

Julio Luque

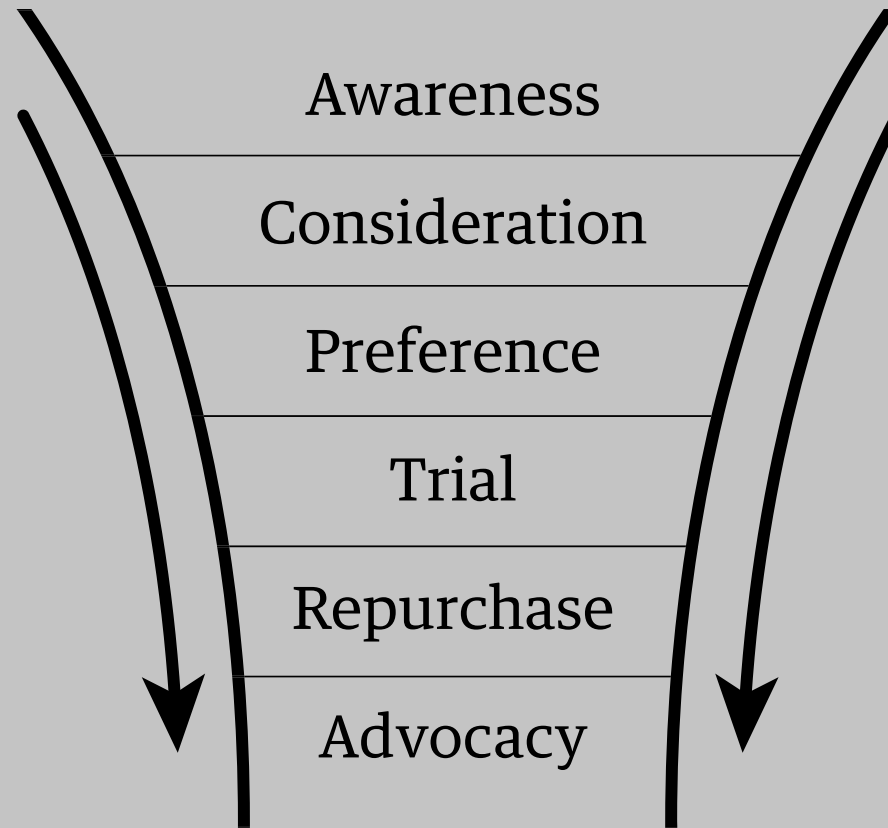
Construyendo Marcas Relevantes

INFINITO
CONSULTORES
EN BRANDING

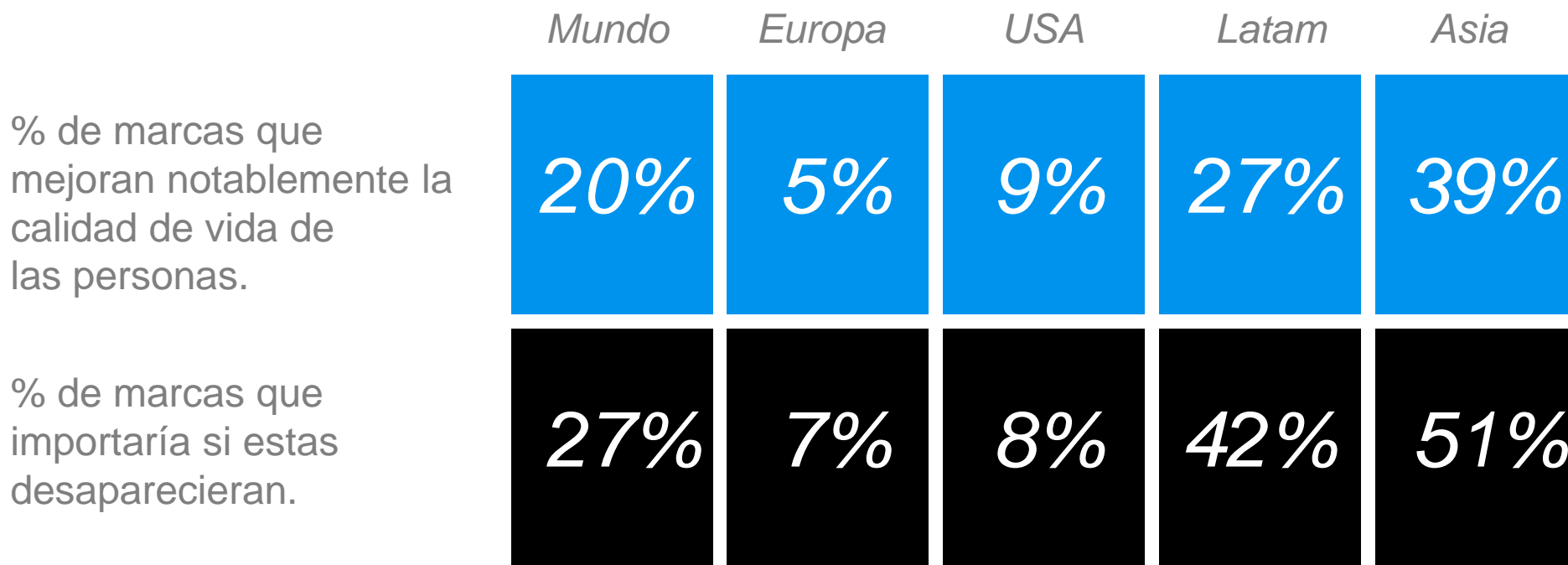
Saffron



El principal paradigma de marketing
de los últimos 25 años...



Nos ha conducido a la proliferación de marcas **intrascendentes**



IIVAS MEDIA

123,000 entrevistados
700 marcas
23 países

Vivimos en un mundo hiper conectado...



...hiper comunicado

60 horas de nuevos videos en *YouTube* cada minuto

+50 MILLONES de fotos subidas a *Instagram* cada día

+1 MILLÓN de post diarios en *Facebook*

630 MILLONES sitios web activos

+1,330 MILLONES de fotos de gatos en internet

Que cambió para siempre en Setiembre 2008



Primero fue Wall Street...



España



Chile



Brasil

É VOCE DILMA

QUE VAI FAZER?

#FORÇA BR



#LivesRes

... IS WITH Y

... LO POR LOS



Es innegable que hay un creciente sentimiento
Anti empresa

A photograph of a protest. A large red banner is held up, featuring the text "PEOPLE NOT PROFITS" in bold, white, sans-serif capital letters. The banner is held by several people, some of whom are visible in the foreground and background. One person in the foreground is holding a yellow folder and a green and pink ribbon. The background shows a crowd of people, some wearing hats, suggesting an outdoor public gathering.

**PEOPLE
NOT
PROFITS**



Los principales académicos comienzan a elaborar nuevas recetas



...que va más allá de la responsabilidad social...

El Concepto de Valor Compartido



“Tenemos que movernos desde la diferenciación de productos hacia la creación de contribuciones efectivas para las personas, las comunidades y las sociedades.”

The
New
CAPITALIST

MANIFESTO

building a disruptively better business

Umair Haque

HARVARD BUSINESS REVIEW PRESS

Different

ESCAPING THE COMPETITIVE HERD

SUCCESSING IN A WORLD WHERE
CONFORMITY REIGNS BUT EXCEPTIONS RULE

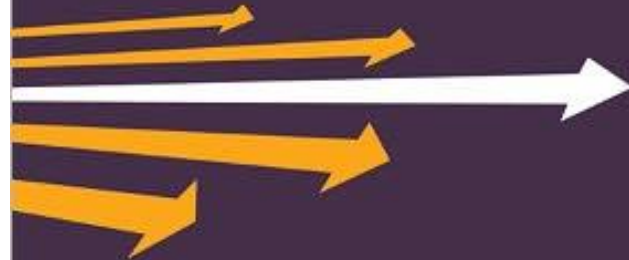
Youngme Moon



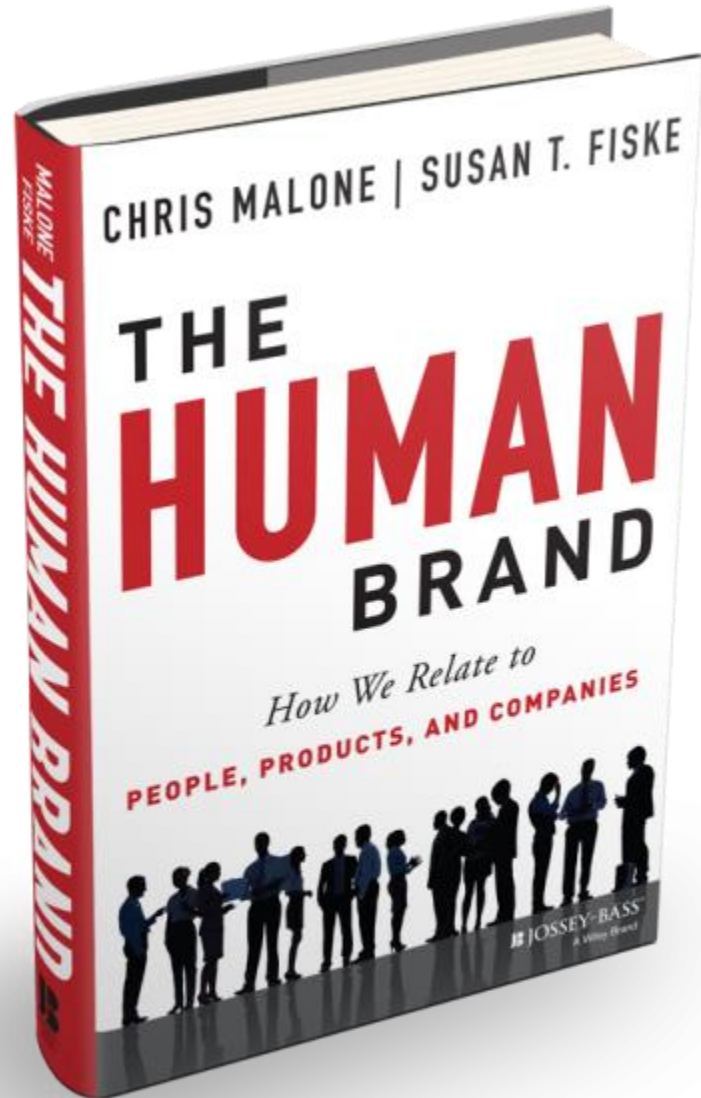
*“Tenemos que abandonar la rutina competitiva que no nos está llevando a ningún lugar. Tenemos que aspirar a ofrecerle al mundo algo que sea ‘**meaningfully different**’”*

BRAND RELEVANCE

MAKING COMPETITORS
IRRELEVANT



DAVID AAKER



The business landscape has changed forever, and companies of all kinds need to re-shape their customer relationships in line with this new level of social accountability if they want to thrive.

*Nobody really cares about your brand.
Stop worrying about being better.
Be relevant.*

–Tom Denari

brand rel•e•vance [brand rel-uh-vuh ns]

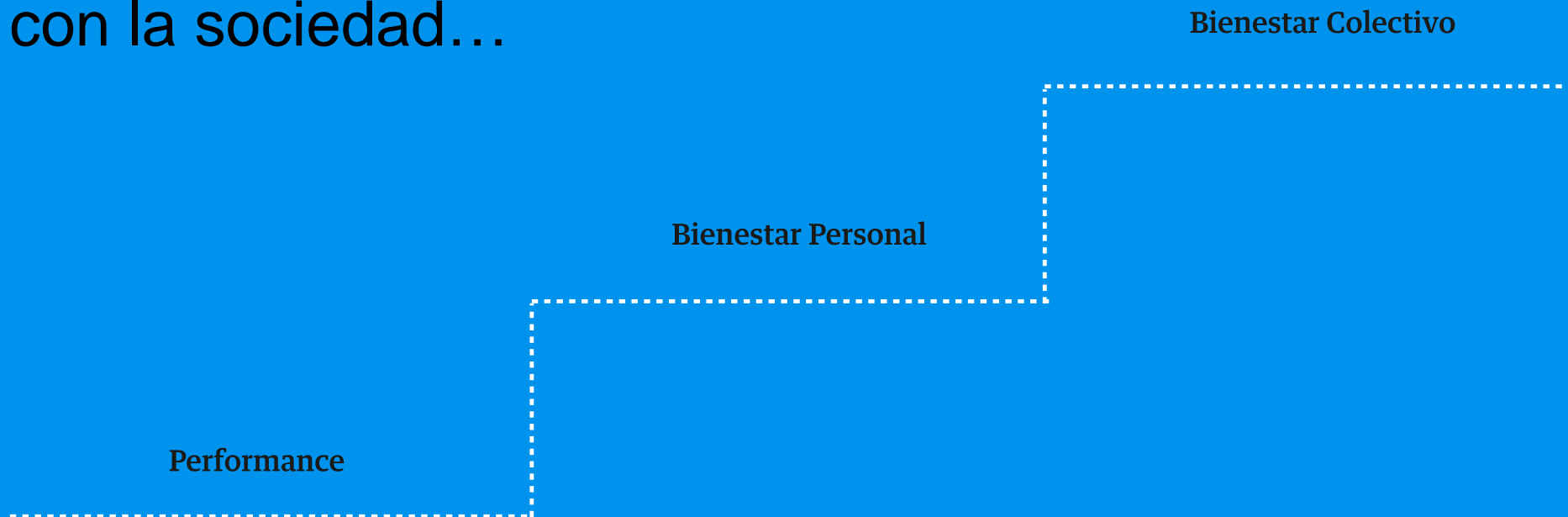
1. El alineamiento de la estrategia e identidad de una marca para proveer un beneficio que atienda la necesidad o deseo de un segmento del mercado.

brand rel•e•vance [brand rel-uh-vuh ns]

