



**Ashley Ariana Arshad**  
*Global Digital Content & Social Media Lead*



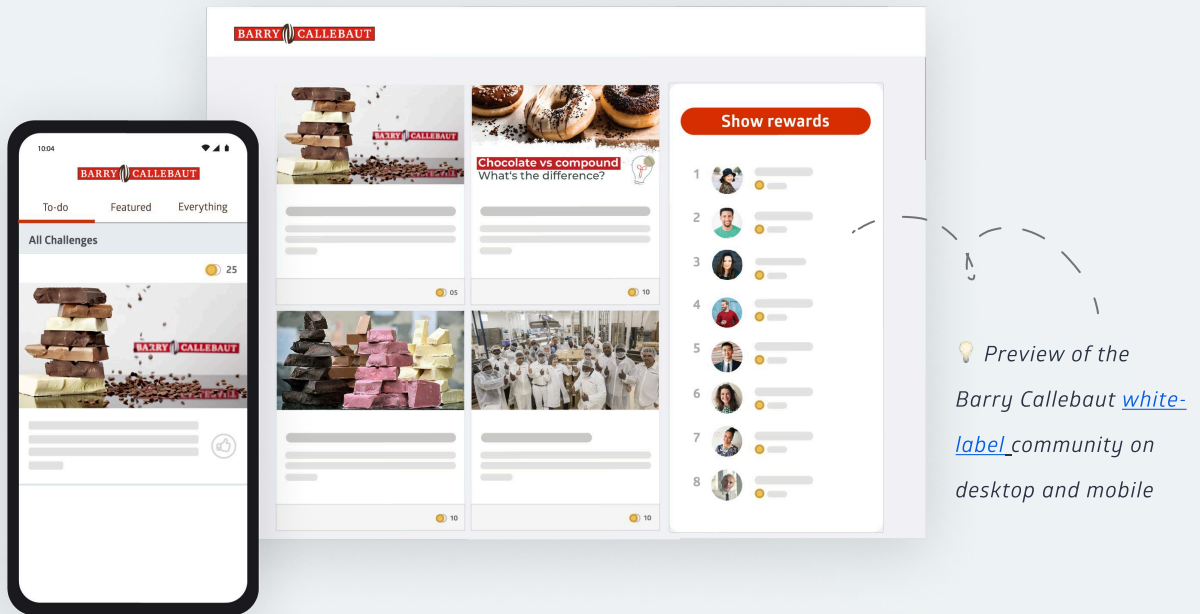
customer story

# How Barry Callebaut enhances thought leadership with employee advocacy



# Who is Barry Callebaut?

[Barry Callebaut](#) is the world's leading manufacturer of high-quality chocolate & cocoa products. Barry Callebaut employs more than 13,000 people and is active in more than 40 countries. It serves B2B audiences ranging from industrial manufacturers to small artisans and chocolatiers worldwide.



## Engagement & reputation: the need for employee advocacy

The primary objective for setting up an employee advocacy program was to **enhance Barry Callebaut's thought leadership**. As a market leader in the industry, the company aims to highlight its core values, commitment to sustainability, and the meaningful impact and value it delivers to its customers, communities, and public stakeholders.

The transition to a formal advocacy program felt very natural to the company and the employees, who were already used to sharing company content and news on social media.

At the same time, the rapid evolution toward digital marketing and sales, with social media becoming an essential tool for building relationships with customers and making sales, also convinced them to **explore employee advocacy as a way to bridge that gap**.



**Ashley Ariana Arshad, Global Digital Content & Social Media Lead:**

*“We have tons of branded content to share and repurpose, and we wanted a solution that would allow employees to feel proud about Barry Callebaut and its work. Plus, we wanted to empower Sales and Marketing to nurture relationships on social media through their and our content.”*

## Choosing Ambassify: favorite features and capabilities

They quickly realized that their previous solution could no longer meet their evolving needs due to feature limitations, limited reporting capabilities, and high costs. This led them to make the decision to switch to Ambassify, a platform better aligned with their goals.

Among the deciding factors were the following:



**Reporting and custom dashboards.** Ambassify offers extensive and detailed performance analytics to track the program's performance and employee-generated traffic. Barry Callebaut can learn about content that resonates well with their employees and how it performs in digital and social media.



**The variety of content formats.** Ambassify offers various possibilities for sharing content, such as visual link previews, which let you personalize the experience of the audience who views it.



**Value for money.** Ambassify enabled Barry Callebaut to make an impact, scale the program in time, and create a lot of value from the beginning of the program at a reasonable budget, which wasn't true for other solutions.



**Support and service.** The Ambassify Customer Success Team proactively guides the Barry Callebaut team in generating the most value through their advocacy program. We always aim to bring and share our culture and go the extra mile with in-person service.

