



At Yellow Zebra, we believe every great brand starts with a great name.

We are a Brand Marketing boutique specialized in naming that transforms ideas and concepts into a remarkable identity.

Welcome to our jungle - where meaningful ideas become bold and memorable brands.





Deloitte.





ZISSOU



GRAND MERCURE

EYEWEAR

LERBÔ NATUREZA em doses diárias











INDUSTRIES

Telecomm · Financial Services · Beverage · Automotive · Travel & Hospitality · Beauty & Personal Care · Consumer Goods

MARKETS

Based out of Miami, FL, we serve all of the English, Spanish, and Portuguese speaking Americas

LANGUAGES

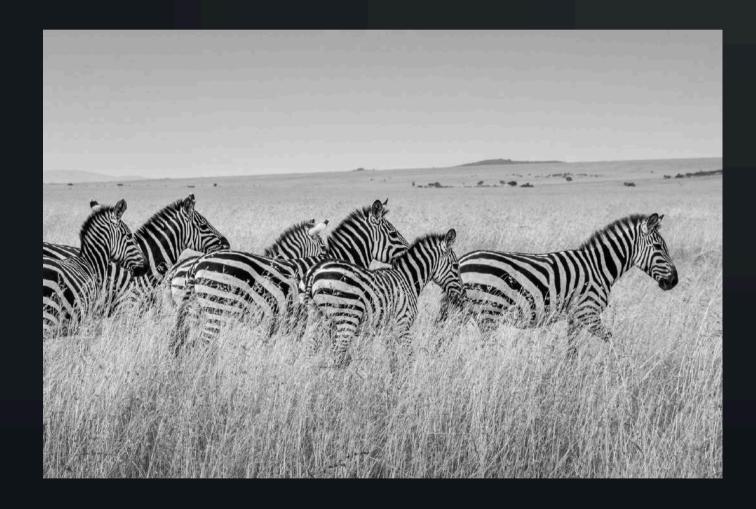
Yellow Zebra · Cebra Amarilla · Zebra Amarela





