



CASE STUDY

HOW A GLOBAL BRAND UNCAPPED ITS GREATEST ADVOCATES

INDUSTRY

Consumer Goods – Beverage

CHALLENGE

Empower employees to represent the brand consistently and responsibly on social media

SOLUTION

Build a scalable brand ambassador program to formalize employee advocacy while protecting messaging integrity

EXPERTISE

Internal communications | Brand strategy
Change management | Digital enablement

For one of the world's most iconic beverage companies, employee pride in the brand wasn't a problem. If anything, it was spilling over. Hundreds, if not thousands, of team members worldwide were already sharing their enthusiasm online, often posting about the company's financial performance and related headlines.

While this activity demonstrated engagement, it also raised risks, especially when unofficial narratives on social media began diverging from official corporate messaging.

To guide and harness this natural advocacy, the global brand turned to the team at Arketi Inside to help formalize an employee brand ambassador program that would balance openness with structure. The objective was to provide clear guidelines and resources so employees could continue expressing their enthusiasm without unintentionally crossing lines around confidentiality or compliance.

A FRAMEWORK BUILT FROM THE INSIDE OUT

As part of the company's development and implementation team, we began the engagement by identifying the employees already championing the brand well and responsibly. These individuals became the foundation of a new internal Brand Ambassador Council, which served as both a model for best practices and a peer-led training resource.

From there, a global call for participation was issued. Any employee who met basic criteria like having an active and credible social media presence could volunteer. Interest grew quickly. What began with a few hundred ambassadors evolved into a powerful network of 10,000+ employees worldwide, most of whom joined voluntarily.

To support them, we worked with the company to design self-serve training hosted internally. Ambassadors learned how to craft their messages, interpret approved content in their own voices, and avoid sensitive subjects like crisis communications or financial disclosures. A dedicated intranet microsite housed suggested copy, branded visuals, and campaign materials, making it easy for participants to find content and share responsibly.

A CULTURE OF CELEBRATION AND CONTINUITY

The brand didn't just train its ambassadors – it celebrated them. Employees who embraced the program were regularly recognized in internal communications, with individual stories highlighted to inspire others. From a logistics team lead in West Africa with a hyper-engaged local following, to a production manager proud to share the company's community outreach, the program spotlighted real voices from across the organization.

This recognition sparked further interest and helped drive additional adoption. As the network grew, the brand expanded the initiative with digital certifications, email signature badges, and a streamlined process for onboarding new participants – all while keeping corporate oversight minimal and employee autonomy front and center.



This program gave employees an easy, meaningful way to share their pride in the company, while giving the brand a responsible, scalable way to empower its people.”

FORMER EXECUTIVE LEADER
Global Beverage Company

IT'S THE REAL THING

Though the program was not measured in traditional marketing KPIs like SQLs or web traffic, its influence was undeniable. Internally, it provided employees with a sense of purpose, pride, and visibility, enriching the employee experience and enhancing retention. Externally, it extended the brand's reach far beyond corporate channels – amplifying campaigns, humanizing the company, and reinforcing reputation through authentic, employee-led stories.

More importantly, it turned **thousands of employees into informed brand champions** who were empowered to share their perspective while staying aligned with broader messaging goals.