

Entrepreneurial drops: The role of narrative in the simple organic brand



<https://doi.org/10.56238/sevened2023.006-129>

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ABSTRACT

The aim of this article is to explore the relationship between brand narrative and entrepreneurship, as evidenced in this case study of the Brazilian brand Simple Organic. A thorough literature review reveals that brand narrative is a communication strategy and a tool that can shape the very essence

of an enterprise. It can be concluded that, throughout the journey of this natural and organic cosmetics brand, narratives play a crucial role in building the brand's identity, influencing consumer perceptions, and contributing to entrepreneurial success. The choice of Simple Organic as the subject of study is justified by its remarkable rise in the market and its authentic approach, communicating identity, values, and commitments through various channels, from social media to product packaging. This study highlights the importance of this strategic communication in brand perception. Ultimately, this research expands our academic understanding and provides practical guidance for entrepreneurs and marketing professionals seeking to build authentic and impactful brands.

Keywords: Brand narrative, Entrepreneurship, Brand building.

1 INTRODUCTION

From the perspective of Serralvo (2008), cited by Szabluk, Machado and Costa (2015), in the current sphere of consumption, people base their choices on emotional, psychological, and sociocultural reasons, and not only on practical reasons. Brand storytelling emerges, then, as a strategic tool in the arsenal of entrepreneurship, playing an important role in building emotional connections between organizations and their consumers.

This article explores the intersection between brand storytelling and entrepreneurial activity, focusing on a case study of the Simple *Organic* brand. By investigating how this Brazilian brand of natural and organic cosmetics built its narrative, we sought to understand how authentic communication can strengthen brand identity, influence consumer perceptions, and ultimately contribute to the success of organizations.

Through a literature review, this study aims to contribute to the understanding of the dynamic interaction between storytelling and the development of enterprises. The choice of *Simple Organic* as the object of study is justified by its remarkable rise in the cosmetics scene, anchored by its unique approach to conscious beauty products, as people seek meanings more than products:



[...] people do not buy products but meanings. People use things for profound emotional, psychological, and sociocultural reasons as well as utilitarian ones. Analysts have shown that every product and service in consumer as well as industrial markets has a meaning. Firms should therefore look beyond features, functions, and performance and understand the real meanings users give to things. (VERGANTI, 2009)

Brand storytelling goes beyond the mere communication of product features; it builds meanings, emotions, and values that shape the consumer's perception of the brand. In the sphere of consumption, it is common for the final differentiation of a product to occur through the strength of the brand, as it translates the value of a given item to the buyer (Serralvo, 2008). This phenomenon gains special prominence in sectors such as cosmetics, where brands offer products but also promise an experience, a lifestyle and a shared identity.

Delving into the complexities of building brand stories, we'll examine how *Simple Organic* articulates and communicates its identity, values, and commitments through different channels, such as institutional pages, social networks, and product packaging. The choice of the Brazilian brand as the object of study contributes to the understanding of the national scenario, but also has global implications. Brazil has become an important player in the entrepreneurial scene, and understanding how Brazilian brands employ narratives can be a reference for entrepreneurs around the world, given that the brand has an international presence.

In the current context of a globalized market and increasingly conscious consumers, understanding this relationship is imperative for those seeking to create strong brands. Contemporary entrepreneurship is a dynamic and complex terrain, and as consumers become increasingly demanding and aware, the ability to tell stories in an engaging way sets entrepreneurs apart who seek not only to sell products, but also to create connections.

The contemporary market is saturated with choices, and consumers are not only looking for effective products, but rather for brands that resonate with their values and aspirations. With an increase in interest in conscious beauty products, the choice of *Simple Organic* as the object of study is particularly relevant, as it promotes the analysis of authentic experiences aligned with sustainable values that consumers seek. In this scenario, it is understood that narratives go beyond a marketing strategy, but become a tool for differentiation and emotional connection.

Through the detailed analysis of the brand, this article aims to provide reflections that contribute to theory and practice. The theoretical relevance of this research lies in the substantial contribution it can bring to the field of entrepreneurship and brand communication, broadening discussions about brand storytelling in general, and offering a specific analysis in a unique context, such as that of a conscious beauty company. In addition to the theoretical benefits, the research seeks to offer practical observations for entrepreneurs, marketers, and brand managers. Understanding how to construct authentic narratives can have tangible implications on the success and longevity of businesses, as



building strong brands is critical to success in modern markets.

