

BRANDING

CONCURSO IDEAS
CINDY LÓPEZ



Coca-Cola®

The image features the classic Coca-Cola logo in its signature white script font, centered against a white background. The logo is surrounded by a dynamic and artistic splash of red liquid. The splashes vary in opacity, with some appearing as solid red and others as semi-transparent washes, creating a sense of movement and depth. The splashes radiate from behind the text, with some trailing off to the left and others dripping downwards. A small registered trademark symbol (®) is positioned at the end of the word 'Cola'.

«NO ES UNA CUESTIÓN
DE HECHOS, SINO DE
PERCEPCIONES».

*“El éxito de una empresa
no viene de la mano de sus
productos, sino de los
valores que con él se
pretenden transmitir”*

Tom Peters.

BRANDING: LO QUE QUIERO QUE
SE DIGA O SE PIENSE DE MI.

REPUTACIÓN.





YOUR BRAIN



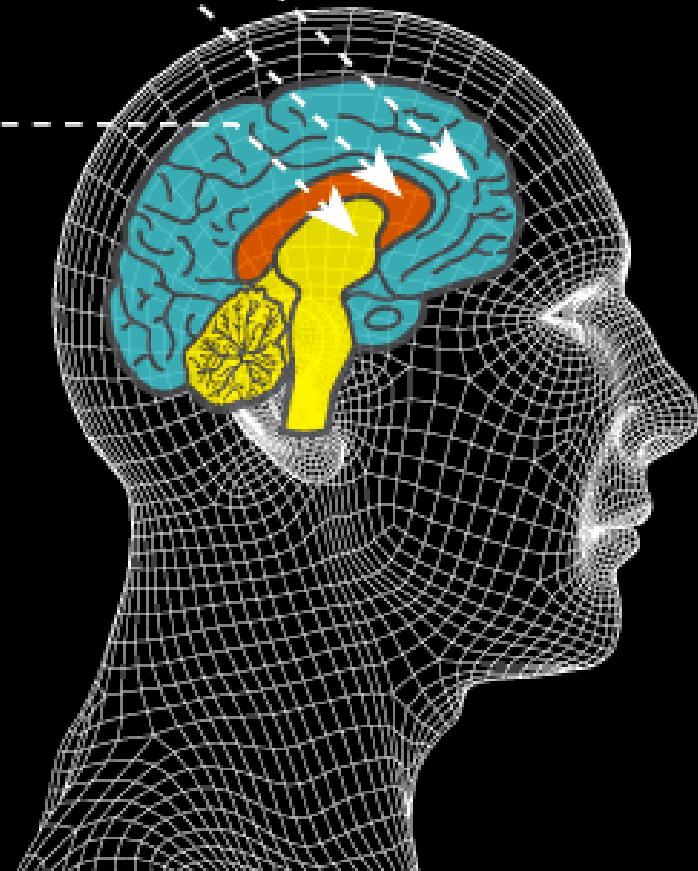
THE NEW BRAIN
RATIONAL



THE MIDDLE BRAIN
EMOTIONAL



THE REPTILIAN BRAIN
INSTINCTUAL



¿Cómo funciona el cerebro al momento de comprar una idea o producto?

