
Public Office

A topographical map of a region, likely a river basin, with a blue grid pattern overlaid. The map shows terrain elevation in shades of green and brown, and a network of blue lines representing water bodies. The grid is composed of irregular, interconnected shapes, suggesting a complex or non-linear structure. The map is displayed on a dark surface, possibly a screen or a wall.

We're all familiar with the brand ecosystem. A somewhat balanced and predictable chain of events where simply put, brands sell product benefit and try to tune into the emotional experience.

Historically, it's worked. But the landscape is rapidly changing. I'm here to challenge this traditional method of thinking.



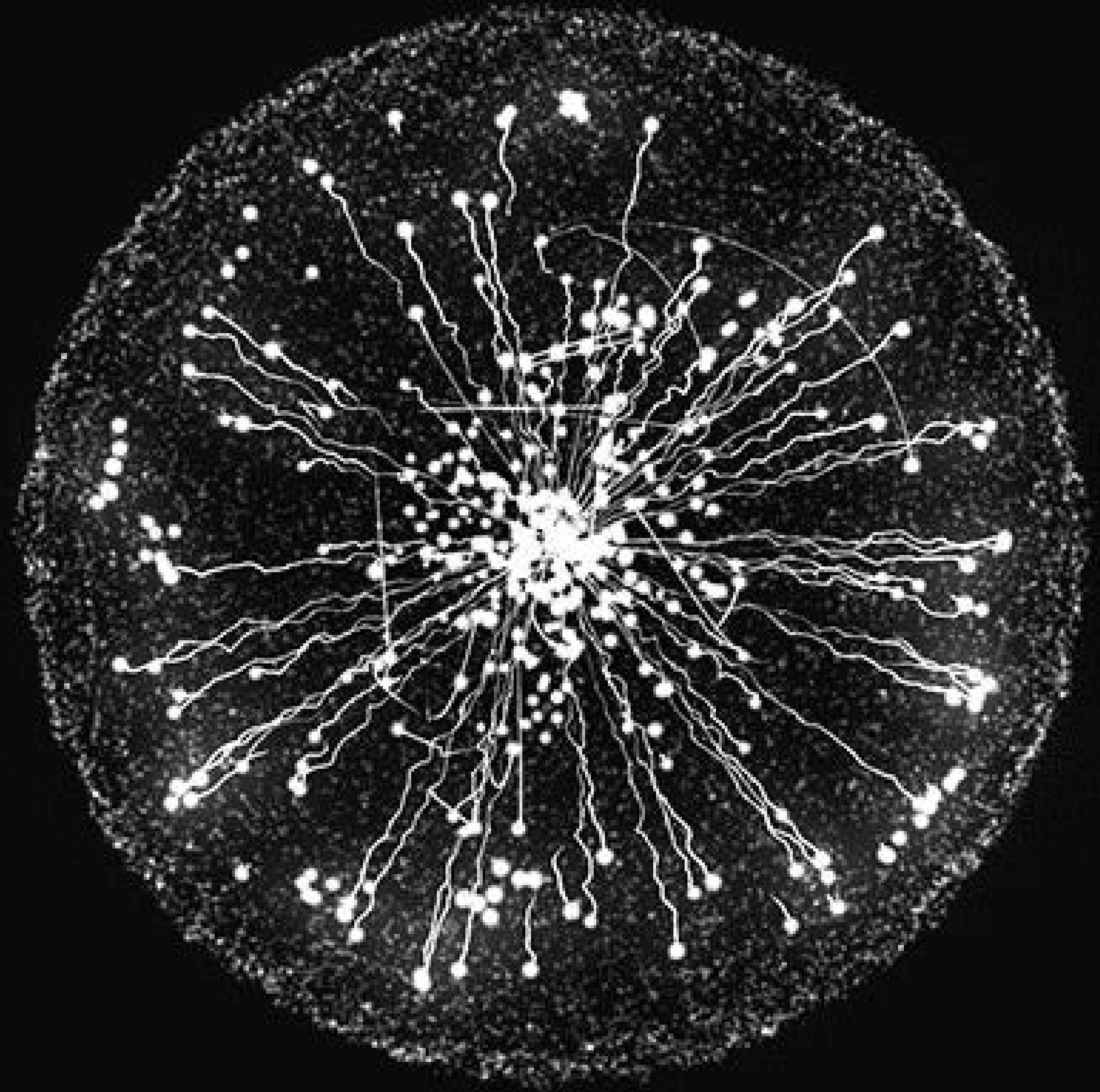
Introducing the Brand as Universe methodology.