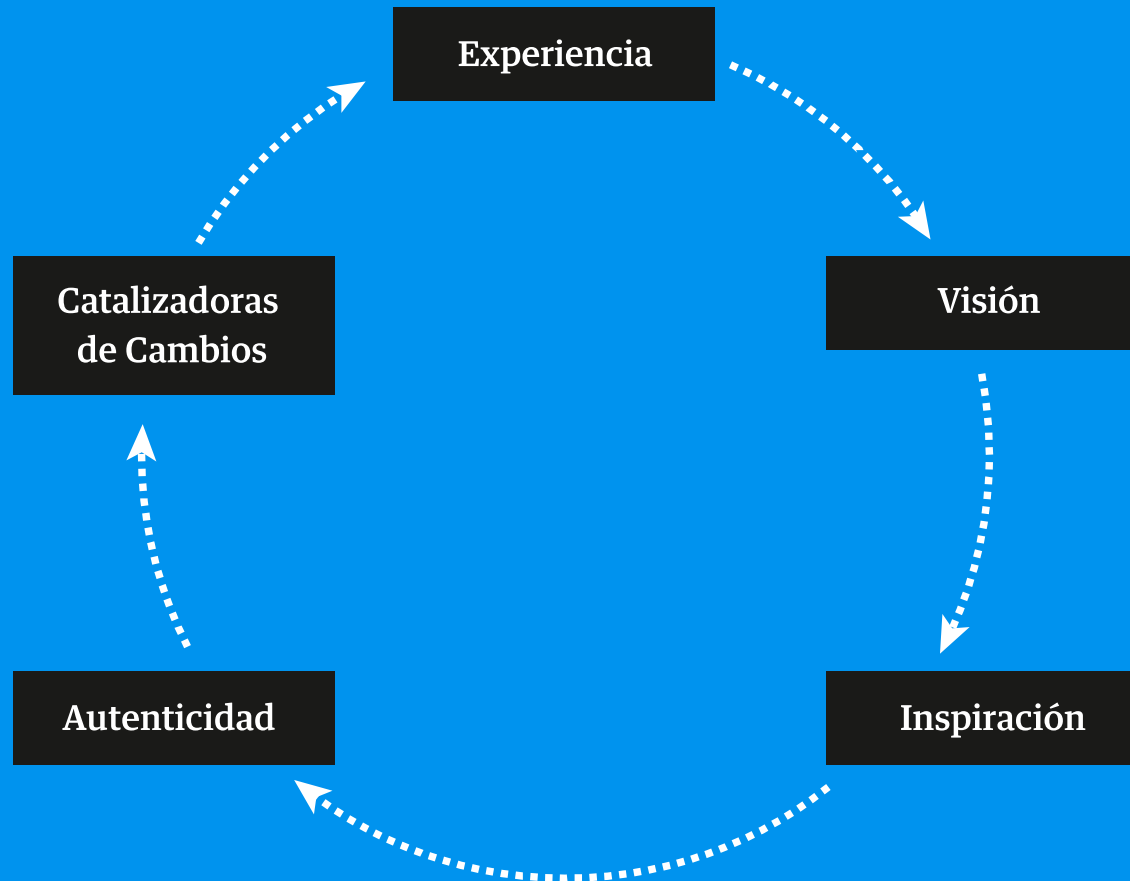
1. El alineamiento de la estrategia e identidad de una marca para proveer un beneficio que atienda la necesidad o deseo de un segmento del mercado.

Para ser **relevantes**:

Las marcas deben replantear
sus propuestas de valor
y su forma de interactuar
con la sociedad...




...construyendo un modelo de relevancia **“cultural.”**



Experiencias únicas como:





THIS IS THE IKEA GROUP


Our vision – “To create
a better everyday life
for the many people”



Welcome Inside

IKEA Group Yearly Summary FY12





“We side with the many people – what is good for people is also good for us in the long run”



Visionarias como:



OUR QUALITY
STANDARDS

We seek out & promote
ORGANICALLY grown foods.

WE FEATURE FOODS
THAT ARE FREE OF ARTIFICIAL
PRESERVATIVES, COLORS, FLAVORS,
SWEETENERS,
HYDROGENATED
FATS.

We carefully evaluate
each and every
product we sell.

We are
committed
to foods that
are fresh,
wholesome
& safe to eat.

We provide food
and nutritional
products that support
health & well-being.

We are passionate about
great tasting food
& the pleasure of
sharing it with others.

Capaces de liderar un cambio



Con Coraje



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(find a store)

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HEALTHY EATING

ABOUT OUR PRODUCTS

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BLOG

STORE DEPARTMENTS

Home » About Our Products » Our Quality Standards » Unacceptable Ingredients for Food

Unacceptable Ingredients for Food

The following list contains ingredients that Whole Foods Market finds unacceptable in food products.

We reserve the right to change this list at any time. Please note that creating a product with no unacceptable ingredients does not guarantee that Whole Foods Market will sell it. This list is intended for illustrative purposes only. If you are interested in selling your product to Whole Foods Market, please contact a WFM buyer.

- acesulfame-K (acesulfame potassium)
- acetylated esters of mono- and diglycerides
- ammonium chloride
- artificial colors
- artificial flavors
- aspartame
- azodicarbonamide
- benzoates in food
- benzoyl peroxide
- BHA (butylated hydroxyanisole)
- BHT (butylated hydroxytoluene)

Food Safety

Got your attention? Good. Being aware of food safety in your own home — things like proper refrigeration and preventing cross-contamination — is the best way to keep food-borne illness at bay.

[Learn more about food safety](#)

Related Blog Posts



The FDA Changes its Tune on Bisphenol-A



Protachio Manufacturer Recall



Peanut Recall Update 3/10/09



Peanut Recall — Update 2/20/09



Peanut Recall - 2/16/09

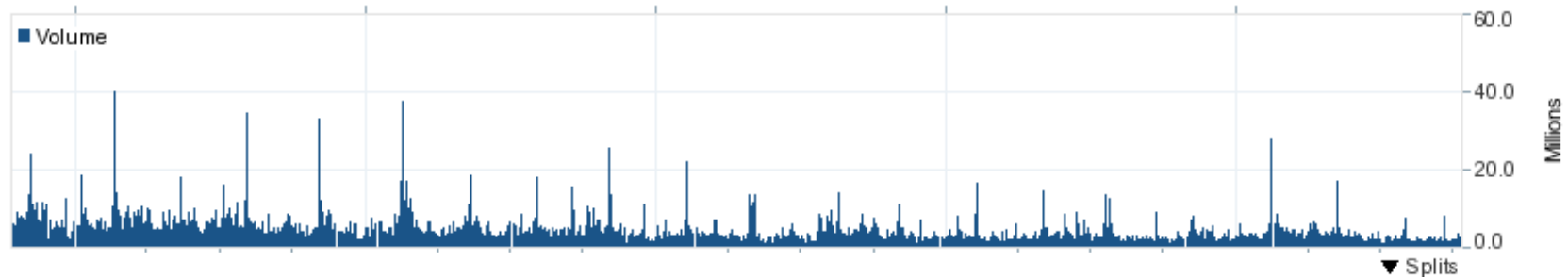
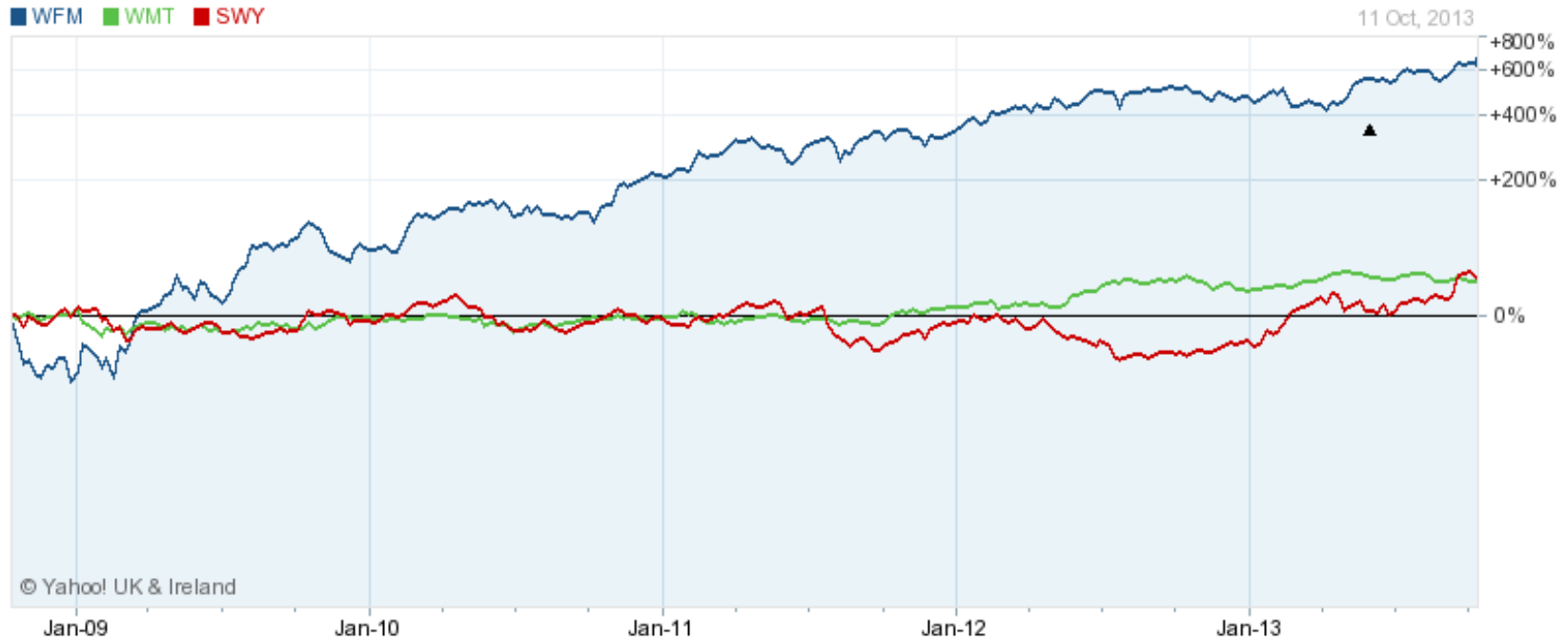


Peanut Butter Recall — Updated 2/10/09 5pm

Integrando el bienestar de la sociedad en la creación de valor económico

Whole Foods Market, Inc.

■ WFM ■ WMT ■ SWY



Marcas que inspiran porque tienen ideales y los defienden

A white Starbucks paper cup filled with coffee, featuring the Starbucks Siren logo. To the left of the cup, a white card with purple cursive handwriting reads "Thank You, Starbucks!". An orange diagonal banner in the top left corner of the card says "FEATURED CAMPAIGN".

Thank You,
Starbucks!

Thank Starbucks for standing up for gay rights

TAKE ACTION

Evitando lo “políticamente correcto”

The image is a screenshot of a web browser displaying a news article on the CBC News website. The browser's address bar shows the URL: <http://www.cbc.ca/news/business/starbucks-ceo-tells-anti-gay-investor-sell-your-shares>. The page features a top navigation bar with the CBC News logo and various menu items like News, Sports, Music, Radio, TV, My Region, More, Watch, Listen, and Search. A prominent blue banner for FedEx is visible at the top, with the slogan "Solutions That Matter." and a link to "Open a small business account". Below the navigation, the article title is "Starbucks CEO tells anti-gay investor: 'sell your shares'", with a sub-headline "Coffee chain earns praise from same-sex marriage advocates for its support". The article is dated "Posted: Mar 26, 2013 9:49 AM ET" and "Last Updated: Mar 26, 2013 12:04 PM ET". A large photograph of Starbucks CEO Howard Schultz is shown, with a faint Starbucks Siren logo in the background. To the right of the article, there is a section titled "Stay Connected with CBC News" with icons for Mobile, Facebook, Podcasts, Twitter, Alerts, and Newsletter. Below this is an advertisement for Lexus, featuring a "GALLERY" header and a photo of a Lexus SUV.

Starbucks CEO tells anti-gay investor: 'sell your shares'

Coffee chain earns praise from same-sex marriage advocates for its support

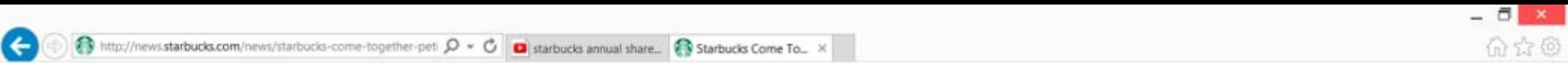
CBC News Posted: Mar 26, 2013 9:49 AM ET | Last Updated: Mar 26, 2013 12:04 PM ET

Starbucks CEO Howard Schultz came out forcefully in favour of same sex marriage at the company's annual general meeting last week. (Robert Sorbo/Reuters)

Inciendo en aquello que creen es mejor para la sociedad



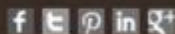
...una y otra vez...



Oct 15, 2013 Corporate

Starbucks Come Together Petition Approaches 2 Million Signatures and Counting

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Starbucks Come Together Petition Approaches 2 Million Signatures and Counting

SEATTLE, October 15, 2013 – Starbucks Coffee Company (NASDAQ:SBUX) issued the following update regarding the company's Come Together petition urging elected leaders in Washington, DC to reopen the government, pay our debts on time and pass a bi-partisan and comprehensive long-term budget deal by the end of the year:

Petitions are continuing to arrive from Starbucks nearly 7,000 company-operated stores in the U.S. As of 3:00 pm PT the number of signatures is approaching 2 million. Tomorrow, Starbucks will deliver collected petitions to Congress and the President. More petitions are expected to arrive over the next few days from other organizations and the remainder of Starbucks company-operated stores. The company would like to thank our partners (employees), our customers and the other companies and organizations that have joined the effort including AOL, Caterpillar, Marriott and a host of non-profit organizations.

