communicate clearly and authentically with your audience?



# EARTH AS THE MAIN SHAREHOLDER

If mother nature or the Earth were on your board or were shareholders, would they be satisfied with your actions and efforts?

Renowned clothing brand committed to sustainability took a bold step by placing the environment as its [main shareholder](#). In the change, [ownership of the company](#) was divided between the Patagonia Purpose Trust and the Holdfast Collective. With this change, every dollar not reinvested in Patagonia will be distributed as dividends to protect of the planet.

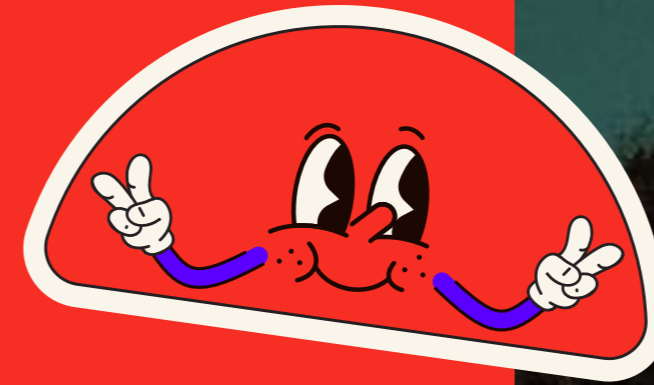
**The Patagonia Purpose Trust** now owns all of the company's voting shares, and its mission is to establish a lasting legal framework that cements Patagonia's purpose and values. This will help ensure that the founder's original intent is never diverted and will facilitate the continued demonstration that capitalism can work for the planet, even for a for-profit company.

Holdfast Collective owns all non-voting shares, which represent 98% of the total stock, and will use every dollar received from Patagonia to preserve nature, biodiversity, support thriving communities and combat the environmental crisis. The company plans to pay an annual dividend of about \$100 million, depending on the health of the business.



Yvon Chouinard, founder of Patagonia. Photo: Campbell Brewer





noclima

# ↑ INNOVATIVE

A BRAND THAT LOOKS TO THE FUTURE AND LIVES IN THE PRESENT IN A  
INNOVATIVE – BREAKING PARADIGMS AND THE STATUS QUO.

That cares about creating disruptive and creative environments and experiences,  
building things boldly and generating incredible results.





INTRO

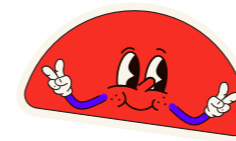
# BRANDS ARE LEADERS IN CREATING FUTURES

They are the pioneers, they are the ones who most impact our reality.

People want innovations that improve their lives; they expect brands to consider the impacts of what they create. The speed of change has increased exponentially in recent years. **Brands not only follow, but also lead innovations and disruptions in the market.**

Although these advances are widely awaited and celebrated, they can generate doubts, without precisely understanding their limits or the possible negative aspects that could affect humanity. Therefore, companies have tools with great potential to improve the world, but they must also be concerned with understanding the futures they are creating, taking responsibility for the present and being careful about tomorrow.

As technological advances introduce new possibilities, there is increasing dependence on information provided by users, who do not always understand how they are being impacted. **Often, these positive technologies have not yet had their consequences mapped.** An example of this is artificial intelligence, which, although increasingly used to enhance solutions, raises fears that it could lead to job losses, eliminating jobs and income for many people. There is fear that it could quickly surpass human control and become harmful.



Given this, CEOs and researchers in the field wrote an open letter asking technology development companies to suspend their research for six months, in order to understand the limits that must be applied to avoid disastrous consequences.

As in this case, companies have the power to create innovations that can have positive or negative impacts on humanity. Therefore, control over how our future will be shaped lies in the hands of these companies. **Whether the changes result in an exciting or frightening future depends on who powers them. The big question surrounding innovation at the moment is whether companies truly have control and beneficial intentions for humanity when developing these innovations.** Consumers' expectation is that companies create tools that improve their living conditions, providing comfort, agility and opportunities not only for the present, but also for the future.

Companies are **responsible** for the futures they create, and their consumers are the biggest encouragers and supporters of a project for a better world.

## INSIGHTS AT A GLANCE

### CREATING RESPONSIBLE FUTURES

The balance between innovation and responsibility is essential so that we do not move towards a dystopian future or an infantilized utopia.

### CREATIVITY IS WHAT MAKES US UNIQUE

Human creativity is irreplaceable. The tendency is for it to become the most valued skill in the future amid technological advances, after all it is what makes artificial intelligence superior to us.

### IT'S TIME TO BE HUMAN DRIVEN

Purely numerical metrics can provide valuable and voluminous insights, but they alone don't capture the richness behind the human interactions that drive effective branding.



**INSIGHT**

# CREATING RESPONSIBLE FUTURES

The balance between innovation and responsibility is essential so that we do not move towards a dystopian future or an infantilized utopia.

noclima



Research for a more responsible and ethical future begins with the way we develop and adopt technologies. It is not enough to evaluate just how advanced a technology is, but also the consequences of its use. Thirty-five percent of respondents in the [Accenture Life Trends 2024](#) report survey believe that everyone shares a duty to discuss the responsible and healthy use of technology in society. **In this context, brands play a fundamental role, as they are innovation leaders and directly influence how technologies are perceived and adopted by society.**

**Tesla**, for example, has not only [revolutionized](#) the electric vehicle auto industry, but is also leading the transition to renewable energy sources with its solar energy storage products. **Google** is already shaping the future of technology with advances in artificial intelligence and machine learning. Additionally, the company invests in clean energy initiatives and is [committed](#) to being 100% powered by renewable energy.

With these great ambitions and developments in the markets, ethics in technology is more than a trend, it is an immediate necessity. Brands' **responsibility** does not end with creating innovative products or services, but also with carefully considering social and environmental implications.

**Another important part of the role of brands in creating the future is to imagine what actually makes people's lives more interesting in all spheres, knowing what the real need is and how to solve problems without increasing or causing others.** A

good example is the technology company that, when developing its AI, prioritizes equity and justice, ensuring that its solutions do not perpetuate inequalities and structural prejudices, for example.

In addition, brands are also paying attention to the most sensitive digital concerns, such as privacy, cybersecurity and digital inequality. After all, no one wants a world like the one portrayed in Black Mirror, where poorly applied technologies become a threat. Therefore, brands are at the forefront of responsible technology, guiding the development of solutions that benefit society and the planet, without compromising essential ethical and social values.

**After all, creating a better future is a commitment that goes beyond profit.**

# PROVOCATION



## FOOD FOR THOUGHT

How can brands ensure that artificial intelligence and technology **are used ethically and responsibly** in their operations?

## I WONDER

Is your company **actively thinking about building more plural and diverse futures?** What is the role of technology in this sense?

## THINK ABOUT IT

How does your **brand ensure it is not perpetuating structural inequities and biases**, especially when developing and implementing emerging technologies?



CASE



# RESPONSABILITY & PRIVACY

Apple expanded its commitment to privacy

“[Control is yours](#)”. This is the message given by the brand when talking to its audience about privacy at the time of purchasing the device. Apple also demonstrates its commitment, opening on its website all the reasons for people to feel safer when using its products.