THE BRAND UNIVERSE

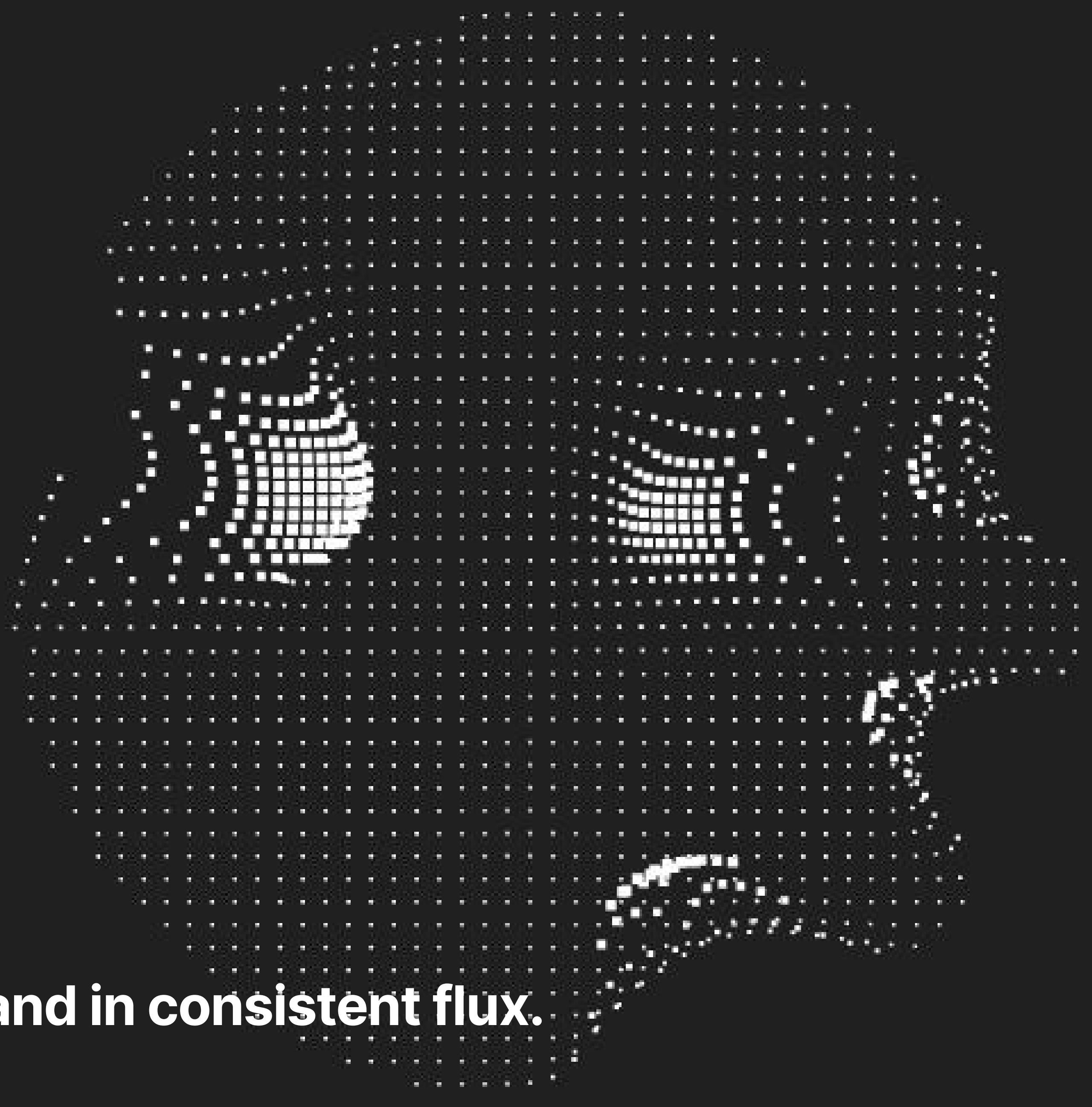


Today I'm making the case for practising an expansive, ever evolving brand mindset. It's time to think bigger.