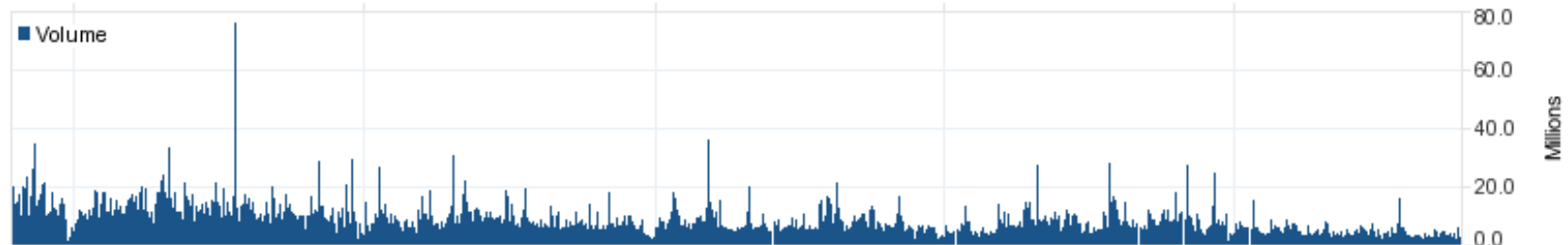
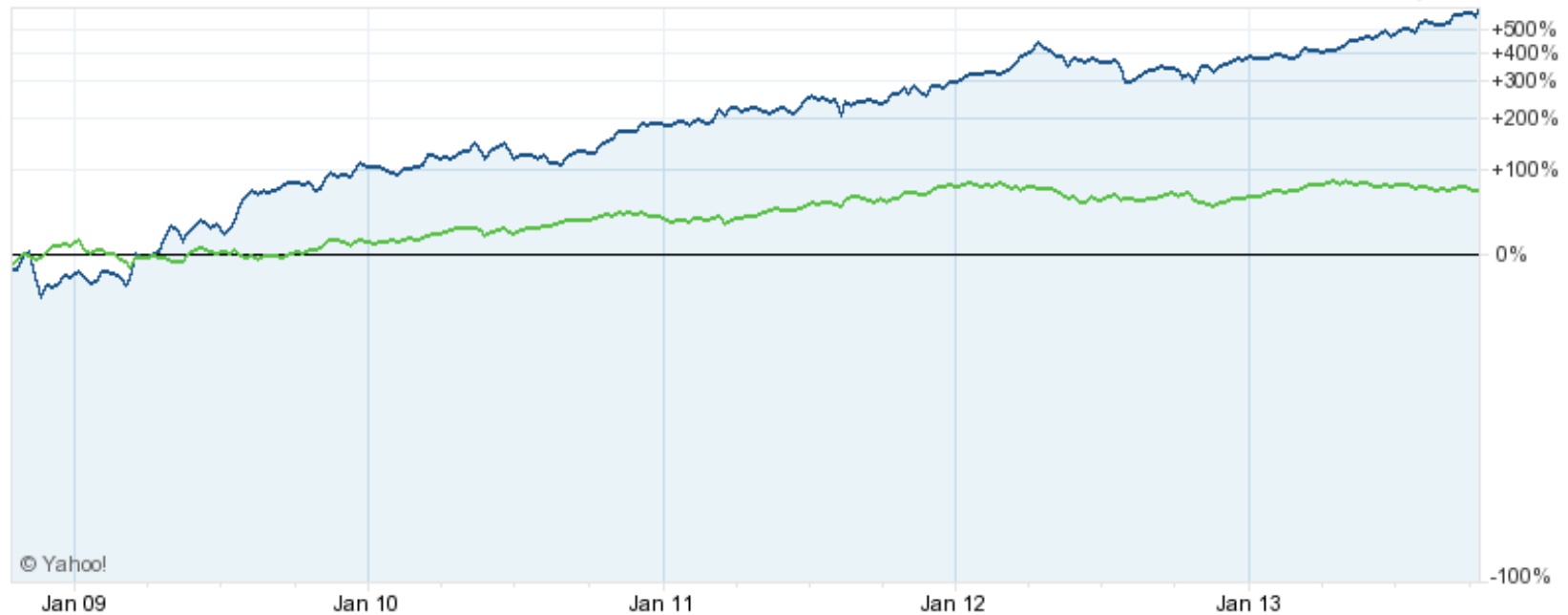
Contact:

Integrando el bienestar de la sociedad en la creación de valor económico

Starbucks Corporation

■ SBUX ■ MCD

Oct 14, 2013



Inclusive cuando la polémica...





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H: 74° L: 58°
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Updated: 4:36 p.m. Thursday, June 27, 2013 | Posted: 1:25 p.m. Thursday, June 27, 2013

Chick-fil-A in gay marriage spotlight again

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By Leon Stafford

The Atlanta Journal-Constitution

Chick-fil-A President Dan Cathy has entered the gay marriage debate again, almost a year after making comments that created a firestorm of protest for the Atlanta-based company.

Dan T. Cathy
@dancathy

Sad day for our nation; founding fathers would be ashamed of our gen. to abandon wisdom of the ages re: cornerstone of strong societies.

6/29/13, 11:22 AM

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Photos: The Georgia-Florida series

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On Wednesday, Cathy tweeted: "Sad day for our nation; founding fathers would be ashamed of our gen. to abandon wisdom of the ages re: cornerstone of strong societies."





GOD
BLESS
DAN
Cathy

BREAKFAST
IT'S BACK!
ENJOY A PEACH
MILKSHAKE TODAY!
CLOSED SUNDAY

1980

Chick-fil-A

Chick-fil-A
THE ORIGINAL
CHICKEN SANDWICH

Straight Nebraska Man Allegedly Beaten After Defending His Gay Friends

Student Allegedly Rejected From Fraternity Because He Is Gay

McCain Wanted LGBT Equality Bill Will Be Like 'Busing,' Lead To Reverse Discrimination

Chick-Fil-A's Business Thriving Despite Anti-Gay Controversy Backlash

Posted: 10/25/2012 10:57 am EDT

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64	49	8	12	1814
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Bad news for those angered by Chick-fil-A's stance toward lesbian, gay, bisexual and transgender (LGBT) rights: despite the onslaught of negative publicity, the restaurant chain is thriving.

USA Today cites a survey by Sandelman & Associates, which found that consumer use



MOST POPULAR

Straight Nebraska Man Allegedly Beaten After Defending His Gay Friends



Why Sean Hayes Owes The Gay Community An Apology



Marcas auténticas



DON'T BUY THIS JACKET



COMMON THREADS INITIATIVE

Together we can reduce our environmental footprint.

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"YOU HAVE BREAST CANCER." NOW WHAT?



Marketing

Patagonia's 'Buy Less' Plea Spurs More Buying

By Kyle Stock | August 28, 2013

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Marcas catalizadoras de cambios

Dove



Integrando el bienestar de la sociedad en la creación de valor económico

Dove's figures soar as 'real women' give beauty a new face

MELISSA KENT

An advertising campaign which stars curvy women instead of stick-thin models has pushed sales of Dove beauty products up 30 per cent in just a few weeks.

The revolutionary "real women" commercials featuring women with ample thighs, bottoms and breasts are behind a sharp rise in sales of skin firming products, the company claims. Dove's share of the \$50 million moisturiser market has grown by a third, to 10.9 per cent nationally since the campaign was launched in late August.

Dove brand manager Briar Taylor said women were sick of images of airbrushed perfection in beauty advertising and wanted to see natural women with real curves.

"People were quite sceptical about launching a range of products using girls who were a little bit bigger but we have been overwhelmed by the consumer support for the campaign," she said.

In Britain, a 600 per cent growth in sales has been attributed to the campaign, which sparked new debate about the portrayal of women in advertising when launched last year.

It stemmed from a survey which found only 2 per cent of women around the world described themselves as beautiful and only 13 per cent were satisfied with their body weight and shape.

In Australia, the skin-care com-



Big success: Dove's sales have soared as a result of its 'real women' commercials, which use models with curvaceous bodies instead of airbrushed, stick-thin figures.

pany is also launching a national competition to find curvaceous women aged 18 to 35 for a calendar.

Professor Ram Ramaseshan, head of Curtin University's school of marketing, said a campaign featuring

naturally beautiful women was a clever marketing strategy which instilled confidence in the brand.

"Consumers are quite savvy and realise they are not going to look like a supermodel just because they use a

product, so a campaign like this instils trust," he said.

Melissa Pye, founder of marketing consultancy W Communications Group, said brands which used airbrushed images of models and act-

resses lacked credibility. "Women are smart enough . . . to realise Halle Berry or Sarah Jessica Parker are just paid models and of course they don't really dye their own hair or use Revlon make-up," she said.



ADVERTISEMENT

More: [Madison Avenue Advertising](#) [Dove](#) [Viral Video](#)

How Dove's 'Real Beauty Sketches' Became The Most Viral Video Ad Of All Time

■ LAURA STAMPLER | MAY 22, 2013, 11:30 AM | 🔥 10,700

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This is the eighth of a seventeen-part series called "Video Revolution." This series brings you up to speed on innovations in the video advertising industry. "Video Revolution" is brought to you by Innovid.

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LIANNA BRINDED
Sunday 21 April 2013

3

It's an ad, but Dove's Real Beauty campaign is a gamechanger

Of course they want to make a profit, but they are also providing a significant change in redefining advertising standards and the unrealistic ideals for the way women look

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LA COLECCIÓN DE PRODUCTOS 3D WHITE

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1er Estudio de Marcas Relevantes

Perú 2013

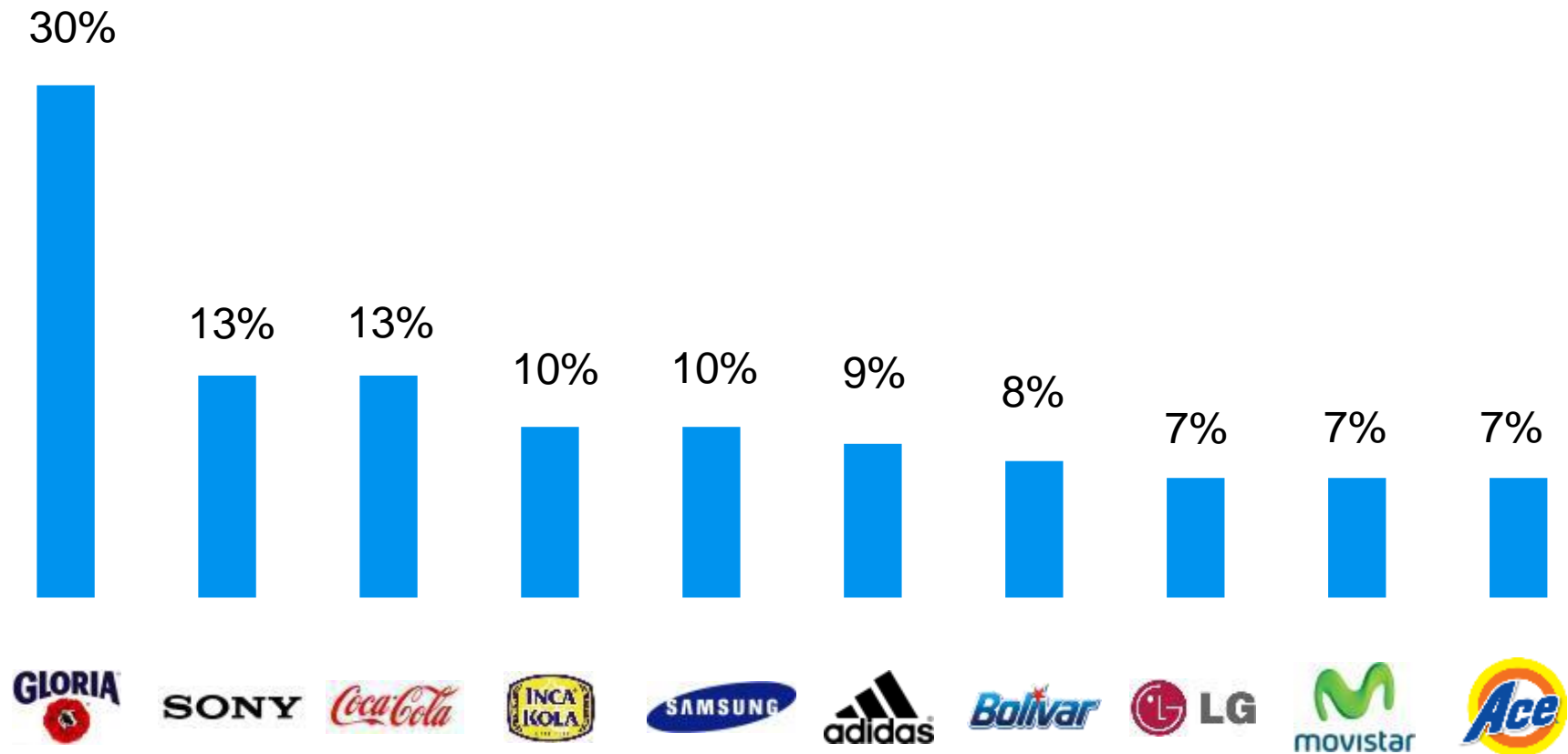
Nivel nacional.

1200 encuestas.

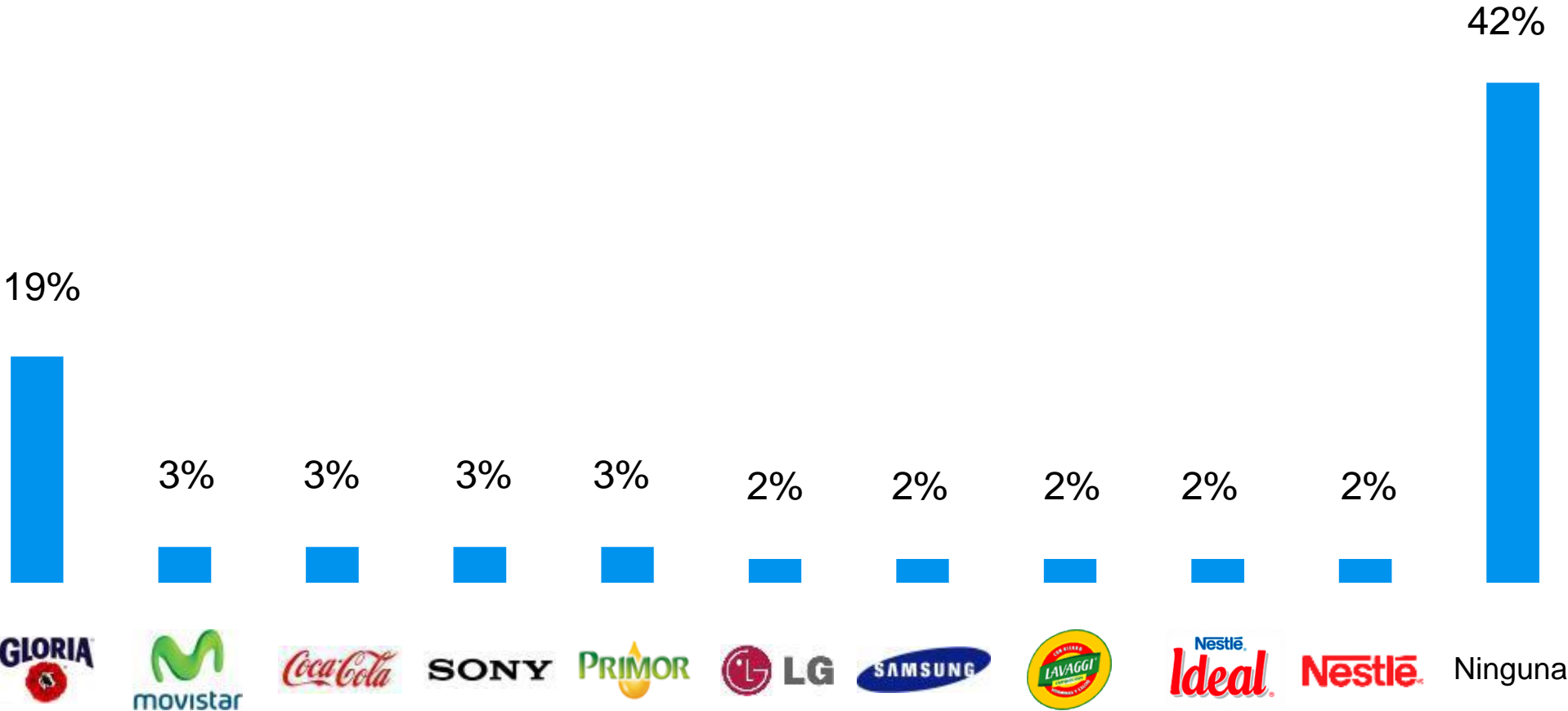
NSE A, B, C, D, E.

