



design by

(oriGem)

“Beyond everything else we do, our true talent lies in **making brands dream!**”



BRAND
IS THE
DRIVING
FORCE THAT
PERPETUATES
THE **IDEA**



We are astronauts for BRANDS

MISSION

At (oriGem), our mission extends beyond simply shaping brands; we are driven to explore uncharted territories of creativity and innovation, forging new universes for each brand we partner with. Inspired by the boundless spirit of space and the relentless pursuit of spatial discovery, our team of creatives embarks on transformative journeys that transcend the conventional boundaries of brand development.

We see ourselves as astronauts of innovation, navigating complex constellations of revolutionary ideas and landing in previously unexplored creative territories. We firmly believe that every brand possesses a unique cosmos waiting to be discovered, a distinct identity and potential that lies beyond the surface. Much like space exploration unveils the hidden secrets and wonders of the universe, we delve deep into the very essence of brands to reveal their core authenticity, uncover their inherent uniqueness, and articulate their most compelling narrative.

Our guiding principle, "Astronauts for Brands," encapsulates our unwavering passion for crossing traditional boundaries, challenging established norms, and creating solutions that soar beyond the imaginable.

We are united by a singular purpose: to transform brands into guiding stars within their respective markets, illuminating the competitive landscape with their striking presence, captivating messaging, and enduring impact. Our designs are not conceived as mere decorative pieces or superficial enhancements, but as powerful tools that communicate fluently in the evocative language of space, conveying resonant messages that echo like cosmic waves through time and leave an indelible mark.

Operating as a cohesive creative spaceship, our team is meticulously comprised of experts spanning diverse disciplines, collaborating seamlessly to engineer truly impactful brand experiences that resonate on multiple levels. From initial conception and strategic planning to flawless execution and ongoing support, we are wholeheartedly committed to diving into the depths of the unknown, transforming seemingly insurmountable challenges into exciting opportunities, and turning bold ideas into tangible realities that drive meaningful results.

We invite you to join us on this exhilarating mission of exploration and discovery, where each project is envisioned as a unique spaceship, meticulously crafted to propel brands towards entirely new horizons of success and achievement. Together, let us transcend the perceived limits of the possible, push the boundaries of what can be achieved, and collaborate to create a lasting legacy in the infinite space of creativity and brand building.



(oriGem)

Welcome to our universe.

A black and white photograph of an astronaut in a space suit, seen from behind, looking out of a circular window of a spacecraft. The astronaut's helmet and suit are visible in the lower-left foreground. The window frames a view of the Earth's horizon, with clouds and landmasses visible. The sun is bright on the horizon, creating a lens flare effect. The spacecraft's internal structure is visible on the right side of the window frame.

STRATEGY
is the fuel

BRAND
is our spaceship

SERVICES

BRAND CREATION

CREATIVE DIRECTION

STRATEGIES FOR BRANDS

STORYTELLING

INNOVATION

ADVERTISING (ON/OFFLINE)

PHOTOGRAPHY AND VIDEO

DESIGN

MARKET STUDIES & PSYCHOLOGIE

DEVELOPMENT OF INNOVATIVE
PRODUCTS AND SERVICES



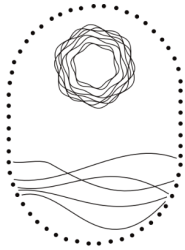
CLIENTS



EVVE



ENCANTO-MAIOR
- beyond experience hotel -



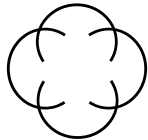
CURIA

um dia a
aldeia
acabou

três
- ESPECIALISTAS EM TREINO -

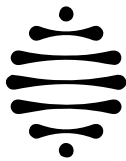


SABORES
- de sempre -
desde 2015



DINARC

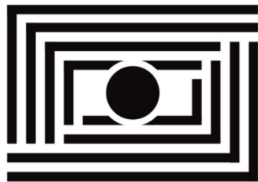
CÜT



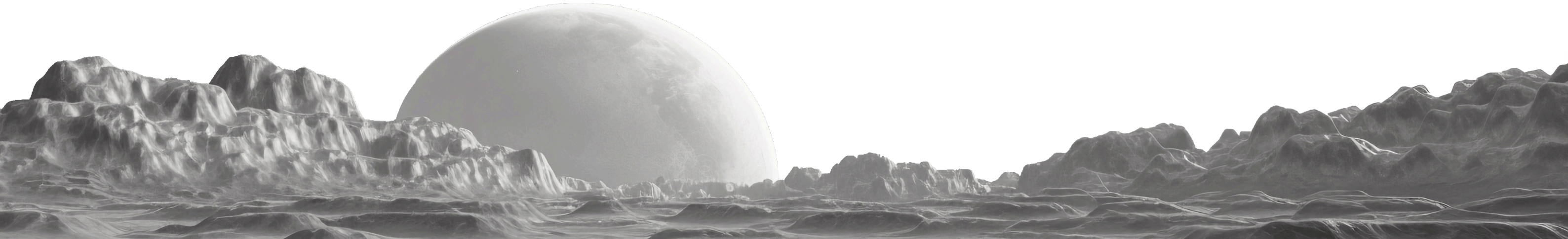
HIRO



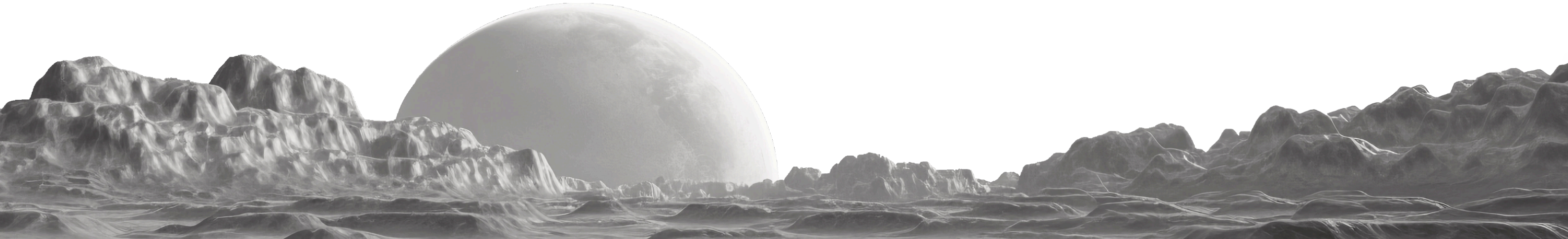
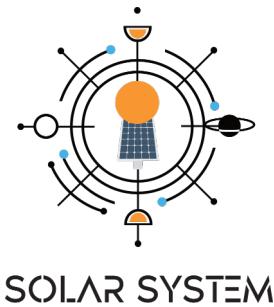
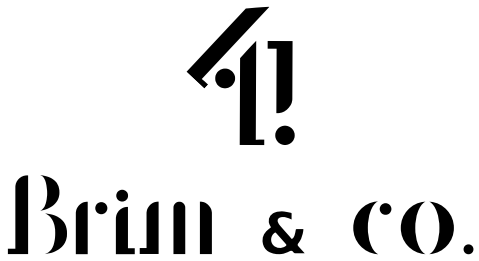
ISSIMO



IBERFOTO



CLIENTS





BRANDING

brands we create

Is an artistic ode to legacy, envy and the silent power of things left unsaid. Rooted in the myths of royal courts and whispered secrets behind stone walls, the symbol reflects a universe where wine is not just a drink – it is memory bottled, a story poured in silence.

Each letter in the name carries the weight of heritage, carved with intention and strength. The bold typography stands like a tower itself: firm, grounded, watching time pass with noble indifferences.

The visual identity draws from the dramatic contrasts of deep reds, aged golds, and muted blacks – a palette that evokes both grandeur and disappearance. Faces blurred, eyes crossed out – as if the monarchs, once sovereign, are now haunted by a wine so rare, they could only watch it from the other side of the window.

