

ANDREA NACCACHE

NÚCLEO DE CRIAÇÃO



# PORTFOLIO INTRODUCTION

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# LATIN AMERICA

A networked group specialized in creative and innovation processes, working with some of the most relevant brands in the world on consumer insight, market research, communication, creative team building, leadership building, decision making and crisis management.



## **NÚCLEO DE CRIAÇÃO**

Research and training center dedicated to creative and innovation processes. Our specialty is the diagnostic and treatment of obstacles to the productive and creative development of teams. We work with a mix of technical education programs and clinical interventions, to solve conflicts that inhibit innovation and change inside teams and among areas or hierarchical levels. We also deal with career crisis of professionals who are key to a company's development. We act on cultural or organizational problems, as basis for innovation in processes and products.

## **ANDRÉA NACCACHE**

is the founder and director of the Núcleo de Criação. She is a clinical psychoanalyst graduated also in Law (University of São Paulo, USP), with education both in philosophy and psychopathology (USP). She brought from the MIT the model of enterprise architecture (EA) she applies in companies (by Rhodes and Nightingale). As a researcher on the ethics of the creative process, she was co-curator of the Sao Paulo Design Week in 2008, invited by the Sao Paulo City Hall; she is responsible for the book "Brazilian Creativity: Alex Atala, Fernando & Humberto Campana, Jum Nakao: Gastronomy, Design, Fashion", a finalist for the Jabuti Literary Award and selected by the Museu da Casa Brasileira as a reference for design education, and she has also prepared the texts for the book "The Invention of the Future", organized by Jorge Forbes, Miguel Reale Jr. et alli, with participation of the french philosopher Gilles Lipovetsky (both books by Ed. Manole). Andréa collaborates with the open press (Você SA, Fantástico, Vida Simples), and with several magazines specialized in design (casa.com.br, abc design, idea). Part of her work is published at [www.naccache.net.br](http://www.naccache.net.br)