A brand universe avoids rigid and outdated frameworks but rather is a complex constellation of elements representing the vast possibilities, to activate touchpoints and create opportunities for connection.



Traveling at the speed of light, reacting to its surroundings and to today's cultural landscape.



It's unpredictable and in consistent flux.

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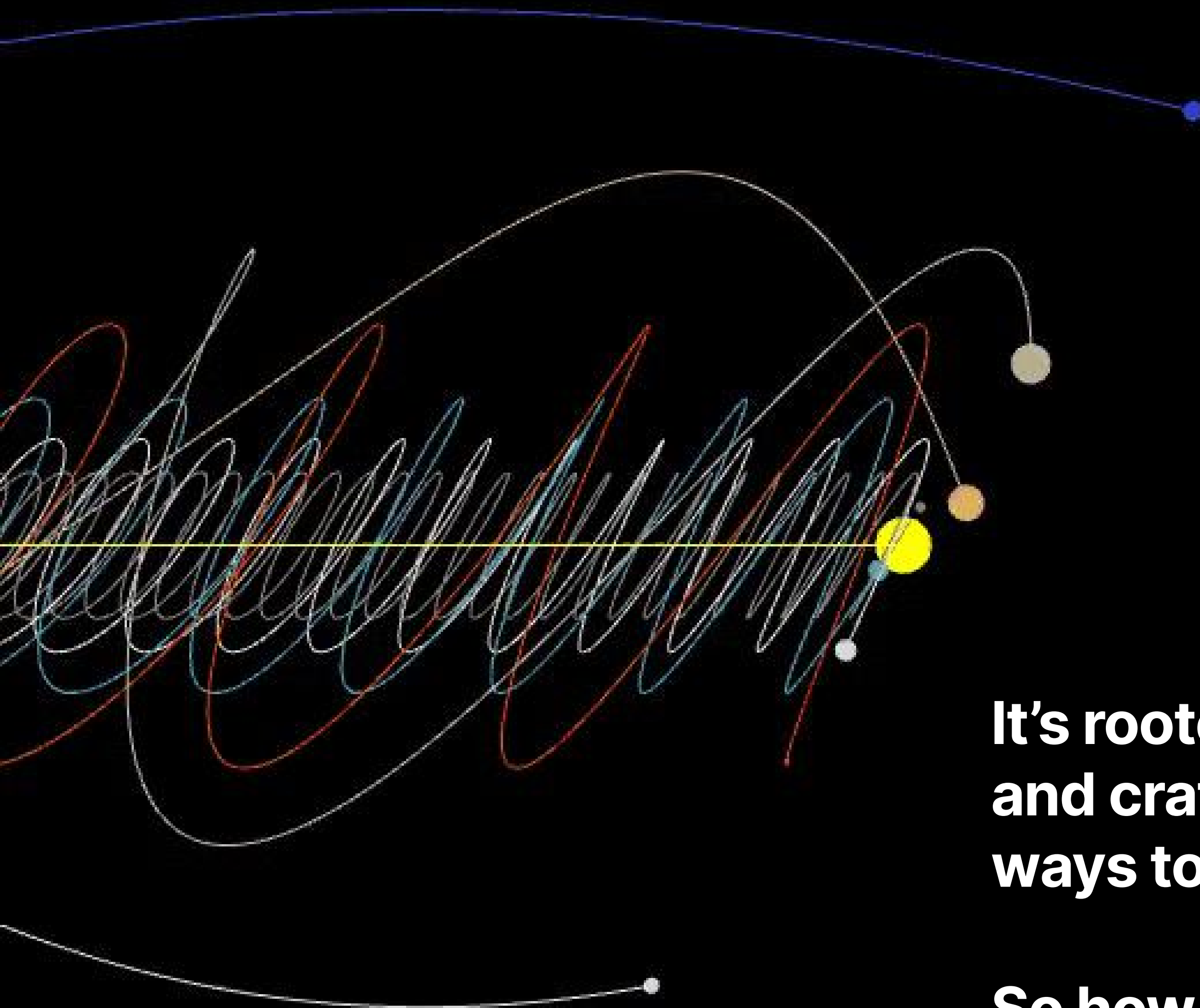


BEATING HEART

CURIIOUS MIND

A brand universe is the strategic connection between the beating heart and the curious mind. It engages far deeper in a consumers life, occupies greater space and encourages engagement beyond following a brands social media account or the occasional purchase of a product.

