E mployees are the most underestimated secret to becoming a strong brand. However, there is often a lack of ideas and approaches to permanently and effectively activate employees to the brand. Activities in companies, such as brand training, are usually only selective and therefore not permanently effective. A new solution is needed 💡 :

- **75 %** of employees **do not know their own brand guidelines**. [1]

- **70 %** of employees' knowledge is generated solely through **"learning on the job"**. [2]

- **40 % of the company value** is, on average, accounted for by **brand equity**. [3]

At Brandification, we claim that we can successfully turn your employees into brand ambassadors and thus contribute to a better brand experience in your company 🔥. In concrete terms ☝ , this means that Brandification …

- is **80 % cheaper** than digital brand training 🏦.
- makes brand **"tangible"** through brand touchpoints 🔝.
- turns your employees into active, permanent **brand ambassadors** 🕺.

We have developed the first and most effective digital tool for this purpose: **the Brandification App**.

With the Brandification App you can **playfully** bring your brand closer to your employees and **your brand values** are conveyed using the touchpoints created by your employees 🎯. This leads to a brand-related exchange within the company through which the employees get to know their own brand touchpoints step by step 😲. By regularly adding new brand touchpoints, your employees constantly internalize the brand values 🧖, **new ideas and suggestions** for touchpoints are created 💡 and the **sense of appreciation** of your employees increases through active engagement with the Brandification App.

In short: We have developed a Brand Engagement Tool that transforms your employees into permanent brand ambassadors in a **simple, effective and playful** way. Compared to many conventional approaches (such as face-to-face training or e-learning), this tool **saves up to 80% of resources** - and is **more effective at the same time**!

And for this reason we are already working with several renowned customers 😇.

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[1] Lucidpress/Metric Demand (2016): The Impact on Brand Consistence
[2] McCall, Eichinger & Lombardo (1996): The Career Architect
[3] European Brand Institute (2017)