

# PALADINO

**WE FORGE VISIONS  
INTO MATTER.**

**BRANDCRAFT AND  
POST-BRANDING ADVISORY.**

## STRATEGY & BUSINESS

STRATEGY  
BRAND POSITIONING  
BRAND ARCHITECTURE  
BRAND AUDIT / DIAGNOSTIC  
VALUE PROPOSITION  
GO-TO-MARKET STRATEGY  
TONE OF VOICE  
STRATEGIC ADVISORY

PALADINO STEPS IN TO THINK,  
DECIDE, AND SUSTAIN THE  
PATH FORWARD. THIS IS  
WHERE VISION BECOMES  
DIRECTION.

## IDENTITY & SYSTEM

BRAND IDENTITY  
DESIGN SYSTEM  
BRAND GUIDELINES  
BRAND GOVERNANCE

BRAND AS A LIVING SYSTEM –  
COHERENT, SCALABLE, AND  
GOVERNABLE –  
NOT AS ISOLATED VISUAL  
ACTIONS.

## RESEARCH & FOUNDATIONS

RESEARCH  
DISCOVERY  
BENCHMARKING  
INSIGHTS & SYNTHESIS

CLEAR AND IN-DEPTH  
DIAGNOSIS BEFORE ANY  
AESTHETIC OR STRUCTURAL  
DECISION.

## DIGITAL EXPERIENCE & PRODUCT

WEBSITE  
APP  
PRODUCT THINKING  
SERVICE DESIGN  
UX / UI  
SIGNAGE  
PACKAGING

FOCUS ON REAL USE. SYSTEM BEFORE FORM. EXECUTION GUIDED BY WHAT ACTUALLY CREATES VALUE.

## CONTENT & NARRATIVE

EDITORIAL  
BOOK  
MAGAZINE  
ILLUSTRATION  
PHOTOGRAPHY  
AUDIOVISUAL

CURATION, NARRATIVE, AND DIRECTION AT THE CORE.  
FORM RESPONDS TO CONTENT, CONTENT RESPONDS TO FORM.

## TECHNICAL EXECUTION & INTEGRATION

MOTION  
DIGITAL DESIGN  
VIDEO  
CAMPAIGN

EXECUTION AS A MEANS, NEVER AN END. INTEGRATION WITHOUT NOISE. CONTROL OF THE WHOLE, FROM START TO FINISH.

WHILE THE FULL PORTFOLIO  
IS BEING FINALIZED,  
**SELECTED CASES REVEAL  
HOW PALADINO THINKS,  
DECIDES, AND EXECUTES.**

МЕТЧА

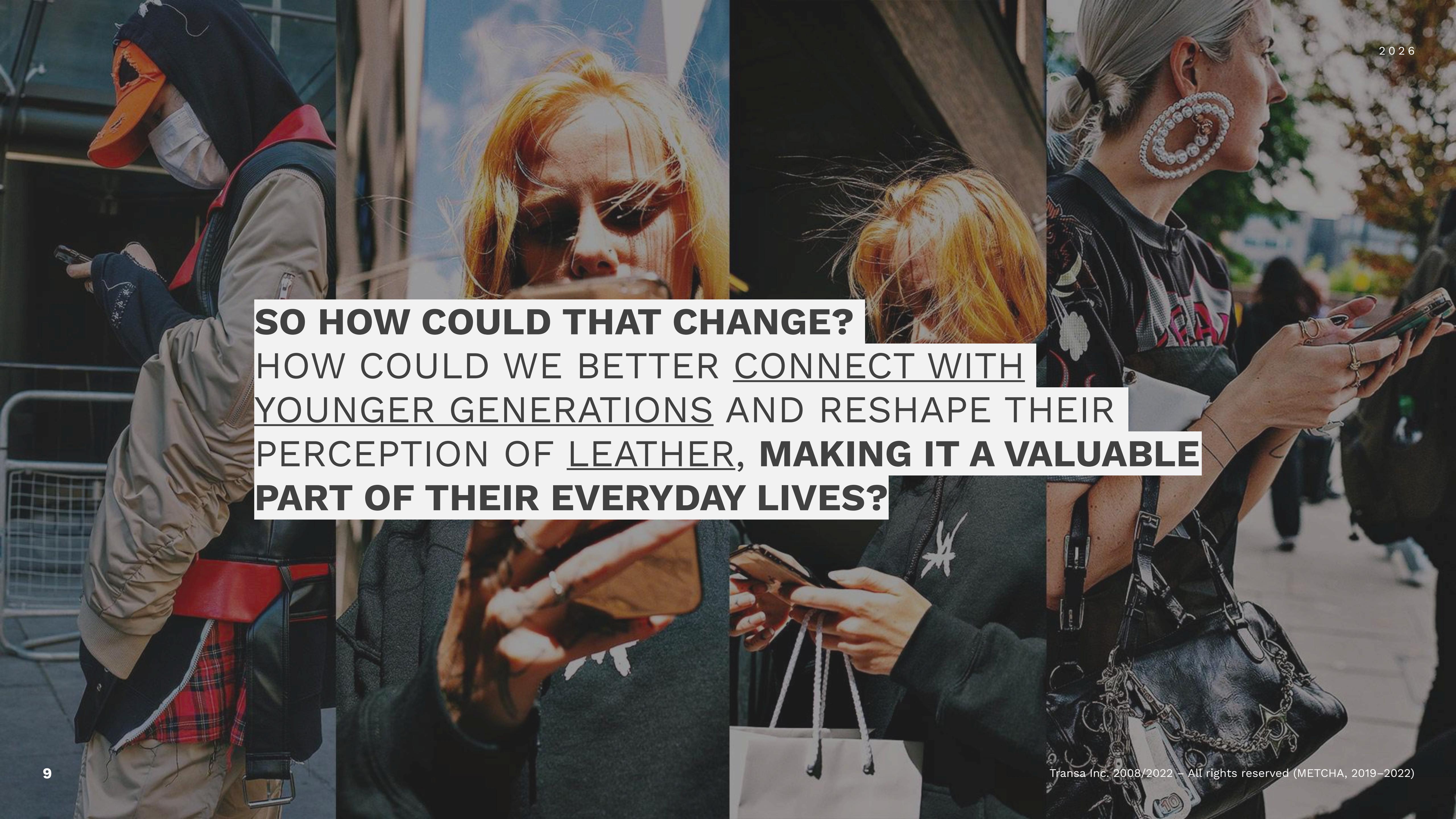
IMAGINE AN INDUSTRY RESPONSIBLE FOR A **\$394.12 BILLION GLOBAL MARKET EACH YEAR**, LINKED TO SOME OF THE MOST TRADED PRODUCTS WORLDWIDE AND SUPPLYING ALL MAJOR CREATIVE INDUSTRIES.

**THE LEATHER INDUSTRY PLAYS A KEY ROLE IN DESIGN – FROM FASHION TO FURNITURE TO THE AUTOMOTIVE MARKET. LEATHER, AFTER ALL, GENERATES VALUE LIKE NO OTHER MATERIAL.**

FEW MATERIALS ARE AS PRESENT IN EVERYDAY LIFE AS LEATHER.

THE ISSUE IS THAT MOST PEOPLE DON'T SEE THE FULL PICTURE – AT LEAST, NOT YET.

FOR **TOO MANY YEARS**, THE LEATHER INDUSTRY FAILED TO ENGAGE IN A DIRECT DIALOGUE WITH THE **FINAL CONSUMER**, LEAVING SPACE FOR OTHERS TO OCCUPY THAT TERRITORY AND BUILD MISLEADING AND DISTORTED NARRATIVES



**SO HOW COULD THAT CHANGE?**  
HOW COULD WE BETTER CONNECT WITH  
YOUNGER GENERATIONS AND RESHAPE THEIR  
PERCEPTION OF LEATHER, **MAKING IT A VALUABLE**  
**PART OF THEIR EVERYDAY LIVES?**

THIS WAS THE **CHALLENGE** PRESENTED TO US BY LEATHER NATURALLY, AN INTERNATIONAL ORGANIZATION BASED IN THE NETHERLANDS, **REPRESENTING THE GLOBAL LEATHER AND CO-RELATED INDUSTRIES**

**OUR ANSWER? METCHA**

CALL 1-800-Slayyyter FOR A GOOD TIME. She's been hi F5 on that keyboard to make what the POPMUSIC

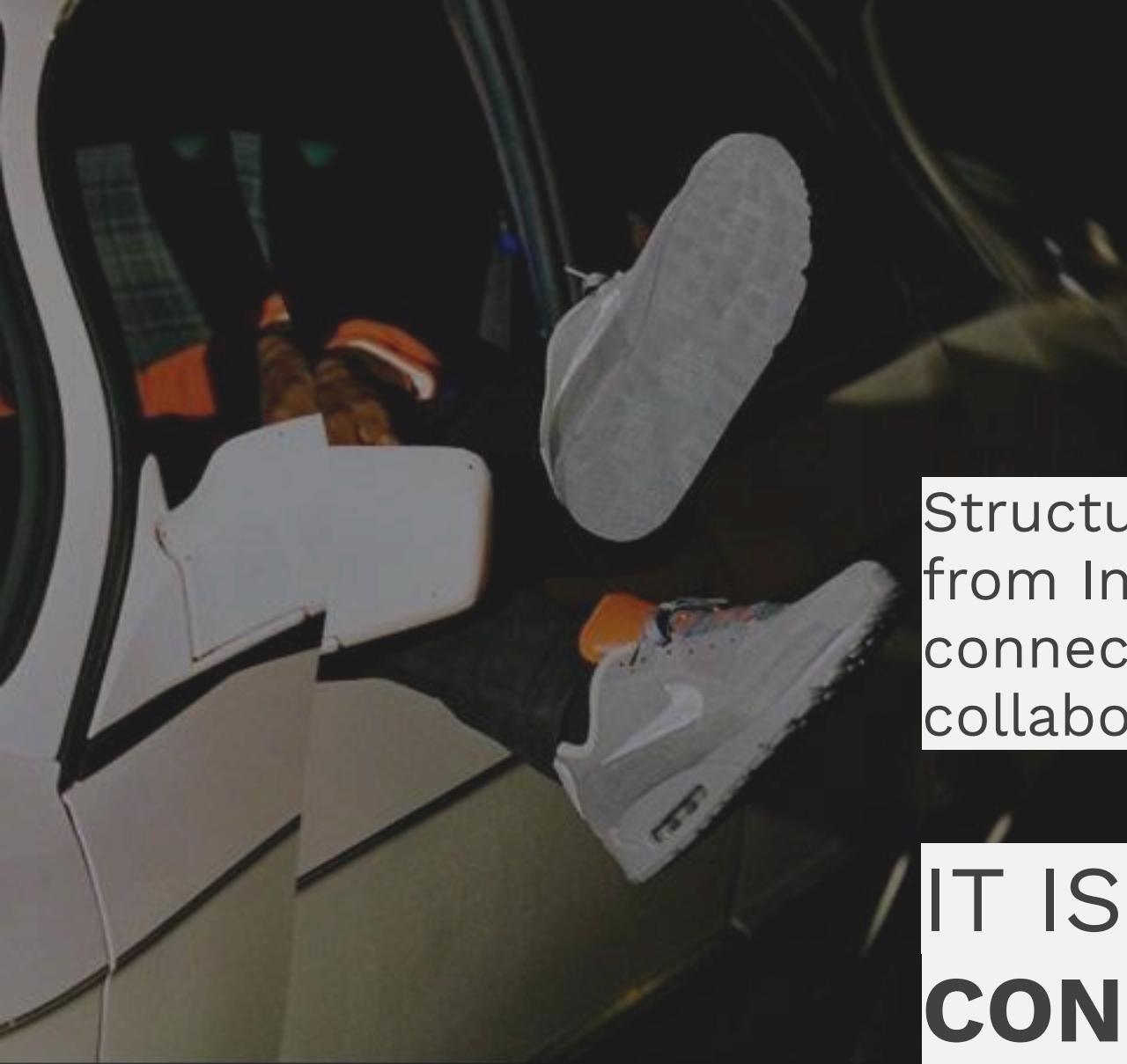
METCHA IS A GLOBAL INITIATIVE AIMED AT GENERATING AWARENESS TO LEATHER **DESIGN, CULTURE, AND LIFESTYLE**

PORTRAITS @OSCAROUK / OCTOBER 05, 2019 / #APPAREL

When u have to choose between hit on your bae or with 'em leather boots.

PROJECT GO / STYLING @SIMONRAJSMUSSEN / PORTRAITS @DANIELLELEVITY / OCTOBER 07, 2019 / #LIFESTYLE

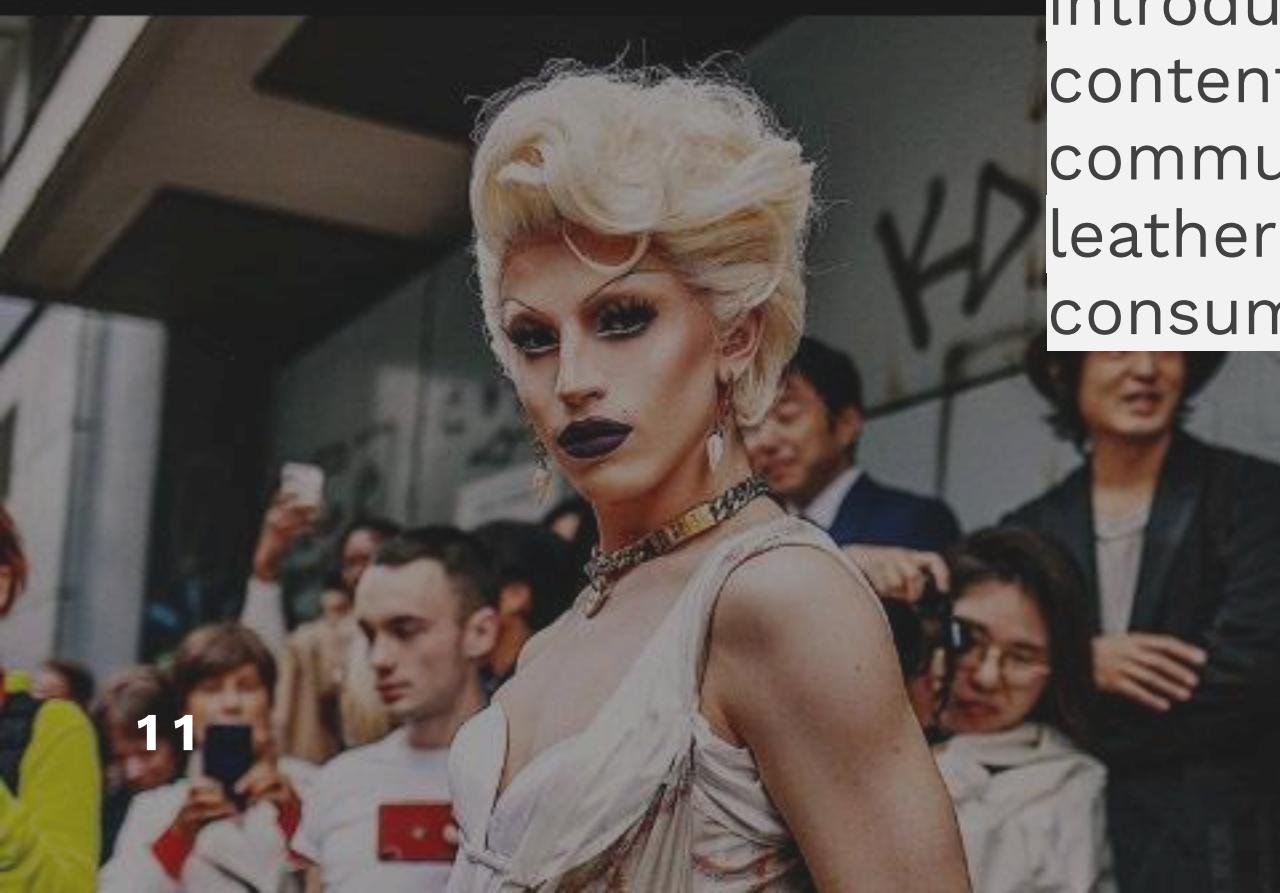
When u leave ur spot, come on over we introduce u: LIL UZI VERT, his swag & leather-luxemo-aesthetic.