PR



It's rooted in exploration, weaves narratives and crafts memories - it's always seeking new ways to be at the center of the conversation.

So how do you expand your brand and get it to take up more space?

THE METHODOLOGY
STARTS WITH
TERMINOLOGY

COLLABORATION

CREATION →

COLLABORATION

COLLABORATION

CREATION → CO-CREATION

let's move from creation to co-creation, and remember we're human beings engaging with other human beings. Let's identify moments where we can authentically invite customers to the table where they can share their valuable insights, inputs and experiences. Brands like Ikea engage customers to contribute to the product development process, creating dialogue and listening to what they need to improve their lives.

Design 23 March 2021

**A furniture range for the
people, by the people**

BEHAVIOUR

LIFESTYLE 

BEHAVIOUR

BEHAVIOUR

LIFESTYLE → LIFE-SUBSTANCE

Going beyond expectations of "basic" every-day tools to create value. Arriving at thoughtful solutions for where your brand shows up. Like Spotify's relentless pursuit of customization by using proprietary artificial intelligence to hone in on the individual, their tastes and behaviours. They seamlessly weave together commonalities between all listeners creating a sense of shared joy. Always at the front of innovation, they authentically insert themselves in digital spaces, consistently creating value.



São Paulo

Sunny 25°C 10:05am



What São Paulo listens to when it's sunny

Stressed Out

Lush Life

I Took A Pill In Ibiza - See...

Middle

Now Playing: Never Forget You

Light It Up (feat. Nyla & Fu...

Hide Away

Midnight City

Let Me In

Break The Rules

[VIEW PLAYLIST](#)



