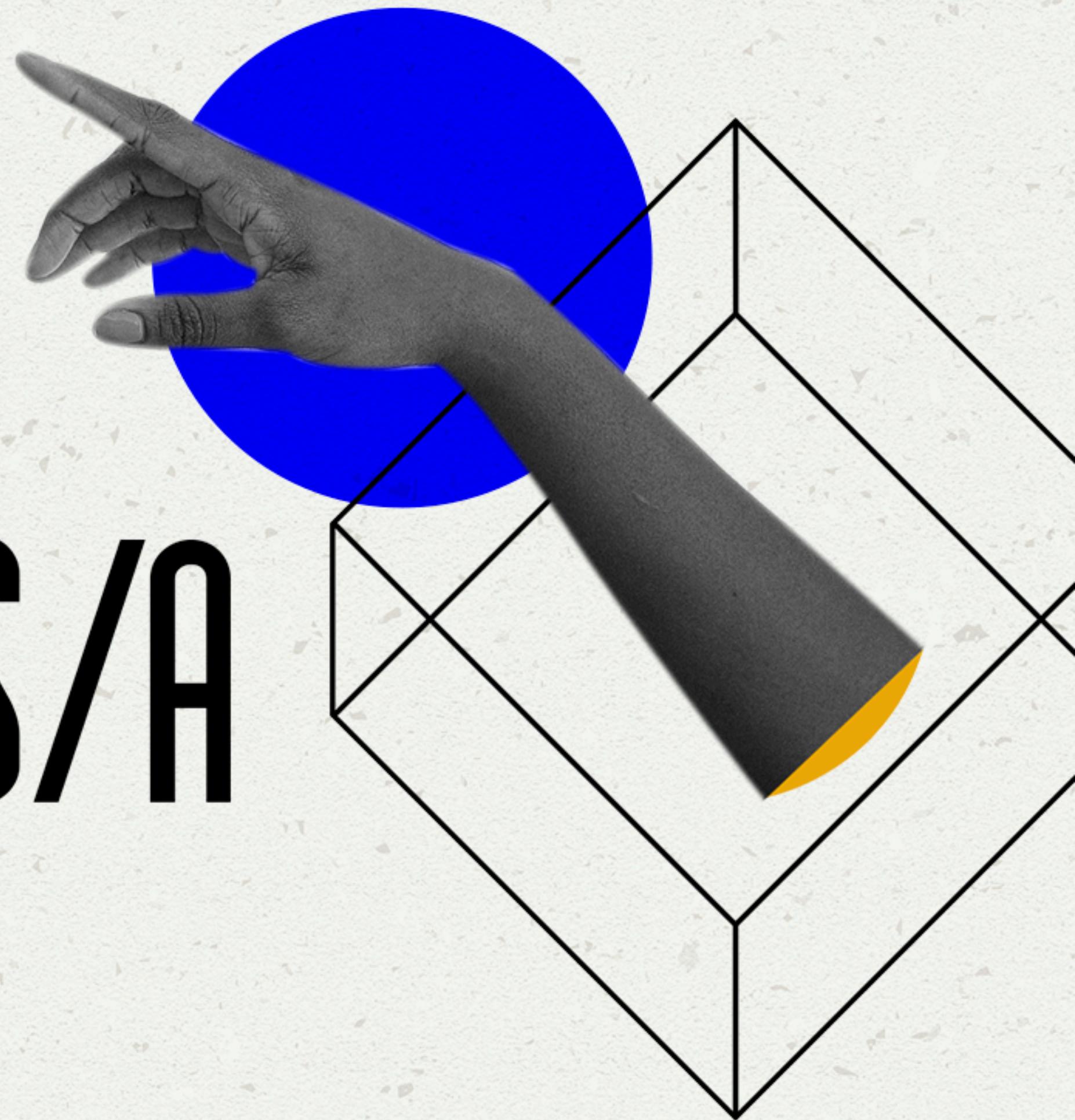


# BRANDING S/A

ÓCIO





# PESQUISA ESTÉTICA E DE CONCEITO

ÓCIO



# O QUE VAMOS APRENDER HOJE?

1. Como e onde pesquisar
2. O poder da curadoria
3. Como tangibilizar as informações

ÓCIO

# ESSA ETAPA É REALMENTE NECESSÁRIA?

**Queimar etapas é antecipar o fracasso.**

Por mais que você tenha todas as informações necessárias, por mais que você já tenha um caminho definido em sua mente, invista seu tempo na pesquisa. A pressa pode custar caro.