Adega da Torre is not just a place.
It is a portal.
To whispered envies, to lost dynasties,
to a taste that outlived its own kings.

This brand is an invitation – not to drink,
but to uncover. To open a bottle is to open a story
that was never meant to be told.



iEU



O TEU ESPAÇO, A TUA MENTE

The logo of EU is more than just a design; it is an artistic representation of self-awareness and mental strength. Inspired by the complexity and elegance of the human mind, the icon reflects a delicate balance between structure and creativity. The stylized typography suggests connection and flow – a nod to the intricate neural pathways that define how we think, feel, and interact with the world.

The brain, central to the visual identity, is bathed in soft hues of purple and blue, symbolizing calmness and introspection. The gradient background evokes a sense of depth and infinite possibilities – mirroring the vastness of human thought and the personal journey towards mental clarity.

“EU” stands for self-discovery and empowerment. It is not just a brand; it’s a personal invitation to reconnect with your mind and unlock your true potential in a space designed for mental balance and growth.

EVVE is a women's ready-to-wear brand that draws inspiration from the timeless elegance of haute couture, particularly the simplicity and powerful femininity embodied by Balenciaga. The brand's philosophy is about transforming influences into something uniquely EVVE. It's about crafting pieces that resonate with women who are strong, confident, and possess a distinct personal style.

EVVE goes beyond simply offering clothing; it's about understanding the desires and needs of its clients, recognizing that true elegance is more than just what one wears. The EVVE experience extends into the atelier itself: a bright, differentiated space where clients are welcomed with hospitality, offered tea or coffee, and even celebratory touches like chilled sparkling wine for significant purchases. The brand strategy aims to capture a discerning clientele, showcasing its designs through sophisticated visuals, such as models photographed against clean white canvases, and complementing this with imagery from social events. EVVE is about creating couture-level experiences and empowering women through fashion.



A woman with long dark hair and red face paint around her eyes is performing a squat in a gym. She is wearing a white sports bra and grey leggings. A barbell is across her shoulders. The background is dark with some gym equipment visible.

três

- ESPECIALISTAS EM TREINO -

More than just a name, TRÊS is a journey, an unfolding, a powerful movement towards the "new self." It's born from the understanding that transformation is rarely linear; it's a process of breaking, tearing, and even explosion. It's the dance of opposing forces – love and hate, time and the relentless ticking of the clock.

Creating a brand, much like creating oneself, is akin to birthing a micro-universe. It's a complex genesis, a symphony of fragments that gradually coalesce, growing stronger and more complete with each passing day.

TRÊS embraces color in its entirety, understanding its power to evoke emotion and inspire action. The TRÊS iconography is designed for adaptability, a dynamic visual language that moves and evolves. The brand favors a clean, white logo as a canvas upon which the vibrant spectrum of life can play.

The number three is often associated with perfection and completeness. But beyond this symbolism, TRÊS is a story of overcoming challenges, a testament to the power of transformation, and the dedication to crafting a new identity. It's a commitment to the individual, built on the core belief that every client is unique, with needs that cannot be replicated.

The ISSIMO brand, through its "POP UP YOUR NAILS" campaign, isn't just about a service; it's a visual echo of transformation. The vibrant burst, radiating outwards, embodies the energy and confidence each client discovers within. It's the science of color psychology meeting the art of self-expression. Each line and hue is meticulously crafted to evoke a sense of empowerment, turning a simple nail service into a powerful act of self-care and a bold statement of individuality.

POP UP
YOUR
NAILS



ISSIMO

nail art & beauty



Inspired by the word "Amma," meaning "mother" in various cultures, AMMAE embodies the nurturing, unconditional love, and creative energy associated with motherhood. AMMAE was born from the desire to create a space where each candle is not just a source of light, but a ritual for healing, projection, and self-discovery.

More than just objects, each AMMAE product is designed to connect you with the universe, the energies around you, and, most importantly, your inner self. The name AMMAE represents this connection, bringing the love that shelters and protects, while also invoking the transformative energy of candles and crystals.

Crystals, the silent guardians of the earth, shaped by time and pulsing with the energy of the universe, are integral to AMMAE. Since ancient times, each mineral has been believed to carry a fragment of ancestral wisdom, a unique vibration capable of touching hearts and realigning souls. Through AMMAE products, you are guided on a journey of self-discovery, where each flame lit and each crystal encountered has the power to illuminate, heal, and transform your energy.

The "Sabores de Sempre" brand is more than just an image; it's a carefully constructed sensory journey. The warm tones and textured depiction of the bread are rooted in the psychology of comfort and nostalgia. It's the science of visual communication meeting the art of evoking emotion. Each element, from the rustic font to the inclusion of lavender, is meticulously designed to trigger memories, stimulate the senses, and create a deep connection to tradition and the simple pleasures of life. It's not just bread; it's a crafted experience of warmth and heritage.



SABORES
- de sempre -

desde 2015

as tradições são
para saborear



The Projeto Maior brand is built upon a foundation of visual strength. The design isn't just a logo; it's a representation of the brand's commitment to robust and reliable projects. It's the science of visual weight meeting the art of conveying stability and grandeur. The choice of typography and the overall design elements are intended to evoke a sense of confidence and the ability to handle large-scale projects. It's a brand identity that uses the science of perception to communicate a powerful vision and the art of building trust.

The LEVE brand is a study in the visual representation of innovation. The design isn't just a logo; it's a carefully crafted symbol of the brand's focus on lightness, efficiency, and modern construction techniques. It's the science of material properties translated into the art of brand identity. The minimalist design and the choice of elements are intended to evoke a sense of airiness, technology, and forward-thinking solutions. It's a brand identity that uses the science of engineering to inspire and the art of design to communicate its unique value proposition.



LEVE

Leveza que constrói o futuro



CUT

hairstyle for man

CUT is where tradition finds its sharpest expression, where style is honed to an edge, and where every visit is an investment in self. It's more than a service; it's a ritual, a transformation, a mark of distinction.

Imagine the precision of a blade, the artistry of a sculptor, the confidence that comes from a look that's undeniably yours. This is the experience CUT delivers. We're not just stylists; we're curators of image, architects of personal brand, and believers in the power of a well-crafted aesthetic.

CUT is designed for the modern man, the one who understands that his appearance is an extension of his identity. It's for those who value quality, appreciate detail, and seek a space where they can refine not just their hair, but their sense of self. It's a blend of classic techniques and contemporary trends, a fusion of ruggedness and refinement.

With CUT, it's not just about a haircut; it's about defining who you are. It's about the confidence that comes from looking your best, the attention to detail that sets you apart, and the feeling of owning your style. It's the art of grooming, elevated to an experience.

Dream Tree it's a force of nature, a symbol of unwavering reliability, and a beacon of progress. It's the embodiment of strength, the quiet hum of power, and the promise of a world fueled by sustainable solutions.

Imagine a mighty tree, its roots delving deep into the earth, drawing strength and stability, its branches reaching towards the sky, embracing innovation and growth. This is the essence of Dream Tree. We are the providers of power, the enablers of progress, the steadfast partners in a world that never stops moving.

Dream Tree is built on a foundation of trust, a commitment to delivering solid energy solutions that empower industries and communities alike. We are driven by a vision of a future where energy is not just a commodity, but a catalyst for positive change, a force for good in a world that demands both power and responsibility.

With Dream Tree, it's not just about keeping the lights on; it's about igniting possibilities. It's about fostering growth, fueling innovation, and building a world where progress and sustainability go hand in hand. It's the power of reliability, the energy of trust, and the dream of a brighter tomorrow, made real.



