



# INSPIRADA CREATIVE

STORYTELLING & CREATIVE COMMUNICATIONS



# (RE)CONNECT TO YOUR PASSION

Inspirada Creative helps clients (re)discover their passion and clarify their mission with structured, time-saving messaging and a cohesive, purpose-driven brand story.





“WATCH  
YOUR  
WORDS  
FOR THEY  
BECOME  
YOUR  
ACTIONS.”

- LAO TZU



The stories we tell and the voices we uplift matter.

As a Storytelling & Creative Communications Studio, Inspirada uses stories to humanize brands, shape company culture, motivate employees, and increase customer loyalty.





CHIMMI

[THE BRAND](#) [THE COLLECTION](#) [CONTACT](#)

# ACTIVATE YOUR PURPOSE

Inspirada helps clients think beyond their 'why' statement to build a brand story rooted in authentic purpose. By helping companies define and activate purpose we're able to amplify their impact, create a platform for diverse voices, and shape a narrative that will redefine the way we do business.



## WHAT'S GOOD FOR SOCIETY IS GOOD FOR BUSINESS:

- Companies with high levels of purpose outperform the market by 5%–7% per year.
- 86% of people expect brands to “play their part in solving big challenges like climate change or social justice.”
- 66% say they would switch from a product they typically buy to a new product from a purpose-driven company. This figure goes up to 91% when Millennials are polled.
- 2 in 3 consumers will pay more for products & services from brands committed to making a positive social impact.

Sources: Conspiracy of Love: The Future of Good Report. 2022  
StrawberryFrog and RepTrak: Purpose Power Index, January 2020  
Business Roundtable: “Statement on the Purpose of a Corporation.”. August 2019.

# MARKET OPPORTUNITY & SOCIAL IMPACT

The age of conscious capitalism is here. In 2019, 181 CEO's from the world's largest corporations signed a manifesto pledging to do business that is socially responsible, and formally acknowledging that companies need to have a purpose beyond profit. Consumers expect businesses to benefit society as well as stakeholders.



## RECRUITING & RETAINING TALENT

- Purpose-driven companies have 40% higher levels of workforce retention and 30% higher levels of innovation.
- Millennials will make up 75% of the workforce by 2025 and 75% would choose to work for a responsible company, even for less money.
- Gen Z will comprise 30% of the workforce by 2025 and are predicted to be the "first generation to prioritize purpose over salary."
- 64% of Millennials won't take a job if their employer doesn't have a strong CSR policy. 83% would be more loyal to a company that contributes to social & environmental issues (vs. 70% U.S. average).

Source: Conspiracy of Love: The Business Case for Purpose Power Index, Wave 2, January 2020. The Power of Good Report, 2022

## EMPLOYEE ENGAGEMENT

Millennials and Gen Z's will make up the majority of the workforce by 2025 and they want a greater sense of meaning and fulfillment from their work. Companies looking to increase retention, performance, and innovation among employees must create a culture that prioritizes workplace purpose.





# FROM THE TOP- DOWN, INSIDE- OUT

Having a clear purpose starts at the CEO level and permeates throughout the organization.