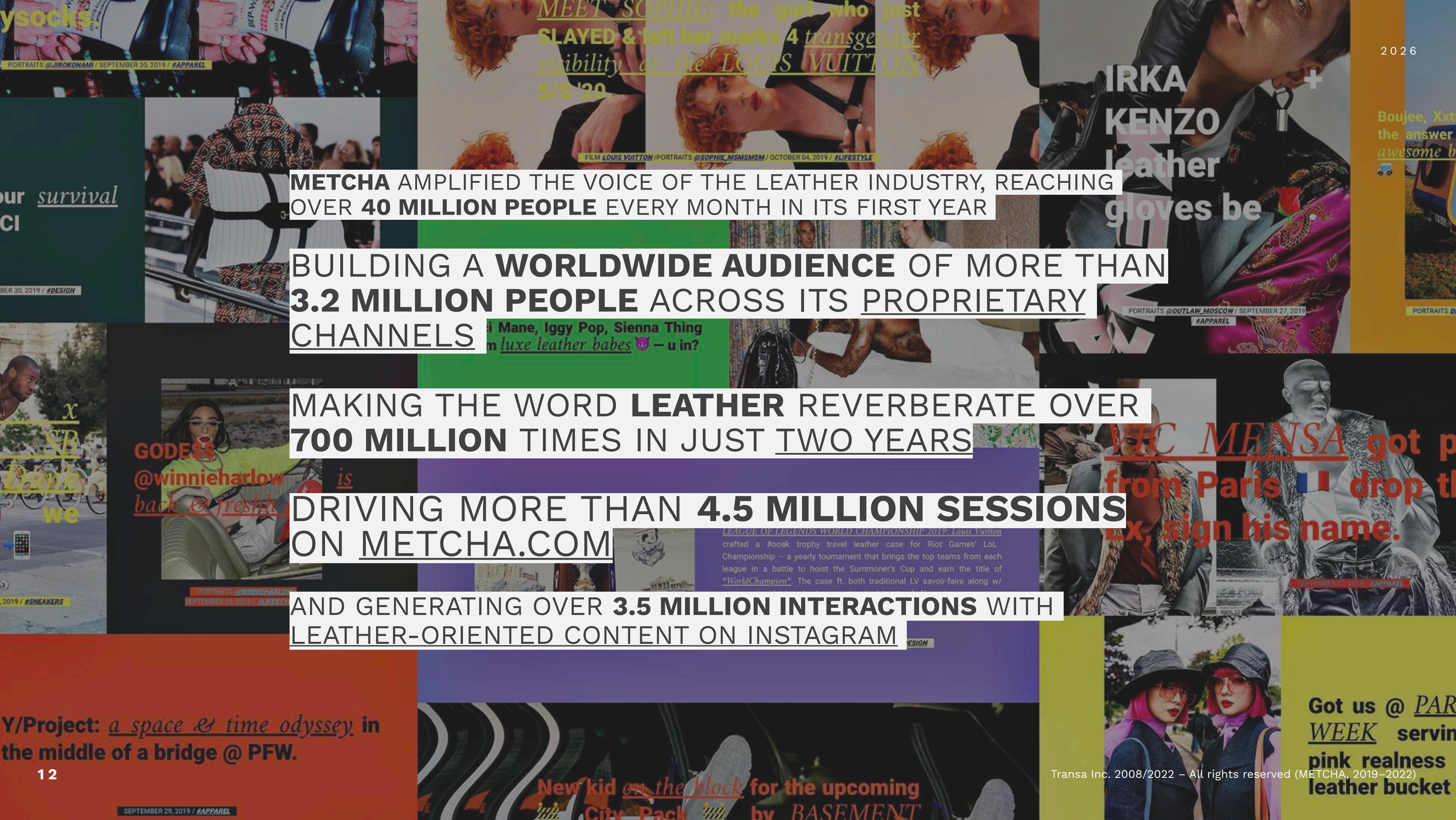


Structured around a content-driven strategy, METCHA operates across multiple channels — from Instagram to Spotify, including Facebook, Pinterest, Twitter, and Tumblr — fostering connections with some of the world's most exciting creatives, giving rise to exclusive collaborations, and ultimately driving a cultural shift in how people relate to leather.

## IT IS A UNIQUE INITIATIVE DESIGNED TO **GENERATE CONSISTENT, DAILY CONVERSATIONS AND INTERACTIONS WITHIN THE DESIGN AND CREATIVE INDUSTRIES**, BRINGING LEATHER INTO THE SPOTLIGHT LIKE NEVER BEFORE

At a time when everyday narratives are deeply intertwined with digital and social media, no strategy could be more effective than taking leather to the very spaces where people spend most of their time — where they connect with friends and seek entertainment. By naturally introducing leather into the routines of Gen Z and Millennials through carefully crafted content aligned with their interests, METCHA establishes a fluid, ongoing dialogue that communicates leather's values and DNA. This is how we help younger generations see leather as an exciting lifestyle and creative partner, shaping both present and future consumers.





to bring the industry closer to art?

That's an interesting point. Good design can definitely add value to products and have the potential of offering a functional object additional components that would normally be restricted to the arts. Nevertheless there are still very few de



What's the function of design in a world obsessed with production and consumption?

Design adds value to a product or service, but design is much more than that. It is the act of thinking about a problem and constructing a solution. A good design is consequently always a well-thought-out solution to a problem, represented in the form of a product or service.



I want to add because I want to add the toughness of a basketball hoop to the refinement of a beautifully designed handbag.

you play, too. What's with all that you love it so much and tells us a little about your love for Girls Basketball.

lot of things about Basketball. I like the dynamic flow of play

You are with car  
wearable  
idea of  
about?

I started  
with me  
Downtow  
and it f  
interest  
unexpect  
cement t  
natural f



Sharing my art and connecting with others is my purpose. It's nice to be in control of my own releases. Also when things don't work out I can reflect and learn. Knowledge gives me confidence. It's not easy but it's easier than being shelved by a group of old men who don't understand your vision.

Your first album is so fire to listen to.  
I love the concept with the narratives and dialogues that go

IN JUST ONE YEAR, METCHA ENABLED MORE THAN 30 GLOBAL BRAND COLLABORATIONS, WHILE CONNECTING WITH SOME OF THE MOST INFLUENTIAL AND INSPIRING NAMES IN DESIGN — INCLUDING OLIVIERO TOSCANI, STEFAN SAGMEISTER, THE SHOE SURGEON, JEFF STAPLE, SHERON BARBER, AMONG MANY OTHERS



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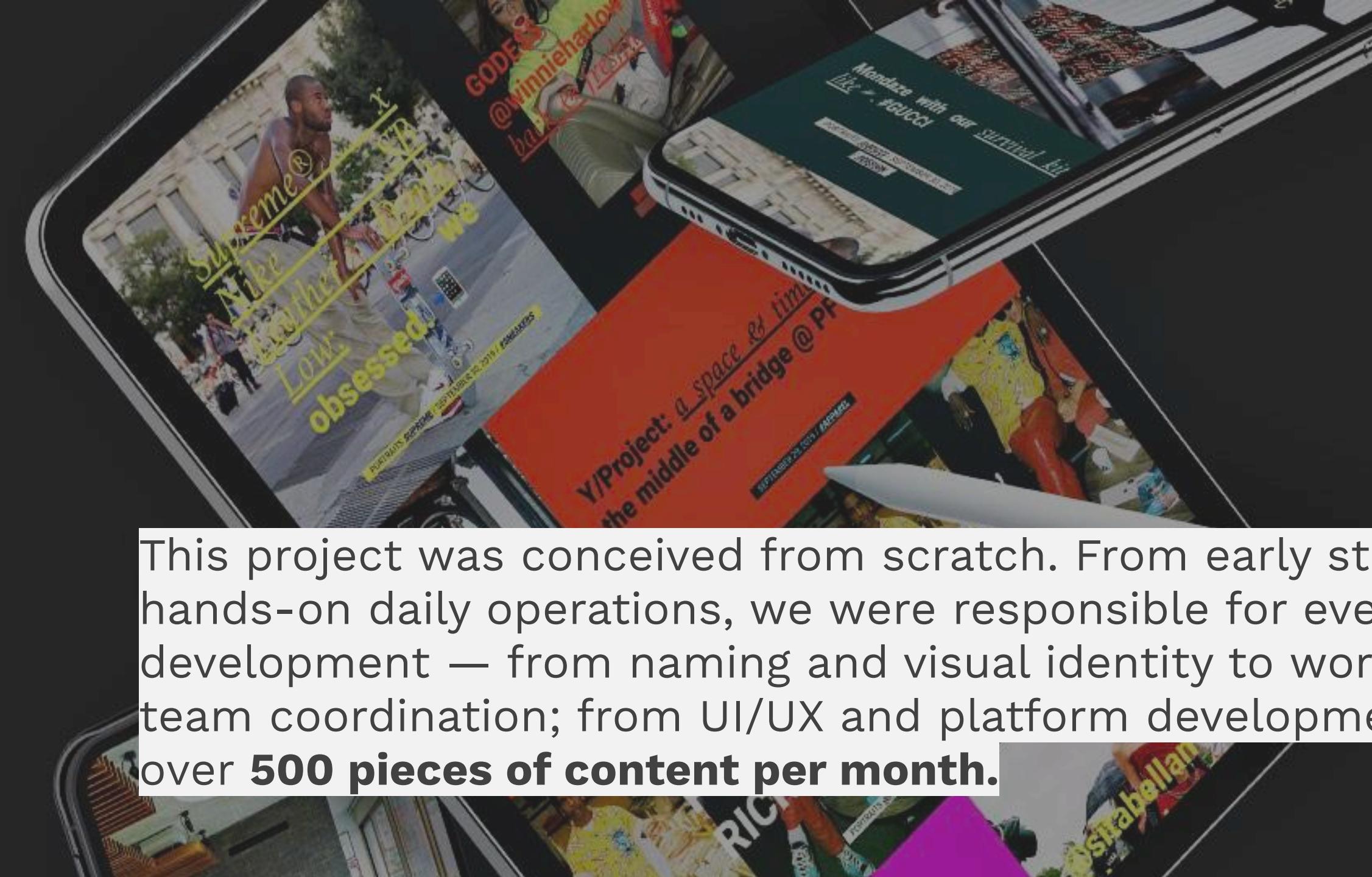
Everyone lets their guard down at Burning Man. The societal norms of the playa are just simply more caring than those outside the playa. When I first started going, you would make eye contact and say hi to everyone you pass by. You would pick up trash you see on the street, even if it wasn't yours. Now, it's a little more guarded and "normal", but it's still so easy to strike up a



2. BM 2019 theme has been "Metamorphoses". How did u take that into your work this year?

Hmm good question. I don't think I went into this year's burn preparing a metamorphosis, but change is of course inevitable. No burn is the same, year after year.

This year, I ended up spending more time alone and I think I've become more independent to rely more on myself psychologically. I think I was also more confident in what I wanted to



This project was conceived from scratch. From early strategic definition to hands-on daily operations, we were responsible for every stage of its development — from naming and visual identity to workflow design and global team coordination; from UI/UX and platform development to the production of over **500 pieces of content per month.**

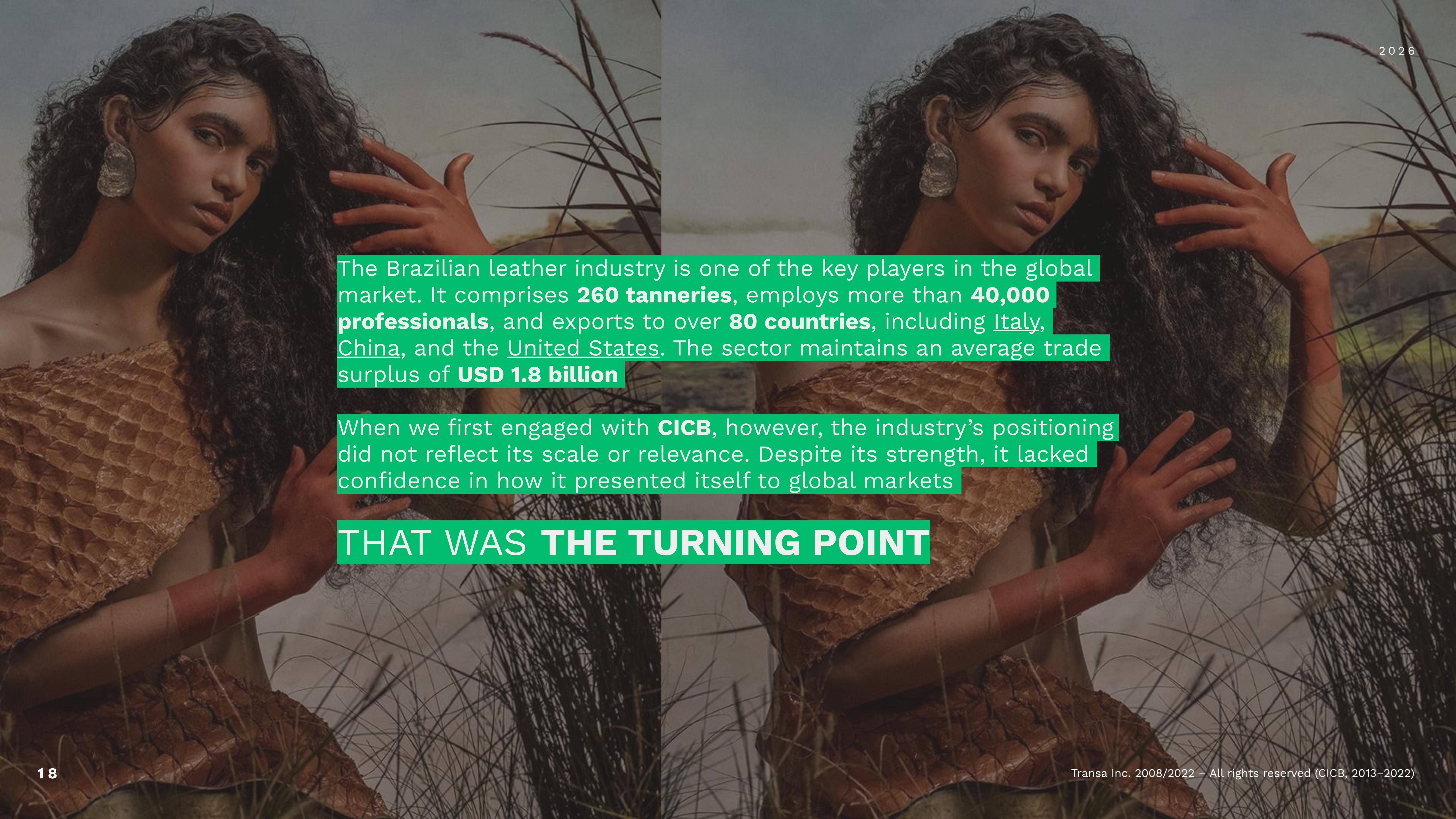
## A PROJECT THAT CHANGED THE CONVERSATION, AND LEATHER'S PLACE WITHIN IT

# Brazilian leather

LONG-TERM PARTNERSHIPS THAT CONTINUE TO EVOLVE ARE A **CLEAR INDICATOR OF RELEVANCE AND CONSISTENCY**. THIS IS THE STORY OF OUR WORK ALONGSIDE THE **CENTRE FOR THE BRAZILIAN TANNING INDUSTRY**.