2 ENTREPRENEURSHIP

According to the 2022 Global Entrepreneurship Monitor (GEM) survey, small businesses maintain their great importance in the national economy. In a ranking that evaluates the Total Entrepreneurship Rate (TTE) among 47 nations, Brazil stands out in the eighth position, evidencing the significant role played by these enterprises. The country also has the 7th highest Rate of Established Entrepreneurs (10.4%) (same position as the previous year). The International Labor Organization (ILO) understands the activities characterized in this way as a strategy of the population of the least developed countries, as it works as an alternative to unemployment or to supplement income. Entrepreneurship has been key to Brazil's recovery after the crisis triggered by the Covid-19 pandemic.

If we consider the history of entrepreneurial activity in these definitions, the studies can be considered recent. Pimentel (2008) points out that the first signs in society appeared in the 17th century, through agreements with the government for the supply of products and services. In the 18th century, this figure was strengthened with the development of industries and, between the 19th and 20th centuries, the entrepreneurial profile was associated with that of a business administrator. It was only in the 20th century that studies emerged about the entrepreneur as someone who, with knowledge and creativity, generates wealth and social development, out of necessity or because he sees an opportunity.

The concept of entrepreneurship emerges as a way to meet the desires provided by social and technological transformations, according to Dornelas (2001):

It arises as a consequence of technological changes, the sophistication of the economy and the means of production that require that knowledge previously obtained empirically be formalized and that entrepreneurs adopt different models, eliminating commercial and cultural barriers, shortening distances, globalizing and renewing economic concepts, creating new labor relations and new jobs, breaking paradigms and generating wealth. Dornelas (2001)

Dornelas also indicates that an entrepreneur is someone who is able to make an impact on the economy, putting new products or services on the market, exploring new types of material resources, or even being able to innovate in the way of constituting an organization. (DORNELAS, 2008).

They are differentiated people, who have a unique motivation, passionate about what they do, they are not content to be one more in the crowd, they want to be Recognized and admired, referenced and imitated, they want to leave a legacy. Dornelas (2008)

Dolabela (2008) also brings the conceptualization of entrepreneurship aimed at sustainable economic development:

Sustainable economic growth is a consequence of the degree of entrepreneurship of a community. The environmental conditions favorable to development need entrepreneurs who take advantage of them and who, through their leadership, capacity and profile, initiate and



coordinate the development process, whose roots are above all in cultural values, in the way of seeing the world. The entrepreneur creates and allocates value to individuals and society, that is, he is responsible for technological innovation and economic growth. Dolabela (2008)

The Global Entrepreneurship Monitor GEM 2022 - a survey that encompasses any and all types of entrepreneurship, from the simplest, focused on the exclusive subsistence of the entrepreneur to innovative businesses with high added value - also evaluates the "Potential Entrepreneurs", considering the population aged 18 to 64 who are not entrepreneurs, but who intend to have a venture. In this regard, in Brazil, Potential Entrepreneurs increased substantially after the pandemic and reached a record of 53% in 2021, repeated in 2022, and appears in the 2nd position (53%), practically tying with Panama when we observe the percentage of the adult population that is not entrepreneurs.

GEM divides Brazilian entrepreneurs into two groups: initial entrepreneurs (from the business structuring phase to 3.5 years of activity) and established entrepreneurs (with businesses with more than 3.5 years). Brazil has the 7th highest Rate of Established Entrepreneurs (10.4%) - in the previous year it had been the 7th highest as well - and the 9th highest Initial Entrepreneurship Rate (20.0%) - in the previous year it had been the 7th highest.

For the second consecutive year, in 2022, the percentage of Initial Entrepreneurs who start their business "out of necessity" fell (47.3%), when, not finding employment options, the entrepreneur creates a venture to generate income for himself and his family. In 2022, in the country, according to GEM 2022, 52.7% of initial entrepreneurs undertook by opportunity - when even with other income options, an individual decides to undertake. As for gender, it can be seen that for the third consecutive year the proportion of women in the group of Initial Entrepreneurs fell, reaching the mark of 44.2% in 2022.

