

brand engagement program

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. Contact me for a custom proposal and information about my other services." *-denise*

issues

- is there a disconnect between the strategy of your brand and how it gets executed?
- do people fail to understand their role in delivering the brand?
- have you developed brand resources and tools and you want to ensure they're used?

approach

interactive experiences that engage stakeholders and equip them to bring the brand to life

A brand engagement program can be one or several fun, inspiring, and instructive experiences – for example:

- ✓ a **workshop** -- cross-functional teams develop new operating processes and programs based on the brand strategy
- ✓ a **challenge** -- stakeholders submit ideas for new ways to bring the brand to life; all entrants are entered to win a prize
- ✓ **listening booths** -- people listen to customers talk about their brand experiences
- ✓ a **quiz** -- teams compete to answer questions about the role and value of the brand
- ✓ **video game-based training** -- employees interact in virtual realities to learn brand-appropriate decisions and actions

my **action steps** include:

- interviews with key stakeholders and workteams to understand engagement needs and opportunities
- development and presentation of recommended interactive experience concepts
- content/creative development, production, and execution of the concepts

timing: **8-16 weeks**

outcomes

a workforce that's engaged with their heads, their hearts, and their hands and feet to operationalize the brand

workshop facilitation