In addition to this opening, at a recent event, the company taught how people can protect their data in the face of increasing threats to the privacy and security of personal information. In partnership with actor Nick Mohammed, the brand created [“A day in the life of an average person’s data”](#)

The company has a long history as a privacy leader, bringing innovations that show people how their data is used and other protection tools. Believing that privacy is a fundamental human right, Apple’s designs include features like App Tracking Transparency and other privacy data that give users control over their information.



Privacy and security are Apple's highlights





INSIGHT

# CREATIVITY IS WHAT MAKE US UNIQUE

**Human creativity is irreplaceable.** The tendency is for it to become the most valued skill in the future amid technological advances, after all it is what makes us superior to artificial intelligence.

noclima

In a scenario where technology and artificial intelligence play an increasingly relevant role, it is essential to recognize that these tools, however powerful they may be, still cannot replace genuine human creativity. In this scenario, in which the overwhelming speed of the emergence of new technologies is impressive, 47% of the people who participated in the survey carried out by [YouGov Global Profiles 2023](#): The fear of being replaced by a machine is very present. **While machines can automate tasks and process data with precision, the ability to create, imagine and innovate remains a uniquely human gift. It is this creativity that drives differentiation in the world of brands.**

In the world of branding, brands that understand the value of **creativity** to get closer to their community and people's real lives stand out. They are not limited to strategies focused only on interaction numbers and data, but use creativity to build engaging **identities** and impactful marketing strategies.

**These brands tell stories that captivate, create memorable experiences and develop products and services that connect deeply with people's emotions and fit into the real daily lives of their consumers.**

Connecting intimately with your audience is key to creating real brands for real people. When building campaigns and brand actions, artificial intelligence can contribute to collecting and analyzing audience behavior, helping to target the most relevant messages for each profile and providing intelligent recommendations for your customers.

consumers. In addition to these facilities, the use of AI as part of the brand's branding strategy allows us to have the opportunity to reach places previously unimaginable without technology, making it possible to take bold options that facilitate proximity between the brand and its consumer community.

It is in this space where imagination, connection and originality meet that brands can truly stand out, becoming cultural icons and carving out a special place in the hearts of their target audiences. **Therefore, it is not just about adopting technology, but about integrating it with the uniqueness of human creativity to create branding strategies and put the brand in the market spotlight. It is creativity that brings brands to life, making them relevant, memorable and authentic for people.**

# PROVOCATION

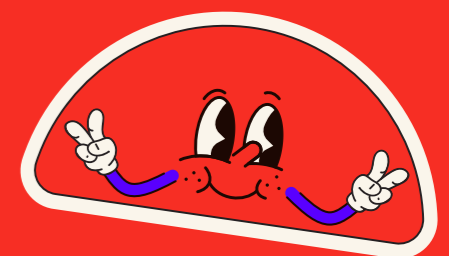


## FOOD FOR THOUGHT

What challenges do you see in **balancing process automation through technology and maintaining a creative approach to branding?**

## I WONDER

In a scenario of increasing use of technological tools in brand branding strategies, **does your brand remain creative and bold** to tell inspiring and moving stories?







INSIGHT

# IT'S TIME TO BE HUMAN- DRIVEN

Purely numerical metrics can provide valuable and voluminous insights, **but they alone don't capture the richness behind the human interactions that drive effective branding.**

noclima

In the world of brands, reality is clear: it is not just a set of signs and symbols; the brand can be felt, smelled, touched, experienced and experienced. In this scenario, traditional metrics of raw numbers are no longer sufficient; they become mere vanity metrics, indicating performance that, although it may seem impressive at first glance, offers little or no real contribution to understanding the success of a branding strategy.

Instead of providing valuable insights into the impact on business objectives, these metrics often focus on superficial numbers that have no direct relationship to ROI (Return on Investment) or the actual impact on company goals.

It is because of this disconnection with people's real feelings that it is necessary to go further and understand what makes them connect and engage with the brand. To achieve this, companies can embrace human-driven metrics in order to understand people's emotions and the context of their reactions.

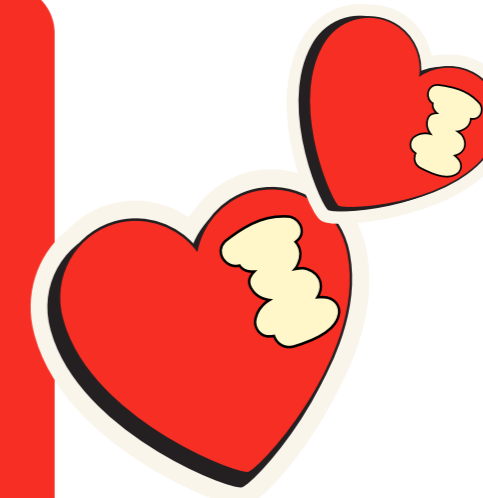
Last year, according to LLYC's New Metrics report, 60% of companies incorporated new metrics to be effective. Another advantage of these metrics is that they are fluid and personalized, allowing each company to define and adapt the indicators that make the most sense for their strategy and operations. It is not necessary to quantify people's feelings, but it is still possible to map and quantitatively measure other aspects relevant to the brand.

In this increasingly digital world, brands that invest in understanding human motivations and creating **authentic experiences** are at the forefront of branding and receive global prominence, becoming references and lovebrands. They not only understand their audiences, but they are also able to connect emotionally with them, ensuring an intimate experience that creates a connection with their consumers.

**Ultimately, the power of branding lies in its ability to touch people's hearts and create lasting, genuine bonds.** So embrace human-driven metrics and delve into the world of consumer behavior to build a truly authentic brand. For each company, the definition of metrics and their medications are unique, just as their personalities, products and ways of relating are also unique. For this reason, thinking about human driven metrics means connecting what the brand is with what people see as value:

SOME HUMAN METRICS

- Degree of Originality
- Level of Empathy
- Real experience
- Happiness in Relationship
- Community Health
- Connection with causes
- Community Strength
- Diversity Maturity







# 90%

**of data available worldwide was created as of 2019.** This volume of data is expected to start doubling every 2 years.

SOURCE: CONSUMIDOR DO FUTURO IWSN

# PROVOCATION



## FOOD FOR THOUGHT

What are the challenges your brand faces in seeking a **balance between technology and humanization in its branding metrics?**

## THINK ABOUT IT

How does your brand currently approach **measuring success and performance?** Do the metrics you use prioritize numbers or take into account the behavior behind interactions?





CASE



# SEEING NEW POSSIBILITIES

Creativity has gained new territory for exploration with VR/AR glasses

With Apple entering the mixed reality glasses market (augmented and virtual), we may be seeing the beginning of a new era of immersive experiences in marketing. With [Apple Vision Pro](#), the user can move between virtual and real universes. Vision Pro, called a “spatial computer”, integrates the digital with the physical, allowing continuous interaction. In [marketing](#), the opportunities are broad: imagine virtually visiting a store, talking to employees and exploring products without leaving home. This advance can combine the best of e-commerce and physical stores.

It is a new space to free human creativity to explore ideas that until now we were unable to get off the ground due to technological limitations. We have a new, untouched horizon for brands to create even deeper and more connected experiences for their target audience.



Apple launches glasses with technology that promises to change virtual interaction, opening doors to a new era of experiences



noçlima

# RELIABLE

**A BRAND THAT KEEPS PROMISES, AND IS COHERENT AND TRUE WITH YOURSELF AND WITH THE PEOPLE AROUND YOU.**

Integrity and honest, it demonstrates trust with transparency, authenticity and sincerity in its actions and messages.