POWERING PROGRESS



QHIRO

The QHIRO brand is a masterclass in visual communication for the health sector. The logo isn't just a symbol; it's a carefully calibrated representation of the brand's core values. The abstract representation of the spine speaks to the science of osteopathy, while the fluid lines evoke movement, realignment, and the body's inherent quest for balance. The modern typography exudes confidence and reliability, essential for a healthcare provider. It's a design rooted in the science of kinesiology and the art of fostering trust, ultimately promising transformation and well-being.

CURIA is more than a name; it's an invitation to a sanctuary within. It's the essence of healing, distilled into its purest form. It's the gentle whisper of well-being, the promise of relief, the artistry of restoring balance.

Imagine the sun's warmth, a vital embrace that awakens energy and renews life. Feel the soothing rhythm of the ocean waves, their ebb and flow washing away tension and stress. These are the sensations that CURIA embodies.

Our symbol is a tapestry of tranquility: delicate touches that represent the nuanced art of massage, the life-giving sun, and the calming waves of the sea. It's a visual poem dedicated to the restoration of harmony within the individual.





lince

wood . craftsmanship . design

LINCE isn't just about furniture; it's about rediscovering a lost art, a forgotten language spoken in the grain of wood. It's about breathing life back into spaces, infusing them with the spirit of resilience, the allure of the rare, and the timeless elegance of true craftsmanship.

Imagine the Iberian lynx, a creature of power and grace, once on the brink, now a symbol of rebirth. That same spirit fuels LINCE. We see beauty in the raw, strength in the delicate, and potential in the overlooked. We believe that true luxury lies not in the mass-produced, but in the unique, the hand-touched, the soulfully crafted.

Each LINCE piece carries within it a story. It's a story whispered through generations of artisans, their wisdom etched into every curve and joint. It's a story of passion, of dedication, of an unwavering commitment to quality that transcends trends.

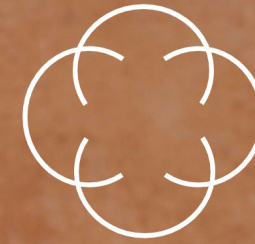
We don't just design objects; we create experiences. We transform spaces into sanctuaries, where the warmth of wood embraces you, where the textures invite your touch, and where the very air hums with a sense of authenticity.

LINCE is an invitation to reconnect with the natural world, to appreciate the artistry of human hands, and to surround yourself with pieces that speak not just to your needs, but to your soul. It's a journey back to a time when things were made to last, when beauty was born from simplicity, and when every creation was a testament to the enduring power of great design.

This isn't just a mark; it's a whisper of the universe's first breath. It's the echo of creation itself, captured in a symbol. Look closely, and you'll see more than lines - you'll witness the dance of existence.

Imagine the swirling nebulae, the celestial ballet of galaxies in motion. That's what this evokes. It's the unseen force of gravity, the silent pull that binds everything together, from the smallest atom to the grandest star. It's the rhythm of life, the eternal cycle of birth, death, and rebirth, reflected in every curve.

DINARC is a reminder that we are not separate from this cosmic dance. We are part of it. Every product we create is infused with this profound connection. It's not just about function; it's about feeling the pulse of the universe in your hands. It's about tapping into the raw power of nature, harnessed with intention and respect.



DINARC

from nature power





Brim & Co.

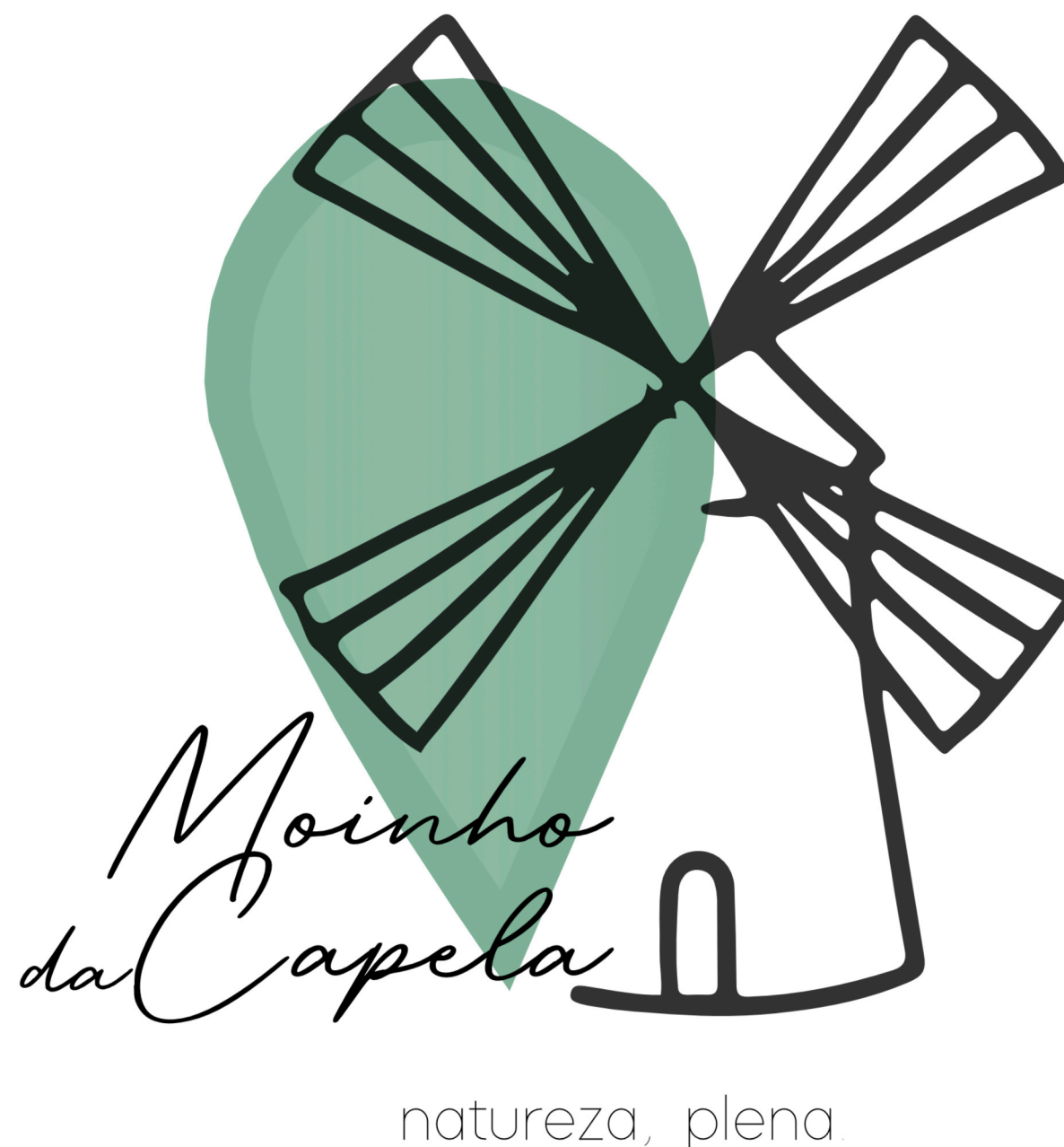
The Brim & Co icon is not just a symbol. It is an artistic interpretation that reflects the essence of the brand – sophistication, creativity, and timelessness. Inspired by the genius of Pablo Picasso, the icon emerges from the vision of a stylized figure wearing a hat, blending geometric and abstract lines with an elegant simplicity that transcends time.

A brand is not just a logo – it's a living promise, breathing through every interaction and defining how the world feels and sees your business. The creation of the Moinho da Capela brand is deeply rooted in the soul of the Alentejo, inspired by the calm of its plains and the strength of the water and wind that have shaped this land for centuries.

The watermill, at the heart of the brand, symbolizes more than just work and resilience – it represents the flow of time and the harmonious connection between man and nature. The delicate leaf entwined with the mill reflects the vibrant natural surroundings, reminding us that here, time slows down, allowing life to flourish.