ÓCIO



"PERHAPS one reason why I can lead so contradictory an existence is because of the sign under which I was born. I am a great believer in astrology. I never employ servants without knowing the month they were born, so as to be sure their 'sign' will harmonize with mine. I was born in July, at what is called a cusp, and am governed by the signs of fire and of water. They are contradictory, you see, in antagonizing and defeating the other; so that there is always a conflict going on."

"What do you do when you are not busy vampiring?" I asked.

"Oh—I read, and take the dogs for a walk."

"I don't do anything very exciting," he added apologetically. "I don't go in for sports. I'm not in the least athletic. In fact, I'm afraid I am a physical coward. I dread one of those struggles I read you about. I don't like to be hurt. After I have been battered and bruised that way, my doctor says to me:

"Well! if love meant this sort of thing to the average woman, Cupid would be the most unpopular character in the world!"

"And yet people like to see these struggles when they themselves are safe in the seats of the spectators. They get the thrill, minus the bruises. And everybody likes a vicarious thrill."

"That is the whole secret of the popularity of the vampire plays. People get a vicarious thrill from them. The little xenographer, who gazed with rapt eyes at the pictured exploits of Cleopatra, or of Salome, wouldn't be a Cleopatra, or a Salome, in real life, even if she had the chance. She thinks she would; but it is

1. Mergulho interno
2. Mergulho no mercado
3. Mergulho global

# ETAPAS DA PESQUISA

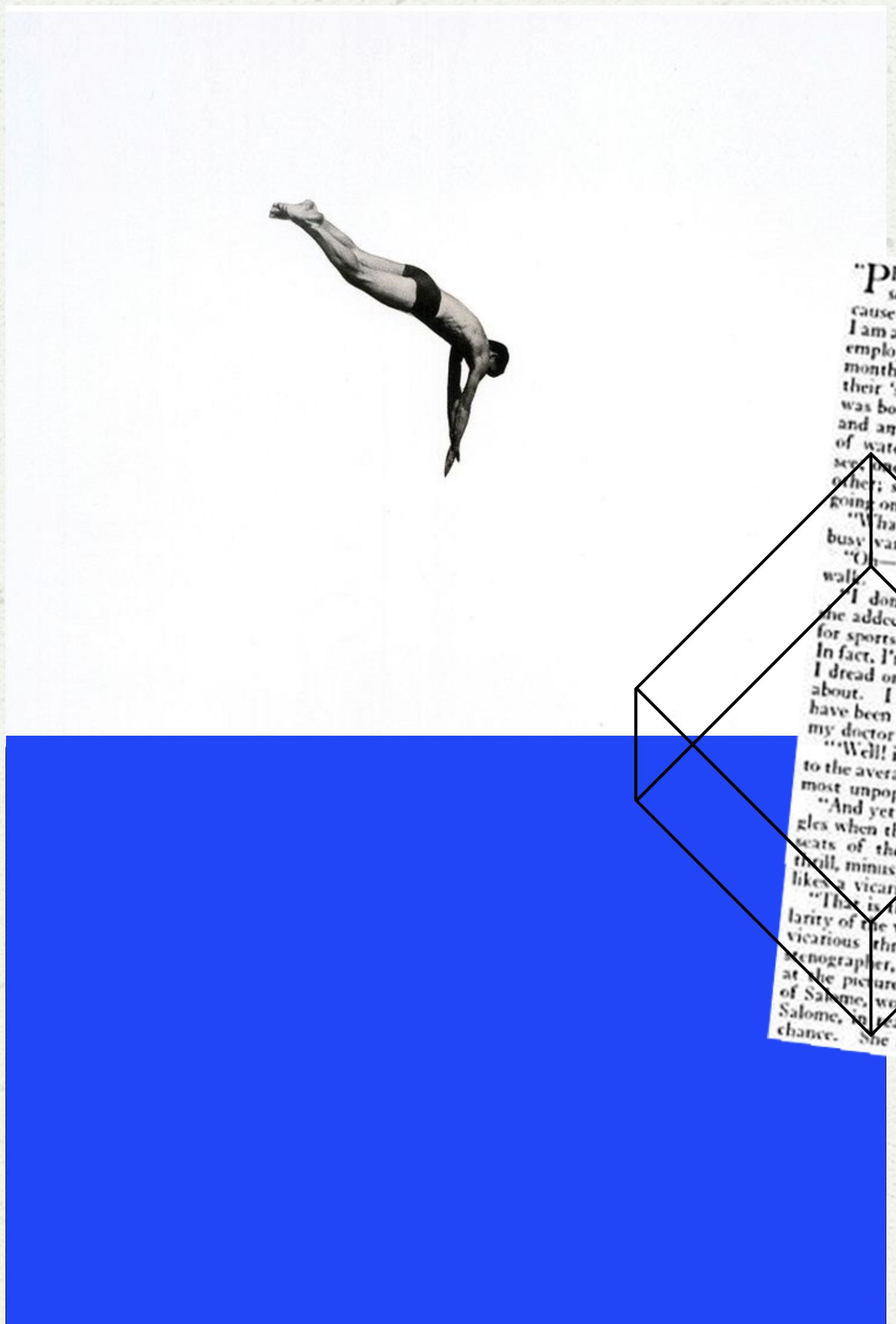
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# MERGULHO INTERNO

