

The Art of Finding Insights That Drive Creative Success

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BRAND
ESSENCE
FIND YOUR EDGE



MIHAELA MUREȘAN

- 25 de ani în marketing și branding
 - Trainer de 19 ani
 - Peste 700 de ore de mentorat
 - Peste 60 de proiecte de strategie
 - Peste 500 de proiecte de comunicare coordonate
-
- FABBV – ASE 1995-1999
 - SNSPA – Comunicare și relații publice: 2000-2002
 - Matematica și scrisul
 - Marketing, branding, retail, digital, neuromarketing



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2000 – 2002
LG ELECTRONICS



2003 – 2005
MEDIA GALAXY & ALTEX



2005 – 2016
IKEA

SERVICIILE BRAND ESSENCE

- Consultanță strategie de marketing, branding și comunicare
- Mentorat pentru echipe de management și marketing
- Cursuri specializate de marketing, branding și comunicare
- Employer branding și cultură organizațională
- Digital marketing
- Social media
- Ecommerce
- Corporate communication
- Marketing function setup and coordination



EVIDEN

Atos

HERMOSA

WorldClass®



SPARTAN

doraly.ro

A&D Pharma
FULLY DEDICATED TO LIFE & HEALTH



CITR

Dabo® döner



Termene

DETOOLZ
SMART WORK

TRIA & ALFA®
Daring. Different. You.