Every curve and line was designed with purpose. The minimalist lines reflect authenticity and simplicity, while the soft green tones echo the peaceful landscapes of the Alentejo. The leaf icon, positioned like a location marker, symbolizes arrival – the feeling of having found your place of connection with nature.

Just as the mill transforms the power of water into energy, this brand invites guests to breathe in the calm of nature and feel that strength renew them. Moinho da Capela is not just a destination – it's an experience of reconnection with the essential and the authentic.





ADVERTISING

production, recording and writing

Spot: SCC - #DESENHARoFUTURO



Spot: TRÊS - especialistas em treino



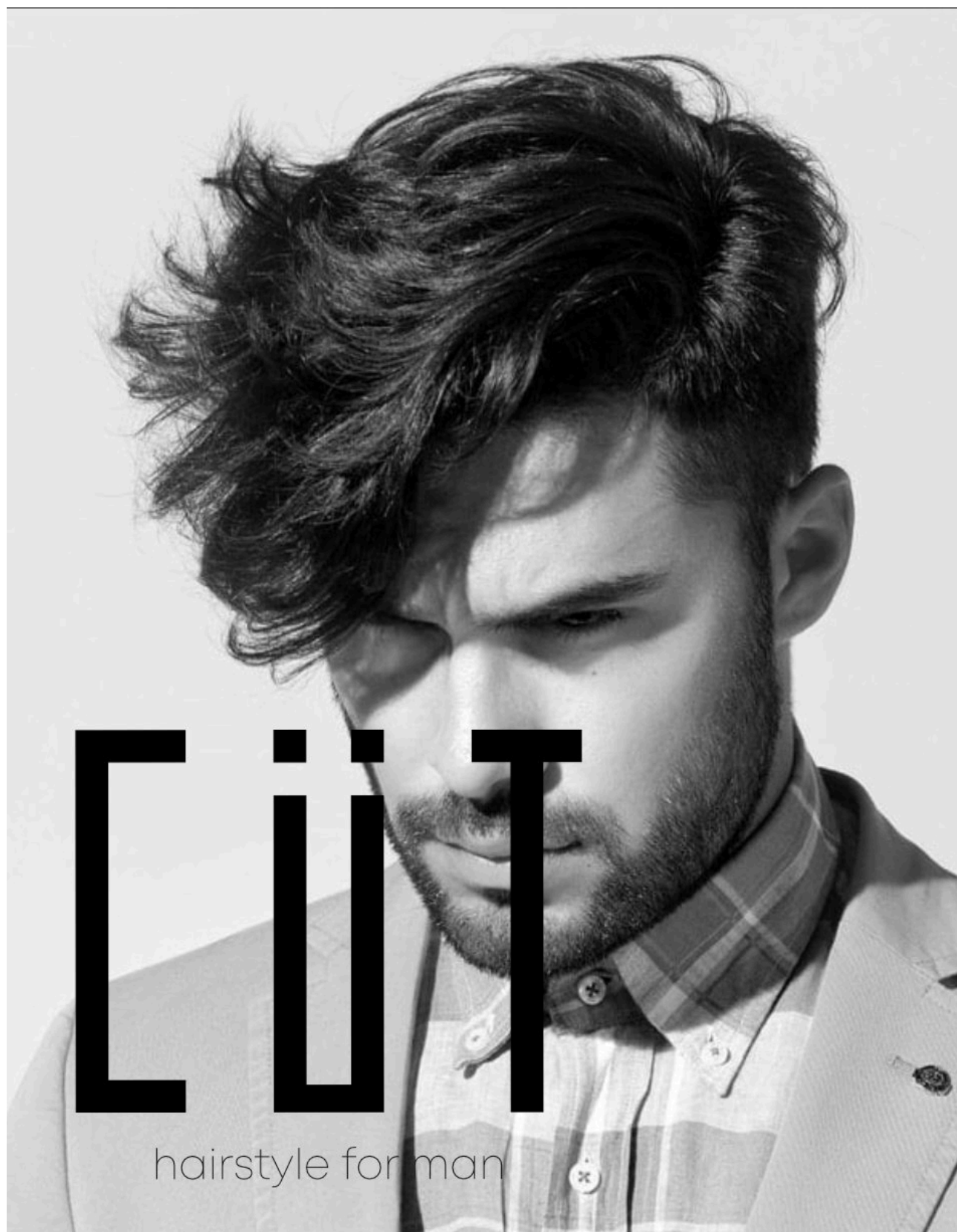
Spot: AEE - abertura fronteiras





ADVERTISING

multimedia



**A GREAT
HAIRCUT
IS
BETTER
THAN
A FAST CAR**





ESTE NATAL ESCOLHA O COMÉRCIO LOCAL

Uma sugestão da
Associação Empresarial de Elvas

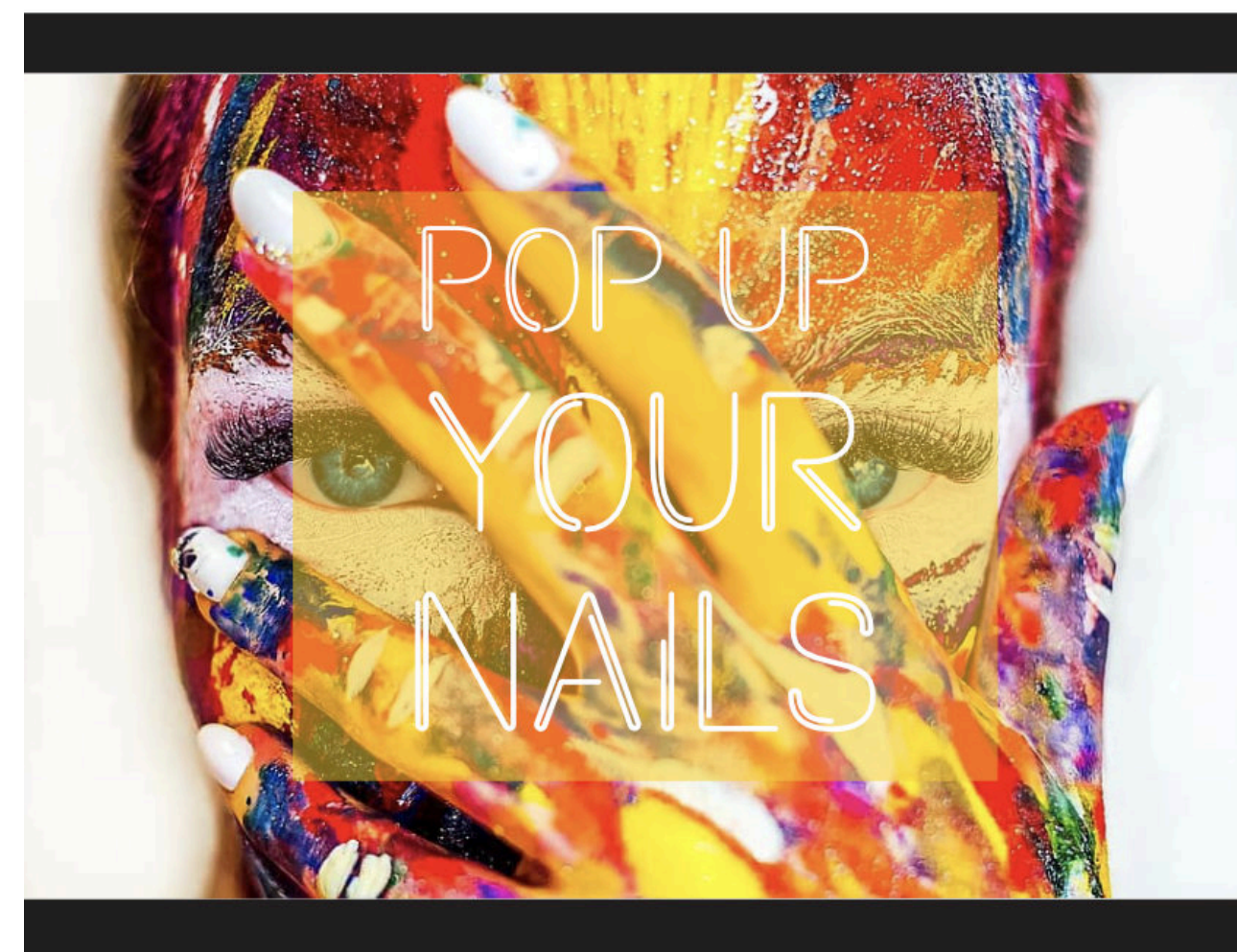
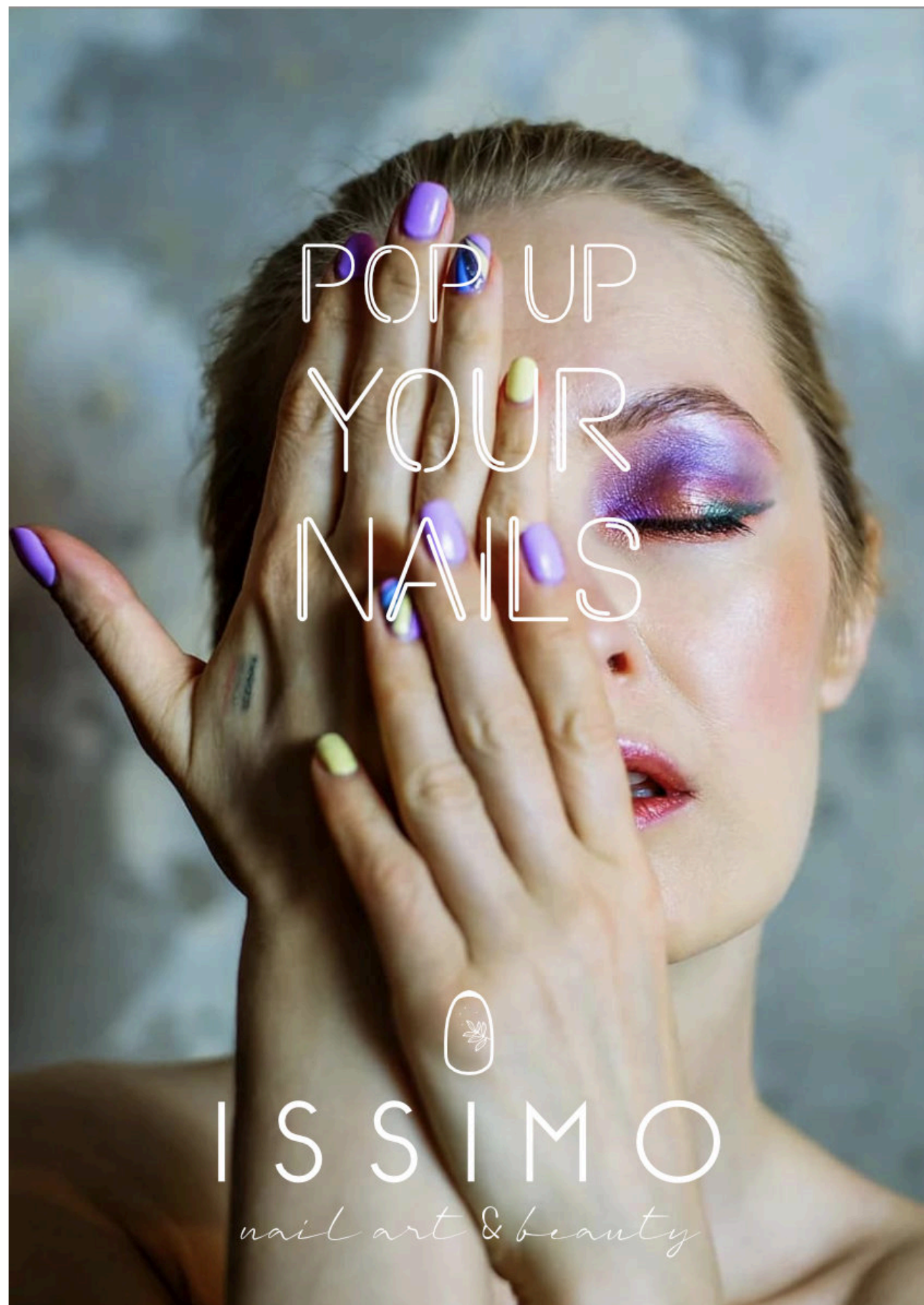


NATAL D'ELVAS programa 2019



Esta capa ouve-se!

Elisabete Am / 2019




ISSIMO
nail art & beauty

VII meeting internacional

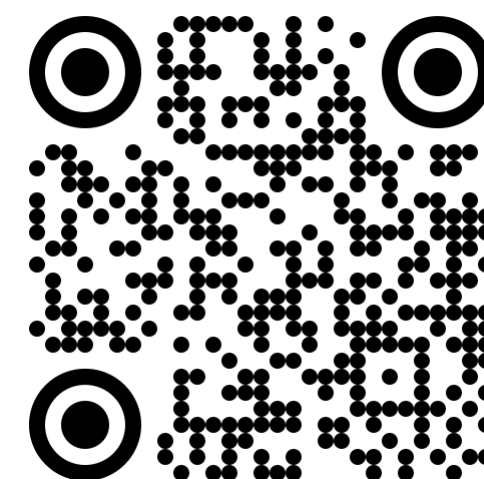
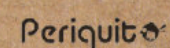
- João Manuel Nabeiro -



25.01.2020

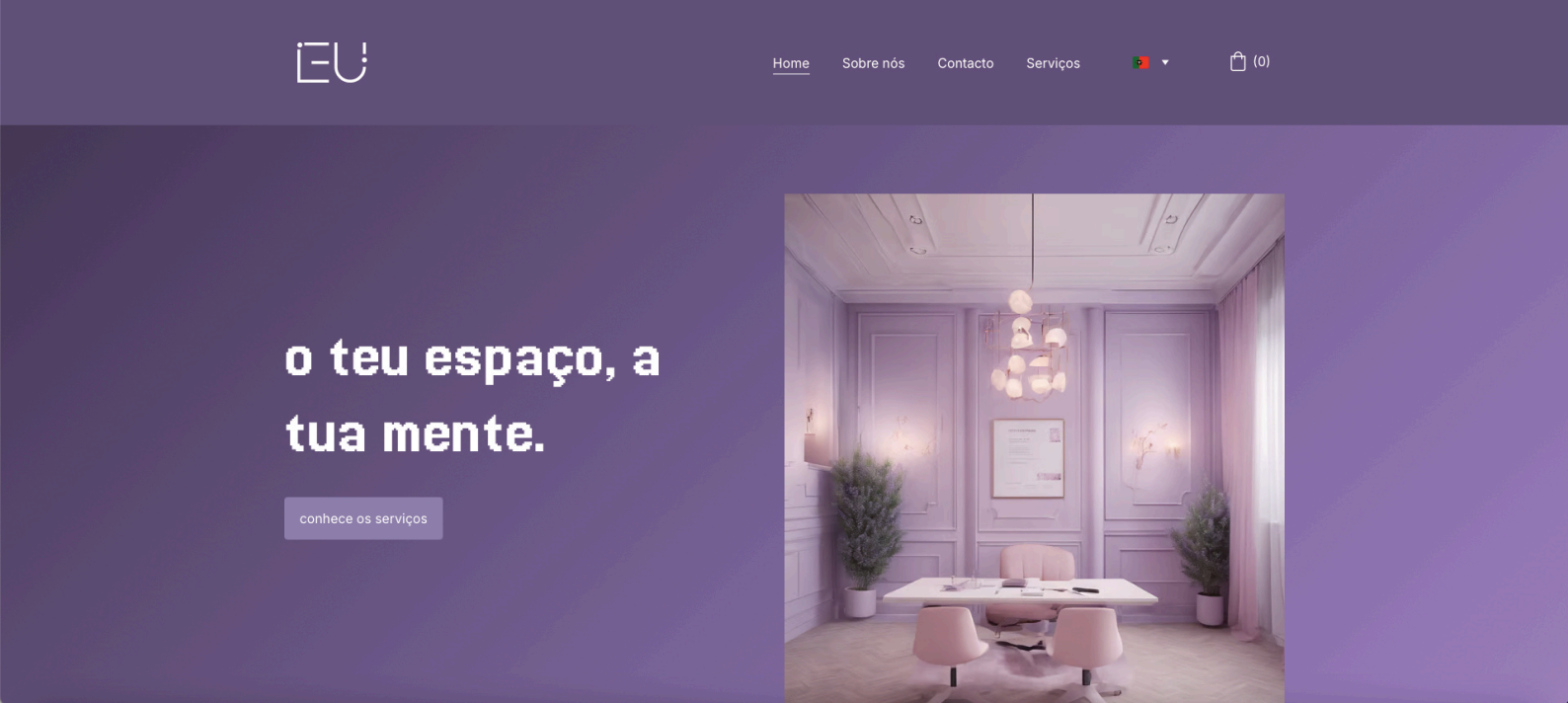
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- COMPLEXO PISCINAS COBERTAS CAMPO MAIOR -