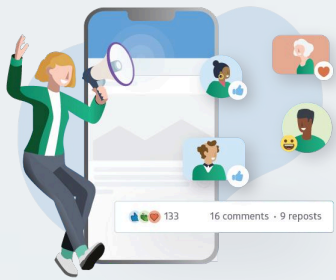


**Ashley Ariana Arshad, Global Digital Content & Social Media Lead:**

*“Laurens, our Customer Success Manager, always brings really positive energy and helps us with regular check-ins and even provided the initial onboarding in French, which was a step outside of his comfort zone, but shows great commitment to us.”*

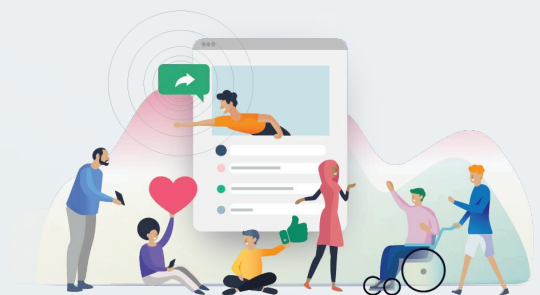
## Setting goals: reputation and traffic

The two main goals of the program are related to corporate reputation and traffic generation:



**Corporate reputation.** The company wanted to take ownership of the narrative of its own work, which entails **leveraging online conversations and advocacy to drive the outside perception of the company and its work.** The narrative they shape with advocacy doesn’t come strictly from the company itself through content but also from the employees who can use their own voices to personalize their messages in an authentic and engaging way.

**Traffic generation.** This is strictly linked to the marketing and sales side of business, where they view advocacy as an additional channel to amplify their efforts, make an impact, nurture connections with their audience, and drive online conversations.



# Engaging ambassadors: content and campaigns

Barry Callebaut shares mainly three types of content:

- **Reputational campaigns.** These are campaigns offering content that aims to position the company as the best chocolate solution provider and an industry leader.

A very successful campaign that resonated with the ambassadors highlighted their sustainable engagement: people demonstrated their pride in Barry Callebaut’s initiatives and environmental work.



The screenshot displays the Ambassify interface. At the top, it shows a post from 'Cocoa Horizons' on LinkedIn, posted 6 months ago. The post content includes the text: "Cocoa Horizons on LinkedIn: #cocoa Horizons #scalingimpact #drivingchange #sustainable #sustainablecacao". To the right of the text is a graphic with the text "+39% farmers out of poverty" and "Prospering farmers". Below the post, there are instructions for how to re-share the content: "1. Copy one of the messages 2. Click on 'open in LinkedIn' to open the post on your LinkedIn profile 3. Like the post and paste the comment (you are welcome to add your own thoughts of course). If you want to reshare, click on repost -> repost with your thoughts, paste the text and share) 4. Go back to ambassify, click on Done! to get your points." Below the instructions, it says "Thank you!". At the bottom of the interface, there is a section for "Choose a predefined message:" with a list of messages. The selected message is "39% more cocoa producers out of poverty this year, that's a big step. Keep moving the needle!". There is a "Copy" button next to the message and a "Done!" button at the bottom.

- **Industry-focused campaigns.** Through these campaigns, Barry Callebaut pushes third-party or earned media to drive conversation about their product.

4  
Posted 7 months ago by [redacted]


### Top Chocolate Trends for 2024 and Beyond

[redacted]





Discover the three types of indulgence that will shape the chocolate market in 2024 and download the in-depth reports that offer a global and multi-regional perspective.

What are you sharing?



WWW.BARRY-CALLEBAUT.COM  
**Top Chocolate Trends for 2024 and Beyond**  
Discover the three types of indulgence that will shape the chocolate market in 2024 and download the in-depth reports that offer a global and multi-regional perspective.

 LinkedIn  Facebook

[Configure accounts for sharing](#)

Find out why Ambassify is the leading employee advocacy platform, and learn what makes us different from other platforms.

[Read more](#)

- **Marketing campaigns.** These campaigns provide content to promote new launches and products on the market to support Sales in their work.

On the platform, they use tags to organize campaigns based on these three macro topics so employees can easily find the right content.



**Ashley Ariana Arshad, Global Digital Content & Social Media Lead:**  
*“Ambassify really allowed us to deep-dive into the preferences of our employees and audience when it comes to content and engagement.”*

4  
 Posted last year by [redacted]  
**Innovation // Poudre de cacao Nature Fruitée**

COMMUNIQUEZ SUR LA NOUVELLE POUDDRE DE CACAO NATURE FRUITÉE !

What are you sharing?

LinkedIn Facebook Instagram  
 Configure accounts for sharing

**Share on LinkedIn**

Nouveau ! La collection de Poudres de Cacao de Cacao Barry®

Cacao Barry® innove dans les poudres de cacao avec notamment sa nouvelle poudre Nature Fruitée, Biologique and Pure Origine Saint Domingue !

Cette poudre de cacao est non alcalinisée ce qui lui confère une couleur beige clair naturelle. Elle offre des saveurs uniques de chocolat fruité et acidulé, des notes d'agrumes et d'épices douces, dues à sa provenance exclusive d'un seul terroir. Elle est parfaite pour aromatiser et texturer vos recettes de biscuits, pâtes, sorbets, génoises...

#cacaobarry #poudredecacao #cacao #naturefruitée

SHARE NOW SMART SCHEDULE

## Results after 1 year



TRAFFIC INCREASE

**25% more clicks**



TOTAL SHARES

**1 500**



POTENTIAL REACH

**nearly 2M**



ADVOCACY-GENERATED REACH

**+ 50%**



CLICKS GENERATED

**5.500**



ROI

**€ 38 K**



**Ashley Ariana Arshad, Global Digital Content & Social Media Lead:**

*"Ambassify impacted not only overall reach and conversion objectives but also helped us achieve a better understanding and more insightful perspective about how digital marketing and social media work."*

Customers who are growing their brands with Ambassify



V O L V O



**STIHL**<sup>®</sup>

