

REELS

culture SESSIONS



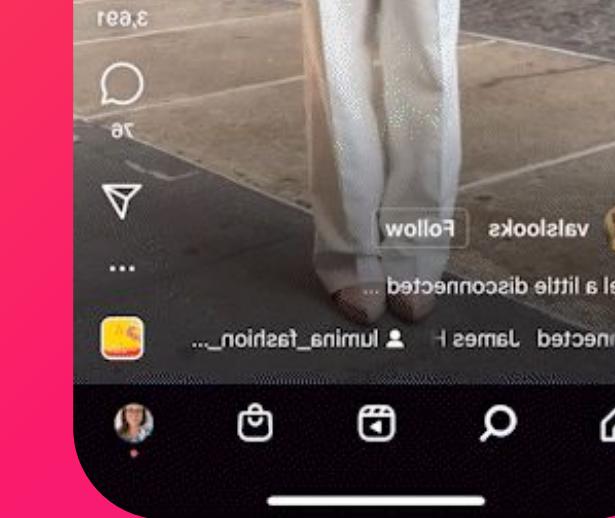
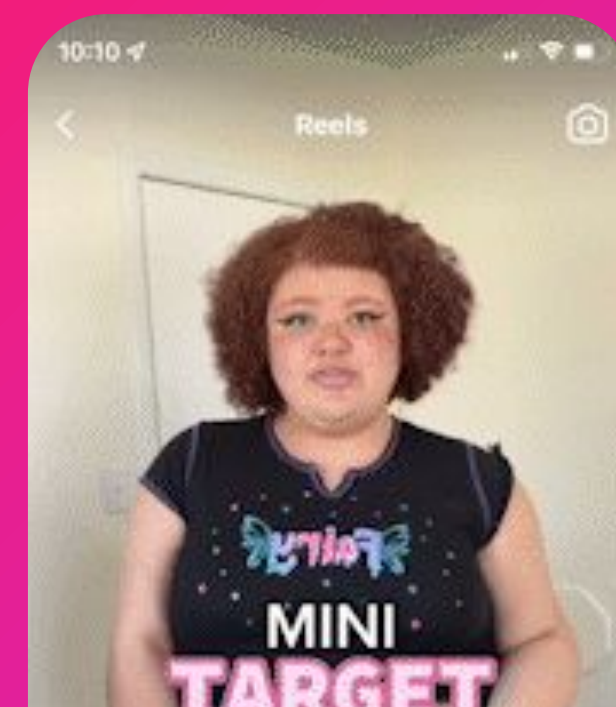
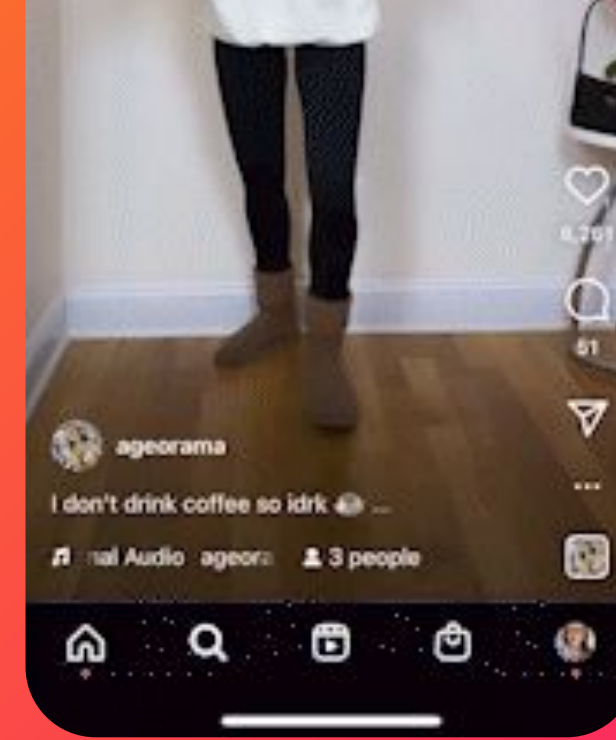
O entretenimento



já não é mais o mesmo

∞ Meta

As tendências já não nascem exclusivamente no off e migram pro mundo online



Isso acontece porque
o **comportamento**
do consumidor mudou



70%

do tempo total de mídia dos
consumidores agora é gasto
com mídia digital.¹

59%

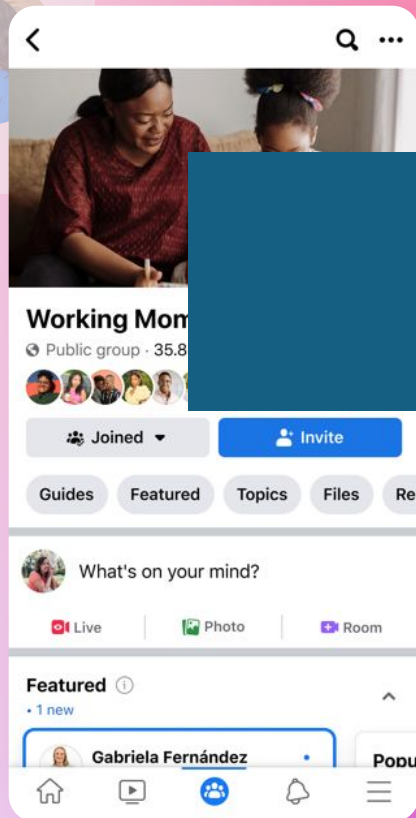
estão na segunda tela,
visualizando anúncios
em seus smartphones
enquanto assistem TV.²