**Foque no briefing!** Nesse primeiro mergulho se apegue ao que está no papel, não tenha pressa, absorva cada informação com profundidade e paciência.

1. Quais são as expectativas do cliente?
2. Como a conclusão do briefing se materializa?
3. Quais são as referências que o cliente trouxe?

ÓCIO



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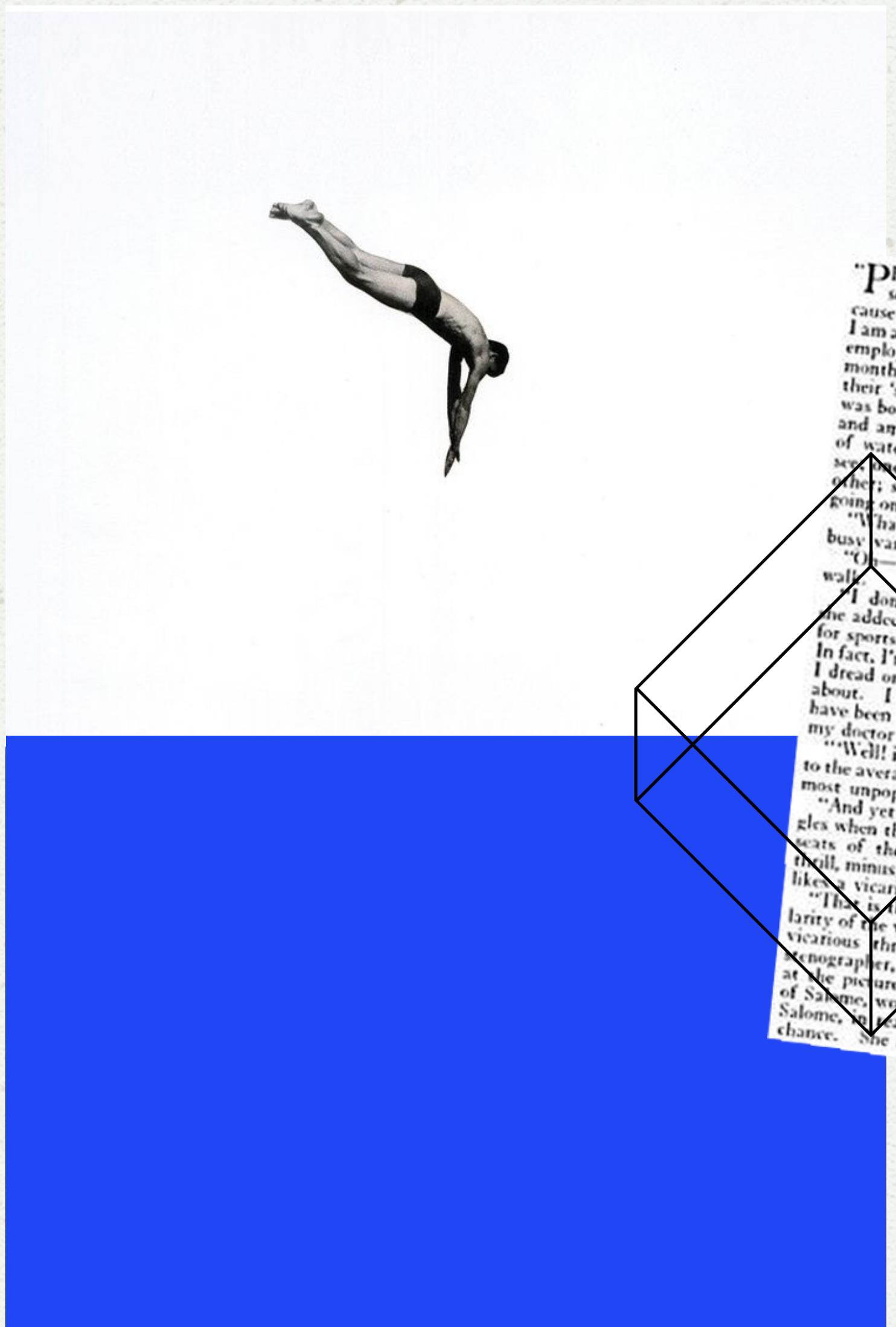
# MERGULHO NO MERCADO