# FRAGMENTED TRANSPARENCY

## INTRO

If it is possible to trust, it is possible to establish an exchange, a relationship, a community.



The 'infoxication' in which people are immersed daily makes it difficult for them to filter and understand all the information they come into contact with. Therefore, understanding only happens partially, since this pulverization gives us the feeling that it is not possible to have control over reality. This issue becomes even more worrying when we think about companies having a large part of the impact on socio-environmental issues. **In general, brands make public only the information that is convenient for them, strategically choosing to keep their consumers in the dark on sensitive matters, delivering fragmented transparency.**

**Errors are inevitable. And they are not the determining factor that reduces the feeling of trust in a brand.** What most compromises its reputation is the lack of transparency and commitment to a better future. Consumers really expect companies to be increasingly transparent.

As a result, they will need to get used to the fact that their mistakes will be exposed, and that the tendency is for consumers to prefer brands that take **responsibility** and make efforts to be better. Real brands are those that are aware of their imperfections, that are vulnerable enough to have difficult conversations and be transparent with their consumers.

Trust is what drives the connection between brands and consumers. It is the decisive factor in reestablishing meaningful relationships. By understanding precisely where a company is, consumers have a vision of the future project it wants to build. They expect companies to actually do the work and be candid beyond talk and be trustworthy in reality.

## INSIGHTS AT A GLANCE

### IT'S TIME FOR DIFFICULT CONVERSATIONS

Being open to defining and improving the relationship with your consumers is work that brings in return richer bonds and more loyal consumers.

### ANTI-BRANDSPLAINING

In times of crisis, companies often just apologize or in some way try to diminish or completely deny the accusations. People are no longer willing to accept these narratives, companies need to take responsibility for what they do.

### PROACTIVE TRANSPARENCY

Transparency is not just offering your audiences ESG reports – especially since most of them are not reliable – but demonstrating progress and being committed to goals. Brands that establish a proactive relationship are able to create a much deeper relationship of trust with their audience.





INSIGHT

# IT'S TIME FOR DIFFICULT CONVERSATIONS

**Being open to defining and improving relationships with your consumers** is work that brings richer relationships and more loyal consumers.

noclima

Due to the increasing focus on corporate social responsibility, people are becoming more sensitive to misconduct by brands. According to a survey carried out by Ipsos in 2022, entitled [“The Most Influential Brands”](#), the aspects that define the degree of influence of brands are, firstly, innovation (32%) and, secondly, trust (26%). This reflects considerable concern about the type of company consumers are interacting with. This is because, as consumers become more aware, they come to understand that their individual impact power, especially on climate and social issues, is considerably less than that of brands, due to their own structures. **Therefore, if people trust brands more than other institutions, they will also have higher expectations of brands.**

**In addition to this issue, there is also the problem of trust in the information that companies share with the public.** Even with third-party seals and audits that evaluate these companies, consumers themselves do not always have deep enough knowledge to determine whether what is being advertised is positive or true. They end up becoming hostages to their lack of expertise, making the task of ensuring that a brand is truly responsible almost impossible. It is in this context that brands play a crucial role.

When a consumer is confronted with a scandal involving a brand, such as plagiarism, lack of diversity, poor working conditions or any other problem, **they are prompted to act.**

With so many forms of expression available, a person who remains silent is, in a way, agreeing and aligning themselves with the brand's inappropriate behaviors. As a result, consumers take action, make complaints, express their opinion on social media and, if possible, boycott the brand. Especially on social media, the desire to express oneself directly and without mediation inflames communities, building or destroying trust in a brand at almost instantaneous speed. This is reactive behavior, marked by feelings of discomfort and disappointment.

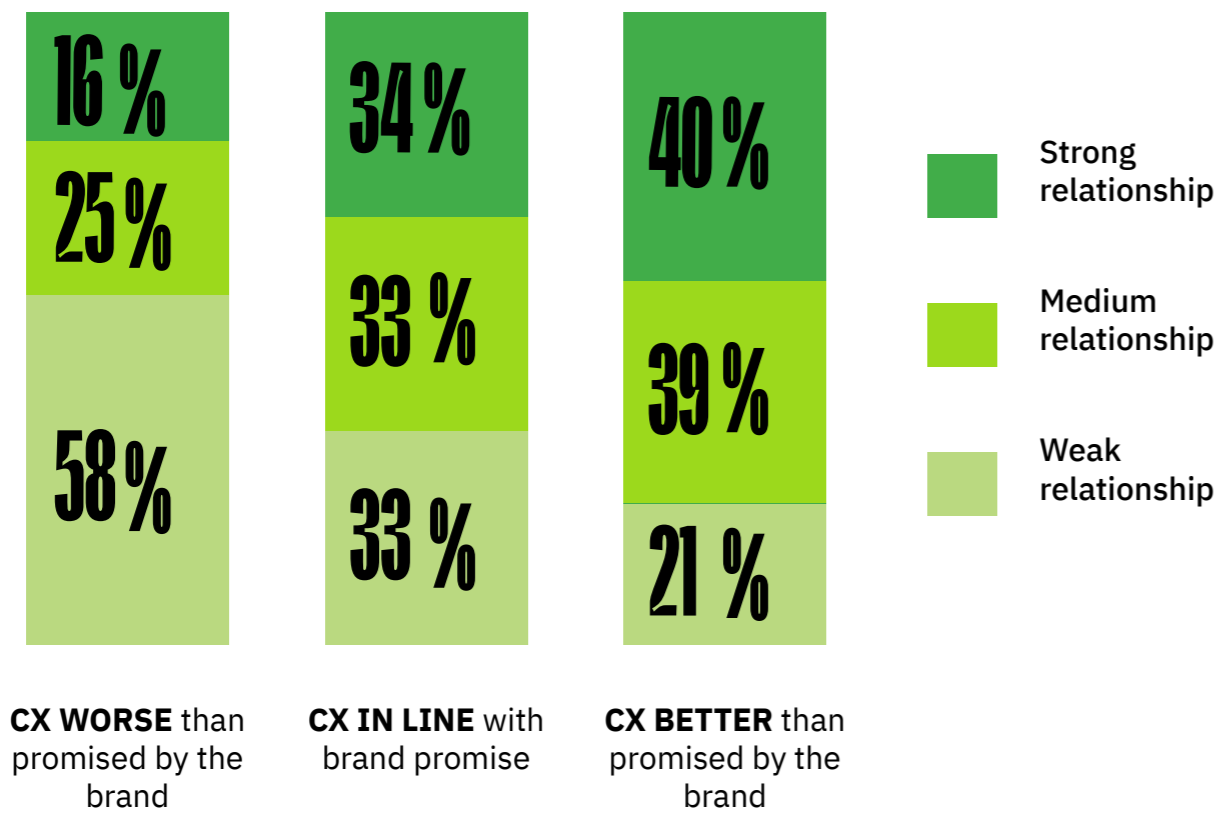
**So, every time a company makes a mistake and deviates from society's expectations, it causes two inconveniences to the consumer.** One related to inappropriate conduct, which harms society, and the other related to the need for consumers to change their consumption patterns. This break in standards implies that, in addition to taking action and changing, consumers must look for a new brand and adjust their routine. Therefore, the consumer churn and opt-out movement requires more effort and adds more responsibilities to their daily lives, which is not necessarily how people want to spend their time.



