

WhatsApp Creative Lab

Conversational experiences that
elevate brands



from  Meta

The most used
app in Brazil



93%

users have an
active WhatsApp
account



97%

Of brazilian open
WhatsApp to read
or send messages
everyday ²



1#

WhatsApp is
most open app in
Brazil.³

What is the only
app you
wouldn't delete
from your
phone?



Brasil, a country that embraced the power of messaging



Fonte: Dados internos do WhatsApp, Junho 2024



In Brazil, Zap
is not just an
app

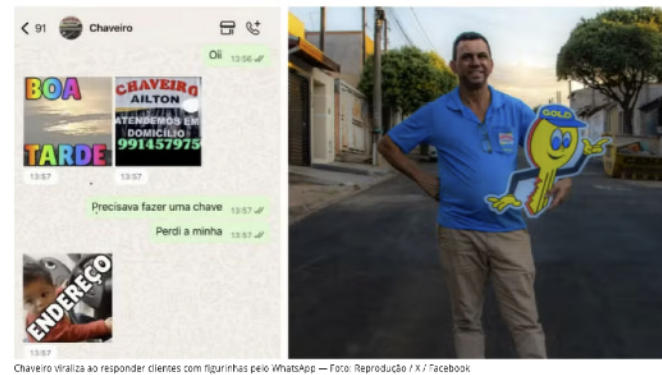
It is a
**cultural
movement**

Chaveiro se comunica com cliente usando apenas figurinhas do WhatsApp, e conversa viraliza

Adotar uma comunicação leve e criativa ajudou o empreendedor Ailton Alves a conquistar consumidores e bombar nas redes, mas nem toda marca deve seguir a tendência. Veja comentário de especialista

Por Isabela do Carmo

22/08/2025 09h00 Atualizado há 3 semanas



Chaveiro viraliza ao responder clientes com figurinhas pelo WhatsApp — Foto: Reprodução / X / Facebook

Fonte: [Site Revista PENG, 22/08/2025](https://www.peng.com.br/2025/08/22/chaveiro-viraliza-com-figurinhas-no-whatsapp/)



Fonte: <https://festas.site/dicas/festa-whatsapp/>



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If it's in the culture, it becomes **conversation**.
If it becomes **conversation**, it passes through **WhatsApp**.
Brands that understand this gain space in people's lives.

Whatsapp Creative Lab

Unlocking Brand Experiences through WhatsApp

A co-creation program designed to help brands build creative and engaging experiences on WhatsApp — from product launches to brand activations, using the full potential of the platform.

Inspiration

SESSION 1 - ONLINE
INSIGHTS AND CREATIVE POSSIBILITIES
BASED ON THE BRIEFING

Deep dive into creative possibilities within WhatsApp (Flows, AI, audio, interactivity, Paid Messaging and others).



smarters

Creative technology studio that uses revolutionary technologies to create innovative, immersive, and impactful experiences.

Artificial Intelligence company that creates chatbots and conversational agents. They are pioneers and currently leaders and specialists in Conversational Marketing.

Co-Creation

SESSION 2 - ONLINE/PRESENTIAL
CO-CREATION WORKSHOP

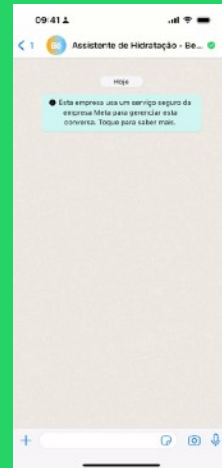
Joint ideation to **design the experience inside and outside WhatsApp**, defining campaign ecosystem.



Production

WHATSAPP AGENT + CTX ASSETS
PRODUCTION
OFFLINE PRODUCTION

Development of assets and bot experience, bringing the idea to life,



How it Works (Step by Step)

1 Kick-off Meeting

Once approved, Meta, 20DASH and Smarters meet with the client to explain the process and collect the initial briefing.

2 Client Briefing Submission

Client fills in and shares the creative briefing during kick-off.

3 Inspiration Session

Immersion into creative tools and case studies — tailored to client's objective.

4 Co-Creation Session

Joint ideation on how to design the WhatsApp experience and define campaign entry points.

