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It is no secret that Brand Ambassadors bring with them their fanbase to the brands that they are signed to. We have seen across the years that celebrities flaunt one brand after the other knowing that their following will support their latest ventures. The latest hashtags on Twitter depict how people are no longer interested in following their favourite celebrities around and would rather support a message that resonates with them.

Many consumers follow brand messages and Ambassadors who they feel embody this message. People are fed up with celebrities who are so far removed from their realities to the extent where they no longer find them relatable, we have seen this in the cancelling of many celebrities who they deem problematic. The insight is simple, if you are going to use a brand ambassador for your brand ensure that they not only have a big following, but that they are also relatable to the consumer sector that you are trying to break into.

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