

Revendedores
GrupoBoticário + 

Storyboard · videocase

ONE IDEA, EVERY CHANNEL • 90S • 23 FRAMES



F01 0:00 B1 · ABERTURA

Assinatura Revendedores Grupo Boticário + Coativ House e “One idea, every channel”.

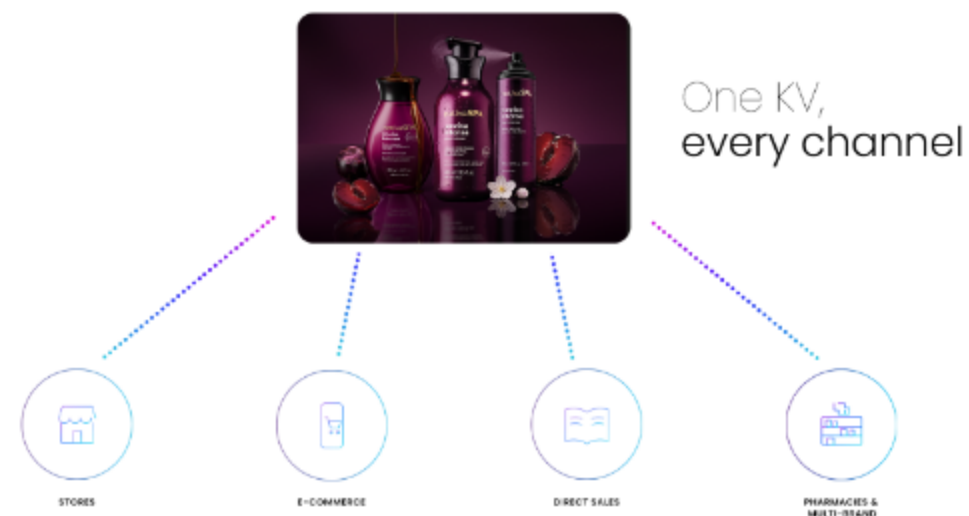
VO (EN): Boticário sells across several channels at once:



F02 0:03 B1 · ABERTURA

Ícones de loja, e-commerce, venda direta e farmácia/multimarcas surgem em sequência.

VO (EN): stores, e-commerce, direct sales, pharmacies, and multi-brand retailers.



F03 0:07 B1 · ABERTURA

O KV sobe ao topo e se conecta aos quatro canais · “One KV, every channel”.

VO (EN): Each one requires a different type of material, and a single campaign has to work across all of them.

KV
KEY VISUAL



F04 0:12 B2 · KV E DESDOBRAMENTOS

KV estático entra ao lado do lettering KEY VISUAL.

VO (EN): Everything starts with a key visual that has to be adapted for every medium.

KV >> VIDEO



F05 0:16 B2 · KV E DESDOBRAMENTOS

KV >> VIDEO · a imagem vira peça animada com lettering e assinatura.

VO (EN): Often, it is a static piece that has to become video.

COMPLEX IMAGE >> SIMPLE MEDIUM



F06 0:21 B2 · KV E DESDOBRAMENTOS

COMPLEX IMAGE >> SIMPLE MEDIUM · a peça encolhe até o banner no mobile.

VO (EN): Other times, it is a complex image that has to work in a simple format.

MANY CHALLENGES



F07 0:25 B2 · KV E DESDOBRAMENTOS

MANY CHALLENGES · o KV se espalha em várias peças de formatos diferentes.

VO (EN): And there are as many other challenges as there are channels.

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F08 0:30 B3 · ESTRUTURA E MARKETING

Logo Revendedores Grupo Boticário ocupa o centro da tela.

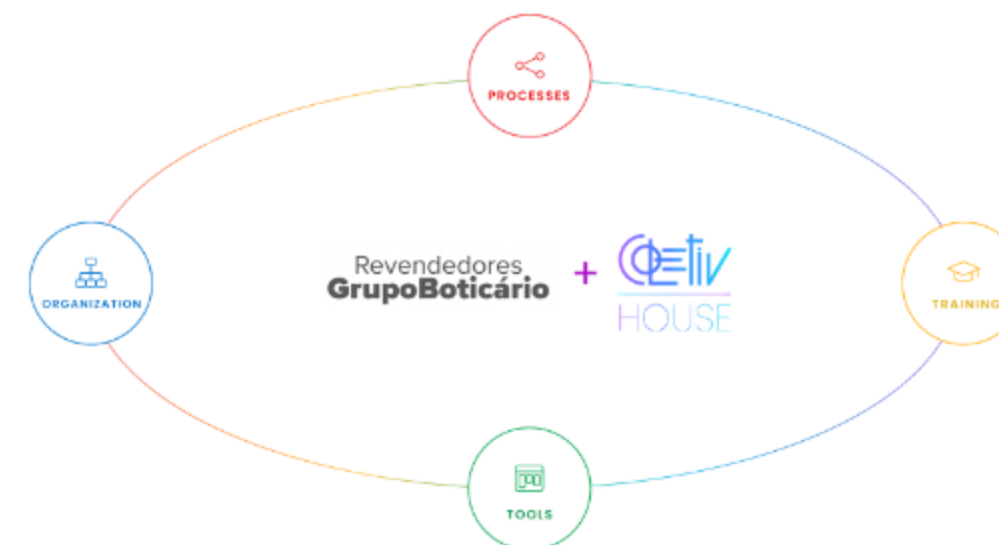
VO (EN): The team has processes, training, project management tools,