CLIENTS



FIAT



dpb

RICO  
LINS  
+STUDIO



PEPSICO

EDITORA  Abril

 PREFEITURA DA CIDADE DE  
SÃO PAULO



mix   
Brand Experience

JTB

CRIA-  
TIVI-  
DADE  
BRASILEIRA  
GASTRONOMIA, DESIGN, MODA

KitchenAid®

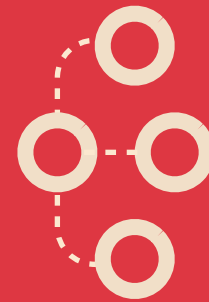
Noctua   
Recruitment & Training

GRUPO ALATUR

 SimGroup  
Soluções em Motivação

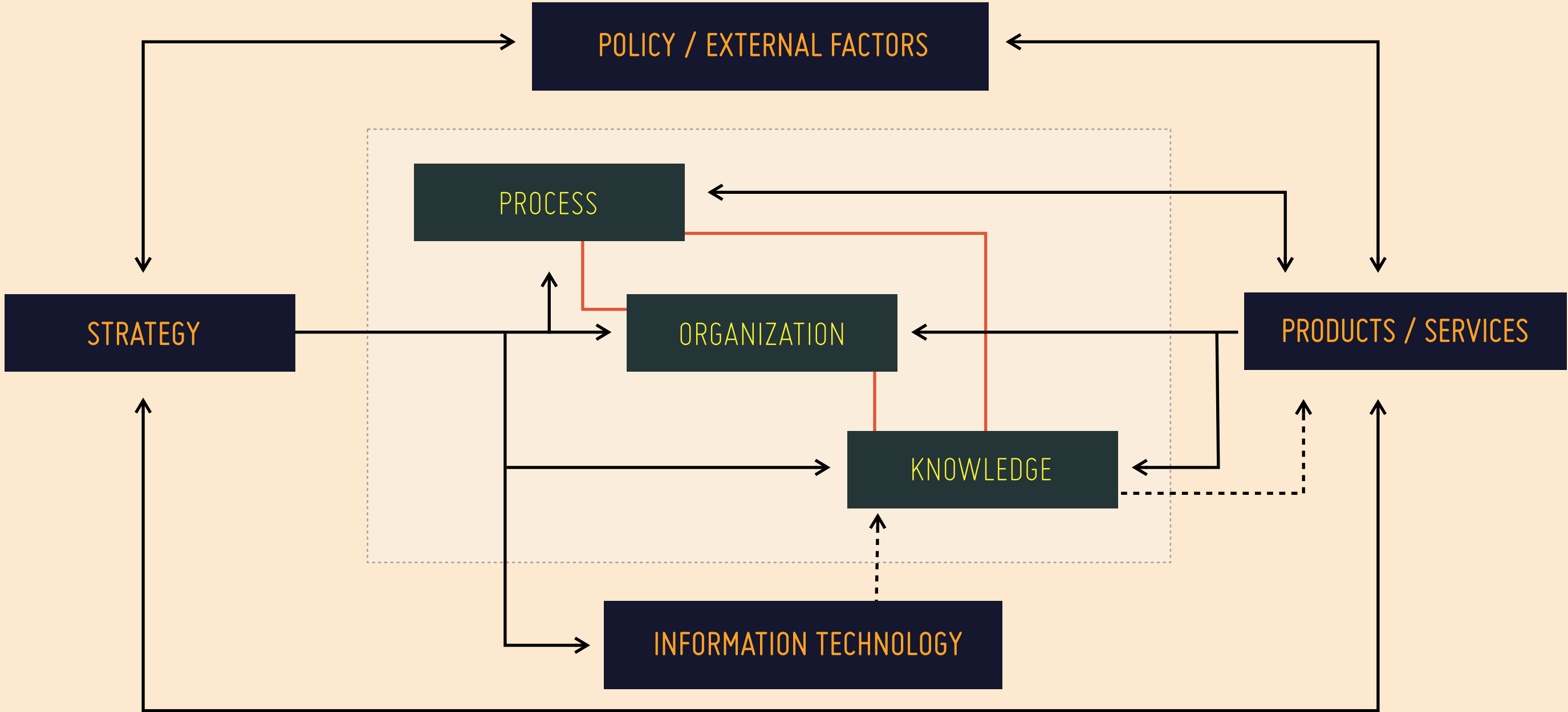
TNS

Framework



# HOLISTIC ENTERPRISE ARCHITECTURE FRAMEWORK

(Rhodes and Nightingale, MIT)