# PROVOCATION



Customer relationship strength depending on the relationship between promise vs. brand delivery



SOURCE: FLAIR BRASIL 2024: NOSTALGIA OU PERSPECTIVAS

## FOOD FOR THOUGHT

Do you believe that your company is sufficiently prepared to deal with **increasingly conscious and critical consumers**?



## I WONDER

How has your brand worked to **build transparency and trust** with your consumers?



## DIG DEEP

What measures can be taken to **strengthen consumers' trust** in your brand?



## THINK ABOUT IT

What actions can be taken to ensure that the information provided by your company is **truthful and that your impact measures are authentic**?





INSIGHT

# ANTI- BRANDSP<sup>1</sup>LAI- NING

Consumers have a pact - **they will not let it dictate what they think or feel about mistakes made by brands.**

noçlima



For brands, consumers have never been as connected and empowered as they are today. They are more conscious consumers, both because they carry out more comprehensive research on the brands they buy and because they demand ethical, reliable and sustainable positions from companies, which go beyond specific moments of the year. They also expect companies to become more ethical, trustworthy and sustainable. Therefore, people are more likely to speak out for or against brands based on the information they obtain.

Many companies, aware that brands are considered the most trustworthy institutions today, take advantage of this feeling during positioning crises. According to the 2023 [Edelman Trust Barometer](#) survey, 64% of people trust brands, compared to 46% who trust the media and 40% who trust the government. **This research also indicates a significant increase in the opinion that companies are more competent and ethical compared to other institutions.** As a result, many companies turn to their good reputation to defend themselves in times of crisis rather than taking responsibility for their mistakes.

An example of this was [Bauducco's strategy in October 2023](#). In its new positioning, the brand brought references and symbolisms very similar to the artistic concept of singer Emicida in his album "AmarELO". This led to thousands of pages and people supporting the artist. The brand removed the launch campaign from the air, but in its official note it did not admit any plagiarism, minimizing the similarities highlighted in comparison to the artist's work. This action, in which the brand tries to control the discourse surrounding a crisis, in order to dictate what people should think and feel, can have a counterproductive effect in the face of such well-informed consumers.

This reaction is directly related to the fact that, **although brands are leaders in trust compared to other institutions, they are not seen in the same light when compared to trust in people.** According to the Edelman Trust Barometer survey, people trust people in their communities and countries more than they trust company CEOs.

Brands need to act **proactively** in this regard. Before consumers or the media have access to their mistakes, brands need to be transparent and accept that, in an improvement process, unforeseen errors, adjustments and challenges will inevitably occur. By adopting this stance, they demonstrate courage, boldness and a willingness to face difficult conversations, which are inevitable and necessary.

However, these conversations should not be limited to superficial apology notes or PR videos; they must be accompanied by sincere questions, where consumers themselves can be included, showing a commitment to not making the same mistakes again. An example of this is **Lego**, which, when starting a program to reduce the use of new plastics in its production, realized that it was actually generating more pollution. In an effort to be transparent, the company admitted that it is reevaluating this process and looking for ways to generate less waste.

**Brands that take an active approach to responsibility and reliability become stable points of reference for people.** The more clearly they express their commitments to society and act transparently, the more closely they are able to align with their consumers and generate value. In short, transparency facilitates the path for brands to exercise their social responsibility, strengthening trust and commitment in the eyes of consumers.

And in this same aspect, the research found that, despite companies being considered the most trustworthy, people still think that brands do not do enough in relation to their engagement in socio-environmental and transparency issues.



# PROVOCATION



Therefore, although they are in a better position than other institutions, people are not satisfied. They expect more from companies, establishing a pact between consumers so that narratives are not manipulated and companies are always remembered for their mistakes, and even more so for the way they respond to scandals. Under this constant surveillance, brands need to pay extra attention to building relationships with consumers and the promises they make. **Brands make mistakes, an inherent truth about the nature of what makes them up – people.**

**Decisions are often made by individuals who are not very familiar with the reality of their audience, resulting in choices that differ from their consumers' expectations.** In these situations, many make mistakes and, when trying to repair the situation, they just opt for a simple apology. The cancellation of a campaign occurs when it does not understand the seriousness of its actions and proposes a simplistic resolution just to meet the minimum. It is in this type of choice that there is a greater danger to the brand's reputation. A company can have its reputation seriously damaged when it tries to dictate what its audience should think or feel about errors or minimize the impact of its actions.

A brand that is truly willing to improve goes much further. She examines her position and deepens her self-analysis to understand at which stage of the process the error occurred and takes responsibility for it. In this sense, the pact of trust between consumers influences and changes the dynamics of companies with their consumers. Now, it is no longer companies that drive the recovery narrative; in fact, consumers are more vigilant for positive change. **A two-way relationship is required, in which consumers demand brands that are true to their promises, offer quality, respect and transparency. In return, brands have the opportunity to build solid and lasting relationships with their consumers, earning their loyalty and loyalty.**

% of people:

**63%** Trust their neighbours

**61%** Trust people in their local communities

**48%** Trust CEOs

SOURCE: EDELMAN TRUST BAROMETER 2023

## FOOD FOR THOUGHT

What are the main platforms or channels that your **brand's consumers share their opinions** about their experiences with the brand?



## I WONDER

Is your brand just monitoring and responding appropriately to these interactions or is it **deriving valuable insights for your brand?**



## DIG DEEP

What are your brand's main values and purposes? **Are they communicating and acting in a manner consistent with these values?**



## THINK ABOUT IT

**How can we create an internal culture that promotes authenticity and the delivery of these values in all interactions with customers?**





