

# The People of Prestige

By  Mike Sharman

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Bidvest Prestige is the largest, leading specialist of world-class outsourced solutions in Southern Africa and Mauritius. But how do you take the intangible aspects of a B2B success story and translate it into an inspirational narrative that can ignite passion internally - from your workforce - as well as externally with clients who have 'price' at the forefront of a purchase consideration?

When you are operating in an industry where little else - other than margin - matters, storytelling is an incredibly powerful tactic to enhance the emotional connection with your clients, but what about your own people?

We were briefed to inject life into the Bidvest Prestige social presence. We took this brand and delved deep into its heart and created the People of Prestige portrait project [on Instagram](#).



I'm a proponent of key insights, human truths and real-life observations. People of Prestige is more than a campaign, it's a movement dedicated to Bidvest Prestige's people; the ones who are so often overlooked cleaning an office, a recreational area or a temporary event or experience.

Our client is dedicated to the change that they want to see in our country and this is the reason they backed us to launch this project.

People matter – they are the most important part of life and this business. We love South Africa and we want to celebrate the beautiful souls and faces who comprise our communities.

We post a new profile to Instagram and Facebook every week day, and with tens of thousands of profiles to cover within Bidvest Prestige, Retroviral hopes to create a gallery of incredible people for the rest of the foreseeable future!

## ABOUT MIKE SHARMAN

Mike Sharman is the owner of Retroviral Digital Communications, an online communications consultancy specialising in communication strategy, social media and content creation.

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