CASES





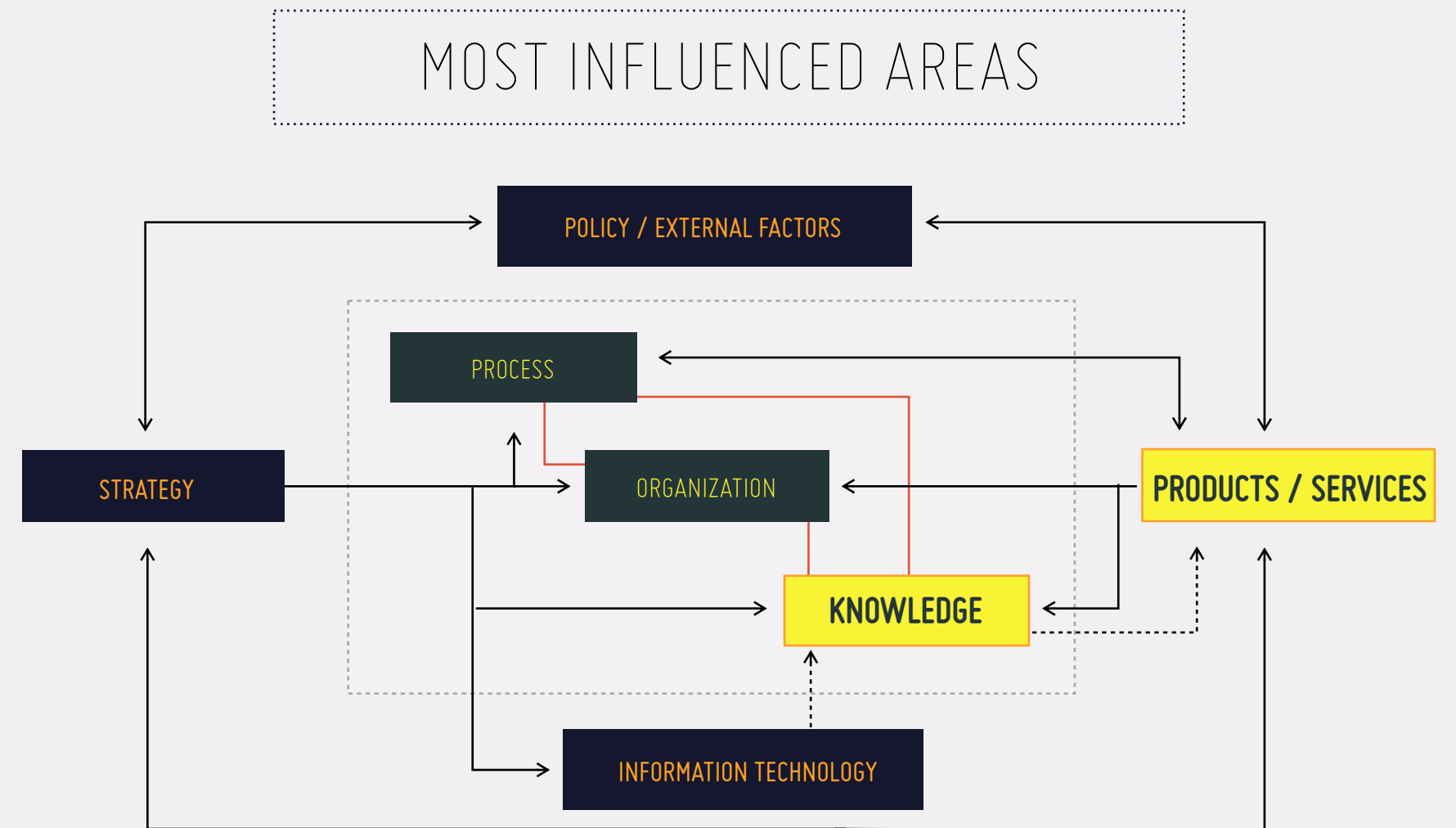
# RESEARCH AND TRAINING

# CLIENT Unilever

# RESEARCH

Influence of our projects to:  
Global team of a brand + Research  
and Advertisement Agencies + Consumers

Projects: 2



# PROJECT Unilever



## MATTER

CONSUMER INSIGHT

Time: 4 months

Influenced People: Global team of the Brand

People working on the project: 10

Diagnosis based on: AD Agency references

+ brand positioning data + marketing research report + focus groups

### HIGHLIGHT

Psychoanalysis applied to consumer insight with great acceptance!

