



## BRAND AMBASSADOR PROGRAMME

RICH SANNA

# SUBSTITUTION

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# WHAT IS AN AMBASSADOR?



**AN ACCREDITED DIPLOMAT SENT BY A  
STATE AS ITS PERMANENT  
REPRESENTATIVE IN A FOREIGN  
COUNTRY**

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SOMEONE WHO GOES TO PUBS A LOT  
AND TALKS ABOUT BEER...  
PROFESSIONALLY



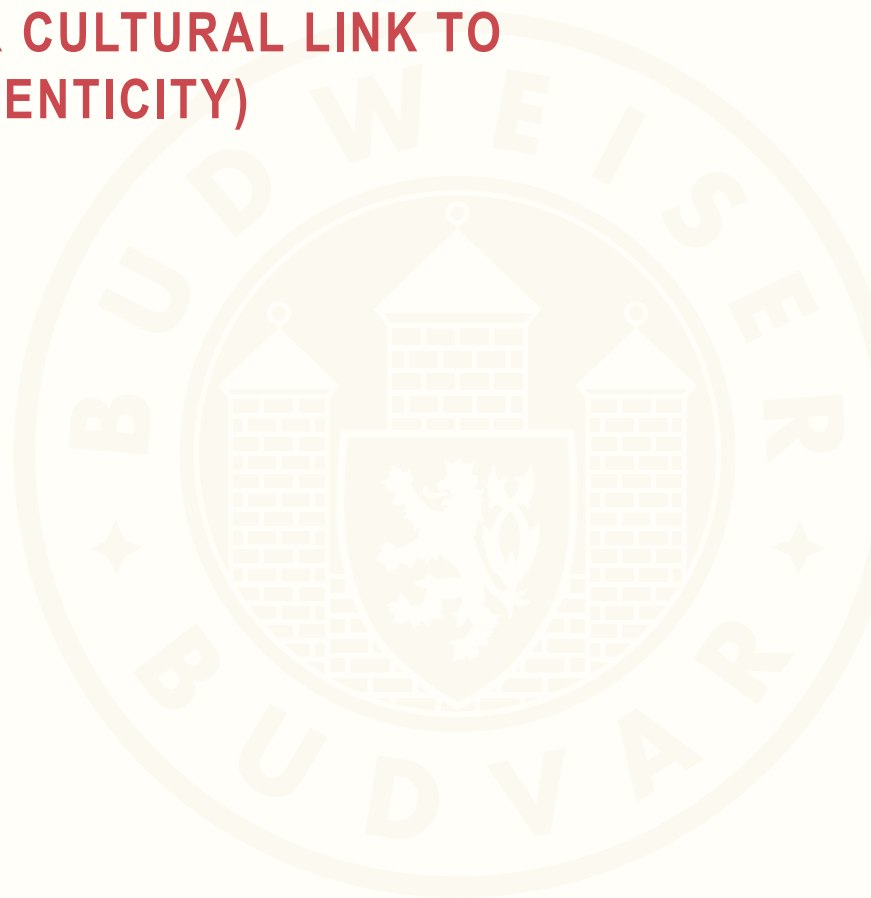
# WHY DO WE NEED BRAND AMBASSADORS?

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# CHOOSING THE RIGHT PEOPLE

- STRONG EMOTIONAL OR CULTURAL LINK TO CZECH REPUBLIC (AUTHENTICITY)



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- GENUINE LOVE OF LAGER (AND PUBS!)
- TECHNICAL KNOWLEDGE OF BEER IS A DEFINITE ADVANTAGE
- WILLING TO WORK “HOSPITALITY” HOURS



# WHAT PERSONALITY TRAITS TO LOOK FOR

- CONFIDENT, CHARISMATIC COMMUNICATORS
- ABLE TO REPRESENT THE BRAND WITH PRIDE AND PRECISION
- SALESMAN BUT WITH A SOFT TOUCH



# WHAT PERSONALITY TRAITS TO LOOK FOR



# THE RECRUITMENT STRATEGY

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- WORD OF MOUTH
- CZECH FACEBOOK COMMUNITIES
- CZECH BARS AND RESTAURANTS
- LINKEDIN
- UNIVERSITIES WITH CZECH LANGUAGE PROGRAMS
- EVENTBRITE





# EMPLOYMENT TERMS

- FULL TIME EMPLOYMENT (MARKET DEPENDING)
- CONTRACT BASED (FIXED HOURS)
- ZERO HOURS CONTRACT (DEPENDENT ON COUNTRIES LEGAL POSITION)