Never Forget You
Zara Larsson, MNEK

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CULTURAL SPEED

PASSIVE



CULTURAL SPEED

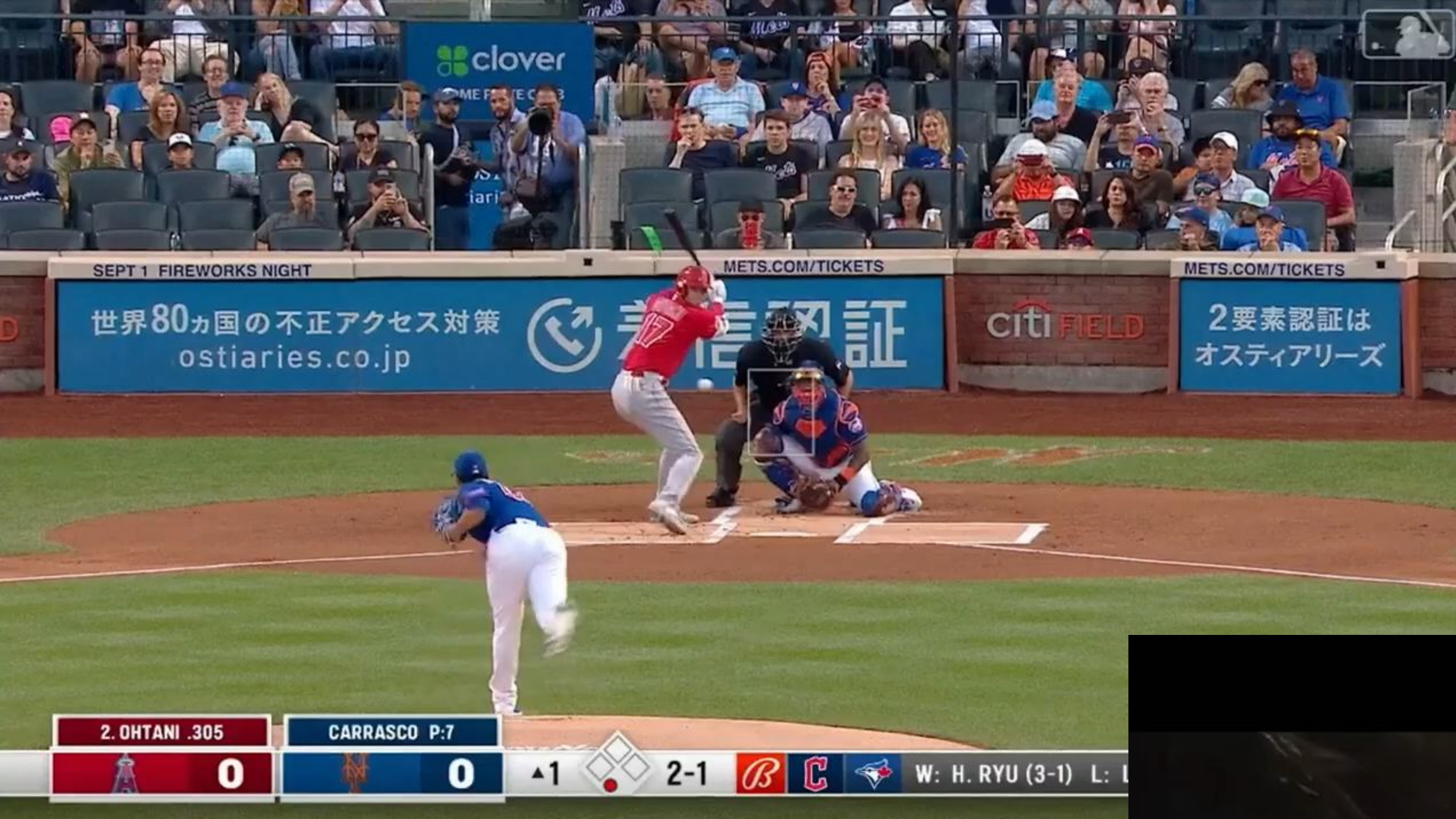
PASSIVE



CULTURAL SPEED

ACTIVE

Moving swiftly without hesitation and always staying ahead of the curve and on top of significant cultural moments. Brands like Coors Light saw an opportunity and brilliantly seized it with The Lights Out campaign. They poked fun at their digital billboard getting broken by superstar Shohei Ohtani and turned it into an organically viral moment and a global celebration of baseball's biggest star.



