



Hi, I am Livia Germano

I have over 16 years of experience in brand strategy, business innovation, culture transformation and consumer behavior research.

I have led teams in branding and innovation projects from trend and market analysis to strategic development for brands and business ecosystems models, based on a deep understanding of consumer culture and behavior.

Specialized in health/ healthtech Brands. With strong business development skills, experienced team builder, solid management skills, planning and methodology development, I have led teams and collaborated in branding and innovations projects for several sectors and companies.

Here I selected some projects I am really proud to have developed.
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A+

Creating a brand ecosystem in the healthcare industry

After a long M&A process, Grupo Fleury had to integrate more than 26 brands in to its portfolio.

I create the brand architecture strategy and made the repositioning of all brands on its portfolio, including the group's Masterbrand.



1926

2001

2005

2011



Creating a brand ecosystem in the healthcare industry

- . Brand Architecture
- . Brand Strategy/Positioning
- . Activation and implementation
- . Brand Experience Design

Brand Audit

Brand research with stakeholders



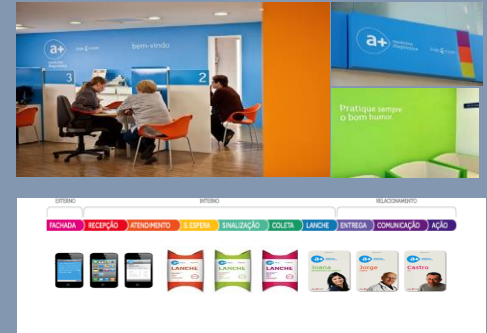
Brand Architecture

Brand portfolio integration
Segmentation into 3 tiers



Brand Positioning & Experience Design

Creating a strong brand





HIPERSTREAM

Building a future vision: human-tech to connect

Hiperstream is a global technology company that was born to transform the way companies communicate with their customers. Through data analysis technology and multichannel communication rules, Hiperstream's technology empowers B2B clients to manage the communication journey integrated with the billing delivery to create a unique relationship and meaningful experience.

I developed a complete Branding Innovation project that redefined the strategic drivers for Hiperstream brand and the way it should relate and engage with B2B and B2C clients, having the brand both as a driver for innovation and for building meaningful connections with people.

Translating the potential of Hiperstream solutions, in human terms, was the inspiration and the driving force to create its new brand strategy. I developed a brand strategy that inspires and mobilizes employees to act from a new direction, giving a new meaning for their work: human-tech to connect. A strategy that clearly and uncomplicatedly translates the complexity of Hiperstream delivery and, at the same time, drives innovation and the search for new solutions.

Building a future vision: human-tech to connect

- . Working with a highly engaged team of CEO, directors and managers across different functions.
- . Brand Strategy
- . Visual Identity and Communication Strategy
- . Employer Branding

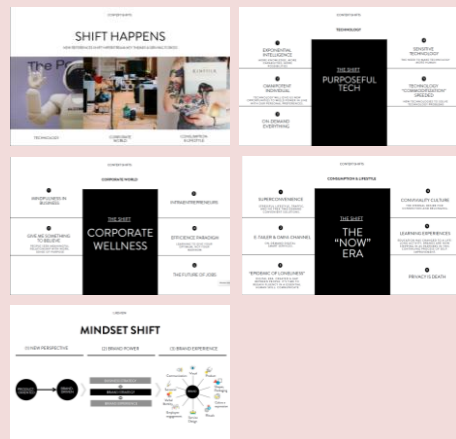
Team Sincera– 2019

Role: Project Leader / Brand Strategist

Research , Analysis, Insights, Strategy, Brand Sprint.

