



**Will
Brenner**

**MY APPROACH TO
BRANDING & STRATEGY
IS LIKE MY COFFEE –
FILTERED, SIMPLE,
AND STRONG.**



A passionate multidisciplinary creative, with over a decade of international experience in branding and brand strategy, having developed brands from scratch, done brand localisation, as well as market re-positioning.

What I bring to the table is always a human-led thinking methodology, meaning the insights, designs, experiences, and innovative solutions I provide are always consumer-focused.



I BRING A **UNIQUE** **COMBINATION** OF **STRATEGY AND DESIGN** **TO THE TABLE**



CLICK TO
NAVIGATE

CASE STUDIES

- ◆ **Adapting a New Zealand premium meat brand to the Chinese market**
STRATEGY • BRANDING • CLIENT MANAGEMENT
- ◆ **Helping Sanofi get closer to their consumers in Thailand**
RESEARCH • CONSUMER INSIGHTS • STRATEGY
- ◆ **Creating a unique working space for LinkedIn china**
BRANDING • USER EXPERIENCE • SPACE DESIGN
- ◆ **Creating a premium brand through strategic-thinking and design**
STRATEGY • BRANDING • BUSINESS DEVELOPMENT
- ◆ **Innovating wine-based beverages for globally conscious consumers**
INNOVATION • STRATEGY • CLIENT MANAGEMENT
- ◆ **Using branding to differentiate a premium event**
BRANDING • SPACE DESIGN • PROJECT MANAGEMENT
- ◆ **OTHER PROJECTS**
- ◆ **MY EXPERIENCE IN THE APAC MARKET**



Strategy
Branding
Client Management

ADAPTING A NEW ZEALAND PREMIUM MEAT BRAND TO THE CHINESE MARKET

★ 2020

📍 Shanghai, China

📄 The Silk Initiative
– Associate Brand Consultant



Deliverables

Market macro-analysis • Qualitative consumer study • Quantitative survey • Brand naming in local language • Logo adaptation • Brand platform development • Brand book

Photography • Communication assets • Packaging design • New product development • NPD Prototype development • Consumer prototype testing • Video production

The challenge

SFF is New Zealand's exporter of premium red meat. With China being a significant market for their business, they knew it was critical to successfully adapt their product locally.

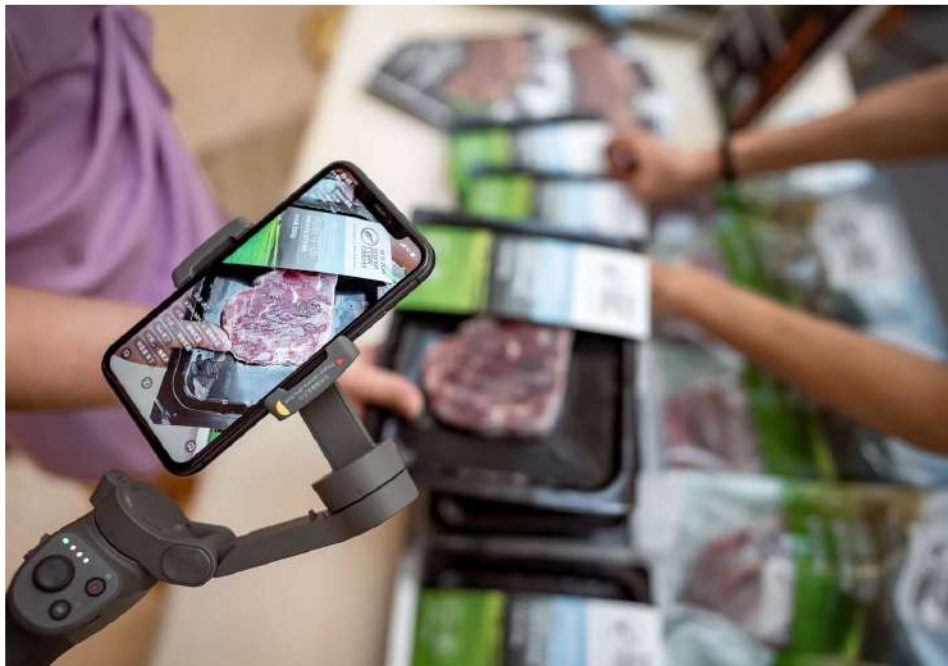
The process **started with extensive interviews with professional chefs, restaurant owners, and buyers to understand how the market perceives the category**, how they viewed the brand, and what potential distinctive assets could be leveraged. With these findings, me and the team **could better interpret what the brand positioning could look like in China** and explore potential angles for communication, brand assets and marketing.

