

# Brand Ambassadors and their Role in Marketing: A Review

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## **Abstract**

To develop a successful business, in today's trend, we need to marketise the brand using the medias available. Nowadays it has been much effectively done through the various social networks available. It is therefore has become much important to identify the perfect people suitable for endorsing the brand. The people should be made familiar with the brand and the trust worthy ness of the people over the brand could be made only through the professionals specialized in the field of marketing. Therefore it becomes of great necessity to endorse Brand Ambassadors to humanize the product and they make the people buy the product from the people. Here this paper discusses the need of Brand ambassadors, their skills and qualities, their evolution and their role in marketing the brands and thus making the business a successful one.

**Keywords:** Brand Ambassadors, Brand Advocates, Brand Influences, Affiliate Marketers, Branding, Marketing, Women Brand Ambassadors, responsibilities, rewarding.

## **I. INTRODUCTION**

### **1.1. History and Rise of brand managers**

From the beginning of 1870s a number of companies began pushing 'branded products,' which familiarized consumers with more brands. From 1915 through the 1920s, manufacturer brands were established and developed further, which increased companies' reliance on brand advertising and marketing. Procter and Gamble, General Foods and Unilever developed the discipline of brand management.

### **1.2. Change of Era**

From the early to mid 1950s and 1960s, more firms moved towards adopting brand managers. The sudden boom in the economy, followed by a growing middle class population and birth rate, increased the demand for products within the market. This led to a steady competition among a number of manufacturers who found it hard to get their products noticed amidst the pre-existing brands. By the year 1967, 84% of large consumer packaged goods manufacturers had brand managers.<sup>[1]</sup> And the Brand managers were also referred to as "product managers".

## **II. EVOLUTION OF BRAND MANAGERS TO BRAND AMBASSADORS**

Film stars in the 1940s and from 1990s to early 2000s, large corporations realized that the overall image of a brand ambassador within society is an integral element to attract consumer attention. And during

this time, many companies expanded their annual budgets to meet the financial liabilities that came with celebrity endorsing.

### 2.1. Various explanations for Brand Ambassadors

A **Brand Ambassador** (sometimes also called a **Corporate Ambassador**) is a person who is hired by an organization or company to represent a brand in a positive light and by doing so, it helps to increase brand awareness and sales.<sup>[2]</sup> The Brand Ambassador is meant to embody the corporate identity in appearance, demeanor, values and ethics.<sup>[3]</sup> The key element of Brand Ambassadors is their ability to use promotional strategies that will strengthen the customer-product-service relationship and influence a large audience to buy and consume more. Predominantly, a Brand Ambassador is known as a positive spokesperson, an opinion leader or a community influencer, appointed as an internal or external agent to boost product or service sales and create brand awareness.

A Brand Ambassador is someone who is hired by an organization to promote their products or services. The main difference between a Brand ambassador and other marketing advocates is that Brand ambassadors share their passion for a particular good or service. Many companies invest in Brand Ambassadors as a way for their customers to associate a face with their brand. Adding this human aspect helps companies, attract and build positive connections with their consumers. The two important needed skills to be developed while working as a Brand Ambassador are communication and interpersonal skills.

For outdoor brands, Brand Ambassadors are generally either athletes or creatives with large social media influence, rather than pop-culture celebrities. This can be attributed as a move towards authenticity and transparency in marketing. Relationships between brands and their Brand Ambassadors can take many forms ranging from traditional monetary payment to offer product as compensation to "shoutouts".

In general, a Brand Ambassador is someone who promotes a brand and its products to their network with the objective of increasing brand awareness and driving sales.

Historically a Brand Ambassador was typically a celebrity or someone with a good amount of name recognition who was paid for their efforts. Celebrities and other well-known personalities are still employed as Brand Ambassadors (just look at the beauty products industry), however this is typically done by businesses that deals directly with the customers. Nowadays however, a Brand Ambassador can be anyone who has knowledge or can identify certain needs that a brand is seeking.

