

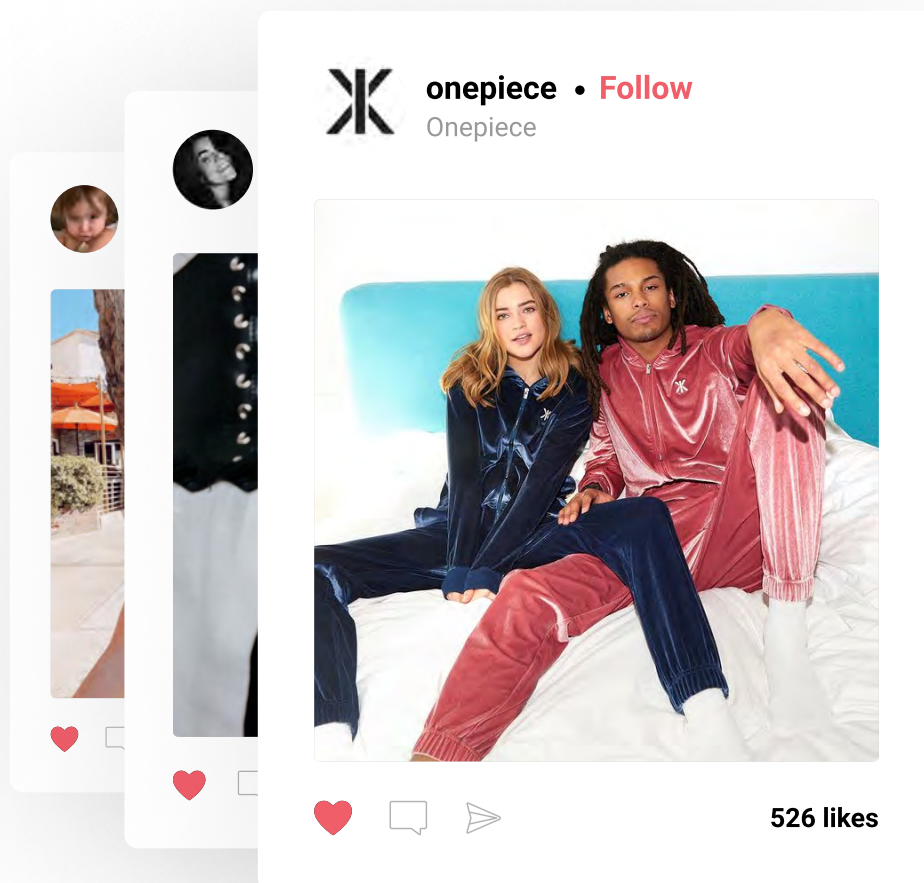
ONEPIECE

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Onepiece: Building a Passionate Ambassador Community as a Fashion Brand

Guide Contents

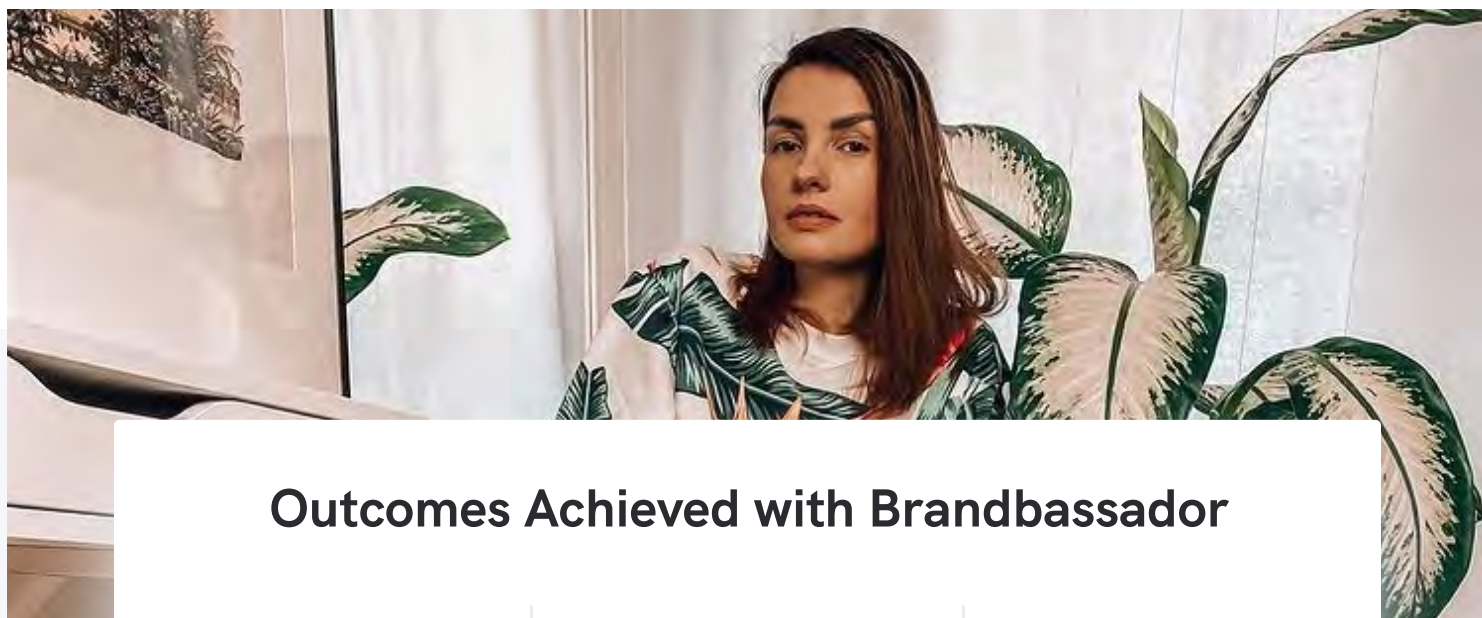


Business Challenge	03
Pain Points	05
Customer Success	06
Summary	07
Community Activation	08

Business Challenge

Since the brand's inception, they've understood the value of working with people who are passionate about their brand and products, but prior to signing up with Brandbassador, Onepiece made use of a very manual system of emails and online spreadsheets. This meant that they spent a big chunk of their time trying to manage their community with little success.