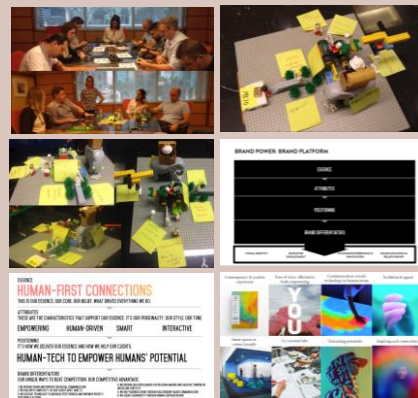
investigation

Trend and market analysis



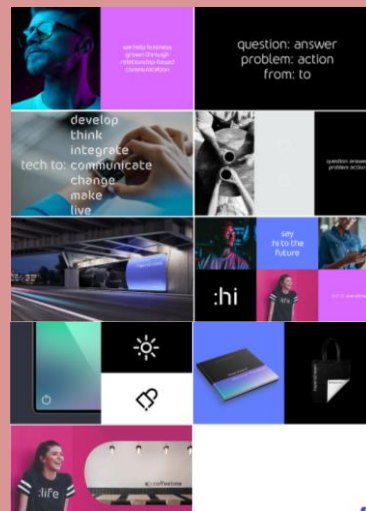
Brand Strategy

Brand Sprint with client (Lego Serious Play)
Brand Platform and narrative



Visual Identity

Visual expression
Key visuals





RAIA DROGASIL

Bringing a more holistic approach to health to Brazil's largest pharmacy retail chain

Raia Drogasil is Brazil's largest pharmacy (similar to Walgreens), wanted to future-proof their business, realizing that being a traditional pharmacy wouldn't allow them to continue to grow as a meaningful business in consumers' lives.

Chronic conditions are a reality that many people face, so RD saw an opportunity to create a better experience for those customers. Through numerous workshops and ethnographic in-depth interviews in 3 Brazilian cities, the main discovery was that the lack of connection between different health products and services was a pain point on the user's journey, and a new proposal would have to integrate these elements in a friendlier way.

In parallel, doctors and pharmacists were consulted to understand their perspectives and processes for ongoing chronic treatments.

The in-depth investigation was consolidated in an intelligence guidebook available to RD's leadership, along with suggestions of wellness initiatives that can be easily implemented and scaled to meet RD's massive demand.

Lastly, design sprint sessions were held to help create innovative solutions for these people and visualize it graphically.



Bringing a more holistic approach to health to Brasil's largest phamacy retail chain

. An interactive process based on user's research, insights and co-creation

. Working with a highly engaged team of VPs, directors and managers across diferent functions.

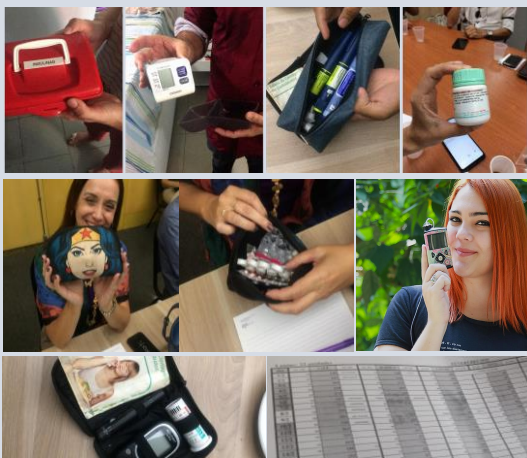
Team Questtonó Manyone – 2020

Role: Project Leader

Research , Analysis, Insights, Strategy, Design Sprint.