From here, **the right assets to drive consumer conversion have been fleshed out**, which included logos, visual identity, point-of-sale, digital assets, brochures, banners, posters, recipe cards, e-commerce, and many more.

I then designed a **brand and visual identity guidebook** which incorporated the unique elements needed for China, while keeping it true to SFF's original branding and ensuring **consistency across all brand touch points**.

With these assets, The Silver Fern Farm successfully launched in China in July 2020.





**银蕨农场
SILVER FERN FARMS
100% MADE OF NEW ZEALAND**

**New Zealand
VENISON**

精选鹿肉 源于自由生长

为您的菜单带来耳目一新的创意

- > 银蕨农场鹿肉是炙手可热的消费新趋势。
- > 健康、精瘦，有利于环境资源可持续发展。
- > 一种全新的肉食体验 — 微妙、清淡、持久美味。
- > 不同的部位，多样化的味觉体验，激发无限可能。
- > 全年供应。

源自新西兰

- > 在郁郁葱葱的开放牧场用青草饲养。

**由新西兰专业的农场主
在开放牧场养育**

- > 热情而经验丰富的农场主。
- > 非野生、非捕猎，而是受到尊重的、经过精心饲养的、在开放牧场自由长大的优质品种。

红肉领域的新贵

- > 自然、精瘦、始终如一的鲜嫩。
- > 没有野生鹿肉的干柴口感和腥味。

100% 源自新西兰

SFF Venison meat launch in China. The project included market and consumer research, followed by **social media and POS promotion, sales kit (B2B) and packaging design.**

It was important to keep the brand essence across their different offerings, such as imagery style, tone of voice, and key brand messages.

Research
Consumer Insights
Strategy

**HELPING SANOFI
GET CLOSER TO THE
RIGHT CONSUMERS
IN THAILAND**

★ 2020

📍 Bangkok, Thailand

📄 The Silk Initiative
– Associate Brand Consultant





Deliverables

Recruitment of 60 consumers • Consumer profile booklet • 50 in-home immersions for 230 staff
Translators and transport • Supplier coordination • Ethnographic research • Report writing

The challenge

Sanofi is a giant in the healthcare world. Each year, the APAC region hosts a kick-off meeting, most recently in Bangkok in 2020. The Bangkok International Conference welcomed **230 Sanofi leaders** from around the world, including executive leadership from each market. For Sanofi, it is critical to genuinely understand consumers and for everyone in the organisation to relate to, and empathise with the people who use their products. They are especially **interested in the human context in which consumers use their products**.

To help bring this purpose to life, Sanofi wanted to better understand their consumers in Bangkok. I helped to **organised 50 simultaneous home immersions** across the city, taking groups of 4-5 conference attendees into local homes. For each visit, I **also design a booklet, containing a detailed consumer profile**, including health challenges, demographics, and what it meant to them to be a care-giver.

This insightful experience allowed Sanofi the **opportunity to understand and be inspired by the Thai consumers**. It also provided their team with new consumer lead ideas and approaches for their strategy in the region.





