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SHENIX



AGENDA

Trends

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Target Audience

Problem

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Brand Narrative



PROBLEM

Latina communities are unsure how to navigate finances, the wealth and pay gap, investing, etc.

WHY

1. Latinas have a lack of knowledge at home.
2. Previous generations passed down their outdated experiences.
3. Financial resources and information are not easily accessible to Latinas.

ROOT CAUSE

The financial industry fails to understand, prioritize, and properly address the Latina cultural mindset because they do not believe this segment is profitable for their business.

Top 3 Trends

01

WEALTH ACCESSIBILITY FOR LATINAS

Gen X sees the value in financial stability and access to financial literacy.

02

GEN Z NEOBANKING

Gen Z wants fast access to information and expect convenience when managing finances.

03

SECURITY FOR THE COMMUNITY

Latina community's and immigrants find it hard to trust that banks have their best interest.

34.2% of unbanked
Latinos report that
they do not have a
bank account because
of their **distrust** ←
in banks.

INSIGHT

Observation: Latinas have been raised to not trust anyone with their money

Implication: How can Shenix become a trustworthy advisor?

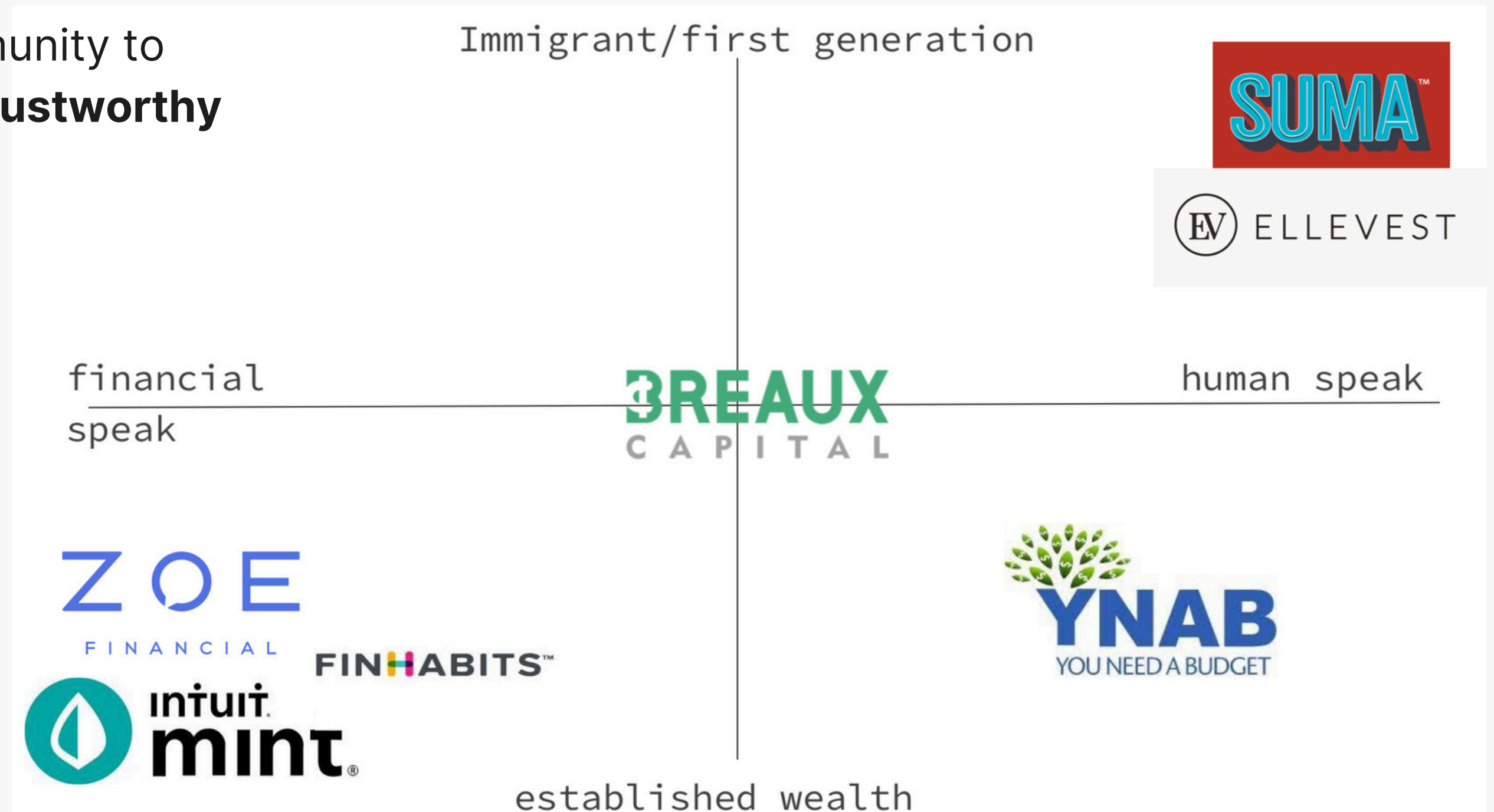
**To gain trust among Latinas,
you must demonstrate
that you are a
trustworthy**