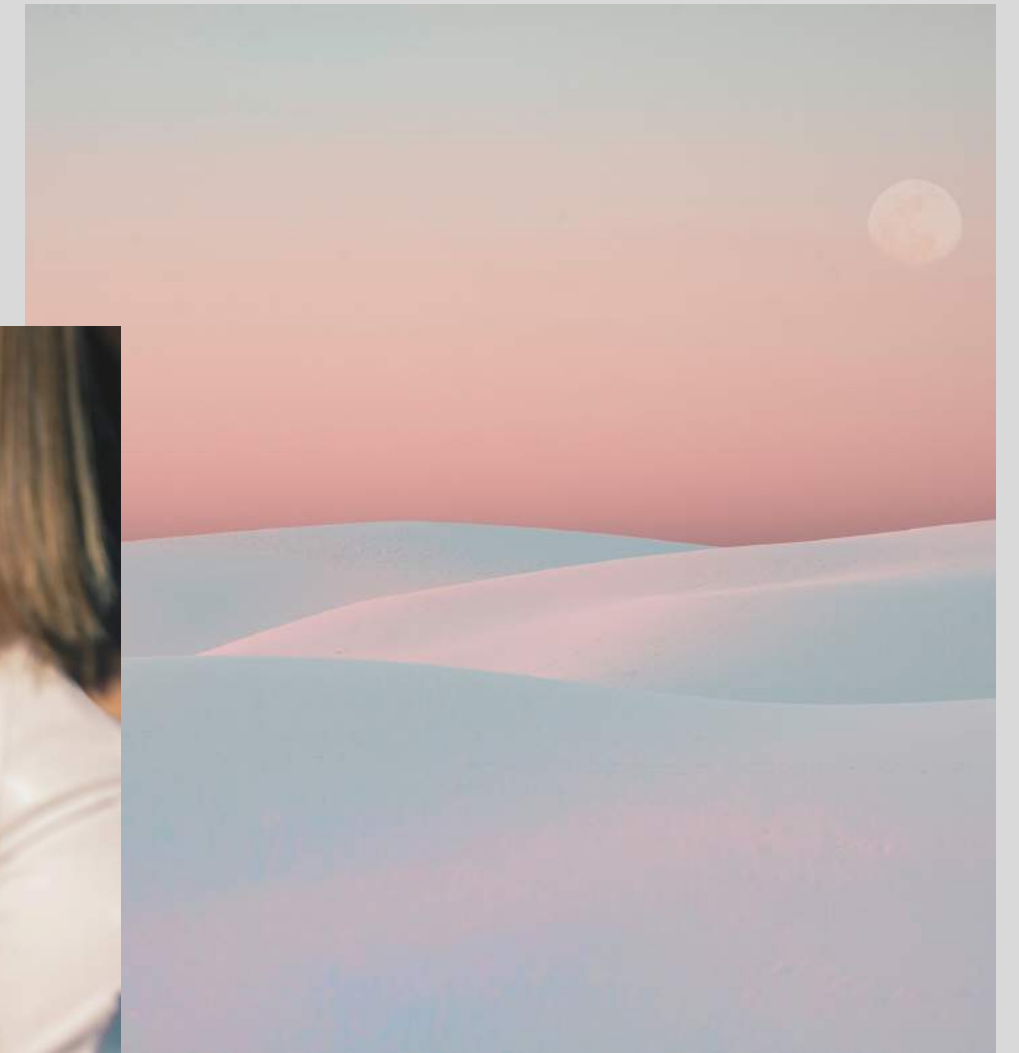
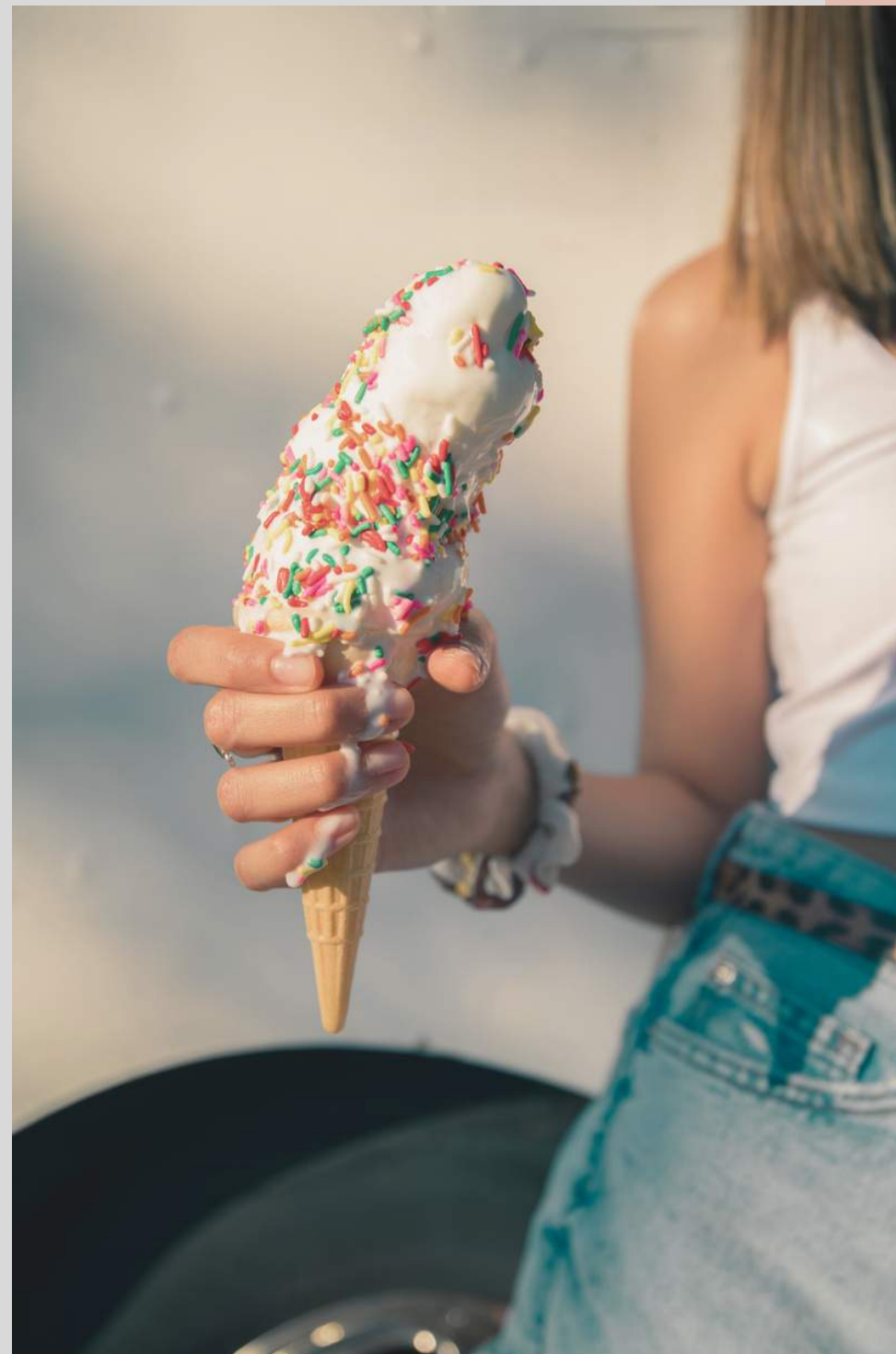
"The link between purpose and profitability is present only if senior management has been successful in diffusing that sense of purpose further down in the organization, especially in middle management, and in providing strategic clarity throughout the organization on how to achieve that purpose." - Harvard Business Review, Aug. 2019

