

Bc Brand champions

About brand champions from Four

Whilst every management team like to believe that their brand is a powerful representation of their offering, the key to successful activation of that brand lies in the people who actually deliver it, the workforce. The brand experience can only truly created by staff who also believe in its purpose - something that is so clearly and successfully delivered by businesses like Apple, John Lewis and Virgin Atlantic.

Four's Brand Champions programme aims to provide a structured process that is led by staff. By doing so, the wider team are involved in shaping the brand, giving them pride in delivery and helping to retain talent. After all, the customer satisfaction comes from the bottom up, not simply by the dictat of those in the board room.

Our process is tried and tested, creating a core team of Brand Champions. This nominated team become responsible for activating the brand belief on the front line and our actively supported by the CEO.



Currell

Case study

Currell

Currell are a well established independent London estate agent with offices in both North and East London. Following a brand workshop at Four to develop their brand proposition 'Good People, Going The Extra Mile', the management team engaged Four to develop a Brand Champions programme to bring the staff onboard and to activate the proposition. This followed a Brand Workshop programme to identify the brand belief.

Facilitated at our offices, Four brought together the local management team and inducted them to the defined brand values, providing a forum for them to add value. At this workshop the team were split into their various business areas to consider their specific customer journey diagrams, establishing at which point there was potential to influence additional enquiries, secondary sales opportunities and how to reduce attrition at key stages.

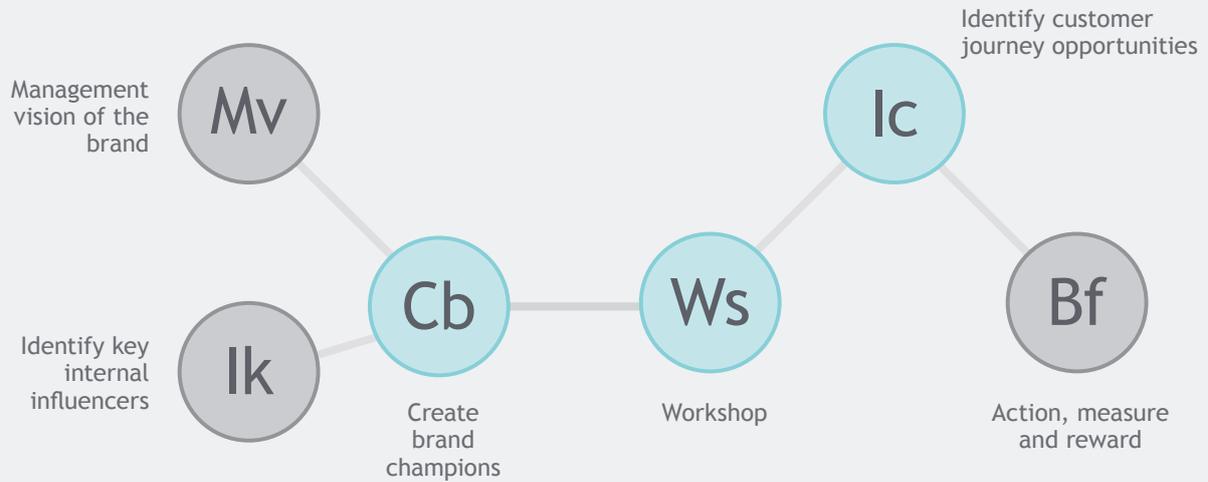
On top of this we looked at ways to develop advocacy amongst key clients whose influence would be valued over time.

The team met with their own staff to work through ideas of their own and to report back with short, mid and long-term ideas on how the experience could be improved. Many of these were quick wins at low or no cost at all, beyond a little additional thought and time.

Their results were directly measurable, improving their client satisfaction percentage and providing an aide memoire on better understanding of the needs of each group. Their ideas were welcomed by central marketing to improve the on line experience and they were enthusiastically rewarded by the management team and clients alike for going a little further. In a highly competitive sector like estate agency, this gave them significant stand out from the competition.

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How it works



Pricing



Silver package
from £3,000 - £3,500

Includes: A one day workshop aimed at establishing the proposition with the Brand Champions including all preparation, facilitation and reporting.



Gold package
from £5,500 - £7,000

Includes: Internal telephone interviews, to prep, facilitate and deliver a programme with the Brand Champions, including a follow up toolkit and secondary follow up with management to review the results

Other products from Four

Bw Brand workshop	Im Issues management	Sc Social content and assets	An Animation	Pe Penetration testing
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Ev Events creation and management	Aw Awards
Pt Presentation training	Mt Media training	Cv Corporate video	Po Podcasts	

Contact

If you would like to find out more please email
FourElements@fourcommunications.com

Key team members



Piers Bracher
Client services director
Piers leads the Brand Champions programme with a wealth of sector experience across travel, property, finance, retail and luxury brands.



Amy Chevis
Associate director
Amy's role is to support and run the project management side of the workshop programme as well as lead and analyse the stakeholder interview process.