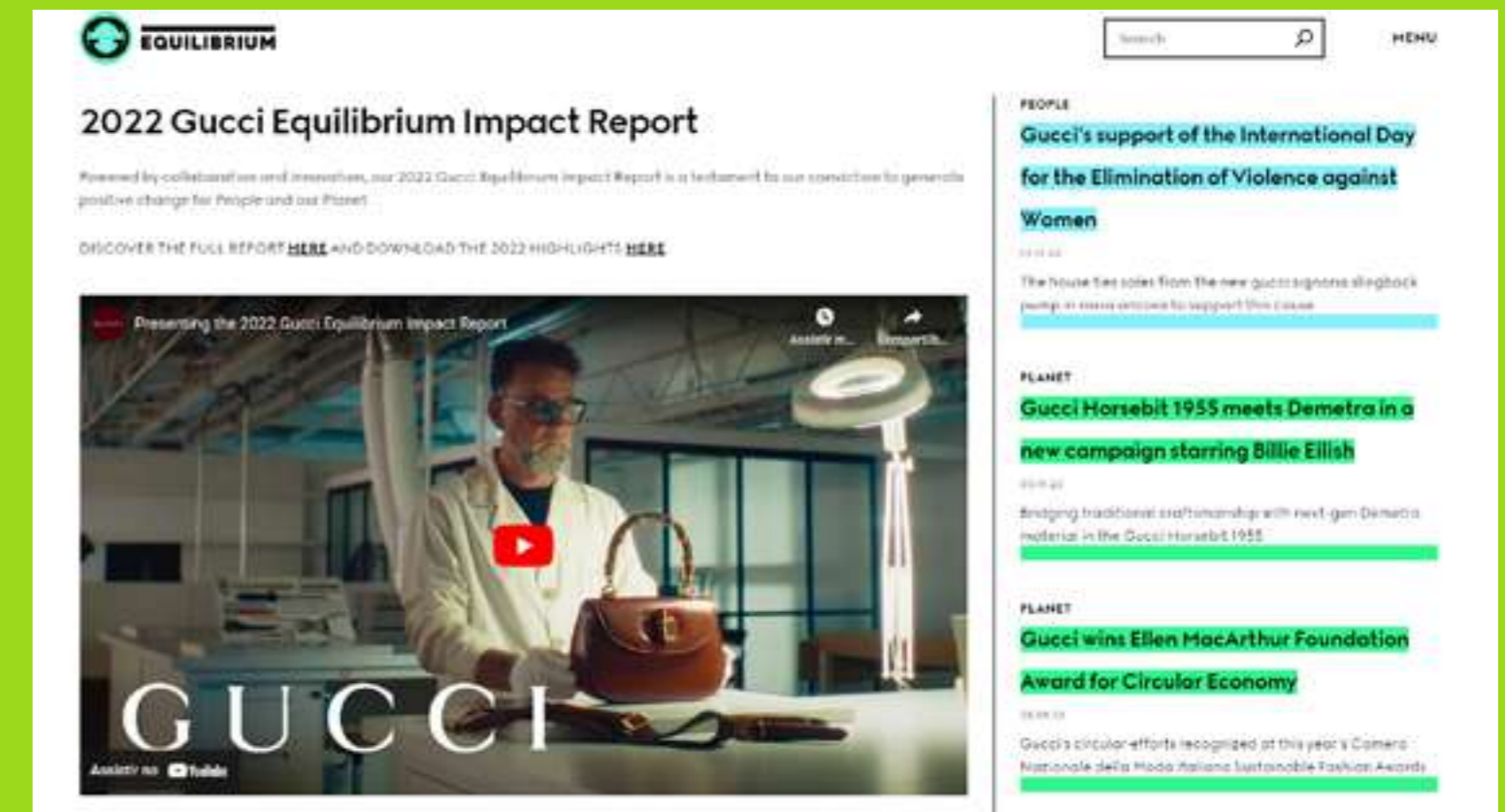
# TRANSPARENCY IS A LUXURY!

Gucci wins the award for most transparent brands in the luxury sector for the seventh consecutive year.

The Italian brand has led an international transparency ranking for seven consecutive years, demonstrating a solid commitment to trust and transparency in its operations. The ranking is made by the company Fashion Revolution and evaluates 250 brands in the fashion sector globally. The company came in second place, losing only to the also Italian OVS. However, within its luxury brand market, Gucci took first place.

Gucci is concerned with maintaining constant and authentic communication with its consumers. Its actions go far beyond the basics, such as [reports](#) with annual updates. They strive to report progress towards their goals in a clear and accessible way, with the aim of demonstrating the building of their [legacy](#) as an innovative, progressive, influential, modern and constantly evolving luxury brand to meet their sustainability ambitions.

The brand's portfolio of actions includes initiatives such as upcycling, traceability, regenerative agriculture, supply chain transformation, ecological footprint reduction, use of green energy and LEED certified stores. Additionally, Gucci engages in corporate volunteering, creating lasting impact, promoting gender equality, accessibility, combating the gender pay gap, encouraging female leadership, producing sustainable leather goods and footwear, and supplier financing.



Gucci seeks to be transparent and makes its information easy to access. Demonstrating your commitment and engagement.



INSIGHT

# PROACTIVE TRANSPARENCY

Transparency becomes an essential tool for creating elastic relationships in a company's development journey

noclima



As the market matures in the search for a deeper understanding of the brands they are buying, the role of transparency becomes even more crucial in this relationship. With growing ESG (Environmental, Social and Governance) trends, the increase in public disclosure of data by companies is notable. According to a 2021 [study by PwC](#), 85% of companies offer public reporting on ESG data.

However, the same study revealed that only 30% of these reports went through an assurance or verification process. Furthermore, although 90% of companies claim to be signatories to the Global Compact - SDGs, 28% of them do not mention specific targets for the Sustainable Development Goals or do not disclose them. Overall, 31% of companies do not set clear goals in relation to any of the aspects related to ESG. In this context, there is a disconnect between the disclosure of goals and the effective monitoring of their progress.

Companies that are truly committed to evolving need to be transparent and active in their approaches. While sustainability reports are useful and informative, they are not necessarily the most effective way to increase consumer confidence. This is not only due to the lack of auditing or disclosure of targets, but also because many of these reports do not offer a user-friendly interface for the average consumer to understand the information contained. **This perspective can be illustrated by the fact that 47% of consumers do not believe in many brands that call themselves sustainable.**

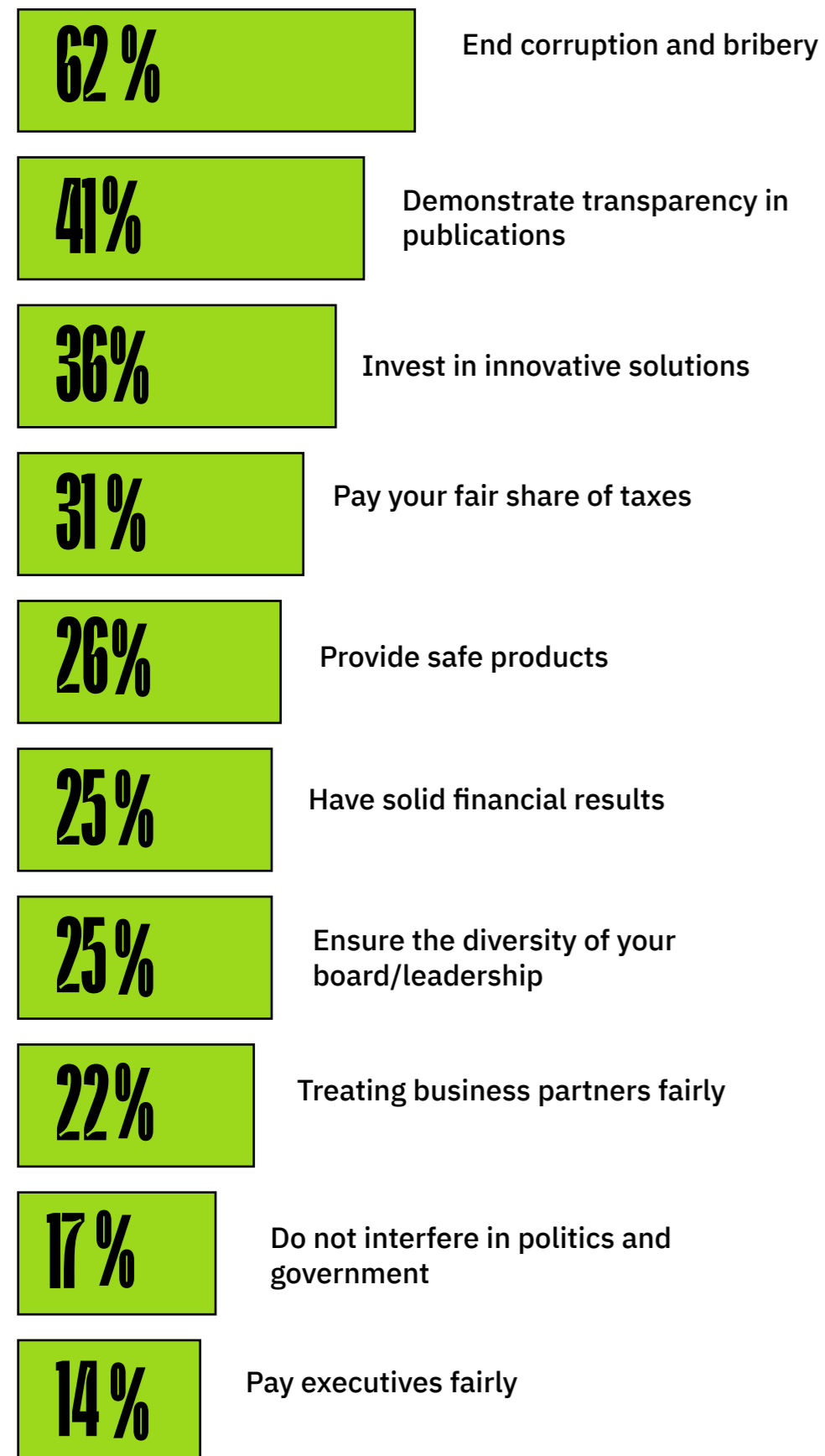
Therefore, even if reports are positive, they do not necessarily guarantee an improvement in brand perception. For people to truly understand the process of improving a brand, it is essential that they have access to reliable and easily understandable information. For this reason, there is an opportunity to establish a closer relationship with the consumer through **proactive transparency.**