“MATURE COMPANIES  
FAIL BECAUSE THEY  
FORGET WHY THEY  
WERE BORN.”

- SIMON SINEK

## PROBLEMS SOLVED:

- Leadership is unable to effectively communicate vision to their team; the team, in turn, is unable to communicate value to clients
- Company has pivoted or experienced rapid growth and now feels disconnected from original purpose
- Brand doesn't have a clear voice or story
- Lack of structure around messaging slows down creative process





# SOULMATE CLIENTS

Inspirada works with clients who value the art of storytelling. They want literary-quality content, not just copywriting.

In a marketing world full of "noise," these clients believe in having something meaningful and personal to say and saying it well.



## TARGET AUDIENCE:

- Entrepreneurs & CEOs
- Marketing Directors
- MarCom Teams
- Speakers, Presenters
- Artists
- Event Directors: art, music, culture
- Production Teams



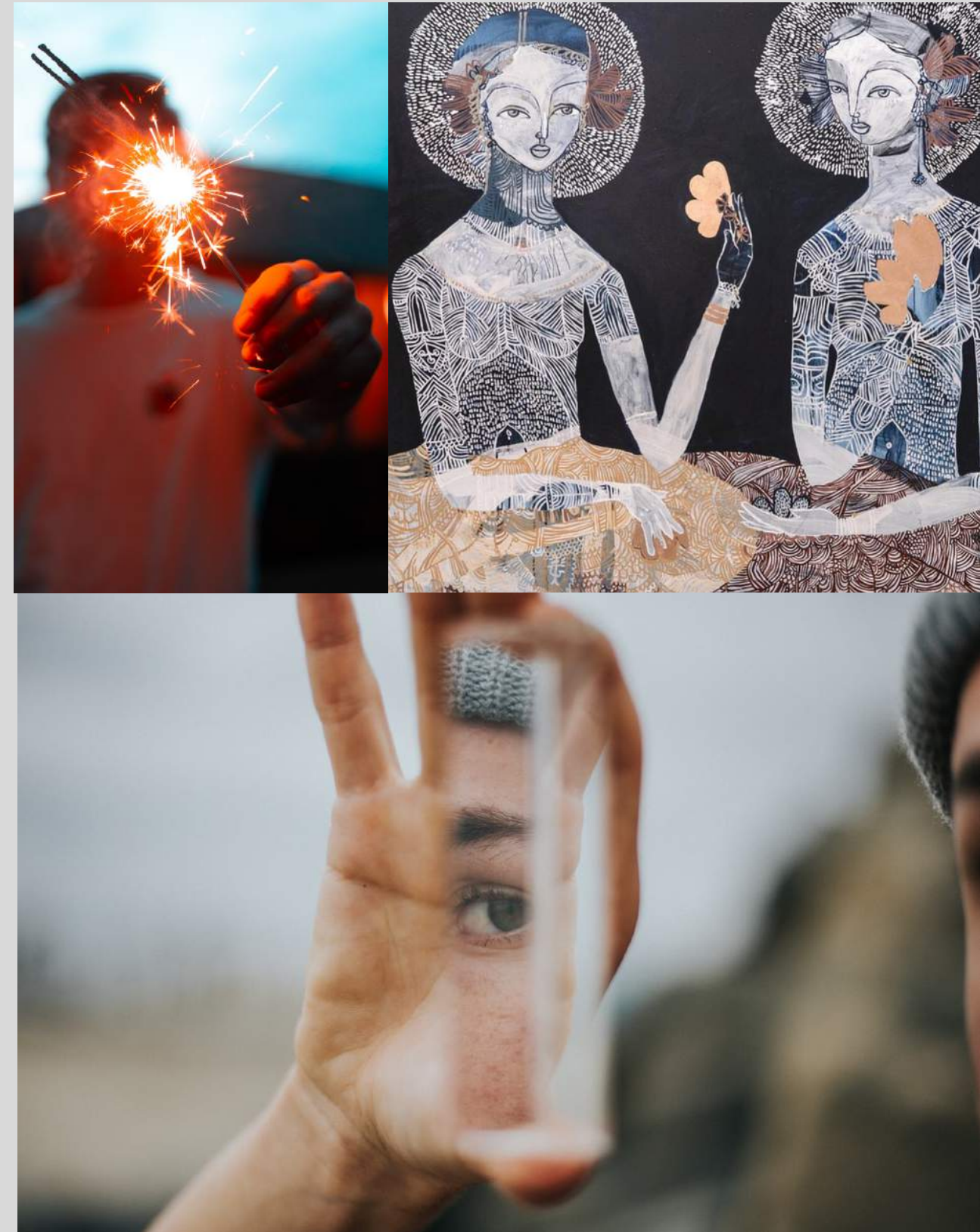


# PROCESS

CONNECTION | REFLECTION | ACTION

Inspirada helps clients create a framework to clearly articulate their vision, mission, values, and positioning. We'll then build a plan for how to activate your purpose and implement the structure and processes we create.