Branding
User Experience
Environmental graphics

CREATING A **UNIQUE** **WORKING SPACE FOR** **LINKEDIN CHINA**

★ 2019

📍 Beijing, China

💻 Gensler
– Mid-level graphic designer





The challenge

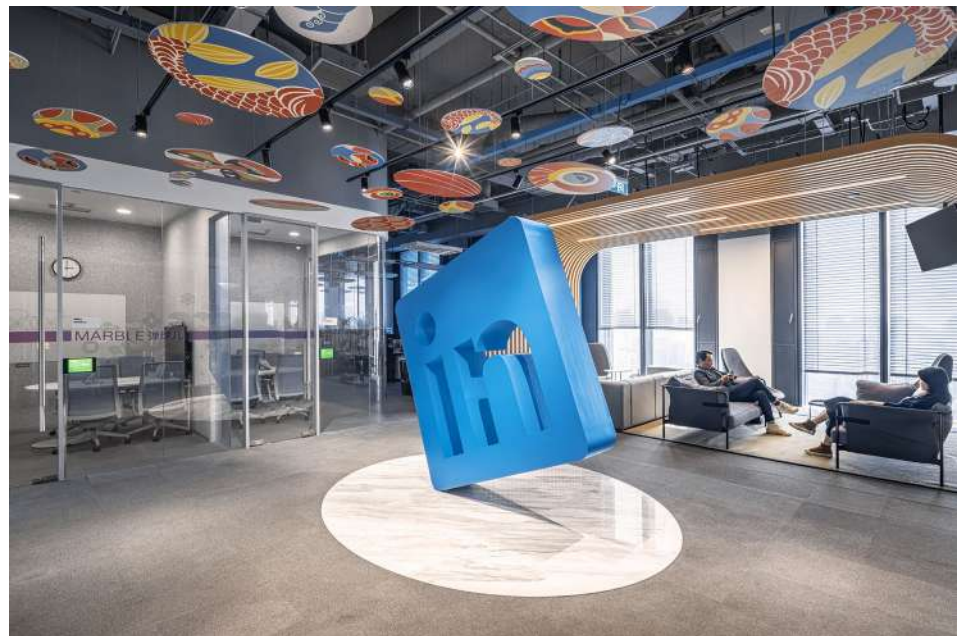
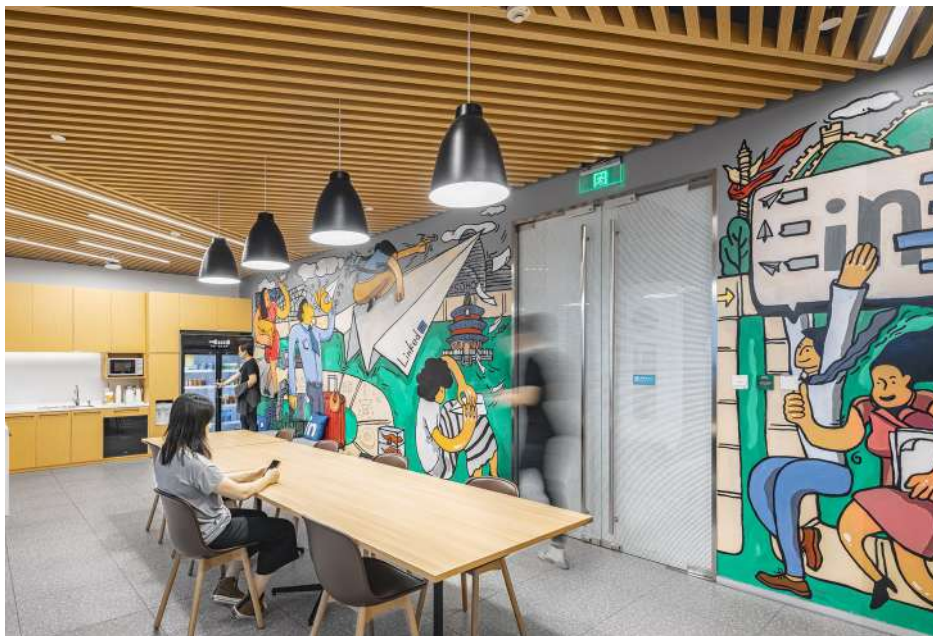
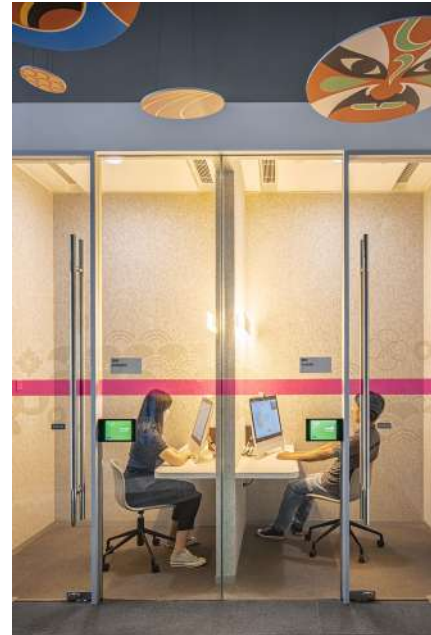
In order to promote the company's values and the local culture of the China office, I helped LinkedIn to create a unique working space for its employees in Beijing.

I developed a visual strategy to promote the local Chinese culture - from using traditional Chinese patterns to decorate the meeting rooms' walls to using popular Chinese doors' graphics on lockers as subtle metaphors to the many doors LinkedIn opens to its users.

It was also my idea to **create an employee wall by using Beijing Opera masks**, where each employee paints and decorate their own mask. This way, their unique personality is represented on the wall, just like the traditional masks represent their character's personalities.

The new LinkedIn office opened in early 2020.







Strategy
Branding
Business Development

CREATING A PREMIUM BRAND THROUGH STRATEGIC-THINKING AND DESIGN

★ 2018

📍 5 J Campos, Brazil

💻 Petit Flor - Biscoitos Finos
– Co-founder | Creative Director

PETIT FLOR

BISCOITOS FINOS

Feitos à mão

The challenge

Petit Flor was founded almost by accident. In 2017, I was offered the opportunity to take over a hand-made biscuit business. The business was successful, it has been around for over 60 years, but the market was over-saturated and it needed a refresh.

