Roar Ambition Reveal How They Formed Their Brand Identity

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With brand identity being vital for every new business to develop, Roar Ambition have revealed the meaning behind their name and how they have implemented this into their company culture.

Sales and marketing firm, Roar Ambition have revealed the reason behind their name choice and state how they believe that ambition is the number one factor for success in business and how their business model revolves around being self-motivated and determined to succeed, no matter what. The firm reveal the double meaning behind their choice of the word 'Roar' as they look for those with *raw* ambition to work with them and how Lions are the King of the Jungle and the firm aim to be the king of the sales world. "We aim to be as ambitious as the Lion," reveals Roar Ambition.

About Roar Ambition: http://www.roar-ambition.co.uk/

The firm have thoroughly implemented these meanings into their company culture, referring to their self-employed contractors as their 'pride' and aiming to attract only the most ambitious of individuals to work with them.

Roar Ambition states that company culture and brand identity are important for all businesses to develop and that the two should go hand in hand. "If an employee identifies with your brand identity and your company culture they are much more likely to be motivated, productive and give it their all when it comes to delivering top results," states a spokesperson for Roar Ambition. The firm highlight how a good brand identity will attract employees but a strong company culture will encourage them to stay.

Roar Ambition is an outsourced sales and marketing firm based in Liverpool. The firm specialises in a unique form of marketing which allows them to connect with ideal consumers on behalf of their clients' brands. By using face-to-face methods of communication the firm are able to encourage long-lasting and personal business relationships between brand and consumer. Roar Ambition reveal how, in turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Roar Ambition recommends developing a strong brand identity that the founder, the workforce, and both potential and existing customers can identify and connect with. The firm also state that it is vital to develop a strong company culture that will go alongside this brand identity and highlight how customers will be able to tell when a strong company culture is involved by how well they are treated by employees. Roar Ambition believe that to be a success in business both brand identity and company culture are vital to get right.

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