

Research in Context

Caroline Jones

The changing role of Brand Managers

the emergence and influence of Brand Ambassadors

Early days

- large companies developed the discipline of brand management in mid 20th Century
- Procter & Gamble,
- General Foods (now Kraft Foods)
- Unilever

Early days

- Marmite



- Brand Manager would be assigned responsible for sales performance

What do Brand Managers do?

Brand Manager

- in charge of the brand image as perceived by consumers

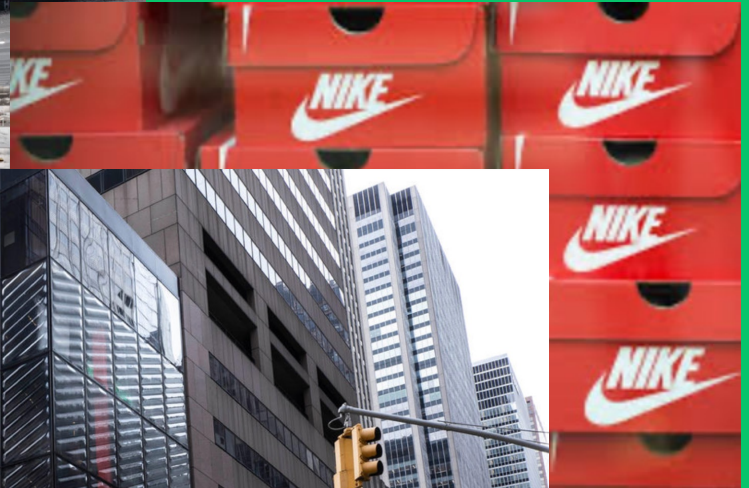


Brand Guardians

- As the 'brand guardian', they maintain brand **integrity** across all design, advertising and marketing communications



Brand Guardian



Brand Manual

- ‘the bible’ set of guidelines ensuring brand consistency when used internally by other departments, divisions, or externally by printers, press etc
- NT brand guidelines
- EY brand guidelines

Brand Manager

- ensure that a brand remains recognisable, up to date and exciting to audience/consumers



Brand managers also...

- are responsible for creating and adapting the brand strategy for a target audience
- plan ways to promote and sometimes **change perception** of the brand
- they work with advertising agencies and creatives to achieve this
 - eg: Old Spice, Weiden+Kennedy 2010



SMELL LIKE A MAN, MAN.

Old Spice

Old Spice | The Man Your Man Could Smell Like

55,409,259 views

202K 4.7K SHARE

Old Spice Published on Feb 4, 2010

SUBSCRIBE 699K

We're not saying this body wash will make your man smell like a romantic millionaire jet fighter pilot, but we are insinuating it.