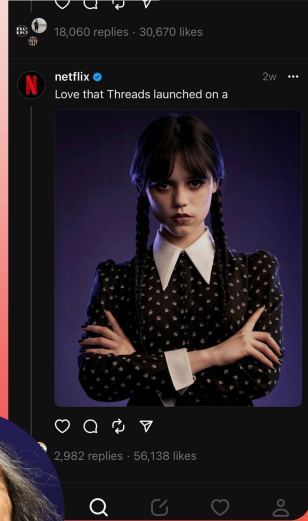
Agora os

smartphones

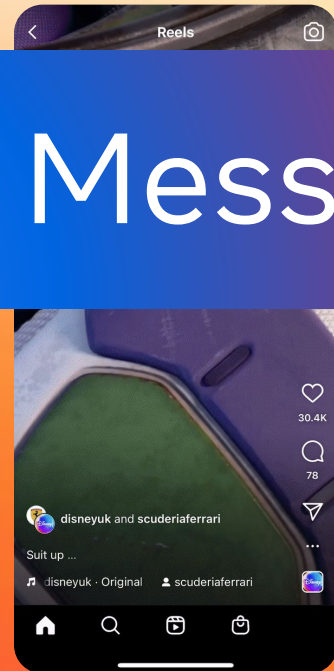
são considerados
a primeira tela



Facebook



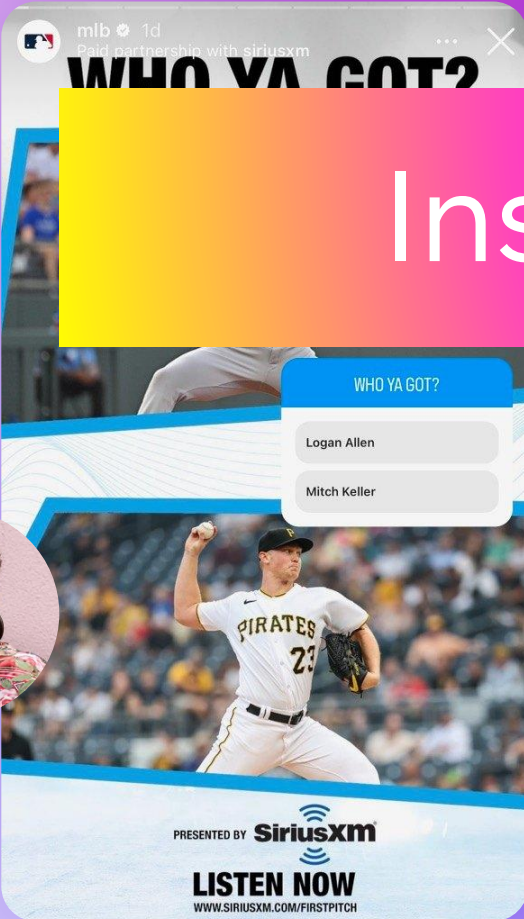
Messenger



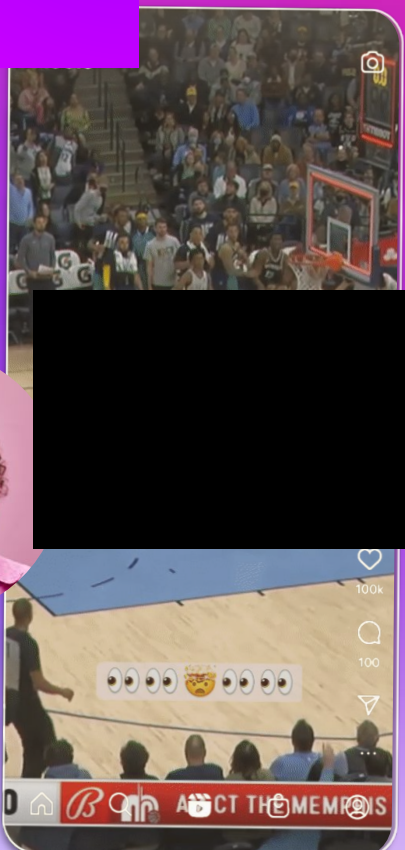
Pessoas usando um dos nossos produtos todo mês

WhatsApp

+3.9B



Instagram



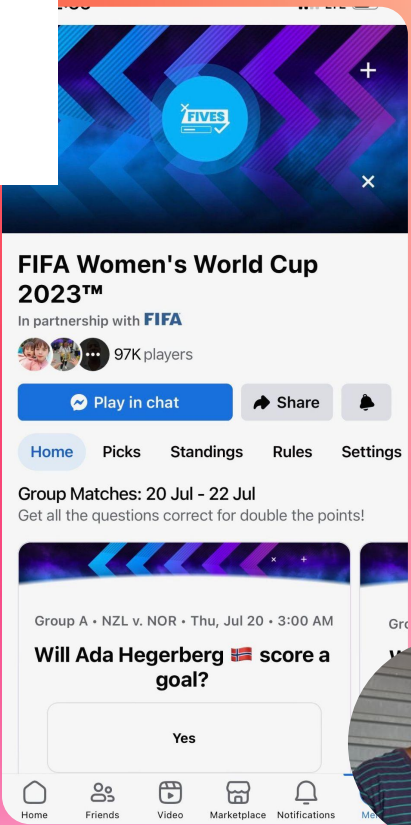
Threads

Quest

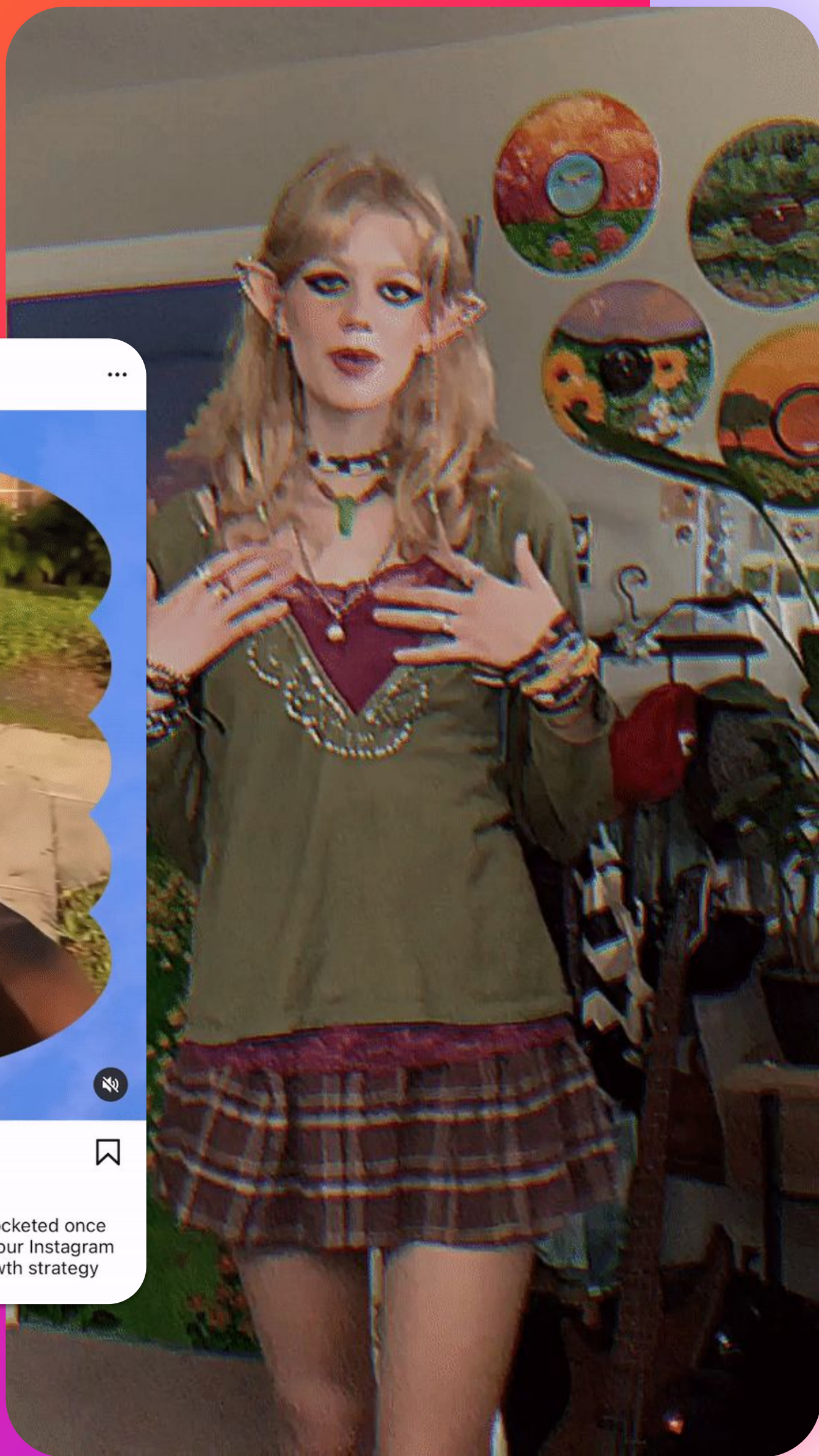
I'm size 6.5, but you don't have half sizes in these flats... should I go with 6 or 7?