F09 0:35 B3 · ESTRUTURA E MARKETING

O logo Coletiv House se aproxima e se encaixa ao lado.

VO (EN): and the organization of Coletiv House behind it.



F10 0:40 B3 · ESTRUTURA E MARKETING

Círculos PROCESSES · TRAINING · TOOLS · ORGANIZATION giram na elipse ao redor das marcas.

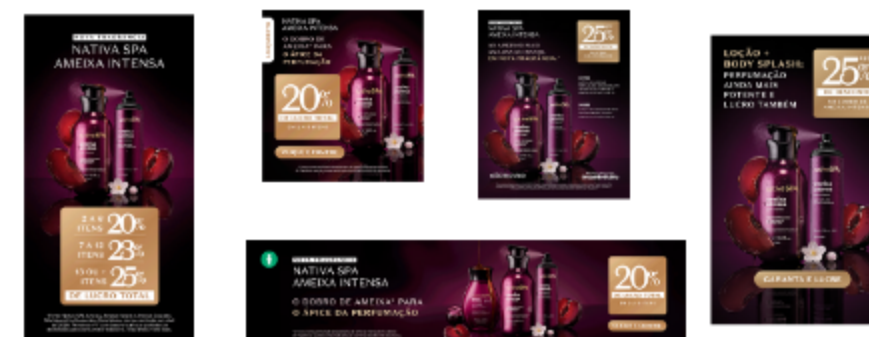
VO (EN): But it was built to work without intermediaries, as an extension of the Grupo Boticário marketing team.



F11 0:48 B4 · GOVERNANÇA E ETAPAS

UNDERSTAND · o KV puro entra na linha do tempo.

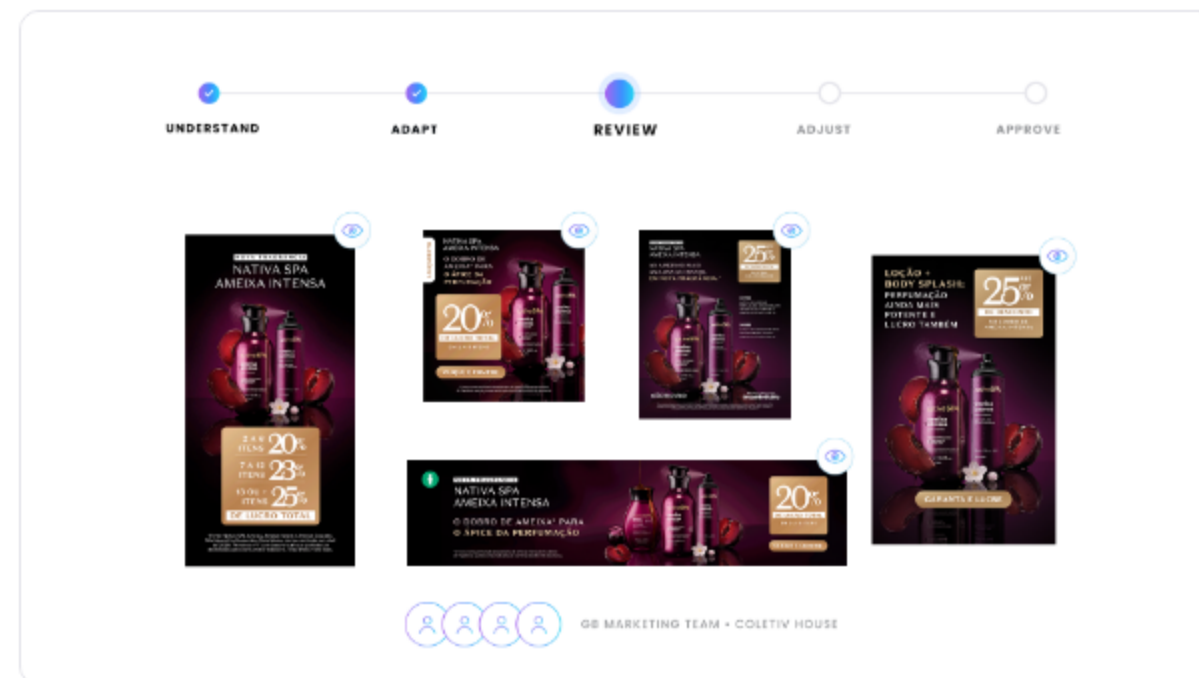
VO (EN): Every request goes through five stages: understand,