It was clear to me that with innovation, a strong brand and quality products, I could reinvent the business and enable further growth. **After some research and analysis I found that there was an urge for customization.** The petit fours (the biscuits) were usually bought as a high-value gift and people wanted to be **able to choose their favorite flavours.** For that, **packaging was key.**

I went on to develop **a new business model** and market positioning, which would fulfil the consumer needs we identified, and have **products** that were **carefully designed.** Moreover, I created a whole new range of branding and marketing assets, as well as **a savvy social media strategy** for the brand. I was also responsible for **selecting the right partnerships and sales channels to drive business growth.**

Petit Flor is one of my proudest enterprises, and on our last month of operations we were selling over 200kg/month, which is a huge amount considering the niche and premium nature of the business as well as the delicate and crafty design of the products.

Deliverables

Market macro-analysis • Business strategy • Branding • Visual identity • Stationery • Packaging • Uniform • Menu • Sales kit Sales • Customer relationship • Marketing strategy

New Product Development • Partnerships • Facebook & Instagram management • Social media strategy • Content creation • Vouchers Photography • Point of sale assets • Workshops

BEFORE



AFTER



PETIT FLOR
BISCOITOS FINOS
Feitos à mão

FOLHA DE CHOCOLATE
DARK CHOCOLATE LEAF

SOL DE MEL
HONEY SUN

SEQUILHO
BUTTER COOKIE

AMOR À CASTANHA
BRAZILIAN NUTS

GOTA DE GOIABA
GUAVA DROP

NUVEM DE COCO
COCONUT CLOUD

RECHEADOS
FLAVORED FILLINGS

LIMONADO
LEMON PIE

MARACULATTE
PASSION FRUIT w/ CHOCOLATE

BRIGADELIÇIA
BRIGADEIRO CHOCOLATE

Doces
Sweets

PETIT FLOR
BISCOITOS FINOS
Feitos à mão

PEIXINHO DE ALICHE
LITTLE SARDINE

FLOR DE CEBOLA
ONION FLOWER

PINGO DE ALHO
GARLIC DROP

PALITO DE PROVOLONE
PROVOLONE CHEESE STICK

CEBOLINHA
CHIVE

PIMENTA DO CACIQUE
AMAZON SPICY BLEND

ESPIRAL DE QUEIJO
CHEESE SWIRL

FOLHA DE FOLHAS
GREEN LEAVES

BUQUÊ DE GERGELIM
SESAME BOUQUET

Salgados
Savory





Petit do Bem – Petit Flor's CSR event

On the Brazilian children's day, Petit Flor organized an event at a rural primary school in Sao Jose dos Campos. The school is fully managed by volunteers and nuns, and maintained by donations.

50% of October's revenue was dedicated to supply ingredients and provide a one-day educative workshop with the children. They've made their own biscuits and learned about the baking process.

With this initiative, the brand not only gave it back to the community, but also gave its consumers the opportunity to contribute to a greater cause, creating a strong and lasting emotional connection to the Petit Flor brand.



CREATING A PREMIUM BRAND THROUGH STRATEGIC-THINKING AND DESIGN

On/Offline marketing campaign. Developed to promote the new Easter special edition biscuits.





*Innovation
Strategy
Client Management*

***INNOVATING
WINE-BASED
BEVERAGES FOR
GLOBALLY CONSCIOUS
CONSUMERS***

★ 2021

📍 Multi-market

🖥️ The Silk Initiative
– Associate Brand Consultant

CONFIDENTIAL CLIENT

The challenge

Consumers are increasingly making conscious choices aligned with their well-being and personal values. Recognising this trend, a leading world-class wine brand was looking to develop an innovation pipeline targeted at these consumers across the globe. Ultimately, the brand wanted to increase their share in current wine occasions, as well as open routes to new potential market spaces and win new consumers.

In order to find opportunities and winning spaces, I reviewed existing market trends within each region and attended expert and consumer interviews to understand their habits and attitudes towards conscious consumption. These findings were used in cross-regional virtual Design Thinking Workshops, planned and facilitated by me, gathering teams based in the US, EMEA, China, and Australia - to identify opportunities and potential scalable ideas for each market.

