

## 2.11: Building Your Personal Brand

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Many brands recognize the benefits of hiring brand ambassadors. Red Bull is one of these brands. Because college students constitute a major portion of its target market, Red Bull relies on student ambassadors (Marketeers) to interact with customers. According to Red Bull's Student Marketeer website, "student Marketeers are in direct contact with various consumers and customers, inviting product trial, helping establish Red Bull consumption in diverse occasions, supporting our sales teams, working with renowned athletes, and of course, ensuring an unforgettable brand experience for consumers at Red Bull events. Based on your skills, knowledge, experience and availability, your focus will be either on your campus or you'll cover the entire region on board the iconic Mini" (Red Bull, 2024).

Identify another brand that follows the strategy of welcoming brand ambassadors and describe how finding this sort of part-time job might enhance your own brand.

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