CUSTOMER JOURNEY

TRANSACTIONAL →

CUSTOMER JOURNEY

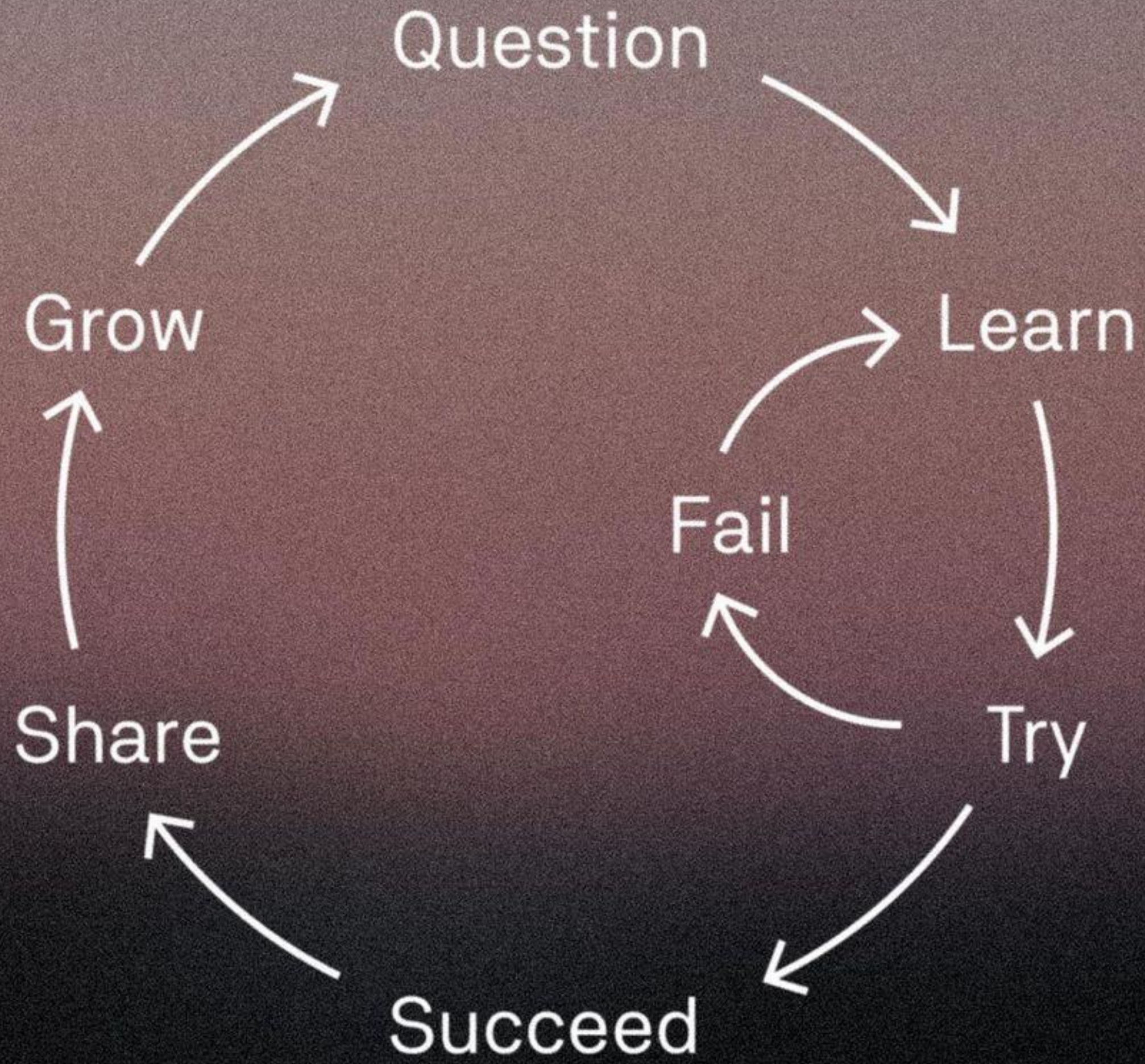
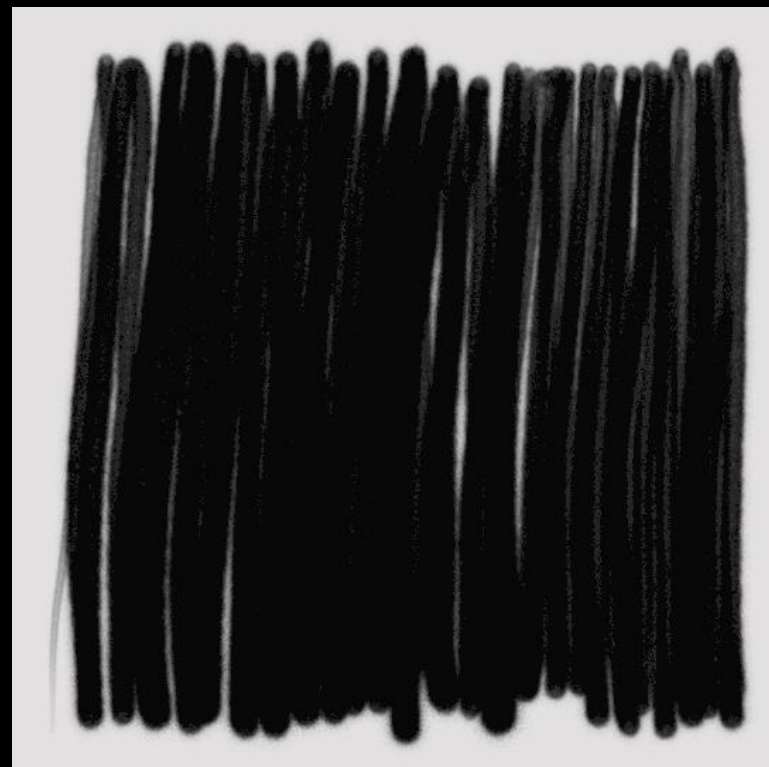
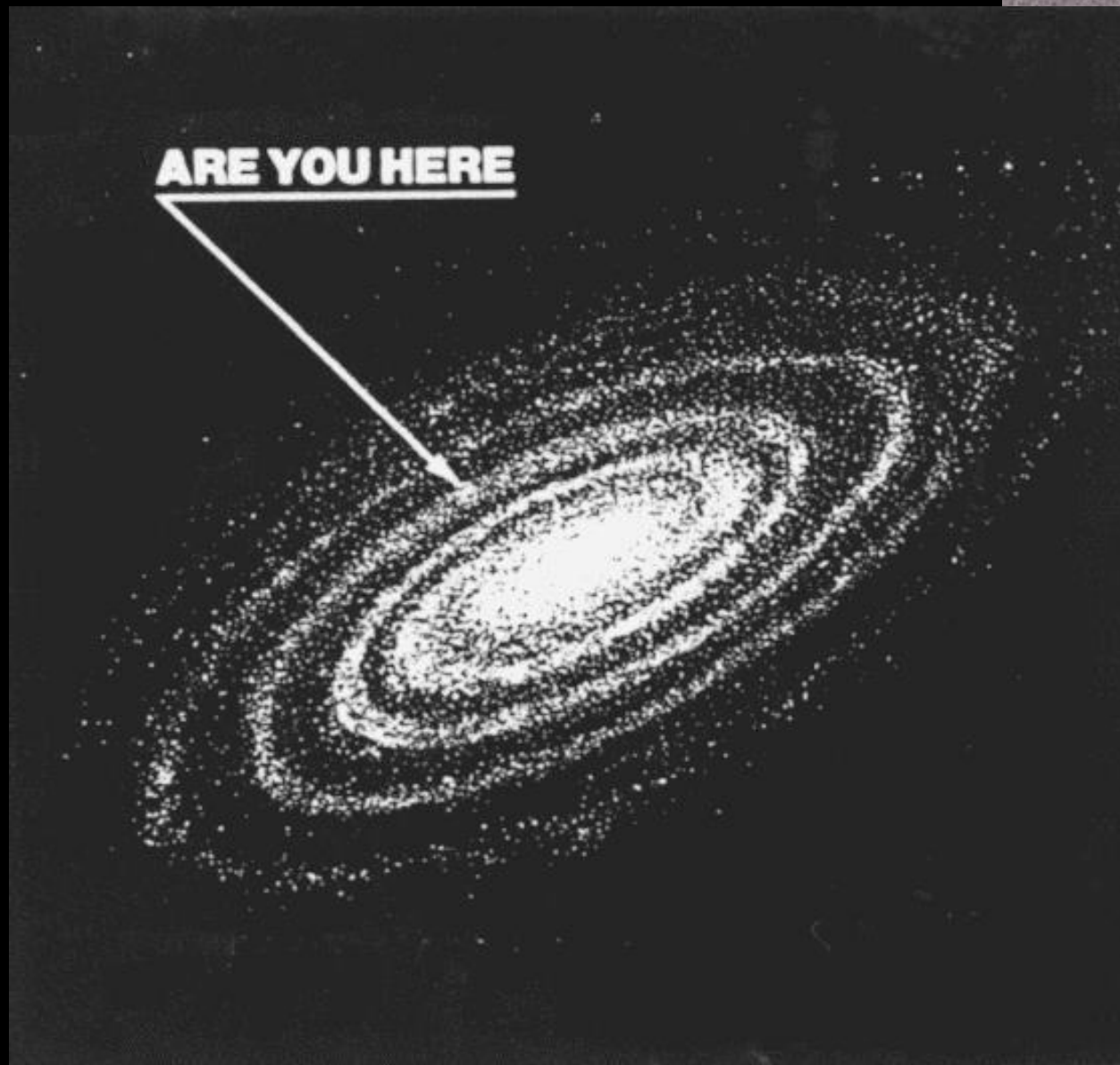
CUSTOMER JOURNEY

TRANSACTIONAL → EXPERIENTIAL

Where brands like Jacquemus are blazing trails, turning every moment into an opportunity to delight fans. The brand leans into the power of storytelling by building simple, immersive worlds full of exaggerated playfulness. He captures clever content that sets off a chain reaction, encouraging participation from his audience. He brings the audience along, every step of the journey creating a strong emotional connection and encouraging and promoting his fans to co-create along with him.

JACQUEMUS





THANKS *for*
LISTENING

Join us at Booth #1 for Public Office's
own mini-Brand Universe activation.

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