Today, *Brand Ambassador* as a term has expanded beyond celebrity branding to self-branding or personal brand management. Professional figures such as good-will and non-profit ambassadors, promotional models, testimonials and brand advocates have formed as an extension of the same concept, taking into account the requirements of every company. The Brand Ambassador's job is to drive results through communication tools either publicly, such as social media, or privately including emails, messaging and further one-to-one channels.<sup>[4]</sup>

A Brand Ambassador is paid to endorse brands, and are usually celebrities or famous people that hold a certain level of influence. These Brand Ambassadors engage in more traditional media events like TV appearances or newspaper interviews. Brand Ambassadors turn heads towards whichever brand or cause they are paid to talk about, but the ambassador's following is loyal to the celebrity, and not necessarily the brand.

### 2.2. Reasons for the need of Brand Ambassadors for Business

To put it simply, "Brand Ambassador" is a term used in the marketing world in reference to a person who represents and promotes the company. They may even be employed by a different organization.

From expanding their professional network to free swag, Brand Ambassadors also gain incredible experience in customer service, product development, as well as general marketing strategy.

### 2.3. Benefits of having Brand Ambassadors for business

Brand Ambassadors not only humanize the brand. Through social media, they are not only able to help the customers, but they can help to translate and promote the brand.

### 2.4. Skills needed for an individual to be a Brand Ambassador

- **Passion able** – This is probably the most important skill for a Brand Ambassador in order to attract customers' attention.
- **Sociable** – As a Brand Ambassador, their job is to build and nurture social relationships.
- **Teamwork** – Mostly as they are working with a team of other Brand Ambassadors, they need to collaborate with others to promote a product or service.
- **Politeness** – As a Brand Ambassador, as they're representing the company, it's important to maintain a professional and polite presence at all times.

With the multitude of different Brand Ambassador opportunities out there, one can find a role that is tailored to their individual preferences and interests. Either they can work alone or in teams, for hourly pay or base plus commission, in technology sales or food and beverage promotion. The possibilities are nearly endless.

### 2.5. But what exactly a Brand Ambassador is?

A Brand Ambassador is someone who, at the most basic level, represents a brand in a positive way. It is the duty of a Brand Ambassador to express the message of a company to consumers or people who would gain something from learning about the brand being advertised. A Brand Ambassador can be thought of as a hybrid between a PR representative and an HR representative. A capable Brand Ambassador should be the walking and talking embodiment of the product they are representing. They should be well trained and able to answer almost any question that a prospective consumer might have for them. In theory, a Brand Ambassador should understand a product as well as the person who created it or the person that owns the company. A Brand Ambassador should be extremely friendly and outgoing, and should always show a desire to perform and get the name of the product out to the general public.

### 2.6. The ideal candidate's personality and qualifications

1. Being confident
2. Having entrepreneurial drive
3. Being creative and bold
4. Interest in health and wellbeing is an added bonus

## III. TYPES OF BRAND AMBASSADORS

### 3.1. The One-Day Blitz and Street Teams

A 'street team' is a group of Brand Ambassadors that go to major events such as concerts, fairs and festivals to promote their product, usually by giving out samples and sharing product knowledge. Street team contracts can range from one-day 'blitzes,' to one week for a festival or even an entire summer.

A paper published by the Performance Improvement Council referenced "studies by Gallup confirmed that engaged employees are more productive, create better customer experiences, and are more likely to remain with their employers. As a result, employers win because they get a more stable and motivated workforce and can consequently, spend more time strengthening their brand."

### 3.2. Secrets of Successful Street Team Brand Ambassadors

#### 1. Researching The Perfect Location

#### 2. Selecting The Right Team

Age, gender, ethnicity, appearance, education, languages, and availability, play a role in selecting the right team of Brand Ambassadors to promote the product. An event staffing agency will assist, by creating a team that aligns with the brand. One should be aware of the product and brand image to narrow down the perfect representatives for the product.