Their goal was to engage with their ambassadors on a one-to-one level because this is one of the brand's cornerstone beliefs. They also wanted to be able to reach out to influencers, customers and social media followers in a meaningful way.



Outcomes Achieved with Brandbassador

2,82m

Social Media
Impressions

5381

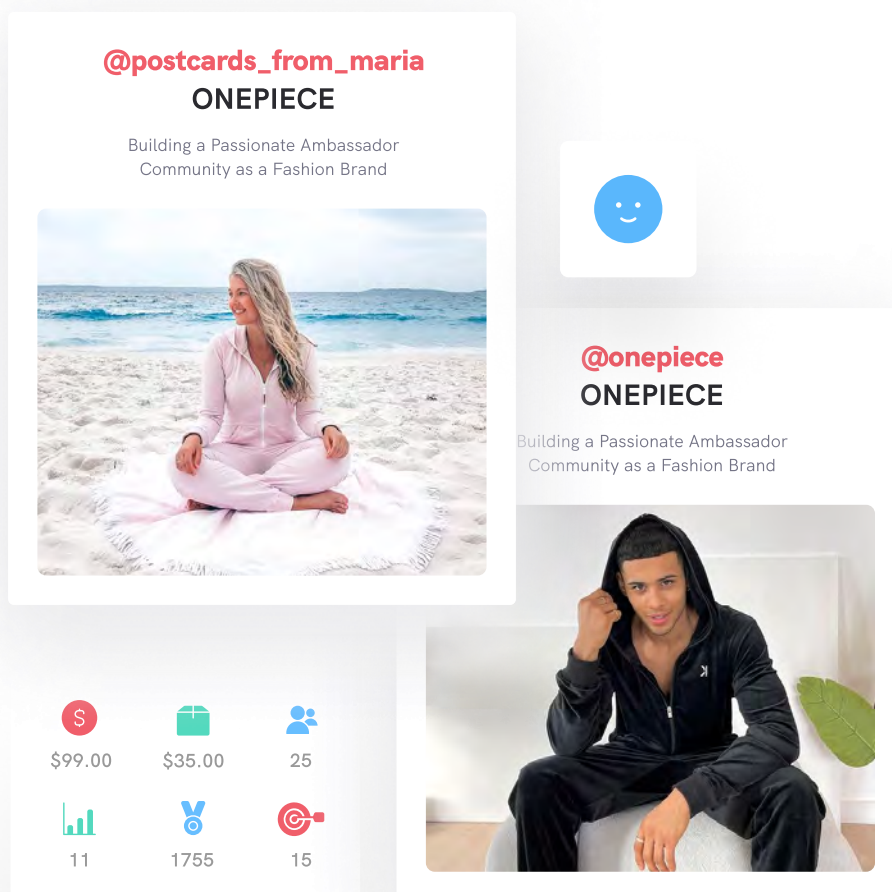
Active
Brand Ambassadors

\$4m

In Revenue

Pain Points

- ✓ Manual system to recruit & keep track of ambassadors
- ✓ Time wasted without effective software to automate the process
- ✓ Difficulty connecting with ambassadors on a personal level
- ✓ Lack of tools to communicate with ambassadors at scale



To find out more, visit our website

brandbassador.com



Customer Success

Since 2017, the team at Onepiece has found Brandbassador's platform very intuitive to use while also offering advanced features that solve any issues in an elegant way.

The brand has scaled up their ambassador marketing program with Brandbassador and as a result, they're enjoying a higher engagement rate on social media posts, receiving more UGC and the community around Onepiece has become more involved with the brand.

Thanks to the higher engagement rate due to the successful ambassador marketing programme, the brand has noticed that Instagram algorithms allow more content impressions on their follower's and potential customer's feeds.

Despite the uncertainties of trying to run a business during a global pandemic, making use of Brandbassador has actually allowed the brand's sales to grow. For Onepiece, this time has been quite successful as they've noticed their ambassadors are becoming more active, and that new customers are enjoying their product while they're stuck at home during lockdown.

To find out more, visit our website

brandbassador.com

Summary

“ Brandbassdor has really thought of so many corner cases and potential issues that can arise when working with a large number of ambassadors.”



Thomas Adams

Founder

With the help of Brandbassador, Onepiece has managed to overcome all of their previous challenges. They now make use of one integrated platform that allows them to find creative solutions to any problems that may arise.

Brandbassador also provides Onepiece with an automated system to keep track of all of their ambassadors and the missions they complete, while allowing the brand to connect with their ambassadors on a personal level. The platform also provides a space for the brand to communicate with ambassadors at scale. Onepiece has been using the solution since 2017, and firmly believes that all fashion brands should make use of ambassador marketing to build a personal bond with their audience.

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.



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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