

Essentials for a SUCCESSFUL



Brand Engagement Program

- 1 SENIOR-LEVEL** endorsement & sponsorship.
- 2 OBJECTIVES,**  deliverables, and a timetable.
- 3 RESEARCH** that provides insights and prescriptions for meaningful messaging and creative tactics that are fun and experiential!
- 4 A Codified Process**  and Framework.
- 5 A DEDICATED,**  cross-functional brand project management team that has clear mandates, budgets and deliverables.
- 6 Alignment** among HR, Communications, Marketing, Advertising and Corporate Communications. 
- 7 A COMPREHENSIVE** adult learning training program (CBL, Gamification, Classroom, etc.)
- 8 Importance**  of brand ambassadors or brand champions who promote the brand internally.
- 9 INTERNAL** social media for employees to exchange ideas for living the brand behavior, enhancing communications through internal social networking and websites.
- 10 Reinforcing** behavior through organized, transparent recognition and reward programs globally.