Great question! They run small so I would go up to size 7.

Awesome!



As tendências estão aqui



Os creators estão aqui

IMPACTO DOS CRIADORES

36%

dos consumidores estão assistindo a mais conteúdo de criadores do que há um ano¹

DESCOBERTA SOCIAL

8 em cada 10

dos consumidores em todo o mundo dizem que frequentemente descobrem produtos nas redes sociais²



As marcas estão aqui



Não somos
apenas uma

plataforma
de mídia



Somos um
ecossistema
vibrante
onde a
cultura
prospera
para que
todos
alcancem
o sucesso

E como
conectar
cultura +
creators +
marcas?



REELS

culture SESSIONS



Originar, colaborar e produzir com a cultura



Build connection points
between a specific
territory and/or
community



Co-create ideas
for the campaign
with the creators that
resonates with the Culture
using CS methodology



Produce ideas that scale
for Reels + Asset
diversification along the
funnel

Em diferentes territórios



Originate
from culture



Collaborate
with with culture



Produce
at the speed
of culture

GENZ
AND TRENDS



WOMEN



MUSIC



BRASILIDADES





CULTURE SESSIONS

GENZ
AND TRENDS



tr*pe

WOMEN



aquilo
que
importa.

MUSIC



BRASILIDADES



T<LK



Originate
from culture

Insights Winnin + Deep Dive

Build connection points between a specific territory and/or community

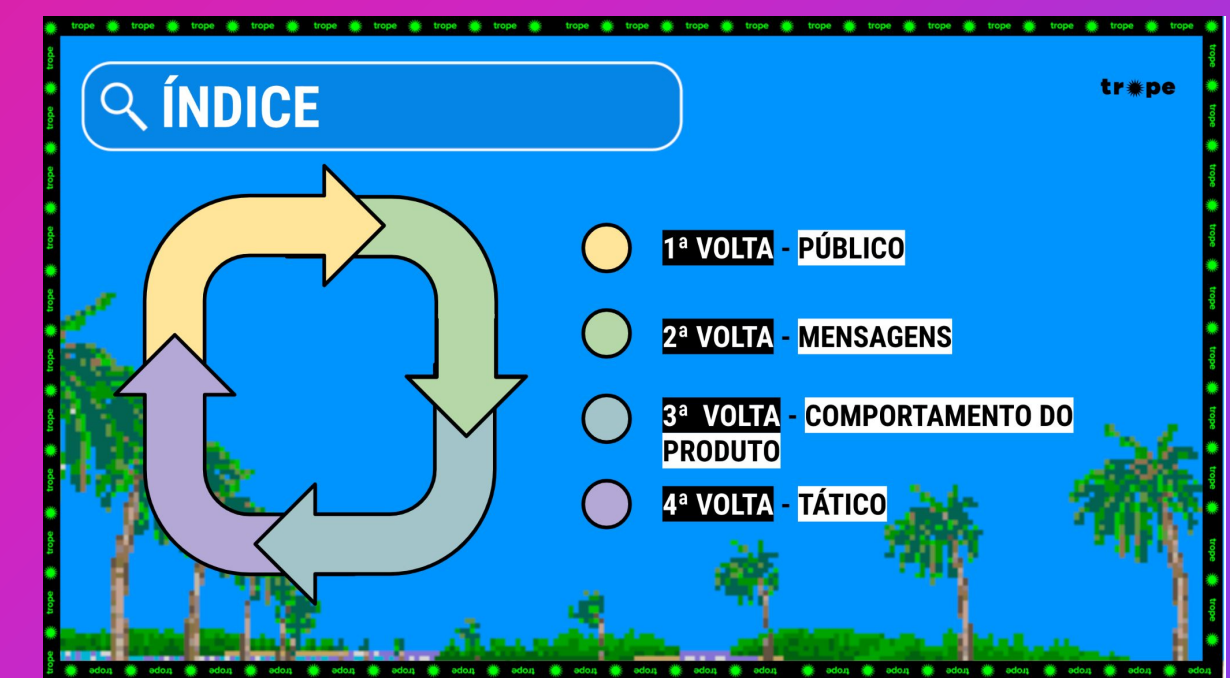
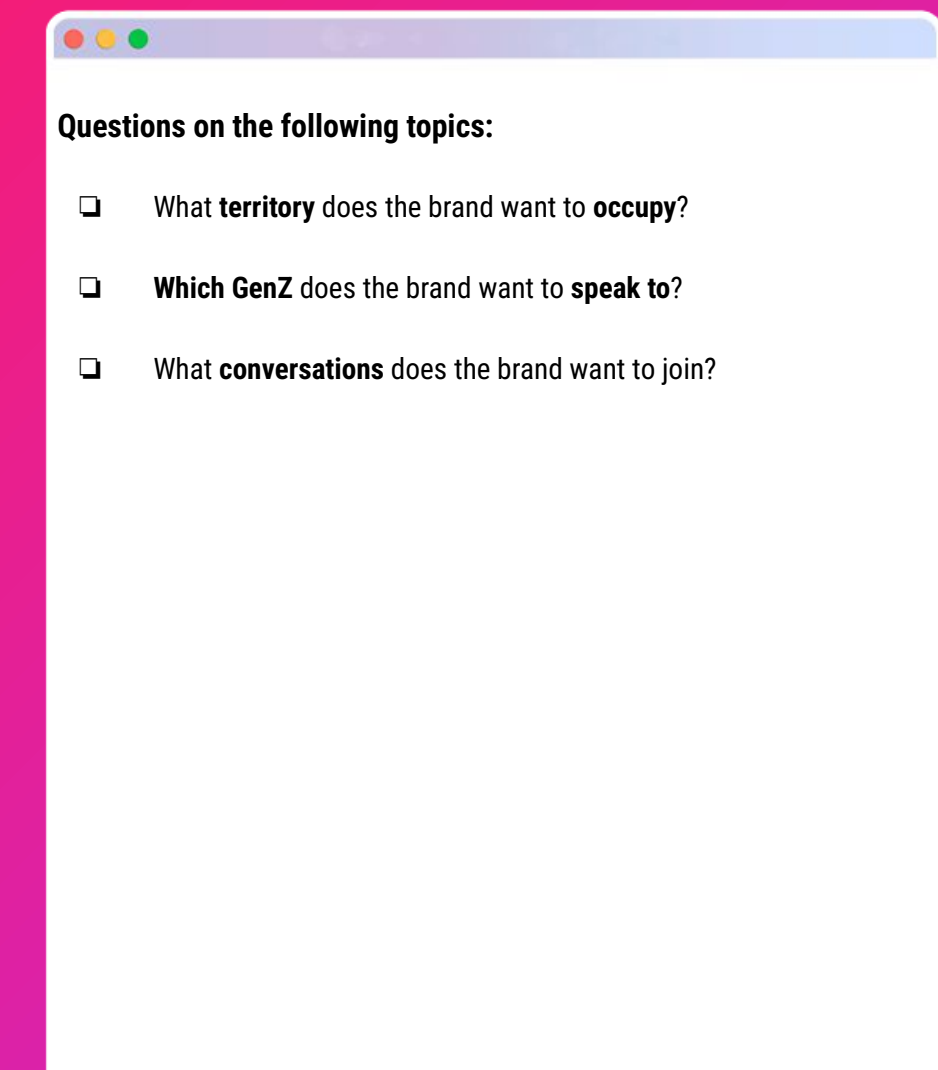
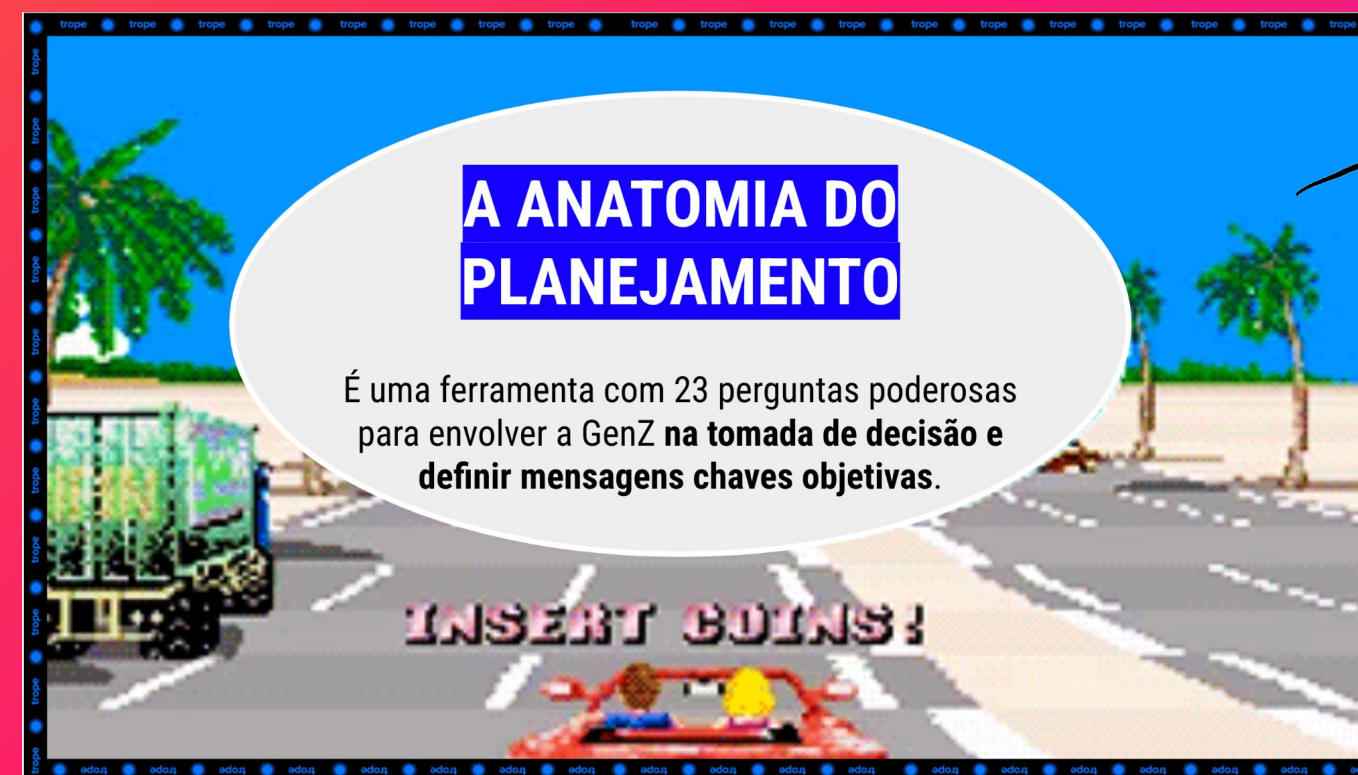
SESSÃO 1 - DEEP DIVE