BROW
BAR &
BROW

TONIC BLEND
KOMBUCHA



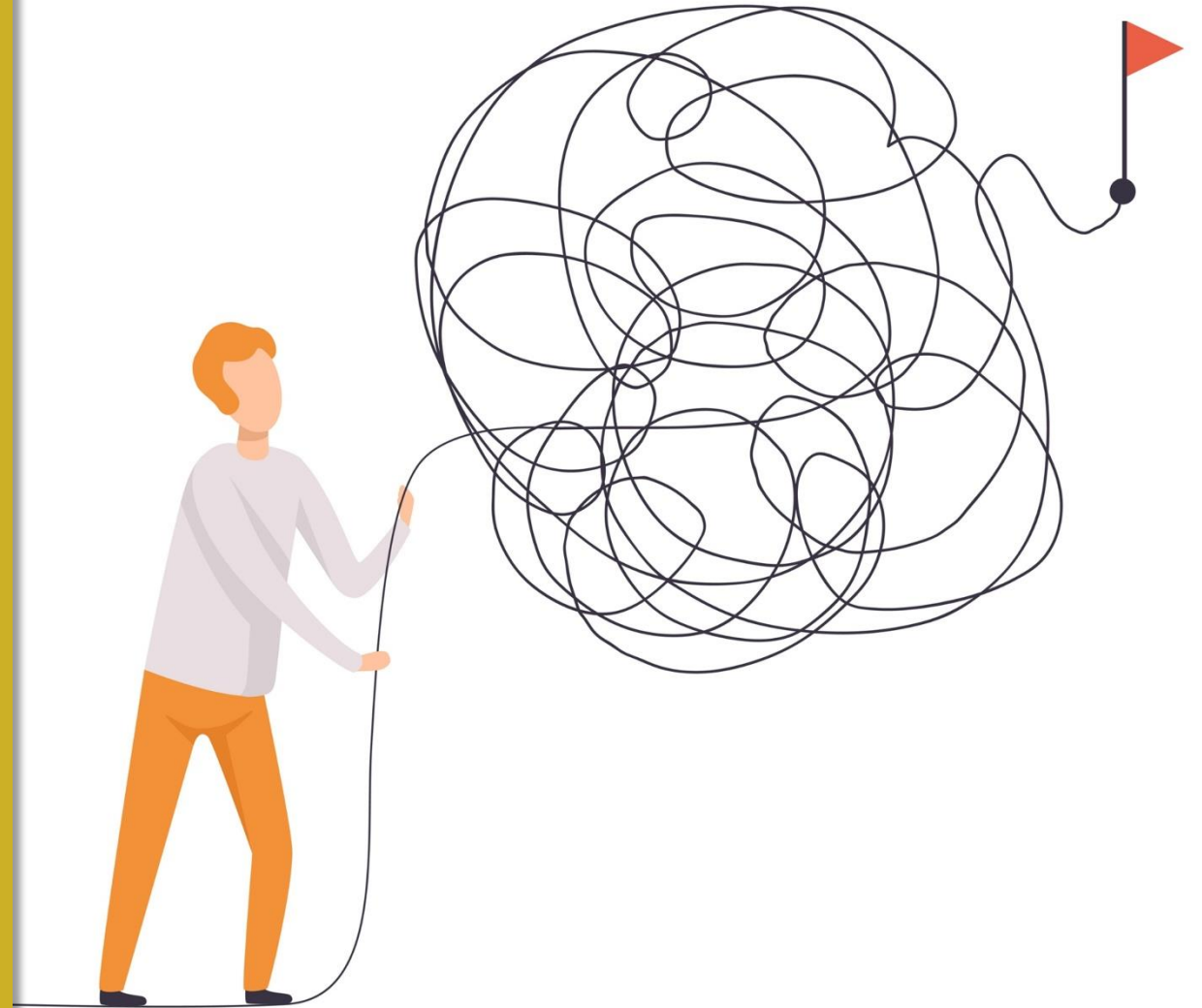
Oxygen



CREATIVITY:

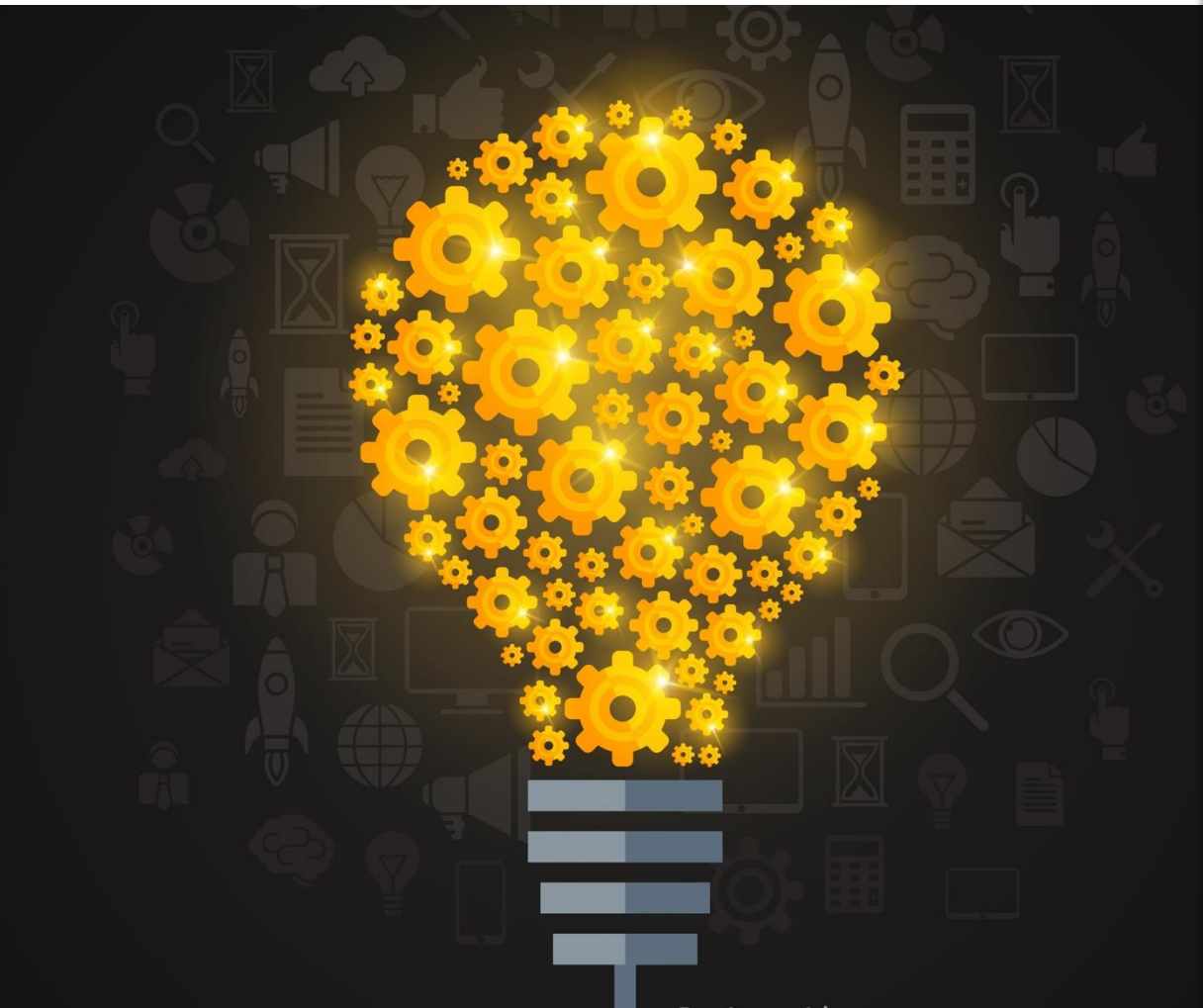
*the use of imagination or original ideas
to create something new*

What about brainstorming?



