



MARCAS QUE DEJAN MARCA



¿CÓMO ESTAMOS?

The background is a dark navy blue. It features several abstract geometric elements: a grid of small dark blue squares in the top right; a vertical column of five small dark blue dots on the right side; a horizontal bar of five small dark blue dots on the left; a grid of small dark blue squares on the left side; a solid red vertical rectangle behind the letter 'M'; a solid red horizontal rectangle at the bottom right; a solid dark blue triangle at the bottom left; and a grid of small dark blue squares at the bottom. The text 'JAMAIS VU' is centered in a large, white, sans-serif font.

JAMAIS VU

The background is a dark navy blue. It features several abstract geometric elements: a grid of small dark blue squares on the left; a horizontal bar of dark blue squares at the top right; a vertical bar of dark blue squares on the right; a horizontal bar of dark blue squares at the bottom right; a small dark blue triangle at the bottom left; and a small dark blue square at the bottom right. A prominent red vertical rectangle is positioned behind the letter 'O' in the word 'SOLEDAD'.

+SOLEDAD



# DESCUBRIR QUE EL ANDAMIAJE DE LA CIVILIZACIÓN QUE CONOZCO ES UN CASTILLO DE NAIPES





¿CÓMO LLEGAMOS A ESTO?

# HACE 20 AÑOS NO HAY CONFIANZA DEJAMOS DE CREER

**71% NO CONFÍA  
EN SU GOBIERNO**

**20% DE CHILE CONFÍA  
EN LAS EMPRESAS**

**3/4  
NO LE CREE  
A LAS  
MARCAS**

FORD Y HARRIS INSIGHTS AND ANALYTICS, 2019  
MC KINSEY SMARCITY

# UN SISTEMA QUE HACE AGUA

**59%**

**SISTEMA FALLA**

**15%**

**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.



# CHILE

CHILE PRENSA 2020

# UN CAPITALISMO RESPONSABLE

56  
%

EQUIDAD  
SOLIDARIDAD  
JUSTICIA  
FIN DE LA  
CORRUPCIÓN

EDELMAN TRUST BAROMETER 2019

¿Y QUÉ  
HACEMOS  
AHORA?

# CONCRETAMOS

MARCA SOCIAL

SHARING  
ECONOMY

MARCA CIUDADANA

CIRCULAR ECONOMY

MARCA  
VECINA

ANTIWASTE ECONOMY

MARCA CON PROPOSITO

RADICAL MARKET

ECONOMIA CREATIVA

CONSUMIDOR CIUDADANO

CONSUMIDOR CON  
SENTIDO

RSE ES MARKETING



**PRODUCTO  
MARCA  
EMPRESA**

**ES LO MISMO**

The background is a solid red color, overlaid with various geometric patterns and shapes. In the top left, there is a small solid red square. Below it is a large rectangular area filled with a grid of small red dots. In the top right, there is a pattern of small red L-shaped corner brackets. On the right side, there is a vertical column of larger red L-shaped corner brackets. At the bottom center, there is a horizontal red bar. In the bottom left, there is a vertical column of small red dots. In the bottom right, there is a triangular pattern of small red L-shaped corner brackets. The text "DISRUPTION NOW!" is centered in a bold, dark grey sans-serif font.

**DISRUPTION  
NOW!**

# LA EVOLUCION POSITIVA DE LA CONFIANZA EN LA EMPRESA-MARCA-PRODUCTO

• **ESTA EN SU IMPACTO  
REAL POSITIVO EN LA SOCIEDAD**

**DE CREAR NECESIDADES A  
SOLUCIONAR PROBLEMAS**

**DE TRABAJAR EN EL MERCADO  
A TRABAJAR EN LA SOCIEDAD**

The background is a vibrant red color. It features several abstract geometric patterns: a grid of small red squares in the top-left and bottom-left corners; a vertical line of small red dots on the right side; a horizontal line of small red dots in the center; a solid red triangle in the bottom-left corner; and a solid red square in the bottom-right corner. The text is centered and reads:

DE LO  
PRIVADO  
/ A LO  
PÚBLICO

# LA MARCA ACTOR SOCIAL POLITICO

66%

“QUIERO MARCAS QUE  
USEN SU PODER PARA  
APROBAR LEYES QUE  
HAGAN CAMBIOS  
PRODUCTIVOS”