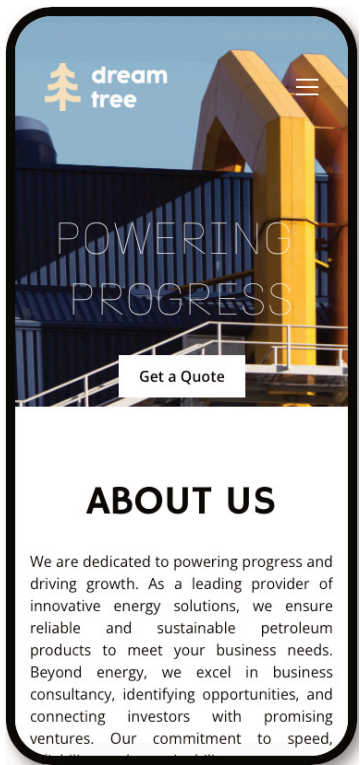
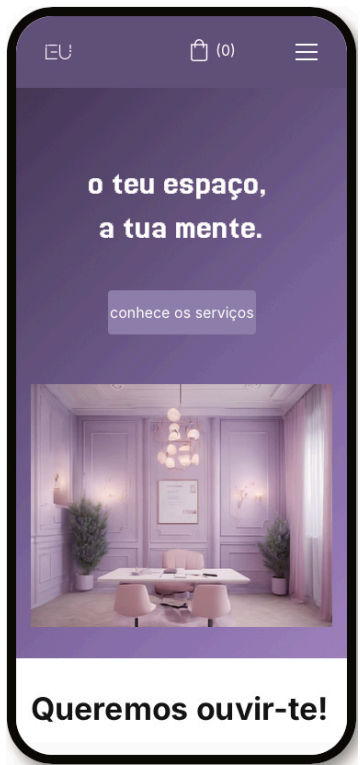
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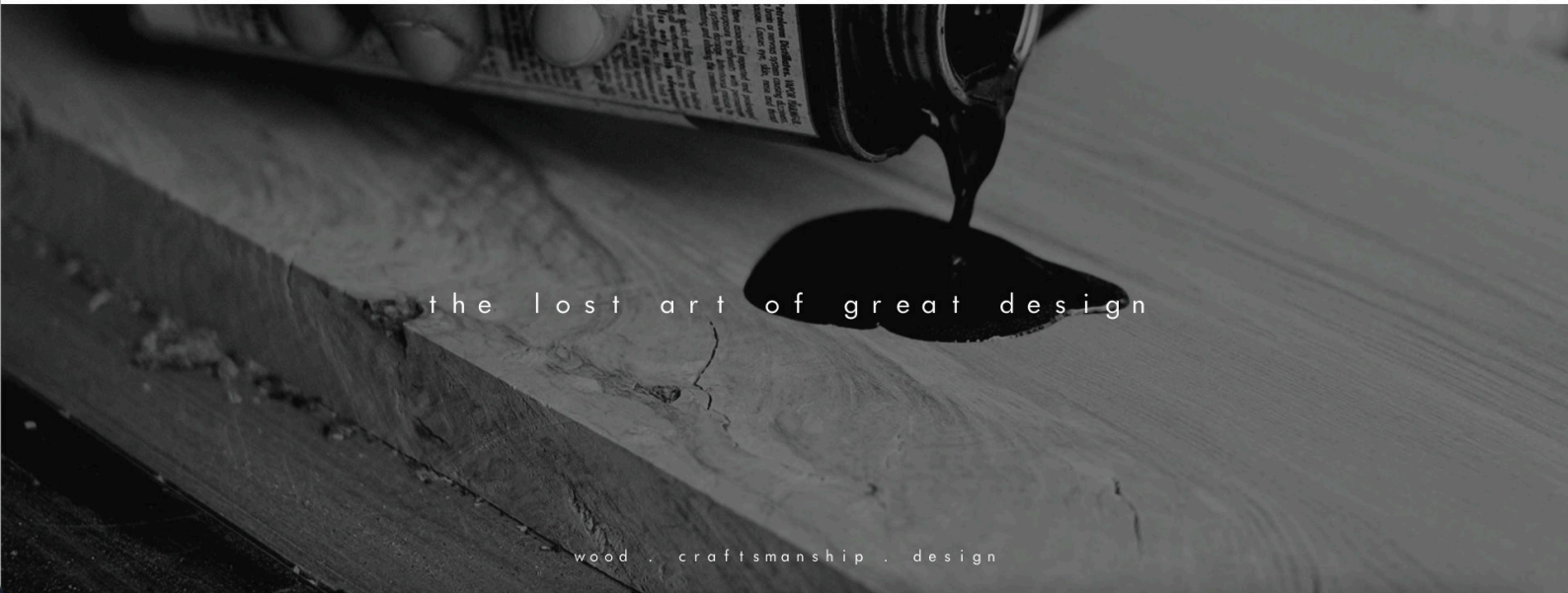


espacoeu.com



dreamtree.space





lincedesign.pt



ammae.pt



evve.site



solarsystem.pt



BRAND

360° business strategy

Stories Worth Telling



From this:

1 Barber

1 small Beauty salon

"Three years ago, CUT (Pompadour was the old name) was a small barbershop catering mostly to men over 30. He saw potential to reach a younger audience, so we embarked on a strategic rebranding journey. This new direction resonated strongly with the younger generation, transforming CUT into a modern, edgy brand. Today, we've grown from a one-man operation to a market leader in the region, with three additional employees and a diverse, youthful clientele. The rebranding didn't just change our image; it redefined our business, making CUT the go-to barbershop for style and quality. Funny story, Diogo came up with some ideas while I was cutting his hair."

Sofia Cabral - owner of @CUT_for_man





CUT

To this:

3 Barbers

Space dedicated to children

2 Cosmetics and wellness spaces

Online store

7x growth in revenue





3 training rooms in different locations

Leading brand in the personalized training specialty in the Évora area



"When we started Três, we had passion and expertise, but we lacked a clear identity. We were good at what we did, but we weren't telling our story effectively. It was like having a great product in a plain box – the potential was there, but it wasn't being realized.

The work done on our brand was transformative. It wasn't just a new logo or a change of colors; it was a complete overhaul of how we saw ourselves and how we presented ourselves to the world. It gave us a structure, a voice, and a direction we desperately needed.