## A resposta pode estar do seu lado.

Estude, pesquise, se aprofunde no mercado que o negócio está inserido. Tenha um olhar crítico, observe o que funciona e o que poderia ser melhorado no concorrente.

1. Quais são os sinais que se repetem?
2. Qual é o principal player, como ele se posiciona?
3. Qual é a opinião da persona?

ÓCIO



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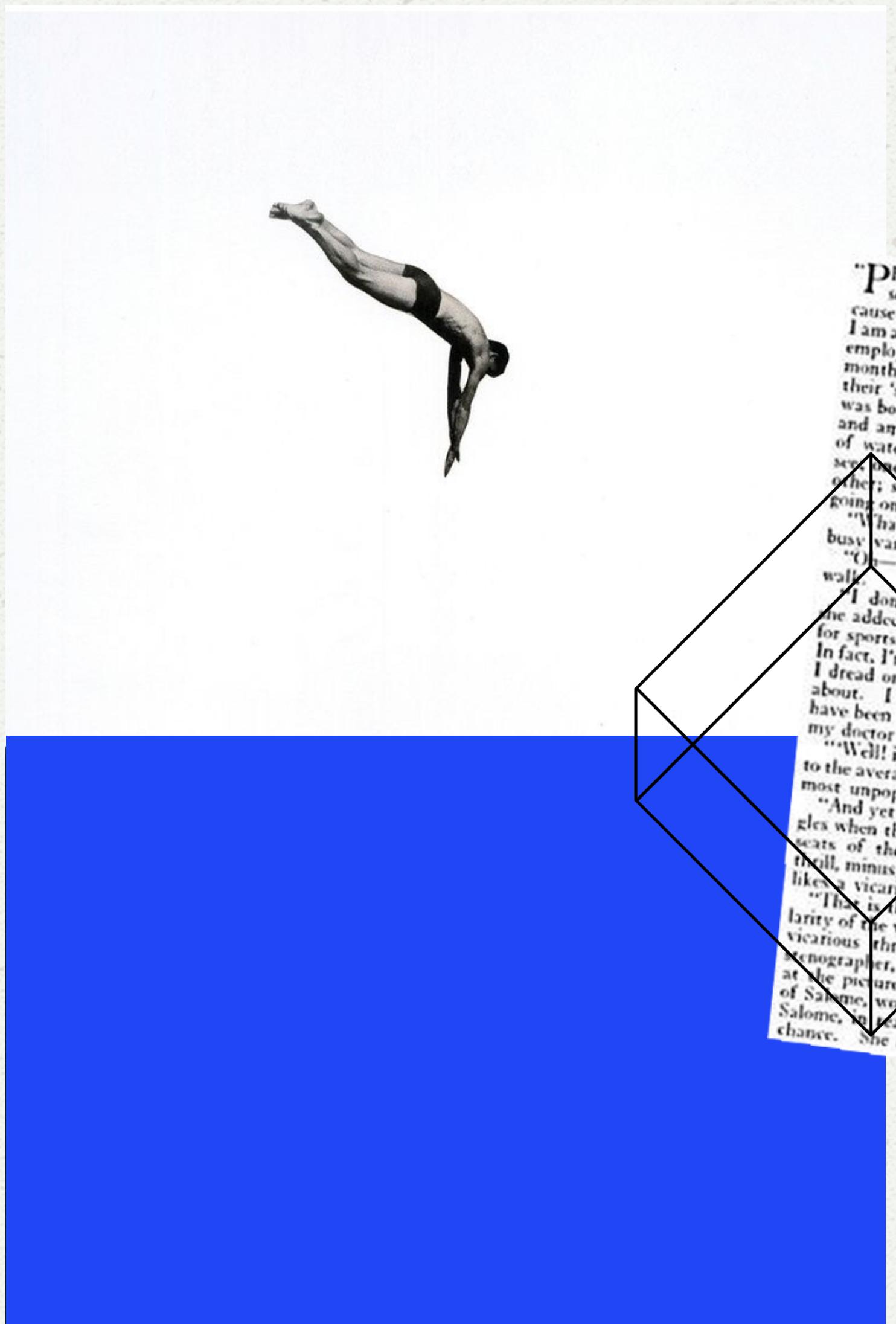
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# MERGULHO GLOBAL