Analyzing other sources, it can be seen that some cities bring differentials for those who want to undertake: economic, social and cultural aspects can encourage or inhibit the emergence of new businesses. When thinking about the most entrepreneurial cities in Brazil, according to the Entrepreneurial Cities Index (ICE) 2023, launched by ENAP, with the support of Endeavor, São Paulo/SP, Florianópolis/SC and Joinville/SC lead the index as the most entrepreneurial cities in the country. The index, which takes into account the entrepreneurial ecosystem of cities based on seven determinants - regulatory environment, infrastructure, market, access to capital, support, innovation, supply of talents and local culture, with the intention of identifying which of the most populous cities in the country presented the best conditions for entrepreneurship, highlights Florianópolis in the "Innovation" category. with several initiatives of the local government in partnership with technology-based companies, but also by universities, service companies and the capital, and has been projecting itself as the Capital of Innovation.



3 BRAND STORYTELLING

In the past, building a brand's identity required a continuous effort that spanned years, even decades. The foundation of a company's reputation was predominantly established by the distinctive attributes of its products and advertising, in turn, figured as the main vehicle for dissemination, playing a crucial role in creating an image and, therefore, differentiating itself in the midst of much less competition than the one found today.

The visual identity, with the graphic components, such as logos, symbols and colors, and the verbal identity, consisting of the brand name, a signature or the use of stories (KHAUAJA, 2008) was sufficient in the mass dissemination through advertising campaigns to highlight a brand in a market where competition was relatively dispersed. Consumers, often limited to narrow choices, relied on advertising messages to guide their purchasing decisions. Building the brand's reputation was intrinsically linked to its ability to communicate the unique benefits and attributes of its products, thereby establishing a connection with the audience.

However, the market dynamics have evolved considerably. In the digital age, interactions between brands and consumers become more complex and instantaneous. The rise of social media, for example, has provided companies with a new channel of direct communication with their audience, transforming the way brands build and maintain relationships.

According to Milone (2004):

It can be seen that there is a large amount of intangible assets that influence the performance of companies but, regardless of the categorization adopted to describe intangible assets, the brand is present in the proposals of several authors, as a result of its relevance in the construction of value in companies. (Milone 2004).

In addition to product attributes, building a brand involves intangible elements such as corporate values, social responsibility, and the ability to adapt to changing consumer expectations. Online presence, participation in social dialogues, and transparency have become essential parts of building and maintaining a brand's reputation.

In a context driven by the importance of emotions, individual preferences and evaluations are often influenced by collective desire. As Gobé (2010) points out, in a society where emotions play a crucial role, people attribute a significant value to what they want. It is common for the final differentiation of a product to occur through the strength of the brand, as it is the brand that translates the value of a given item to the buyer (Serralvo, 2008) and the greater the desire, the greater the value (Gobé, 2010). The fundamental idea here is that the emotional dimension plays a preponderant role in assigning value to objects, experiences, or even relationships. When desire is strong and pulsating, the perception of value increases proportionately. This suggests that the subjective evaluation of something is shaped not only by objective characteristics, but also by the emotional charge that these elements



carry.

This emotional dynamic can be observed in many aspects of everyday life, from consumer choices to interpersonal relationships. Products or services that arouse deep and positive emotions are perceived as more while emotional intensity can even outweigh purely utilitarian considerations in decision-making.

This connection between emotion and value influences individual choices and plays a key role in how brands construct and communicate their identities. Brands that are able to evoke authentic and positive emotions have a significant advantage, as they are able to establish a deeper connection with their consumers. Add to this the idea of design for all people and not just for a part of the population, sustainability and emotion (Gobé, 2010).

Narratives play a distinctive and multifaceted role as a natural and flexible form of communication, with a wide range of functions, from serving as a means to assist people in fixing and recalling diverse information to presenting themselves as an engaging form of entertainment (Quesenbery and Brooks, 2010).

