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Co Creation Processes in Higher Education

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As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

This publication presents the abstracts of the communications presented at the International Conference in Co-Creation Processes in Higher Education (In2Cop) 2024 and the program of the Meeting.

The opinions expressed in each of the abstracts are the sole responsibility of the authors.

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Little Daisy – Hummm, so nice.

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ABSTRACT

Project Tagline:

Little Daisy is a brand specialising in childcare products and toys, founded within a family environment with the aim of supporting other households. The company operates both a physical store in the city of Penafiel and an online platform (<https://alojadalittledaisy.com>). The brand seeks to offer families a variety of ecological and sustainable options, prioritising conscious and healthy parenting. Little Daisy strives to provide children with experiences appropriate for each stage of development, while also giving parents confidence that they have made the optimal choices for their little ones.

The Challenge:

In a digital market dominated by multinational corporations, how can a small family-run business carve out its space? How can its family-oriented identity, together with its educational, aesthetic, and sustainability values, contribute to children's development and learning? How can the business achieve growth despite limited resources for online investment?

The Solution Approach:

The strategy focuses on enhancing social media presence: developing a structured posting calendar, collaborating with local influencers, investing in paid traffic, sharing parenting tips and product usage guides, adapting to emerging platforms and trends (TikTok, among others), and employing AI to optimise the creative process. The animated Little Daisy (derived from the logo) acts as a unifying element in the online communication strategy, connecting the brand with its audience.

Benefits:

The principal benefit lies in the convenience offered to customers, who can make purchases without leaving their homes. Additionally, customers gain assurance that their children are using products of the highest quality, reflecting the core values of the brand. Finally, parents remain informed about the latest developments in childcare and receive guidance to facilitate and enrich their parenting journey.



Figure 1: Post feed created for Black-Friday