

XP - Inside XP on YouTube

Marketing

As explained at the beginning by Fernando Vasconcellos, investment business' marketing usually is a bit colder than others. Since XP's history is really diverse, the company's marketing noticed they could benefit from this 18 years journey and the theme "If you believe in the impossible, we are the XP" then came into the team's mind.

Plus, creative executive director Rodrigo Tortima talked about how fertile, unthinkable and rich XP's history could be. Also, he said it couldn't just be a bunch of memories in a live action, but surely it had to be something modern and well designed. Then, Cinthia Kato remarked that the song Believers, by Imagine Dragons, was a perfect fit for XP's campaign OST.

Luis Souza, Humberto Abreu and Ricardo Carelli proceeded to talk about how consistent with XP's daily routine the videos are and, also, how well produced they are with complex animations, journalistic facts and a lot of storytelling aspects. In addition, the team explained about the videos length, organizational views and campaign release details.

Finally, Cinthia Kato defined this campaign as a company's mark, while the narrator stressed that XP is now changing that brazilians' mentality about investment and proved why the company is well known for its slogan "If you believe in the impossible, we are the XP".

Source:  [#PorDentroDaXP - Marketing](#)

Summarized by Victor Yuri Tavares de Camargo