86%

“QUIERO MARCAS CON  
POSICIÓN PÚBLICA EN  
TEMAS SOCIALES Y  
POLÍTICOS”

34%

“TENGO MÁS  
ESPERANZA EN LOS  
NEGOCIOS QUE EN  
OTRAS ENTIDADES  
PARA RESOLVER LA  
CRISIS DEL CORONA  
VIRUS”

1) EDELMAN TRUST BAROMETER 2019  
2) 2018, SPROUT SOCIAL SURVEY

Ante el racismo no hay competencia:  
Nike lanza una campaña por el  
asesinato de George Floyd y Adidas  
la comparte en sus redes. Las  
marcas dejaron su competencia y se  
unieron en las redes sociales 🙌  
[publimetro.cl/cl/noticias/20...](https://publimetro.cl/cl/noticias/20...)

For once,  
Don't Do It.

The background is a solid red color with various abstract geometric patterns. On the left, there is a vertical column of small red 'L' shapes. Above this column, there are four small red dots. To the right of the 'L' shapes, there is a horizontal red bar. Further right, there is a vertical column of five small red dots. Below this, there is a small red downward-pointing triangle. In the bottom left corner, there is a small red upward-pointing triangle. In the bottom right corner, there is a small red square. The text 'BUSINESS AS SOCIAL' is centered in the middle of the image in a bold, black, sans-serif font.

# BUSINESS AS SOCIAL



# ES ÚTIL

71%

SI VEO UNA MARCA  
OBTENIENDO PROFIT  
O PREOCUPADA SOLO  
DEL PROFIT **JAMAS**  
**VOLVERE A CONFIAR**  
**EN ELLA**

54%

**NO ME INTERESAN**  
**NUEVOS PRODUCTOS**  
**DE NINGUN TIPO SALVO**  
**QUE SEAN DE AYUDA EN**  
**ESTE MOMENTO**

65%

**DEPENDE DE CÓMO**  
**ACTÚE LA MARCA**  
**HOY Y EN ESTA**  
**CRISIS SI LA**  
**COMPRARE EN EL**  
**FUTURO**

1) EDELMAN TRUST BAROMETER 2019  
2) 2018, SPROUT SOCIAL SURVEY

## Houston's local organisations create handwashing stations for homeless people

NON-PROFIT · MAY 9, 2020



The initiative, launched by local organisation Rise Houston Church, aims at building and distributing handwashing stations that provide clean water and soap to homeless communities on the street.

[READ MORE HERE](#)



# COMPETENCIA A COLABORACION



Partnership between Ford,  
GE and 3M to create  
ventilators and air purifiers  
for hospitals

The background is a solid red color. It features several abstract geometric elements: a cluster of small red triangles in the top center; a horizontal red bar in the upper left; a vertical column of five red dots in the upper right; a red triangle pointing down on the right side; a horizontal red bar in the lower right; a large grid of small red squares in the bottom right; a solid red square in the bottom right corner; a horizontal row of red 'L' shapes in the bottom left; and a red triangle pointing up in the bottom left.

# BRAND VIRTUAL



## Mentes salvajes



The background is a solid red color with various abstract geometric patterns. On the left, there is a vertical column of small red squares. Above the text, there is a horizontal red bar. To the right of the text, there is a vertical column of small red squares. Below the text, there is a horizontal red bar. In the bottom right corner, there is a small red square. The text is centered and reads:

**WELLNESS  
AMBIENTAL  
CONTACT LESS**

## Burger King tests funny giant crowns in Germany to ensure social distancing

FOOD & BEVERAGE · MAY 26, 2020



The fast food giant posted on social media that some restaurants in Germany are handing out the DIY social distance crowns to enforce rules of high safety and hygiene, and remind guests to practice social distancing in a fun and playful way.



**OPORTUNIDAD HISTÓRICA  
DE CREAR LA SOCIEDAD  
QUE QUEREMOS**

**LA EMPRESA  
QUE QUEREMOS SER**

**+JUSTA  
+DISTRIBUTIVA  
+SUSTENTABLE  
+TRANSPARENTE**