The man your man could smell like

- W+K 2010



#smelllikeamanman

- W+K 2020



#smelllikeamanman

- W+K 2021



#menhaveskintoo

- Series – Deon and Gabrielle ,W+K 2019 onwards

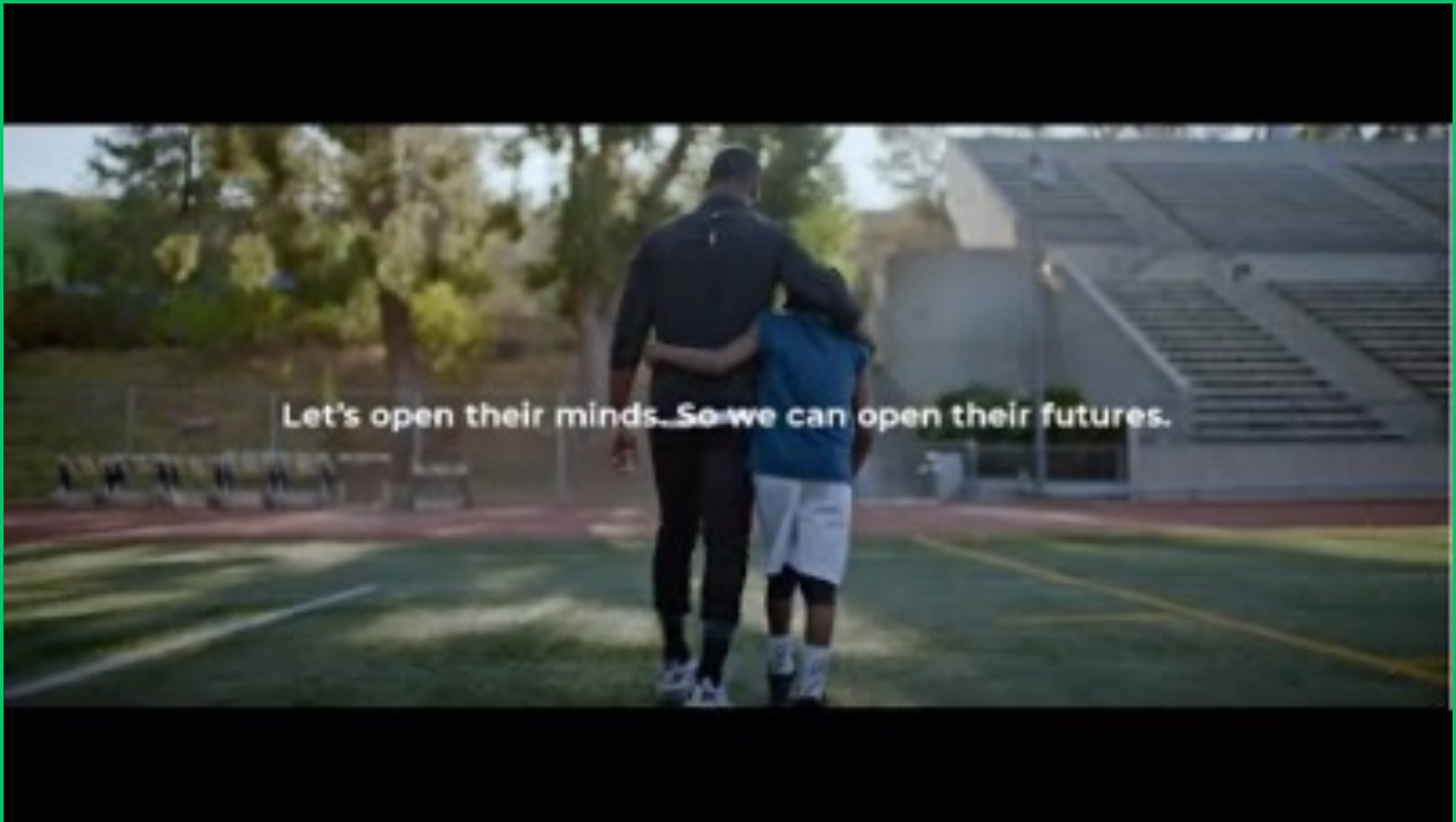


Never let a friend lose his swagger

- W+K 2021



- W+K founder David Kennedy 1939-2021



Old spice school of swagger mentorship program

- 2 million students dropped out of high school in 2019. Mentorship dramatically reduces dropout rates and improves long-term success.

Brand managers also...

- may manage a portfolio of brands and products



- Unilever – owns 400+ global brands:
- Marmite, Lynx, Dove, Persil, Hellmann's, Knorr, Lipton, Lux, Magnum, Rexona, Lifebuoy, Sunsilk...



- Procter & Gamble – owns 250 global brands:
- Old Spice, Always, Crest, Fairy liquid, Febreze, Gillette, Braun, Head & Shoulders, Olay, Oral-B, Pampers, Pantene, Vicks...

The changing role of Brand Managers...

no longer just a guardian...

now has responsibilities such as

- publicly promoting the brand
- creating content for social media
- conducting consumer/audience research

Brand managers skills set...

- Belief in brand benefits and values
- Know the Target Audience
- Social Media platforms - Twitter
- Creative (small company)
- Creative thinkers (large company)
- Strategist
- Risk-takers

Responsive...



the emergence and influence of
Brand Ambassadors...

Who are Brand Ambassadors?

- **Brand fans**
- **real** people who actively use and love the brand
- they want to spread the word about the brand because they are **passionate** about it, and want to see it do well
- they can use their social media profile to influence and boost brand awareness

What do Brand Ambassadors do?