#### 3. Designing Eye Catching Uniforms

It is of no need to cover the brand ambassadors in feathers and sparkles (although that may help draw attention!) but it's important to provide their street team with an appropriate uniform. It is also needed to be aware of the weather conditions. There may be a need for branded t-shirts and umbrellas. Or branded t-shirts and matching jackets. Then the team will be impossible to miss if they are all clearly branded and matching. It will also increase the level of professionalism and their level of authority to the public. If it is needed to go above and beyond branded uniforms, a walking billboard promotion can be tried, which is lightweight and comfortable. Brand ambassadors are able to wear these backpack billboards for several hours at a time. The billboard will display the brand and literally turn heads. It's an effective method to it done so that the street team can place the product in their hands!



**Street team Brand Ambassadors** are the walking, talking advertisements for the product. They need to know as much as they can know about the product to represent the brand as accurately as possible. It should be transparent and the Brand Ambassadors are prepared for the tough questions. "Do you test on animals? Where do you get your ingredients? What does fair trade mean?". The street team will engage with thousands of people per day, and some are bound to ask the hard questions. It's better to be prepared than having the team stammering for answers.

## IV. EVOLUTION OF BRAND AMBASSADORS

### 4.1. Brand Advocate

Fuggetta highlights that a brand advocate is a marketing term for "highly satisfied customers". Often a positive experience with a brand, a successful customer-service relationship motivates a brand advocate to express their positive feelings towards a brand. "When customers seek out via social, they're looking for an opportunity to build an emotional connection. So it should be given to them."<sup>151</sup>

## 4.2. Influencers

Influencers are people with great influence over people without being necessarily famous. Now an influencer doesn't need to be famous to be effective. Influencers establish credibility with their audience because of their industrial expertise. Influencers have very specific sway with their audiences, and are able to endorse products and work for compensation, but many will only align themselves with companies with shared values. Their devoted communities seek out the influencer's expertise and value their opinion, which makes an influencer a great conduit for spreading a brand's message.

Influencers are real and reliable sources of information to their community, and growing a long-lasting relationship with the best audience for the brand and can make a tremendous impact in the brand's future. They are the perfect bridge between Brand Ambassadors and advocates, since they have big communities and huge community engagement.

Ultimately, influencers must also be brand advocates. But it can be difficult to find the best big influencers as they aren't always the right choice if they don't have a real interest in the brand or product (regardless of the money). In a world of internet thought leadership and Key Opinion leaders, the internet influencer has tremendous impact.

*"She designs her own beauty and has this incredible ability to openly share and inspire women all around the world". That's the type of message L'Oréal Paris will always stand for.*

## 4.3. Brand Influencers

### 4.3.1. Brand Influencers And Brand Ambassadors

Earlier as hinted, the biggest difference between Brand Influencers and Brand Ambassadors is money.



According to the 'Global Trust In Advertising' report by Nielsen:

"92 percent of consumers around the world say that they trust earned media, such as recommendations from friends and family, above all the other forms of advertising. It is found to have an increase of 18 percent since 2007. Online consumer reviews are the second most trusted source of brand information and messaging. Among 70 percent of global consumers surveyed online, indicated that they trust messages on this platform, which has an increase of 15 percent in four years."

## 4.4. Affiliate Marketers

### 4.4.1. Brand Ambassadors vs. Affiliate Marketers

Before one turns out and try to get more people to talk about the brand and share the brand offers on Facebook and other social media sites, one should need to understand that developing Brand Ambassadors are very different from affiliate marketers.

While 40% of all social media users whoever responded to this survey indicated that they would be more likely to share brand offers and deal with if they receive some kind of incentive to do so, that incentive

doesn't need to be cash. To retain some level of authenticity among the online Brand Ambassadors, their followers shouldn't view them as salespeople who are pushing the products and services in an effort to receive monetary compensation. Eventually, their followers will get tired of seeing repeated promotional posts and will stop paying attention to them.

