



# THE KING WORKING

Crafting Creative Strategies



# Welcome to The King Working

In a world where attention is currency and creativity is power, only the bold rise to the top. At The King Working, we don't just build brands – we crown them.

We are a communication agency built for the ambitious. The disruptors. The brands ready to reign in their industry with strategy, style, and substance.

From strategy to storytelling, from pixels to performance – we turn ideas into empires and brands into legends.

This is not just marketing.

This is The King Working – Crafting Creative Strategies



Crautins

Creative

Streeteories

We are The King Working – a bold, creative communication agency built to make brands reign.

Born from the belief that creativity should drive results, we exist to break the ordinary and craft strategies that turn ideas into authority. We're not here to follow trends – we're here to set them.

Our team is a powerful mix of strategists, designers, storytellers, and digital minds. Together, we create meaningful connections between brands and people – through smart thinking, striking visuals, and messages that move.

We don't just build brands.  
We build empires.

Welcome to the kingdom of bold communication.

**Welcome to The King Working.**

# What We Do

At The King Working, we design communication that's bold, intelligent, and built for performance.

Our services combine creativity, strategy, and technology to help brands stand out, scale up, and reign.



## Branding & Visual Identity

We build brands that are impossible to ignore – with positioning, storytelling, and design that speak loud and clear.



## Social Media & Digital Presence

From daily content to viral campaigns, we manage and grow your digital footprint with purpose and personality.



## Paid Media & Performance

We create data-driven ad strategies across platforms to attract, convert, and retain – always with ROI in mind.



## Content Production

From concept to final cut, we produce content that informs, entertains, and sells – videos, photos, copy, reels and more.



## Communication Strategy

Tone of voice, audience mapping, multi-channel planning – we build the strategic core that powers your brand's message.



## Tech & Digital Solutions

Websites, landing pages, automation flows, and smart integrations that transform strategy into scalable, digital experiences.



# Portfolio

Our work speaks louder than words – and what it says is:  
**this brand means business.**

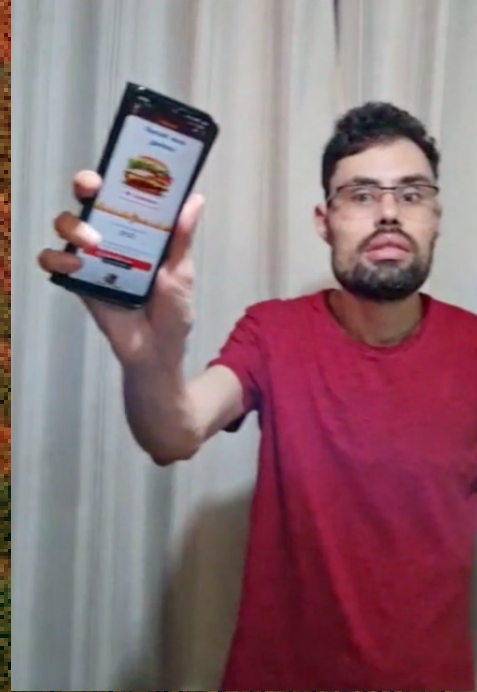
At The King Working, every project is a fusion of strategy, creativity, and precision. We've helped brands across industries find their voice, sharpen their image, and dominate their market. From global campaigns to niche strategies, we create communication that performs.



Influencers:



@maisondadi



@danieljogadas



@marianna\_alexandre



@danieljogadas



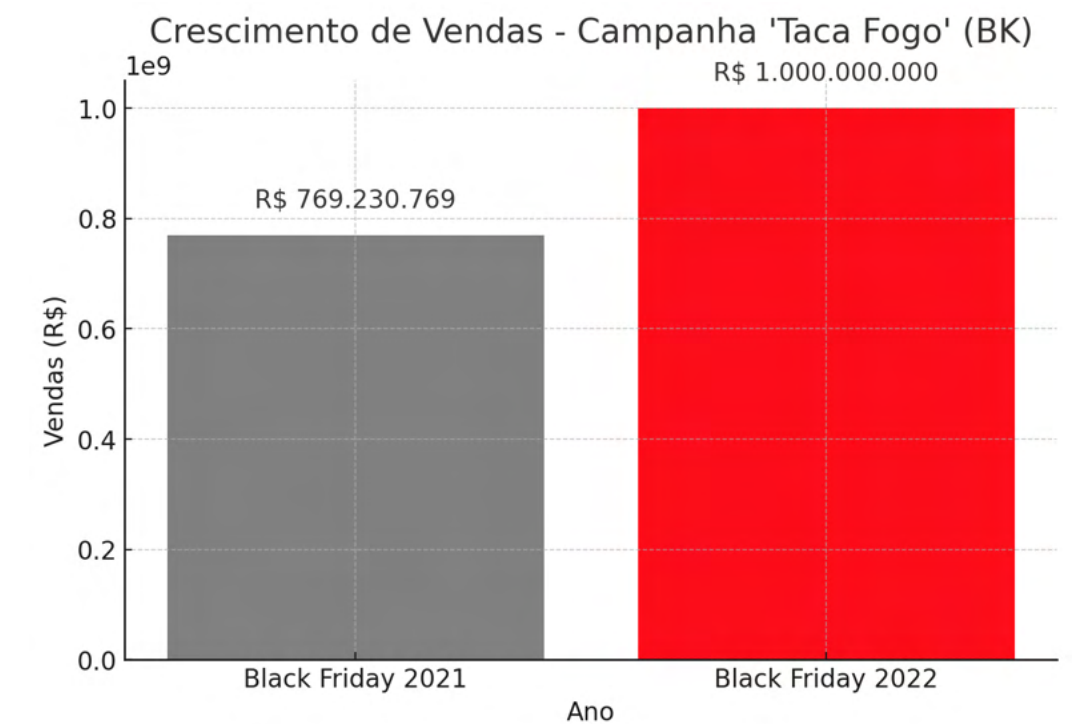
# SHAKE & WIN

To help Burger King attract new customers and boost sales, we created a fun and innovative gamification campaign right inside their app.

