



DIAMOND FOODS

Case Study

NACS TRADE SHOW

Recruiting, hiring and training brand ambassadors for Diamond Foods at the National Association of Convenience Stores annual event.

DIAMOND FOODS / NACS TRADE SHOW



SHIFT THE APPROACH NOT THE BOOTH

A trained brand ambassador team focused on approachable, knowledgeable engagement.



PROGRAM FOCUS

Diamond Foods wanted a more natural, human and hospitable way to engage attendees, vendors and buyers at the NACS annual event.

CORE OBJECTIVE

Build an approachable brand ambassador experience.

OUR APPROACH

Recruit, hire and train brand ambassadors who could create a friendly, sociable atmosphere, understand the product offerings and take ownership of the guest experience.

THE TAKEAWAY

The people behind the booth became part of the brand experience.