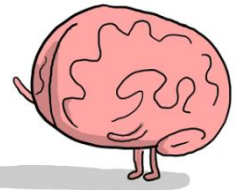
1 
FAST

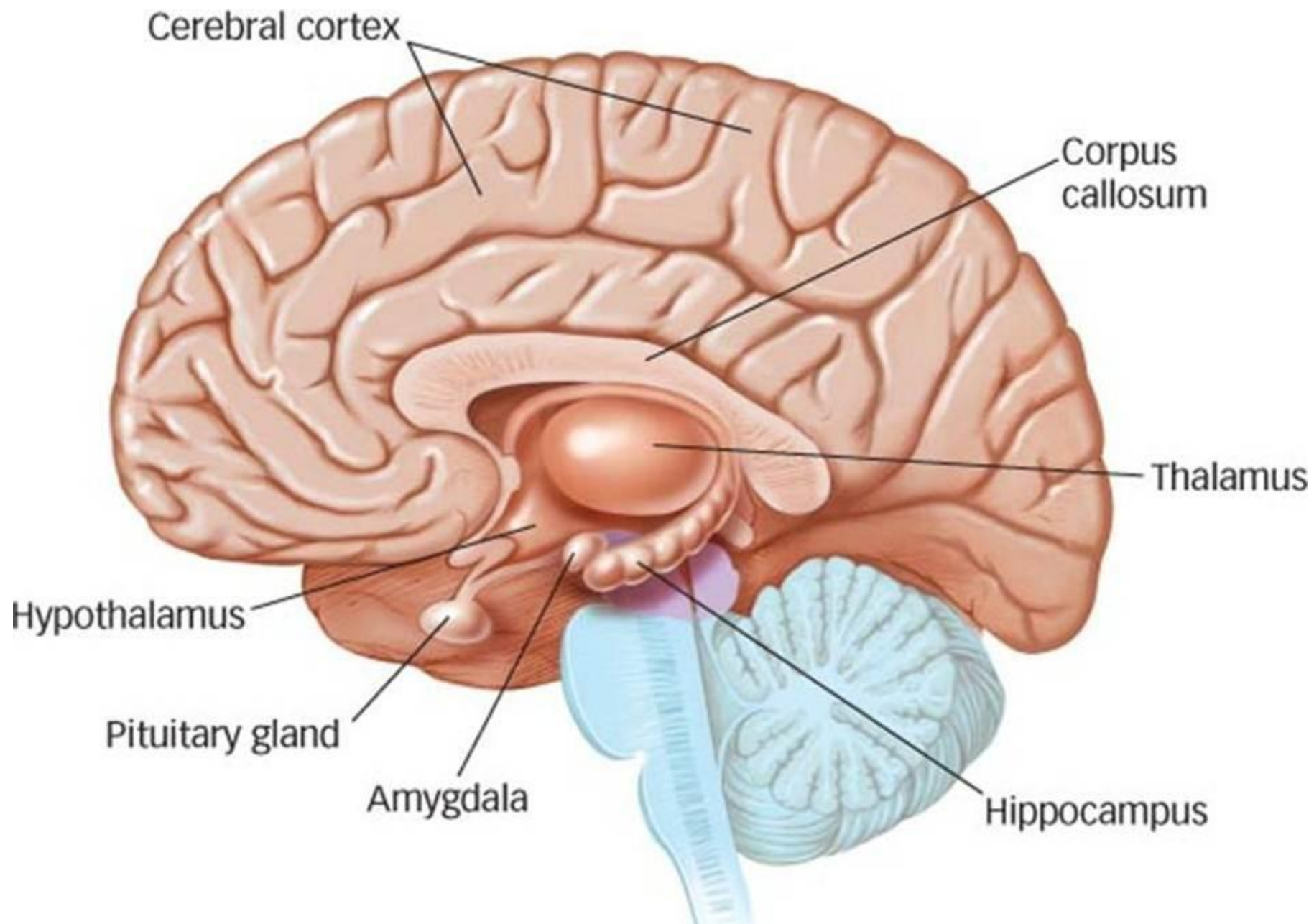
Estímulo > Tálamo > Amígdala



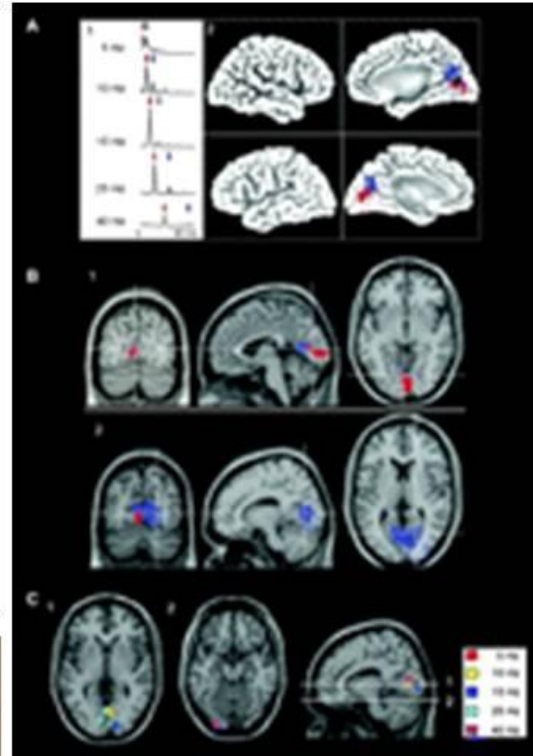
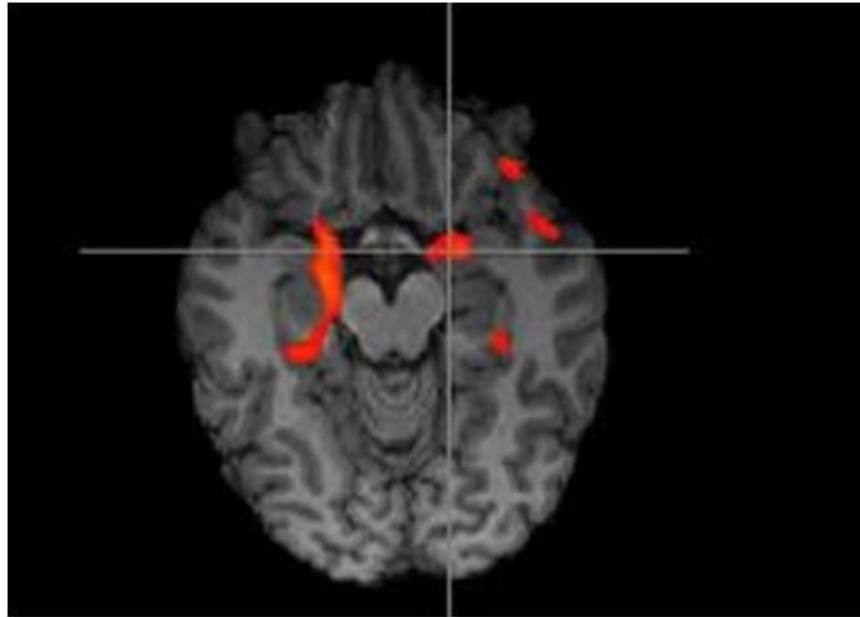
2 
SLOW