FOR TEN YEARS, WE PARTNERED WITH **CICB**, LEADING THE ENTITY'S BRANDING AND COMMUNICATION STRATEGIES AND BRINGING TO LIFE A SERIES OF INITIATIVES THAT REPOSITIONED THE SECTOR. DURING THIS PERIOD, **CICB** BECAME A BENCHMARK PROJECT ACCORDING TO **APEX-BRASIL** – THE GOVERNMENTAL ORGANIZATION RESPONSIBLE FOR FUNDING AND EVALUATING BRAZIL'S MAJOR SECTORAL INITIATIVES



The Brazilian leather industry is one of the key players in the global market. It comprises **260 tanneries**, employs more than **40,000 professionals**, and exports to over **80 countries**, including Italy, China, and the United States. The sector maintains an average trade surplus of **USD 1.8 billion**

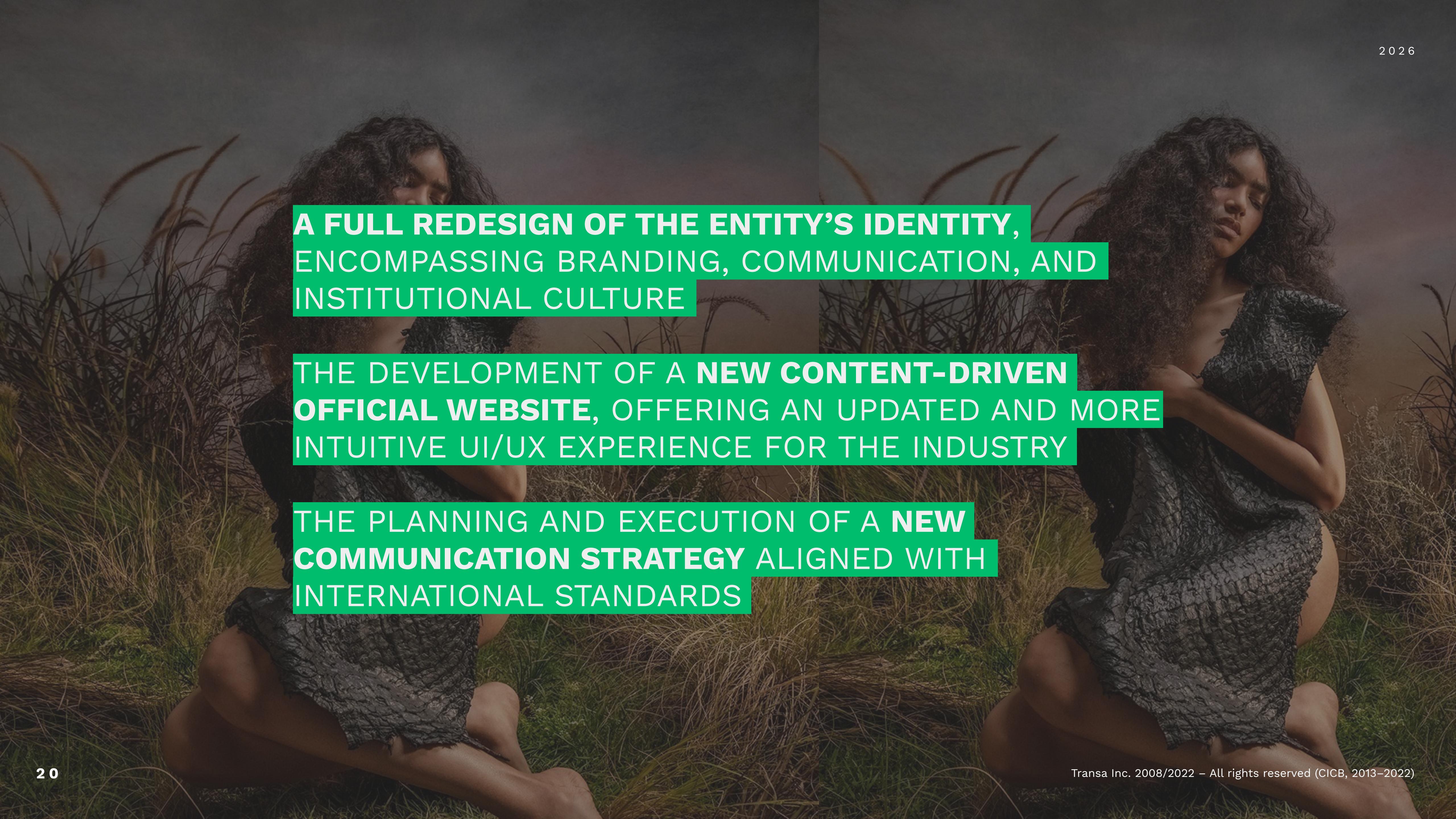
When we first engaged with **CICB**, however, the industry's positioning did not reflect its scale or relevance. Despite its strength, it lacked confidence in how it presented itself to global markets

## THAT WAS THE TURNING POINT



OUR PARTNERSHIP BEGAN IN **2012**, WHEN **CICB** APPROACHED US WITH A REQUEST FOR A NEW WEBSITE. AS DISCUSSIONS EVOLVED, IT BECAME CLEAR THAT THE CHALLENGE WENT FAR BEYOND A DIGITAL PLATFORM. THE OPPORTUNITY WAS TO **REDEFINE HOW THE BRAZILIAN LEATHER INDUSTRY COMMUNICATED**, POSITIONED ITSELF, AND ENGAGED WITH ITS STAKEHOLDERS

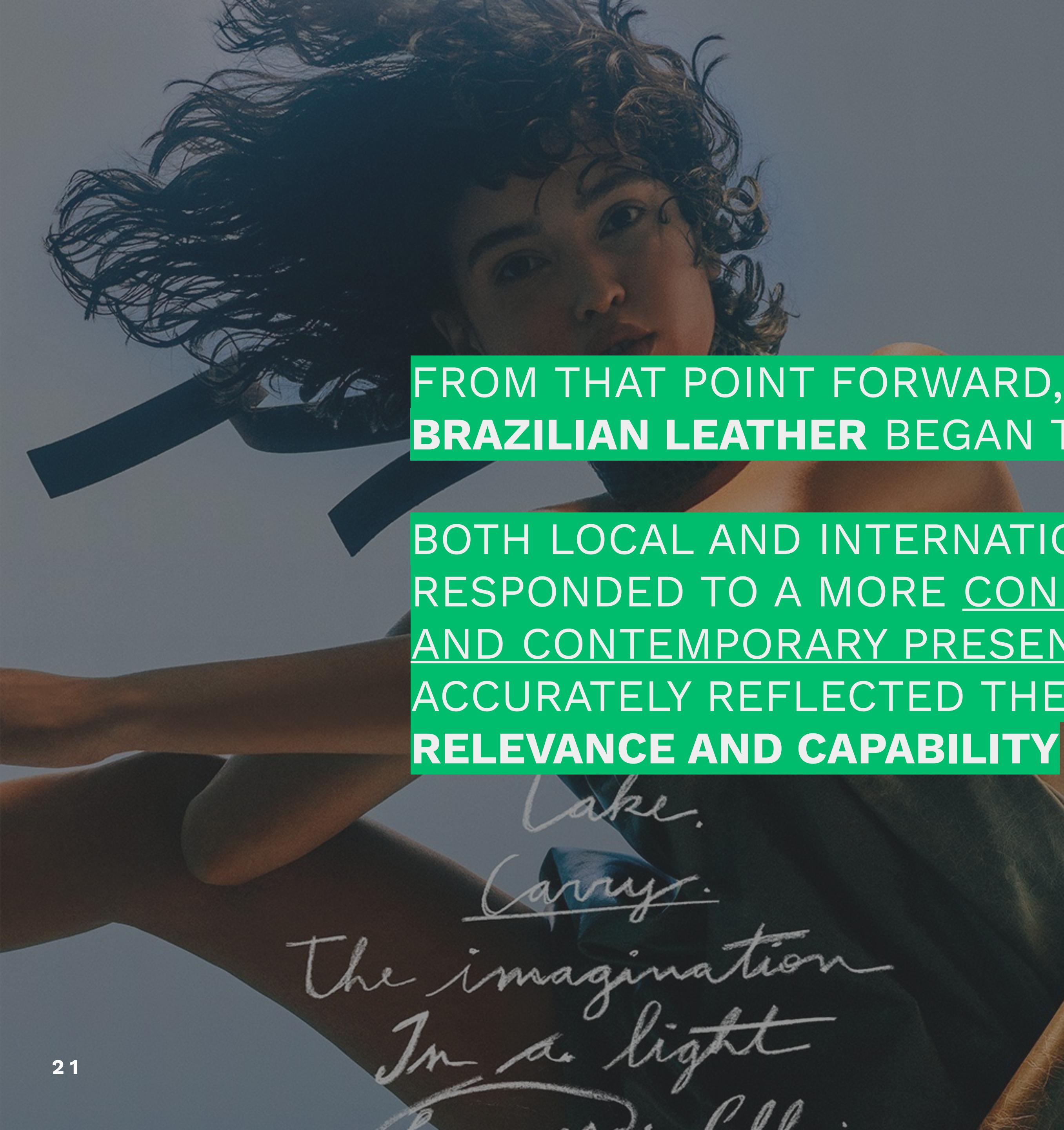
WE INITIATED A **COMPREHENSIVE STRATEGIC TRANSFORMATION**

A woman with dark, curly hair is sitting in a field of tall, dry grass. She is wearing a dark, textured, sleeveless top and shorts. Her gaze is directed towards the camera. The background is a soft-focus landscape of similar grass.

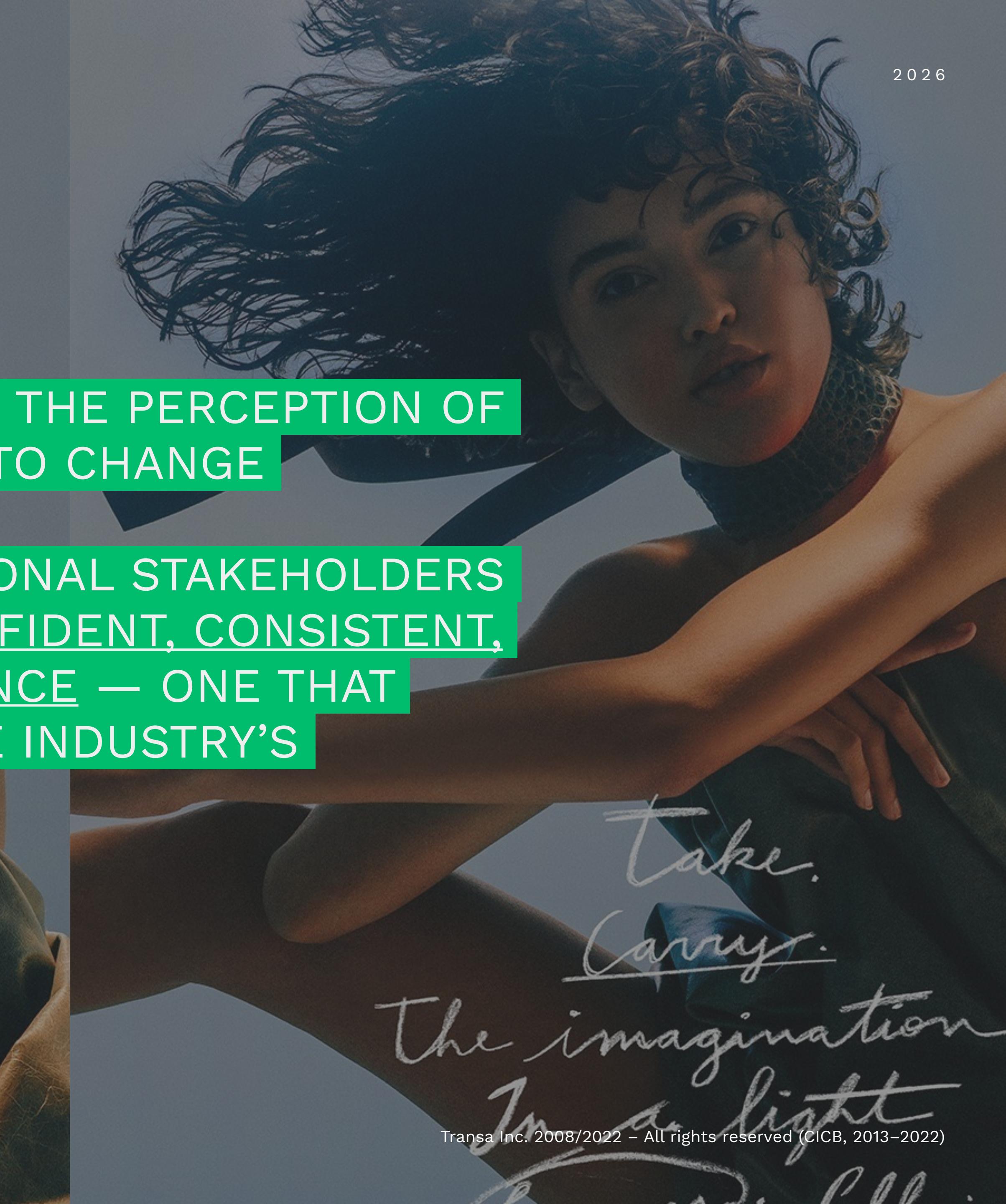
**A FULL REDESIGN OF THE ENTITY'S IDENTITY,  
ENCOMPASSING BRANDING, COMMUNICATION, AND  
INSTITUTIONAL CULTURE**

**THE DEVELOPMENT OF A NEW CONTENT-DRIVEN  
OFFICIAL WEBSITE, OFFERING AN UPDATED AND MORE  
INTUITIVE UI/UX EXPERIENCE FOR THE INDUSTRY**