This means that a company committed to change, even when making **mistakes**, must share its journey of progress openly; **Sharing this trajectory provides greater confidence to the public.**

Therefore, a brand that adopts a proactively transparent stance has more room for trial and error, as its consumers understand its commitments and the journey in which they are involved. **By opening the brand to the possibility of correction when necessary, it expands the context for understanding consumers, establishing more points of contact to listen to them and include them in the resolution.** This results in greater flexibility in your reputation and more room to recover. It is crucial to highlight that transparency requires initiative, consistency and sincerity on the part of companies. **By admitting mistakes, learning from them and continually improving, brands have the opportunity to build a stronger relationship with their consumers and strengthen their value.**



When it comes to practicing good governance, what are the following two or three items that you consider most important?



SOURCE: FLAIR BRASIL 2024: NOSTALGIA OU PERSPECTIVAS

# PROVOCATION



## FOOD FOR THOUGHT

How transparent, in reality, is your company?



## I WONDER

What steps is your company taking to establish a **culture of proactive transparency**? Are there specific processes or policies being implemented in this regard?



## DIG DEEP

How has your company **handled transparency** so far?



## THINK ABOUT IT

How to create a **sense of value in sharing** information with your community?



CASE



# TRANSPARENCY TO TRUST

Lego has admitted that its sustainability project is not as sustainable as they predicted

The company [dropped](#) its efforts to eliminate petroleum-based plastics from its parts after discovering that the new material they were using resulted in higher carbon emissions. To fulfill its commitment to a more sustainable production chain, Lego publicly admitted that the attempt was unsuccessful.

In an official communication from the CEO, the brand fully acknowledged the issue, took responsibility for the outcome and emphasized that the change was necessary to help the company achieve its 2032 targets, including a 37% reduction in emissions compared to 2019 and the use of sustainable materials. In the short term, the group plans to triple its investments in diversity, even though it is aware that this could affect its profit margins.



Lego wants to produce less polluting parts thinking about a greener future

RELIABLE

PROACTIVE TRANSPARENCY



noclima

# UNIQUE

**A BRAND THAT IS DRIVEN BY A STRONG AND UNIQUE PURPOSE,  
WHICH GENERATES VALUE.**

This recognizable DNA makes it original, incomparable and passionate, capable of generating unforgettable experiences. Ready to engage passionate fans who understand the differences and connect with them.





**INTRO**

# COMPANIES NEED THERAPY TO KNOW WHO THEY ARE.



The uniqueness that people are expecting from brands comes from them knowing who they are and acting in a way that is consistent with their identity.

People are redefining their identities to be more authentic with themselves. Brands should also follow this path. As in a therapeutic process, brands need to know themselves more deeply so as not to lose their essence in the face of constant changes. This is a continuous and dynamic process in which it is always necessary to question and challenge oneself to remain aligned with the demands of the time.

Brands that are known have their unique factors defined based on their purposes and values, making them original. This reflects what happens to people, since no person is the same as another. Even in the same sector, brands must have their own ways of behaving and seeing the world, even if they are in the same context. With this understanding, a brand can create identification with its consumers, offering new and meaningful experiences that only it is capable of providing.

In the same way that people expect brands to be **authentic**, they also need brands to be **genuine**. There is no more room for idealization or superficiality. People seek meaningful relationships, and therefore expect brands to be brave enough to be truthful during their interactions and communications, and to understand consumers' reality as it is.

## INSIGHTS AT A GLANCE

### WE WANT REAL LIFE REPRESENTED

Symbols are everywhere. People flock to brands that tell the truth. People are increasingly looking for brands that help them navigate the “real” world, with all the problems and issues it entails.

### CONSISTENT DYNAMISM

With the growth in the use of AI or the homogenization of branding, blanding is becoming increasingly common, causing there to be little uniqueness or brand recognition, getting lost in the digital maze.

### IT'S TIME TO BE BOLD!

If your brand is like the others, how does it stand out in the market? Unleash creative boldness as a way to break out of sameness. Falling into the trap of becoming part of a “blanding” movement is one step away from making bold decisions.



**INSIGHT**

# WE WANT REAL LIFE REPRESENTED

Symbols are everywhere, but **people flock to brands that tell them like it is and help them navigate the world.**

noclima



In the dynamic world of brands, it is easy to get lost in the idealization of agencies. **The secret to establishing meaningful connections with the public is leaving the ideal world and embracing reality.** Despite it seeming simple or something already beaten, there are few brands that really manage to translate the reality, connect with their consumers and take advantage of opportunities in an authentic way.

People are tired of advertisements that follow the style of old margarine commercials, which at some point always idealized life. What really matters is taking advantage of a representation of reality that generates true identification.

The true test for a brand is its ability to impact people and create a genuine, deep connection that results in a sense of belonging. After all, the brand knows who they are talking to and why they are talking. Communication should never be in vain. It is essential to explore the representation of things that are most similar to our lives.

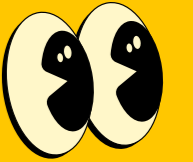
For example, the **Barbie** film, which had the highest grossing of the year, achieved this feat because it [connected](#) with the same audience as decades ago. He brought to the narrative of the doll's life a tone of reality, complexity and respect for the nuances of everyday life, bringing it closer to the current lives of those who played with her as a child.

This is exactly what people want when they ask for greater representation in advertising. They expect advertising to be authentic and engaging, as if they are interacting with someone they have known for years. However, although the film managed to create a deep connection and address relevant issues, these topics ended up being limited in their own bubble. Most brands that tried to capitalize on the film's success were unable to replicate this level of depth in their products. In most cases, the products were just pink, with glitter, or carried Barbie's name or image. There was no real engagement with important social issues.

**Symbols are present everywhere.** Since ancient times, human beings have used symbols to give meaning to life and express their identity. However, the way we interpret and relate to these symbols has changed. With the rise of social networks and the consequent decline in the power of traditional mass media, the interpretation of brand symbols has transformed. What was once dictated from the top down, from the brand to the consumer, is now co-created or even created by the community and becomes an integral part of the brand.