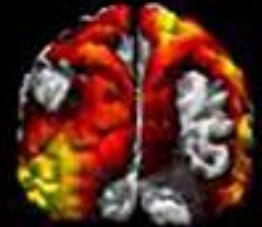
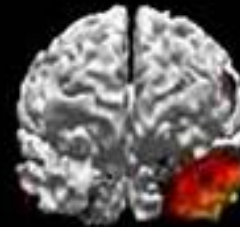
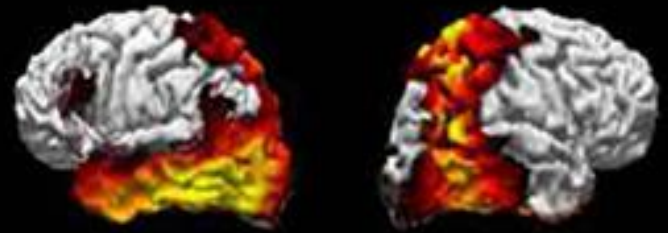
Estímulo > Tálamo > Corteza



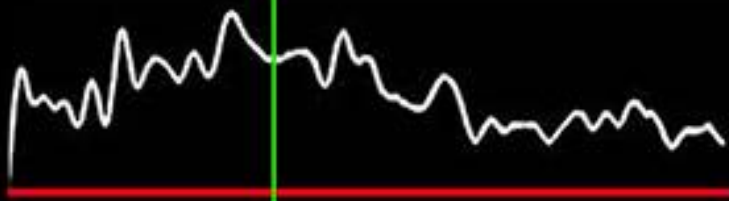




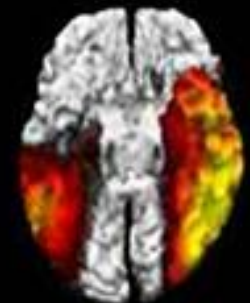
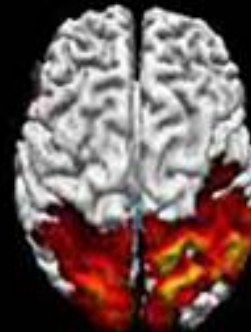
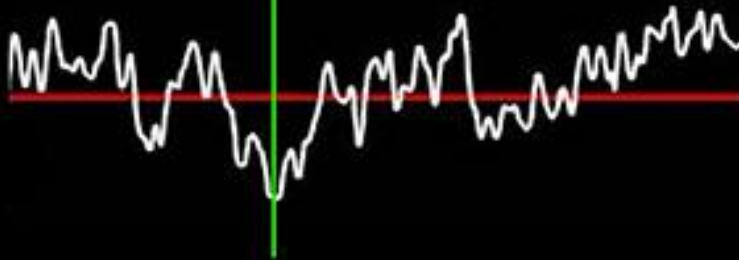




Overall
Engagement
NES = 3.92



Emotional
Valence
EVS = 1.31



“Un hombre y su hijo sufren un accidente de coche grave. El padre muere y el hijo es trasladado urgentemente a un hospital. Cuando entra en el quirófano, alguien de los que forman el cuadro de cirujanos lo mira y exclama

<<¡Es mi hijo!>> ¿Quién es esa persona?”