Instead, offering incentives can be considered as a reward for their loyalty. Respondents to the survey said that they would be most likely to share brand offers and promotional deals if they receive a percent off of their own purchase (36%), money off of their own purchase (26%), or a buy-one-get-one free offer on their own purchase (17%). By rewarding loyalty rather than handing over cash, the Brand Ambassador's evangelizing retains more of its authenticity.

Keeping it in mind, some Brand Ambassador programs are more successful than others simply because of the type of products or services being offered by the brand. The study found that social media users are most likely to share offers for:

- **Restaurants:** 58%
- **Entertainment:** 42%
- **Electronics:** 31%
- **Clothing and Accessories:** 31%
- **Groceries:** 31%
- **Travel and Hospitality:** 24%
- **Pet Supplies:** 16%
- **Household Goods:** 15%
- **Professional Services:** 13%
- **Daily Deals:** 13%
- **Other:** 12%
- **Children's Toys and Supplies:** 10%
- **Furniture:** 4%

## V. MARKETING AND BRANDING

### Marketing

There is a spectrum of opinions and marketing here is actively promoting a product or service. It's a push tactic. It's pushing out a message to get sales results: "*Buy our product because it's better than theirs.*" (Or because it's cool, or because this celebrity likes it, or because you have this problem and this thing will fix it, etc.) This is oversimplification, but that's it in a nutshell. This is not branding.

### 5.1.Branding

Branding should both precede and underlie any marketing effort. Branding is not a push, but pull. Branding is the expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values, and attributes that clarify what this particular brand is and is not.

A brand will help encourage someone to buy a product, and it directly supports whatever sales or marketing activities are in play, but the brand does not explicitly say "*buy me.*" Instead, it says "*This is what I am. This is why I exist. If you agree, if you like me, you can buy me, support me, and recommend me to your friends.*"

## 5.2. Branding Vs Marketing

### **Branding is strategic. Marketing is tactical.**

Marketing may contribute to a brand and the brand is what remains after the marketing has swept through the room. Marketing unearths and activates buyers. Branding makes loyal customers, advocates, even evangelists, out of those who buy.

Branding is as vital to the success of a business or nonprofit as having financial coherence, having a vision for the future, or having quality employees. It is the essential foundation for a successful operation.

## 5.3. Responsibilities of Brand Ambassadors

The general paths of the career for Brand Ambassadors include product development manager, brand manager and product manager job positions. In some of the states the Brand Ambassadors are required to have a valid license for promoting certain products or services like alcohol and other intoxicant products. Some of the idealistic features of Brand Ambassadors are enthusiastic, energetic, intelligent, articulate, engaging, outgoing etc.



### 5.4.1. Job Responsibilities:

Brand Ambassadors work towards the attainment of the interest and attention of the customers. For this purpose, they attend the queries of customers and promote the products. They give a useful feedback related to various sales opportunities in public market. Besides they help the brand managers in the effectuation of marketing and sales campaigns to generate more business. There are a number of different tools for tracking social media activity. One of the better free ones is Topsy.com.

## 5.5. Effectiveness of Brand Ambassadors

### 5.5.1. Humanizing the Product

As the world of commerce has gone online, it has resulted in plenty of websites where consumers are essentially purchasing from a faceless entity. Although this is obviously working to a great extent (Amazon) and if it is really needed to drive the online sales, then getting a Brand Ambassador on board, can really start to put a human touch, a face and a voice to the company.

“The key of choosing a brand ambassador is synergy (a technique),” said Michael Silvia, partner at Evins Ltd., New York. “There should be a relationship that exists beyond the commercial aspect,” he said. “This will ensure, as much as possible, that the ambassador will not be representing a competing brand in the near future and “Ambassadors should appear as if they would choose the brand proudly on their own, even if there is no commercial gain.”