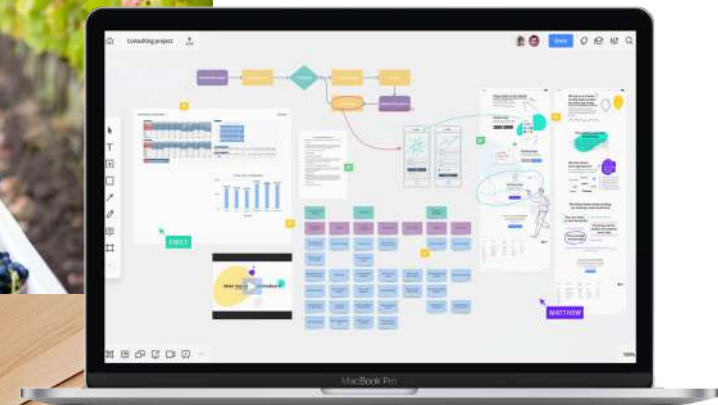
By the end of all regional sessions, we were able to come up with more than 70 potential new product concepts encompassing various beverage formats and flavours, different occasions, and functional and emotional benefits. I then supported commercial viability workshops to uncover potential barriers as well as define the time and feasibility of ideas. At the end of these workshops, we shortlisted to 20 viable ideas.

Together with the design team, we created digital prototypes to be tested and validated by consumers.

Deliverables

Planned and facilitated virtual design thinking workshops • Project costing and planning • Supported commercial viability workshops • Expert and consumer interviews • Compilation

of relevant data and stimulus • NPd and development of 30+ product prototypes for consumer testing • 10 product concepts to feed into pipeline • Project and client management



Branding
Environmental graphics
Project management

USING **BRANDING** TO DIFFERENTIATE A **PREMIUM EVENT**

★ 2014

📍 Sao Paulo, Brazil

🖨️ Travelweek (ILTM)
– Graphic designer





The challenge

Travelweek (now ILTM Latin America) is the biggest B2B luxury travel and tourism fair in South America. In the 2014 edition, the four-day event gathered 636 premium exhibitors, from 80 countries.

I designed the materials to support the **sales team, such as exhibitors book, invitations, fact sheets, email marketing, and a key-info guide**, where all the visitors could have easy access to the important information about the event as well as some key information about the Brazilian culture.

For the event itself, I designed all **exhibitors booths, walls, badges, stationery, vouchers, and passports**, supporting the event strategy of interacting with every attendee in as many ways as possible, as well as keeping the exhibitors engaged to support their sales pitches.

Following this event in Sao Paulo, I also managed the design work for other similar events around the world, such as ILTM Americas and ILTM Japan.



USING BRANDING TO DIFFERENTIATE A PREMIUM EVENT





*Branding
Visual Identity
Packaging
E-commerce
Social Media
Photography
Illustration*

OTHER PROJECTS

SOME OF THE BRANDS DEVELOPED

twisted
Magazine

99
TAXIS

VIDA
PRIORI
ESPAÇO DIA

Cheers
CHILE



BNB
DYNAMIC INSIGHTS

PETIT FLOR
BISCOITOS FINOS

SAN
JAM
C



birdwatching
Wilbirds
SANTO ANTÔNIO DO PINHAL • SP

INSTANT
CHEF.COM

Kleenup
Produtos de limpeza



After conducting **semiotic and competitor analysis**, I developed the packaging for New Zealand's premium milk brand Key Dairy.