Brand Ambassadors

- they use social media to promote a brand's image, products, or services
- share relevant content
- they embody the values of the brand they are passionate about
- interact with the brand's audience, **bringing back useful insights to a brand.**

Why Brands need Ambassadors

- ongoing long-term relationship between the brand and ambassador
- work collaboratively with showcase new products
- Ambassador's personal connection with the brand—an identity—and build a story with the brand
- Provide insights to the company

Gymshark

- Gymshark is one of the most successful brands fitness brands around.



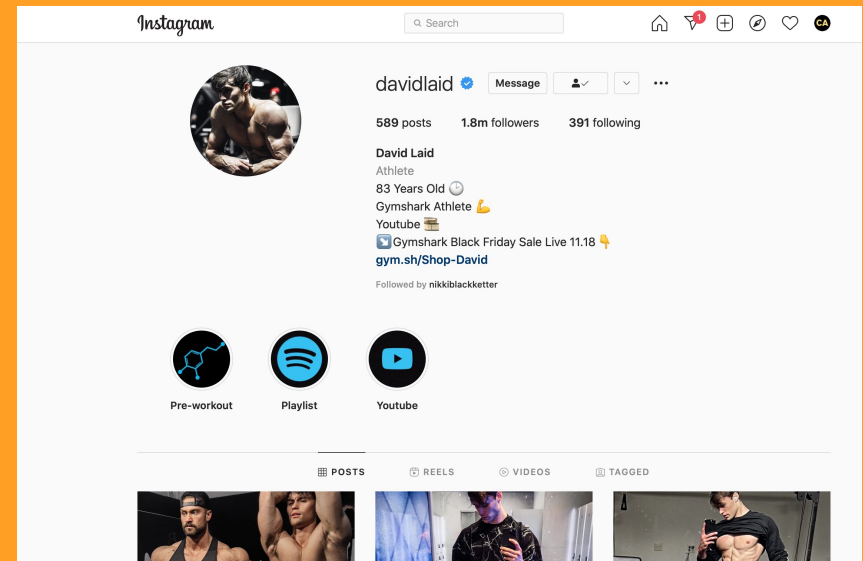
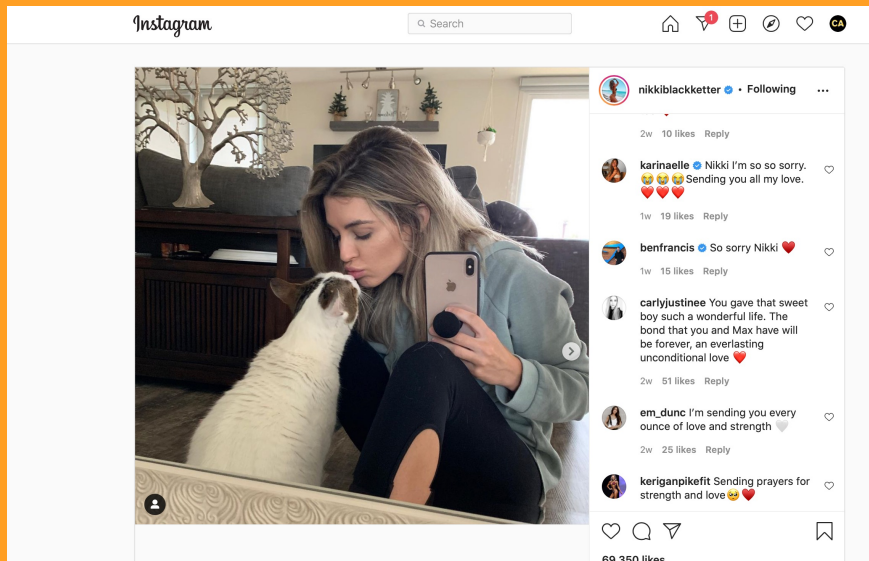
- From a small start-up in 2012 to a global business – now valued at £1billion+