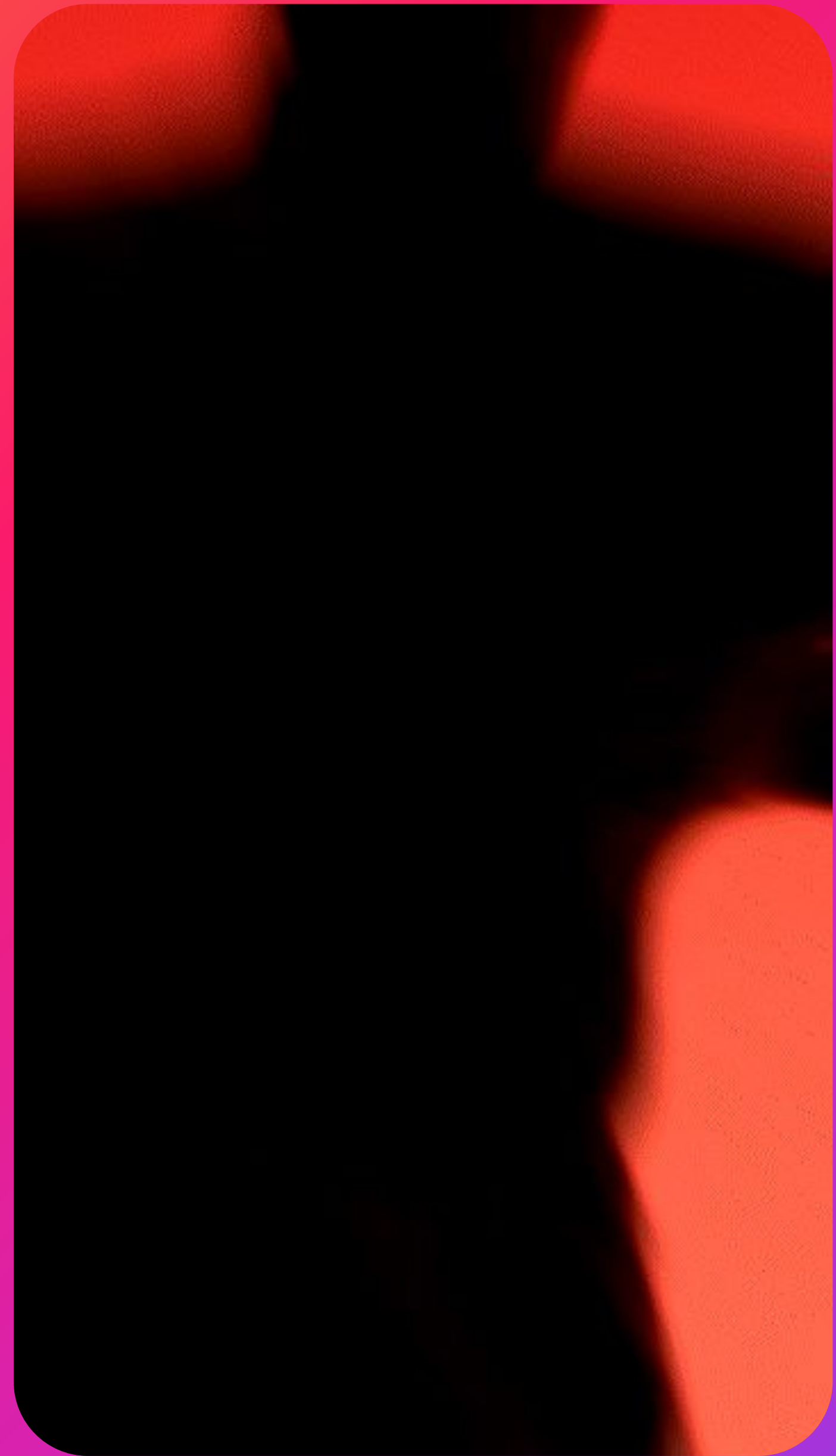
INSIGHTS WINNIN
+

CONSULTORIAS
ESPECIALISTAS

OUTPUT:
FINAL MESSAGE
+
CREATORS TERRITORIES



**Como
transformar
insights em
conexão com
a cultura?**



Creators
são os
grandes
tradutores da
cultura para
as marcas



Collaborate
with with culture



Co-criação

Co-create ideas
for the campaign
with the creators that resonates with
the Culture

