

# T.E.G. Talks

..... THE ENVISAGE GROUP .....



## IN THIS EDITION...

- Devoted to promo staff representing your brand!
- Brand Ambassadors – what are they?
- Checklists: how to get the best out of them

# We do things differently (#trustenvisage)

## NICHOLA'S NEWS

### Hiring Brand Ambassadors? Checklist

We know that for any brand, no matter how big or small, hiring promotional staff such as brand ambassadors is a big investment of the marketing budget, time and energy. But when you hire brand ambassadors, how do you get the best from them?

#### #1 Plan ahead

Some simple questions to get you started...What is your overall objective for the event? How big is your stand, how many people are expected at the event? What are you doing on the stand – leafleting, competitions, giveaways, sampling? How many staff do you need, who are using from your own staff pool? What do they need to wear? Any essential skills needed (i.e. if you are doing a pet show, do they need to own a pet)?

#### #2 Information; the more, the better!

Let's cut to the chase – our brand ambassadors for all their experience and skills can only do so much with limited or little information about a brand. They need to know about YOU, your brand, its voice and personality. The more information they have, the better. Our brand ambassadors are the best, but a detailed, thorough briefing for when they arrive to work with your brand is essential for success.

#### #3 Make them feel part of your team

Temporary promotional staff they may be but brand ambassadors are an important part of your team whether you've hired them for a day or for the coming months. Welcoming them and making them feel a part of your 'real' team is the basis of a great working relationship.

#### In summary...

Brand ambassadors are the people your customers will associate with your business. Enthusiastic, knowledgeable and passionate about your products or service, they can make a huge difference to your bottom line.

### Fabulous Feedback!



**Our brand ambassadors love their work!**

*Here's what some of them have to say...*



'I've worked on such great campaigns and **met some amazing people**; everyday is different, what more could you ask for!' **Amy B**

**'I totally love working as a Brand Ambassador** as the jobs are so rewarding, makes you feel good & happy about yourself, most jobs are so much fun & you feel so privileged to work at these fabulous places. Also you get to meet & work with so many lovely people which some become very close friend'.

**Faye S**



'Even though it was a small prize, making someone's day by giving them a £10 voucher they had won – **the look on their face made me so happy**' **Cathleen V**

**'I get to meet new people all the time** and each day is so varied. I find it so rewarding to promote a product, giving away freebies; I have genuinely made people's day a little bit brighter.'

**Emily J.**

**'I have met so many great friends within the promotions industry**, one recent lovely campaign I worked on was to sign ladies up to a newsletter, in return they got given a flower which they had to show at a nearby nice bar to claim a free Gin and Tonic/lemonade. The ladies loved their free flower and free drink to claim.'

**Gemma O**





# Brand Ambassadors - what are they?

**In essence they are how your brand/company is perceived face to face.**

At Envisage we regularly provide brand ambassadors to large organisations, and they play a vital and successful role in how your brand is perceived.

## Why is hiring promotional staff the answer?

Positive, professional brand representation. Many businesses fall at the first hurdle by assuming that everyone knows who they are and what they do. They also often use internal staff who are uncomfortable in customer-facing situations. Whether you use your own employees, hire professionals or opt for a mix of both, there are key questions that must be addressed pre-event...

## What message do you want to get across?

Your unique selling point (USP) is one thing, but understanding what sets your brand apart, and from your competitors is also important. Giving the staff a thorough brief beforehand is vital. They need to know 1-2 key messages you want to deliver and how you want customers to perceive your brand.

## How are you going to manage the team?

Anyone who has spent more than an hour or two on a stand or booth will know just how exhausting it is. A steady stream of people to talk to, marketing information given out, contact details collected, competitions hosted, demonstrations given... The list goes on. When energy levels flag, motivation slows down with it - the promo team need to be just as bouncy at 5 pm as they were when the doors opened at 10 am.

But it's a big ask. And that's why your promo team needs a team leader. This is the person who manages the booth and the promo team on the day. They make sure the right message is delivered, they assign breaks, they keep everything on track.

## In short....

If you brief what you need and want from the event before it starts and have clear objectives, then our teams offer an intelligent, responsive and agile approach, underpinned by training and experience.

## Competition time!



**Your chance to win x2 tickets to the Bennetts British Superbikes championship at Oulton Park!**

Simply email [marketing@envisageagency.co.uk](mailto:marketing@envisageagency.co.uk) with your name and you will automatically be entered into the draw.



## Promo staff spotlight

### Name and region:

Wen Fong Li, Manchester/North West

### What do you specialise in?

I don't really specialise in anything, but I am often booked for sampling, brand ambassador and hostessing jobs

### How long have you been in promotions?

I have worked in promotions for over 6 years now.

### What do you like most about promotional work?

I love meeting people, learning something new; there is so much variety.

You can meet some great people either by sampling or the people you work with.

### What has been your favourite job so far?

I really enjoyed Mason's gin sampling which I did a few weeks ago. I was working with a Mason's member of staff who was really knowledgeable. It was a lovely atmosphere at Tatton Park and nice and busy.