Gymshark

- To get the business off the ground, Ben Francis recruited a small number of fitness YouTube stars
- He did this by sending them free Gymshark sportswear to wear in a bid to attract more consumers and reach a larger audience
- This proved to be a highly effective strategy, building the brand and creating a Gymshark 'athlete' community

Gymshark Ambassadors

- Gymshark Ambassadors: bodybuilders
 - Nikki Blacketter (1.7m followers Instagram)
 - David Laid (1.8m followers Instagram)



Gymshark Ambassador – David Laid



WOMENS

MENS



BORN:
ESTONIA

SPECIALITY:
POWERLIFTING AND BODYBUILDING

ORIGINS:
A DESIRE TO IMPROVE MYSELF



LISTEN

DAVID LAID'S PLAYLIST

Follow our athlete playlists on Spotify
for some fresh workout beats.

"The only person to blame for your shortcomings is yourself."

David Laid



DAVID LAID **BEST MOMENTS**





- Gymshark's Brand Ambassadors and influencers are considered to be a key factor in stimulating the Gymshark's growth.

Other Brands' Ambassador strategies

- Lululemon Athletica –Ambassador Program local leaders – yoga instructors, social influencers, and elite athletes
- Nike – Colin Kaepernick
- The North Face's – Ambassador athletes: Ashima Shiriashi, one of the top bouldering and lead climbers in the world, Rory Bosio, an ultra-marathon runner
- Oakley's –stellar affiliate ambassador program, selective
- Starbucks program of brand ambassadors – campus students
- Revolve – network of 4000 social media brand ambassadors and influencers
- Canon brand ambassador program – partnering with professional photographers

Brand Ambassador v Influencer

Terms sometimes referred to interchangeably...

- A brand ambassador is more like a representative of the company
- Long-term contracts
- coordinate how the brand is presented and represented
- avoid collaborations with brand rivals
- Influencer brand relationship short-term
- Represents brand in own unique way
- might not have used the brand/ product before
- will usually post about a brand just once or twice

both have the power to influence people's decisions and perceptions

Celebrity Ambassadors

- celebrities are brand ambassadors as well



GEORGE FOREMAN[®]



Celebrity Endorsement

NEVER CARRY MORE CASH THAN YOU CAN AFFORD TO LOSE

*"I never carry
more than
\$50 in cash."*

SAYS:
BOB HOPE
Star of "Alias Jesse James."
A United Artists Release
In De Luxe Color.



"When I travel, I always carry my money
in American Express Travelers Cheques.
Then I know it's safe."

Spendable anywhere, good until used,
prompt refund if lost or stolen. Buy them
at your BANK, at Railway Express
and Western Union offices.
Charges, only a penny a dollar.



This mark identifies the
world's most honored cheque

AMERICAN EXPRESS TRAVELERS CHEQUES

AMERICAN EXPRESS COMPANY

MONEY ORDERS • CREDIT CARDS • TRAVEL SERVICE • FIELD WAREHOUSING • OVERSEAS COMMERCIAL BANKING • FOREIGN REMITTANCES • FOREIGN FREIGHT FORWARDING

Different types of media

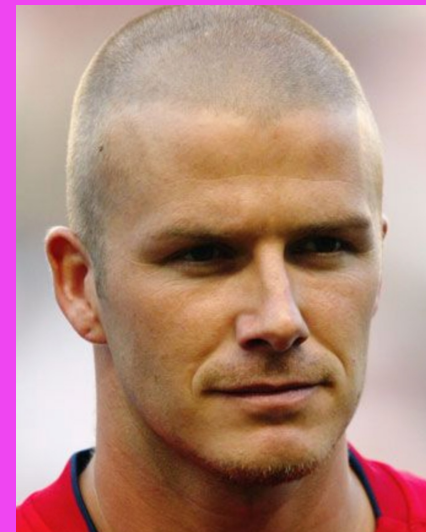
- Paid for media
 - paid for TV ads, billboards, radio ads, banner ads, advertising on social media platforms
- Owned media
 - content that a brand controls: website, blog content, own YouTube and social media channels
- **Earned media..** is the goal!
 - exposure gained through “conversations” about the brand such as user-generated branded content, branded hashtags, shared virals, brand mentions, positive reviews – (can originate from paid/owned media) but shared by ordinary social media users.