SESSÃO 1 - DEEP DIVE



INSIGHTS WINNIN
+
CONSULTORIAS
ESPECIALISTAS

OUTPUT:
FINAL MESSAGE
+
CREATORS TERRITORIES



CURADORIA
CREATORS

SESSÃO 2 - CO-CREATE



CO-CRIAÇÃO
COM CREATORS
DE 1 A 3 CREATORS POR SESSÃO

OUTPUT:
REELS IDEAS
+
ASSET IDEAS

SESSÃO 2 - CO-CREATE



CO-CRIAÇÃO
COM CREATORS



1 TO 3 CREATORS
(CONSULTANT)
+ **LOI/SPARK (PRODUCTION)**
+ **CLIENT**
+ **AGENCIES**
+ **META (CS, SALES)**

PRODUÇÃO



1 ORIGINAL REELS
With Partnership ads
Per creator



5 BRANDED ADS
per creator
adaptations included for
9:16 and 4:5



Produce
at the speed
of culture

Produção

Produce ideas that scale
for Reels + Asset
diversification along the
funnel

18MM

Views

2,7K

comments

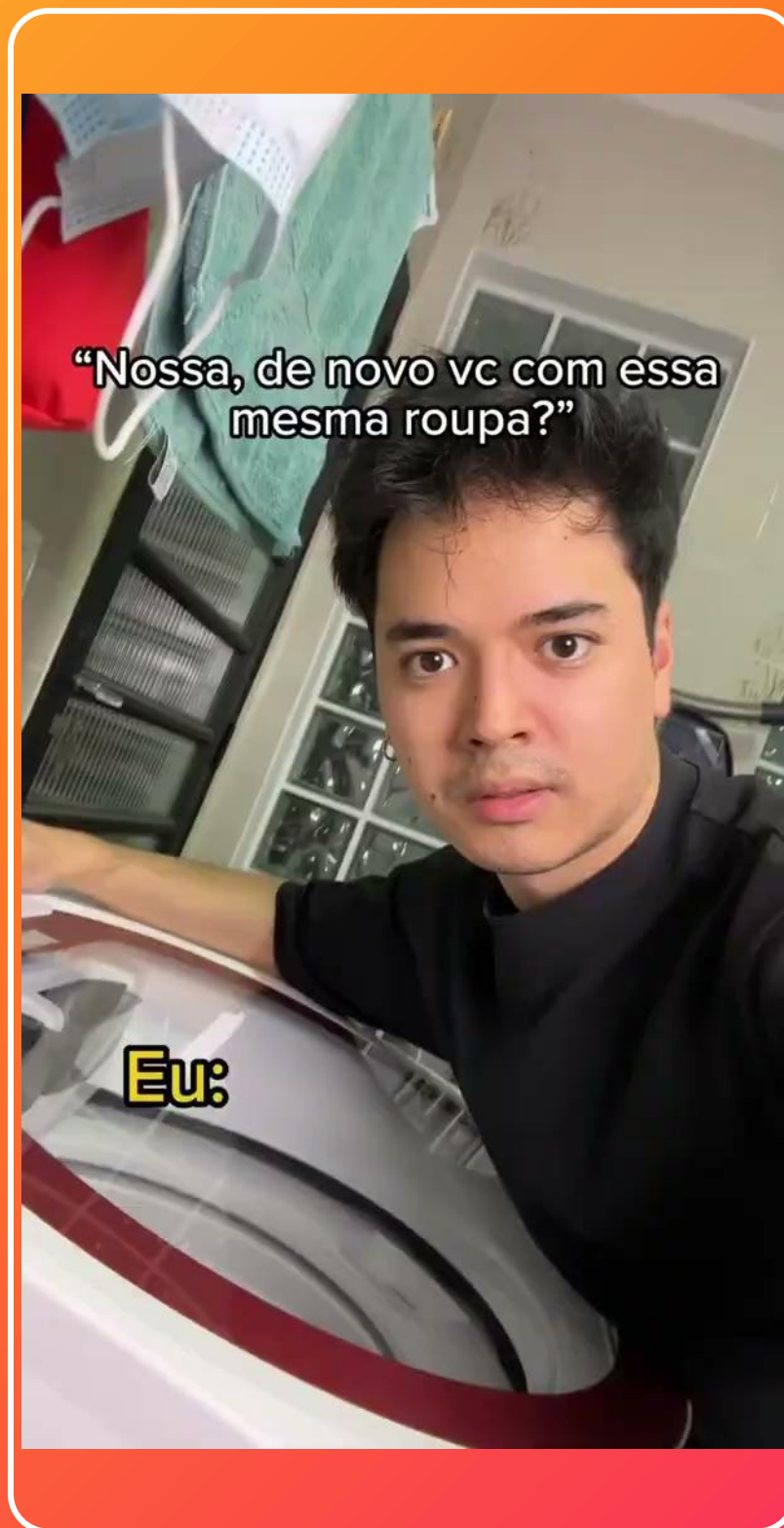


@MORIMURA

UNILEVER: OMO



@BRAND



"Are you wearing the same outfit again?"

ME:"



