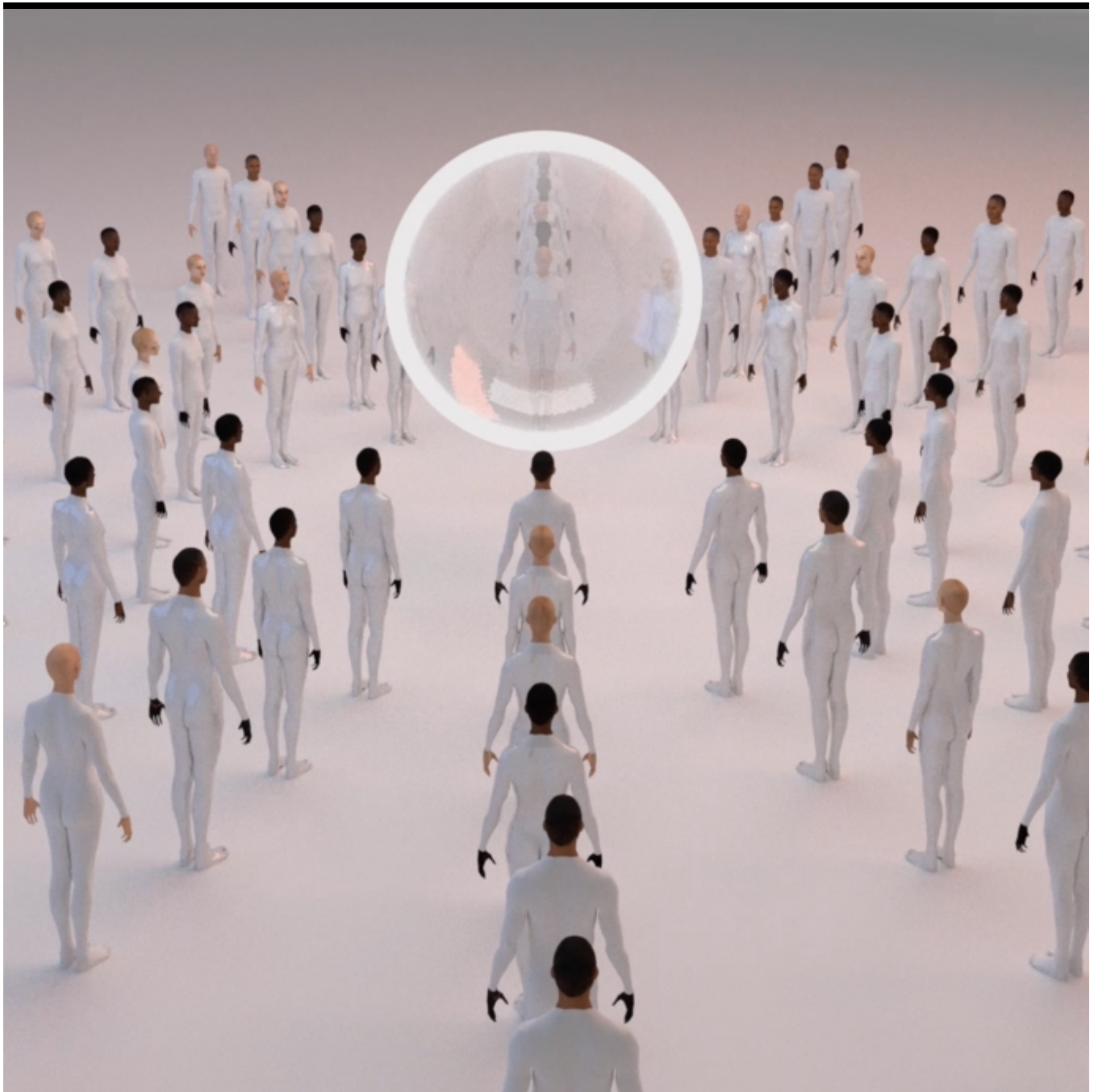


---

# AVON CREATES A PODCAST FOR RECRUITMENT

By Holly Friend and Livvy Houghton

12 : 07 : 2018    Beauty : Workplace : Media



New York – The stalwart beauty brand has launched its first ever podcast series called Make It Happen.

After more than a century of Avon representatives selling beauty products door-to-door, the company is now transferring its business expertise to podcasts, using them as both a recruitment and marketing tool.

Through the podcasts, Avon plans to integrate itself into consumers' daily routines. Its series will feature provocative discussions between Avon Representatives and recognised businesspersons, covering work and entrepreneurialism. Not only does it hope to boost the brand's credibility among listeners, the podcasts will also work as recruitment tools for new representatives who may have been misinformed about the brand's direct-selling model.

By using podcasts as a tool to express the brand's internal culture, Avon is finding innovative ways to continue its legacy and involve consumers, both loyal and new, in its community. For more, read our [\*\*Brand Culture 2020\*\*](#) report.