From a practical perspective, narratives have the power to transform seemingly disconnected data and information into a cohesive, logical, and meaningful structure. By presenting information within a narrative, contexts are created that facilitate the understanding and retention of content, making it easier for the audience to absorb and memorize. In this sense, narratives are more than mere vehicles of information; They are powerful tools for conveying emotions, values, and perspectives.

When it comes to brand construction, as mentioned by Tavares (1998), it goes beyond being just a name; It is forged through a careful combination of research, innovation, communication, and other elements that accumulate over time, shaping your personality. Brand storytelling, in this context, is the story that the brand tells about itself, not limited to the tangible features of the products, but embodying the company's values, mission, and vision. By building an engaging narrative, the brand is able to communicate what it does, why it does it, and how it relates to the lives and aspirations of its consumers. Understanding the strategic character in the creation and transmission of narratives implies recognizing that a brand goes beyond its products or services. It is a living entity, shaped by a unique history, core values, and a mission that transcends mere business transaction.

Just as brand building is an ongoing process over time, brand storytelling also develops and deepens. Every interaction, every innovation, and every communication effort contributes to the brand's evolving story. Of In the same way that a brand's personality is defined through its actions and messages over time, brand storytelling becomes a kind of common thread that connects all these pieces, providing cohesion and consistency to the consumer experience.

Brand storytelling also plays a vital role in creating an emotional connection between the brand and its consumers. By telling authentic and meaningful stories, it manages to touch emotions,



establishing common ground that goes beyond the technical characteristics of the products. This emotional connection contributes to the construction of the brand over the years and to affective relationships with its consumers.

4 THE INTERSECTION BETWEEN NARRATIVE FROM BRAND AND ENTREPRENEURSHIP

For entrepreneurs, the process of creating and running a business involves developing brand identity, including vision, mission, and values. This identity, in turn, is communicated to the audience through brand storytelling, which transforms these elements into engaging stories capable of resonating with consumers.

One of the key points of this relationship is the creation of an emotional connection. Entrepreneurs often start their businesses with passion and a particular vision, elements that brand storytelling can enhance. Also according to the *Global Entrepreneurship Monitor 2022*, on the question "Motivations to start a new business in 2021", Brazil is in the 5th position with 75% in the motivation "To make a difference in the world". By appealing to consumers' emotions, effective brand storytelling establishes an emotional connection, making consumers more likely to identify with and engage with the brand.

Entrepreneurs seek to stand out in competitive markets, often through innovation or original approaches. Brand storytelling contributes to this process by highlighting what makes the company unique. This differentiation attracts customers, but it can also be a deciding factor in attracting investors and talent.

Values play a central role in entrepreneurship, and companies are often founded on specific principles. Brand storytelling is An important tool for communicating these values, creating a foundation for customer engagement.

Managing sustainable growth is also a constant concern for entrepreneurs. In this sense, brand storytelling plays a key role during periods of expansion, maintaining consistency and audience trust as the company evolves. Thus, the interaction between entrepreneurship and brand storytelling contributes to the construction, consolidation, and expansion of a business in an authentic way.

5 CASE STUDY

Brazil is the fourth largest beauty market in the world, according to the latest data from *Euromonitor International*. In 2023, the sector moved US\$ 42.8 billion, a growth of 4.2% compared to the previous year. The increase in sales was driven by a number of factors, including the expansion of the Brazilian middle class, the growing importance of digital beauty, the increased concern for health and wellness, and the rise of new brands and trends.



The COVID-19 pandemic has also had a significant impact on the Brazilian beauty market. Increasing consumption of personal hygiene and cleaning products, such as soaps, disinfectants, and masks, was one of the major growth factors for this market. In addition, the rise of *skincare* and self-care routine has also contributed to the increase in sales.

The supply chain of the Brazilian beauty sector has also grown in recent years. This has been driven by increased demand for products and services, as well as the entry of new *players* into the market.

Some of the key trends in the Brazilian beauty market in 2023 include the growth in the use of social media and e-commerce platforms to sell and promote beauty products, the rise of new brands and trends as the Brazilian market is increasingly competitive, and the concern for health and wellness, as consumers are increasingly interested in beauty products that are both safe and sustainable.

