

# FROM TOUCHPOINTS TO TRUSTPOINTS



# CRIAR EXPERIÊNCIAS MEMORÁVEIS



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“The last best experience that anyone has anywhere, becomes the minimum expectation for the experience they want everywhere”

**Bridget von Kralingen, IBM**

**CUSTOMIZAÇÃO**

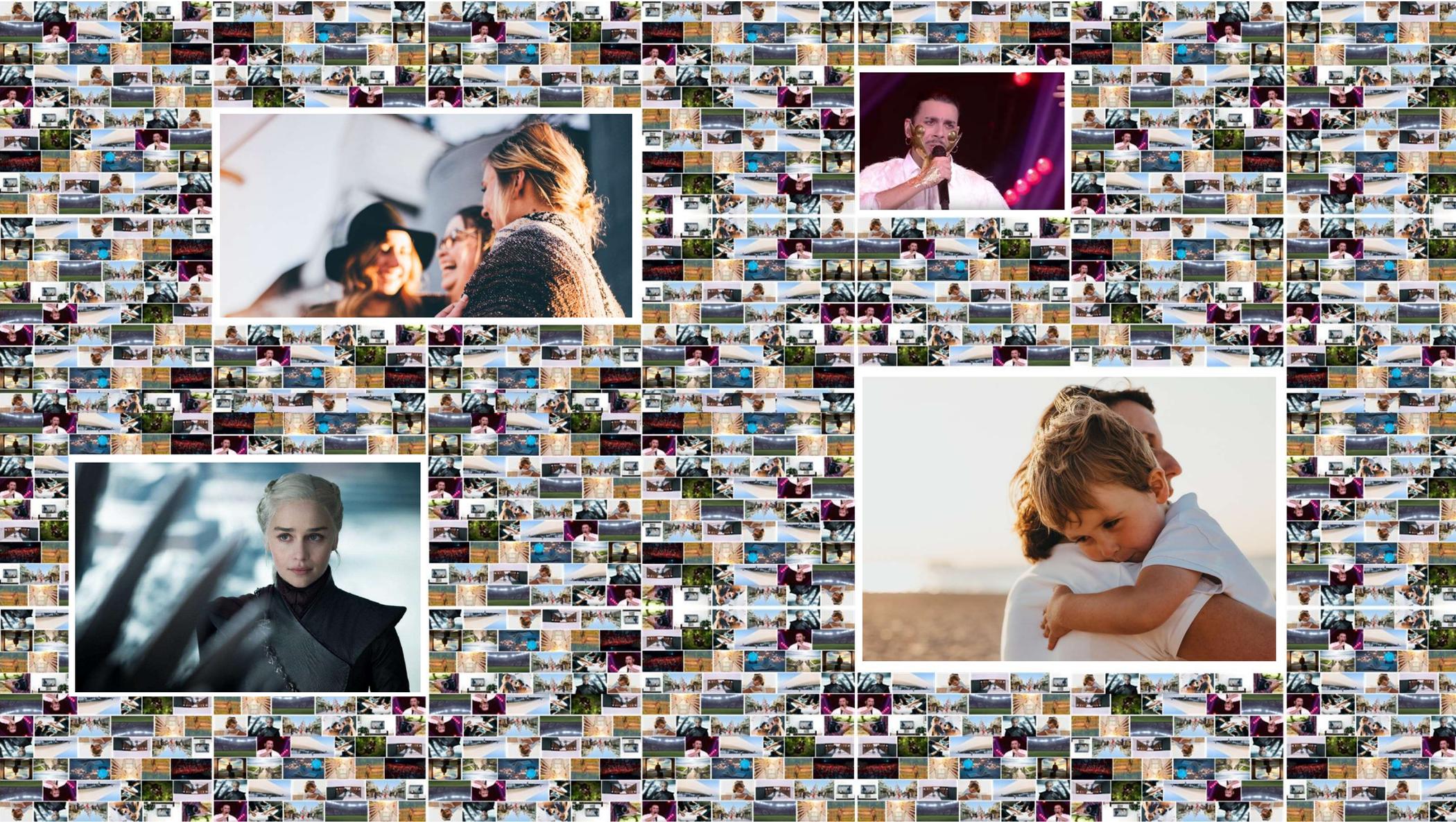


**CONVENIÊNCIA**



**CONSCIÊNCIA**





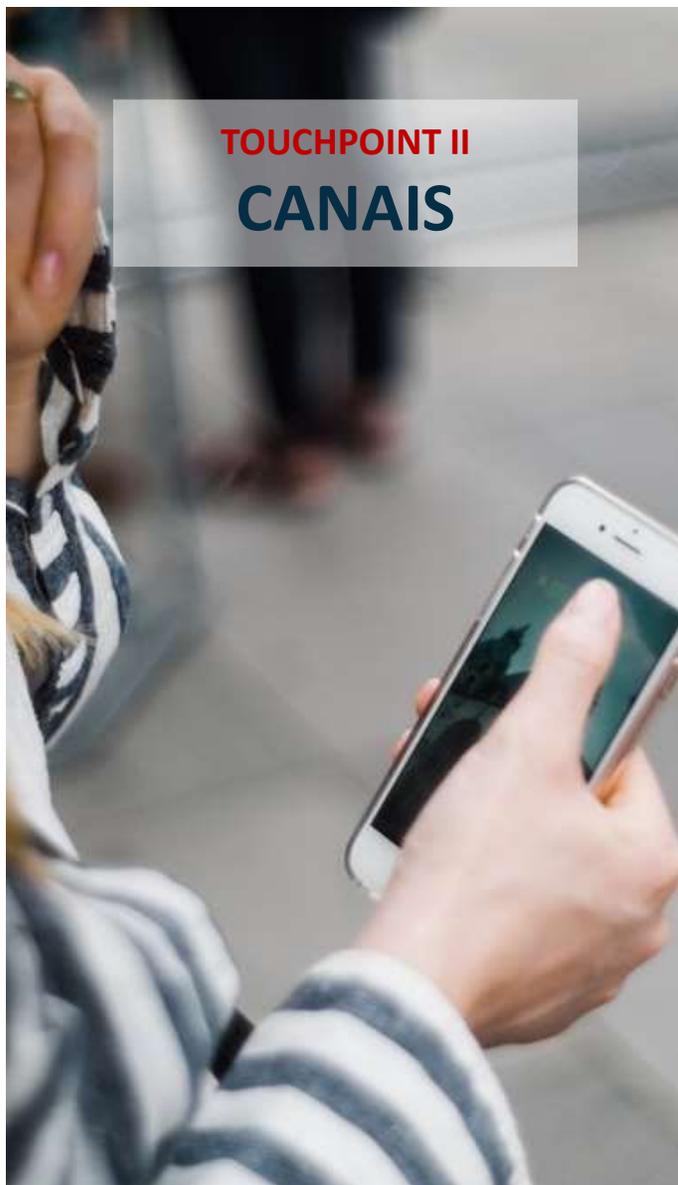