Celebrity and brand pairings

- Michael Jordan & Nike
- Beyoncé & Pepsi – US\$50m
- George Clooney & Nespresso
- David Beckham & H&M
 - Also paired with Adidas, Burger King, Breitling, Sainsbury's, Armani, Gillette, AIA Group (global ambassador) and Pepsi.

Celebrity and brand pairings

- David Beckham
 - 1998 paired with Brylcreem, then famously shaved his hair off!



Celebrity ambassador – problems

- Not always authentic
 - celebrities take money to endorse a brand or product they don't believe in
- Promote or use rival brands
 - Charlize Theron, Raymond Weil • Dior



Celebrity ambassador – problems

However, in some cases celebrity branding can go badly wrong and affect product revenue and brand reputation:

- Lance Armstrong doping charges, cost him \$30 million in endorsements with brand Livestrong and reportedly lost \$75 million in sponsorship deals when found guilty
- Nike and Oscar Pistorius – immediately suspended his contract, eventually dropping him when he was found guilty of murder
- Hertz and OJ Simpson – had had 20-year association with the brand

Brand Ambassador Skills Set

Brand Ambassador Skills

- Thought Leaders in their field
- Well-connected
- High profile social media presence
- Daily content
- Creative strategist

Brand Ambassador – Thought Leaders

- Brand ambassadors are thought leaders in their area of expertise, industry icons that their audiences/followers strive to emulate.
- they have a high profile, huge reach and a lot of name recognition that makes them persuasive brand representatives.

Brand Ambassador – Connections

- well-networked with other leaders within their communities.
- a passion for building relationships with the most relevant influencers.
- constantly reach out to a brand's audiences.
- know how to establish deep connections with a brand's most valued customers.

Brand Ambassador – Social Media

- strong online presence, mostly on social media.
- may reach thousands - millions on a single platform and in turn **gain access to consumers' social media feeds.**
- create content daily, providing their followers with new ideas, carving out space in their followers' lives.
- when brand ambassadors promote sponsored content, **their fans are receptive to their message.**

Brand Ambassador Physical Presence

- In real world events, brand ambassadors are helpful in **event** marketing.
- Often skilled at speaking on behalf of a brand with professionalism and charisma
- The presence of a brand ambassador can draw in attendees, boosting registration and add a personal touch to events.

Brand Ambassador Events

ESTÉE LAUDER

SIGN IN
Join Estée E-List Loyalty



SETS & GIFTS

NEW

BEST SELLERS

AWARD WINS

SKINCARE

MAKEUP

FRAGRANCE

RE-NUTRIV

AERIN

ONLINE SERVICES

DISCOVER

★★★★★ (13)

Crystal-clear shine over lipcolor or on bare lips.

1 Shades

★★★★★ (331)

Wear it 3 ways: Tint. Amplify. Set.

1 Shades

3 MINUTES WITH

Adut Akech

Meet one of the fashion industry's most in-demand stars and Estée Lauder's newest Global Brand Ambassador, Adut Akech. Find out what makes her one-of-a-kind—plus the one product she can't get enough of.

MEET ADUT

Brand ambassador job role

- As well as brand fans, celebrities and social media influencers
- Brand ambassadors can also be the from within an organization
- Paid employees who are also “brand fans”

Why I chose this topic

- Relevant to you and your future...

Job market

- <https://uk.indeed.com/Brand-Ambassador-jobs>
- <https://uk.linkedin.com/jobs/brand-ambassador-jobs?currentJobId=2784107005&position=4&pageNum=0>
- 6,000+ jobs Brand Ambassador in UK (289 in last day)
- The average UK salary for Brand Ambassador job is £25,000

Job market

Turn on job alerts

Off ☐

6,000+ Brand Ambassador Jobs in United Kingdom (289 new)

FT Brand Ambassador
Coach
London, England, United Kingdom
☒ Be an early applicant
1 week ago

Brand Ambassador
FasXtech
United Kingdom
☒ Be an early applicant
11 hours ago · [Apply Now](#)

Brand Ambassador
Octopus Energy
London Area, United Kingdom
☒ Be an early applicant
2 weeks ago · [Apply Now](#)

Olly's Brand Ambassador
Olly's
Whitechapel, England, United Kingdom
☒ Be an early applicant
2 weeks ago



Olly's Brand Ambassador

Olly's · Whitechapel, England, United Kingdom

2 weeks ago · Be among the first 25 applicants



[See who Olly's has hired for this role](#)

[Apply on company website](#)

[Save](#)

BECOME AN OLLY'S FAM-BASSADOR!

