



La crisis es
global



ALEMANIA

“

AP

"The demonstrations are fueled by local grievances,
but reflect worldwide frustration at growing
inequality, corrupt elites and broken promises."

By JOSEPH KRAUSS

”

Do today's global protests have anything in common?

🕒 11 November 2019

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Hong Kong anti-government protests



Protests have been taking place in countries including Chile, Hong Kong and Lebanon

In recent weeks, mass protests have broken out in countries from Lebanon to Spain to Chile and Bolivia. All are different - with distinct causes, methods and goals - but there are some common themes that connect them.

Corruption

Claims of government corruption are at the heart of several of the protests, and are closely linked to the issue of inequality.

Inequality

Many of those protesting are people who have long felt shut out of the wealth of their country. In several cases, a rise in prices for key services has proved the final straw.

Political freedom

In some countries, protesters are angered by political systems in which they feel trapped.

Climate change

Of course, many of the protests that you hear about will have been linked to the environment and climate change. Activists from the Extinction Rebellion movement have been protesting in cities around the world, as they demand urgent action from governments.

UNA CRISIS HUMANA DE SOLEDAD

16 AÑOS DE CAIDA EN LA
CONFIANZA NO ES GRATIS
Y ADEMAS SIN IGLESIA, SIN
POLICIA, SIN GOBIERNO, SIN
PARLAMENTARIOS, SIN CLUB, SIN
PRORIDAD

La gente
Esta
preocupada
por objetivos,
pertenencia y
dignidad

FUENTE: Ester Dufo y
Abhigjt banerjee Premio
nobel economia



UNIDOS EN EL DESEO DE CAMBIO

5%

Sistema falla

1%

Sistema funciona

AN URGENT DESIRE FOR CHANGE

Despite the divergence in trust between the informed public and mass population the world is united on one front—**all share an urgent desire for change.** Only one in five feels that the system is working for them, with nearly half of the mass population believing that the system is failing them.

EDELMAN TRUST BAROMETER 2019

El mercado no basta

8%

Consumidor
Mundial

Quiero marcas con posición
en problemas sociales

Que usen su poder para
aprobar leyes que hagan
cambio productivoS

Participar socialmente

66%

Consumidor
Mundial

Las marcas deben tomar posición pública en problemas sociales y políticos

58% está abierto a que esto sea en RRSS el canal de mayor receptividad hoy

EL CONSUMIDOR ES #deleteuber ACTIVISTA HOY er

#DeleteUber reportedly led 200,000 people to delete their accounts

That is... a lot of accounts

By Nick Statt | @nickstatt | Feb 2, 2017, 9:00pm EST

f t SHARE



CRASO
ERROR
DE MARCA
#BOYCOTTB
ACTIVISTA
UDWEISER



Budweiser

Instead, critics called into question Budweiser's decision to brand itself as "American," considering the brand is owned by Belgium-based AB InBev.

LAS EMPRESAS
DEBEN GENERAR

EFFECTOS

POSITIVOS
#CONSCIENCIADEMARCA

UNIDOS EN EL DESEO DE CAMBIO

60%

Siente que
para confiar en
la marca que
compra esta
debe estar en
el ámbito
social

Fake news info errada

Necesito que comparta
mis valores

Envuelta socialmente

DE CREAR
NECESIDADES A
SOLUCIONAR
PROBLEMAS

THE EVOLUTION OF BRAND TRUST

Can I trust you to do what is right with ...

MY PRODUCT
EXPERIENCE



MY CUSTOMER
EXPERIENCE



YOUR IMPACT
ON SOCIETY



CONFÍA EN LA
MARCA BASADA
EN LA
EXPERIENCIA
DEL PRODUCTO

CONFÍA EN
LA MARCA
BASADA EN
LA
EXPERIENCIA
DE
CONSUMO

CONFÍA EN LA
MARCA
BASADA EN SU
IMPACTO EN LA
SOCIEDAD

CONFIA

NZA

EMPA

TIA

SOCIED

AD



Señal 1 #Marco

valorico

Transparencia
Impacto positivo
Tolerancia
Empoderamiento
Equidad
Aspiraciones
legitimas



Señal 2

#promesas cumplidas

verizon✓

HACEN LA DIFERENCIA

verizon✓

Humanability

We don't wait for the future. We build it. Read news and feature stories about how Verizon is giving people the ability to do more. And learn how we're partnering with visionaries from multiple industries, using technology and data to turn innovative ideas into realities. This pioneering campaign includes making cities smarter and greener, enhancing food safety and reinventing healthcare.