REELS + PARTNERSHIP ADS

Duration: 30 sec

On: creator / brand profile



1 VIDEO 9:16 | 4:5

Duration: until 15 sec

On: brand profile



1 VIDEO 9:16 | 4:5

Duration: 6 sec

On: brand profile



1 STATIC

Format: 1:1

On: brand profile

RESULTS

+5.2pts

AD RECALL

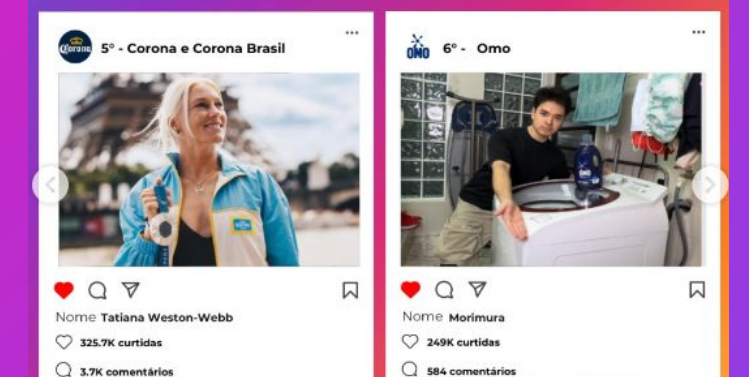
Bench: 3.8pts

6th

Most engaged

Collab Reels of the month

TOP 10



53.8MM

Views

4,2K

comments

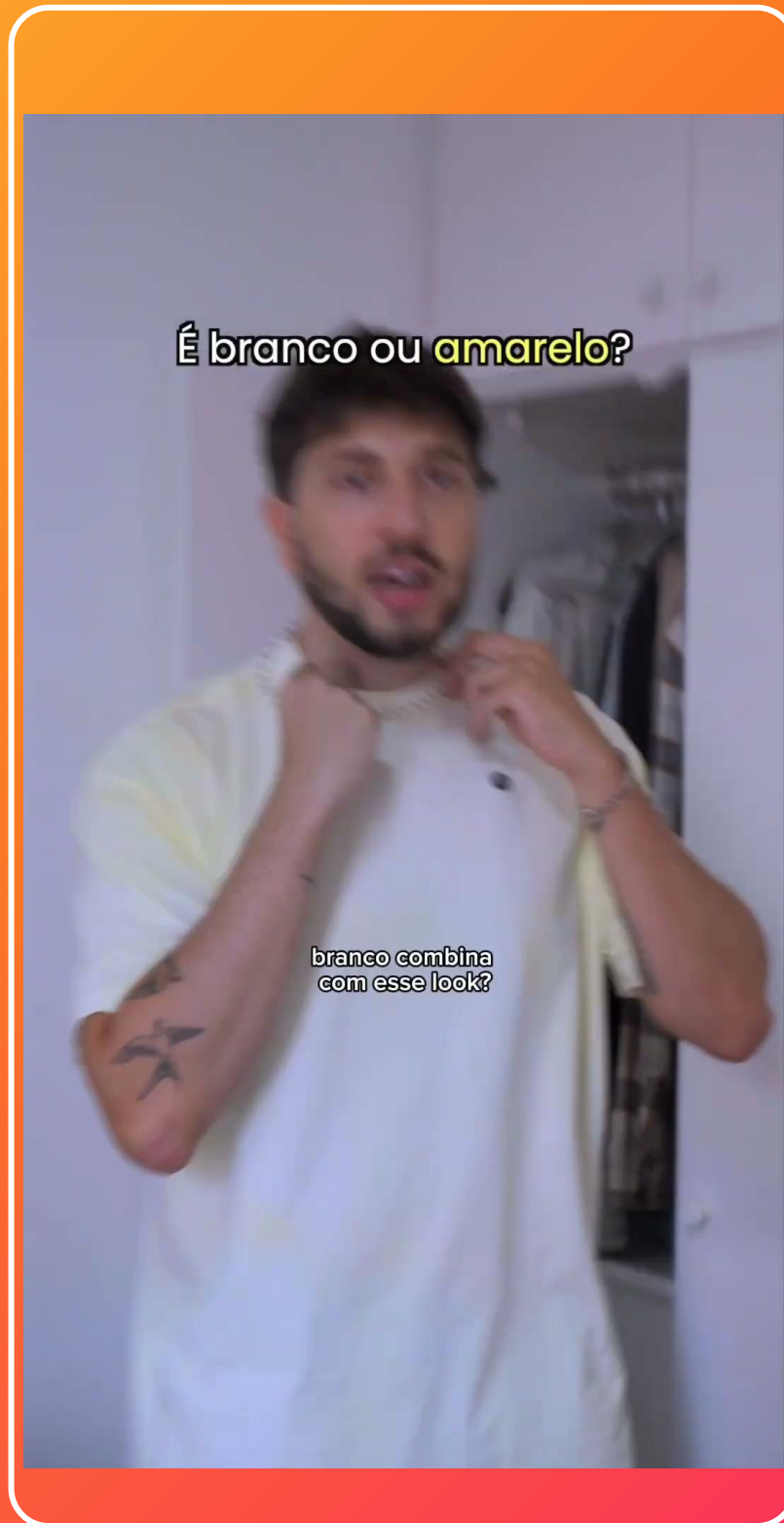


@VINIDALPHINO

UNILEVER: OMO WHITES



@BRAND



Is my shirt white or yellow? Mystery solved, bring back whiteness...



1 VIDEO 9:16 | 4:5
Duration: until 15 sec
On: brand profile



1 VIDEO 9:16 | 4:5
Duration: 6 sec
On: brand profile



1 STATIC
Format: 1:1
On: brand profile

RESULTS

+5.8pts

AD RECALL
Bench: 4.1pts

+1.7pts

MESSAGE ASSOCIATION
Bench: 0.6pts

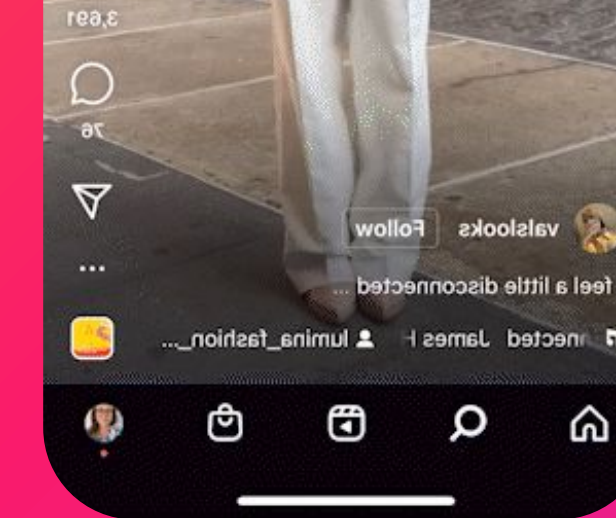
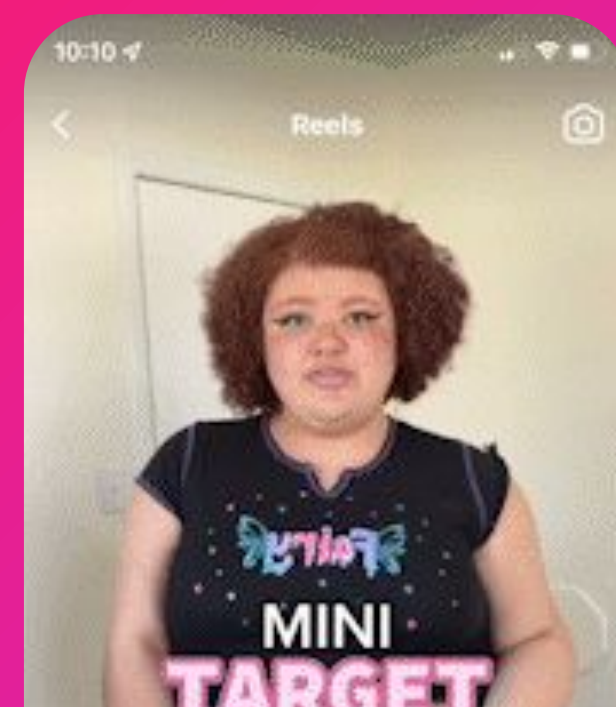
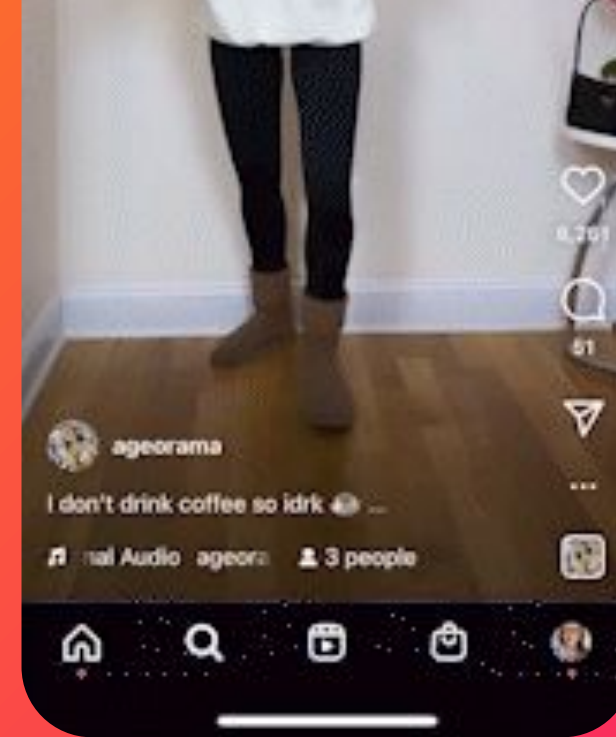
+1.0pts