The results speak for themselves. We went from a single space to three thriving locations in Évora. This growth isn't just about the number of spaces; it's about the confidence and clarity that the brand work instilled in us. It helped us attract the right clients, build a strong team, and create an experience that people value.

Now, Três is more than just a gym; it's a recognized brand that stands for quality, expertise, and a personalized approach to fitness. The investment in our brand has been the foundation of our success, and it continues to drive us forward."

Carlos Clemente



"We challenged Diogo and his company, oriGem, to think about how a small amateur club in a remote region of Portugal could grow, given our limited population. Diogo's strategic vision made us rethink everything. He came up with the brilliant idea of asking, "Do you want to own a club in Alentejo?" With this question, we began selling premium subscriptions online through Patreon and other platforms. These "owners" now have exclusive access to the club's daily operations, suggest player signings, and truly act as club owners. Today, the club is climbing the national divisions. If you need someone who will truly shake things up for your business, this is the guy."

Nuno Travassos - co-owner and sports director at @arronches_e_benfica

From zero to the top

Strategies for making a small club climbing

- Access to behind-the-scenes videos, for example, training sessions, interviews with players and members of the coaching staff;
- Videos of tactical analysis and game strategies, presented by members of the technical committee;
- Breaking news such as transfer announcements, injury updates and other relevant news.
- Special discounts on club products, such as equipment, scarves, etc.;
- Access to exclusive products for Patreon members only.

Participation in virtual events:

- Live question and answer sessions with players, coaching staff and club management;

- Live broadcast of, for example, debates between fans about the team's performance in the game.
- Questions that lead to decisions, so that members feel included in important actions such as choosing uniforms, event themes and organizational initiatives;
- Exclusive contests and giveaways for Patreon members.
- Live broadcasts of games that are not televised;
- Post-game analysis with special guests (Ex: Portuguese football podcasts “Falsos lentos” and “TSF- Visão de Jogo - Podcast”, comedians, former professional or amateur players/referees).





BRANDACCELERATOR

small business strategy program

ORIGEM x Campo Maior City Council – Brand Accelerator

At (oriGem), we believe that the success of a brand comes from a solid strategy, a clear vision, and flawless execution. That's why, in partnership with the Campo Maior City Council, we've created the Brand Accelerator – an innovative program designed to turn small businesses into competitive and sustainable brands.

We don't just build brands; we craft legacies. In a business landscape where mediocrity is the norm, we aim higher. We work closely with local entrepreneurs, guiding them through every step of their brand's evolution – from defining a unique identity to implementing strategic marketing plans that deliver real, measurable results.

Our approach is comprehensive. We start by understanding the essence of each business, identifying strengths and weaknesses, and aligning the brand's communication with its target market. We then create a tailored growth plan that positions the brand to expand confidently into new markets.

But this isn't just about strategy – it's about emotion. A brand isn't just a logo or a product; it's the story it tells and the feeling it evokes. We help businesses find that emotional core and communicate it authentically, creating a connection with their audience that drives loyalty and growth.

The Brand Accelerator isn't just a program – it's a movement to empower the local business community, create opportunities, and give Campo Maior's brands the recognition they deserve on a national and international level.

We're not in the business of quick fixes – we're here to build brands that last. This is about crafting legacies, not chasing short-term wins. The future of Campo Maior's business landscape starts here – and we're leading the way.

BRANDACCELERATOR

press



ORIGEM x Campo Maior City Council – Brand Accelerator

<https://nortealentejo.pt/2025/03/13/campo-maior-aceleradora-de-marcas-impulsiona-empresas-rumo-ao-sucesso/>

<https://executivedigest.sapo.pt/noticias/camara-de-campo-maior-cria-acelerador-de-marcas-para-apoiar-empresas/>

“Aceleradora de Marcas” impulsiona empresas rumo ao sucesso

Nuno Barraco

Trinta e duas empresas já aderiram ao projecto “Aceleradora de Marcas”, em Campo Maior, um programa que visa apoiar os empresários locais e que, em alguns casos, poderá mesmo levar as firmas aderentes a “facturar mais do que desde que existem”, revelou ao “Linhas de Elvas” o responsável pela implementação da iniciativa, Diogo Guerinha.

Numa parceria entre a (ori-Gem) e a Câmara Municipal, a “Aceleradora de Marcas” surge após um estudo que dá conta que “em Portugal, no geral, mas com maior incidência na zona do Alto Alentejo, há uma grande taxa de insucesso dos negócios”.

“O que o estudo nos diz é que o empresário português parece que tem um bocadinho de vergonha de fazer bem as coisas e isso, depois, tudo impacta no negócio em todas as dimensões”, referiu Diogo Guerinha.

Posto isto, a “Aceleradora de Marcas” oferece aos empresários campomaiorenses a oportunidade de receberem, de forma gratuita, consultoria especializada em branding, marketing e comunicação.

“Devemos, cada vez mais, tentar abordagens diferentes e ir ao encontro de abordagens com sucesso que já são provadas noutros países, como nos Estados Unidos, no Reino Unido, em Itália e por aí fora, que são países que apostam muito mais em marca do que nós”, salientou o director criativo e de estratégias da (ori-Gem).

Para além de ajudar as empresas a desenvolver as suas marcas, a “Aceleradora de Marcas” realiza um trabalho “mais profundo”.

“É estudar o negócio das pessoas, estudar o próprio promotor em si, ajudá-lo a pensar de forma diferente, trazer dados concretos sobre a sua actividade e sobre o que eles querem fazer, perceber que ferramentas é que eles já têm e, com isso, fazer outro tipo



de negócio, outro tipo de produto ou qualquer inovação. Nós ajudamo-los a pensar nesses capítulos todos”, frisou Diogo Guerinha.

Fortalecer a identidade das marcas locais, aumentar a sua visibilidade e, em última instância, garantir um crescimento sólido e duradouro são, assim, os principais objectivos deste projecto.

“Dependendo do tamanho do negócio, muitas das vezes nós ajudamos a mudar a forma como aquele negócio pensa e isso, às vezes, começa pelo seu próprio promotor. Eu já apanhei marcas que estavam completamente focadas só num negócio local, com muito talento, com muita qualidade no trabalho que fazem, e nós fizemos rebrandings, remodelação completa da estratégia, apontámos para novas parcerias e novos potenciais clientes

e essa empresa que estou a mencionar, do resultado que nós estamos a ter agora – estamos a chegar à marca dos seis meses –, pode, este ano, facturar mais do que desde que existe”, exemplificou.

Diogo Guerinha explicou ainda que o lançamento da “Aceleradora de Marcas” foi antecedido de um trabalho de “estudo intensivo” de “todas as partes”, até porque já “há casos reais de como isto funciona”.

“Por exemplo, hoje em dia temos uma das maiores gigantes tecnológicas, que é a Apple, que o que a salvou foi um trabalho de marca. Basicamente, eles continuaram a fazer muitas das coisas que já faziam, apenas refocaram completamente o negócio, a comunicação e a forma como o consumidor percepciona os seus produtos”, sublinhou.

De acordo com o responsável, este tipo de estratégias “são muito pouco implementadas” em Portugal.

“O 2020 e, agora, o 2030 têm muitas coisas focadas no negócio, mas a realidade é que o problema da falência dos negócios continua a ser uma realidade. Os negócios, aqui na região, continuam a não ter mão-de-obra especializada, ou seja, são negócios que existem para subsistirem eles mesmos, mas não geram riqueza e gerar riqueza é acabar por prender pessoas qualificadas na região”, disse.

Dai o “sentido” deste projecto: “O Alentejo tem passado por uma desertificação cada vez mais acentuada. A mão-de-obra qualificada não fica no Alentejo porque não há boas marcas que tenham trabalhos especializados para lhes oferecer”, afirmou.

