



REGIONAL KNOWLEDGE IS WORTH GOLD!

By *Daniela Campos*

Knowledge management has enormous potential to generate connection between brands and people and, in this sense, regional diversity can be valuable raw material for business strategy, be it local, national or global.

If the company operates regionally, the importance of getting to know the place and its people is obvious and this close relationship becomes one of the brand's differentials. People have an affinity with what is local, proud of what represents them. It is the strength of localism.

For national companies, in addition to understanding the country and what unites us as a society, it is essential to delve into what differentiates us

regionally, especially in Brazil, a country of continental dimensions, multicultural, multiethnic, territory of diversity and inequality. Companies adapt their marketing mix and regionalize their communication to speak closely with different Brazils and Brazilians.

In the case of global players, it is no different. Content giants, for example, invest heavily in original productions that dialogue with each territory, combining the strength of the brand, products and services with a customized experience. It is the well known glocal action – “think global, act local”. Local performance that goes beyond marketing decisions; Its mission is to reconcile business,

environmental, social and human objectives, generating positive impacts. The time of extractive action, of “enjoying without committing to repay” has lost validity.

It is necessary to establish relationships of reciprocity with the people and places where we operate. If we benefit from its resources – natural, raw materials, production capacity, incentives or consumption, it is the organization's role to return value to the region.

But, what is value for each place, in addition to job creation, income and the development that this brings? It is at this point that our conversation about regional knowledge deepens

and, I confess, the point that I like the most.

Monitoring and analyzing changes in society, demographic, economic, social and geographic movements and their impact on consumption is an inexhaustible source of generating insights for business.

Knowing habits, affinities, engagement and identification with brands opens a portal to new opportunities to connect with customers and consumers, nationally and regionally.

Studying identity, values, aspirations, lifestyles, behavior, demands and the social agenda of each place is fascinating and overwhelming as a management and relationship strategy.

All of this added up is knowledge management, a multi-step process that starts with mapping and organizing the data, goes through the analysis and curation of what is relevant, continues with the interpretation and generation of insights and is formalized in the translation of discoveries into an action plan, capable of responding to opportunities that will generate tangible results for the company.

Often, these steps, like activities, are assigned to different areas of the company; sometimes they are under the same umbrella, which seems to favor a vision of greater integration and unity, but whatever the organizational design, the fundamental thing is to guarantee that the process happens in a fluid way, that it is carried out in its completeness and that it is oriented to serve the challenges of different areas, horizontally, connecting the strategy. Yes, well managed, knowledge has the potential to be amalgamated, it binds.

The intelligence produced can be an input for actions in the commercial area, indicate improvements in distribution and guide innovations in technology and represent a communication attribute to be worked on. The more consistent the plan, the greater the consumer's perception.

Returning to the issue of structure, three vertices are strengthened when



ISADORA LEONE

Daniela Campos
is a publicist,
specialized in
KnowledGe and
People
ManaGement |
Linkedin: in/dani-
campos

intrinsically linked under the same vision: Data, Communication and Marketing. Unite the ability to mine, process and qualify data with active listening and permanent study of the market; add the ability to establish connections between the different levels of information and translate the resulting knowledge into brand voice, positioning and relationship with the non-consumer looks amazing? It is wonderful!

In the bestseller *Abundance: The Future Is Better Than You Think*, Peter Diamandis, President of Singularity University, presents technology as a mechanism to release resources, which inspires the vision of connection between technology, intelligence and analytical sensitivity - the technology as a strong ally to provide information that we cannot absorb, process and remember so that we can add native

knowledge, interpretation and intuition. There are multiple intelligences that come together with the purpose of creating empathy and identification between companies and people, establishing strong bonds and providing experiences beyond the time of consumption. And this happens through several points of contact that adhere to the consumer's journey and interests, on different platforms, with relevant communication and storytelling. Relevance that goes through the ability of brands to speak different accents and thus gain a special place in people's hearts and minds.