F12 0:51 B4 · GOVERNANÇA E ETAPAS

ADAPT · o KV vira 5 adaptações.

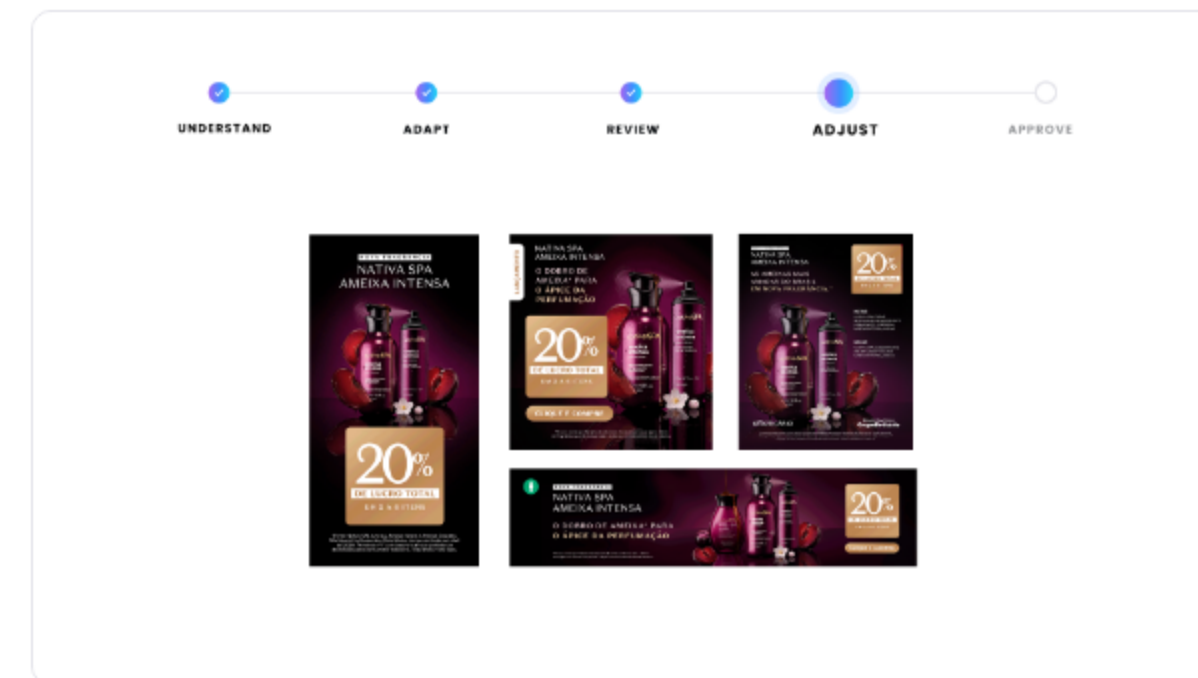
VO (EN): adapt,



F13 0:54 B4 · GOVERNANÇA E ETAPAS

REVIEW · olhos sobre as peças; GB marketing team + Coletiv House acompanham.