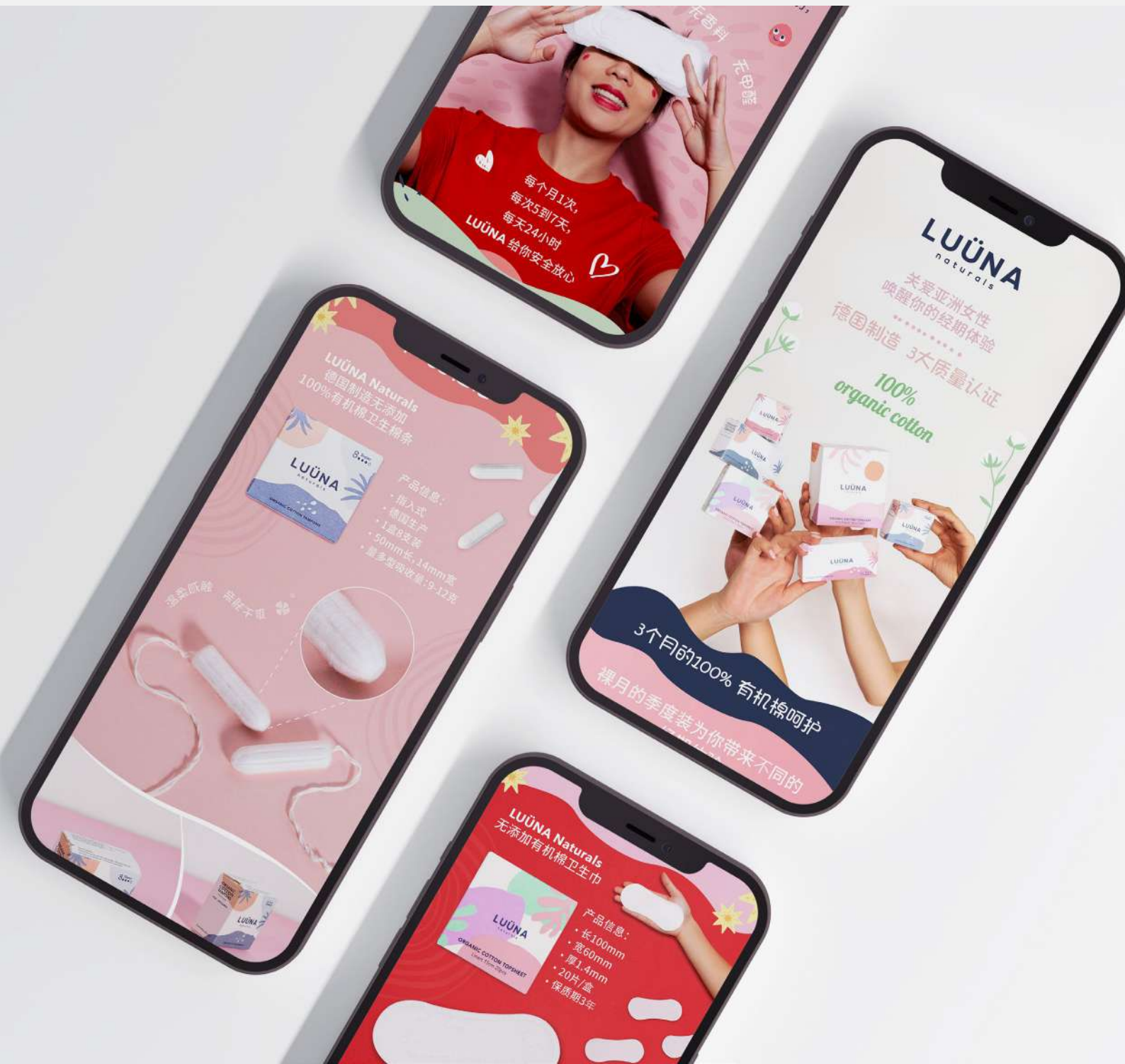
The **modern and clean** visual inspired by dairy cows' patterns, matching with a stylish hand script typeface and fresh and young colours, resulted in the new SKUs to be launched in both local and international markets in late 2020.





The **clean and premium design** was developed for the a2 Milk Company to test and validate their new product concept with consumers across different markets.

The design emphasizes brand colours, which contrasts well with the milk splash and highlights product claims clearly.



Design created for the China e-commerce launch of the feminine personal care brand Luüna.