5 Production Phase

Development of the experience (bot + creative assets) by 20DASH and Smarters.

6 Campaign Launch & Optimization

Campaign goes live, with follow-up and optimization sessions during the live period.

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Starters

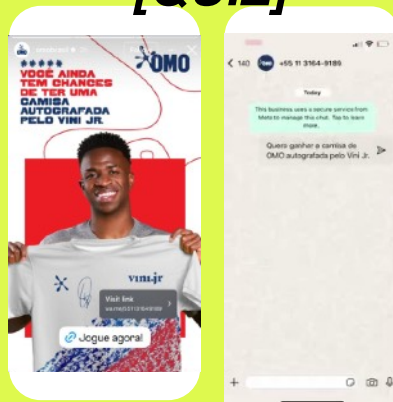
AI Bots / Games

NETFLIX [SINTONIA]



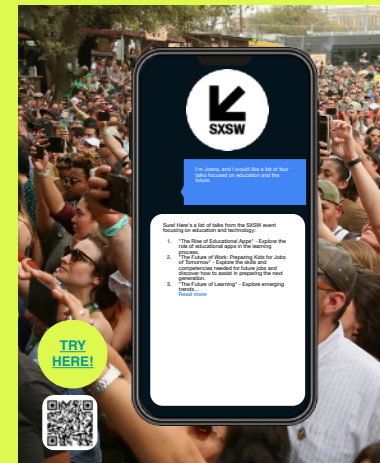
WhatsApp bot that lets fans chat with a main character, prove their loyalty, and even access the first episode before the premiere

OMO EMOJI [QUIZ]



The highlight of an omnichannel campaign: An emoji-based quiz where players guessed emoji sequences to score points, climb the leaderboard, and compete for Vini Jr. autographed t-shirts.

SXSW [EXPERT]



A Gen AI tool for SXSW 2024 that provides official schedules, insider tips, and major unofficial events, covering talks, tech sessions, concerts, and film premieres.

CCXP [BIS]



Bis's intelligent agent offered a unique interactive RPG experience on WhatsApp Flows to engage the audience at CCXP24

MERCADO LIVRE [BBB]



As a major sponsor of BBB25, Mercado Livre created experiences that connected the reality show's audience in real time through challenges on WhatsApp.

COMITÊ OLÍMPICO [BBB]



Team Brasil's intelligent agent used WhatsApp Flows creatively, integrated with Meta's Conversions API, offering features like medal tables, game schedules, and athlete audio clips

GLOBOPLAY [RIR]



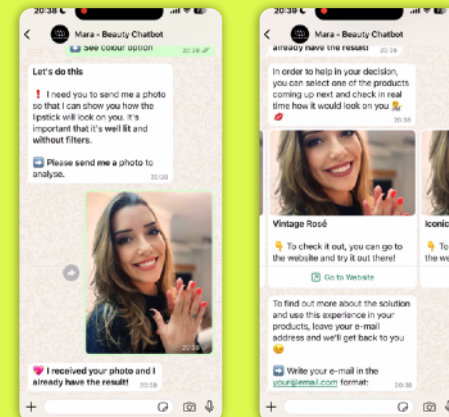
Innovative AI experiences. Songwriter: Users' stories were transformed into personalized songs. On Screen: A WhatsApp action let people mark their presence at the festival, wherever they were, inspired by the Fake OOH trend.

CLOSE UP BELLO [B I O S]



A gamified AI WhatsApp Asset for the Belos Beijos campaign that let fans interact with singer Belo, co-create his new song, and receive an exclusive preview of the unreleased track.

MARA [AR]



For the L'Oréal pilot, we created Mara, a WhatsApp-based Virtual Try-On experience using Augmented Reality. Users can try product colors in real time, directly within the conversation.

NATURA [ARGENTINA]



Natura Argentina's agent aims to boost sales by strengthening relationships between Beauty Consultants and their clients, with new features like creating personalized videos through WhatsApp Flows.

MAGALU [MÃES]



On Mother's Day, while social media fills with nostalgic photo tributes, Lu elevated the tradition by using generative AI on her WhatsApp channel to transform users' photos with their mothers into animated videos, allowing thousands to celebrate in a more personal and innovative way.

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