# PROVOCATION



## FOOD FOR THOUGHT

How can your brand **understand and embrace people's real pain?**

## DIG DEEP

**Is your brand speaking or dialoguing?** Are you actually engaging in a meaningful conversation with your audience?

## THINK ABOUT IT

How can we adapt brand identity to **embrace the diversity of interpretations and expressions of our audience?**



The transfer of social power from old mass media to social networks has brought significant intervention, placing narrative control over brands even more in the hands of those who consume them. This shift means that brands are now challenged to be more transparent, authentic and reflect the reality of the streets in their communication, in order to create connections with their consumers and engage in the conversations of their community.

**Therefore, the future of branding lies in the ability of brands to capture and reflect the essence of the streets, to embrace real life and to establish a genuine dialogue with their consumers.** In a world where authenticity is valued above all else, brands that are genuine are the ones that will stand out. Authentic brands recognize and celebrate diversity, allowing their identities to evolve and adapt to people's real lives.





CASE



# REAL LIFE, LIKE IT IS

IKEA broadcast a series of commercial videos with everyday situations that are closer to customers' reality and less to the stereotype of a perfect life.

Under the slogan "life is not an **IKEA** catalogue", the brand achieved greater proximity to its audience by portraying [scenes from life](#) that are not perfect, such as a dog peeing on the bedroom carpet, someone feeling sick on the sofa and getting it dirty, or parents coming home and discovering that their child had a party the night before. **These are situations that can easily occur in reality, but are rarely shown in brand advertisements for a retailer.**

The commercial starts like any other, portraying a perfectly commercial and unrealistic environment. However, at a crucial point, the plot unfolds, revealing an extremely real scene that shatters expectations. Furthermore, a special touch in this piece goes beyond the representation of everyday life; It is in the description of the products sold. These items are related to the main scene and detailed as practical and easy to maintain after the central scene intervention.



IKEA projected the reality in their new campaign





**INSIGHT**

# CONSISTENT DYNAMISM

With the growth in the use of AI or the homogenization of branding, blanding is becoming increasingly common.  
**You need to get away from the boring.**

noçlima



When it comes to brands, it is crucial to understand one thing: you are not everyone, but you are in the world. Having a brand identity is fundamental, just as it is essential to be in tune with current discussions and values. This involves adjusting the way the brand relates to the context in which it operates. Those who thrive are those who find the balance between being authentic and adapting to an ever-changing environment.

With so many listening points and tools that can reach different places to promote a better understanding of consumers, brands can use them as a means to stay culturally relevant. Oakley, for example, recently partnered with channel PodPah, finding a way to connect more intimately with its audience through a show hosted by surfer Scooby. In this [show](#), they visit the homes of artists, singers and content creators who have a strong connection with peripheral cultural production. In this way, using the insights of these creators as agents close to their target communities, the brand remained culturally relevant.

Likewise, presenters Igão and Mítico went to France to cover the [Breaking World Championship](#). Although they were not experts on the subject, they were well received by the dance community, making the conversations more relatable and easier to absorb, attracting even those who are not experts on the subject. This process of maintaining authenticity while adapting to changes within their communities is what makes a dynamic brand that wants to be culturally relevant. This trend has been highlighted by intelligence agencies such as [Deloitte](#) and [Think Google](#).

Therefore, it is understood more and more deeply that, to navigate such a chaotic and unstable world, only **originality** and proximity can be what generates the **timelessness** of a brand in the long term, since it will always be up to date with the latest developments. transformations of the context in which it is inserted.

# PROVOCATION



## FOOD FOR THOUGHT

Is your brand struggling to maintain its **unique identity** in an increasingly homogenized market environment?

## DIG DEEP

**To what extent is your brand willing to lead,** rather than follow, the way based on its own values and essence?

## THINK ABOUT IT

**How can your brand balance authenticity with the need to be aligned** with the world's changing discussions and values?



INSIGHT

# IT'S TIME TO BE BOLD!

If your brand is like the others, how does it stand out in the market? **Unleash creative boldness.**

noclima



In a universe where companies are constantly fighting to stand out, a contradictory phenomenon called “blanding” is occurring. The term “blanding” arises from the combination of the words “bland” (bland, flavorless, unremarkable) with “branding,” referring to a monotonous brand that does not attract attention. Despite being a movement completely contrary to what is expected at the moment, in which people are impacted daily by so many brands through social networks and the internet as a whole, this phenomenon is spreading on a large scale. This demonstrates a certain difficulty on the part of professionals in the field in fully understanding what is capable of generating market differentiation.

This process has noble roots, but has completely different consequences than expected. Companies looking to update themselves to make their brands more modern and accessible to their audience have started looking for more simplified designs, with the aim of making their symbols easier to assimilate. This need arises from the increasing use of digital media to interact with consumers. In these media, designs with fewer details and colors can be more easily adapted for different uses, sizes and media, boosting the broad diffusion of the brand.

Furthermore, the use of fewer colors and, mainly, the appropriation of associations already made with markets, such as blue for technology and black for luxury, are aspects that facilitate the understanding of the company’s value proposition. Some notable examples of this type of successful application are in technology-related brands, such as Uber, Google and Apple. These companies made changes, adaptations or even creations motivated by the need to be bold and different.

Therefore, when other brands begin to replicate these choices, they lose their identity factor, because, at the time and in the way in which these bold brands established themselves in the market, they were truly visionary, they did not follow the path of others. For this reason, brands that follow this “autopilot” path end up losing their originality. Changes can be beneficial, but they should not be applied indiscriminately by any brand, in any market and at any time.

They should be an intentional and strategic choice, not just an action to follow a passing trend. The phenomenon of “blanding” has become increasingly common, especially with the advancement of artificial intelligence technologies, which facilitate the creation of graphic pieces and texts. While these tools are useful for optimizing processes and stimulating creativity, they can only build on pre-existing pieces and texts. Therefore, if they are not fed with creative insights, they tend to generate more of the same.

In this context, it is essential to recognize the importance of **creative boldness as an antidote** to uniformity. The way forward is to experiment, learn and improve. When a brand follows the market reactively, seeking only to match itself, it becomes a brand that offers nothing new or different, becoming just another brand on the market.





By adopting creative boldness as a method, the brand can establish more appropriate and unique pillars, directing its efforts to achieve significant results. With effective communication and involvement in communities, the brand solidifies authentic connections and maintains consumer loyalty. People crave creative, bold brands that inspire them, represent them, and make them feel like they are participating in something bigger than ordinary business transactions.

**The courage to create, dare and discover your own value is the antidote to “blanding.”** When a brand finds its voice and embraces its uniqueness, it not only attracts, but also becomes an agent of change in the world. She stands out, builds strong relationships and inspires loyalty. It’s time for brands to be bold, be authentic, embrace their individuality and challenge the status quo. This is the essence of true branding - brands that don’t just follow trends, but create and shape them.

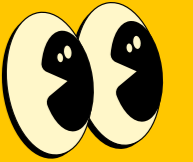
35%

Of the respondents find the design between apps indistinguishable.

SOURCE: ACCENTURE LIFE TRENDS 2024



# PROVOCATION



## FOOD FOR THOUGHT

**Is your brand blindly following trends** instead of taking a strategic, unique approach to the market? Does it look like everything else out there?