We're looking for our next group of snack lovers across the UK to help us feed to planet's feel good.

[Show more](#)

Seniority level
Associate

Employment type
Full-time

Job function
Sales and Business Development

Industries
Food and Beverage Services



Referrals increase your chances of interviewing at Olly's by 2x

[See who you know](#)

new

Liz Earle - Customer Advisor

Boots **3.8** ★

London **+2 locations**

- This will enable you to positively deliver our Service Model, share your comprehensive product knowledge and to ensure a truly engaging experience for each and...

4 days ago · More...

new

SALES ASSISTANT (15 - 20HR) - LONDON

Dr Martens **3.9** ★

London

- Sell Dr. Martens product by giving an excellent customer experience, demonstrate a natural approach to sales, act as a role model and **brand ambassador**, and...

7 days ago · More...

new

Hydrow Brand Ambassador Team

SALES ASSISTANT (15 - 20HR) - LONDON

Dr Martens ★★★★★ 105 reviews

London

Part-time

You must create an Indeed account before continuing to the company website to apply

[Apply on company site](#)



Dr. Martens' appeal to people who have their own individual style but share a united spirit – authentic characters who stand for something. People who possess a proud sense of self – expression. People who are different.

And guess what? The exact same goes for everyone who works in our stores.

Right now, we are on the lookout for flexible part time Sales Assistants to work in our London stores. We need the fierce and confident. The authentic and diverse. The individuals who want to be heard, who have a voice, and are ready to use it to share their love for Docs with a loyal and thriving movement of customers. We want fire in your hearts...and boots on your feet!

Do you have what it takes to be centre stage in one of our stores?

Our London stores include;

- Carnaby Street, Covent Garden, Oxford Street, Camden, Spitalfields, Westfield Stratford, Westfield White City.

THE GIG

approach to sales, act as a role model and **brand ambassador**, and...

7 days ago · More...

new

Hydrow Brand Ambassador Team Leader

Blue Square Marketing **3.2** ★

London

£10.50 an hour

[Apply on company site](#)



THE GIG

- Sell Dr. Martens product by giving an excellent customer experience, demonstrate a natural approach to sales, act as a role model and brand ambassador, and ensure store targets are consistently met or exceeded.
- Build meaningful connections with our customers, create a lasting impression and ensure each customer receives an individualised experience tailored to their needs.
- Play an active part in cultivating a great working environment within your store, working closely with your team.
- Demonstrate a thirst for Dr. Martens product and brand, showcasing that knowledge and passion during interactions with customers.
- Participate in tasks that contribute to the smooth running of our stores, following all store operating procedures e.g. delivery, stock takes, replenishment, till transactions etc.
- Adhere to all H&S guidelines to maintain a healthy, safe and tidy work environment.

OUR FUNDAMENTAL QUALITIES

It's never just a job at Dr. Martens. It's a way of life.

We have INTEGRITY – WE'RE GOOD TO EACH OTHER

We're PROFESSIONAL – WE LEAD OUR FIELD

We're PASSIONATE – WE CARE ABOUT OUR WORK

Thank you • Diolch

Group Discussion

Suggested questions

- What skills do you think **industry employers** are looking for from graduates?
 - digital natives who know how to use latest socials in campaigns more than previous generations
- Tiktok has experienced colossal growth – what do you think will be **next social** to take off?
- How do you think the role of the brand ambassador will evolve in the **future**?

References: Forbes.com, indeed.com, Adage.com, LinkedIn, Campaign, The Drum.



BA (Hons) Creative Advertising
caroline.jones@uwtsd.ac.uk