**For example, Mercedes-Benz likely struck the right cord with its decision to appoint Roger Federer as ambassador.**

The brand used this car with its ambassador not only because of the tennis star's accomplishments on the courts, but because he is married and has twin daughters. Therefore, consumers assume that the car is safe and can hold larger families, especially if it is being endorsed by a celebrity who is also a father. Also, Swiss watchmaker Breitling's ambassador John Travolta is not only an actor, but a pilot also.

Mr. Travolta has often been seen sporting Breitling models such as the Navitimer, a watch designed specifically to withstand high altitudes and other challenges during flight. Therefore, Breitling's partnership with Mr. Travolta links not only consumers who admire the actor, but those who aspire to become pilots and, therefore, the appropriate accessories. Also, choosing a Brand Ambassador solely on popularity of the moment is never a smart decision to make. According to Evins' Mr. Silvia, this strategy will inevitably reap more headaches down the line. Brand Ambassadors are emotionally engaged with the brand in a public fashion. They present, reinforce and reinvigorate the brand's ingrained promise of value.

The Loyalty Ripple Effect – The LRE suggests that customers can effectively contribute to their satisfaction by their participation in the service delivery process. Loyal customers, in fact, often engage in a form of positive customer behavior, which is known as "Customer Voluntary Performance". A study, undertaken by Keller Fay's Group, discovered that as many as 66% of all brand conversations are positive, whilst only 8% are negative. Most importantly, the research also discovered that positive word of mouth is much more believable than negative word of mouth.



As Brand Ambassadors don't actually work for the brand (at least, not in the traditional sense) they are much more trustworthy in the eyes of the potential customers. They are extremely Cost-effective.

Most of them are happier than to be compensated with perk, discounts and many will even do it for free if they have had a high positive experience with the brand or with the products in the past. For paid ambassadors, it is needed to reach out to them privately and no need to make it a secret that they are going to be advertising the brand, but it is needed to make sure that they are open to the idea of becoming advocates of the brand.

### **5.6. Things to Remember While Creating a Brand Ambassador Program**

Connecting with brand advocates and fans is the 'hot' marketing tactic today, and for good reason.

While customers as a whole don't trust brands, they do trust other customers, especially passionate customers love their favorite brands. **The word should be spread internally as well as externally**

**Research** - It's very much in need to invest a lot of time in discovering WHO the suitable brand advocates are and there's rarely a 'one-size-fits-all' view. Even if it is so, it is very much needed to monitor all their conversations with all the customers. Not just online conversations, not just offline

ones either should be looked at. Companies often confuse passion for the brand with negativity aimed at the brand.

- ❖ **Let it be started with a smaller group and then it can be grown big**
- ❖ **The ambassadors should be paid**
- ❖ **A feedback loop should be created between the Brand Ambassadors and the brand**
- ❖ **The ambassadors should be given the tools to create something amazing**
- ❖ **Ambassadors should be given the ownership of the brand**

Further to being the right fit for the brand, there are some other general considerations; here are four essential criteria that the chosen ambassador should have: **Profile, Reputation, Credibility and The 'X-Factor' (The STAR QUALITY)**

#### **5.6. Tasks and Responsibilities of a Brand Ambassador**

The Brand Ambassador is responsible for the education and persuasion of consumers, which are the key trades for the media.

### **5.8. The purpose of Hiring and employing Brand Ambassadors**

#### **5.8.1. People like to buy from people**

In the past, businesses have enlisted logos, symbols, key colours and slogans to build their brand awareness. However, with the instant gratification demands of Gen Y and the “always on” expectations of Gen Z, there is so much more for a successful brand marketing than a catchy jingle. User-generated content, which predominantly includes photos, videos and tweets, are the most powerful tools used to harness and maximize the influence of Brand Ambassadors.