amiga



Positioning

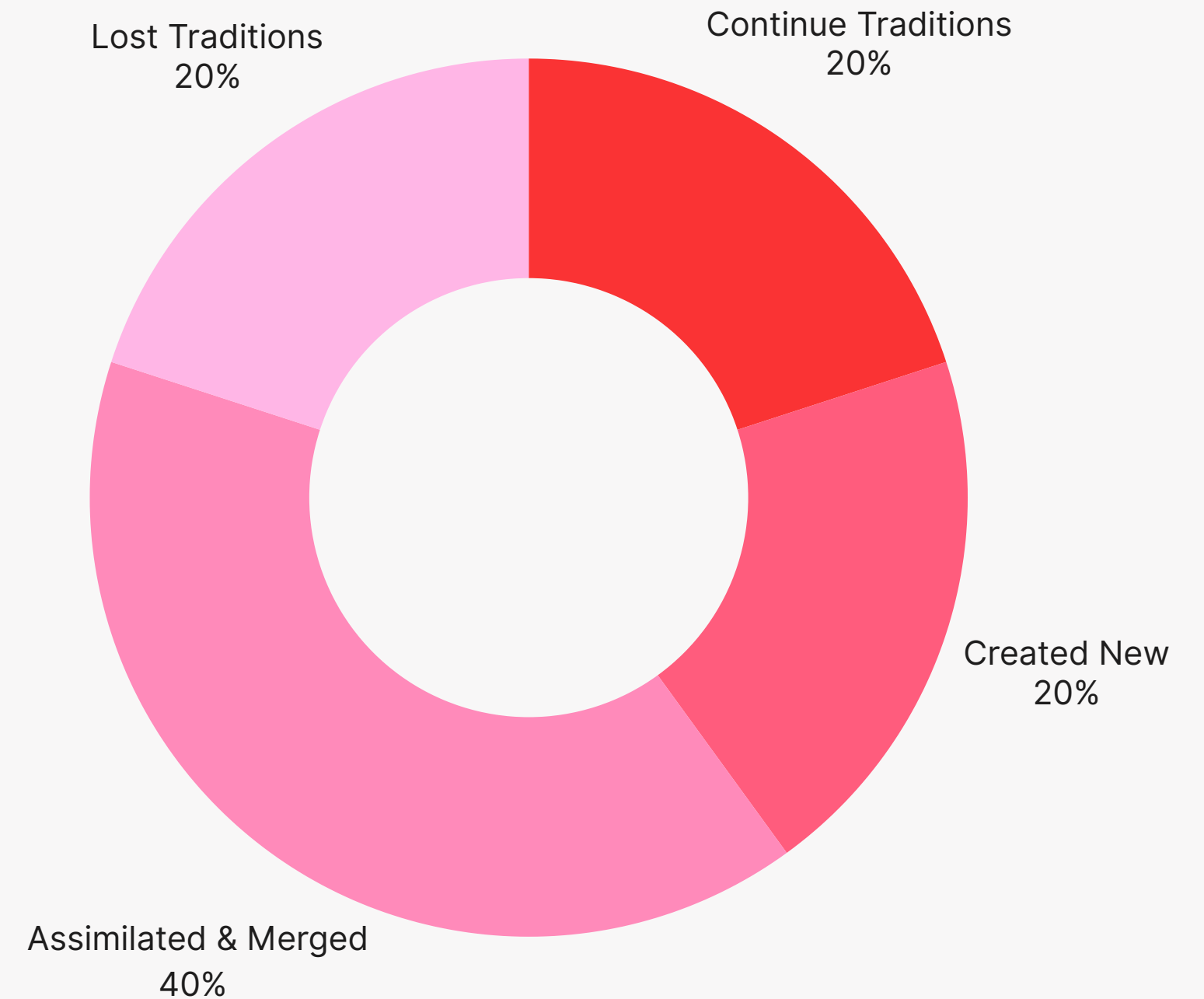
SHENIX is a **niche brand** targeted to first generation latina women. SHENIX meets women in the community to provide **meaningful** and **trustworthy** content.



Persona Target Audience

We looked at attitudes of more assimilated, integrated and separated that it affected the views of traditions and connection to hispanic heritage.

The more assimilated the less likely those individuals are to celebrate their heritage that may have been lost because of assimilation.



**FOCUS: INDIVIDUALS WHO ARE
1ST AND 2ND GENERATION**

Marisa

Goal:

Create generational wealth for my family

Marisa is family-oriented, career driven, enjoys keeping traditions alive, and is always looking to create new ones.

Challenges & Frustrations:

- Lack of Trust in Financial Institutions
- Managing Money
- Difficult to relate to brands that don't support and recognize my culture





Personification

Who:

The brand looks like entrepreneurial women taking action to make their life and their communities better. They are compassionate, creative and driven because they are working to a future of equality. She is a modern day Wonder Woman, strong on her own and stronger with her community.

Looking to Accomplish:

They are creating the opportunities and spaces that weren't available to them for future generations. They work for a more inclusive space for all.

Interview Findings

INTERVIEW OBJECTIVE

Stakeholder Interviews were conducted in a discussion format to gain insight and learning into current perceptions of the brand to inform the development of the Shenix brand strategy foundation.

SHENIX'S WHY

Latina women were the largest group impacted by the pandemic. Expected to stay home, quit jobs & take care of the families. We need to understand how to build it back and keep our wealth.

MOVING FORWARD

The brand started to help the community. Overwhelmed by community support they want to take it further and be able to help everyone who needs financial help. "We need to start with out community and build out. I know we can," Olga said.

Brand Narrative

Olga's Story

Olga Camargo's childhood experiences led her to create SHENIX, a place where the Latina community can not only feel heard but also provide access to financial literacy and resources that speak to their culture.



Mission and Vision

MISSION

To empower women to take control of their finances and create a community that supports each other.

VISION

We believe in creating equity and access to underserved communities.

Brand Values

TRUST

EQUITY FOR ALL

CULTURE

AUTHENTICITY

LOYALTY

BRAND PURPOSE

**TO PROVIDE & TEACH
FINANCIAL LITERACY,
HELP BUILD
GENERATION WEALTH,
AND EMPOWER THE
LATINO COMMUNITY.**

THANK YOU!