

Case Natura - campanha acionistas

CLIENTE: Unicef

SEGMENTO: Terceiro Setor

APLICAÇÃO: Personalização de alto impacto em múltiplos canais / Geracao de vendas B2C

The image displays a collection of marketing materials for Natura's shareholder campaign. At the top, there are several printed letters addressed to shareholders like Fabricio Cuppari, Roberto Figliolino Júnior, Alexandre Júnior S Nogueira, and Marco Antonio Plens. Each letter is personalized with the shareholder's name and details about the company's 40th anniversary event. Below the letters are brochures and digital screens. One screen shows a personalized event agenda for Fabricio Cuppari, listing activities like a welcome drink, a presentation, and a vote. Another screen shows a registration form for the event, with fields for name, CPF, address, and contact information. The materials are all branded with the Natura logo and 'bem estar bem' slogan.