HyM, 18/70 años.

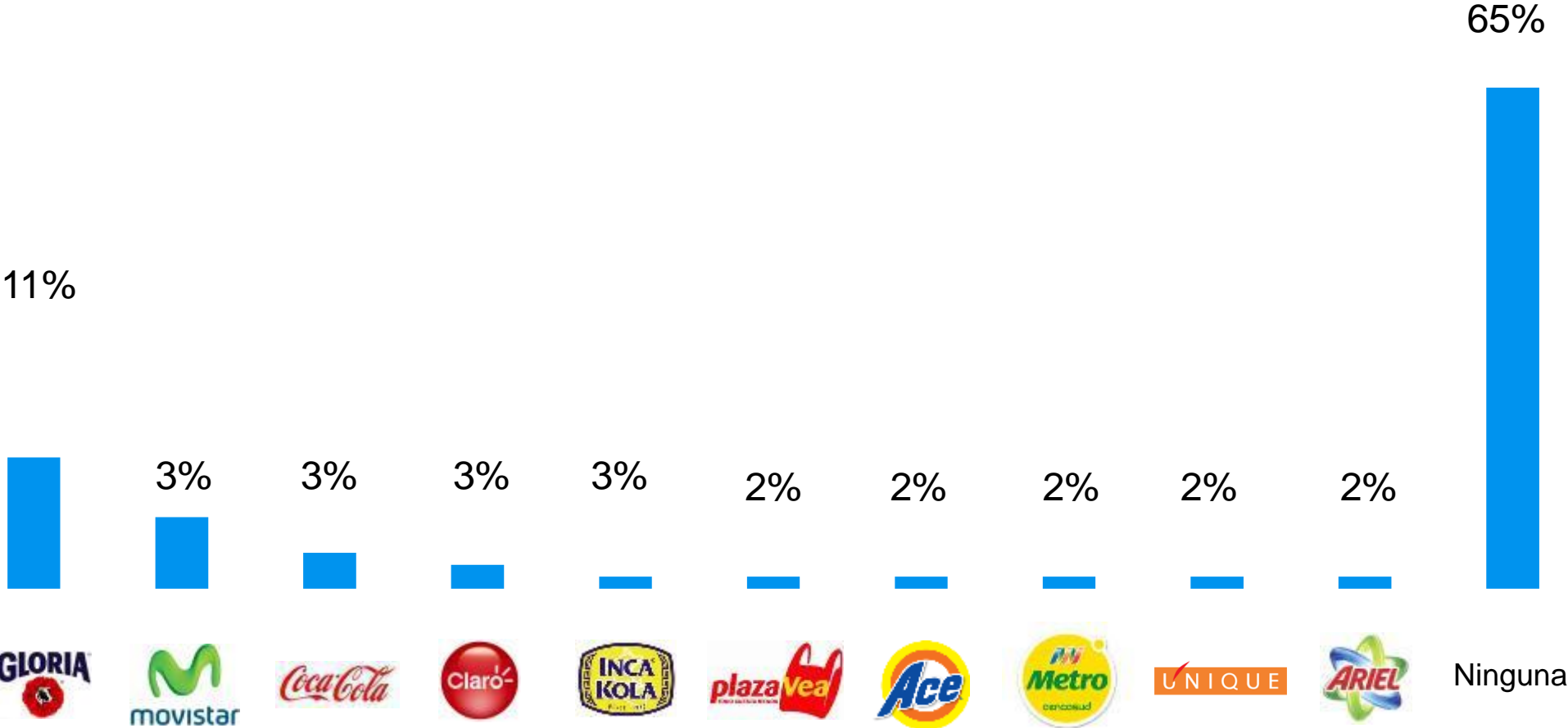
Las 10 marcas mas importantes del Perú



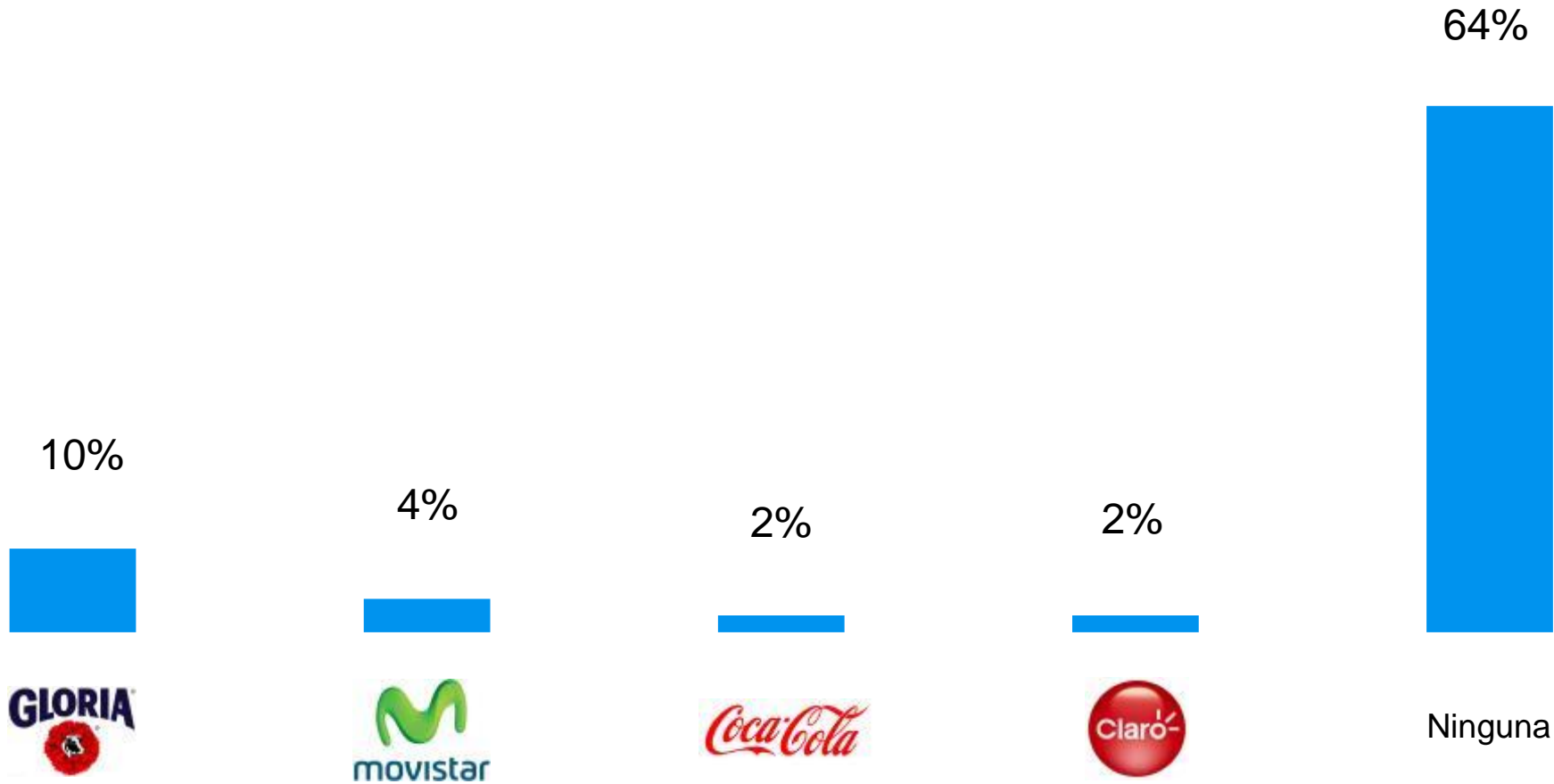
Marcas que contribuyen a mejorar la calidad de vida personal



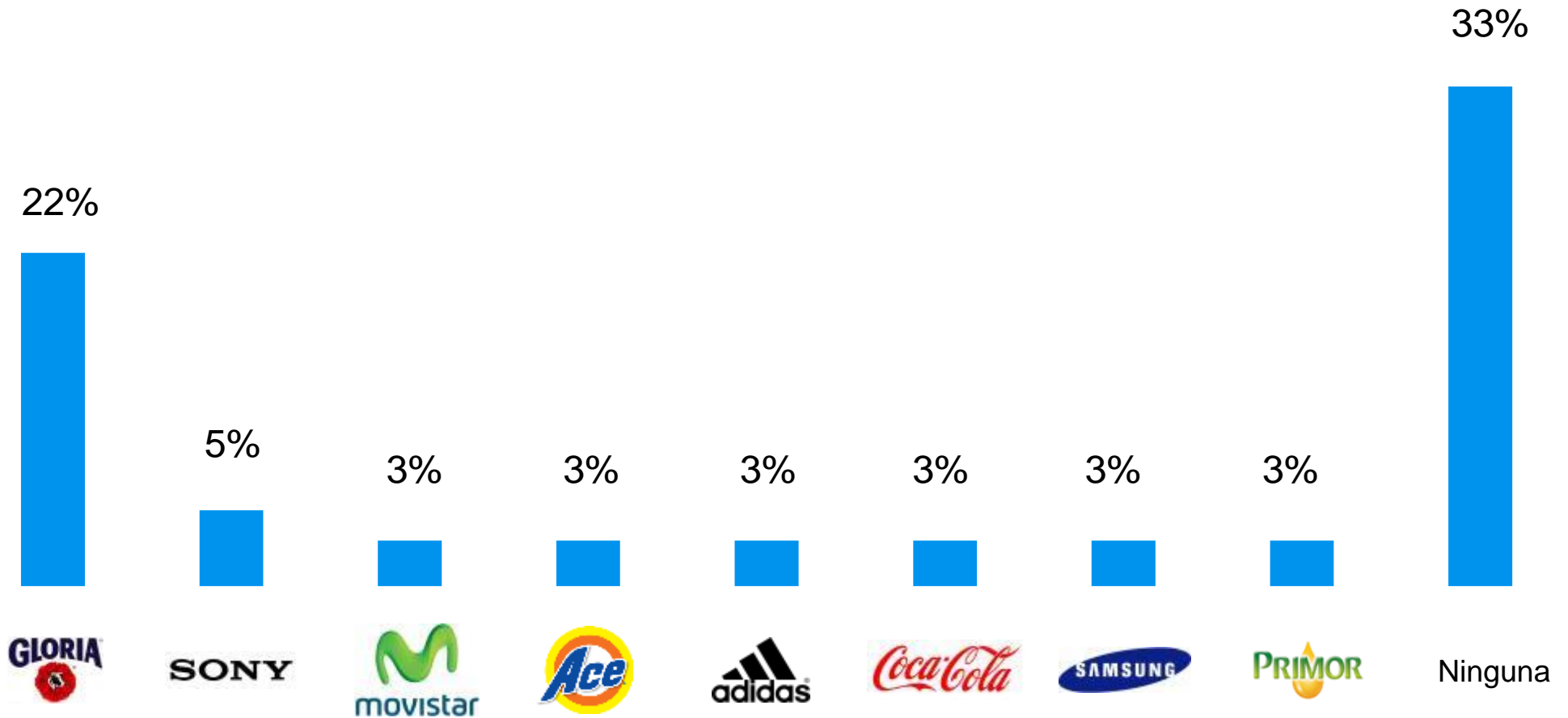
Marcas que contribuyen a mejorar la calidad de vida de la comunidad



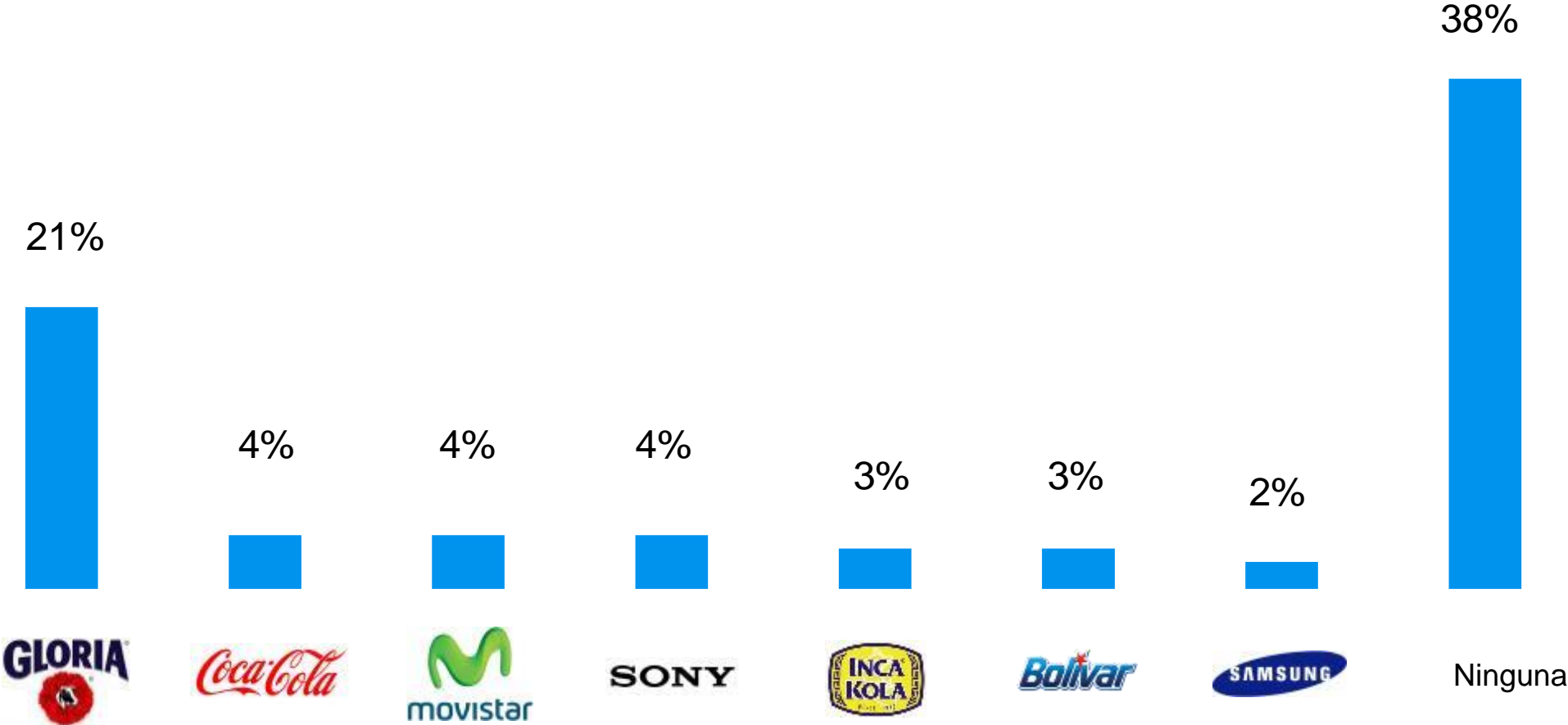
Marcas que comunican honestamente sus compromisos y promesas