FAVORABILITY
Bench: 0.5pts



REELS + PARTNERSHIP ADS
Duration: 30 sec
On: creator / brand profile

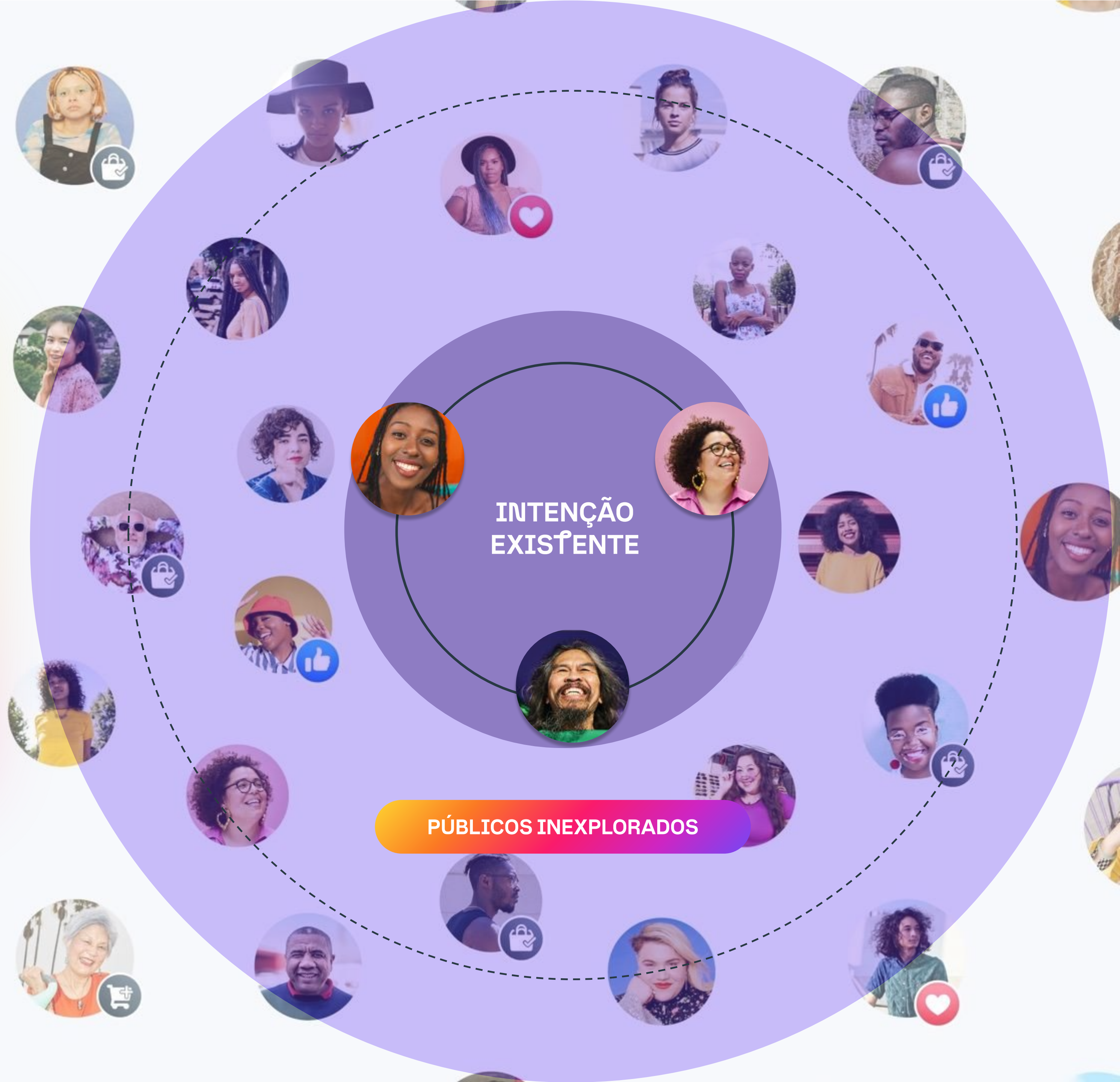
Creators podem ajudar na diversificação criativa



Gere demanda por meio da **descoberta**

DE alcançar pessoas que já querem comprar de você.

PARA alcançar clientes novos ou existentes que desejam o que você oferece.