Is there any
better way?





**INSIGHTS:
"The obvious
unobvious".**

**Build the
system.**





TRULY
know your
customer.

THE PERSONA

(avatar, customer segment, customer profile...)

FROM:

- Too shallow, colourful but no depth
- Family, income, education (socio-demographic) data
- Media consumption
- Superficial interests

TO:

- Real pains and triggers
- Emotional and social depths
- The non-answered answers
- Observation instead of survey

Link them to the actual moment, to the context and macro factors. Be careful with the macro trends – are they fads?

BUT THAT'S NOT ENOUGH
(for an impactful brand communication)



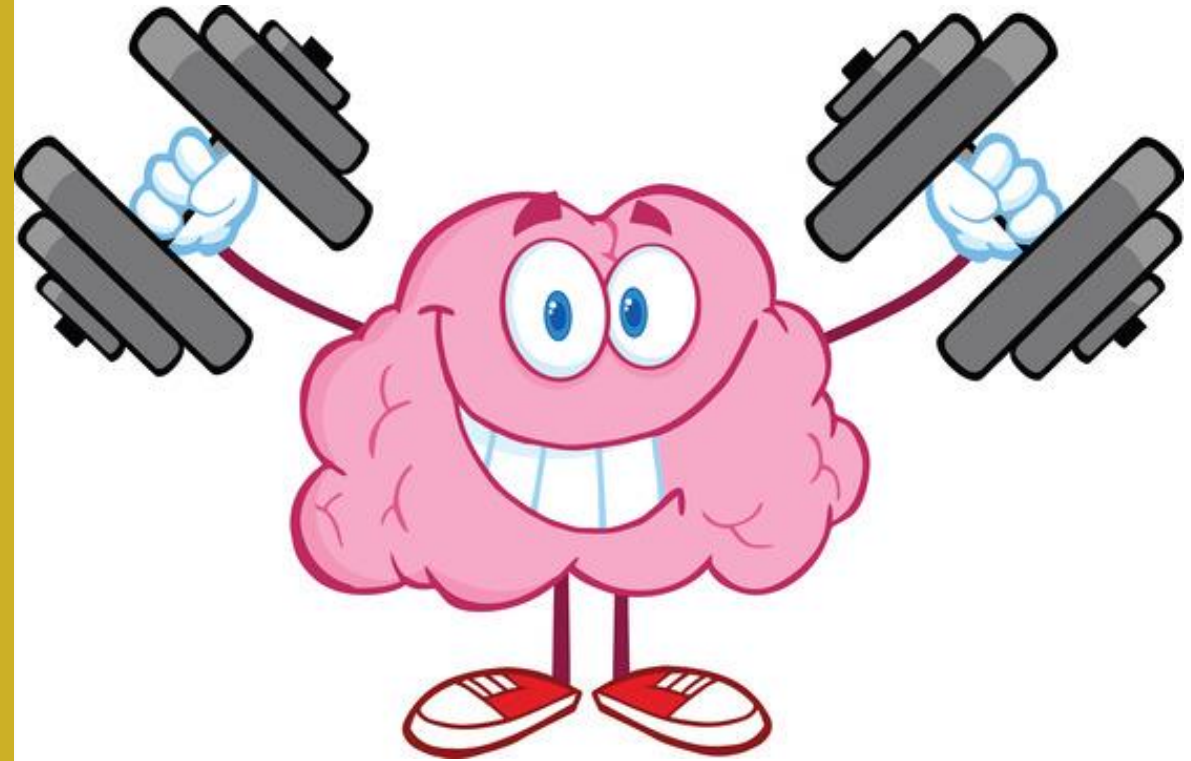
DEFINE
(or ask for them!)

BRAND
MESSAGES

Formula for success

**INSIGHTS + BRAND MESSAGE
= IMPACTFUL IDEA**

YOUR TURN:
Let's
deconstruct
some creative
pieces!







Dove presents
reverse selfie





ALWAYS REMEMBER:

**IMPACT COMES FROM
RELEVANCE.**

**The answers we don't have are
held by the customers.**

THANK YOU!



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