The idea? Simple, addictive, and effective: users just had to shake their phones to play "Shake & Win" and unlock exclusive rewards.

This project shows how a creative, interactive, and well-integrated digital strategy can truly make an impact.

It also reflects the strength of the partnership between The King Working and Burger King Brazil – proving that when innovation meets real consumer insight, the results can be nothing short of powerful.



Results:



**2021 – R\$ 85 million**  
**2022 – R\$ 112 million**  
**Growth: +31.7%**



# NUTREN SENIOR®

When Nestlé needed to help its field team promote Nutren Senior in a more strategic and impactful way, they turned to The King Working.

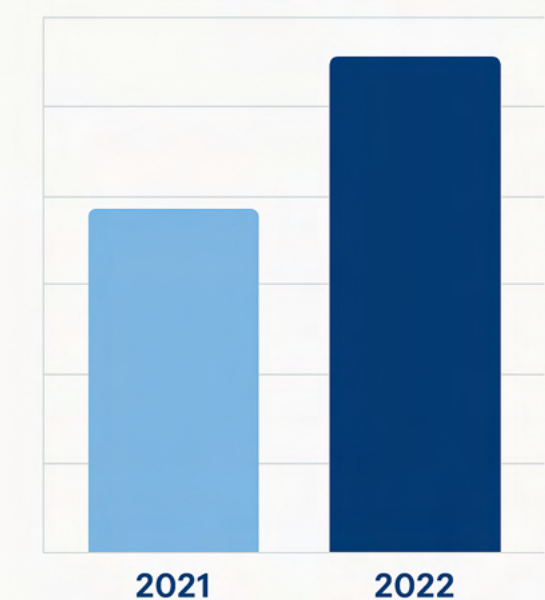
Our mission was to create a new Visual Aid – a tool designed to support sales reps with stronger messaging and clearer positioning.

We built the material based on market research and real feedback from healthcare professionals, focusing on the product's nutritional benefits and the scientific evidence that backs its effectiveness.

The result? A smarter, more persuasive approach that gives the field team everything they need to connect with confidence.



Sales





Results:

# MSD ONLIFE

The King Working partnered with MSD to launch MSD Onlife – a cutting-edge streaming platform built exclusively for healthcare professionals.

This innovative digital hub delivers high-quality medical education, offering the latest insights, research, and expert discussions straight to doctors, pharmacists, and specialists around the world.

With a dynamic programming schedule featuring expert talks, industry panels, exclusive interviews, and training sessions, the platform was designed to keep professionals informed and engaged.

The King Working created a unique visual identity and a seamless user experience, fully integrated with CRM systems and analytics tools – turning content into connection, and knowledge into strategy.

**Over 18,000 unique accesses in 3 months**

**82% average viewer retention**

**More than 120 pieces of content published**



# Creative Process

## 01. Briefing

We start by listening. Understanding your brand, goals, audience, and challenges is the foundation of everything we build.

## 02. Strategy

We translate insights into a powerful game plan – defining tone, channels, key messages, and KPIs.

## 03. Creative Development

Here's where ideas come to life. Our team crafts bold concepts, visuals, and content tailored to your brand's voice and purpose.

## 04. Execution

From launch to delivery, we manage every detail – with precision, agility, and quality.

## 05. Analysis

We track performance and collect real-time data to measure the impact of every action.

## 06. Optimization

We refine and evolve. With every insight, your communication gets smarter, sharper, and more effective.



# Strategic Partnerships



**EXCELLENCE**  
ACCOUNTING & FINANCIAL CONSULTING

The King Working + Excellence Accounting & Financial Consulting

When strategy meets precision, big things happen.

That's exactly what defines the partnership between The King Working and Excellence Accounting & Financial Consulting – a collaboration built on trust, expertise, and a shared commitment to delivering real results.

Excellence brings deep financial knowledge and guidance to clients across the U.S., helping individuals and businesses make smarter, stronger decisions. The King Working adds creativity, communication, and digital strategy – amplifying that expertise and turning it into a powerful brand presence.

Together, we've created a synergy where numbers meet narratives, and strategy meets storytelling. From digital campaigns to branded content and social media, this partnership shows how two worlds – finance and communication – can work side by side to build growth, trust, and visibility.

Because when you combine financial clarity with creative impact, your business doesn't just grow – it leads.

# Meet the Founders

*Sueli Alves*

Business Director & Co-Founder

Sueli is the powerhouse behind the operation – a natural leader with deep expertise in business, client relations, and team building.

She's known for her strategic mindset, relentless focus on results, and ability to turn complex challenges into smart, scalable solutions.



*Amaro Monteiro*

Creative Strategist & Co-Founder

With a sharp eye for storytelling and brand building, Amaro brings over a decade of experience in transforming ideas into iconic campaigns.

He leads with instinct, backed by insight – combining creativity, business thinking, and cultural relevance to drive unforgettable brand experiences.



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