# EMPLOYMENT TERMS

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# UK MARKET

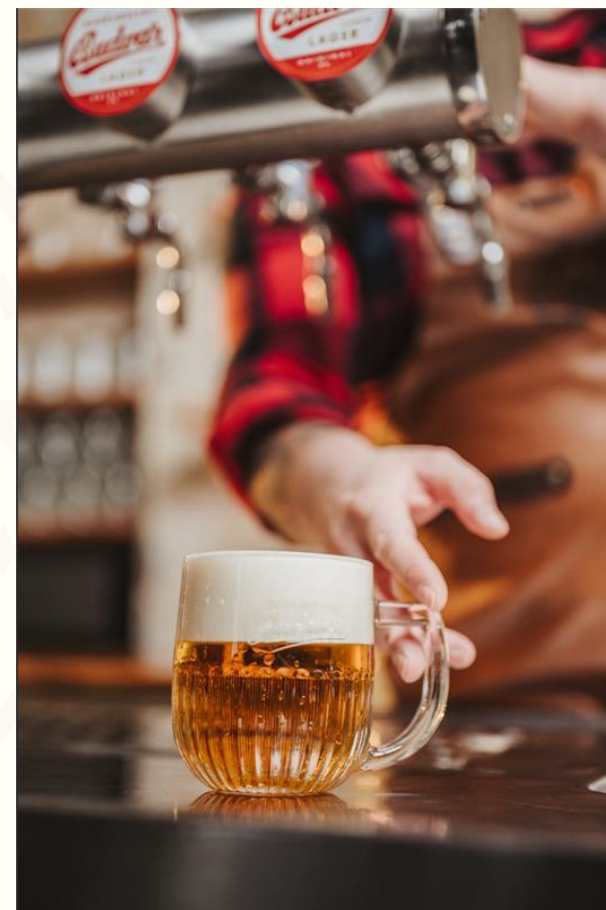
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- MULTIPLE BRANDS SOLD ON BAR WITH HUGE INVESTMENT BEHIND THEM
- UK IS AN EXTREMELY COMPETITIVE MARKET
- STANDING OUT IN THIS MARKET IS VITAL





