

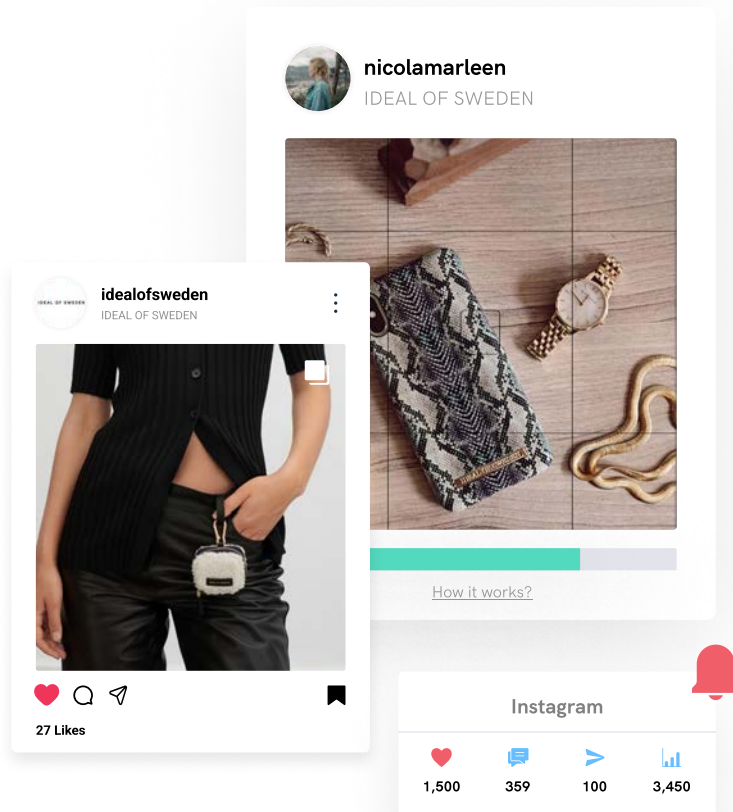


## IDEAL OF SWEDEN

---

**The Impact of Long-Term  
Brand Ambassadors on  
Growing Your Brand**

# Guide Contents



Business Challenge	03
Pain Points	04
Customer Success	05
Summary	06
Ready to Activate Your Community?	07

# Business Challenge

When IDEAL OF SWEDEN joined Brandbassador over four years ago, they were looking for a way to expand into new markets and work long-term with ambassadors all over the world. But even before they started, they knew how complicated the logistics of having a large, global ambassador community could be.

They found Brandbassador as they were looking for a platform that could help them communicate effectively and efficiently with ambassadors across the globe while also tracking performance to ensure it was worth the effort and expense.