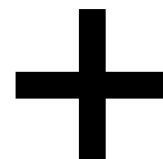
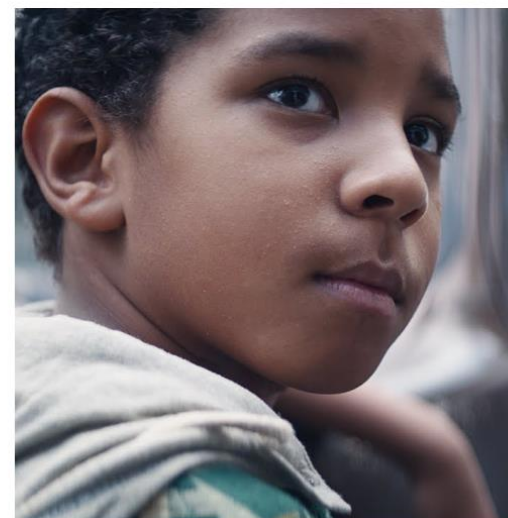
06.28.2018 | Inside Verizon

Aloha to 100% renewable energy.

Our latest Humanability film highlights the work we're doing to help Hawaii reach its energy goals.

Gillette™

DEJAN LA IMPRESION



Señal 3 #colabora e innova

borrar la diferencia publico privado
para hacer proyectos de valor real

INDY/LIFE



New Zealand creates tonnes of food waste. Supermarkets are trying to close the loop

Señal 4

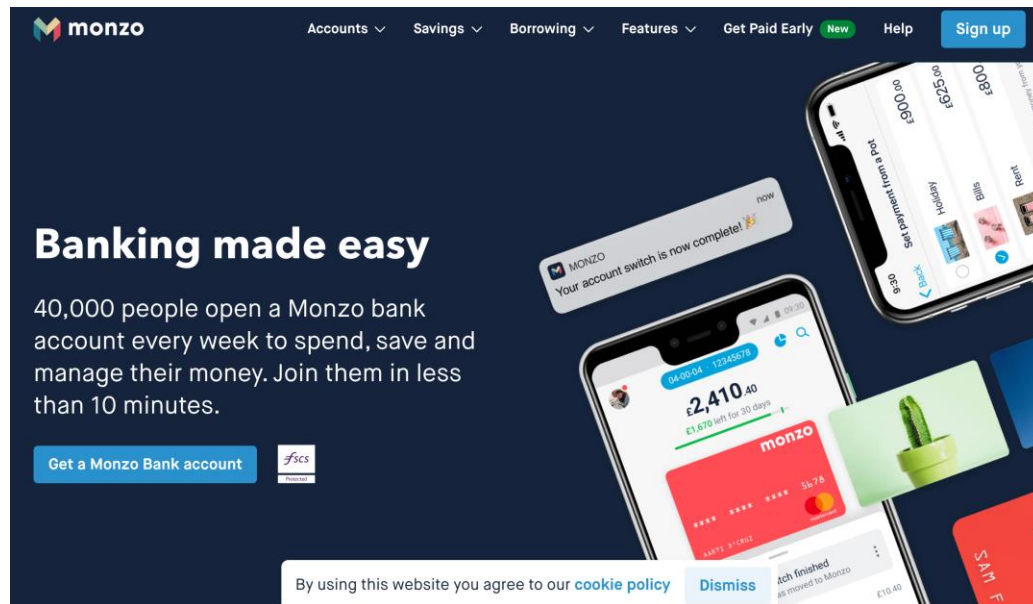
#empleador consciente



gender neutral parental leave policy for sales employees in Europe, the Middle East and Africa. Esta en piloto lo lanzaran a 43.000 empleados

Señal 5 #crear para ayudar

Revisemos los modelos de negocio





Innovation of the Day

ARÇELİK

Descubro como sacar el microplástico
que mata peces del océano y también
hago open source la licencia

Señal 7
#ver caras y
corazones

La evolución

Satisfacción
de
necesidades

Aporte a la
calidad de
vida

Imperativo de
creación de
confianza social

son

TIEMPOS

EMPATIA Y

DE

OS ESTAR A LA ALTURA DE LAS SOLUC

VALENTIA