Our goal is to help you find your voice. This is your story to tell, we're just here to help you connect the dots, identify themes, and build the narrative thread that weaves it all together.







# CONNECTION

## PHASE 1: PASSION | PURPOSE | INTENTION

This phase is all about (re)Discovery of purpose and clarity of vision and goals.

- Deep-Dive 1:1 Interviews with leadership and pertinent staff
- Strategic Vision Session with C-team (half day workshop)





# REFLECTION

## PHASE 2: IDENTIFY | ASSESS | SOLIDIFY

Guided Reflection to assess where your business is, identify themes, and evaluate processes, assets, and resources in order to solidify a plan of action.

### DELIVERABLES:

- Strategic Marketing Workshop
- Audit of assets, audience, competitors to bring clarity to brand messaging, audience, and market differentiation



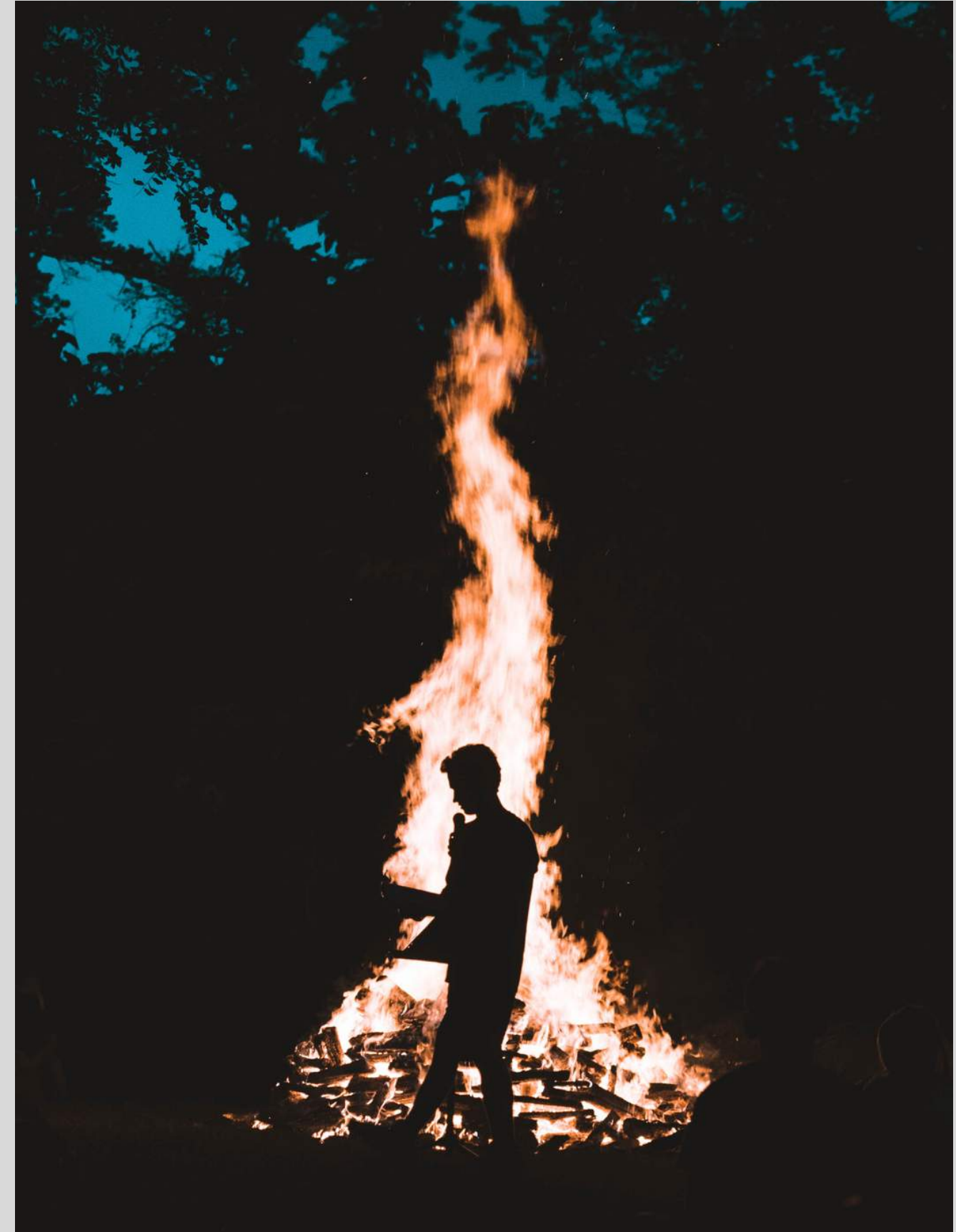
# ACTION

## PHASE 3: ACTIVATE | ALIGN | IMPLEMENT

Activate your purpose and voice through an authentic narrative that builds internal alignment, reinforces company culture, and motivates audiences.

### DELIVERABLES:

- Marketing & Communications Strategy
- Brand Identity Package
- Messaging & Content Development; including messaging matrix





## CO-WRITING WORKSHOPS

A package of co-working sessions to workshop ideas for thought leadership articles, e-books, interviews, blog series. Includes guided brainstorming session, workshopping & concept development, draft writing & final edits.

## SOCIAL MEDIA STRATEGY

This package gives small marketing teams the tools and structure to run their channels more effectively. We'll create structure around content planning, production, and scheduling.

# CUSTOM PACKAGES:



## PRESENTATION PREP

Concept development; speechwriting & slide copy; stage presence and public speaking coach.

## PROGRAM DEVELOPMENT

Workshops, Webinars, Lunch & Learns



Multi-cultural marketing strategy for Latino/LatinX focused campaigns and multilingual content development. Special focus on Central and South America.

