Brands & Innovation
Se as marcas são os novos drivers da economia e os sonhos são os eternos drivers das pessoas, serão então as marcas a forma que o homem encontrou para sonhar a economia?
What is ivity?

ivity comes from creativity, futurity, emotivity, sensitivity, productivity, brandivity and all other key words for brand value generation. ivity stands for a new language talking about the secret power of brands.
Brands are the new intangible forces of the XXI century, the big drivers of modern economies.

Brands are powerful business tools and equity builders.

Brands can be a company’s most valuable asset.
But brands don’t grow by themselves; they rely on talent, vision, expertise and strong creativity.
that’s why average brands can look boring, less profitable and with a shorted life span.
that’s also why great brands can be exciting, unboring, long lasting and meaning big profit.
Creativity leads to profit. Brands and innovation are exciting tools to improve profit.

The right vision of profit:

Profit is about a perfect balance between company profit and costumer profit.

Profit is about more sales and higher-margins but also about client satisfaction, sense of value, rationality, and above all, emotional engagement.

Profit comes from strong Brandivity – the approach for building enthusiastic brands using creativity and innovation as primary tools.
ivity speaks
the language of brands

From name creation to innovative marketing breakthroughs. ivity is about brand creating, updating, rethinking, energizing, transforming, communicating, promoting, engineering, educating, stretching, innovating. ivity means brands and innovation.
Ivity has its own way of looking to brands, a matured vision over 20 years of brand creation, development and support.
First
ivity brands are managed as the sun off a communication system

Advertising-centered brands are no longer successful and present Pre-Copernicus systems soon will fail. ivity brands will be created, runned and maintained by a cutting-edge brand management approach.
Second

ivity brands are managed by Brand Types - a proprietary method developed for a year-long and based in hundreds of brand cases.

This method organizes 7 types of brands, helping to define ambition, scope of work and price in an very comprehensive way.

An original vision for the understanding of brand architecture.

The ivity Brand Types

- worm brands
- mouse brands
- fox brands
- lion brands
- bear brands
- human brands
- whale brands
Third
ivity brands are about stretching. A unique conceptual and creative approach.

Common brands are about brand shrink. ivity brands are about brand stretch.

Until now, shrink used to be the right way. It’s about getting to the essential, to the minimum and then to rule it, to make it known and easy to manage. Is about a single idea, a two-note music, a colour, a shape, a word and a tagline.

Streching points the way to succeed in the new consumer-driven markets. The world is constantly changing and brands need to find a way to drive into a mutant market.

Brand stretching is still about a name but even more about a language, a story, a script. It’s not anymore about a single idea, but about multiple choice. It’s not about a single color; it is caleidoscopic, metamorphosic shaping and symphonic playing.

Brand stretching means getting the most of your brand turning it into a everlasting profit generator.
ivity brands are about stretching
ivity brands are about the challenge for innovation, excitement and fun
ivity brands are about teamwork, achievement and talent
ivity brands are about passion for differentiating details
ivity brands are about people
and engagement
ivity brands are about dealing with intangible and unmeasurable values to get tangible and measurable results
ivité is a “just born” company but starts-up with the most experienced brand team

ivité is Brand focused and innovation driven

ivité gathers highly skilled strategic planning with world class design standards

ivité brands are ambitious; they are hi-tech, but still hi-touch

ivité brands are about business-driven imagination
Carlos Coelho e Paulo Rocha são os mentores da ivity Brand Corp. Foram fundadores da Brandia/Novodesign - a empresa de ‘branding’ mais premiada de sempre, em Portugal - onde ocuparam, respectivamente, os cargos de presidente e director criativo até finais de 2005.
São os profissionais portugueses com a mais longa e experiente carreira no domínio das marcas. Ao longo de 20 anos, conduziram centenas de projectos, dos quais se destacam algumas das marcas mais relevantes em Portugal, como o Multibanco, a Telecel/Vodafone, a Yorn, a Galp Energia, a RTP, a Tv Cabo, os CTT Correios e a TAP Portugal.
Carlos Coelho é uma das grandes referências portuguesas no domínio da gestão de marcas, autor de diversos estudos sobre estas matérias e do livro “Portugal Genial”. É professor, conferencista e colaborador de várias publicações nacionais e estrangeiras, sendo reconhecido pelas suas múltiplas abordagens inovadoras e desafiadoras sobre estes temas.
Entre outros prémios, foi distinguido como “Personalidade de Marketing do Ano 2005”, atribuído pela Associação Portuguesa dos Profissionais de Marketing.
Paulo Rocha é o mais experiente designer português na condução de grandes equipas multidisciplinares, o que lhe permitiu conquistar dezenas de prémios pelo seu trabalho criativo, donde se destaca o ‘World’s best pre-paid product’ com a vitamina Telecel/Vodafone. Entre outros estudos, é co-autor (com Carlos Coelho) dos ‘brands taboos’- uma coleção de artigos sobre o mundo das marcas, publicados ao longo de 2006.
Ambos são conhecidos por, cada um de sua forma, serem “brandómanos”. Dedicaram toda a sua carreira ao estudo e à criação de grandes marcas, tendo contribuído decisivamente para que, em Portugal, esta competência tenha criado escola.
A ivity, que agora nasce, pretende marcar os padrões de exigência nacional em matéria de marcas e inovação, competências indispensáveis ao futuro de um país competitivo, como se quer que seja Portugal.
Highlights from projects managed by ivity founders along their 20-year career
For any questions about brands and innovation, askivity@ivity-corp.com