

CASE STUDY — STARTUPS

Startup Brand Launch: Moderators and Brand Managers in Partnership

A fast-growing Lisbon-based startup in the sustainable consumer goods sector asked Art & Beyond to help launch its brand identity through curated art and conversation. The goal was to create an authentic story that would resonate with both early customers and investors.

Brief

The startup needed to move beyond standard marketing materials and instead build a living brand narrative through art and dialogue, one that early customers and investors could genuinely believe in.

Curation

A writer-moderator and a brand strategist-moderator led Sparks with the founding team, early customers, and a small group of investors around the question “What should this brand stand for when nobody is watching?” The responses were distilled into a curatorial brief, and six artworks were selected to anchor the launch space and campaign imagery.

Installation

The works were installed in the startup's Lisbon office and launch venue, accompanied by short texts drawn from the Sparks. The same selection shaped the visual language of the launch campaign, giving the brand a coherent story across physical and digital touchpoints.

Story

The launch recorded a 30 % rise in early customer engagement compared to initial projections. Several Spark responses were later developed into core campaign themes. Brand managers noted that the moderators' external perspective helped surface values and storytelling angles the internal team had not identified on their own.

This case illustrates how moderators and brand managers can work in close partnership to turn early conversations into a launch that feels both credible and distinctive.