**THE PLANNING AND EXECUTION OF A NEW  
COMMUNICATION STRATEGY ALIGNED WITH  
INTERNATIONAL STANDARDS**



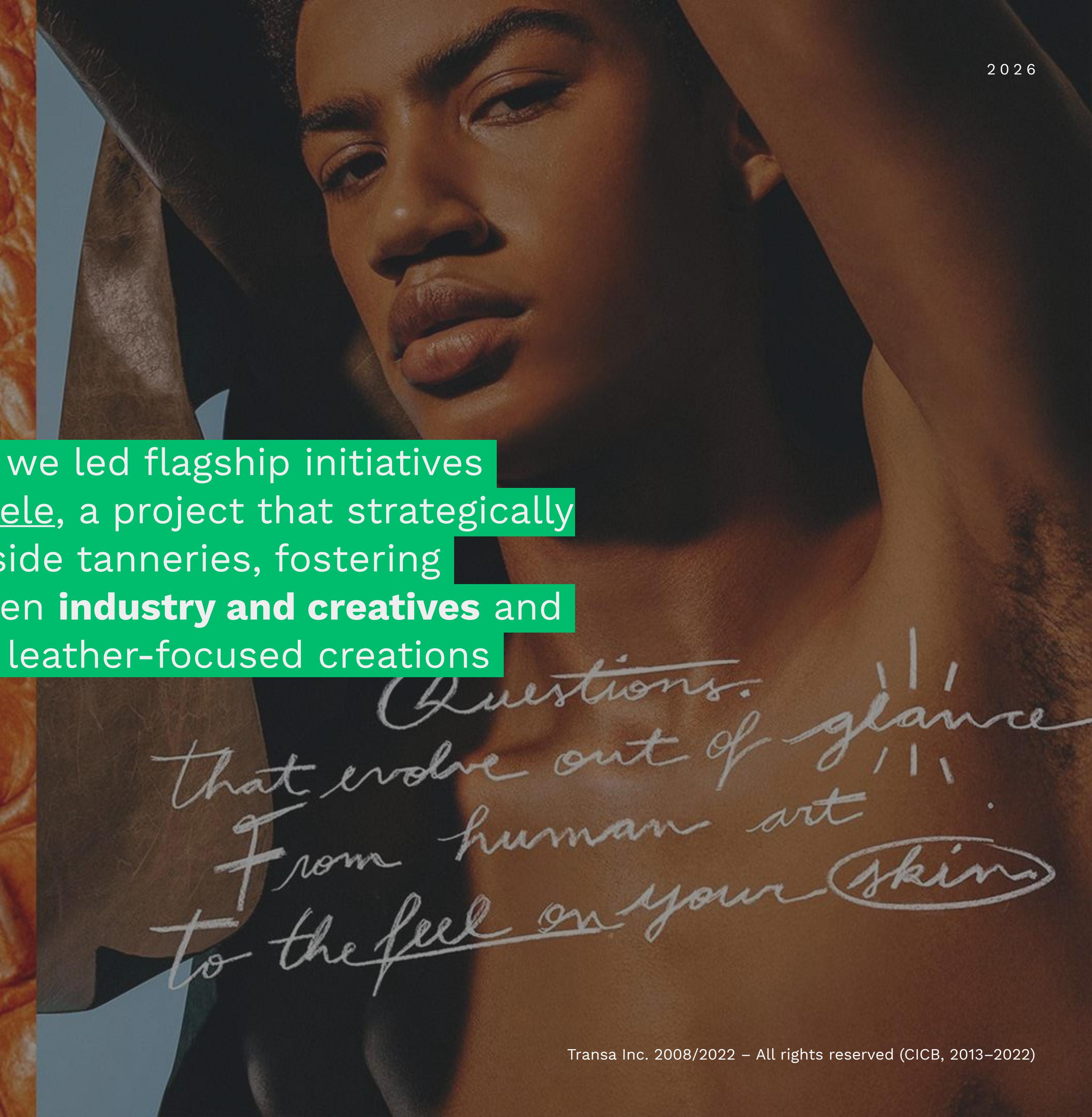
FROM THAT POINT FORWARD, THE PERCEPTION OF  
**BRAZILIAN LEATHER** BEGAN TO CHANGE



BOTH LOCAL AND INTERNATIONAL STAKEHOLDERS  
RESPONDED TO A MORE CONFIDENT, CONSISTENT,  
AND CONTEMPORARY PRESENCE — ONE THAT  
ACCURATELY REFLECTED THE INDUSTRY'S  
**RELEVANCE AND CAPABILITY**



Together with **CICB**, we led flagship initiatives such as Design na Pele, a project that strategically placed designers inside tanneries, fostering collaboration between **industry and creatives** and resulting in original, leather-focused creations



Questions.  
that evolve out of glance  
From human art  
to the feel on your skin.



**DESIGN NA PELE PREMIERED AT MILAN DESIGN WEEK  
AND WAS LATER SHOWCASED AT MAJOR GLOBAL  
INDUSTRY EVENTS IN LAS VEGAS, PARIS, HONG KONG,  
SHANGHAI, SÃO PAULO, AND NEW YORK**

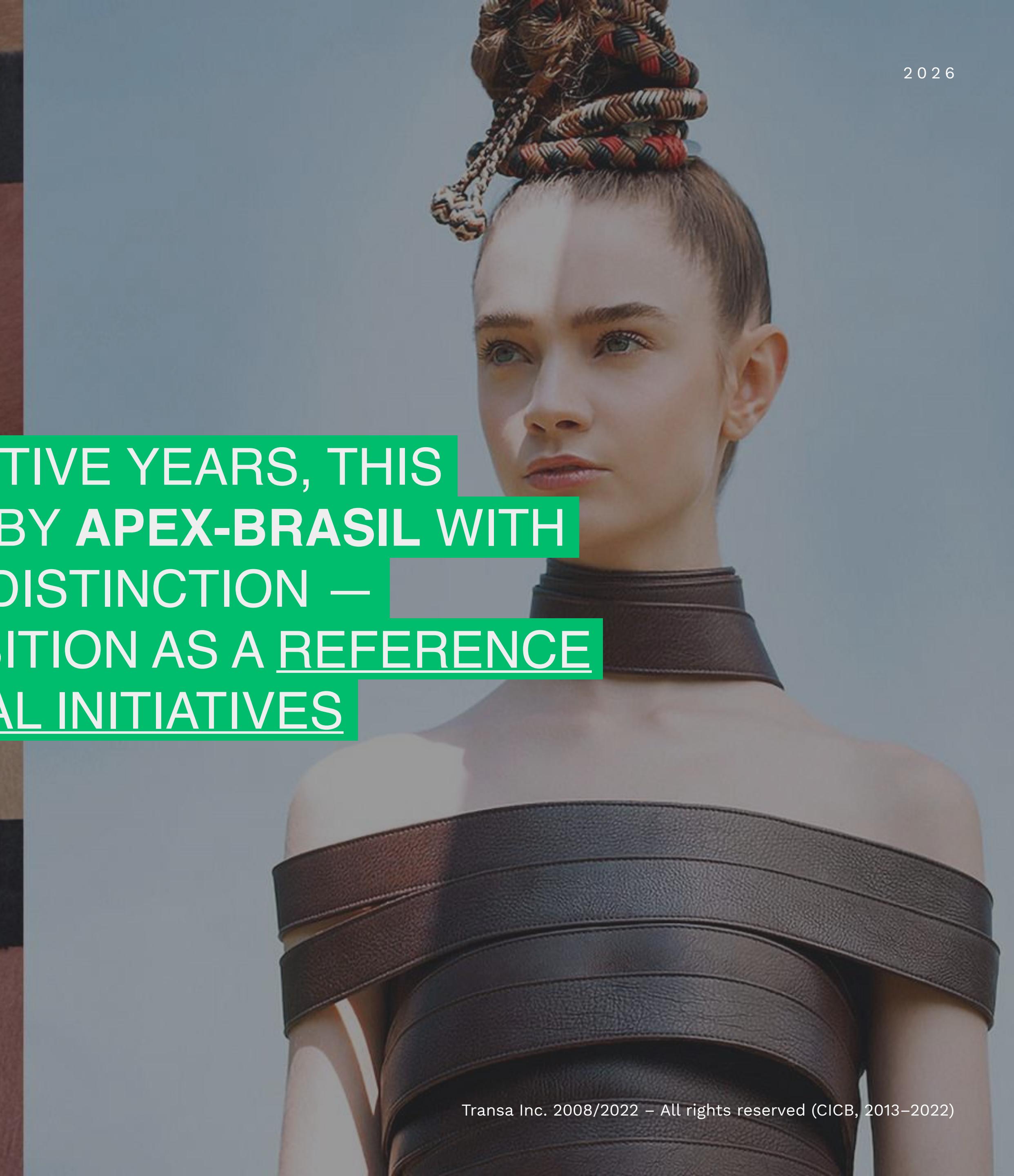


**WE ALSO SUPPORTED THE DEVELOPMENT OF THE  
CAMPAIGN FOR BRAZIL'S ROLE AS THE HOST COUNTRY  
AT APLF IN HONG KONG, THE WORLD'S LEADING TRADE  
FAIR FOR FOOTWEAR, LEATHER GOODS, GARMENTS,  
AND FURNITURE**



TO STRENGTHEN DIRECT ENGAGEMENT WITH STAKEHOLDERS, WE RESTRUCTURED COMMUNICATION AND SOCIAL MEDIA STRATEGIES, PRODUCED A SERIES OF EXCLUSIVE PUBLICATIONS, AND DEVELOPED A DEDICATED APP DESIGNED TO CREATE A DIRECT AND CONTINUOUS CONNECTION BETWEEN CICB AND THE INDUSTRY

*Just  
and the  
a new horizon  
guiding forward.*



OVER SEVERAL CONSECUTIVE YEARS, THIS WORK WAS RECOGNIZED BY APEX-BRASIL WITH THE PROJECT TO WATCH DISTINCTION – REINFORCING CICB'S POSITION AS A REFERENCE WITHIN BRAZIL'S SECTORAL INITIATIVES



**ABOVE ALL, THIS JOURNEY HELPED THE  
BRAZILIAN LEATHER INDUSTRY REALIGN ITS  
POSITIONING WITH ITS TRUE SCALE,  
RELEVANCE, AND GLOBAL PRESENCE**



melissa

THE BRIEFING WAS ABOUT A WEBSITE,  
THE PROBLEM **WAS BIGGER.**



IT WASN'T ABOUT A NEW WEBSITE

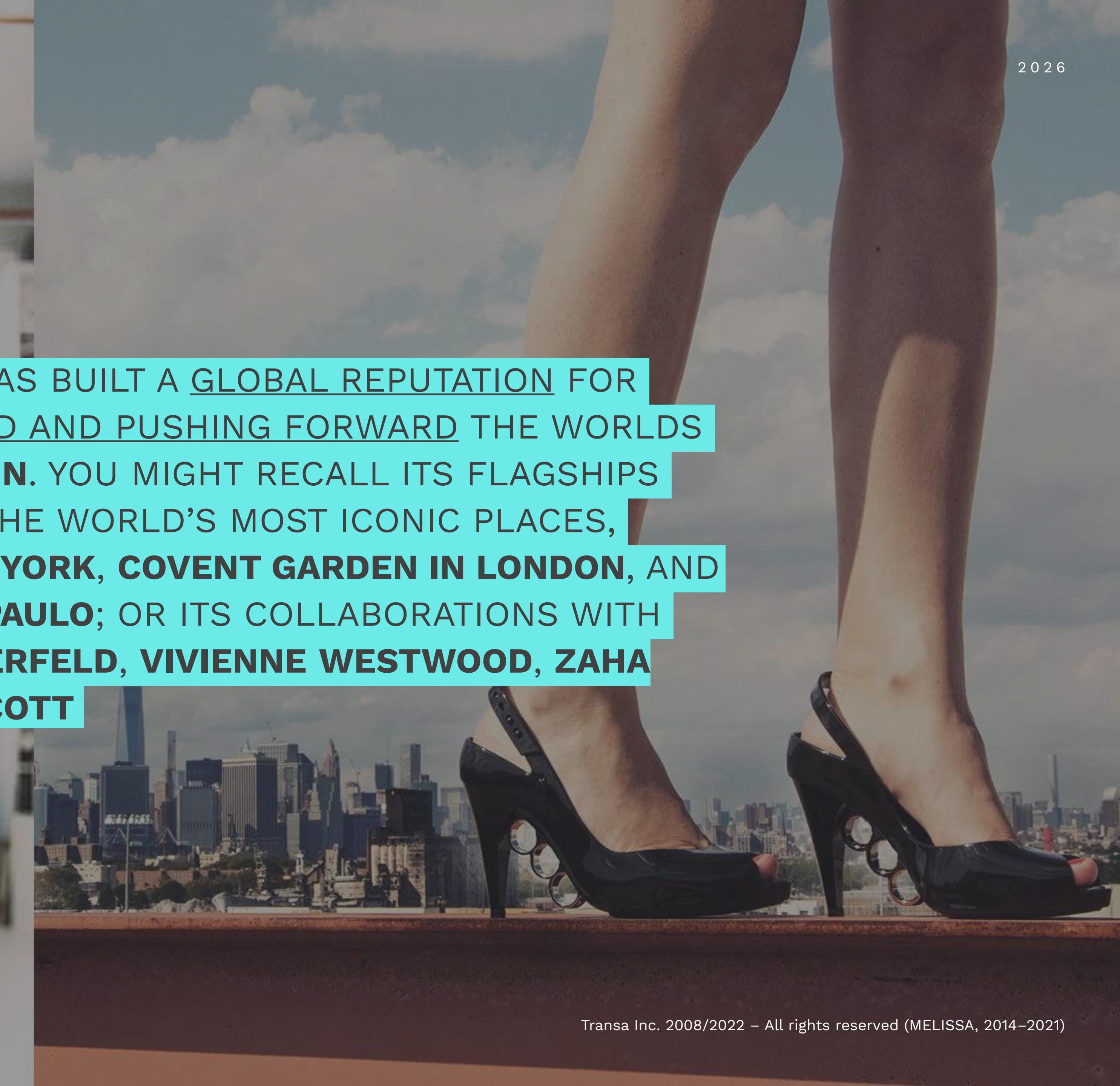
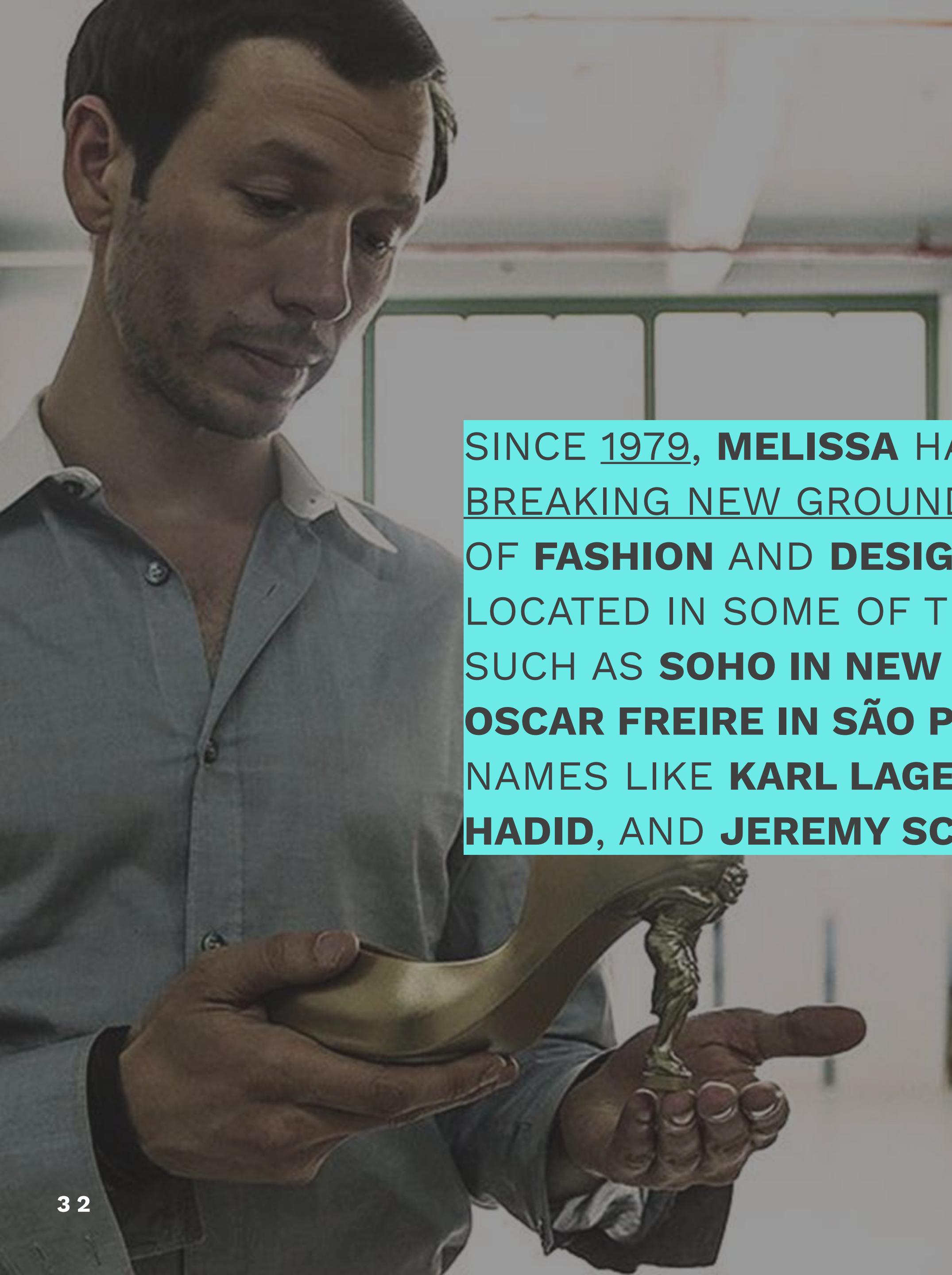
IT WAS ABOUT ALIGNING NARRATIVE,  
EXPERIENCE AND IDENTITY

A photograph of a young man sitting on a sand dune. He is wearing a light-colored t-shirt with a graphic, dark shorts, and black sandals. He has a textured beanie on his head and is looking off to the side with a contemplative expression. The background shows more sand dunes under a clear sky.

