

COLUMBUS BUSINESS FIRST

topic:

How to get upper management to buy in on a branded work environment

advice:

You know that experiential branding is effective in the workplace. But, how do you convince upper management that it's a crucial investment when there are so many other priorities? Here's a few tips:

1. **Experiential branding has a great return on investment and engagement.** It uses your walls to turn employees and customers into brand ambassadors. Also, it helps to create valuable long-term relationships and demonstrates things like corporate social responsibility with dynamic imagery and messaging.
2. **Traditional space and office design can be aesthetically pleasing, but it doesn't let you truly experience a company's values and culture.** Experiential branding creates a stronger brand impression that not only helps with sales but also with employee recruitment and retention because employees are the largest and most important investment you make.
3. **It can be done by an external team.** Sometimes it's not about the money. It's the resources. If your marketing team is busy reaching other goals and priorities, management may not want to add to them. The great news is that the work can be carried out by an external partner who knows how best to bring your brand to life, tell your story, and connect people to your space.

By adding something for people to see, hear and do in your space, you're creating a powerful positive memory. It becomes a moment people will enthusiastically remember and talk about.



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