### **5.9. Traditional Brand Ambassadors**

Emma Watson increased the scarf sales of Crumpey, a British knitwear company, by 62 percent in just three weeks after being snapped wearing one of their designs. Becoming a Brand Ambassador, it is often an accidental outcome for many consumers in today’s digital era, whose natural instinct, is to collect, curate and share their experiences.

While many companies are unlikely to adopt this exact business model, a lot of great deal can be learnt from this style of marketing. This type of marketing is incredibly effective because the sales message does not come from a corporation; it comes from family, friends or co-workers and the people we trust. According to a recent Nielsen survey, 84 percent of those surveyed ‘always’ or ‘sometimes’ take action based on personal recommendations. Further still, 70 percent said they took action because they followed someone’s recommendation online.



A candid endorsement from people who do not directly represent or work for the brand is truly valuable among the potential consumers and future fans. A genuine recommendation from a friend instills not only confidence on the particular brand but confidence in the consumer's decision to pick the particular brand over one of the other competitors. In today's noisy and overcrowded marketplace, it is very much needed to be nimble and responsive to consumers' needs. It is also needed to motivate the consumers not only for designing the product but also for the brand's message.

Rather than seeing the advertising strategy as a one-way street, an environment can be created where the consumers want to discuss with others about the products and the brand, as a picture can speak a thousand words.

#### **5.10. Who can be a good / suitable Brand Ambassador?**

It depends on the objectives of the business and however most of any employee has the potential to be a Brand Ambassador. Employees in sales, HR, marketing, communications, product, engineering, and management, each one of them can serve as an effective ambassador. Some companies hire their own In-house Brand Ambassadors, but most, outsource to professional companies that specialize in experiential or 'guerilla' marketing.

Many of these companies hire Brand Ambassadors as 'independent contractors' rather than employees. As an independent contractor, they are not guaranteed with many of the same entitlements or protections of an employee. Each experiential marketing company has different policies regarding their contractors' rights. It should be made sure to find out about their health and safety policies, human rights practices, overtime pay and job-protected leaves of absence.

In the year 2016, virtually every employee has a sizeable professional network. Between social media, email, and other services, B2B employees have a significant number of people they can talk to, and with whom they have rapport and trust. Rapport, trust, influence - whatever it may be, is the key. This is the value of a Brand Ambassador and these are the currencies of business.

The relationships that the employees have with their networks – which likely include prospective customers, leads, and hires, are stronger than any other relationship. Putting a brand ambassador program in place, allows room to leverage these relationships for the benefit of the ambassador and the organization.

#### **5.11. Brand Ambassadors, How do they drive results?**

A Brand Ambassador drives results through their communications, either publicly (e.g., through social media) or privately through email, messaging, phone, and other one-to-one channels. The key of driving results is having an organized ambassador program in place. Employees that have a strong bond and a

clear understanding of the corporate brand can be the company's most effective communications channel.

It is noted that, as only fresh ideas stand out in the crowd, communication must be creative in order to first grab the attention of the reader or viewer and to create a top quality mind set regarding the brand.

#### **5.12. The Hired Guns:**

Teams of PR Spokespeople, Product Specialists and Brand Ambassadors are sourced and hired by a 3rd party. They are trained on the brand, the products, key message points, and the duties to be accomplished on site. They are outfitted in branded gear and provide reports, photos, and videos to recap activity that occurs on site.

#### **5.13. The Hybrid Team:**

This ideal team is a mix of brand employees, partners and hired event professionals. Each works within their specific role, to create a seamless environment for the audience to experience the best the brand to be offered with. Brand Ambassadors and Product Specialists are the first line of contact that event attendees meet. They are the product samplers, the product demonstrators, the soft sellers and inviting faces which attract people into the brand experience. And also the Brand brings the most enthusiastic and loyal employees.

