

ProExpand

A white-label legal support story shaped for clarity, trust, and recognition.



A technical service needed a human entry point.

The communication challenge was to explain a specialized white-label model without losing credibility or overwhelming the audience.

- Clarify the operating model
- Build recognition around a memorable brand device
- Give the team a repeatable narrative for sales and social content

Ben became a strategic character system.

The panda inside the logo became a flexible storyteller that could introduce the brand, guide the launch, and make complex ideas easier to remember.

- Mystery-led reveal
- Team participation
- Recurring character-led stories
- Consistent visual and verbal cues

A team behind the team.

The presentation reframed ProExpand as a structured extension of the client's operation, with clear roles, review points, and delivery standards.

- White-label collaboration
- Defined workflow
- Quality control
- Clear handoffs and communication

One idea across every touchpoint.

The launch narrative was translated into social content, short-form film, team activation, and a B2B sales presentation.

- Launch architecture
- Content pillars
- Character storytelling
- Sales narrative

Designed to make the offer easier to understand.

The final system gives the brand a recognizable voice and a practical way to explain what it does, how it works, and why the model matters.

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