THIS IS ABOUT A **NEW CULTURE**. IT'S  
ABOUT **ENCOURAGING PEOPLE** TO  
RECOGNIZE THEIR OWN STRENGTH.



**MELISSA IS THE LARGEST BRAZILIAN LOVE BRAND  
WITHIN THE FOOTWEAR AND ACCESSORIES SEGMENT.  
IT IS PRESENT IN OVER 100 COUNTRIES WORLDWIDE  
AND PLAYS A LEADING ROLE IN GRENDENE GROUP'S  
ANNUAL NET REVENUE OF R\$2.1 BILLION**



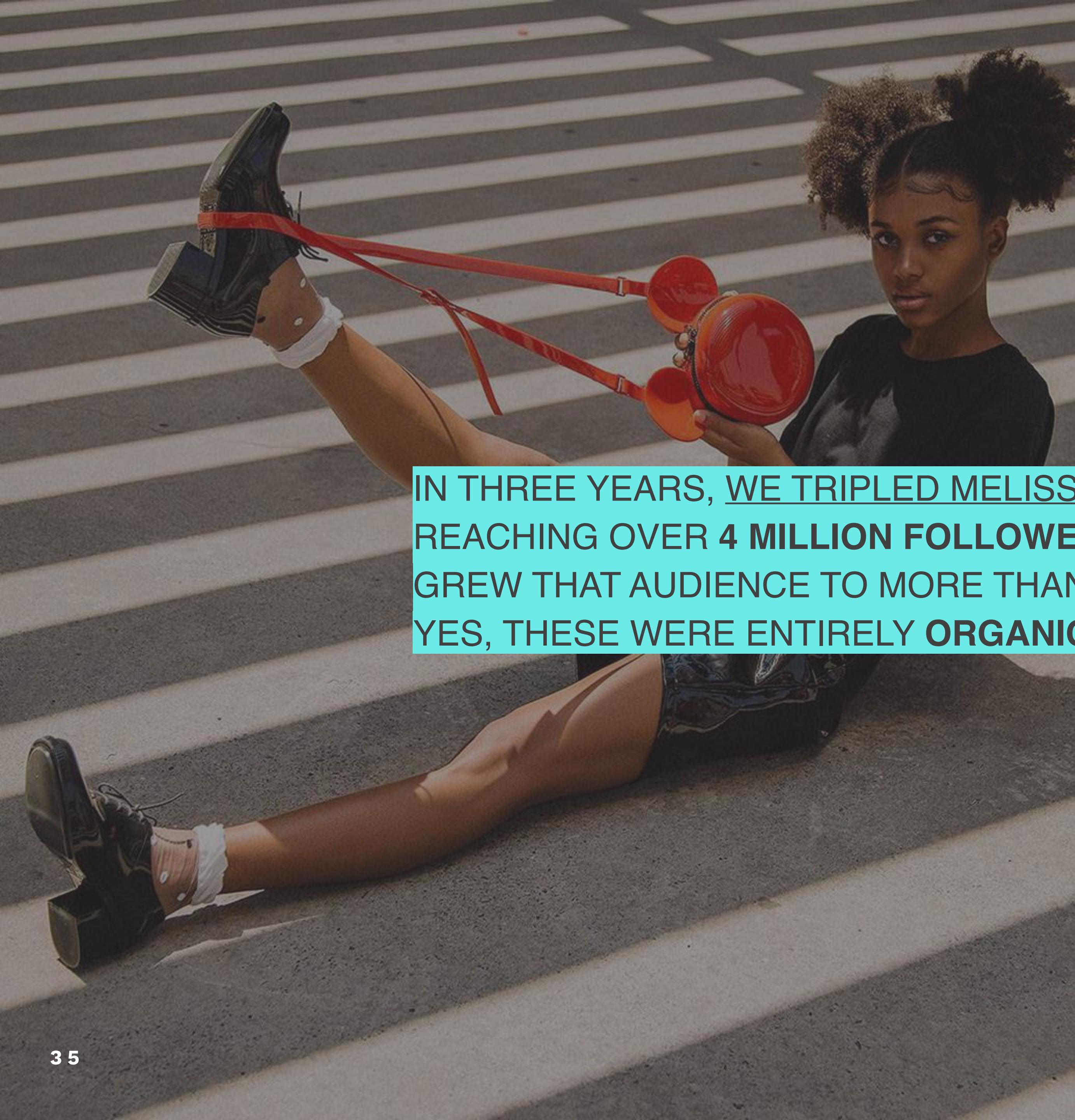
SINCE 1979, **MELISSA** HAS BUILT A GLOBAL REPUTATION FOR  
BREAKING NEW GROUND AND PUSHING FORWARD THE WORLDS  
OF **FASHION** AND **DESIGN**. YOU MIGHT RECALL ITS FLAGSHIPS  
LOCATED IN SOME OF THE WORLD'S MOST ICONIC PLACES,  
SUCH AS **SOHO IN NEW YORK**, **COVENT GARDEN IN LONDON**, AND  
**OSCAR FREIRE IN SÃO PAULO**; OR ITS COLLABORATIONS WITH  
NAMES LIKE **KARL LAGERFELD**, **VIVIENNE WESTWOOD**, **ZAHÀ  
HADID**, AND **JEREMY SCOTT**



THE ISSUE WAS THAT NONE OF THESE STORIES — NONE OF THESE **HIGHLY VALUED** AND WIDELY APPRECIATED QUALITIES — **WERE TRULY PERCEIVED IN THE BRAND'S DIGITAL EXPERIENCE AND COMMUNICATION**

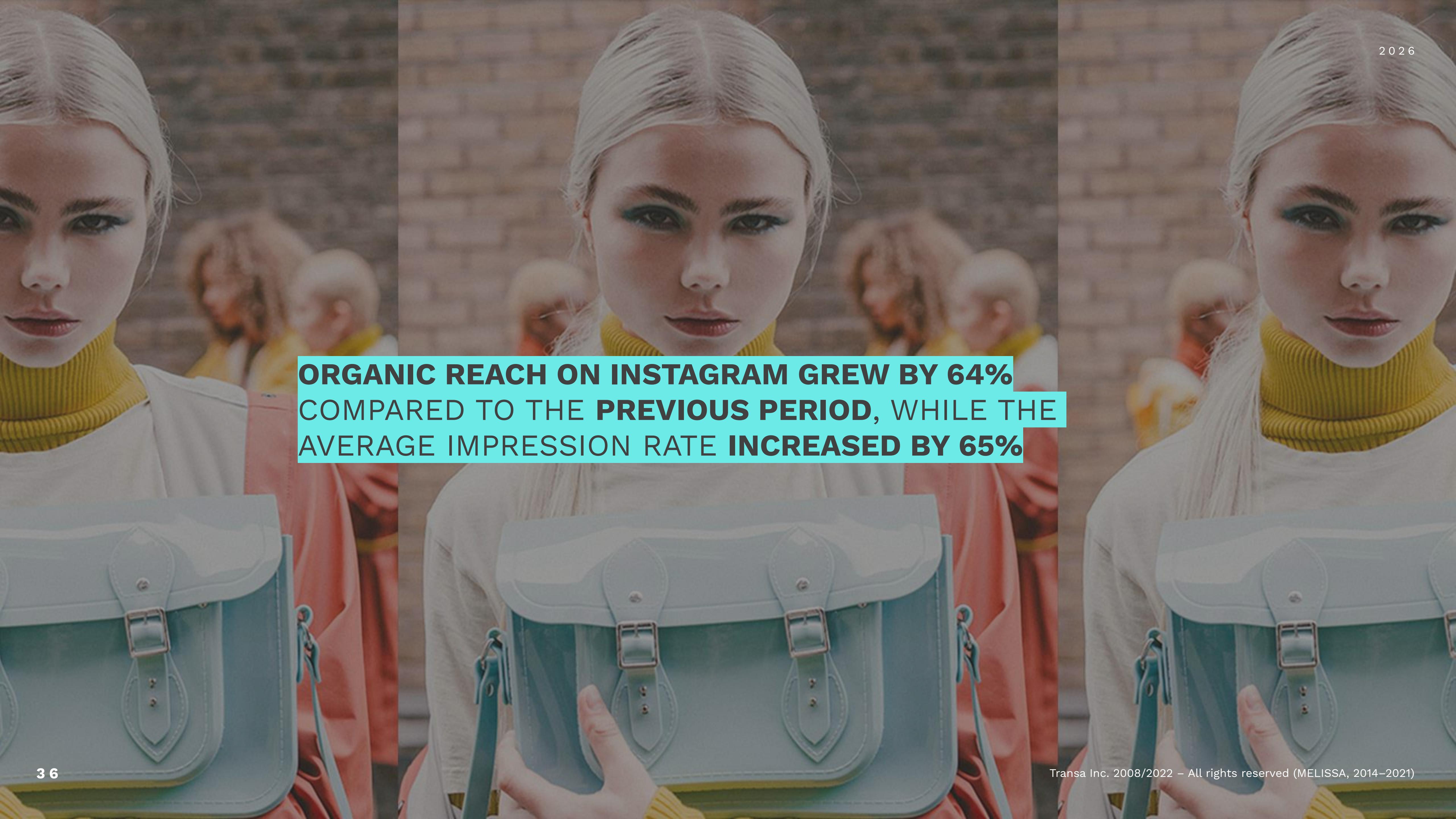
## AND HERE LAY THE REAL CHALLENGE

And don't get us wrong: we did conceive, design, and develop a new website for Melissa. We simply took the opportunity to go much further, provoking a deep change in the brand's culture in such a smooth and strategic way that nobody really noticed it happening



IN THREE YEARS, WE TRIPLED MELISSA'S INSTAGRAM AUDIENCE, REACHING OVER 4 MILLION FOLLOWERS. ON FACEBOOK, WE GREW THAT AUDIENCE TO MORE THAN 6 MILLION PEOPLE — AND YES, THESE WERE ENTIRELY ORGANIC STRATEGIES AND RESULTS



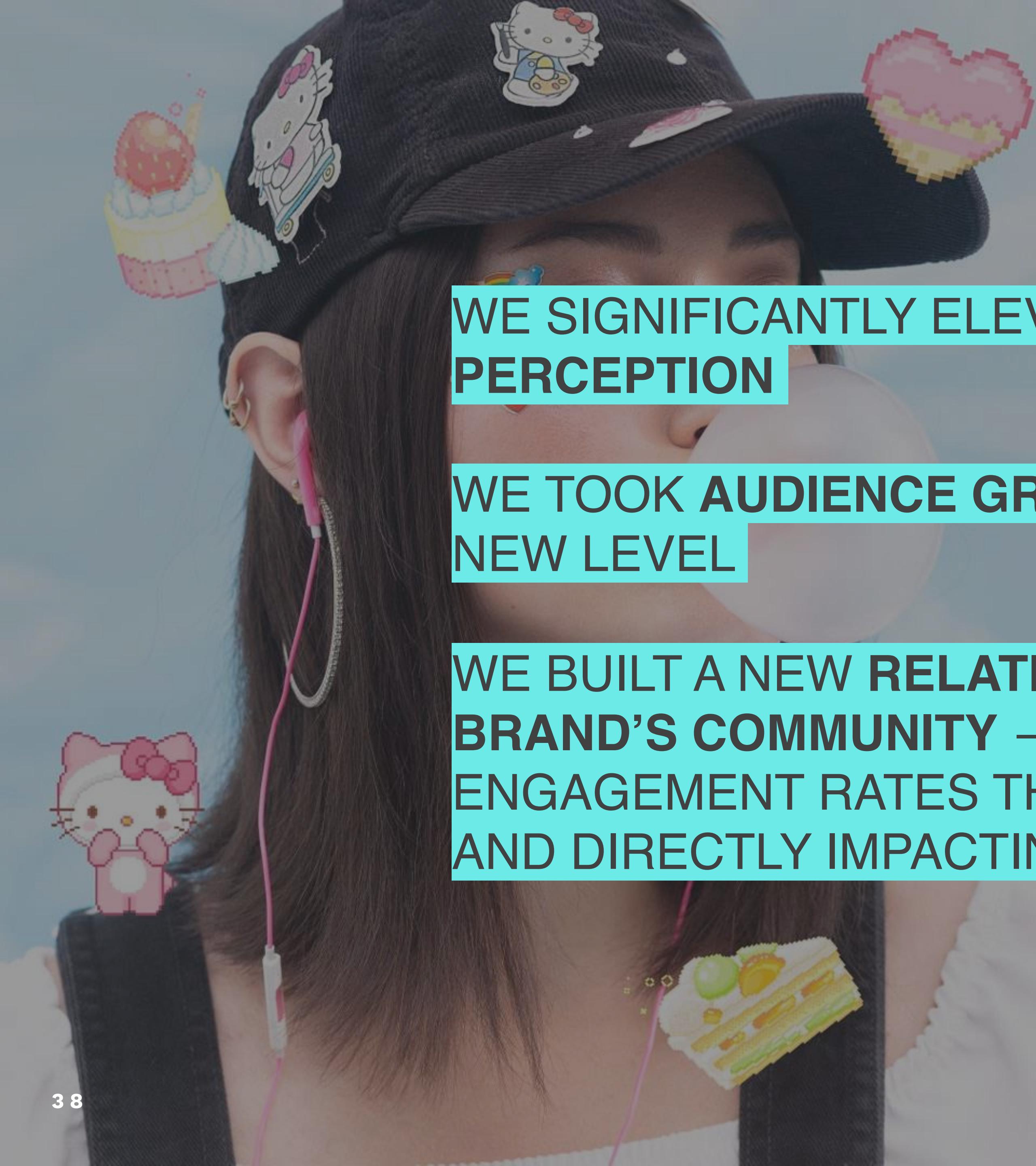


**ORGANIC REACH ON INSTAGRAM GREW BY 64%**  
**COMPARED TO THE PREVIOUS PERIOD, WHILE THE**  
**AVERAGE IMPRESSION RATE INCREASED BY 65%**