Marca en las cuales confío plenamente



Marcas que importan mucho si desaparecieran



Julio Luque

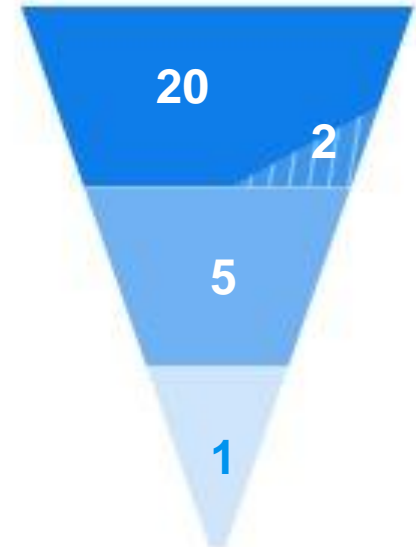
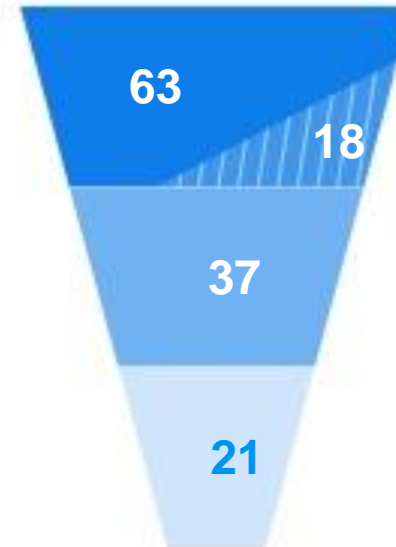
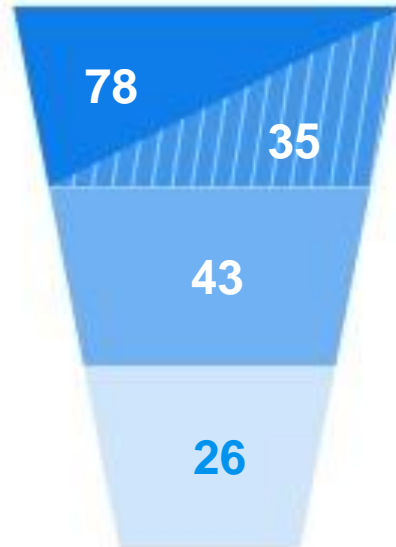
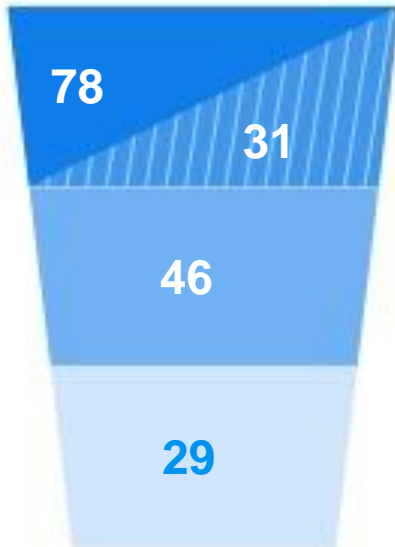
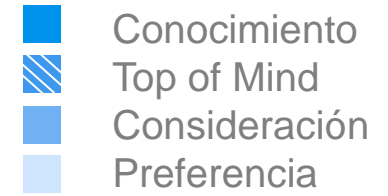
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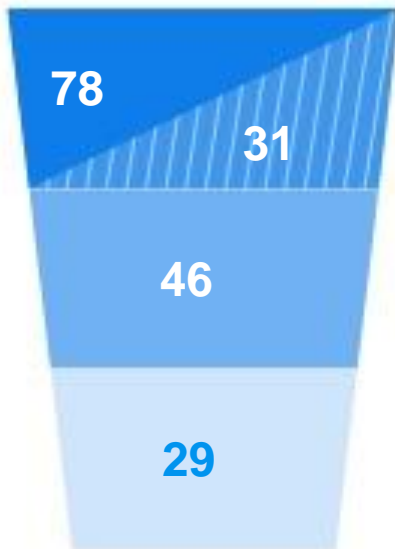
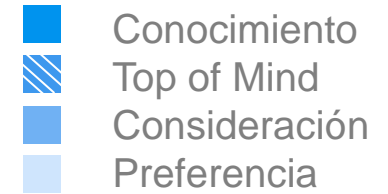


Supermercados

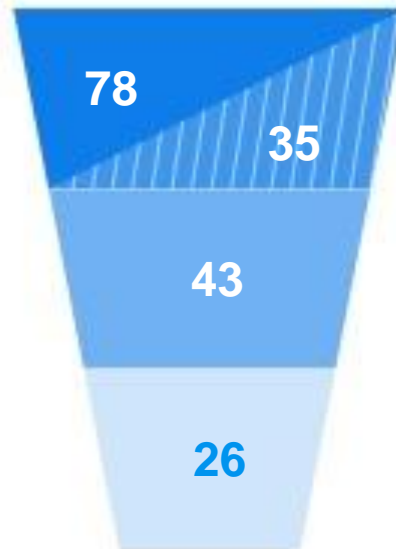


Supermercados

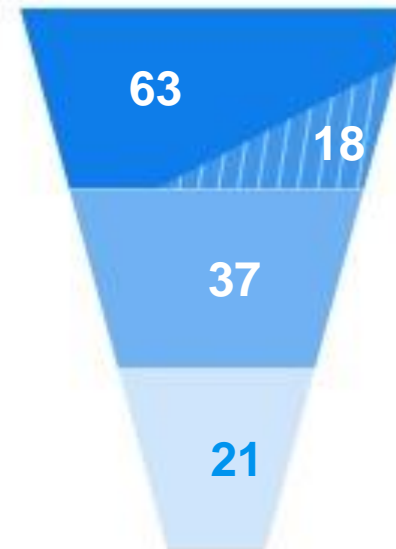
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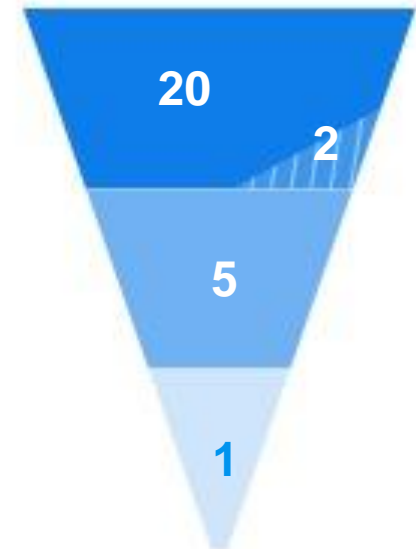
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40%

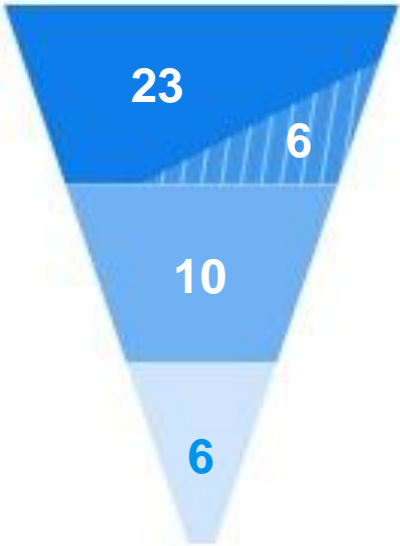
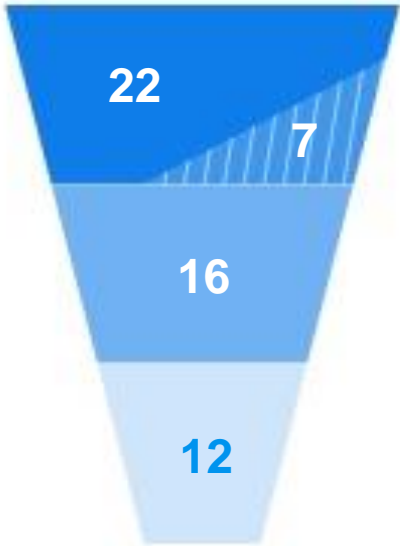
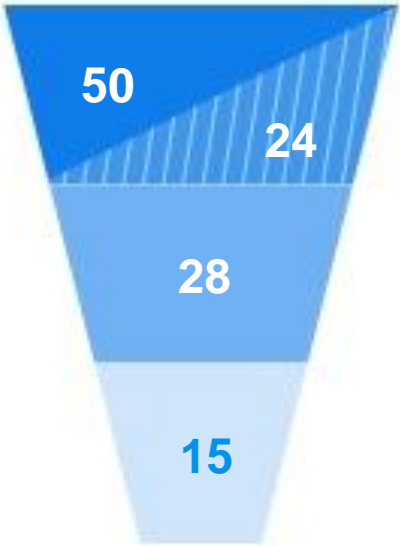
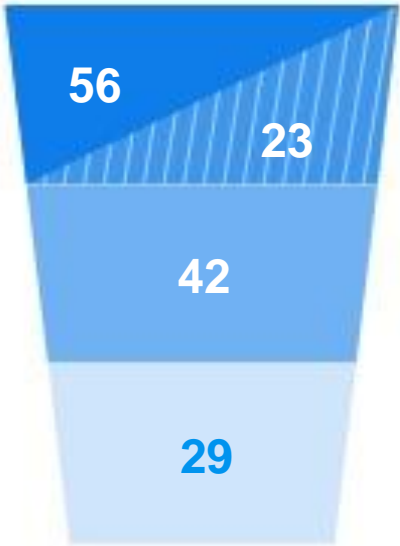
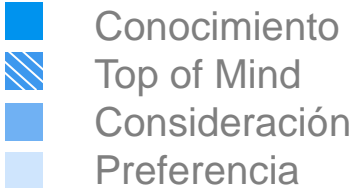


41%



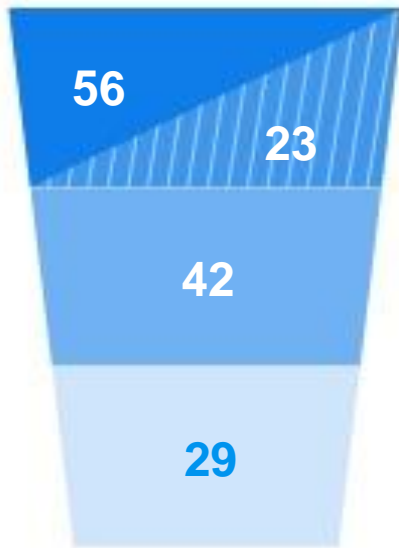
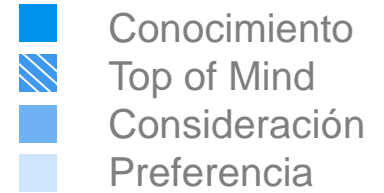
48%