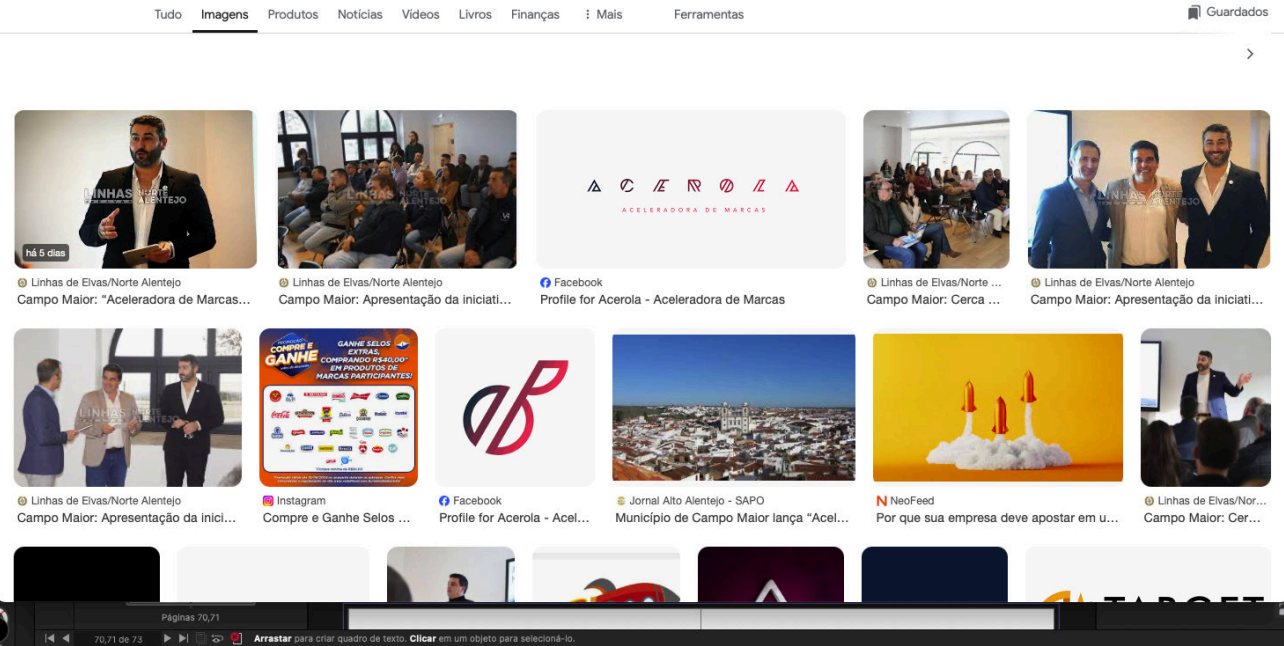
A “Aceleradora de Marcas” pode ser procurada “por todo o tipo de empresas”, sendo que, neste momento, já aderiram ao projecto 32 firmas.

“Nós, aqui, abrimos a toda a gente. Foi um dos pontos que o presidente da Câmara também quis ressaltar, ou seja, que ninguém ficasse de fora. Qualquer empresa pode precisar de uma ajuda”, reconheceu.

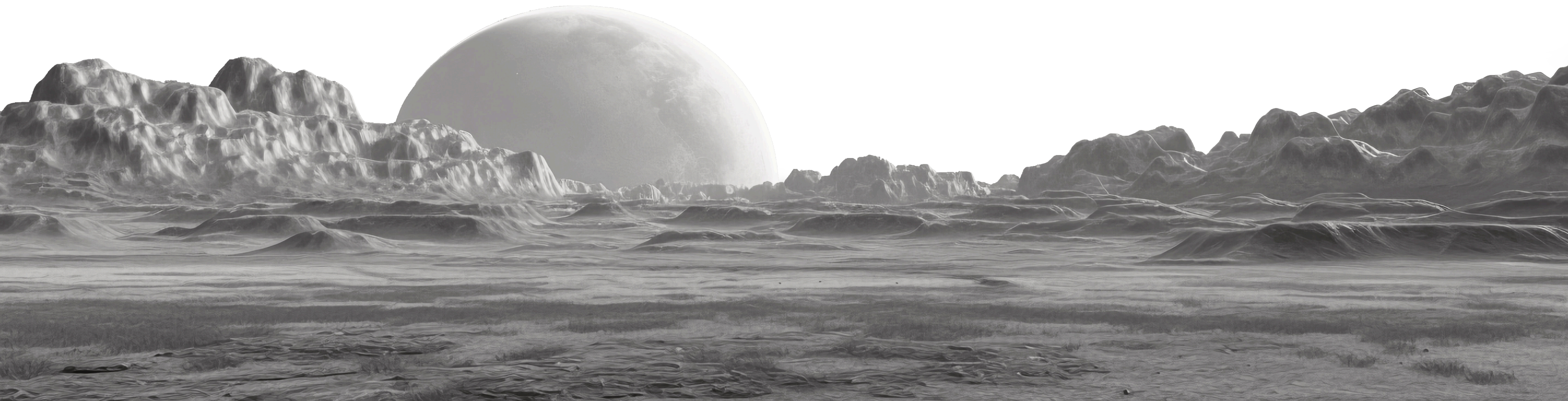
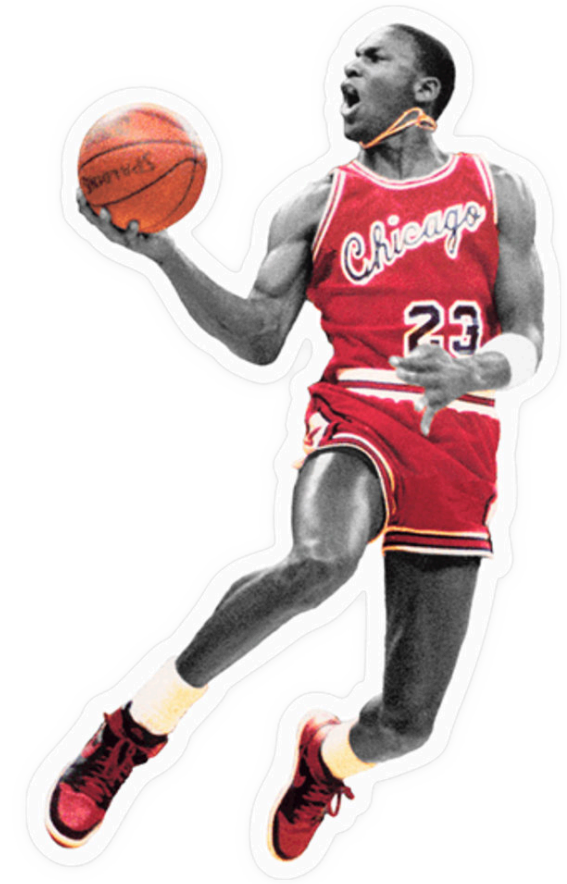
Diogo Guerinha destacou também o papel do Município em todo este processo, realçando que “tem sido parte activa de querer o sucesso empresarial em Campo Maior”.

Depois de implementar a “Aceleradora de Marcas” na sua “terra”, o objectivo do director criativo e de estratégias da (ori-Gem) passa por alargar o projecto a todo o Norte Alentejo.

“Por ser a minha terra, acabo por ter aqui um bocadinho de responsabilidade social que todos nós devemos pensar. A proposta vai para outras câmaras municipais e creio que estamos no caminho de, no futuro, poder expandir esta filosofia para o Alto Alentejo. Há ferramentas, há situações que estão aí por explorar e que podem ser benéficas para muitos empresários do Alto Alentejo”, concluiu o responsável.



“We refuse to settle for **mediocrity**
— we’re in the business of building
legacies that stand the test of time.”



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curated by

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