**COMO CONVERTER TOUCHPOINTS EM TRUSTPOINTS?**

**TOUCHPOINT I**  
**OFERTA**



**TOUCHPOINT II**  
**CANAIS**

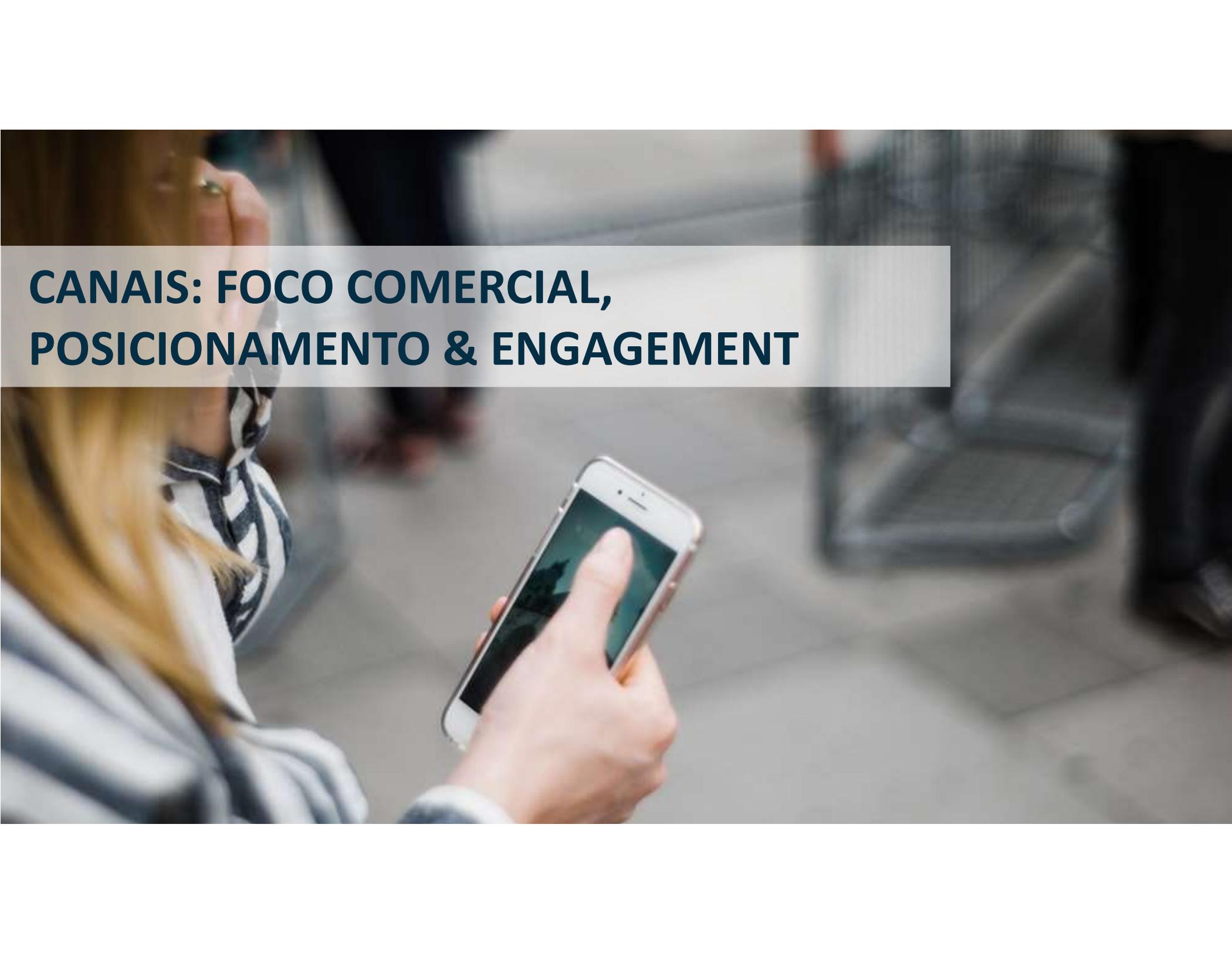


**TOUCHPOINT III**  
**COMUNICAÇÃO**



# OFERTA: SOCIETY GREENING



A photograph of a person with long blonde hair, wearing a striped shirt and a light-colored jacket, holding a smartphone in their right hand. The person is looking at the phone's screen. The background is a blurred public space, possibly a train station or a busy street, with a metal railing and a person's legs visible in the distance. A semi-transparent grey box is overlaid on the left side of the image, containing the text.

**CANAIS: FOCO COMERCIAL,  
POSICIONAMENTO & ENGAGEMENT**

**>60% SELFCARE**



**>90% FCR**



**~1% RECS**



“A story is different. It does not  
expend itself.

It preserves and concentrates its  
strength and is capable of releasing it  
even after a long time.”

- WALTER BENJAMIN

# COMUNICAÇÃO: PARTILHAR & ENVOLVER

SET  
THE TONE



SING TO  
PAIN POINTS



BUILD THE  
COMMUNITY

