

Brand Amper

Because Every Brand is Profersonal™

FOR IMMEDIATE RELEASE

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"You & What Army?!" Profersonal™ Branding Solution Finally Gets Employees & Companies Working Together to Get the Brand Out

Brand Amper Arms Employees to Take Advantage of Social Business Opportunities

October 7, 2014 Chicago—Brand Amper LLC announced today a SaaS branding solution that creates a social business advantage for employees and companies alike by allowing them to work together to "get the brand out." The key to the Brand Amper solution: it shows employees the power of associating with their companies' brand to create the right impression for peers and prospects who are researching them 24/7.

Brand Amper works by reconciling professional and personal experiences into a single, Profersonal™ (professional + personal) brand that is complete and compelling.

"Sustainable brand advocacy cannot be dictated or forced through social media policies or training. It evolves when employees are offered the chance to share their views of the brand and opt-in to a deeper connection," said Jason Seiden, founder & CEO of Brand Amper. "Brand Amper is a critical tool in the brand advocacy process. It helps employees understand their own stories better and clarifies what advocacy can mean to them personally. It makes it easier for employees and employers to partner."

Why Profersonal™?

Having a clear, Profersonal™ brand makes employees more likely to use—and sustain their use of—social media platforms and management tools. It gives them a clear idea of how to benefit from company-related messaging and a genuine, comfortable way to communicate across networks.

"I've been Profersonal™ for years. I love the concept," said William Tincup, a leading HR analyst and marketing expert. "Keeping my online and real-world personas congruent means that when I walk in a room, people know exactly who I am, what I stand for and what I'm selling. 'Fit factor' is predetermined. Poor fit meetings never even get scheduled. I save a massive amount of time this way."

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Crowdsourced Employer Branding

Brand Amper's employee-centric approach simplifies employer branding by creating a rapid, ongoing feedback loop of data on how employees self-identify with the brand. The technology gets to the core of what employees want others to know about their companies and provides an incredible window into brand resonance. It's the ultimate crowdsourcing technique: using what people actually say and do to measure and shape messaging and content like never before.

Brand Amper is one of only six companies featured in the first-ever "Awesome New Startups for HR" session at this year's 17th Annual HR Technology Conference. For more information, please visit www.brandamper.com. To arrange an interview and demo of the Brand Amper tool, contact Jessica Hatcher-Scantlin at jessica@imagination9.com.

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Brand Amper LLC

Brand Amper LLC was founded to improve the way professionals communicate in the digital environment in order to take full advantage of social business opportunities. The Brand Amper SaaS branding solution is an employee-centric approach to employer branding, showing employees the power of associating with their companies' brand to enhance their own. Brand Amper technology combines employee and employer messaging into more integrated, genuine and holistic Profersonal™ brands that drive results for employees and employers alike. It helps companies refine and improve their employer brand using crowdsourcing techniques to measure and shape messaging and content like never before. For a demo visit www.brandamper.com

About DeveloperTown

Brand Amper was developed with the expertise of the tech gurus at DeveloperTown. DeveloperTown helps entrepreneurs and enterprises bring new web and mobile products to market through design, development, and marketing. Find them at changetheworld@developertown.com