WE ALL NEED A NAME IN ORDER TO EXIST

THINK ABOUT NAMES YOU LOVE OR ADMIRE





NIKE WAS ONCE KNOWN AS BLUE RIBBON SPORTS



AMAZON WAS CADABRA



AND GOOGLE WAS BACKRUB





THE FIRST STEP IN BUILDING A SOLID BRAND IS DETERMINING THE RIGHT LANGUAGE SYMBOL TO REPRESENT THE ICONIC IDEA BEHIND IT

HELLO

MY NAME IS

able to tell an entire brand story AND

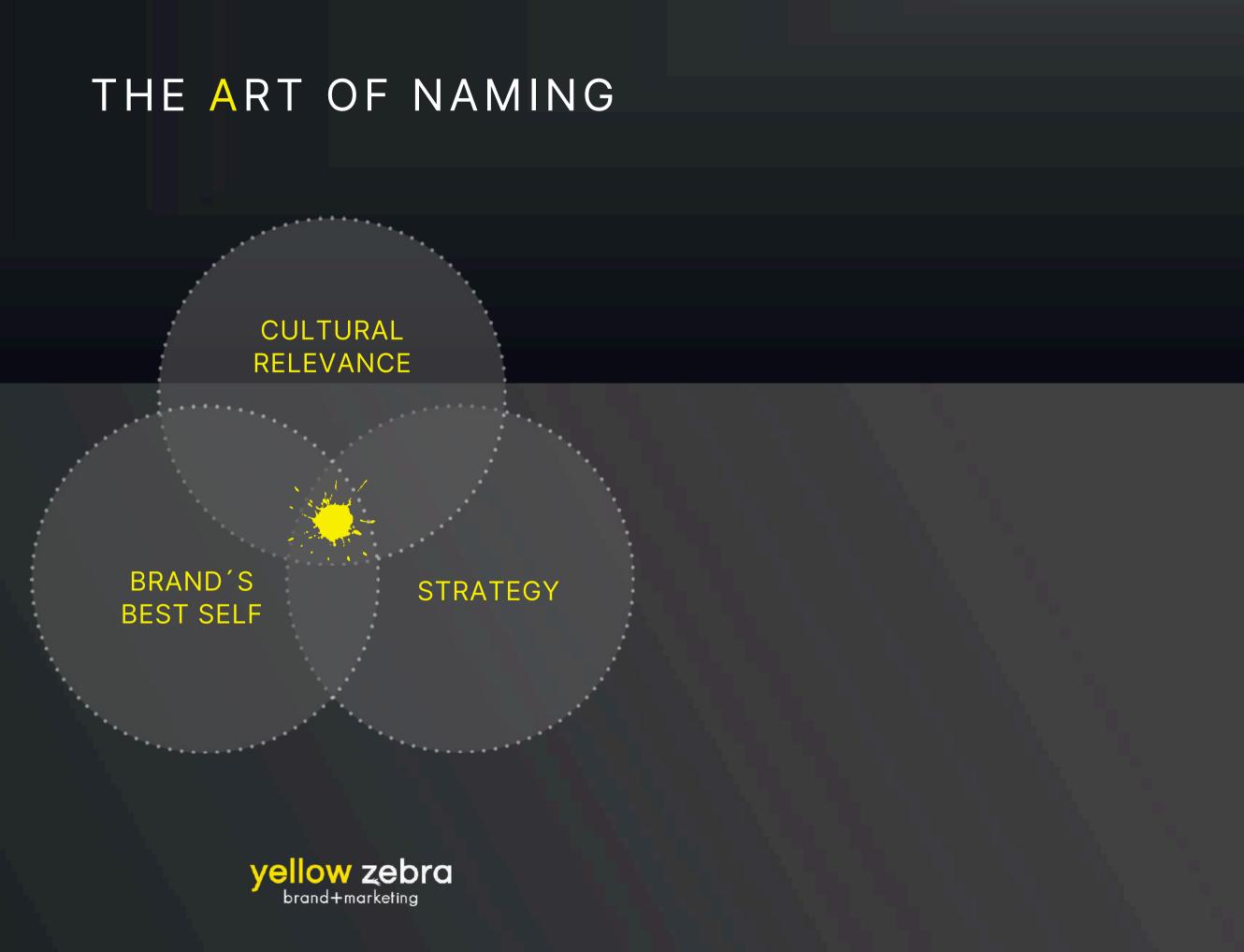
have a certain *je ne sais quoi*

capture the heart and imagination

say a lot without saying a lot

open a gateway of possibilities for marketing storytelling







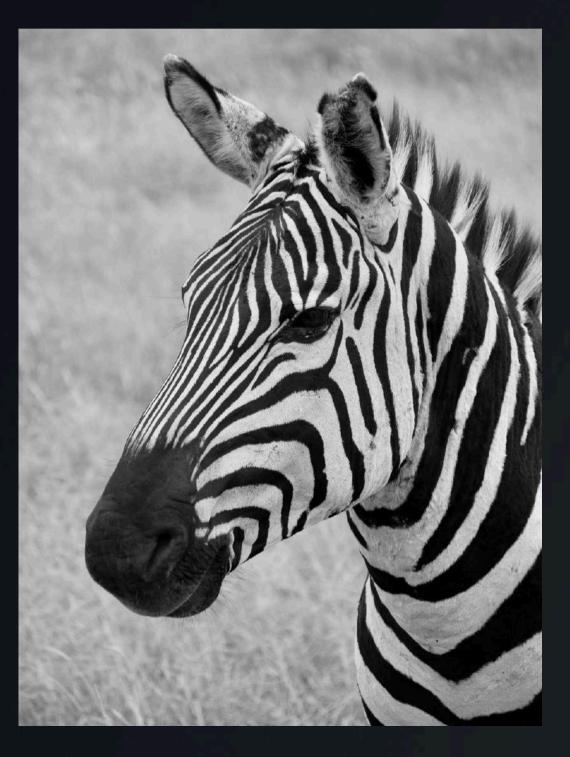


FROM IDEA TO IMPACT: OUR PROVEN NAMING PROCESS

IN 3 STEPS

DISCOVERY + STRATEGY

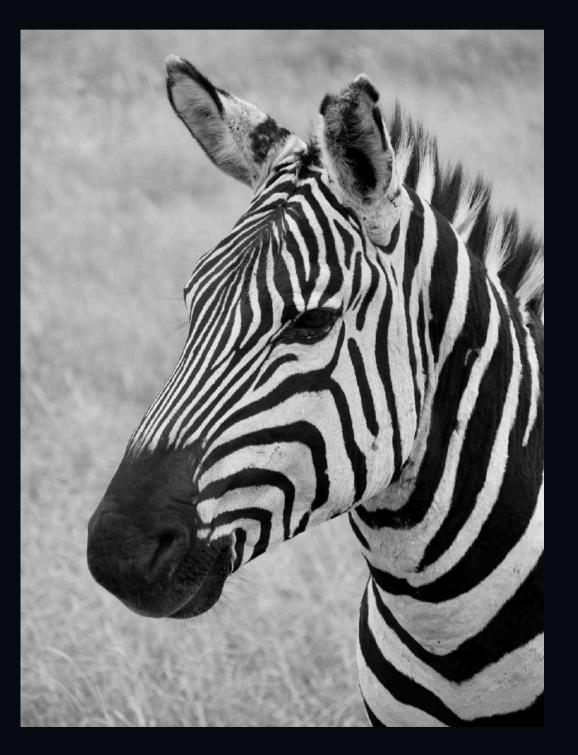
01





IN 3 STEPS

DISCOVERY + STRATEGY



02

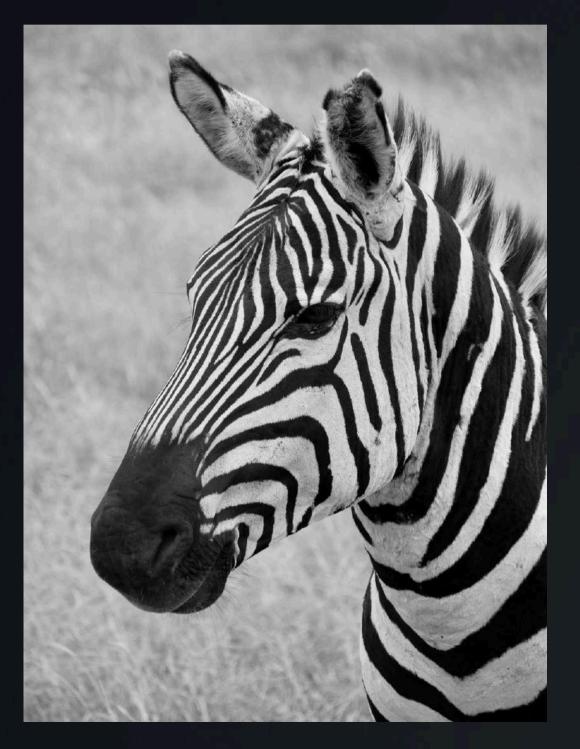
01

BRAND NAME DEVELOPMENT



IN 3 STEPS

DISCOVERY + STRATEGY



02

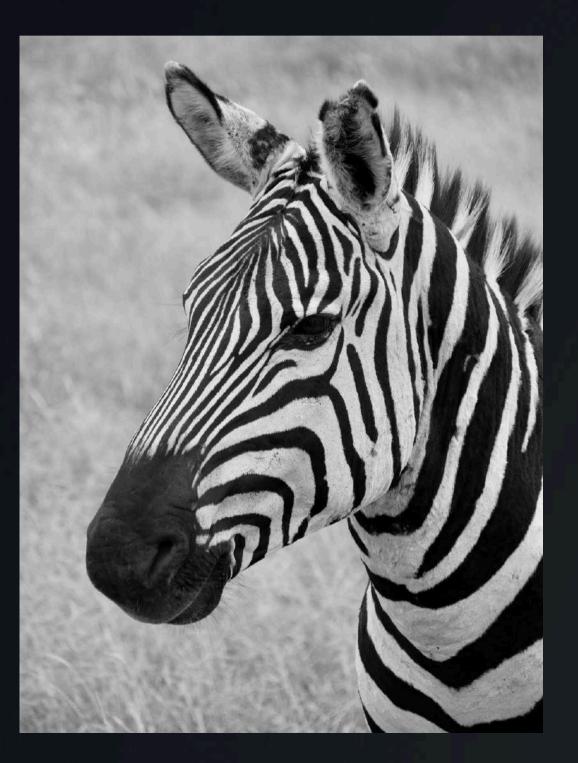
01

BRAND NAME DEVELOPMENT

03

NAME SCREENING





01

02

DISCOVERY + STRATEGY