Tiendas por departamento

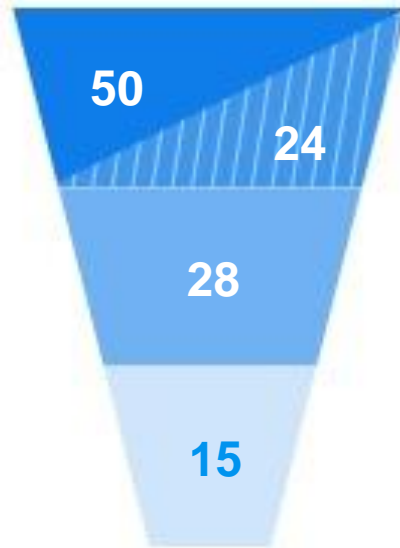


Tiendas por departamento

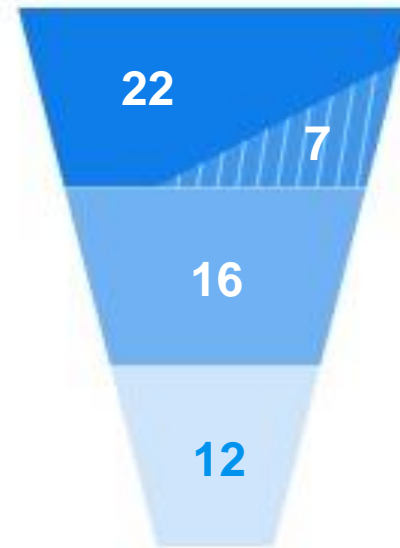
% al que no le importa que desaparezca



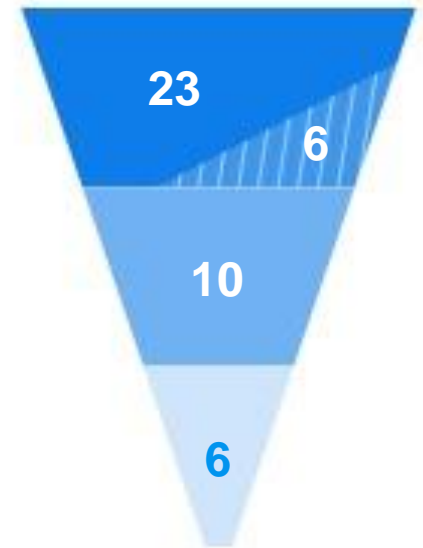
46%



53%

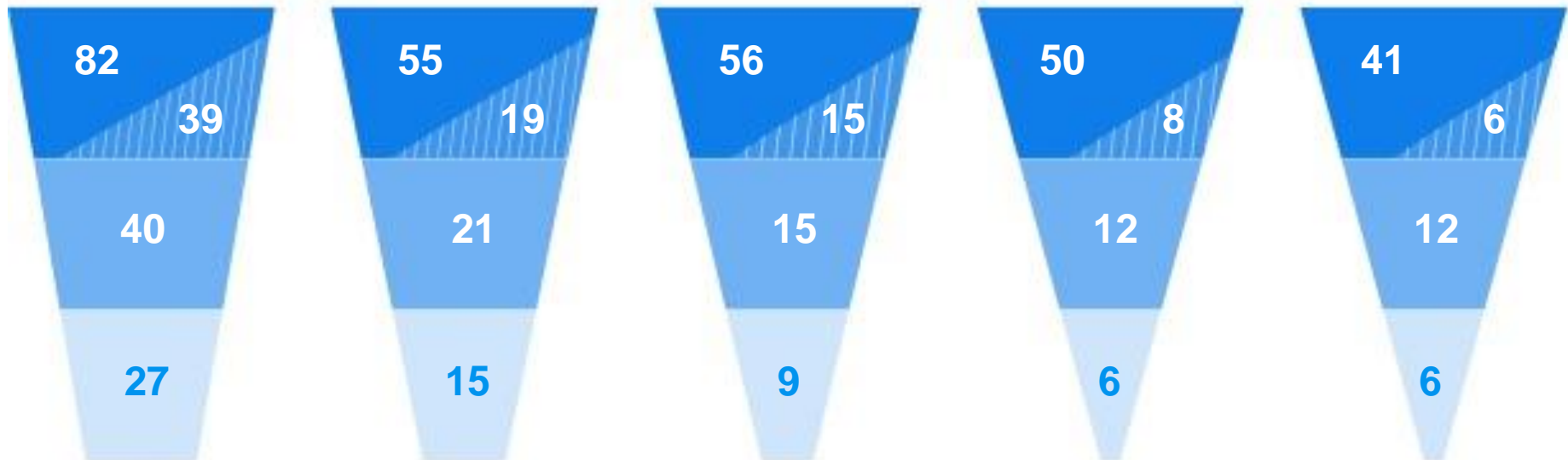
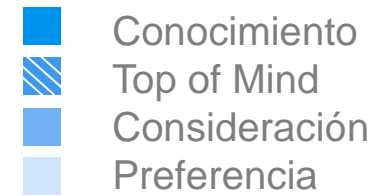


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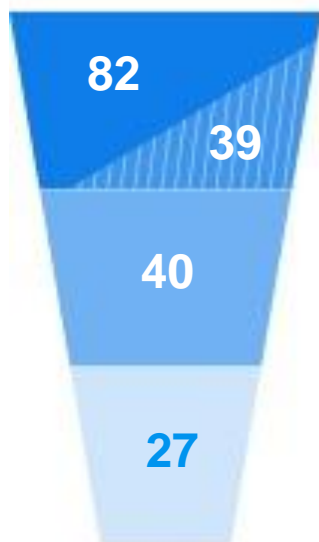
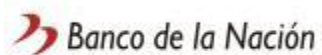
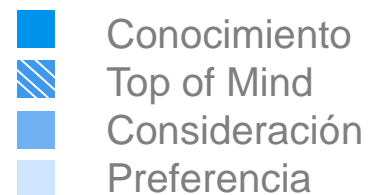
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Bancos

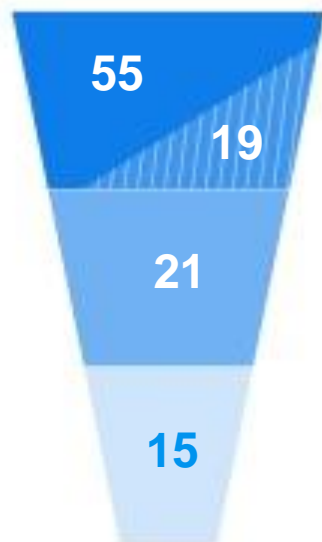


Bancos

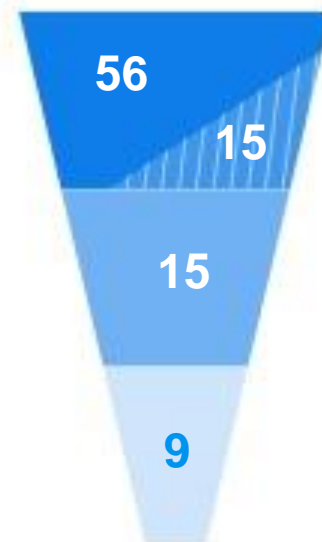
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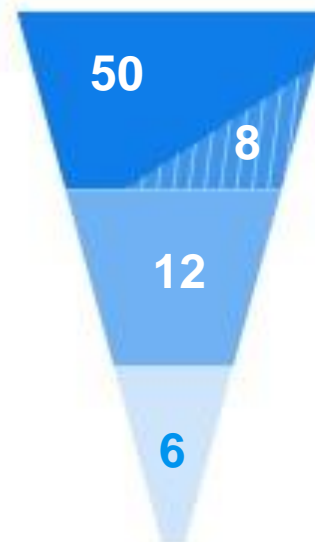
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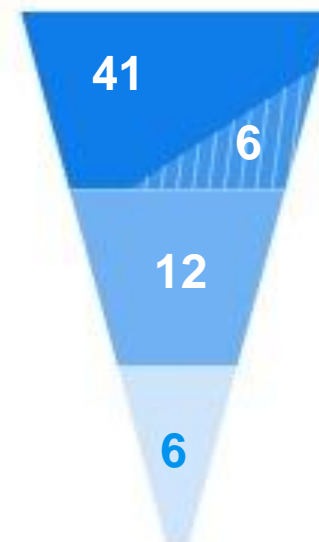
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39%



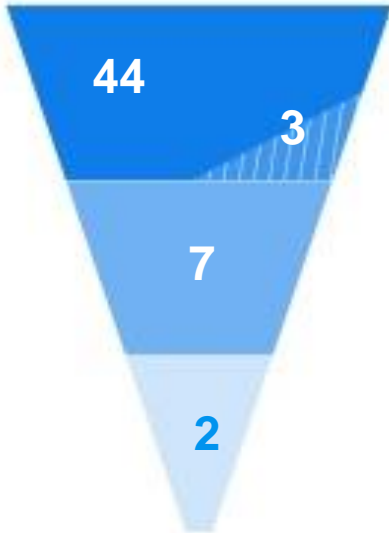
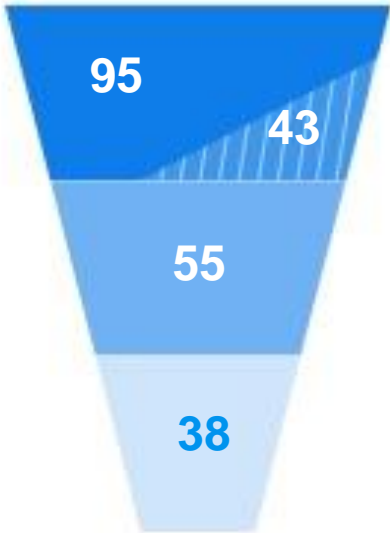
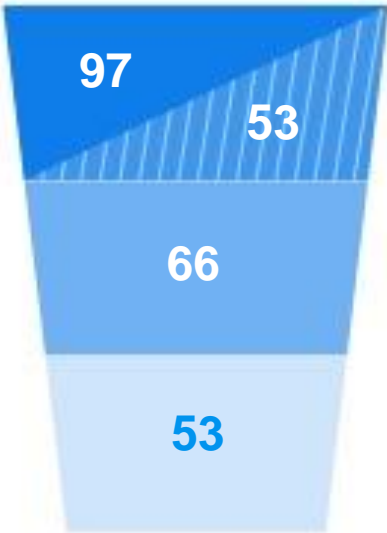
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42%

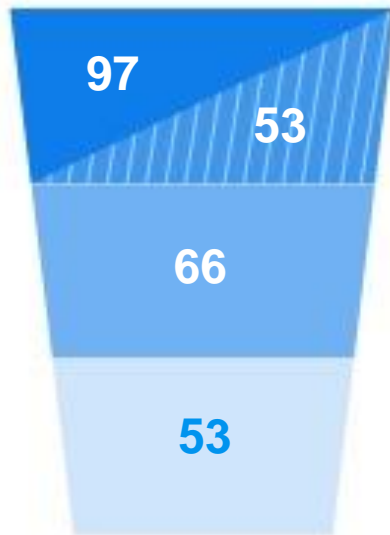
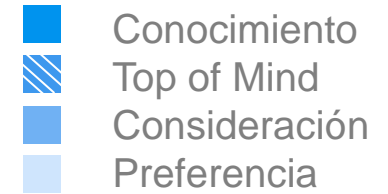
Telefonía Móvil

- Conocimiento
- Top of Mind
- Consideración
- Preferencia

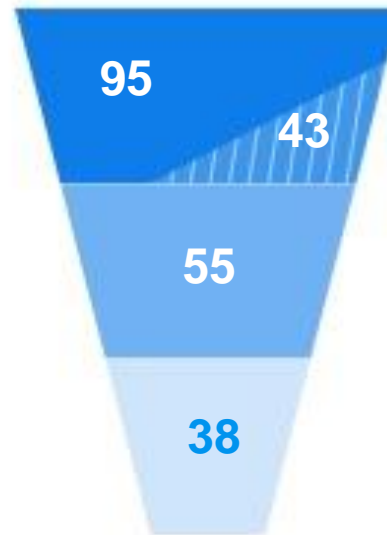


Telefonía Móvil

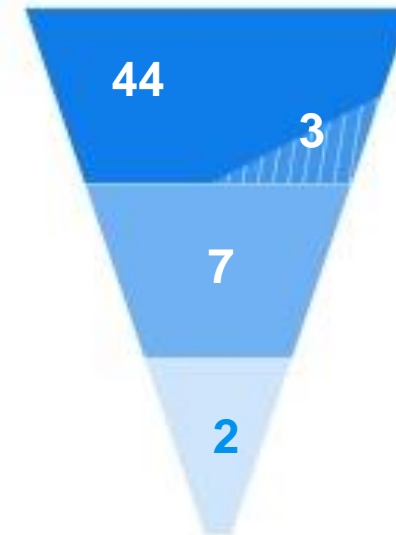
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26%

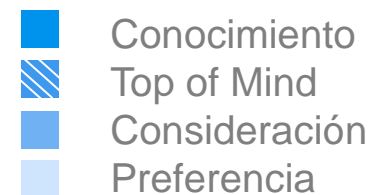


29%



49%

Diarios



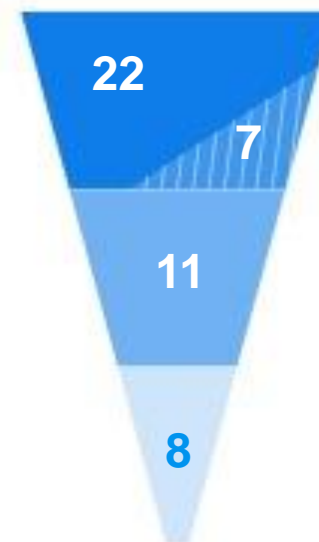
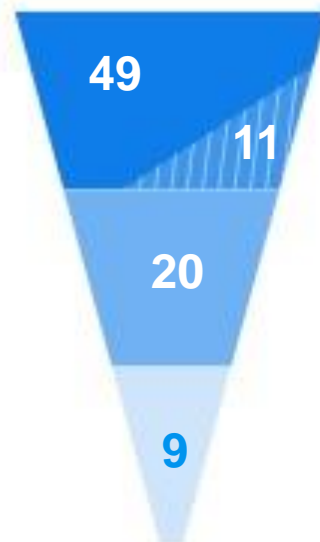
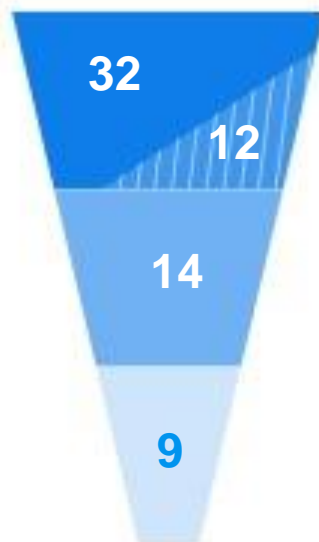
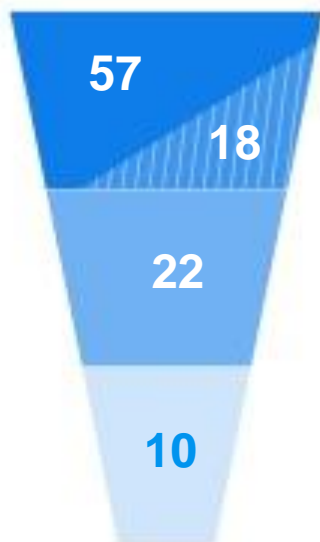
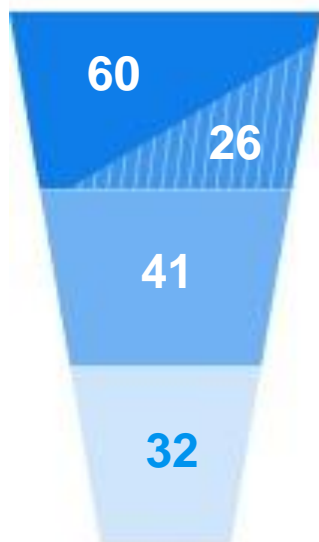
trome

