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The Business Elevation Show with Chris Cooper - Be More. Achieve More
Friday at 8 AM Pacific
July 26th 2019: Encore: How to Select a Brand Ambassador with Jane Hansom

Creating emotional connections with your brand is an essential part of many organizations marketing plans. Selecting brand ambassadors can be a powerful strategy but there are risks to getting it right. Jane Hansom is a marketer with over 25 years experience of creating integrated global brand marketing campaigns across media channels from TV and print to digital and social media. She set up Sponge Marketing in 2005 to focus on delivering creative marketing, PR and brand entertainment experiences to the sport, travel and entertainment industry. Jane is also an athlete herself having medalled

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Featured Guest



Jane Hansom

Jane Hansom is a marketer with over 25 years' experience in creating integrated global brand marketing campaigns across media channels from TV & print to digital & social media. As an ex-board director of global marketing agency 141, Jane executed campaigns for FMCG brands like Mumm Champagne, Courvoisier, Laphroaig & Sony PlayStation before leaving to set up Sponge Marketing in 2005 to focus on delivering creative marketing and PR solutions to the sport and travel industries. Clients include Brooks, Odlo, Craft, Nevis Tourism Authority, Challenge Family, Cervelo & Huub. Jane is a keen amateur triathlete & has medalled for the Great Britain Age Group team in various World Championship Event

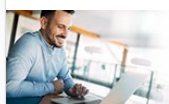
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