

yellow zebra  
brand+marketing

THIS IS YELLOW ZEBRA





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.

**All** ACCOR  
LIVE  
LIMITLESS

**Deloitte.**



**btg**pactual

 pullman  
HOTELS AND RESORTS

zissou  
DORMIR  
& VIVER

rookie  
humans

23S<sup>+</sup>  
capital

GRAND MERCURE  
HOTELS AND RESORTS

DINDI  
EYEWEAR

LERBÔ  
NATUREZA  
em doses diárias

THE  
DOG  
TAILOR

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**CORE**

Name Strategy Development & Visual Identity

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**INDUSTRIES**

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

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**MARKETS**

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

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**LANGUAGES**

Yellow Zebra · Cebra Amarilla · Zebra Amarela



WE ALL NEED A **NAME** IN ORDER  
TO EXIST

THINK ABOUT **N**AMES YOU  
LOVE OR ADMIRE



NIKE WAS ONCE KNOWN AS  
BLUE RIBBON SPORTS

AMAZON WAS CADABRA

AND **G**OOGL**E** 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

# THE ART OF NAMING





FROM IDEA TO IMPACT:  
OUR PROVEN **NAMING** PROCESS

IN 3 STEPS

01

DISCOVERY + STRATEGY



**IN 3 STEPS**

01

**DISCOVERY + STRATEGY**

02

**BRAND NAME DEVELOPMENT**



**IN 3 STEPS**

01

**DISCOVERY + STRATEGY**

02

**BRAND NAME DEVELOPMENT**

03

**NAME SCREENING**



01

## 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.

02

## 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.

boa forma

ALIMENTAÇÃO

### Yucafé Earth-Based: primeira cafeteria 100% plant-based da Accor

O restaurante fica dentro do Hotel Pullman São Paulo Ibirapuera

POR LARISSA SERPA  
ATUALIZADO EM 21 OUT 2024, 22H27 - PUBLICADO EM 20 AGO 2024, 12H00

CONTINUA APÓS PUBLICIDADE

1. YUCAFÉ Earth-Based

114 avaliações · Aberto agora

Café e chá, Café · \$\$\$-\$\$\$\$

YUCAFÉ ESTÁ EM PRIMEIRO LUGAR NO TRIPADVISOR



Menu

ENVOLVERDE

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ODS 17

### Yucafé Earth-Based é reconhecida a melhor de São Paulo pelo TripAdvisor

O Yucafé Earth-Based, cafeteria com cardápio 100% à base de plantas localizada no lobby do Pullman São Paulo Ibirapuera, hotel da rede Accor, foi recentemente eleito como a melhor cafeteria de São Paulo pelo site de viagens e

Bares, Cafés e Lanchonetes · Onde Comer

### O BRUNCH TOTALMENTE PLANT-BASED DO YUCAFÉ

Yucafé Earth-Based, cafeteria com cardápio 100% à base de plantas localizada no lobby do Pullman São Paulo Ibirapuera

written by Ana Paula Eskildsen Pagano

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  
Lead

[LinkedIn](#)

# 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 award-winning 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  
YOU!**

[www.yellowzebra.global](http://www.yellowzebra.global)  
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