#### **5.14. Rewarding Brand Ambassadors**

Social Media Examiner suggests that Brand Ambassadors (or advocates) are naturally the type of people who will keep up the good work that they are doing in online for free or cost effective indeed. They are generally a certain type of persons who like to help others and to appear as knowledgeable and useful. They enjoy sharing information about the brand, much more than the average web user. And below are some tips on how to keep the Brand Ambassadors loyal and encourage them to maintain their positive marketing campaigning. An Email Of Thanks can be sent and A Discount, Free Gift or Voucher can be offered, They can be made featured On the Blog.

### **6. The Growing Importance of Online Brand Ambassadors**

“The reach of Facebook paid brand posts is dropping.” That quote comes from Michael Fisher, president of Yes Lifecycle Marketing, whose company just released the results of a survey of more than 500 active social media users. According to the data, getting Facebook users to share information and deals about the products and services has become more important than the other sources of communication.

In total, 34% of active social media users have shared some kind of product offering with their followers and 94% of them have shared offers through Facebook (significantly higher than offer-sharing on Twitter and Pinterest, which had been done by 15% and 10% of the respondent audience, respectively). Furthermore, 55% are more likely to make a purchase after seeing an offer shared by a friend or family member via social media than they would, if they saw a display ad for the same brand on a social media site.

### **7. Female Brand Ambassadors**

The debate on Women in Sport in Ireland has traditionally been centred around attendees, media coverage, participation and commercial support. Typically, brands would invest in sponsorships that are male oriented, and choose male sports ambassadors, but more recently brands have recognized the potential benefits of tapping into this unsaturated market of investing in female athletes. This trend has

been more notable abroad, but is emerging in the Irish market and looks set to increase as female sport continues to grow in popularity and reach in Ireland.



One of the most striking themes to permeate the recent 2014 PSG Sponsorship Sports Sentiment Index was the greater appreciation and recognition of the sporting achievements of the female athletes and teams. This has to be seen as an encouraging development. There are now greater levels of fitness, performance and skill and on pitch achievements and emergence of female sporting icons, which has become a helping tool for commercial partners.

Female sports are now getting more share of media attention in mainstream media, even though it comes relatively from a low base. In addition, new digital platforms give more scope for trial and Engagements have offered another outlet and channel for female sports associations.

However, getting females playing organized sport or competitive sports remains a challenge when compared to men. Across all social classes and age brackets, only 17% of females play organized sport as opposed to 33% of men and the numbers tend to fall off the cliff after 18 years of age. Despite the participation challenges, when it comes to sponsorship, 2014 was a watershed with major sponsors seeing the benefits of sponsoring female sports codes. The research shows that 32% of those surveyed admitted that they would feel more positive towards a sponsor of women's sport. In terms of role models, the results show that female role models score particularly high when compared with their male counterparts. British Olympian, Jessica Ennis- Hill, is seen as more inspirational and well-respected than male sports stars such as Wayne Rooney, Tom Daley and Rory McIlroy. While Katie represents many brands including Adidas, Its4Women, Lucozade, Toyota and there are still relatively few individual female sports stars representing these types of brands. That being said, a trend has emerged in Ireland indicating that there is an increase interest in brands, sponsoring women's teams, competitions or events. This positive shift will no doubt lead to increased sponsorship opportunities for individual female sports stars in the not so distant future.

It is great to see a rise in popularity of female sports and greater commercial interest. The more brands turn their focus towards females sports stars, and the more commercial sponsorship revenue is channeled into female sports, the more stars are created for young girls to look up to and eventually more stars will emerge.

## 8. Conclusion:

The public relations benefits of a living, breathing spokesperson can be enormous. A known personality can attract media and public attention and add a human dimension to the brand. When, that person is actually a super-user like Fogle, there's often a degree of credibility that is far more powerful than with a rented celebrity. Yet unlike a cartoon character or a role played by an actor, a real-life human being can betray a brand even unintentionally. Hence the Brand Ambassadors play a very vital role in promoting the brands, the products, the materials to reach the people and bring success in every one's life. It's also the role of Brand Ambassadors to save the people, the society and the nation from being demolished.

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