The beauty industry uses a wide variety of ingredients, some of which can be harmful to health, such as parabens, phthalates, and sulfates. In addition, the production of cosmetics can generate a large amount of waste. *Clean Beauty* is a movement that seeks to address these concerns. This movement prioritizes products that are free of ingredients that are harmful to health and the environment, and that are produced sustainably.

Consumers' growing concern for health and well-being is reflected in the growing popularity of *Clean Beauty*. Consumers are looking for products that are safe for their health, that do not cause irritation or allergies, that are sustainable, and that do not cause harm to the environment. According to Lee (2021), clean beauty uses eco-friendly materials, and does not perform any tests on animals or animal raw materials during the production process.

Companies in the beauty industry are realizing the importance of *Clean Beauty* and many are already investing in products and processes that meet the principles of *Clean Beauty* – this includes developing formulas that are free of harmful ingredients, adopting sustainable production practices and committing to transparency, also driven by ESG3.

This analysis was carried out online and offline in October 2023 by the integrated communication of the natural cosmetics brand *Simple Organic*, observing the nomenclature, logo, color, texts, packaging, website, social networks of the brand, content produced by influencers and opinion leaders, among other elements.

Simple Organic is a Brazilian brand, headquartered in Florianópolis, Santa Catarina. It was founded in 2017 by Patrícia Lima, with the purpose of transforming the beauty industry: to be a brand with a positive impact, with a look of responsibility and affection towards the production chain and customers. Simple Organic is believed to be the first *clean beauty brand* in Brazil. According to the founder:



Every time I talk about entrepreneurship, I talk a lot about the importance of looking, understanding and looking for things that haven't been done yet, (...) looking at opportunities and learning to explore markets that are not yet super competitive (...) looking at each market and trying to understand where there are good opportunities for your service or product.

In its first year, it was the first *Clean Beauty* brand to show at São Paulo *Fashion Week*, the main fashion event in Brazil. The official inauguration of the brand was at the *À La Garçonne fashion show*, a brand by renowned designer Alexandre Hercovitch, a remarkable way to make its debut and show its identity in the beauty, fashion and sustainability scene. The brand has also been present in the United States since 2021 and in Europe since 2022, at the invitation of Milan Fashion Week, one of the main Fashion Weeks in the world, bringing innovation and sustainability to this market.

The brand defines itself as the best of organic, natural, vegan, agender and *cruelty free beauty*. With the slogan "*Be Organic. Be Simple.*", it translates the simplicity of the name and brings the essence of the choice of materials used in the formulations. Cosmetics are products and communications in themselves and ultimately, consumers perceive the brand image displayed in cosmetics (Lee, 2021).

On the brand's blog, we find content that addresses the brand's values and shares the message. One of them explains *Clean Beauty*:

Clean Beauty is a reflection of a generation concerned about their health and the future of the planet. In a world in which people consume at a higher frequency than the planet can absorb, it is essential to rethink our habits, and the beginning of your conscious consumption journey can be here.

The concept, known as "clean beauty," encompasses several meanings and applications. Broadly speaking, it refers to an approach in the beauty industry that emphasizes the use of natural products that are free from toxic and synthetic ingredients that may pose risks to consumer health and the environment.

In the brand's manifesto, present in audiovisual productions on the website and on social networks, terms that strengthen the identity appear:

Positive impact - Democratize sustainable, high-performance beauty. We are much bigger than beauty standards. All beauties have space. Conscious and effective products, natural, sustainable, cruelty-free, truly clean ingredients. We are more than a brand. We are a movement.

According to Rati & Beccari (2020) as a critical argument, there is in *Simple Organic's discourse* the valorization of "natural" beauty and, therefore, an indirect criticism of the performative dimension of makeup, that is, its ability to simulate something that is not.

The concern with the raw material goes beyond the bottles, and is present in the content of the blog, social networks and brand content on various beauty websites, strengthening the idea that the raw



materials not allowed in the products are not only synthetic, as in some *Clean Beauty* brands, but also that it does not allow the use of inputs that have animal origin or tests on animals at any stage of their development, raw materials of dubious safety, and even some inputs of natural origin. The brand claims that all products have natural, vegan, *cruelty-free formulas* and organic raw material taken from nature through sustainable management. There is a moral-cultural character in these seals, indicating the efficiency of the products, but also of what is considered morally good in today's society, such as being healthy, sustainable, organic, and also non-restrictive in terms of gender (Rati & Beccari, 2020).