NOW, MORE THAN 900 MILLION PEOPLE ACROSS OVER 5,000 CITIES WORLDWIDE ARE IMPACTED BY — AND CONNECT WITH — THE BRAND ON A DAILY BASIS

OVER FOUR AND A HALF YEARS, WE HELPED MELISSA CONTINUE TO BREAK NEW GROUND — INCLUDING BECOMING FACEBOOK'S MOST RELEVANT BRAND PAGE IN ALL OF LATIN AMERICA



WE SIGNIFICANTLY ELEVATED THE BRAND'S  
PERCEPTION



WE TOOK AUDIENCE GROWTH TO AN ENTIRELY  
NEW LEVEL



WE BUILT A NEW RELATIONSHIP WITH THE  
BRAND'S COMMUNITY – DRIVING  
ENGAGEMENT RATES THROUGH THE ROOF  
AND DIRECTLY IMPACTING SALES



THE MOST EXCITING STORIES, TOLD IN THE MOST  
COMPELLING AND ENGAGING WAY





A CLOSER, MORE HUMAN FORM OF  
COMMUNICATION – TRUER TO MELISSA'S  
ESSENCE, AND THEREFORE STRONGER



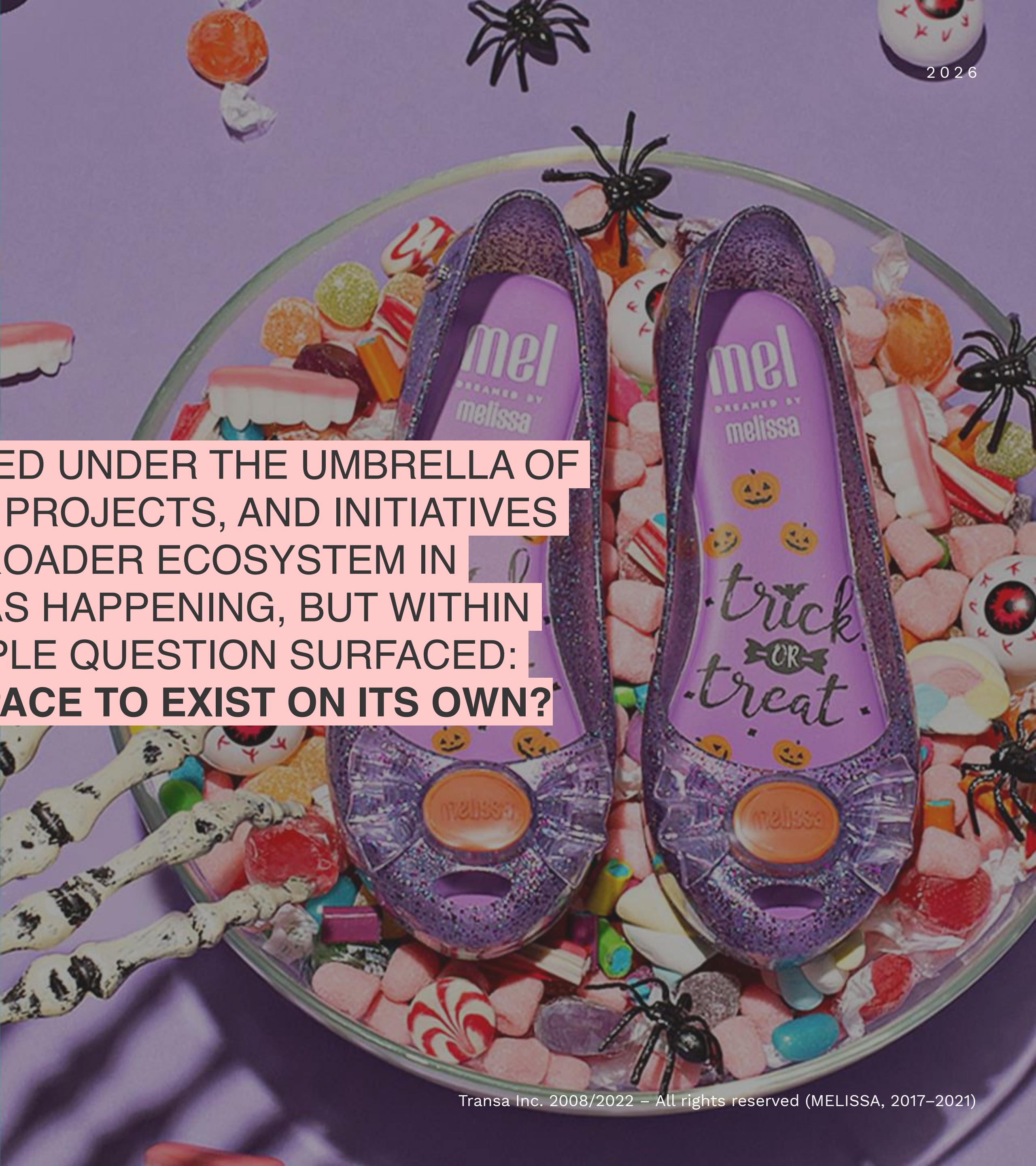
mini  
melissa

**MELISSA** IS ONE OF BRAZIL'S STRONGEST LOVE BRANDS. WITH OVER FOUR DECADES OF HISTORY, IT IS PRESENT IN MORE THAN **4,000 STORES** ACROSS **80 COUNTRIES**, WITH FLAGSHIPS IN SÃO PAULO, LONDON, NEW YORK, AND LOS ANGELES

**MINI MELISSA** IS ITS SISTER BRAND, DEDICATED TO ITS YOUNGEST AUDIENCE — **BABIES AND KIDS**

A vibrant collage featuring a variety of colorful candies like lollipops, gummy bears, and wrapped chocolates. Two pairs of Mini Melissa sandals are integrated into the design: one pair in the upper left corner with red and white striped straps, and another pair in the lower right corner with purple glittery straps. The background is a light teal color.

FOR YEARS, MINI MELISSA LIVED UNDER THE UMBRELLA OF THE MAIN BRAND. PRODUCTS, PROJECTS, AND INITIATIVES HAD TO FIT INTO MELISSA'S BROADER ECOSYSTEM IN ORDER TO EXIST. GROWTH WAS HAPPENING, BUT WITHIN CLEAR LIMITS. UNTIL ONE SIMPLE QUESTION SURFACED: **WHAT IF MINI MELISSA HAD SPACE TO EXIST ON ITS OWN?**





THE BRAND WAS GAINING STRENGTH. THERE WAS A VAST MARKET STILL UNTOUCHED. STRATEGICALLY, INDEPENDENCE MADE SENSE. WE RECEIVED THE GREEN LIGHT. AND THE SHIFT BEGAN.

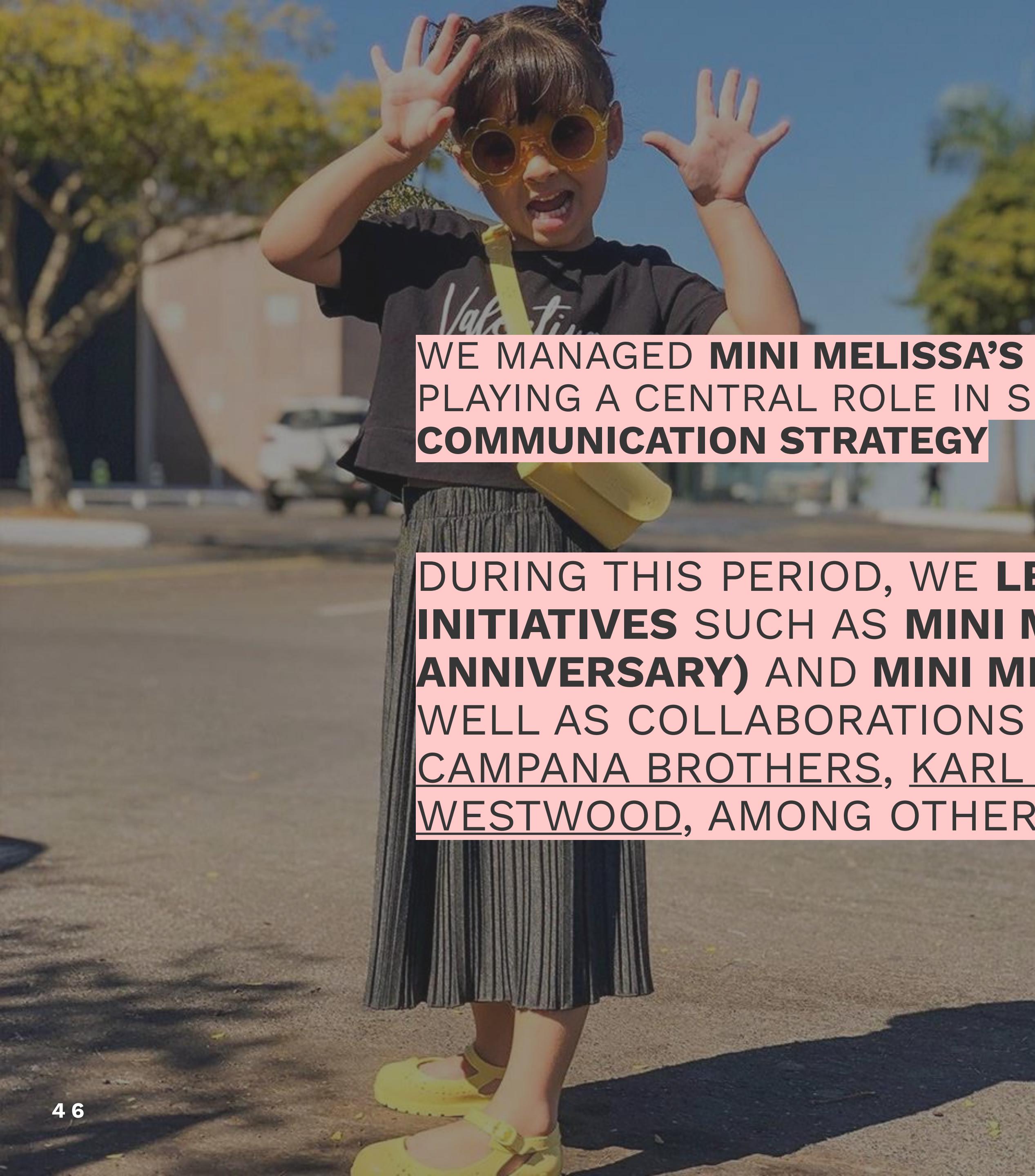
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ON DECEMBER 20TH, 2017, MINI MELISSA LAUNCHED ITS **OWN PROPRIETARY CHANNELS**



THIS MOVE WAS SUPPORTED BY A CAREFULLY STRUCTURED STRATEGY THAT INCLUDED:

**IN-DEPTH RESEARCH INTO MARKET AND AUDIENCE; DEFINITION OF MINI MELISSA'S VISUAL, VERBAL, AND BEHAVIORAL IDENTITY;**  
**A NEW EDITORIAL SYSTEM DESIGNED FOR PROPRIETARY CHANNELS;**  
COMMUNITY MANAGEMENT AND PR STRATEGY;  
**UI / UX DESIGN AND DEVELOPMENT;**  
PHOTOGRAPHIC PRODUCTION;  
**3D CONTENT PRODUCTION**



WE MANAGED **MINI MELISSA'S** PROPRIETARY CHANNELS,  
PLAYING A CENTRAL ROLE IN SHAPING ITS **BRANDING AND  
COMMUNICATION STRATEGY**



DURING THIS PERIOD, WE LED AND SUPPORTED GLOBAL  
**INITIATIVES** SUCH AS **MINI MELISSA + MICKEY (90TH  
ANNIVERSARY)** AND **MINI MELISSA + HELLO KITTY**, AS  
WELL AS COLLABORATIONS WITH JEREMY SCOTT, THE  
CAMPANA BROTHERS, KARL LAGERFELD, VIVIENNE  
WESTWOOD, AMONG OTHERS



GRANTING MINI MELISSA ITS INDEPENDENCE **PROVED**  
**TO BE A DECISIVE MOVE:**



IN ONLY **TWO YEARS**, THE BRAND  
ORGANICALLY BUILT AN AUDIENCE OF OVER  
**300,000 PEOPLE** ON INSTAGRAM. ITS CONTENT  
ACCUMULATED MORE THAN **88 MILLION VIEWS**

MORE IMPORTANTLY, **MINI MELISSA** MOVED CLOSER TO ITS AUDIENCE THROUGH A **DIRECT**, **HUMAN**, AND **CONSISTENT APPROACH**. THIS RESULTED IN A HIGHLY LOYAL COMMUNITY AND MORE THAN **4 MILLION INTERACTIONS**



THE STRATEGY ALSO UNLOCKED A NEW REVENUE STREAM. BY ESTABLISHING ITS OWN DIGITAL ECOSYSTEM, MINI MELISSA GENERATED AN AVERAGE OF 20,000 ORGANIC MONTHLY SESSIONS ON ITS ONLINE STORE – A CHANNEL THAT DID NOT EXIST BEFORE ITS PROPRIETARY PLATFORMS WERE LAUNCHED



OZA®

WE WALKED INTO **COZA'S** HEADQUARTERS SHOWROOM IN THE FAR SOUTH OF BRAZIL AND HAD A SIMPLE REACTION: THIS IS **GREAT DESIGN**. SO WHY WASN'T THIS BRAND ONE OF THE MOST LOVED DÉCOR NAMES IN THE COUNTRY?