El Comercio

Correo

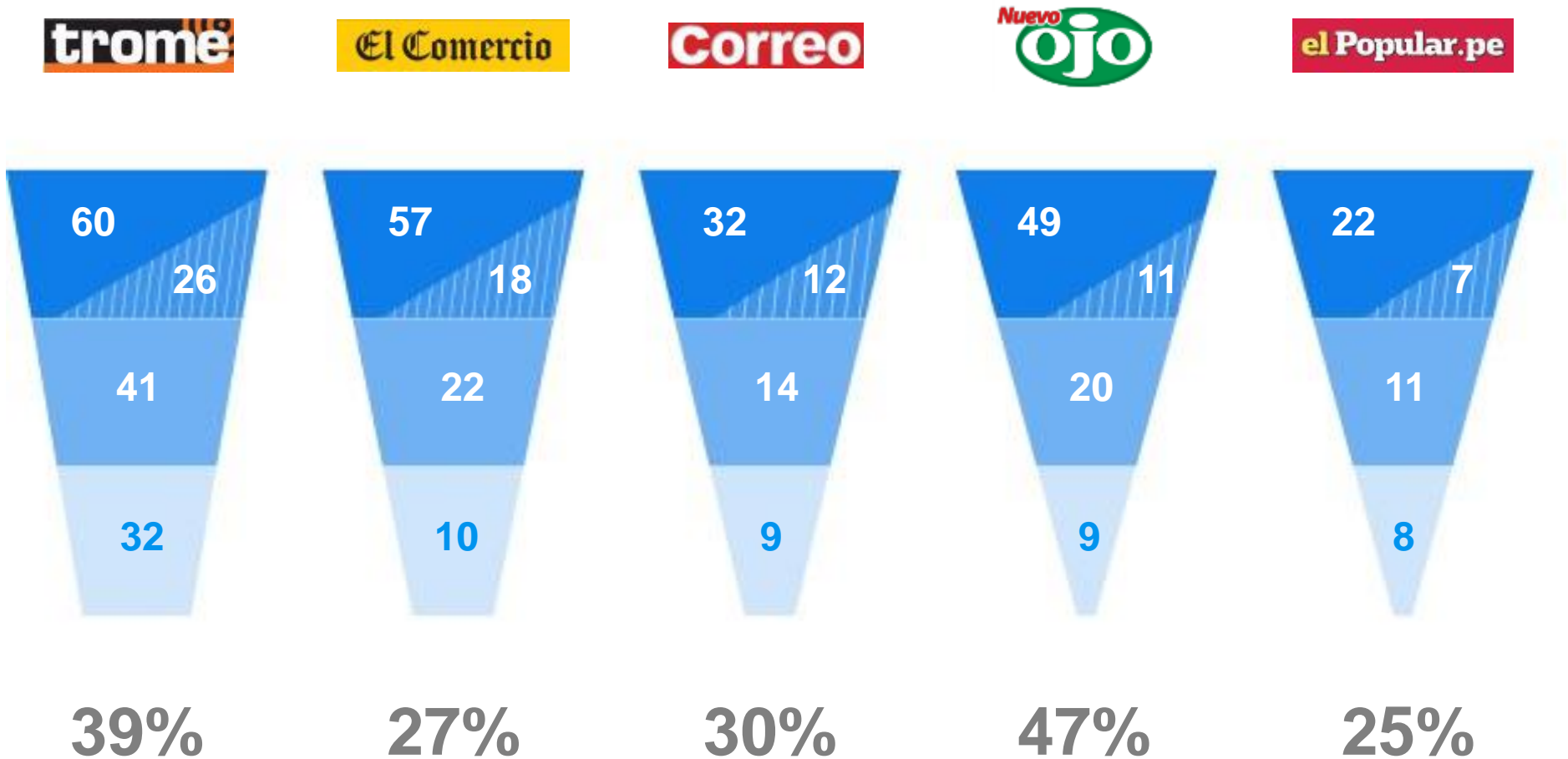
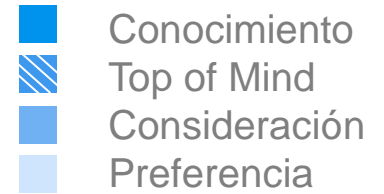
Nuevo ojo

el Popular.pe

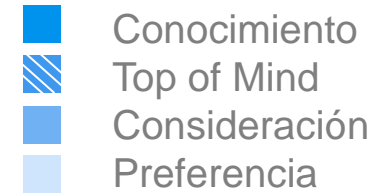


Diarios

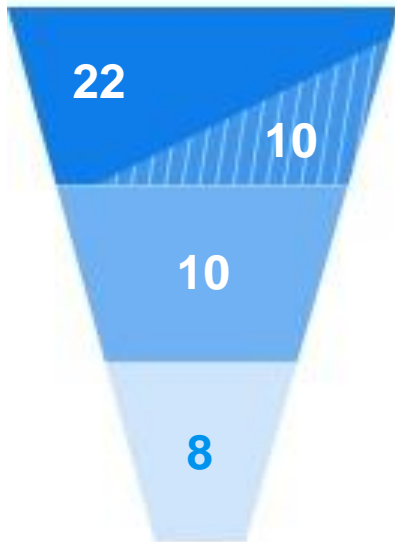
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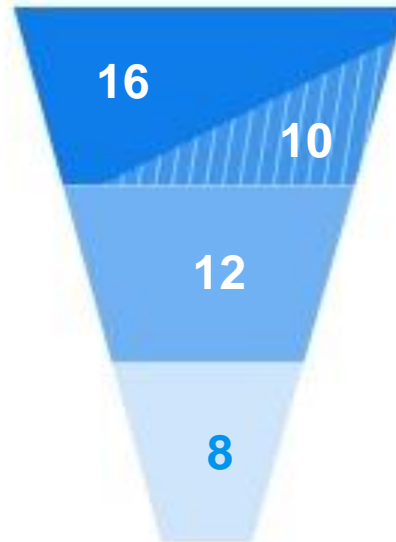
Revistas



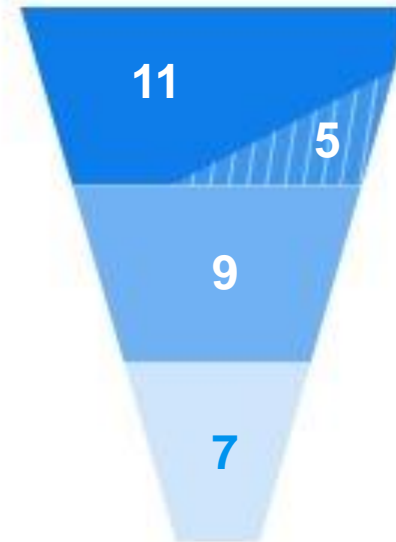
Magaly
TeVe



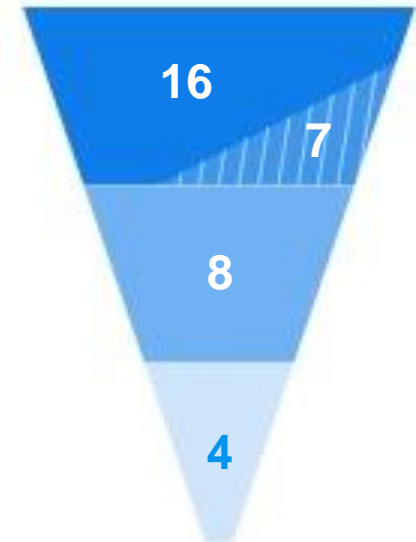
ILUSTRACION PERUANA
Caretas



SOMOS

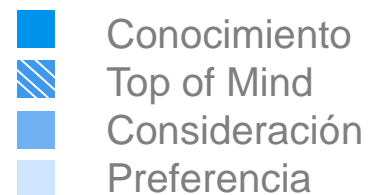


GISELA
DISEÑADA

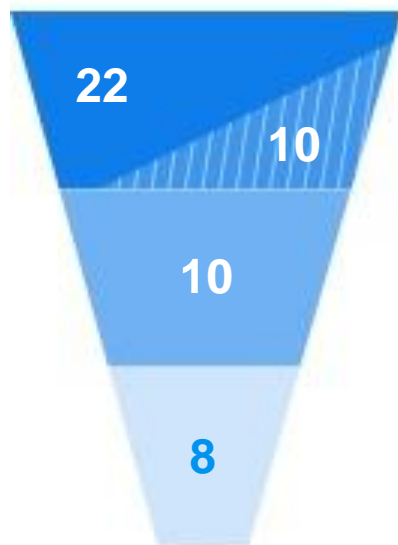


Revistas

% al que no le importa que desaparezca

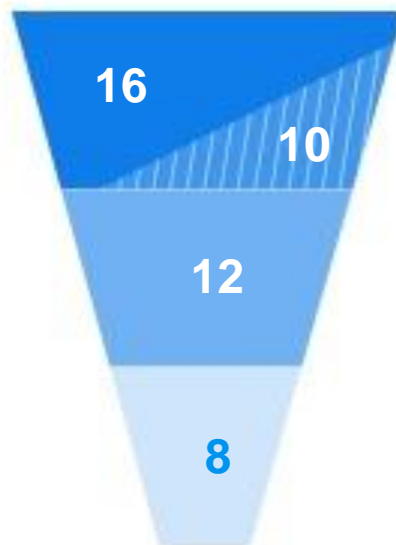


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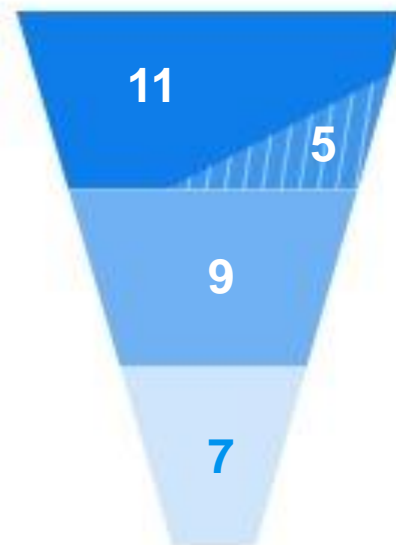
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ILUSTRACION PERUANA
Caretas



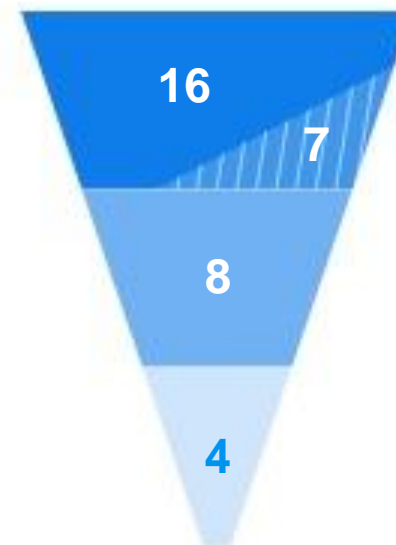
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SOMOS



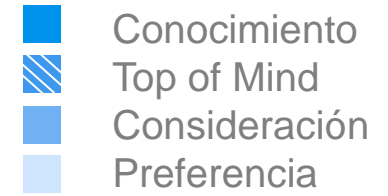
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GISELA
DE PERU

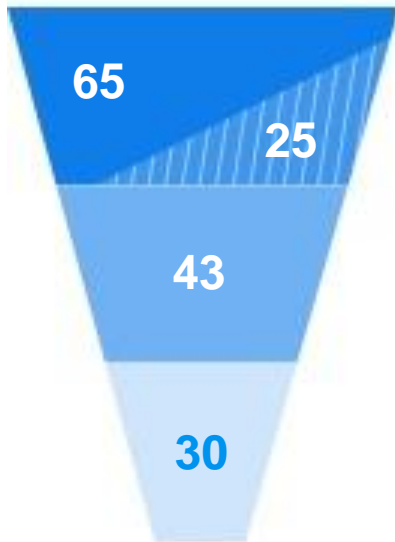


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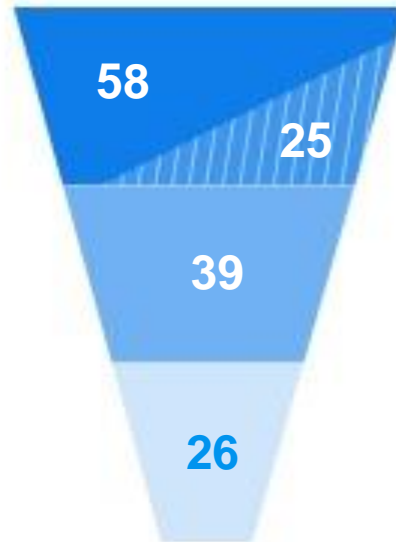
Cosméticos



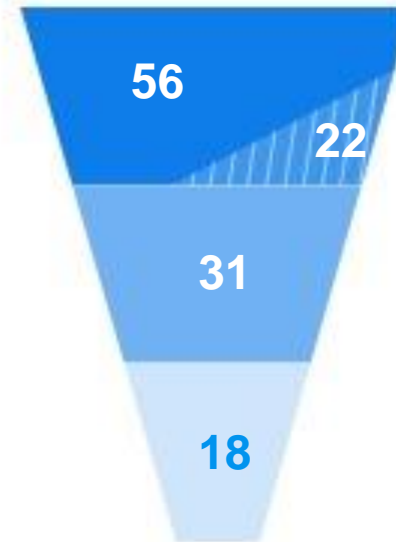
ésika
La vida es bella.



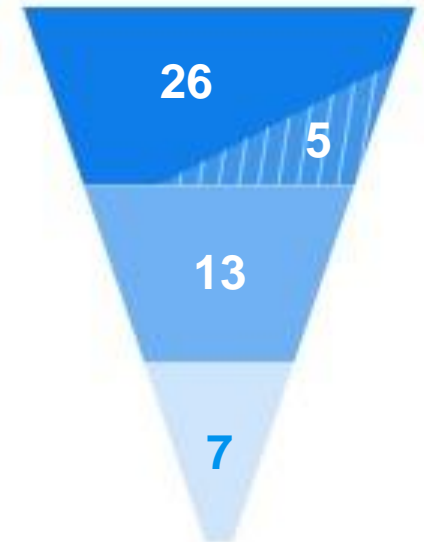
UNIQUE



AVON

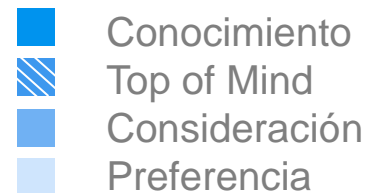



natura
bien estar bien

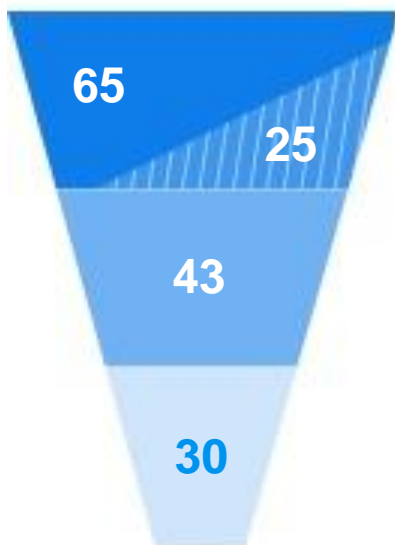


Cosméticos

% al que no le importa que desaparezca

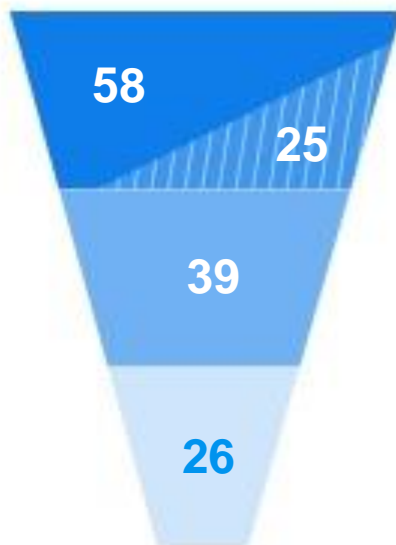


ésika
La vida es bella.