In 2019, data from the World Bank revealed that Brazil ranks fourth as the largest producer of plastic waste globally. The country generates approximately 11.3 million tonnes annually, with 91% of this amount being collected – however, only about 1.28% is actually recycled. The predominant destination for this waste includes landfills, open-air dumps, and the ocean due to irregular disposal. Each Brazilian citizen, it is estimated, contributes about one kilogram of plastic per week, according to data from the WWF organization.

In addition to the products, Simples Organic's stores are also sustainable, as they have reverse logistics points for the return of empty packaging, for which the organization is responsible for giving the proper destination for recycling. It was also the first beauty brand to have the "Eu Reciclo" seal, which guarantees the recycling of 100% of the volume of packaging.

Industrial production is one of the main factors responsible for the production of carbon dioxide, which causes the greenhouse effect and contributes to global warming. Aware of this, the brand has developed a carbon neutrality plan for all stores, administrative headquarters and the production chain, which offsets CO₂ emissions through the planting of trees. When buying on the website, customers are also informed that they can choose to neutralize the CO₂ generated by shipping by donating 1 real at checkout.

The brand also defines itself as agender from day one, and seeks to break the standards found in the world of beauty with the appreciation of real bodies, prioritizing inclusion and representativeness in the choice of models in advertising campaigns.

The social role of the brand can be seen in the appreciation of the small producer, from the choice of materials to the financial one. For example, RAW vegetable oils are extracted by communities in the Amazon and part of the profit from the sale of these same oils is destined to the construction of oil houses to activate the local economy. It also partners with NGOs in favor of the environment, women and society because, as they say, "raising flags and using our voice for good is our role as a brand". It is in this region that part of the raw material used is extracted, in an organic and artisanal way. Part of the brand's mission is to carry out social transformation together with vulnerable communities and, through access to differentiated markets, activate sustainable local economies that ensure the preservation and restoration of the environment.



Invited by the UN, the brand was also present at COP 27, a convention that brings together leaders from around the world to discuss the next steps in the fight against global warming. The United Nations Climate Change Conference took place in Egypt, and promoted dialogue on the urgency of developing the next steps against climate change. Patrícia Lima, founder and CEO of the brand, spoke about the importance of sustainability in the beauty industry, reinforcing *Simple Organic's* role as a world reference, and expanding the reach of the brand's narrative in more segmented, reference and authority channels.

Simple Organic states that it values transparency in all sectors of the chain and values the exchange with the community through dialogue, listening to the wishes and needs of customers and receiving feedback. Still in its institutional contents, it states:

We believe that being transparent is the only way to create a fair, clean and true ecosystem. By talking to our team, visiting our stores or browsing the website and social networks, you can easily find information about the origin of our products, raw materials and where everything goes after you finish using it. Here, it's about integrating you in every way into our universe, as seamlessly as possible.

The brand is digital native and recognizes the value of a strong online presence. More than 1 million followers of her social networks form a community, contributing to the democratization of sustainable beauty. Through *The Simple Talks*, the brand's podcast, blog content and social networks, the brand encourages reviewing habits and promotes information on how, for example, bar products contribute to eliminating or significantly reducing the need for plastic packaging (liquids often require bulky plastic packaging), result in lower carbon emissions during transport and water storage and conservation, a vital resource. However, for this, it is important that the use of bar products promotes a conscious and sustainable consumption mindset among consumers, encouraging the choice of more environmentally friendly options in different aspects of their daily lives and that this happens at scale. Then comes the positioning and narrative of the brand with the commitment to inform and contribute to the promotion of better regulations and indications from responsible bodies.

In addition to the aforementioned processes, such as reverse logistics and carbon neutralization, in 2022 the brand launched the *Simple Bag*, a 100% biodegradable and water-soluble bag that does not generate toxic waste and can still serve as food for microorganisms. This makes it possible that in the case of bar items, such as soaps, the purchase becomes completely *zero waste*. It has not yet been possible to eliminate the plastic, but the brand claims that it is never used in a double layer, which would make recycling unfeasible. For the same reason, plastic packaging is a single color. Aluminium tubes can be returned empty in stores - the customer gets a discount on the next purchase and the material is delivered to recycling cooperatives. Even franchisees must secure this option.