## WHAT REALLY MATTERS

a brand misunderstood  
by AD Agencies

redirection of brand's long term  
communication

generation of an updated market understanding

Psychoanalysis successfully applied to consumer insight

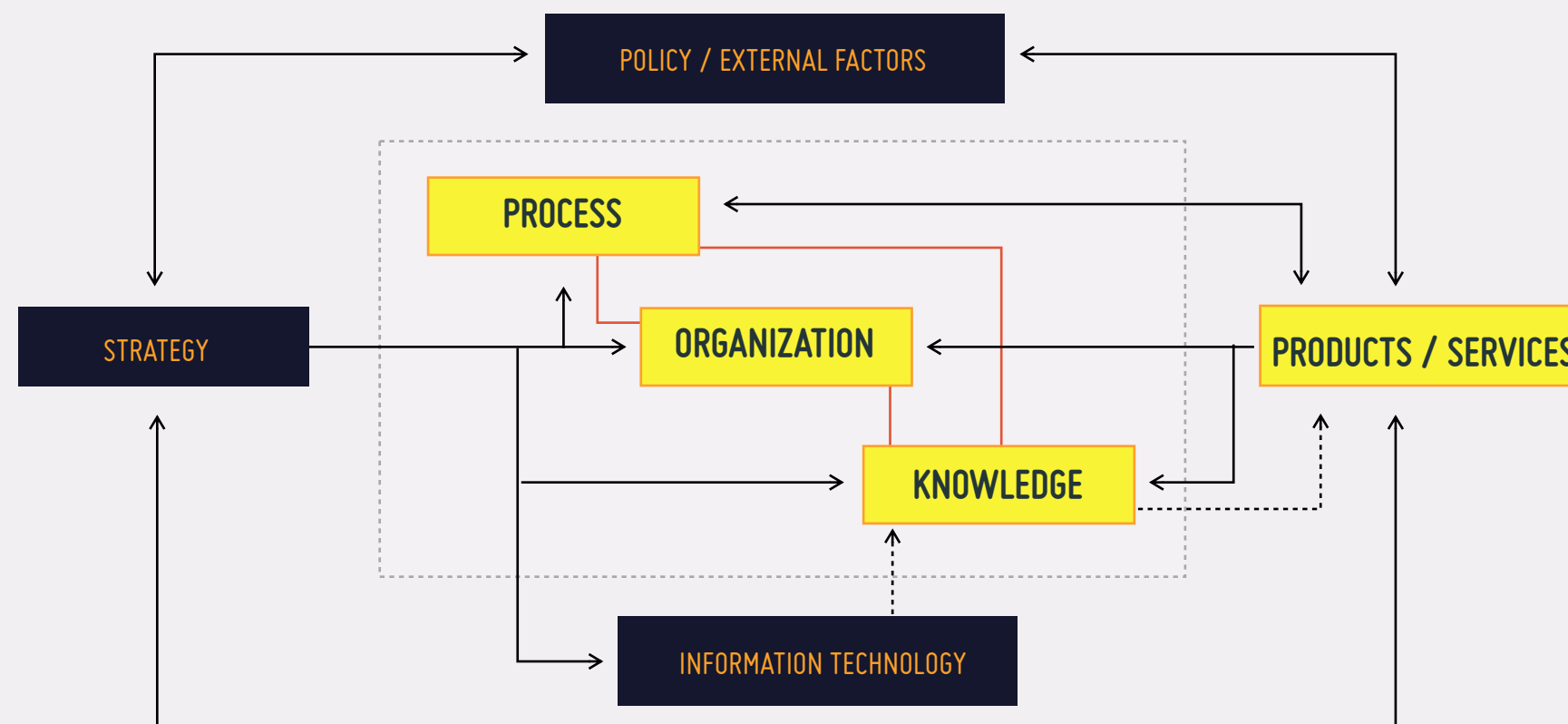
**FRUITS:** Our consumer insight report has revised traditional readings, bringing a contemporary and more future friendly spin to the brand's communication. Now the brand is ready to keep up the conversation with the target consumer for the next years.

# CLIENT Editora Abril

## TRAINING

Influence of our projects to: **One publishing branch, with seven offline and online brands + Consumers**

MOST INFLUENCED AREAS



# PROJECT Editora Abril

## TRAINING

### MATTER

#### INNOVATION TEAM BUILDING

Time: **Diagnostic process + 8 months**

People working on the project: **10**

Influenced People: **80**

Workgroups: **1** / Meetings: **16**

Frequency of meetings: **every fortnight**

Diagnosis based on : **1:30 interviews**

#### HIGHLIGHTS

**Creative bridges were built. No more distance between departments. Online and offline teams integrated. Major campaigns created. Contemporary market issues were intensely addressed.**