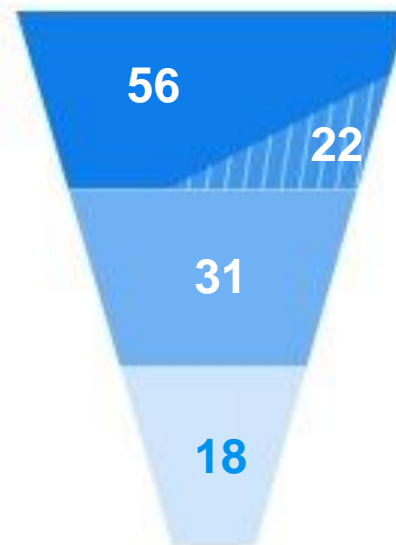
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UNIQUE



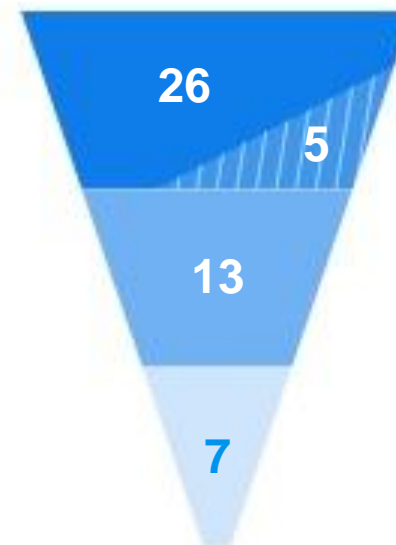
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AVON



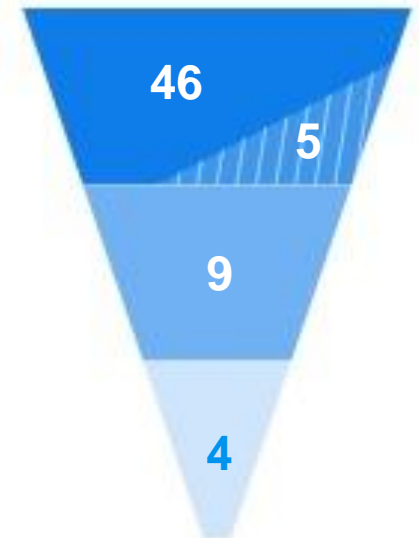
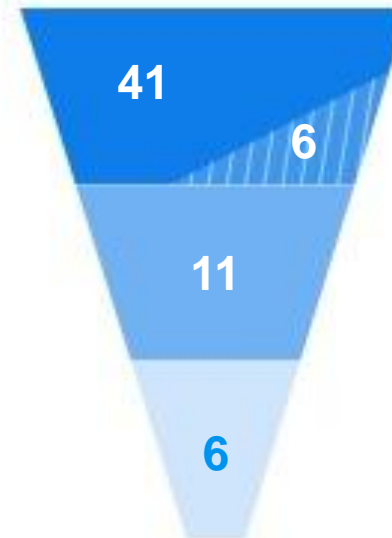
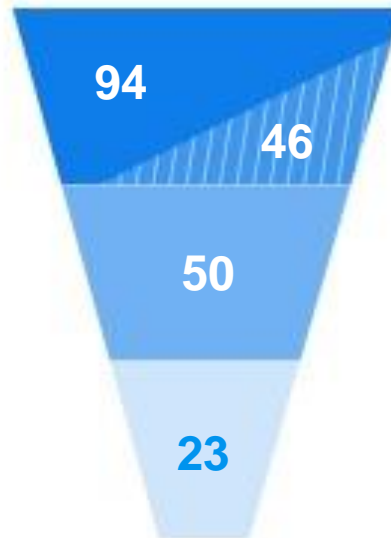
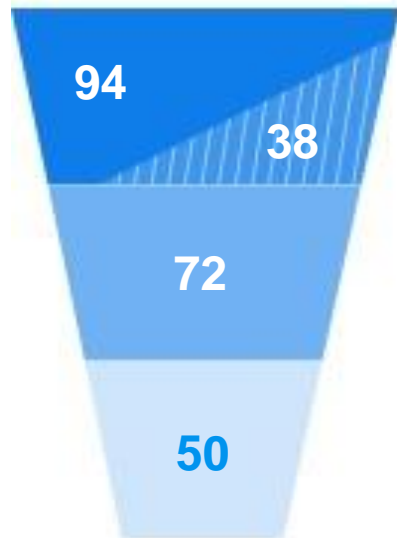
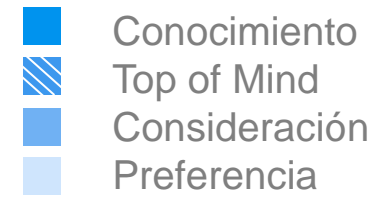
36%

natura
bien estar bien



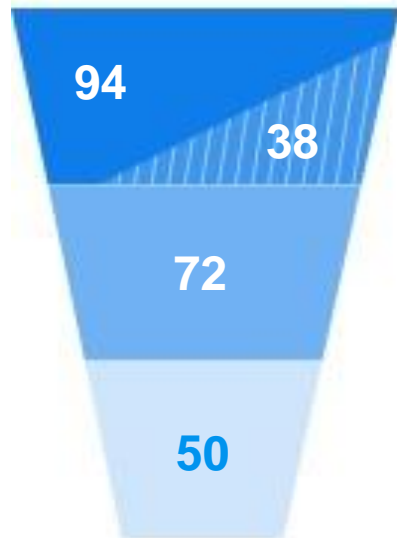
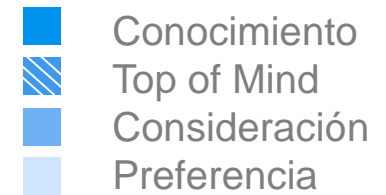
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Bebidas Gaseosas

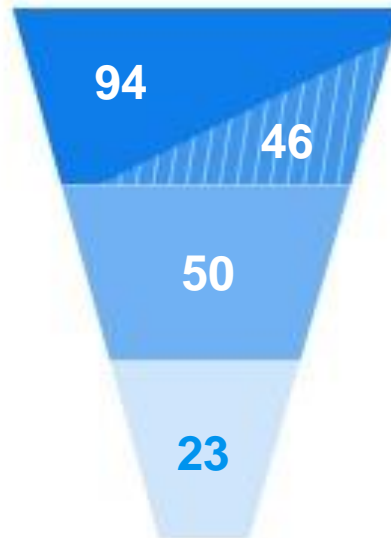


Bebidas Gaseosas

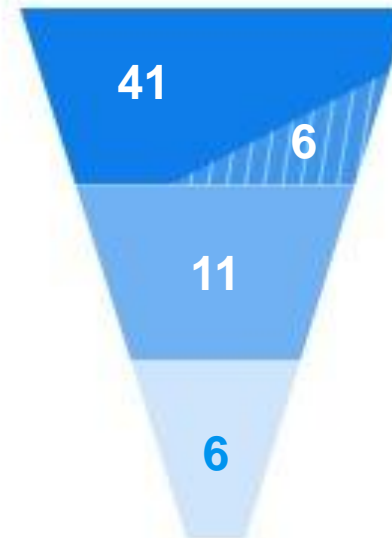
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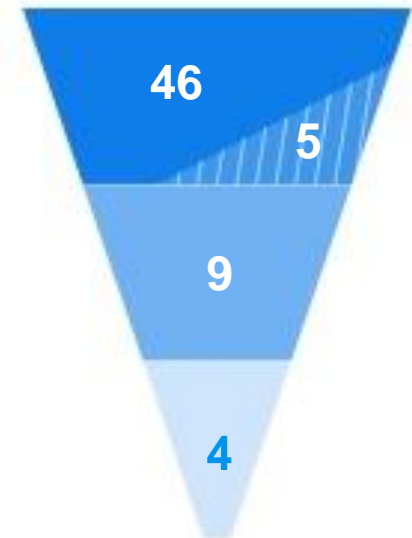
31%



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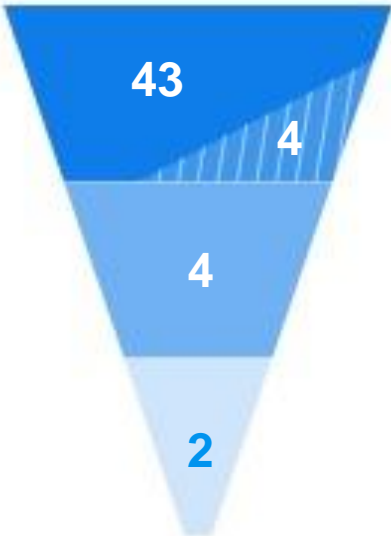
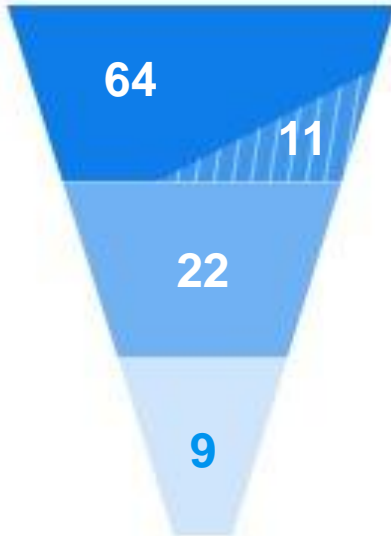
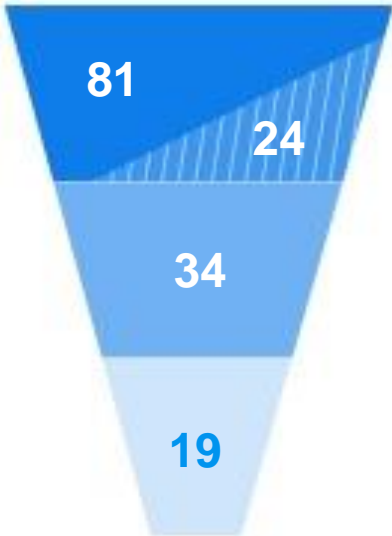
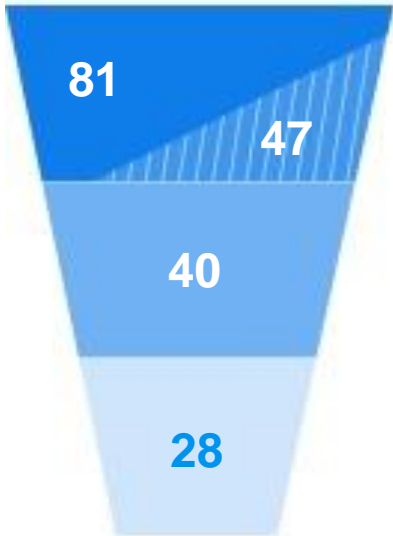
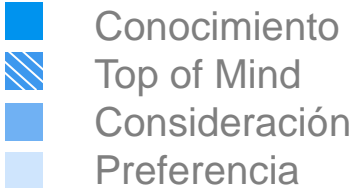


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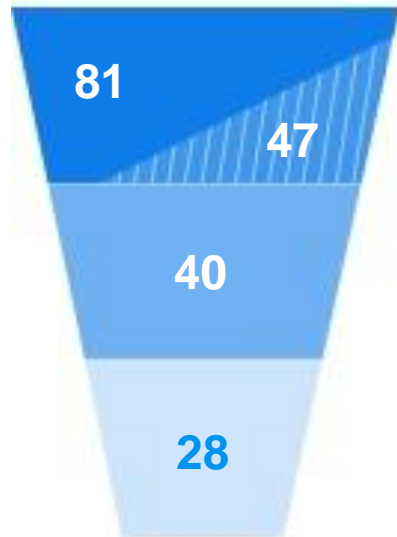
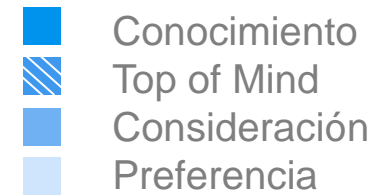
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Cervezas

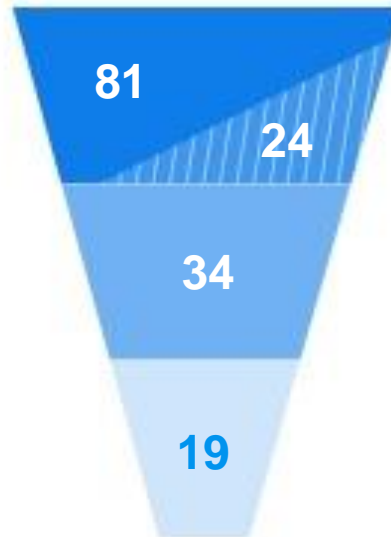


Cervezas

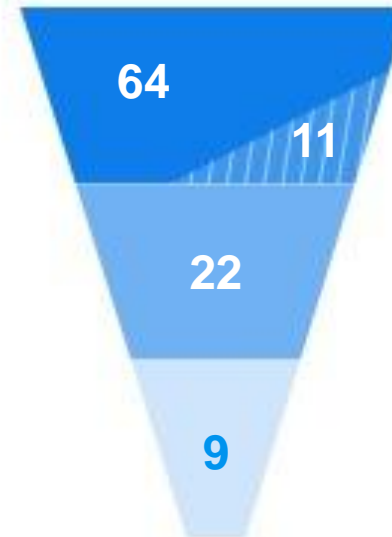
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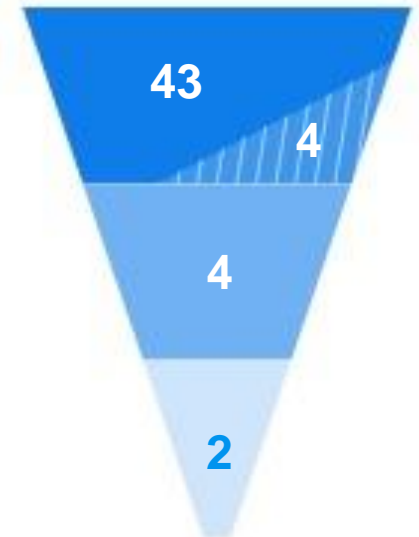
42%



45%



41%



63%

En sus marcas.....

Julio Luque

Construyendo Marcas Relevantes

INFINITO
CONSULTORES
EN BRANDING

Saffron