In 2021, the brand began to explore new markets, with a presence on pharmacy shelves, part of the ideal of making clean and sustainable beauty more accessible and democratic.



But maintaining alignment with the brand's values throughout the production chain is a challenge for entrepreneurship. One of *Simple Organic's* problems, according to the brand itself, is to reach the competitive price in the market when trying to make substitutions instead of plastic, since to offer 100% recycled packaging, the high value – to create the mold or import – becomes an impediment. So, so far, some products are unviable, because the brand's positioning is not to do anything that doesn't achieve the vision, that isn't truly innovative.

In this sense, it is important that the brand has other options that keep sustainability at the center, since the market requires a dynamic of launches. The packaging in general is very simple, reflecting the name and ideal of this organization, and is the first physical contact of consumers with the products – which also reflect the values and mission of the company by presenting the identifications "natural and vegan solution", "cruelty free", "gender neutral" and paraben-free, for example. According to Rati & Beccari (2020):

Firstly, the formal similarity of Simple Organic's packaging to medicines is analogous to the aforementioned connection that Preciado infers between the pill, the panopticon and the Puff. Such an aesthetic approach to Simple Organic seems to make reference — regardless of whether it is intentional or not — to laboratory science in a broad way, and to pharmaceutical science in a specific way. The strategy consists of borrowing the value and credibility discursively attributed to science as a neutral, effective and true practice. Consequently, the iconoclasm of gender stereotypes that sustains Simple Organic's visuality can be understood as an approximation of the neutral character that science, as it is usually assimilated, possesses. (Rati & Beccari, 2020)

In addition to the similarity of *Simple Organic's packaging* with medicines and laboratory items, the brand claims that it has reached dermatologists, that is, the first clean brand to take this new concept to the medical channel, proving the innovation and performance of the products through clinical tests in the largest laboratories in the country.

In summary, *Simple Organic's various initiatives* converge harmoniously to reinforce its core narrative, which is guided by sustainability principles. The commitment to zero cruelty, gender equality and the relentless pursuit of sustainability are echoed not only in the formulations, where a strict list of prohibited products ensures the purity of the products, but also in the careful selection of organic, natural and vegan raw materials. Active participation in Social Projects shows the commitment to humanitarian causes, expanding the positive impact beyond the cosmetic universe. The achievement of seals and certifications reinforces Simple Organic's transparency and authenticity, providing consumers with the certainty that they are choosing a brand that values the quality of its products and the ethical and sustainable values that are the foundation of its entire narrative.

6 FINAL THOUGHTS

In this article, we highlight the intersection between entrepreneurship and the construction of brand narratives, using the example of *Simple Organic* as a reference for this phenomenon. In the



context of Brazilian entrepreneurship, we observe that brands are transforming themselves into agents of change, transcending the boundaries of commerce to incorporate values and causes into their identities. *Simple Organic* serves as an important case study in revealing excellence in organic cosmetics production and commitment to sustainability, business ethics, and social responsibility.

As we take a deeper look at *Simple Organic's* narrative, we realize that it is not limited to a simple set of products, but unfolds into a coherent narrative. The brand adheres to strict ethical standards in its formulations, banning harmful ingredients and prioritizing organic, natural, and vegan raw materials, and acts as a conscientious voice on issues important to our society. Clear commitments to gender equality, the elimination of animal cruelty, and active participation in social projects reveal a narrative that goes beyond products and integrates with social and environmental parameters.

Ultimately, *Simple Organic* is a vivid example of how entrepreneurship can transcend commercial boundaries to become a positive force in society. Brands are no longer just entities that provide products; They are storytellers, transmitting values, positively impacting communities and guiding consumption choices. Thus, as we consider the role of storytelling in the *Simple Organic* brand, we understand that entrepreneurship can be a journey of deeper meaning, where business success is intrinsically linked to positive impact and building authentic narratives that resonate with an increasingly aware and engaged audience.



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