# UK MARKET





# HOW CAN A BRAND AMBASSADOR HELP?





# TRAINING





# TRAINING

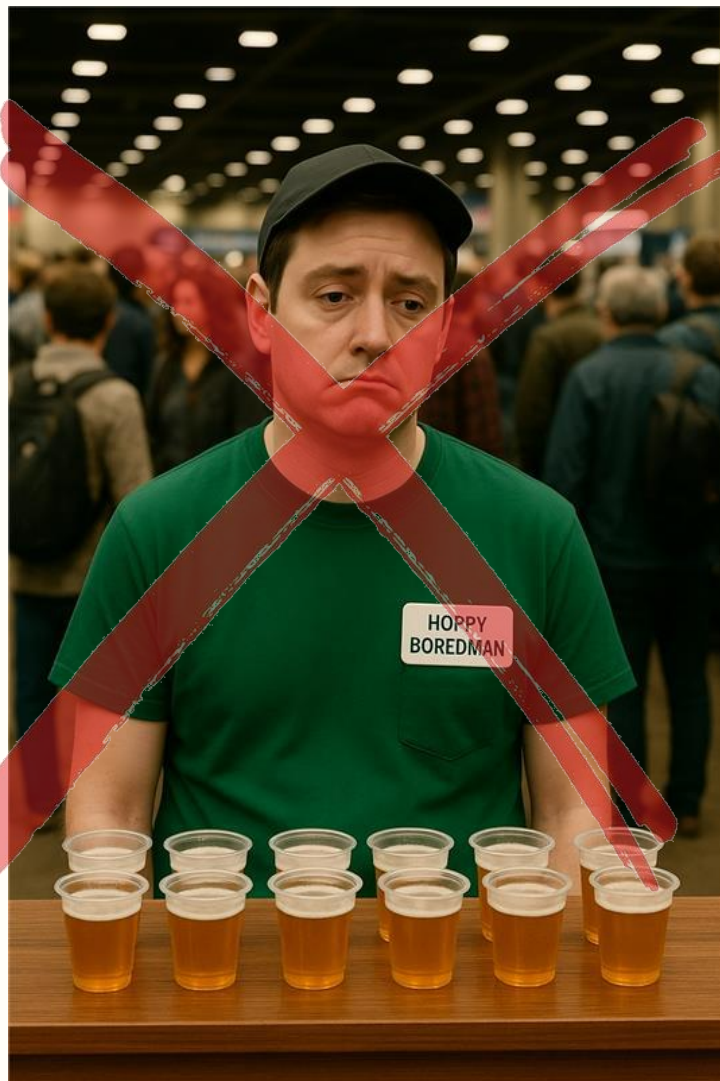


# EVENTS AND TRADESHOWS





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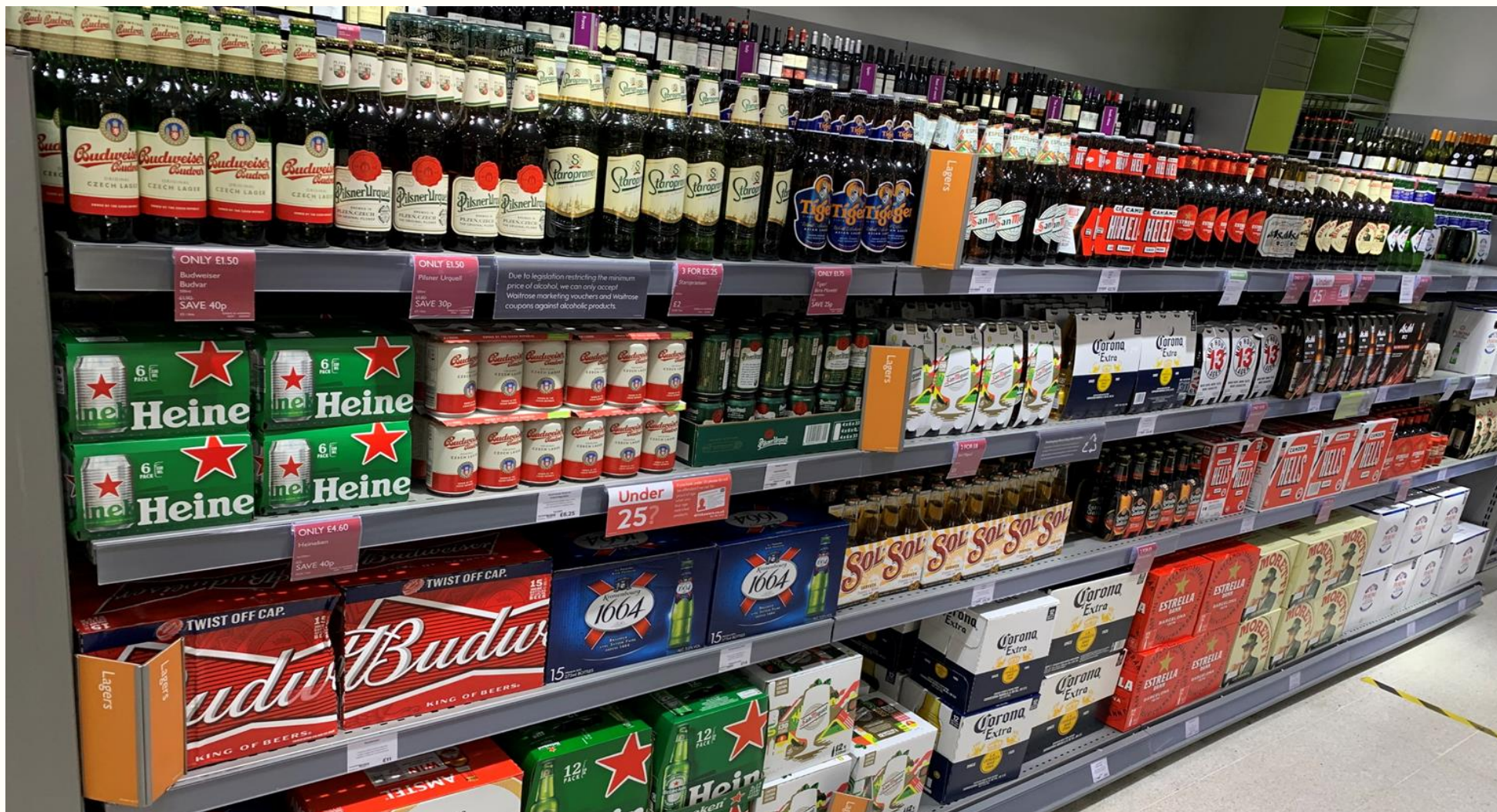


# ACTIVATIONS





# OFF TRADE





# SALES PITCH

- TRAINING AND ACTIVATIONS CAN BE PROPOSED AS PART OF AN AGREEMENT
- NEGOTIATIONS CAN BECOME SOFTER AND MORE FOCUSSED ON THE BRAND THAN COMMERCIALS





# BREWERY TRIPS





# SUCCESSION PLANNING



# BRAND AMBASSADORS ARE ALREADY WORKING IN MULTIPLE MARKETS





# IT'S WORTH THE INVESTMENT!!

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**CHEERS &  
NA ZDRAVÍ**