

A photograph of three people standing in a brightly lit shop floor. On the left is a woman with long brown hair wearing a blue jumpsuit. In the center is a man with a beard and short brown hair wearing a yellow jumpsuit with black stripes. On the right is a man with a beard, glasses, and a black cap wearing a black jumpsuit with yellow graphics. The background is a wall of pink and blue panels with a yellow rectangular frame. The text 'social | KRU' is overlaid in the center.

social | KRU

Your best creator might
already be *standing on*
your shop floor

So why should their influence stop
when their working day ends?

KRU LIVE

Social KRU connects the *physical and* *digital worlds*



Rather than brands investing separately in product experts, brand ambassadors and creators, Social KRU creates a more connected model.

The same product knowledge, training and brand immersion can work across physical and digital channels.

**Brand
Experience**

Retail

Creators

**Social
Commerce**

Start with the people. Then build what you need.



OR



Then choose what you need:

Training & Development

Build the knowledge and confidence people need to engage customers.

Kru Studios

Create content or deliver training in a dedicated space for your brand.

Creator Partnerships

Connect your brand with the right creators to reach your audiences.

Live Selling

Turn product knowledge and interaction into measurable sales.

All four are underpinned by **SellSocially**, the technology platform helping us manage participation, reward engagement and measure performance at scale.



**Ready to create something
people will *remember*?**

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