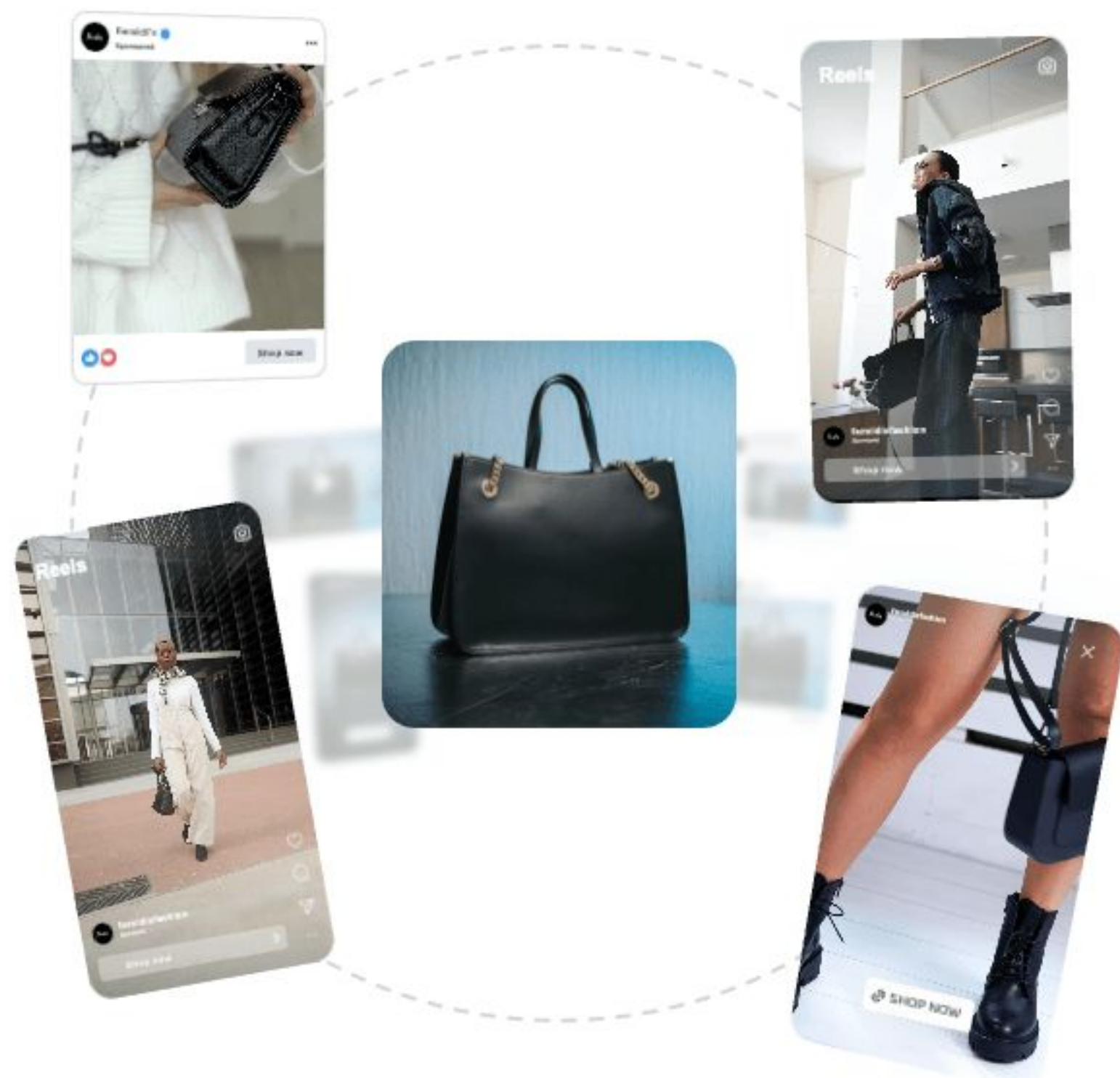


No passado, o foco era executar uma
“**big idea**” em todos os canais...



...mas apenas executar o básico limita
o potencial da plataforma

SUBINDO A BARRA



De uma big idea
em múltiplos canais,
para um

**sistema
de ideias**

SISTEMA DE IDEIAS + CULTURA + CREATORS

UNILEVER (OMO)



@CREATOR

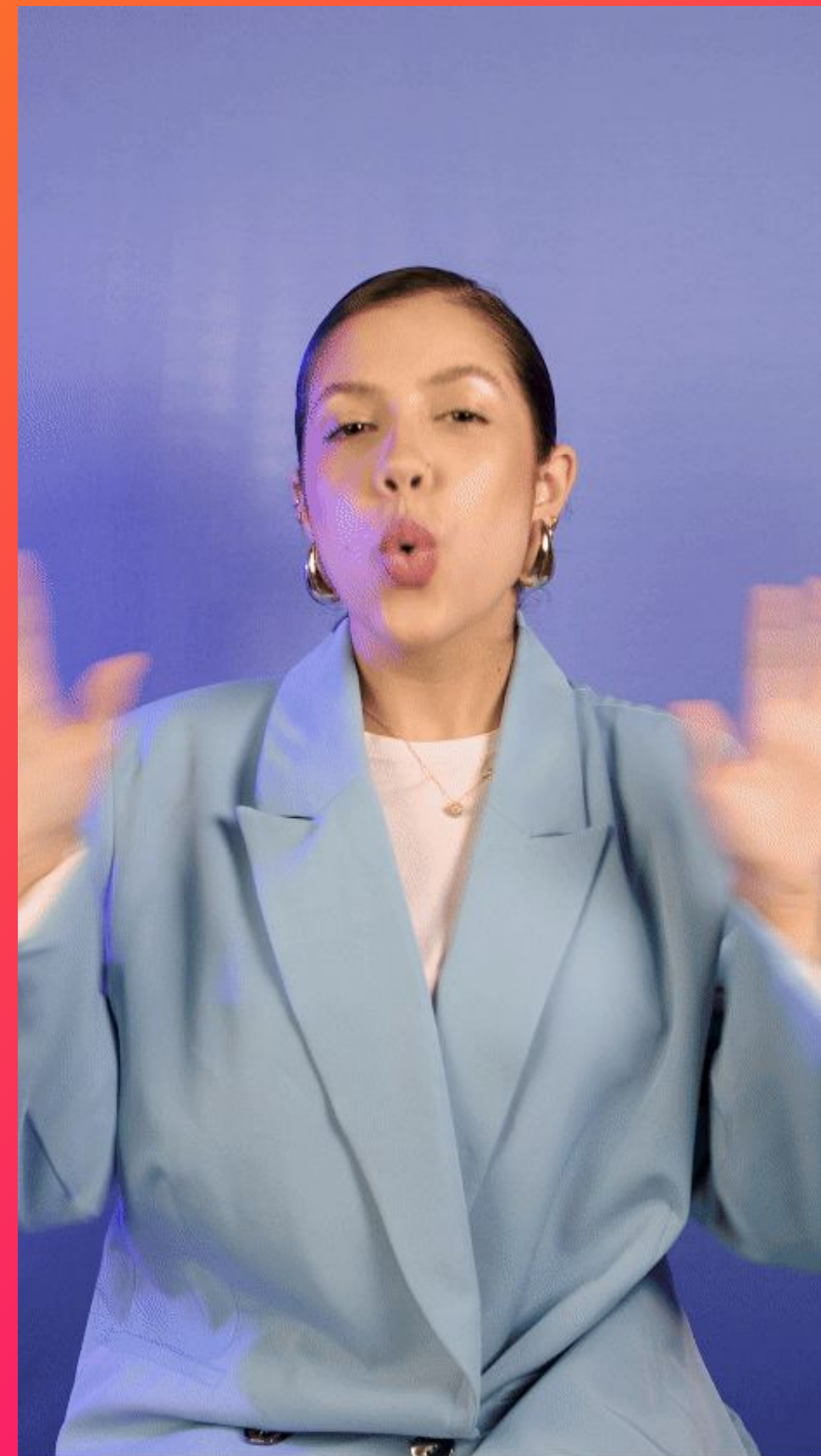
@BRAND



1 STATIC
Format: 9:16 and 1:1
On: brand profile



1 VIDEO STORIES/FEED
Duration: until 15 sec
On: brand profile



REELS + PARTNERSHIP ADS
Duration: 30 sec
On: creator / brand profile



REELS + PARTNERSHIP ADS
Duration: 30 sec
On: creator / brand profile

@BRAND



1 VIDEO STORIES/ FEED
Duration: until 15 sec
On: brand profile



1 STATIC
Format: 9:16 and 1:1
On: brand profile

Solução & **PARCEIROS**

END-TO-END



INSIGHTS WINNIN
+
CONSULTORIAS



CO-CRIAÇÃO
COM CREATORS



PRODUÇÃO
REELS + ASSETS

CONSULTORIAS



CULTURE SESSIONS

GENZ
AND TRENDS



tr*pe

WOMEN



aquilo
que
importa.

MUSIC

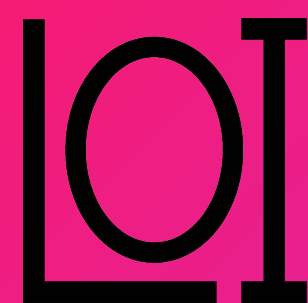


BRASILIDADES



T<LK

CREATORS + PRODUÇÃO:



spark*

REELS

culture SESSIONS