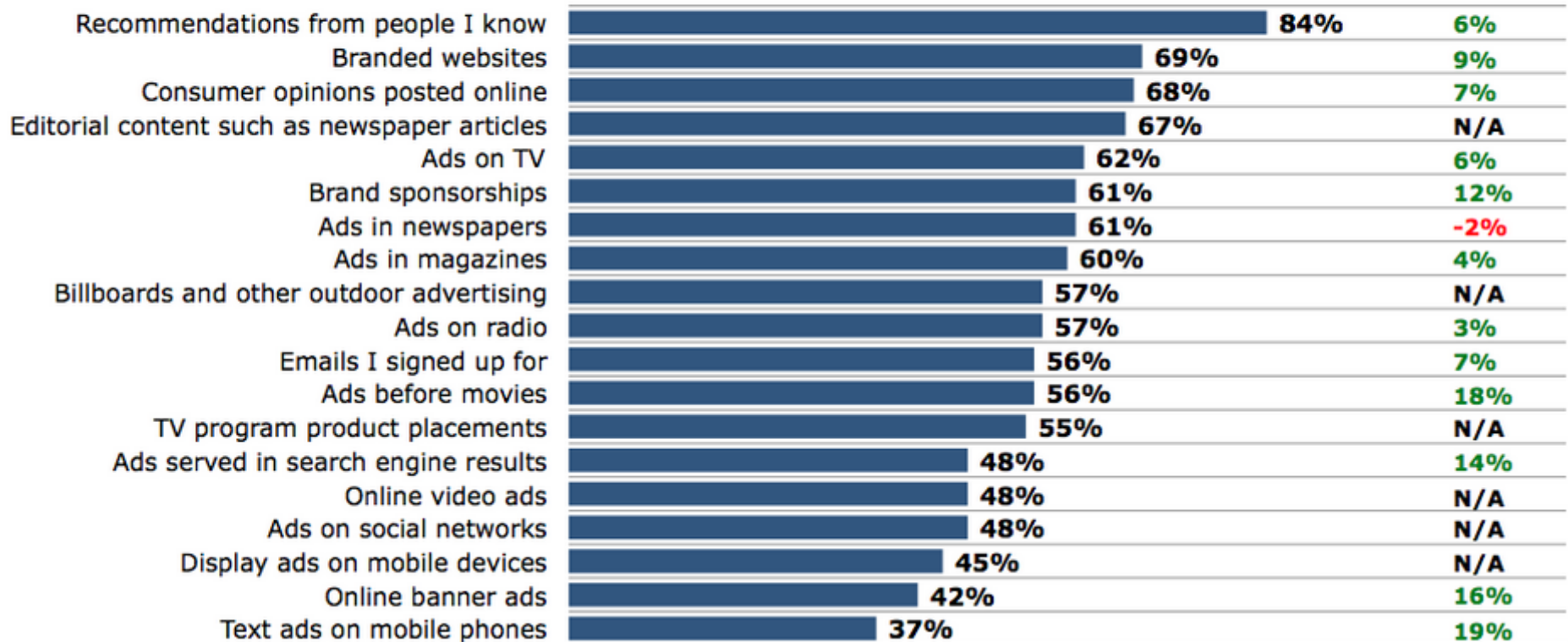


Trust in Advertising

% of global online consumers, indicating that they completely or somewhat trust each form

September 2013

% point change
from 2007



Coca-Cola





"We'd rather go naked than wear fur."



Every fur coat means animals died a painful death by electrocution, drowning, or being gassed. **DON'T WEAR FUR!**

For more information please write: PETA P.O. Box 42516 Washington, DC 20015 USA

PETA
PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS



**“Asesinan a
5 personas
y un chino”**



Generamos branding 24/7

La confianza en quienes somos es vital

Queremos ser recomendados

La interacción y la personalización son la clave



La ética es nuestro principal aliado

Los estereotipos no juegan a nuestro favor

Mantén un ideal coherente y honesto

Respeto a tu entorno y otras profesiones

CINDY LÓPEZ

TWITTER: CINDYLULOPEZ

INSTAGRAM: CINDYLULOPEZMUSIC

WWW.MERCADEARTE.COM.VE

+584123621971

CINDY.LOPEZ@MERCADEARTE.COM.VE