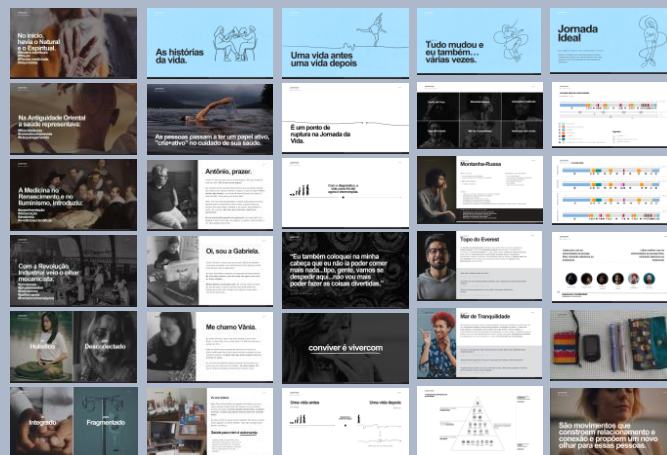
Ethnographic research

Deep dive into the journey of people who have chronic conditions



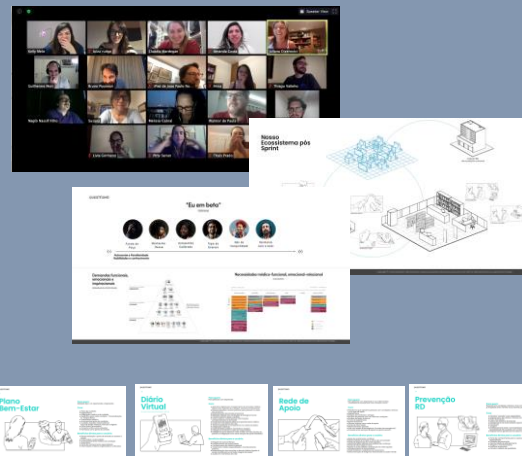
Insights & opportunities

Mapping the users journeys



Design sprint

Building an user-centric healthcare ecosystem





PLACES FOR US

The impact of cities on Gen Z happiness

Oxytocity - the impact of the city on people's happiness

It is a series of researches conducted by Places for Us – the first Brazilian agency specialized in Place Branding - to uncover the impacts of living in big cities on people's life quality and happiness. The name of the series comes from the joint between English words: oxytocin and city.

In its first edition, the research was focused on Gen Z.

We facilitated co-creation sessions to understand how young people think, feel and interact in the city.

I used Lego® Serious Play® methodology to identify cultural codes and values of participants and also to create a shared model of the ideal city in the perspective of each one and the group.

We were able to truly and deeply understand the dreams, desires and needs that young people have about their lives in cities and the impacts on society as a whole.

A collective vision and sense of belonging were a shared perspective to build a better future for all.

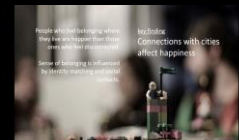
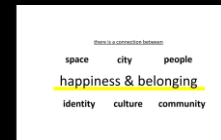
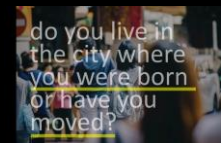
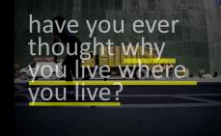
The impact of cities on Gen Z happiness

- . Using Lego Serious Play to deep dive
- . Capturing perceptions and stories about living in big cities and impacts in their wellness, happiness and dreams
- . Co-creating shared meaning

Team Places for Us – 2018
 Role: Researcher and LSP facilitator
 Research , Analysis, Insights, Facilitation

Design and workshop facilitation

→ Insights & opportunities



Carro FIAT Som

FIAT LATAM

Designing a more human car sound UX

One of the most beloved brands in Brazil, sales leader for 11 years, needed to tell a new story. FIAT reinvented itself, rebranded and rethought its visual and verbal universe, but it didn't stop there. Together with Soundthinkers, a sound branding agency, I carried out a fully people-centred 360 degree project, tackling sound in every touchpoint.

The redesign of the whole car sonic experience – considering safety, alert and direction car sounds - was based on users insights captured during work sessions, task analysis, sound diaries, sound journey mapping and concept validation with them.

I was the Lead Researcher and Strategist that not only designed the whole field research experience with the users but also captured the insights and designed the strategic drivers for the sound concept creation.

design + sound + Human Experiences
In-Vehicle



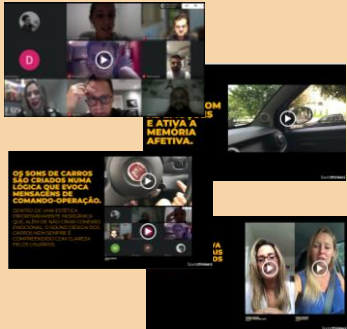
Designing a more human car sound UX

- . More than a research na immersive experience for users
- . Mapping the user's car sound experience journey pre-driving-post

Team Soundthinkers– 2021
 Role: Project Leader
 Research , Analysis, Insights, Strategy.