Learn about the project and discuss the brief.

Uncover market and audience insights that guide our strategic roadmap for naming (or renaming) brands in the making.

Find our North Star.

BRAND NAME DEVELOPMENT

Creative ideation and mapping under selected strategic routes.

Identify and shortlist contenders that support brand goals and represent high potential for great Marketing equity.

Submit these babies to rigorous analysis.

03

NAME SCREENING

Analysis of viability, including:

- USPTO Trademark registration clearance
- linguistics evaluation
- online search results
- uniqueness and originality
- cultural/religious sensibilities
- domains and handle recommendations
- signature and tagline combinations





REAL IMPACT: YUCAFÉ, FOR ACCOR HOTELS' PULLMAN BRAND

IN LATIN AMERICA, MEAT-CENTRIC DISHES ARE A CULTURAL PREFERENCE AND PLANT-BASED RESTAURANTS ARE FACED WITH RESISTANCE.

CAN A 100% VEGAN EATERY NOT ONLY SURVIVE—BUT THRIVE IN BRAZIL?





TO ESTABLISH ACCOR GROUP'S **1ST VEGAN RESTAURANT** IN THE REGION AND BRING THE CONCEPT TO LIFE, THEY SOUGHT A NAME WITH STRONG CULTURAL APPEAL AND HERITAGE TIED TO A SOLID **IDENTITY**.

YELLOW ZEBRA WAS APPROACHED FOR NAMING ALONGSIDE STRAAL STUDIO CRIATIVO FOR CREATIVE DIRECTION, TAPPING INTO THEIR LONGTIME BRANDING COLLABORATION.





YUCAFÉ WAS INSPIRED BY YUCA - ALSO KNOWN AS CASSAVA OR MANIOC, A STAPLE FOOD IN LATIN AMERICA.

IT EMBODIED THE LITERAL ROOTS AND ESSENCE OF THE CONCEPT, AND WAS IMMEDIATELY RECOGNIZED THROUGH A COMMON UNDERLYING INGREDIENT ACROSS CULTURES AND LANGUAGES.



THE **STORYTELLING** AROUND THE NAME INSPIRED RECIPES BY CHEF FABIAN RUIZ, BECOMING AN INSTANT SENSATION WITHIN THE PLANT-BASED SCENERY IN SÃO PAULO -RISING TO #1 LOCAL CAFÉ ON TRIPADVISOR SHORTLY FOLLOWING THE JULY 2023 LAUNCH.







THE POWER OF A WELL-GROUNDED IDENTITY ELEVATES THE **DESIRABILITY** AND DEMAND FOR IT.

IT WASN'T LONG UNTIL YUCAFÉ STARTED RECEIVING REQUESTS FOR CHEF APPEARANCES, INVITATIONS TO BE FEATURED AT INDUSTRY EVENTS, SELL BRANDED MERCHANDISE, AND ROLLOUT A COVETED BRUNCH SERIES...