## DIG DEEP

What is the **uniqueness factor** of my brand? What, in fact, differentiates it from other players in my segment?

## THINK ABOUT IT

Is my brand focused on inspiring consumers and building authentic connections, **or is it just transacting business?**





CASE

aff the hype®

# THERE, I SAID IT!

Aff the Hype, the brand of grumpy products for humoured people

We can't always allow our emotions to manifest exactly the way we feel them. However, sometimes there is an irresistible desire to share some truths directly, in the best "oops, I said it" style. It is thinking about these situations and many others in which we need to maintain a certain composure, hiding away our "sinceremeter", that Brazilian stationery brand **Aff the Hype** created its products. The collection includes mugs with bold messages, such as "kindness with some exceptions", and a frame with the message "feel at home, but remember you are not". Who doesn't identify with these messages?

These products reflect common human emotions. We've all had moments when we want to express what we really think, but we choose to remain cordial. The brand stands out by daring to be different from all others, connecting with its audience, who want to sincerely express what they feel through the use of their objects.



A calendar that reads "Antisocial people of the world, unite. Not face to face, of course "



# THE REPORT IN TWEETS

ORIGINAL noc2ima

## REAL BRANDS 2024 REPORT



**Human** ✓

Everything is changing at the same time - don't expect to find people in closed bubbles; embrace human fluidity and respect the power of communities. The sense of identity is fluid – that's why brands need to be in constant contact with their audience, focusing on the Common Human Factor. [#human](#)

132

4327

87



**Reliable** ✓

We can no longer avoid having difficult conversations. You can no longer put the dirt under the rug and wait for time to pass. If the brand is not open and talks with transparency and honesty about its actions - consumers are ready to demand it. [#reliable](#)

132

432

787



**Engaged** ✓

No patience and no time for narcissistic brands – if the commitment is empty, consumers will no longer buy the brand. Brands need to understand their social role – people expect them to be agents of change. [#engaged](#)

132

4327

87



**Unique** ✓

It's time for brands to sit on the couch to get to know each other better. A more discerning, more conscious consumer searches for real brands that know who they are. Authentic in a market full of "more of the same", they manage to offer new things without losing the essence. [#unique](#)

132

432

787



**Innovative** ✓

Brands are creators of futures, therefore, responsibility and innovation must go hand in hand so that the future is better for everything and everyone. The best path to follow is one that is disruptive, bold and prudent. [#innovative](#)

132

432

787





# MATRIX

CONTEÚDOS

ORIGINAL no clima

# REAL BRANDS

2024 REPORT

A provocative gaze upon branding and real brands in artificial times

## UNIQUE

[IKEA da Noruega traz a vida real até demais em série de comerciais](#)

[Case IKEA: vídeo cachorro](#)

[Podpah – visita no apartamento insano de Thiago Ventura](#)

[Podpah – direto de Paris: final mundial de breaking](#)

[2023 Global Marketing Trends](#)

[3 dicas essenciais para criar anúncios feitos na medida para a Geração Z](#)

[Barbie: A vida em plástico não é fantástica no mundo real](#)

[Deloitte: comunidades](#)

[Think Google: comunidades](#)

[Case Aff the Hype](#)

## RELIABLE

[Ipsos The Most Influential Brands](#)

[Edelman Trust Barometer 2023](#)

[Bauducco reformula marca para a temporada de panetone](#)

[Bauducco cancela campanha com Juliette e Duda Beat após acusação de plágio à Emicida](#)

[Divulgações de ESG no Ibovespa](#)

[Case Gucci: relatório de sustentabilidade](#)

[Case Gucci: destaque das ações](#)

[Estudo PwC: ESG](#)

[Case Lego: mudança na cadeia produtiva](#)

[Flair Brasil 2024: Nostalgia ou Perspectivas](#)

## HUMAN

[Accenture Life Trends 2024](#)

[Introducing Duolingo Max, a learning experience powered by GPT-4](#)

[Jacquemus Ação Bolsa 3D](#)

[Loja Green Lawson](#)

[Pulseiras Xylobands](#)

[Sindicato dos Otakus](#)

[Sallve Ouve Consumidores](#)

[Case Lacoste: Promoview](#)

[Case Lacoste: Fashion Network](#)

[Case Burguer King: Burguer King](#)

## ENGAGE

[Gestão da reputação de marca](#)

[Report sustentabilidade Apple](#)

[Status Apple 2030](#)

[Cenário de vendas no Brasil \(edição 2021\)](#)

[Números não mentem, diversidade aumenta produtividade](#)

[Natura Ekos](#)

[Global Outlook on Sustainability: a consumer study](#)

[Maiores empresas do mundo preveem \\$1 tri em custos climáticos](#)

[Porque marcas se tornam ativistas da diversidade](#)

[Case Suzano: Central de Sustentabilidade Suzano](#)

[Case Patagonia: Oleo Shop](#)

[Reputation Council 2022](#)

[Flair Brasil 2024: Nostalgia ou perspectivas](#)

## INNOVATIVE

[Inteligência artificial e criatividade: adversários ou aliados](#)

[Carro Tesla: conheça o elétrico que revolucionou o mercado](#)

[Google for Brasil: renovando nosso compromisso com a sustentabilidade](#)

[Case Apple: Vídeo privacidade](#)

[Case Apple: comprometimento com a privacidade](#)

[Case Apple: evento de privacidade](#)

[Novas métricas para o marketing](#)

[Report New Metrics da LLYC](#)

[Empresas que utilizam novas métricas](#)

[Case Apple: Vision Pro](#)

[Oportunidades de marketing imersivo](#)

[Consumidor do futuro WGSN](#)

[YouGov Global profiles 2023](#)

[Accenture Life Trends 2024](#)



noclima

# TEAM

## Insights

Anna Holland  
Fernando Drummond  
Giovana Orsari  
João Paulo Raia

## Communication

André Teixeira

## Design

João Paulo Raia  
Carlos Pontes

## Research

Anna Holand  
Giovana Orsari

Images: iStock

# ABOUT NO CLIMA

We are a Brazilian Creative Consultancy that, for over 10 years, has been developing Branding and Employer Branding solutions to create genuine connections between brands and people. We believe that, more than ever, people want to connect with brands that care. That put people at the center, that promote relevant and necessary discussions, that generate knowledge, that educate, that empower and that work to generate a positive impact on society and the world. Brands that understand the needs of real people and choose to act.

How do we know this? **More than Data Driven, we are Human Driven!** We know that, to talk about connection, we need to deeply understand people and their behaviors. But we're not talking about a persona, a simple profile: we're talking about real people. Those who have their own stories, desires and values, who want to consume, but also trust. Who want brands that listen, that change and that create unforgettable experiences. It's been a while since people got tired of generic brands, boxy positioning and copy-and-paste campaigns that have nothing to do with reality.

Through an exclusive and unique methodology, we analyze and diagnose brands, enhancing them and helping them to become real brands for real people. Shall we work together?

No Clima | Branding for life

Talk to us!  
[contato@noclima.com](mailto:contato@noclima.com)

## Have you heard of Branding na Real?

It is No Clima's free branding platform, mainly in Portuguese, made for people to discuss what matters for a Real Brand.

**Access now!**



**BRANDING NA REAL**



noçlima

Access our website

[noçlima.com](http://noçlima.com)

| [brandingnareal.com.br](http://brandingnareal.com.br)