### WHAT REALLY MATTERS

**A company in times of change and doubt**

**Collaboration became the first choice**

**Teams were integrated**

**Major campaigns created**

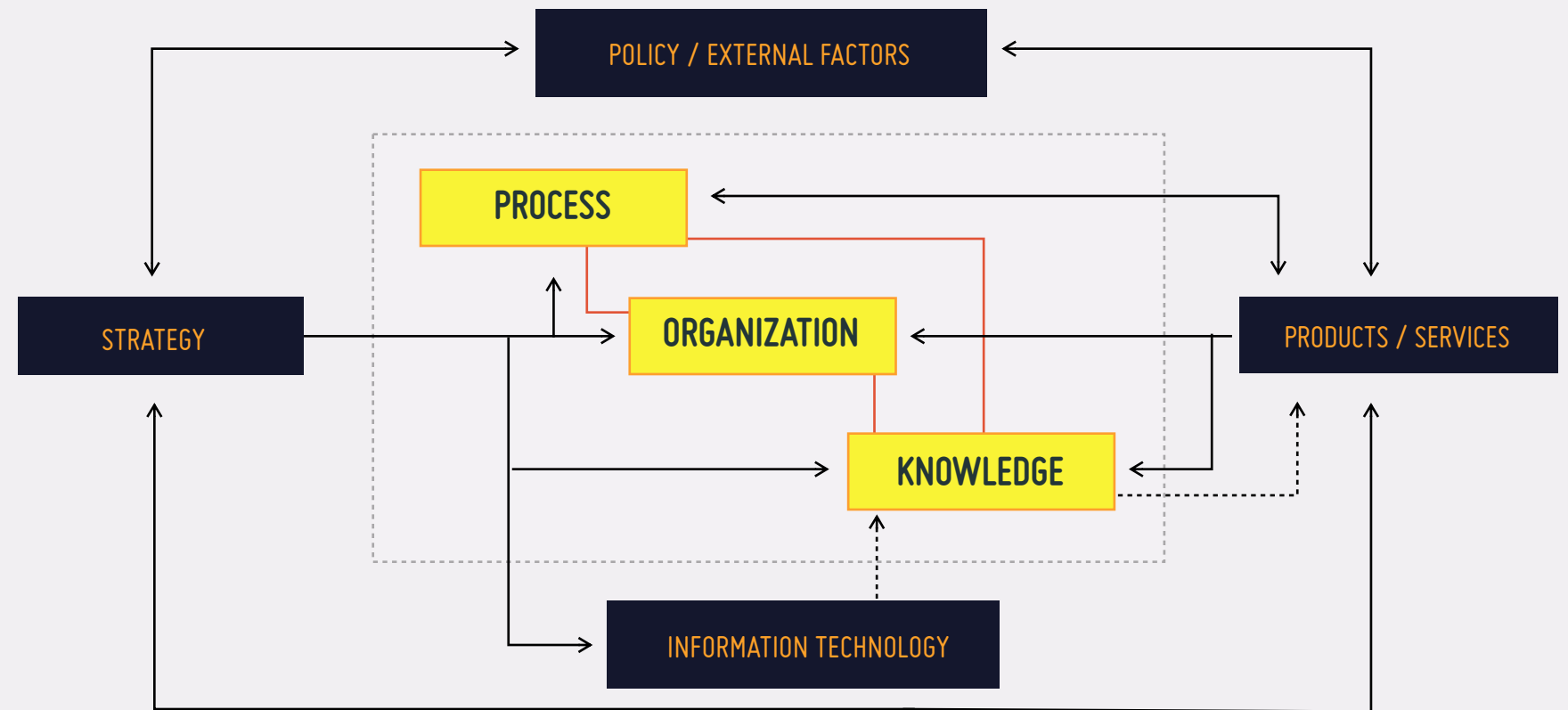
**FRUITS:** 1) marketing campaigns (one of endomarketing) 2) one event 3) new brands 4) no more barriers 5) innovation team built with a mix of experiences, competences and departments 6) psychological support during layoffs.

# CLIENT Box1824

# TRAINING

Influence of our project to: **Partners +**  
**Financial and commercial directors**

MOST INFLUENCED AREAS



# PROJECT Box1824

## TRAINING

### MATTER

MODERATING PARTNER'S MEETING  
FOR STRATEGICAL DECISIONS

Time: **8 hours** (written feedback delivered afterwards)

People involved on the project: **6**

Influenced People: **Partners + 60 People of the team**

Workgroups: **1** / Meetings: **1**

Diagnosis based on: **just conversation...**

### WHAT REALLY MATTERS

**They have been recommending our services ever since...!**

**FRUITS:** they are a mystery! But partners and directors have been recommending our services to other companies ever since.