THAT QUESTION TURNED OUT TO BE THE CHALLENGE. **IT WAS EXACTLY THE KIND OF PROBLEM WE LIKE WORKING ON.**



**COZA IS ONE OF THE LEADING COMPANIES IN THE BRAZILIAN HOUSEWARE MARKET, WITH PRODUCTS SOLD IN MORE THAN THREE THOUSAND STORES NATIONWIDE AND EXPORTED TO OVER 18 COUNTRIES, INCLUDING SPAIN, FRANCE, AND CANADA**

ACROSS A 40-YEAR TRAJECTORY, THE BRAND ACCUMULATED MORE THAN **50 NATIONAL AND INTERNATIONAL DESIGN AWARDS** – A CLEAR SIGNAL OF ITS CONSISTENCY, QUALITY, AND CAPACITY FOR INNOVATION



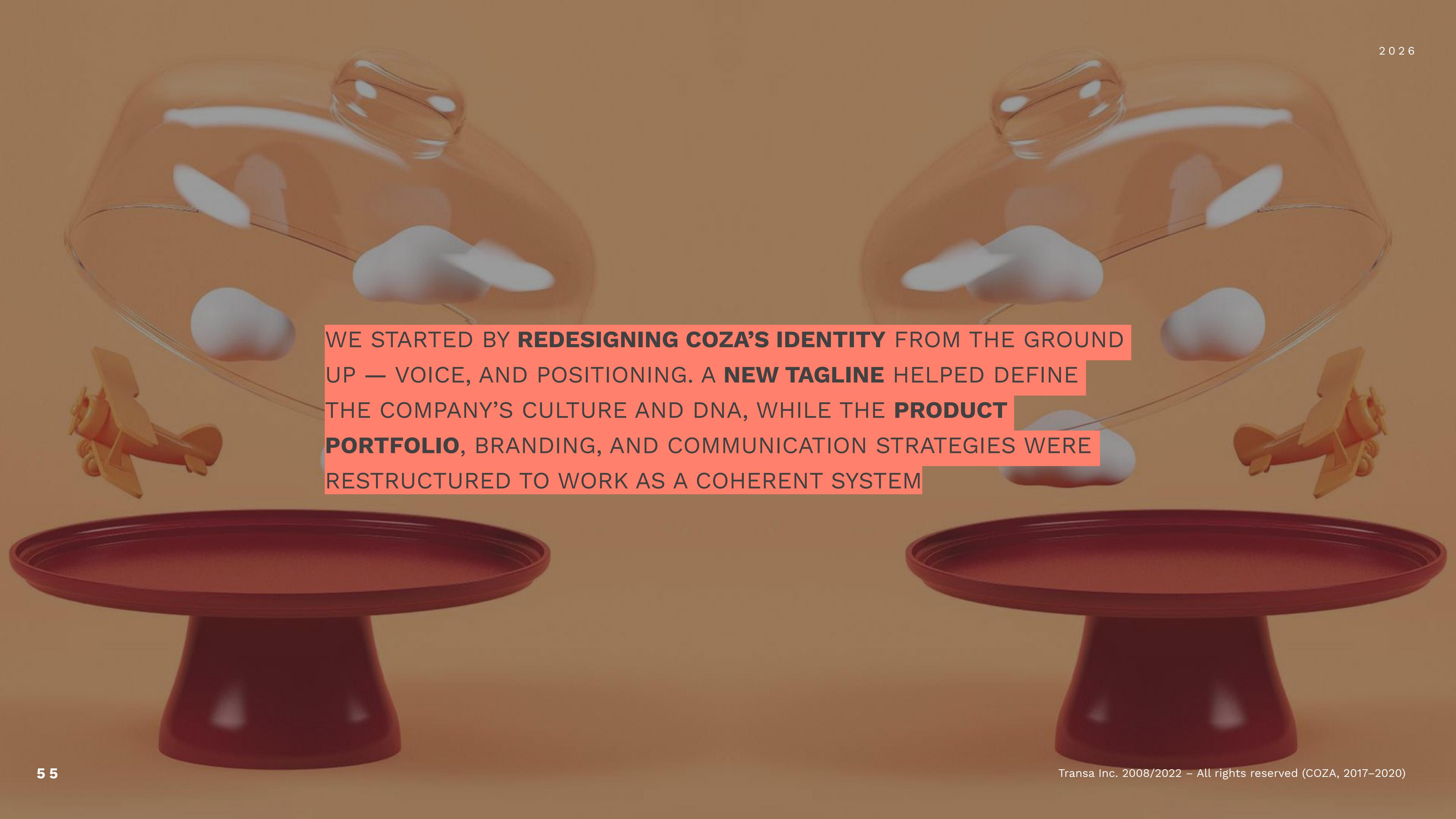
ORIGINALLY A FAMILY-OWNED COMPANY, **COZA** HAD BEEN ACQUIRED BY THE **BRINOX GROUP** A FEW YEARS EARLIER. THE SCENARIO WAS CLEAR, AND SO WERE THE PRIORITIES

INCREASE BRAND **VALUE AND PERCEPTION**

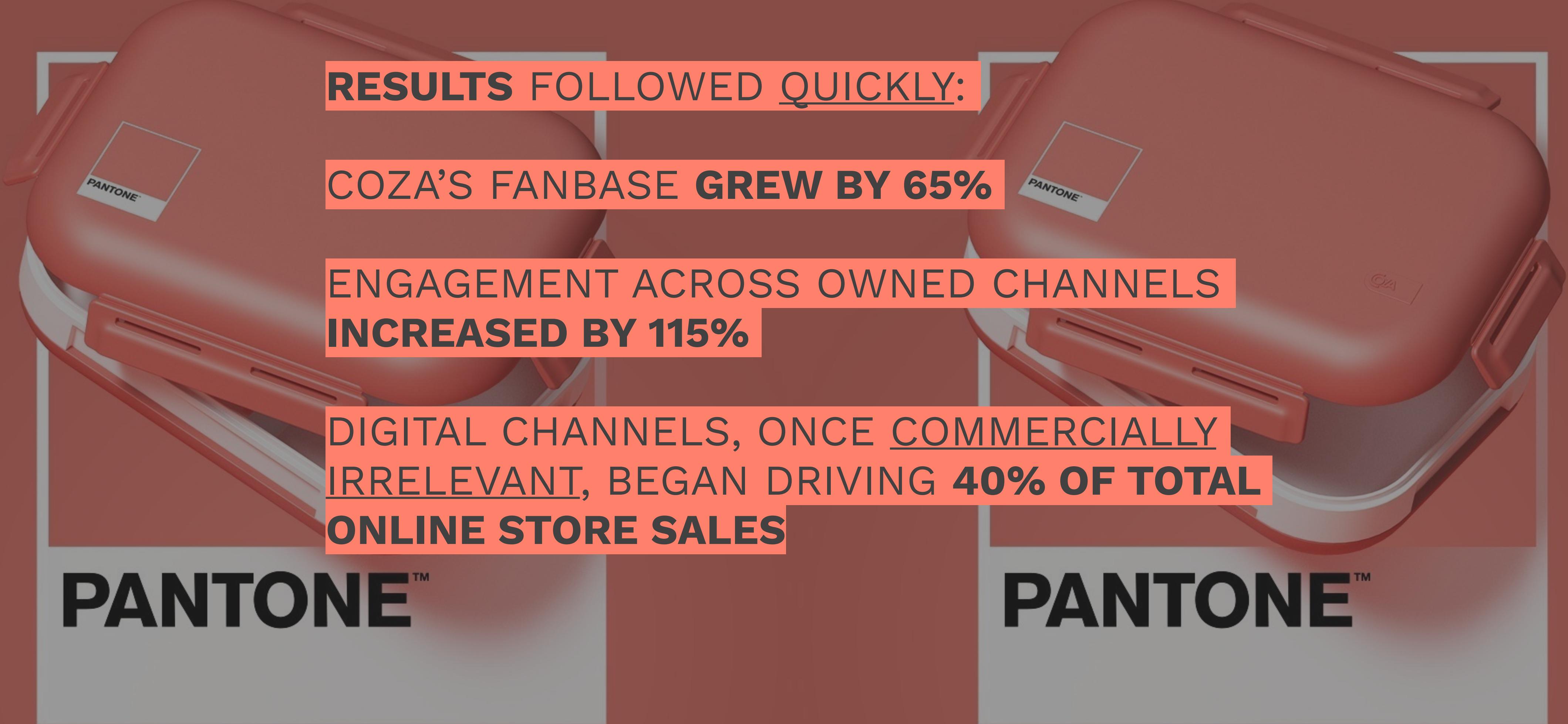
REDESIGN THE BRAND'S ENTIRE **DIGITAL PRESENCE AND STRATEGY**

**GROW THE AUDIENCE WHILE BUILDING A REAL BRAND COMMUNITY**

EXPAND THE **DIGITAL SHARE** OF OVERALL SALES



WE STARTED BY **REDESIGNING COZA'S IDENTITY** FROM THE GROUND UP — VOICE, AND POSITIONING. A **NEW TAGLINE** HELPED DEFINE THE COMPANY'S CULTURE AND DNA, WHILE THE **PRODUCT PORTFOLIO**, BRANDING, AND COMMUNICATION STRATEGIES WERE RESTRUCTURED TO WORK AS A COHERENT SYSTEM