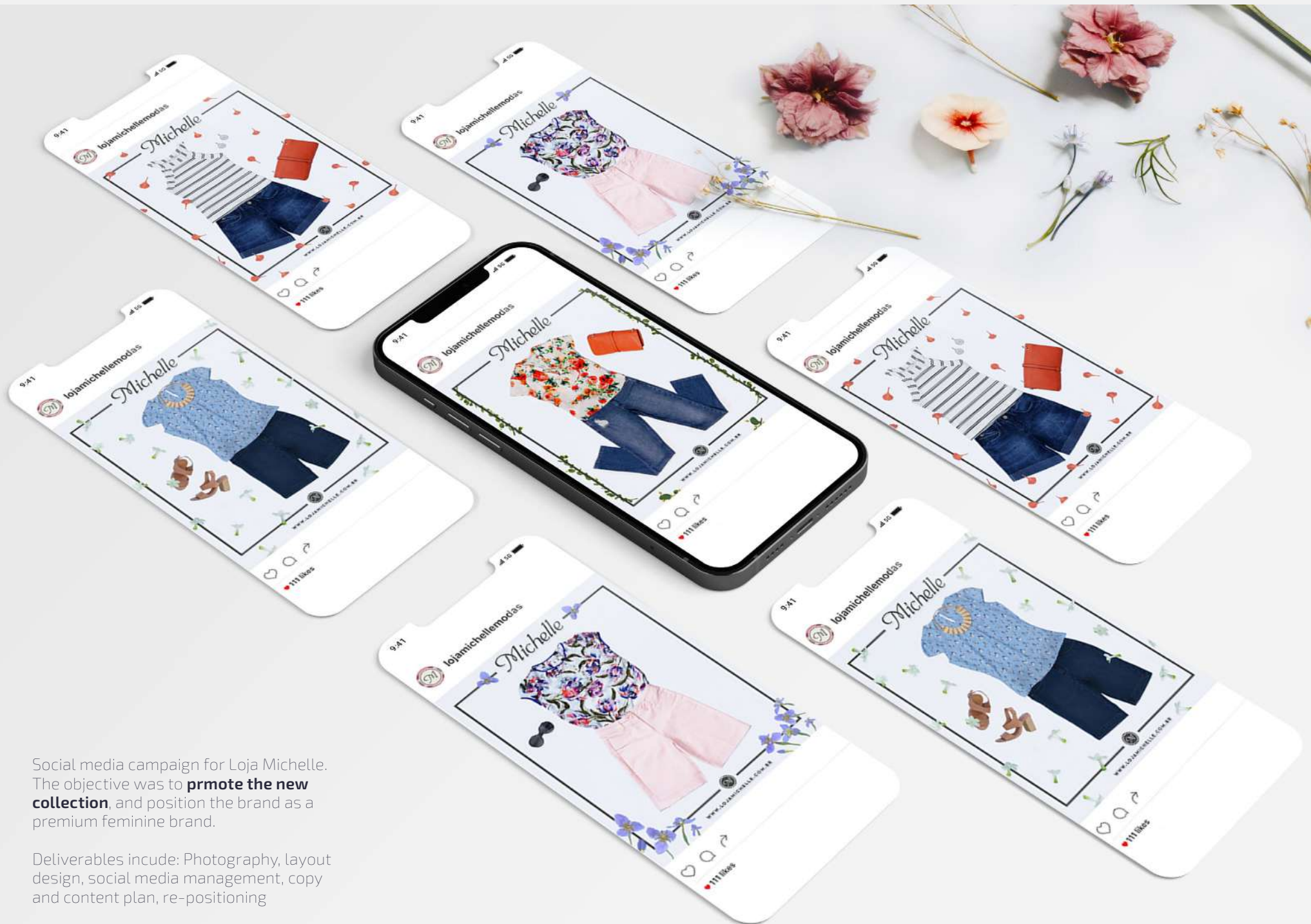
Illustrations, imagery, and tone of voice were aligned and adapted to the brand's strategies for the Chinese market, positioning itself as **a high-quality, fun, and approachable brand**. In total, 4 different product lines were promoted, as well as their subscription plans.



8月31号正式发售
可持续使用5年
每月仅需5元

月经杯了解一下
医用硅胶 环保新选择

LUÜNA



Social media campaign for Loja Michelle. The objective was to **promote the new collection**, and position the brand as a premium feminine brand.

Deliverables include: Photography, layout design, social media management, copy and content plan, re-positioning





Key visual created for a pitch for the auto brand JAC. The objective was to promote a 'free-spirit' individual, seeking adventures and self-expression.



Insights
Outsights
Consumer behaviour
Culture

MY EXPERIENCE **IN THE** **APAC MARKET**



★ 2010-2013
2018-Present

📍 Asia-Pacific



China



Japan



Thailand



Vietnam



New Zealand



Australia



Indonesia

Deliverables in the region

Virtual workshop facilitation across regions • Market macro-analysis

Qualitative consumer study • Quantitative survey • Logo adaptation

Brand platform development • Brand book Research Platform

development • Packaging design • New product development •

Consumer testing • In-home visits • Event organization • Partner

agencies sourcing • Business development

Throughout my career, I had the opportunity to be involved in several international projects, many in the Asia-Pacific region, involving countries such as China, Japan, Thailand, Australia, New Zealand, and Indonesia.

I consider myself lucky to have been exposed to this many cultures, traditions, cuisines, and people. These experiences have not only broadened my own perspectives and taught me how to approach cultural differences, but it has also given me a great appreciation for the importance of truly **understanding cultural nuances in order to make the right connections between brands, products, and consumers.** This was also leveraged by **leading the TSI Navigator™ 2.0 development** - a dynamic intelligent platform that monitors 12 F&B categories across 4 major Asian markets.

With that in mind, I was able to not only monitor market trends and filter the ones that were most relevant to my clients, but also to support them in **new product development, creation of communication assets, tailored consumer research and facilitated cross-regional development workshops,** delivering innovative solutions to my client's teams.

I had the opportunity to work on business development in the region as well, finding leads, event opportunities, and **develop a network with more than 800 professionals.**



Testimonials were kept in their original language, to ensure there was no interpretation over translation.

Brazilian Consulate - Conselho de Cidadãos Brasileiros em Xangai

Sr. William Brenner
Prezado Senhor,

Venho, pela presente mensagem, estender-lhe nossos sinceros agradecimentos pela disposição em conceber e produzir graciosamente o logo do "Conselho de cidadãos de Xangai".