**Amplie sua visão!** Mantenha a mente aberta e mergulhe em novos cenários para desbravar o desconhecido.

1. Seja curioso e paciente
2. Faça boas perguntas
3. Imagine o futuro

ÓCIO



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POR ONDE OLHAR?



NETFLIX



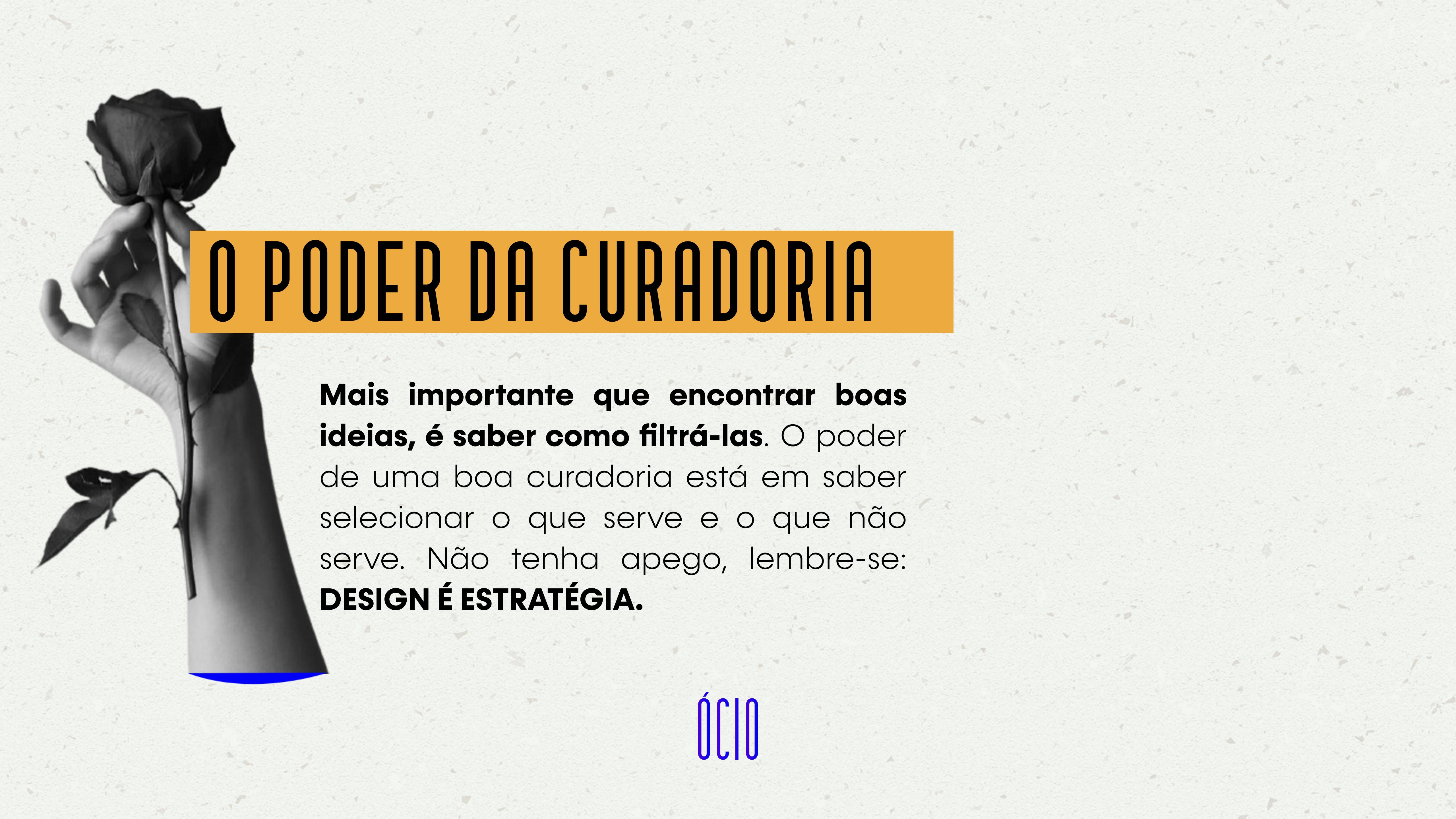
**O futuro das coisas**  
O futuro visível para todos.