Ethnographic research

Sound Diaries and task analysis



Insights & opportunities

Mapping the users sound journeys



Strategic drivers

Creating the strategic drivers for the Sound vocabulary palette





PIRELLI BRASIL

Boosting business through culture transformation

Pirelli has been in Brazil for over 70 years, building ties and a local proprietary history.

With the changes in the contemporary world, the question arises as to whether the culture that brought Pirelli here would be enough to take it to the desired future.

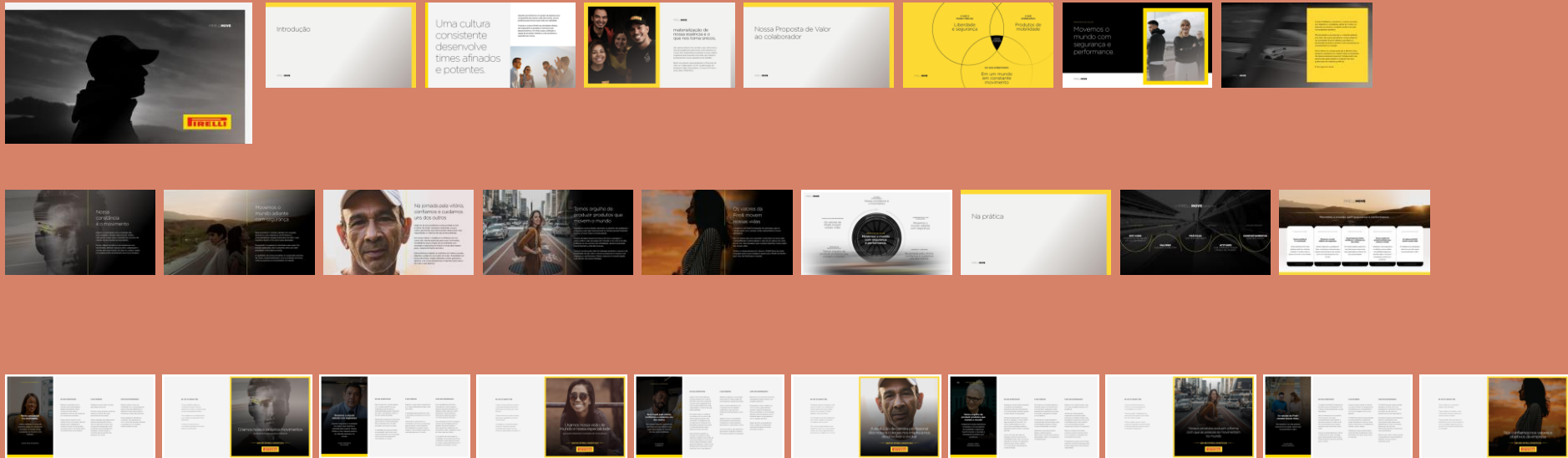
In this project I was the strategist both in the immersion phase and in the development of the EVP (Employee Value Proposition Pirelli).



Boosting business through culture transformation

- . Reinventing traditions
- . Creating the Employee value proposition inside-out

Team Culture Code – 2022
Role: Project Leader
Research , Analysis, Insights, Strategy.



sincera

SINCERA SPACE

The creative & strategic space to empower people to flow at their best

I believe that the strategic process can be fluid and creative and that people shouldn't struggle during brainstorming and co creation sessions. I develop tools and methods that emphasizes the pleasure and lightness of creating, making teamwork and strategic-creative processes more human and fluid.

Sincera Space was created with the ambition to be a space where people can imagine, express their creativity, develop skills and strategic thinking in a fluid way.

Meet: www.sinceraspace.com



The creative & strategic
space to empower people
to flow at their best

- . Trust the process
- . Create with your hands

Sincera Space – 2021
Role: Founder

