

FROM TOUCHPOINTS TO TRUSTPOINTS



CRIAR EXPERIÊNCIAS MEMORÁVEIS



CRIAR EXPERIÊNCIAS MEMORÁVEIS





“The last best experience that anyone has anywhere, becomes the minimum expectation for the experience they want everywhere”

Bridget von Kralingen, IBM

CUSTOMIZAÇÃO

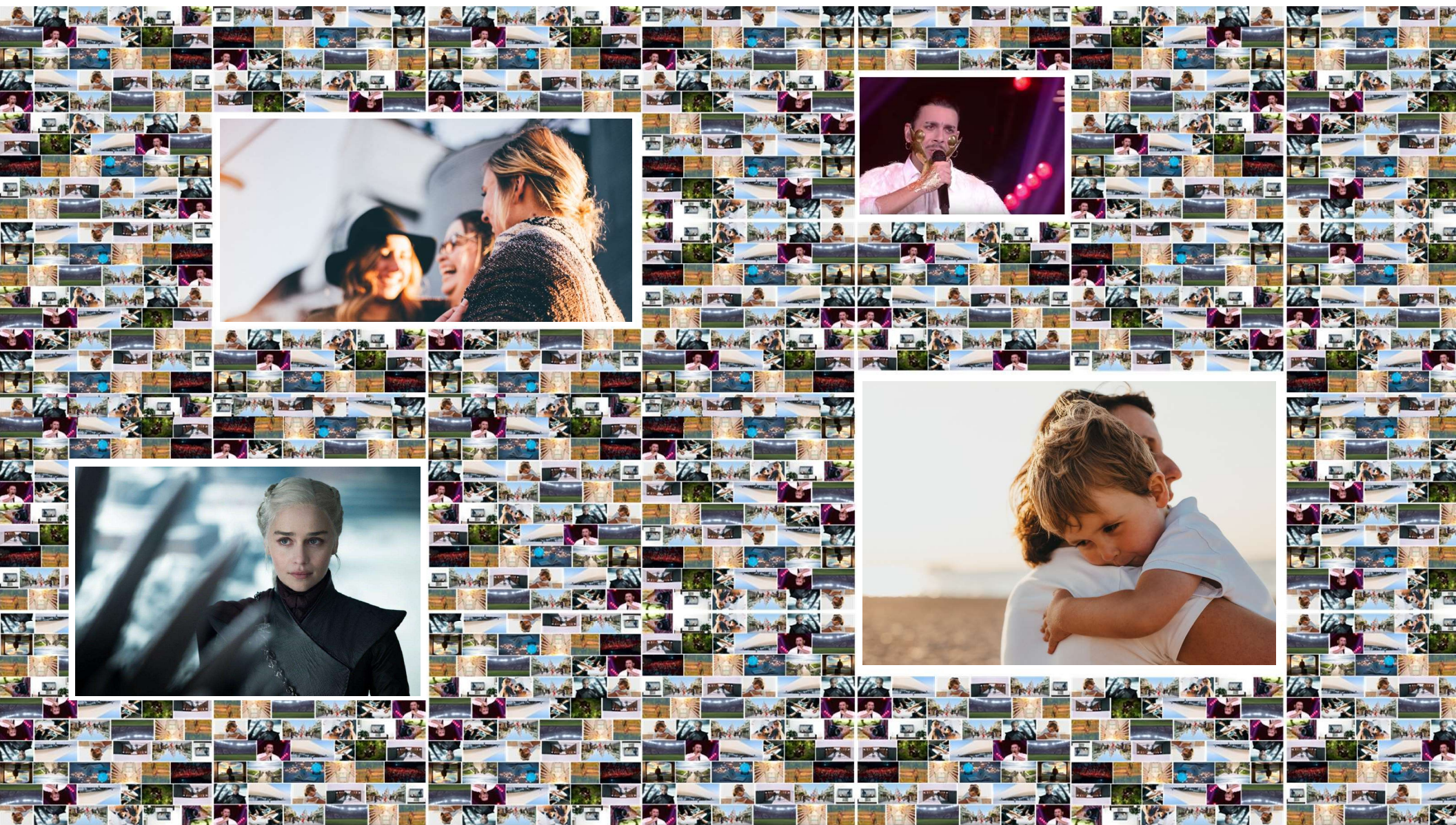


CONVENIÊNCIA



CONSCIÊNCIA





A person with curly hair, wearing a blue t-shirt and dark pants, is seen from behind, swinging on a wooden swing set. The swing is suspended by two blue ropes. The background is a vast, scenic view of a mountain valley with lush green forests and rolling hills. The sky is filled with dramatic, grey clouds, with a patch of blue sky visible on the right side. The overall mood is serene and adventurous.

COMO CONVERTER TOUCHPOINTS EM TRUSTPOINTS?

TOUCHPOINT I
OFERTA



TOUCHPOINT II
CANAIS



TOUCHPOINT III
COMUNICAÇÃO



OFERTA: SOCIETY GREENING



A photograph of a person with long blonde hair, wearing a grey and white striped shirt, holding a silver smartphone in their right hand. The person is looking at the screen, which displays a dark image. The background is a blurred outdoor setting with other people and a metal railing.

CANAIS: FOCO COMERCIAL, POSICIONAMENTO & ENGAGEMENT

>60% SELFCARE



>90% FCR



~1% RECS



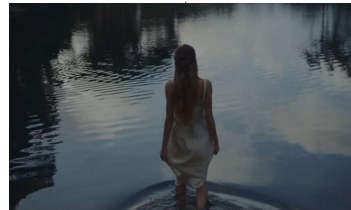
"A story is different. It does not
expend itself.

It preserves and concentrates its
strength and is capable of releasing it
even after a long time."

- WALTER BENJAMIN

COMUNICAÇÃO: PARTILHAR & ENVOLVER

SET
THE TONE



SING TO
PAIN POINTS



BUILD THE
COMMUNITY