# CLIENT [CONFIDENTIAL]

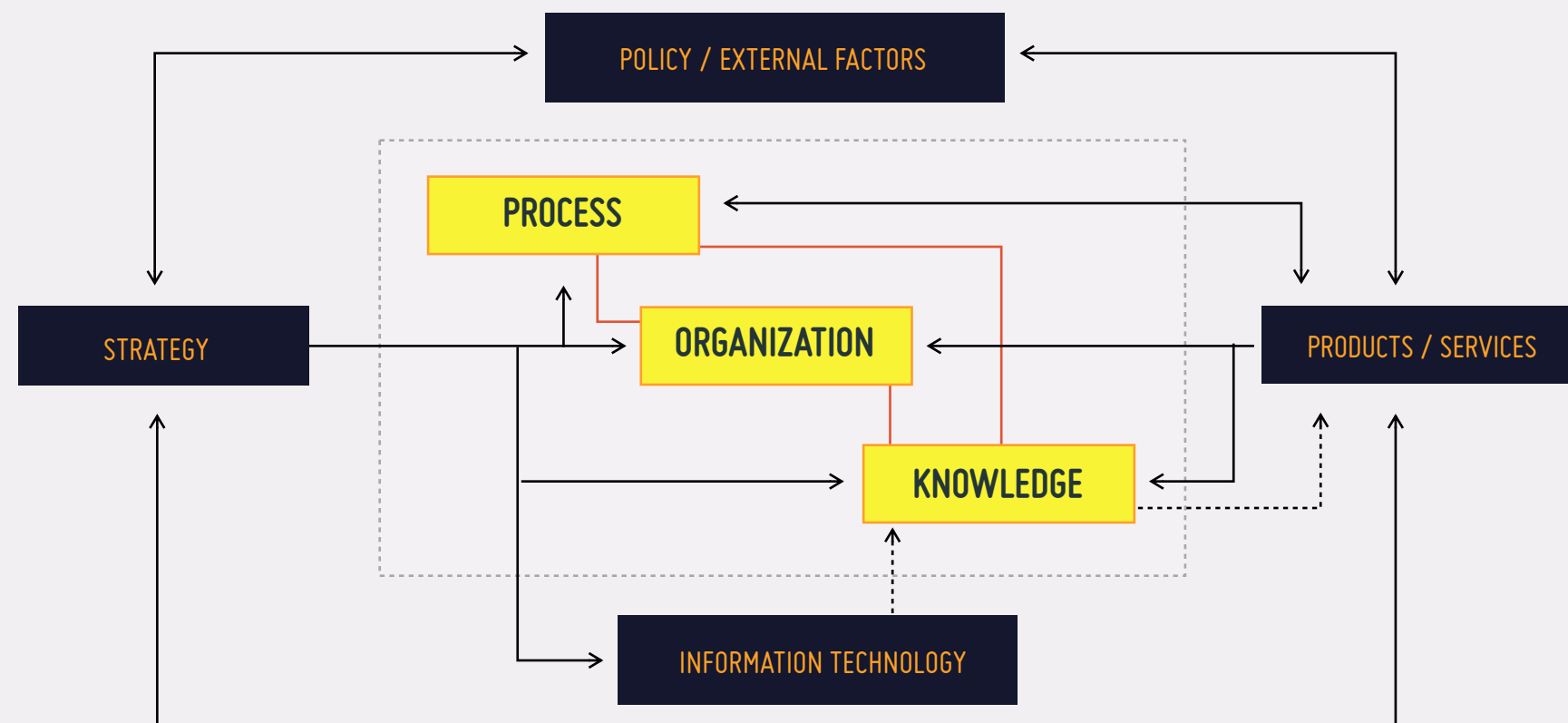
## TEAM BUILDING

Company Category: **B2B Brazilian**

Brand value: **More than 5 millions**

Influence of our projects to:  
**Presidence + Directors + 80 people of  
the team + Consumers**

### MOST INFLUENCED AREAS





# PROJECT [CONFIDENTIAL]

## TEAM BUILDING

### MATTER

#### INNOVATION TEAM BUILDING

Time: **6 months**

People working on the project: **10**

Influenced People: **80**

Workgroups: **1** / Meetings: **12**, every fortnight

Diagnosis based on: **1:30** interviews + corporate climate and client satisfaction reports

#### HIGHLIGHTS

Three areas in harsh disagreement now work as a team! Innovation Lab was born. Services had a 33% increase of revenue in one year + 2/3 decrease of the payroll expenses!