... ULTIMATELY BRINGING HOME THE PRESTIGIOUS **BERNACHE AWARDS** IN PARIS THAT RECOGNIZES GLOBAL EXCELLENCE ACROSS THE ACCOR NETWORK.

THIS MILESTONE ACKNOWLEDGED THE ORIGINALITY AND SUCCESS OF THE BRAZILIAN INITIATIVE, AND ALSO POSITIONED YUCAFÉ AS A BLUEPRINT FOR THE GROUPS' FUTURE PLANT-BASED ENDEAVORS WORLDWIDE.









STRATEGIC NAMING AND BRAND IDENTITY AREN'T JUST ABOUT A GREAT FIRST IMPRESSION – THEY CREATE **LASTING** VALUE.

YUCAFÉ **SALES ARE UP 8X** WHEN COMPARED TO THE PREVIOUS ESTABLISHMENT, AND LOCALS COMPRISE 70% OF THE CLIENTELE.



YELLOW ZEBRA AND STRAAL STUDIO CRIATIVO HAVE CONTINUED TO COLLABORATE AND SHAPE ACCOR'S BRAND PORTFOLIO SINCE 2020, SUSTAINING THE RIGHT NAME AND IDENTITY PROVIDE A FOUNDATION FOR A SUCCESSFUL BRAND LEGACY

READY TO TAKE THE FIRST STEP WITH US?

OUR TEAM



LAIS MATOS Founder Brand Marketing Lead LinkedIn



PAULA SOARES Partner Marketing Communications

Partner Marketing Commu Lead <u>LinkedIn</u>

OUR TEAM

LAIS MATOS

Founder Brand Marketing Lead LinkedIn

Lais embraced her calling in Communication from an early age. For the past 20 years, she merged experiences in advertising, marketing, and branding to help clients bring their vision to life and thrive in competitive markets across the Americas.

Her well-rounded experience in agency and marketing roles have grounded her in adapting to different business challenges, organizations and cultures, for industry giants as well as up and coming brands. At Crispin Porter + Bogusky and SCPF/JWT, Lais worked alongside legacy brands including Coca-Cola, Miller Lite, Procter & Gamble, DHL and HSBC boosting agency revenues up to 26%. She also participated in consulting projects for brands such as Fat Tuesday.

Now ahead of Yellow Zebra - founded in 2015, she is most recognized for awardwinning names and crafting brand strategies that stick - placing clients on the spotlight and fueling their path to growth. Her accessible and collaborative spirit turn relationships into long-term partnerships, helping simplify the process of effective brand building with strategy and creativity.

Lais holds a degree in Communication from the University of Miami, along with certifications from Harvard Extension School and ESPM São Paulo. Fluent in English, Portuguese, Spanish (and dog language), one of her greatest assets is bringing a multicultural perspective to help navigate client challenges.

PAULA SOARES

Partner Marketing Communications Lead LinkedIn

Paula's 25 years of experience spans both agency and client-side roles overseeing marketing operations, giving her a comprehensive perspective on building brands, driving growth, and creating meaningful connections with consumers.

She has worked with some of the world's most recognized brands— Samsung, Ford Motor Company, and AB InBev ventures—while also helping startups like Rookie Humans and Mama+ find their place in the market. She helped transform Frida Baby into a category leader and household name, overseeing marketing strategies that fueled exponential growth and deepened consumer loyalty. Whether leading multi-million-dollar campaigns or crafting creative strategies that double sales, Paula thrives on turning big ideas into real business results. Her work has been recognized on major stages, including Cannes Lions.

A culture enthusiast at heart, Paula stays on top of trends and the latest shifts in consumer behavior, ensuring the brands she works with remain relevant and ahead of the curve. She has a keen eye for blending data with cultural insights to create campaigns that truly resonate.

Fluent in English, Portuguese, and Spanish, Paula brings a global mindset to everything she does - all while calling Miami home.

THANK VOU!

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