**RESULTS FOLLOWED QUICKLY:**

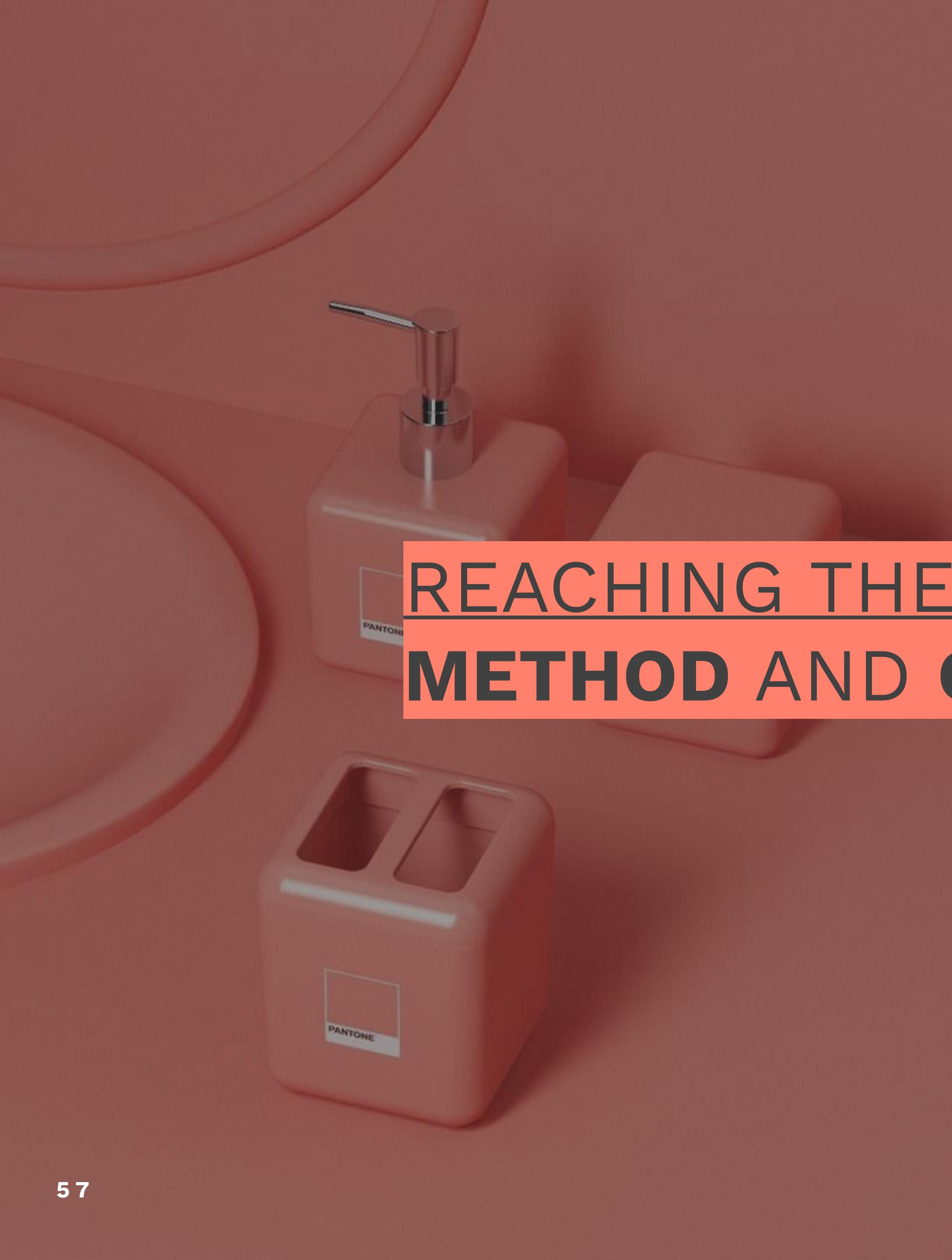
**COZA'S FANBASE GREW BY 65%**

**ENGAGEMENT ACROSS OWNED CHANNELS  
INCREASED BY 115%**

**DIGITAL CHANNELS, ONCE COMMERCIALLY  
IRRELEVANT, BEGAN DRIVING **40% OF TOTAL**  
**ONLINE STORE SALES****

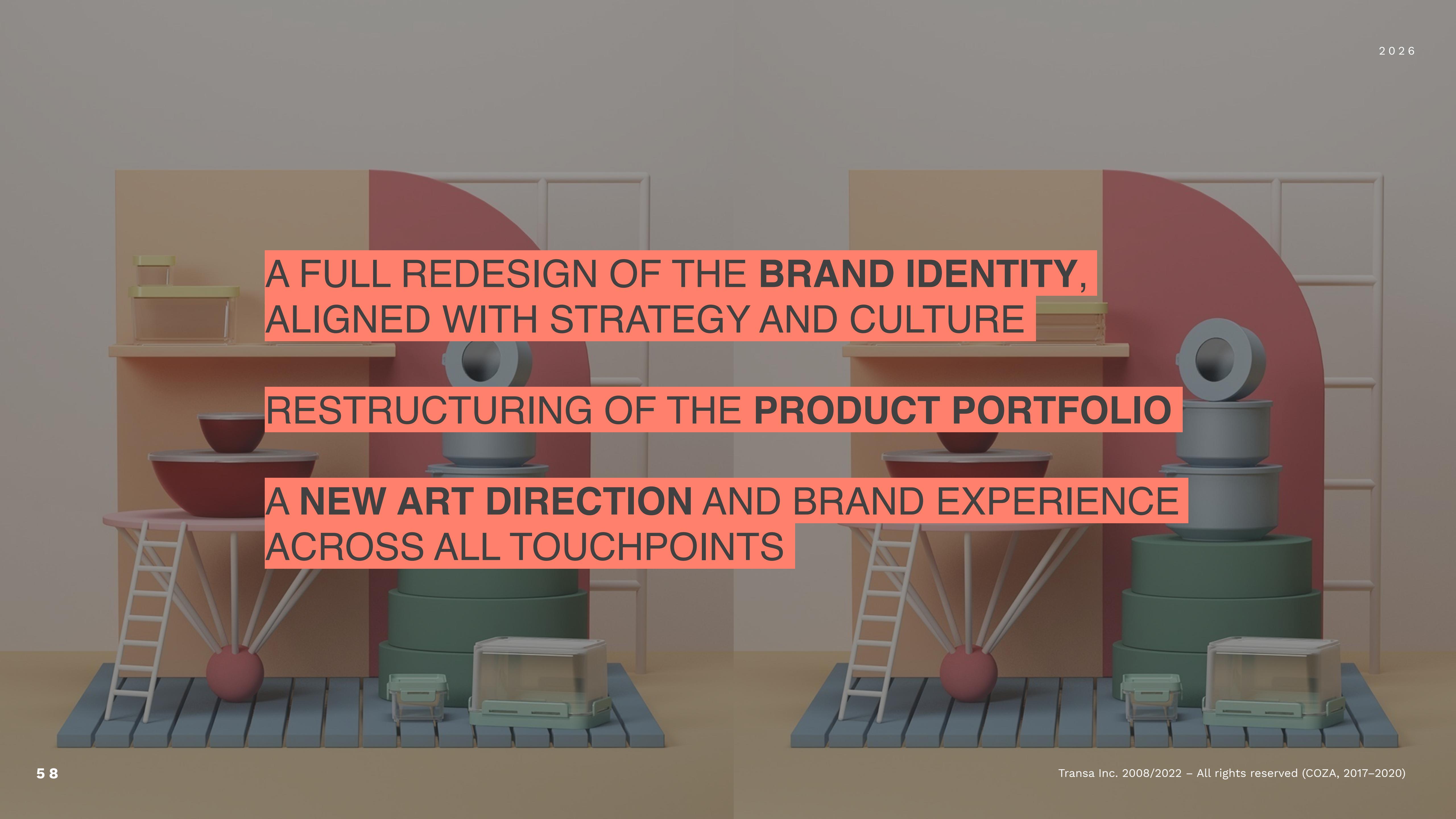
**PANTONE™**

**PANTONE™**



**REACHING THESE RESULTS REQUIRED  
METHOD AND CONSISTENCY**





A FULL REDESIGN OF THE BRAND IDENTITY,  
ALIGNED WITH STRATEGY AND CULTURE

RESTRUCTURING OF THE PRODUCT PORTFOLIO

A NEW ART DIRECTION AND BRAND EXPERIENCE  
ACROSS ALL TOUCHPOINTS



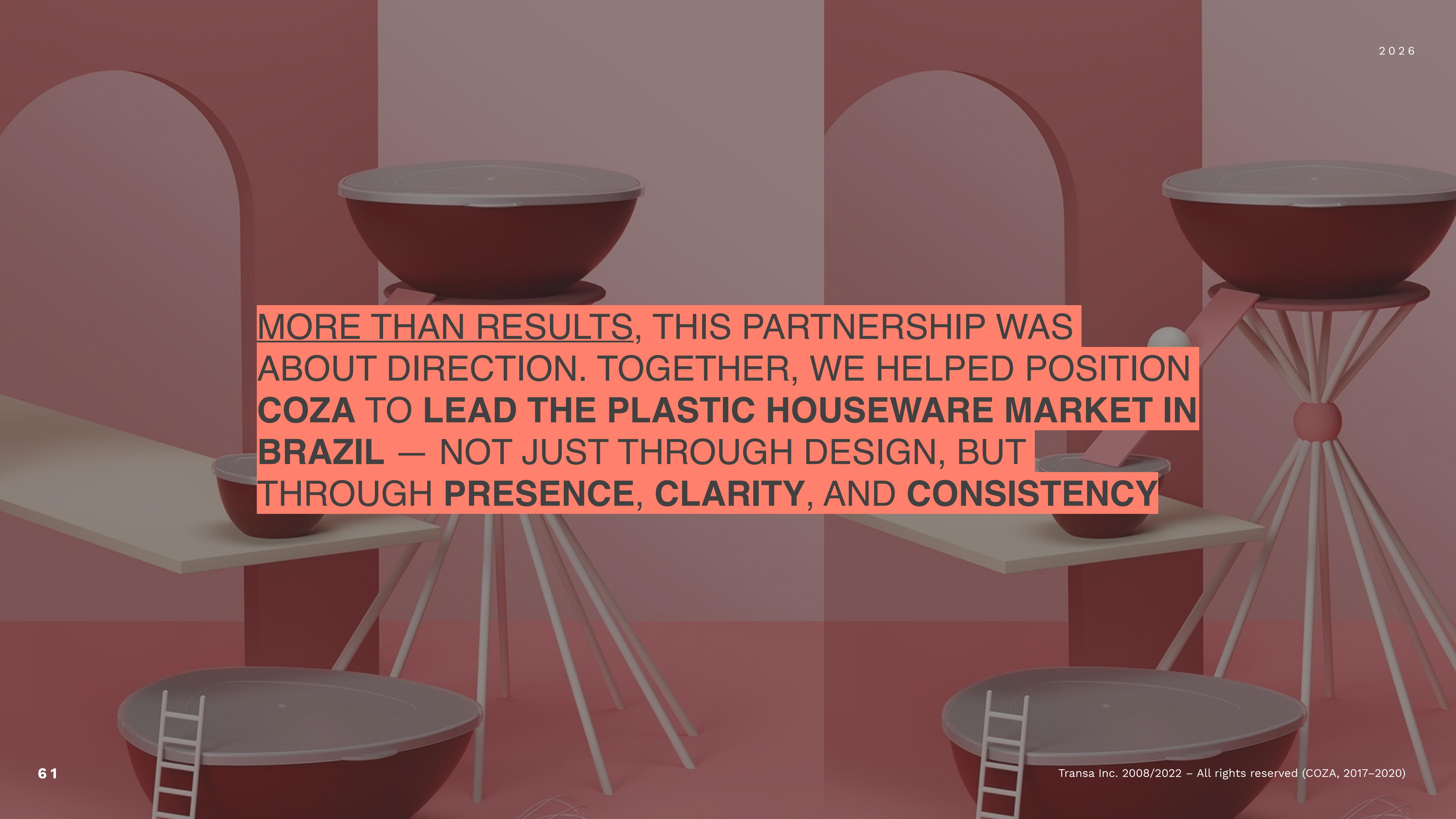
**DESIGN AND DEVELOPMENT OF A CONTENT-DRIVEN  
OFFICIAL WEBSITE, WITH A RENEWED UI/UX**

**CREATION OF A NEW EDITORIAL PROJECT BASED ON  
IN-HOUSE 3D CONTENT PRODUCTION**

**PLANNING AND EXECUTION OF A NEW GROWTH AND  
MEDIA STRATEGY**

Two red cans of Coza beer are positioned diagonally across the slide. One can is in the foreground on the left, and the other is slightly behind it on the right. Both cans have a silver pull-tab at the top and a small white logo on the bottom. A bright orange rectangular callout box is centered over the text.

WE HELPED DEFINE THE PATH FOR **COZA'S** CONTINUED GROWTH  
— LEADING ITS COMMUNICATION STRATEGY, MANAGING DIGITAL  
CHANNELS, AND SUPPORTING A **FAST-GROWING COMMUNITY**



**MORE THAN RESULTS, THIS PARTNERSHIP WAS ABOUT DIRECTION. TOGETHER, WE HELPED POSITION COZA TO LEAD THE PLASTIC HOUSEWARE MARKET IN BRAZIL – NOT JUST THROUGH DESIGN, BUT THROUGH PRESENCE, CLARITY, AND CONSISTENCY**



MOR

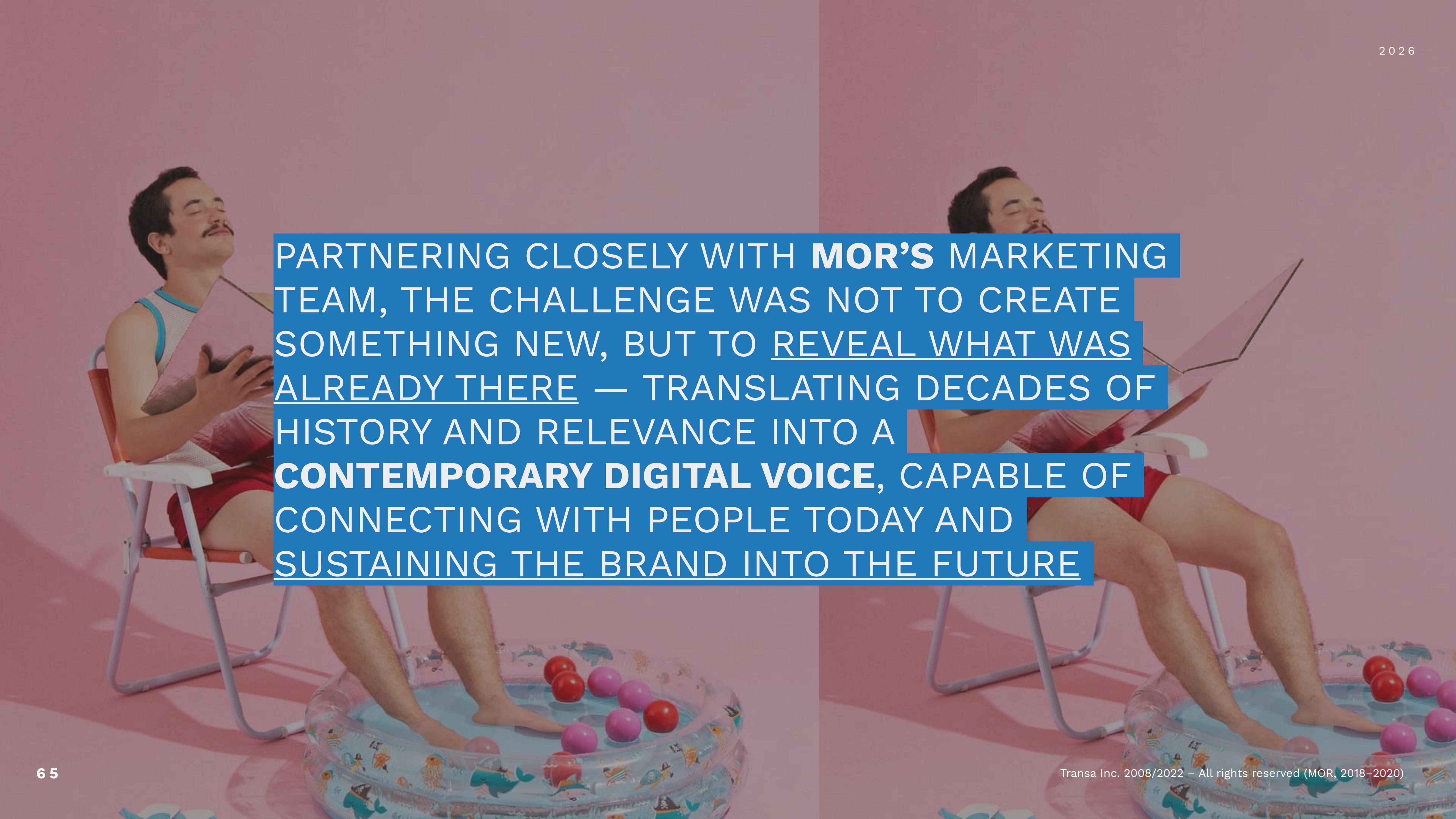


**MOR IS A BRAND YOU CAN FIND **ALMOST ANYWHERE.****  
**AT LOCAL STORES, HIGH-END MALLS, SUPERMARKETS.**  
PRESENT IN EVERYDAY MOMENTS — OFTEN WITHOUT  
BEING CONSCIOUSLY NOTICED. **AND THAT WAS**  
**PRECISELY THE ISSUE**



WITH A 55-YEAR HISTORY AND MORE THAN 2,000 COLLABORATORS, MOR IS BRAZIL'S LEADING COMPANY IN THE HOME, CAMPING, AND LEISURE SEGMENTS. WITH ANNUAL REVENUE OF R\$1.1 BILLION, ITS PRODUCTS ARE PRESENT NOT ONLY IN BRAZIL, BUT ALSO IN STRATEGIC MARKETS SUCH AS THE UNITED STATES AND ACROSS LATIN AMERICA

THE BRAND HAD SCALE. IT HAD DISTRIBUTION. IT HAD PRESENCE IN PEOPLE'S LIVES. WHAT IT LACKED WAS RECALL



PARTNERING CLOSELY WITH **MOR'S** MARKETING TEAM, THE CHALLENGE WAS NOT TO CREATE SOMETHING NEW, BUT TO REVEAL WHAT WAS ALREADY THERE — TRANSLATING DECADES OF HISTORY AND RELEVANCE INTO A **CONTEMPORARY DIGITAL VOICE**, CAPABLE OF CONNECTING WITH PEOPLE TODAY AND SUSTAINING THE BRAND INTO THE FUTURE



THE CHALLENGES WERE CLEAR:

**INCREASE BRAND PERCEPTION**

**GROW AUDIENCE WHILE BUILDING A GENUINE  
BRAND COMMUNITY**

DESIGN AN **EDITORIAL PROJECT** CAPABLE OF  
TURNING **MOR** INTO A CONTENT-DRIVEN BRAND  
WITH CONSISTENT DIGITAL PRESENCE

**EXPAND THE DIGITAL SHARE OF THE COMPANY'S  
OVERALL SALES**

A woman with long dark hair tied back, wearing a white turtleneck, holds a clear glass perfume bottle with a silver cap. She is looking directly at the camera with a neutral expression. The background is a solid blue.

THE RESPONSE REQUIRED STRUCTURAL CHANGE:

**WE REDESIGNED THE BRAND IDENTITY**

ESTABLISHED A **NEW ART DIRECTION** AND A **COHERENT BRAND EXPERIENCE** ACROSS TOUCHPOINTS

CONCEIVED AND DEVELOPED A **CONTENT-DRIVEN OFFICIAL WEBSITE**, DELIVERING A **RENEWED UI/UX EXPERIENCE**

STRUCTURED AN **EDITORIAL SYSTEM** TO CONSISTENTLY FEED THE BRAND'S CHANNELS

BUILT AN IN-HOUSE **CONTENT PRODUCTION** MODEL

INTEGRATED **INFLUENTIAL DIGITAL VOICES** INTO THE **BRAND'S NARRATIVE** — NOT AS ENDORSEMENTS, BUT AS PART OF EVERYDAY CONVERSATION

FOR **TWO YEARS**, WE LED **MOR'S**  
**COMMUNICATION STRATEGY**, MANAGING  
ITS DIGITAL CHANNELS, NURTURING ITS  
GROWING COMMUNITY, AND SUPPORTING  
AN **INTERNAL CULTURAL SHIFT** THAT  
ALLOWED THE BRAND TO SUSTAIN THE  
EXPERIENCE INDEPENDENTLY OVER TIME



THE **IMPACT FOLLOWED NATURALLY**. THE BRAND STOPPED BLENDING INTO THE BACKGROUND. IT BECAME PRESENT:

IN THE FIRST YEAR OF PARTNERSHIP —  
**MOR'S AUDIENCE GREW BY 150%**

COMMUNITY ENGAGEMENT ACROSS DIGITAL CHANNELS **INCREASED BY 730%**

A woman with short dark hair and bangs, wearing a bright red long-sleeved jumpsuit with a belt, is singing into a black and wooden microphone. She is looking down at a small white round table in front of her, which holds a small pile of dark, round objects resembling peppercorns or beans.

**NEARLY 50% OF ALL SALES ON MOR'S  
ONLINE STORE WERE DIRECTLY DRIVEN  
BY SOCIAL MEDIA**



**FOUNDERS AND BRAND STRATEGISTS WITH OVER 20 YEARS OF EXPERIENCE SHAPING MEANINGFUL GROWTH FOR AMBITIOUS ORGANIZATIONS ACROSS BRAZIL, THE UNITED STATES, THE UK, EUROPE, AND ASIA.**

LED BRAND AND CREATIVE STRATEGY FOR MORE THAN 300 BRANDS, INCLUDING **METCHA** (GLOBAL LEATHER INDUSTRY), **GRENDENE**, **MELISSA** (BRAZIL & INTERNATIONAL MARKETS), **BRAZILIAN LEATHER** (APEX BRASIL), **MINI MELISSA**, **JBS**, **WALMART**, **PEPSICO**, **COCA-COLA**, **MOR**, AND **COZA**.

CURRENTLY DEVELOPING POST-BRANDING SYSTEMS AT THE INTERSECTION OF BRAND STRATEGY, AI VERTICALS, AND LONG-HORIZON CREATIVE DIRECTION — FOCUSED ON BUILDING RELEVANCE THAT LASTS, NOT NOISE THAT FADES.

**MARCO CHAPARRO**  
FOUNDER & CREATIVE DIRECTOR

**MARCO ANUSCHEK**  
FOUNDER & OPERATIONS DIRECTOR  
SUPPORTED BY HIGH-END, PURPOSE-BUILT SQUADS

AFTER A THREE-YEAR SABBATICAL FOLLOWING THE JOURNEY OF TRANSA INC. (BRAZIL & NETHERLANDS), DEDICATED TO REFLECTION, RESEARCH, AND LONG-HORIZON THINKING, WE ARE NOW BUILDING THE NEXT CHAPTER: **PALADINO INC.**

BASED IN BRAZIL AND ARGENTINA. OPERATING WORLDWIDE.  
END-TO-END BRAND SYSTEMS.

**WE FORGE VISIONS  
INTO MATTER.**

**BRANDCRAFT AND  
POST-BRANDING ADVISORY.**

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