# MULTI-CULTURAL OFFERINGS



## TRILINGUAL CONTENT

Content creation and translations in English/Spanish/Portuguese.



## INTERNATIONAL CAMPAIGNS

Creation of audience personas, concept development, and campaign management for Brazil, Argentina, Chile, and Spain.



# RESULTS



## CLARITY

Creating structure around messaging helps clients clearly define their mission, vision, values, and positioning-- and the storylines that tie them together.



## MOTIVATION

A clear brand story unites teams, reinforces company culture, empowers employees to activate their own potential, and creates loyal customers who believe in your business.

## HEADSPACE

Having an established messaging framework gives leadership and marketing teams more time for creativity and innovation.

NEVER UNDERESTIMATE THE POWER OF A GOOD STORY



# WHERE COULD ALL THAT FRESH ENERGY BE REDIRECTED?

Structure gives you the space to do the things you're really good at. Having time for undistracted creative work ("deep work") is the result of having a structured narrative and a pre-scheduled social plan.

Building this structure will allow you to focus on what matters, rediscover what inspires you, and find your creative flow.

What new ideas might be born from this time?





# MEET JESSICA

Trilingual storyteller and passionate traveler who loves a good brainstorming sesh.

I started Inspirada Creative to connect with interesting people and share their stories. To listen, learn, ask questions, dig deeper. To uncover what motivates a person; what inspires them; what unravels them. To feel inspired myself. To chase those 'butterfly in your stomach' moments. To satisfy my insatiable wanderlust. To help you see through someone else's eyes.

I started Inspirada to find people, places, and ideas that make me feel hopeful. And to share that hope with you.





# GET INSPIRED

[jessica@inspiradacreative.com](mailto:jessica@inspiradacreative.com)

[jessicajvernon.com/inspirada](http://jessicajvernon.com/inspirada)