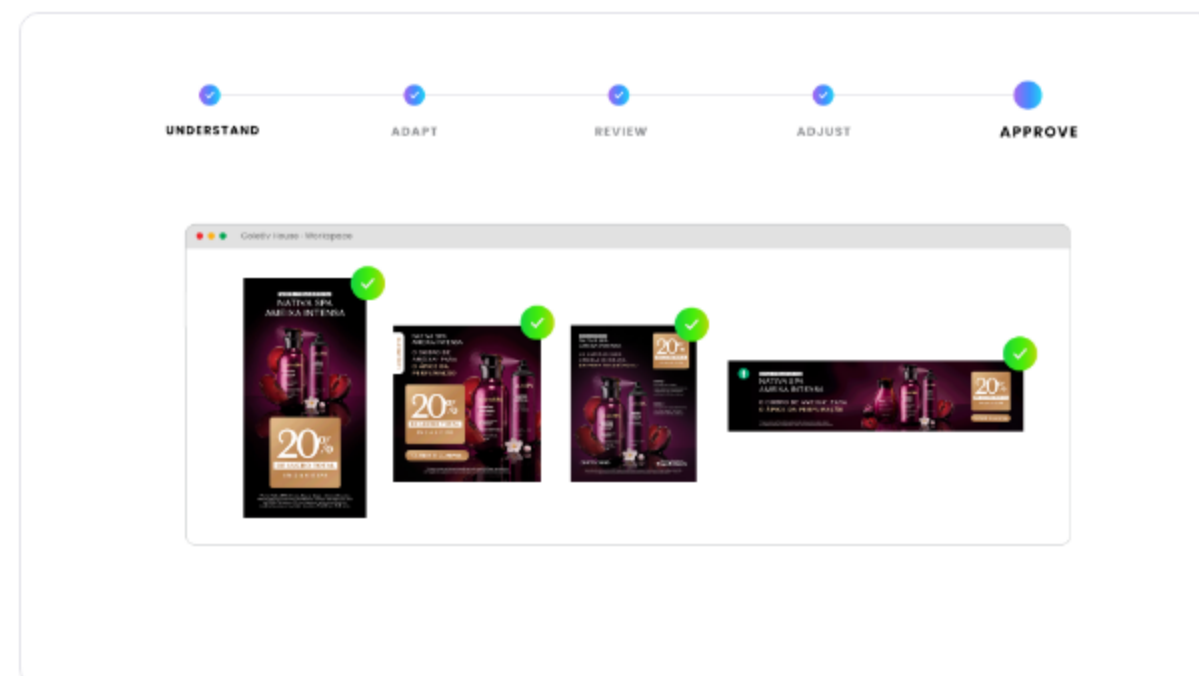
VO (EN): review,



F14 0:57 B4 · GOVERNANÇA E ETAPAS

ADJUST · 5 peças viram 4 e mudam de formato.

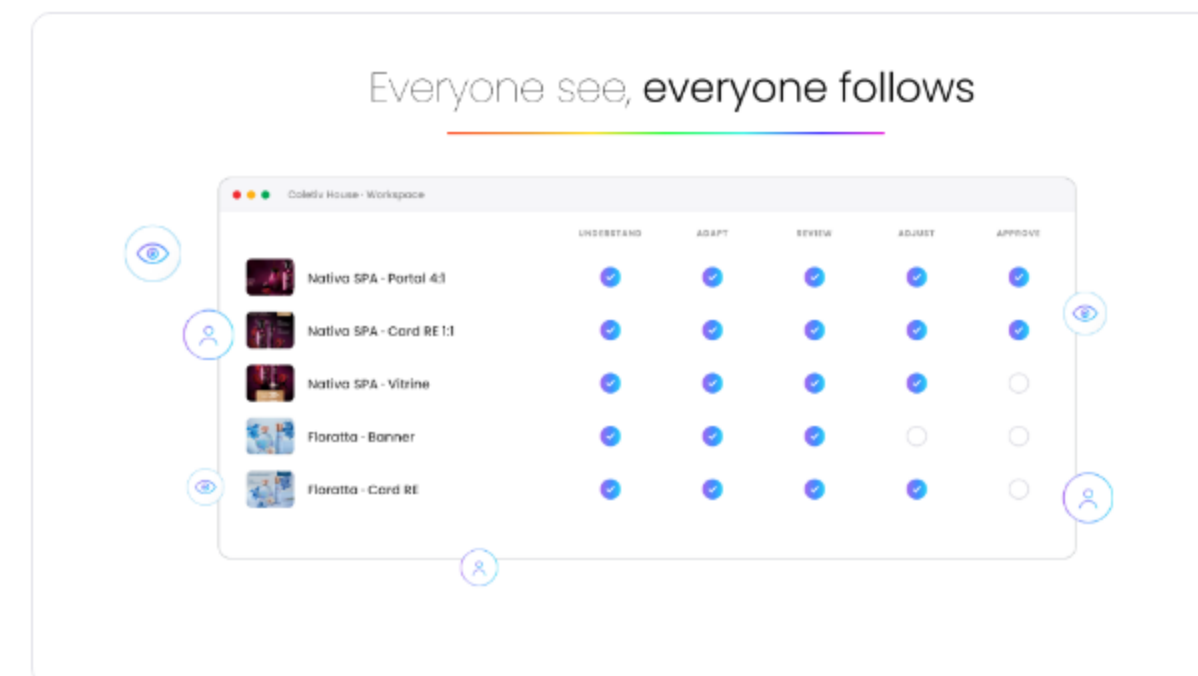
VO (EN): adjust,



F15 1:00 B4 · GOVERNANÇA E ETAPAS

APPROVE · check verde em cada peça, dentro do workspace digital.