### WHAT REALLY MATTERS

Healthier relationship among teams

33% increase of revenue in 1 year

Innovation Lab!

New respect for the operational professionals

**FRUITS:** (1) strategic involvement of the directors (very needed), (2) revision of strategy for 2014 by presidency and directors; (3) marketing revision, new methods developed, control measurements added (4) Innovation Laboratory launched, (5) corporate climate treatment (three areas in disagreement now work as a team), (6) new attitude of the CEO towards directors, (7) initial financial training for directors

**HAND IN HAND**

# WITH SAO PAULO CITY HALL & OTHERS



## MATTER

### CURATORSHIP ON INNOVATION AND DESIGN EVENTS

Company Category: Cultural and educational institutions

Influence of our projects to: Public

Projects: 3

Time: an average of 6 months each

Frequency of meetings: Random

#### HIGHLIGHT

Video created for one of these events was selected by the Brazilian Olympic Committee to be a reference on their training program

## MOST INFLUENCED AREAS

POLICY / EXTERNAL FACTORS

STRATEGY

KNOWLEDGE

PRODUCTS / SERVICES

## WHAT REALLY MATTERS

Research and cultural development

Successful public communication

**FRUITS:** Events and lectures focused on innovation, sustainability and behavioral changes through generations. Inspiring public/students.

# WITH TNS RESEARCH **2**

## MATTER

### PRODUCT RECALL COMMUNICATION

Company Category: **B2B Multinational**

Brand value: **stratospheric**

Influence of our projects to: **Global team of the brand + TNS + AD Agency team**

Time: **2 months** / Meetings: **10**

People working on the project: **5 from client + 5 from TNS**

Diagnosis based on: **Focus groups + marketing research reports**

#### HIGHLIGHTS

**Great feedback from the AD agency: recommended orientation was successfully followed. Huge relief for the TNS's client.**

## MOST INFLUENCED AREAS

STRATEGY

PROCESS

## WHAT REALLY MATTERS

**A BRAND with stratospheric value and a huge problem to handle**

**FOUR new lines of direction for recall damage control**

**FRUITS:** New direction regarding the recall. Parameters were created for communication with consumers on online and offline media, and at the POS. A great feedback came from the AD Agency following the recommendations.

# WITH BOX1824 + PEPSICO

3

MOST INFLUENCED AREAS

ORGANIZATION

PROCESS

KNOWLEDGE

## MATTER

DIAGNOSIS FOR INNOVATION CONDITIONS  
(PART OF A BOX1824 PROJECT CALLED UNBOXING)

Influence of our projects to: **15** directors and creative teams  
of several major beverage brands

Time: **2** months

Diagnosis based on: **1:30** interview with each participant + HR report

People working on the project: **20**

Meetings: **Interviews + 3**

## HIGHLIGHTS

Highly enthusiastic reaction from the CEO. The CEO has published a video complimenting the whole Unboxing process.

## WHAT REALLY MATTERS

**FAST PACE** work: only **2** months

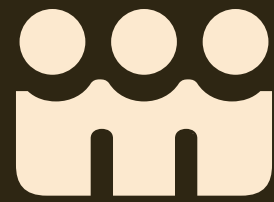
**company executives directly engaged**

**highly enthusiastic reaction from the CEO**

**FRUITS:** inspiration and directions for a more intense innovation effort on the team + CEO changes attitude towards the team + HR is relieved from some concerns regarding the directors.

A SIMPLE METHOD





one moderator

**6 to 24 meetings**

teamwork

**close follow up**

teamwork

**constant feedback**

teamwork

**acceptance + challenge**

teamwork

