



Human Centered Brands

Why brand managers need to change their mindset and stop thinking that they own the brands.

BY ANTONIO ROBERTO

CBO of Managic Office, a Brazilian consulting firm that has been conducting brand projects for more than 30 years. Managic uses Agile Branding, a proprietary methodology that combines integral thinking and human-centered design to create and revitalize brands.

We are approaching the twenties of the 21st century and the market is more competitive than ever. The amount of information generated in the world exceeds 100 billion gigabytes per day. That means one hundred times more information than the generated in one thousand eight hundred eighty-nine years, from 104 AD, with the birth of the paper until 1993 with the invention of the internet. Adding to that, there is also the new players, new markets, new technologies, Artificial Intelligence, Millennials, Gen Z, and the Alpha generation that is booming...

This can be an issue for managers of any type of business, but also a world of opportunities for those who want to stand out in such a competitive scenario.

In order for companies to adjust to this scenario, they have to change, radically, to adapt to these demands and paradigms. However, many managers are still mistaken in their actions towards brands, believing that they can be controlled by them, or even that they can own them. Those who act this way are doubly deceived.

Marty Neumeier states in his book *The Brand Gap* that “BRAND is a gut feeling a PERSON has about a product, a service or an organization.” In other words: It’s not what managers say it is, but what consumers say it is. Power has shifted from business to customers. Leading brands are driven by the desire to be useful and create products and services that solve customers’ problems by serving and not just selling.

Peter Drucker stated that a company should have only one purpose: to create a customer. Everything starts and ends with the customer. Because of them that the company was opened. And it is because of them that many companies close.

You must create the customer to build your brand.

The intention is to develop communities around the brand, with the true purpose, as opposed to the traditional model of control.

The most successful brands are not static, but fluid, flexible, liquid, dynamic and adaptable. That's why companies need mechanisms to make the best and fastest decisions.

Brands that have already understood this dynamic and engaged their customers are

becoming more prominent in their segments, and all this reverts to sustainable growth, loyalty, sustainability and perception of value in the business environment.

Brands with conscience

Managic, my consultancy, was invited by the startup of shared housing Morar.com.vc to investigate, diagnose and lead the branding strategy to enhance the

company's brand, which was born with the liquid management model, promise to stimulate conscious consumption and reduce the negative impacts of consumerism.

We developed an agile methodology and merged with the BIOS BRANDING, Managic's philosophy that unites integral thinking to the people-centered brand. It was with this methodology that we created a true brand with a conscience for this startup. [B]

About Morar com você

In April 2016, Marta Monteiro and Veronique Forat met in a course for people over 60. They had the desire to undertake something of their own, for both were tired of the areas that had been working; Marta, in the real estate market, and Veronique, with marketing and communication. They enrolled in the Startup SP program of SEBRAE - SP and were accepted.

The business

Morar.com.vc is a "match-making" platform for shared housing, which connects people of any age to live together. "A lot of people say they feel lonely or want to have a more active social life, and that's critical to longevity," says Veronique.

The challenge

The Economy of Sharing has been very widespread in the world for some time. It was introduced by technology enthusiasts, ushering in a new form of consumption, in which people prefer to rent, borrow or share rather than buy. This type of economy is totally opposed to the values of the consumer society of the twentieth century, focused on the accumulation of goods.

The Strategy

We understand that the brand already had great differential: the curatorship, which is the analysis of the profiles of the sharecropper and the resident based on their characteristics, demands and personal affinities, to live together in "co-housing" or "co-living". What it needed was to bring technology to that emotional connection by becoming a high tech high touch brand, that is, to be a scalable business and an automated service, without losing the warmth of the human being in answering and offering the solutions.

Coliiv is about interaction and relationship between people living under one roof. They share more than one physical space: they share experiences.

To symbolize this spirit of TRUST, HARMONY and CONNECTION - brand attributes - we chose the two-person icon, facing each other, around which the logo was built.

The logo and the entire visual system of the Coliiv were created to be something simple, accessible, easily applicable, human and globally recognized. The results were very well accepted by the client and are already in the expansion phase.