WGSN



# POR ONDE OLHAR?





# O PODER DA CURADORIA

**Mais importante que encontrar boas ideias, é saber como filtrá-las.** O poder de uma boa curadoria está em saber selecionar o que serve e o que não serve. Não tenha apego, lembre-se: **DESIGN É ESTRATÉGIA.**

ÓCIO

# MAPEAR

## ÓCIO

# OBSERVAR

Cultive um olhar de turista, olhe com uma nova perspectiva.

Faz sentido para o arquétipo da marca?  
Existe coerência?  
A vida útil bate?

# IDENTIFICAR

Construa um mapa visual, pegue as informações e transforme em imagens.

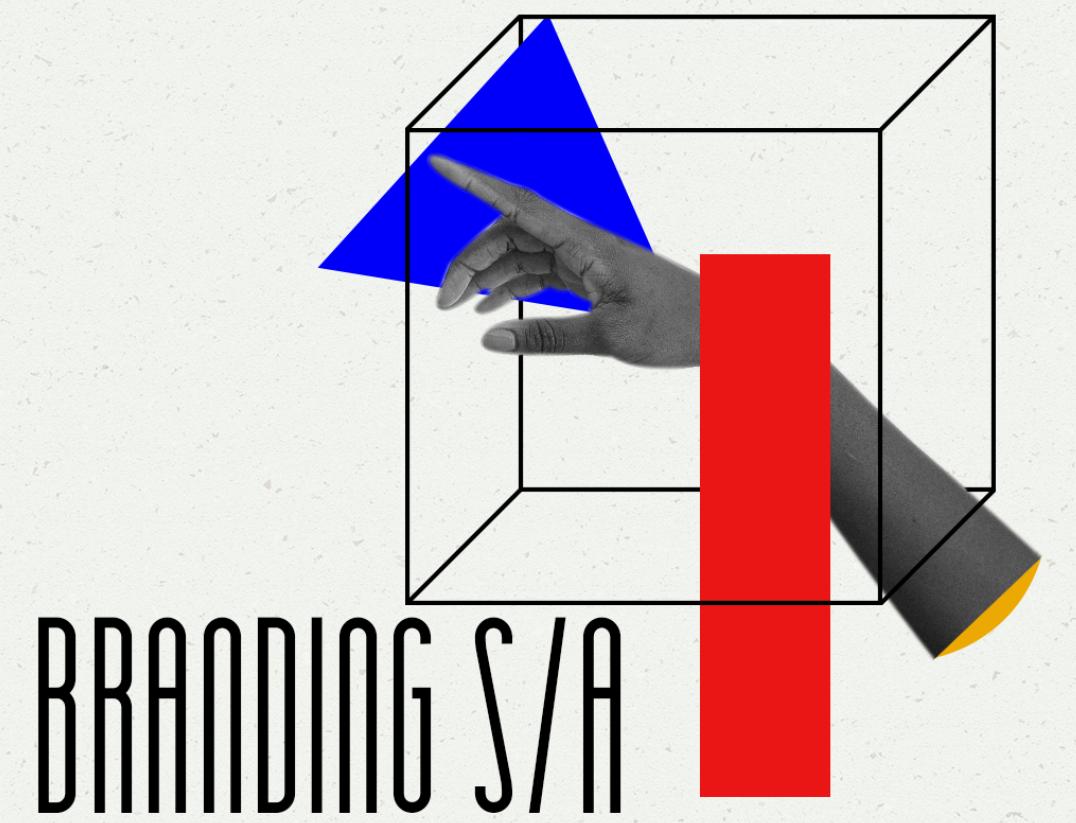
# ONDE ESTAMOS?

## MÓDULO 02

### O PLANEJAMENTO - DEFININDO O DESAFIO, APRESENTANDO A SOLUÇÃO

- ~~1. Facilitando um workshop colaborativo~~
- ~~2. Como fazer um bom briefing~~
- ~~3. Pesquisa estética de conceito~~
- 4. Apresentação do moodboard 

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OBRIGADA! : )

ÓCIO

