



# BRAND TRAINING

Creating a connection to your brand is one of the hardest yet most critical parts of building your business. But that connection has to start with your own organization. Your brand training should be as exciting as you want your brand to be to your customer. It has to be innovative, engaging, and reach across the entire organization. As the old adage goes—you only get one chance to make a good first impression. Stronger brand ambassadors make a more powerful first impression. That's where AllenComm comes in.

**“ Converting sales people, customer service representatives, and even senior management into brand ambassadors.”**

## TYPES OF BRAND TRAINING

Corporate brand education

Brand relaunch

Channel brand engagement

Brand architecture

Corporate & product rebranding



# EXPERIENCE

We've helped launch many brand initiatives that have touched tens of thousands of employees. Our innovative and diverse solutions include:

- **Web-based arcade style brand experience portal for internal global brand education**
- **Sophisticated video-based online training built to enable marketing execs across the company to create and execute consistent, accurate, and impactful brand marketing plans**
- **Global training system designed to create brand ambassadors that communicate with different audiences**

# INSIGHT

We believe the success of any product and service training solution is predicated on thinking outside the conventions of traditional learning. Our unique collaborative design process helps you think outside the box, transforming the way your classroom and web instruction is experienced and delivered.

# RESULTS

At one global client, a multi-language brand training solution delivered to 60 countries had over 200,000 voluntary completions within six months, and it helped raise their Net Promoter Score five points.

**Our programs are about more than just increasing employees' knowledge of your brand. We help create strategies to influence and engage with your teams, then we take it one step further and connect your values with purpose and direction to ensure you create brand ambassadors throughout the company.**