VO (EN): and approve. All of them happen in the same digital workspace,



F16 1:03 B4 · GOVERNANÇA E ETAPAS

EVERYONE SEES, EVERYONE FOLLOWS · workspace com todas as partes acompanhando.

VO (EN): where every party sees the same material at the same time, avoiding noise and errors.

AROUND
800
ADAPTATIONS PER MONTH

F17 1:06 B5 · OS NÚMEROS

Contagem rápida até 800 · AROUND 800 ADAPTATIONS PER MONTH.

VO (EN): Today, we deliver around eight hundred adaptations per month...

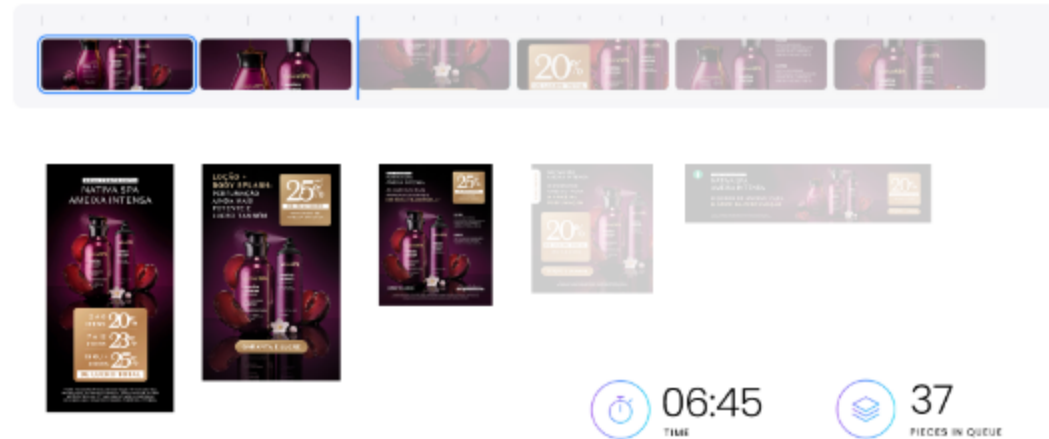
5
BRANDS



F18 1:10 B5 · OS NÚMEROS

5 BRANDS · logos O Boticário, Eudora, Quem Disse Berenice?, O.U.i e AU.MIGOS; mosaico de peças de cada marca se monta animado.

VO (EN): ...across five brands.



F19 1:16 B6 · FECHAMENTO

KV entra na timeline e se desdobra em formatos; timer e contador de peças reduzem a zero.

VO (EN): An adaptation engine is not about producing more for the sake of it. It is about having every piece ready for the right medium, at the right cost,

>> LESS WASTED TIME
>> MORE MEDIA OPTIMIZATION
>> MORE ORGANIC PRESENCE

F20 1:21 B6 · FECHAMENTO

LESS WASTED TIME · MORE MEDIA OPTIMIZATION · MORE ORGANIC PRESENCE, com ícones.

VO (EN): with every stage visible to the people making the decisions. Less wasted time, more media optimization,

Coletiv House - Workspace

Tracking panel

100% - ALL STAGES COMPLETED

	UNDERSTAND	ADAPT	REVIEW	ADJUST	APPROVE	
Nativa SPA - Portal 4.0	✓	✓	✓	✓	✓	APPROVED
Nativa SPA - Card RE	✓	✓	✓	✓	✓	APPROVED
Nativa SPA - Vitrine	✓	✓	✓	✓	✓	APPROVED
Nativa SPA - Destaque	✓	✓	✓	✓	✓	APPROVED
Roratto - Banner campanha	✓	✓	✓	✓	✓	APPROVED
Roratto - Card RE	✓	✓	✓	✓	✓	APPROVED
Roratto - Portal	✓	✓	✓	✓	✓	APPROVED

F21 1:24 B6 · FECHAMENTO

Tracking panel com todas as etapas concluídas.

VO (EN): and more presence on organic channels,

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OBOTICÁRIO Quem Disse, Berenice? O.U.I. EUDORA

F22 1:27 B6 · FECHAMENTO

As peças se encaixam no logo Revendedores Grupo Boticário, com as marcas abaixo.

VO (EN): for communication that works harder at every touchpoint.



Nobody is better than all of us together.

F23 1:29 B6 · FECHAMENTO

Assinatura Revendedores Grupo Boticário + Coletiv House · “Nobody is better than all of us together.”

VO (EN): (soundtrack · end 1:30)