

# **With or Without Sugar: S2, E2 - The power of internal brand engagement**

The power of internal brand engagement.

In our first episode of `Series 2 of With or Without Sugar, Giles Shepherd, CEO of The Brand Alive Group, chats to Lara Haigh, MD of Imperial Health Sciences, about the fantastic results that have been achieved through a highly disruptive, innovative internal brand engagement campaign - and the importance of co-creation, ongoing feedback and involvement at every level of the organisation.

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