## Outcomes Achieved with Brandbassador

**878.88m**

**Social Media**

Reach

**52,520**

**Active**

Brand Ambassadors

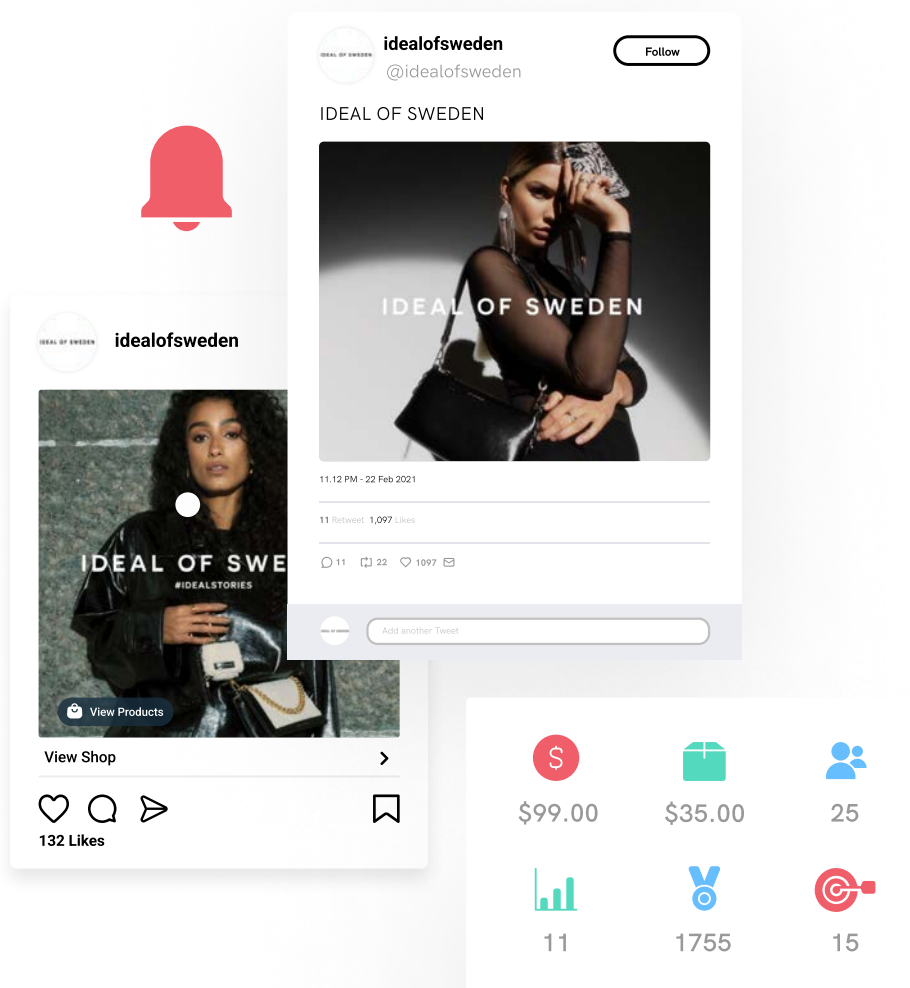
**\$2.95m**

**Social Buzz**

Value

# Pain Points

- ✓ Struggle breaking into new global markets
- ✓ Difficulty coordinating communication efficiently with a large number of ambassadors
- ✓ Tracking ambassador performance was complicated and time-consuming
- ✓ Desire to keep ambassadors engaged long-term







**dariadoherty**

IDEAL OF SWEDEN



## Customer Success

Since the founding of their ambassador community over 4 years ago, IDEAL OF SWEDEN have developed and positioned themselves in new markets through effectively managing a large ambassador program.

By utilising Brandbassador's user-friendly ambassador segmentation feature, IDEAL OF SWEDEN was able to adopt customised strategies for different ambassadors based on their preferred criteria.

With an efficient method of communication and automated rewards system, their community has grown and many ambassadors have built a relationship with IDEAL OF SWEDEN, staying on with them for years.

# Summary

With Brandbassador, IDEAL OF SWEDEN has managed the difficult task of keeping a large community of ambassadors engaged for the long haul. They've used our platform to expand their reach as a brand and have witnessed the power of long-term relationships with their ambassador community.

"We see loyalty as very important," Brandbassador Specialist, Jenny, commented. "The ambassador community becomes familiar with our brand through their consistent engagement in the missions. This is very important as it allows us to gather a lot of knowledge about who our customers are."

Through innovative and exciting missions, a monthly newsletter, and clear guidelines, IDEAL OF SWEDEN has built a strong base of dedicated ambassadors who have helped them break into international markets and grow their brand.

**" Brandbassador provides a more automatized way of dividing ambassadors into different segments and adopting customized strategies for each segment."**



**Jenny Hamrén**

Brandbassador Specialist

# Ready to Activate **Your Community?**

Brandbassador was created by the founders of the clothing sensation OnePiece. A brand built and fuelled by social media marketing to grow to almost \$200 million dollars in online revenue.

We experienced first hand how difficult it is to manually scale and track the results of ambassador marketing. Brandbassador was built as a solution to this pain and refined over 8 years of pioneering social media marketing from a brand's perspective.

Now with years of experience launching various communities big and small from all over the world we are experts in word of mouth marketing.



## Matt Harris

 [matt@brandbassador.com](mailto:matt@brandbassador.com)

 (+44) 7903 938 200

 [www.brandbassador.com](http://www.brandbassador.com)

## We Empower Brands to:

- ✓ Turn customers & fans into ambassadors
- ✓ Create automated marketing campaigns for ambassadors
- ✓ Generate social buzz & drive sales
- ✓ Reward ambassadors & sales champions
- ✓ Track revenue through our plug & play integrations

## Check Out Our Dedicated App for **Ambassadors**

Engage your ambassador community by creating fun marketing campaigns, one-to-many communication and providing them with the tools to generate sales and social buzz for your brand - the possibilities are endless!



To find out more, visit our website

[brandbassador.com](https://brandbassador.com)