O novo logo encabeçará textos de comunicação daquele Colegiado, o qual, com o apoio e a interação deste Consulado-Geral, constitui plataforma adicional de aproximação e atenção à nossa comunidade em Xangai.

Seu trabalho foi muito apreciado.

– Gilberto Fonseca G. de Moura | Brazilian Consul in China

99 Taxis

A experiência foi muito boa.

Além da entrega, o projeto contou com um estudo prévio bem completo, com uma análise dos concorrentes muito bacana!

– Maria Carolina Lopez | Coordenadora de Marketing



The Silk Initiative

For the last two years, William has been working at The Silk Initiative (TSI), an insights, strategy, design, and innovation brand consultancy based in Shanghai. In his time at TSI, he has worked with both our Design and Innovation teams and our Insight and Strategy teams, and he has been an enthusiastic and valuable contributor to both.

He has led the development of TSI Navigator™ 2.0, our proprietary multi-market dynamic research platform, that monitors 12 FMCG categories across 4 Asian markets. William has been instrumental in selecting and creating concepts to be tested in this tool and designing its new interface and coordinating with developers during all development phases.

William was also a key team member for client projects. For our meat client Silver Fern Farms he played a key role in leading their design projects for China, and supported their brand localization.

William was also a pivotal contributor to an international ethnographic project we ran for one of our major clients, Sanofi, involving 50 simultaneous home visits in Bangkok, Thailand. For this project he demonstrated great project management skills, rapid problem solving and flexibility, and successfully coordinated communication between the client and third parties. William's contributions here were instrumental in ensuring that, despite the high number of variables and moving parts, the project ran on time, smoothly, and successfully, ultimately leading to more projects for TSI with the same client.

In his time at TSI, William has also lead our business development both in China as well as internationally, particularly in South America. In this role he was able to provide a number of exciting new briefs for the company in a short period of time, while also coordinating speaking opportunities for our team members, expanding TSI's footprint.

On a personal note, William is a hugely well-liked and respected member of our team, and has shown himself to be a leader and a patient teacher who is willing to give his time to share his expertise with the more junior members of the team.

– Andrew Cameron | Director, Insights & Strategy



Gensler

As William's previous direct manager at Gensler | worked closely with him over 6 months from 1.2019 to 6.2019, where I was the studio director. In my position, I supervised 30 employees.

During his employment here at Gensler Architects in Shanghai, as graphic designer, William showed passion for graphic design in EGD and identity projects. He is driven and organized. William understands the bigger picture of a project as well as detailed solutions. He has good organizational qualities and was easily integrated. Team members recognized him for his work ethic, positive attitude, teamwork mentality.

In summary, due to his attitude, dedication and great potential I would heartily recommend William for any graphic design or branding firm.

– Markus Pesendorfer | Studio Director



Luüna Naturals

Will stepped in with very little notice to take on a large and urgent design task for our China e-commerce channel. The gravity of this task was enormous, as he would be responsible for translating our brand aesthetic into engaging and e-commerce friendly material for each SKU and the channel homepage. He did not let us down. Not only did he meet the ambitious deadline, but he did so to the highest quality. The team were thrilled with his work ethos, communications and work quality throughout. Highly recommend Will as a designer to any brand!

– Olivia Cotes James | CEO and Founder



Instant Chef .com

I met William in Brazil to create my logo. Nowadays I still work with him even if I am in France. It is super nice to work with him, he is patient, professional and fits your expectations. He has lots of talent and is a very good designer.

– Matthieu Delacour | Founder



HC3 Creative Ltd.

I worked with William on three projects to create the icon for my iOS applications. In each instance the work was done professionally, and he made sure to understand what value the work would be to my brand. The work was done on time and on budget, and would definitely work with him again.

– Henrik Saetre | CEO



Greece China Link

After working with Will Brenner, I remember thinking to my self, how happy I was to have chosen him for the Job. I was in a tight spot and need quick and good results. After exchanging some ideas with him, he was able to create a great image for my company and I therefor was more than comfortable presenting myself with my news logo, business cards and image. If I ever need more creative work done, he would certainly be the first person I would contact for the job. Aside from his professional work, he was a pleasure to be aquatinted with and I would gladly introduce and recommend him to anyone else.

– Filippas Kontos | Founder



伊巴迪实业国际有限公司 (Epoch Industry International Limited)

我们公司和Will Brenner合作已经有两年了，我觉得他是一个很负责任，很专业的设计师，他总是能如期的完成我们的设计，而且效果很理想，和他合作我们都很放心，我们打算还会继续跟他合作下去。

—庞日丽



Will Brenner

GET IN TOUCH

willbrenner.com



BOOK A CALL 