



RAISE THE BAR

Raising the Bar on Resilience and Connection

In a year marked by industry-wide recalibration and economic uncertainty, ACN launched its 2024 Raise the Bar campaign—a powerful call to action rooted in personal ownership, resilience, and long-term vision. Rather than positioning it as a time-bound theme, Raise the Bar became a year-long cultural ethos designed to empower ACN's Independent Business Owners (IBOs) to commit to growth, challenge the status quo, and build with purpose.

The campaign invited every IBO—whether brand-new or seasoned—to raise their personal standards and reengage with their “why.” Through consistent, intentional messaging across touchpoints, it reignited belief in the mission and instilled momentum in a challenging business climate.

Target Audience



The campaign was designed for ACN's diverse field of IBOs across the U.S. and Canada—ranging from brand-new entrepreneurs seeking stability and flexibility, to experienced leaders looking to rebuild and recommit. Messaging was crafted to resonate across ethnicities, age groups, and motivations, unified by a shared desire for impact, connection, and empowerment.

Campaign Goals

✓ Reinforce ACN's Core Message:

Show that business ownership through ACN remains relevant, achievable, and community-driven—even in uncertain times.

✓ Reignite Field Engagement:

Deliver a clear, empowering rally cry that would refocus IBOs on training, service acquisition, and leadership development.

✓ Unify the Field:

Provide a shared narrative across generations and cultures that inspires action and builds belief.

✓ Support a Full-Year Brand Refresh:

Use the Raise the Bar message to guide communications, event themes, and recognition throughout 2024.

Strategic Conceptualization

The Raise the Bar campaign was developed as a unifying mindset that IBOs could embody daily, regardless of external conditions. At its heart was a simple but powerful challenge: **to do more, grow more, and become more—not just for themselves, but for their teams, customers, and communities.**

The concept was intentionally adaptable across channels, events, and individual IBO goals. It encouraged leaders to push themselves and their teams while remaining inclusive and accessible to those just getting started. The message was motivational but grounded in action—emphasizing progress over perfection and daily consistency over hype.

Creative Assets



CLICK TO WATCH THE VIDEO

This high-impact video was used to introduce and reinforce the theme at key events and online. Featuring the voice of ACN's President & Co-Founder, Greg Provenzano, the video combined motivational messaging with powerful visuals, setting the tone for the year and inspiring IBOs to challenge themselves, lead with purpose, and recommit to their goals.

Digital Toolkit

A suite of Raise the Bar-branded digital assets—including Zoom backgrounds, social shareables, banners, and presentation slides—was created to help IBO leaders promote the message and bring a consistent look and feel to team trainings and online events.

Physical Merchandise

Custom-branded t-shirts, notebooks, lanyards, and event signage reinforced the Raise the Bar message in person, creating a visual reminder of the shared goal across the field.

Monthly Messaging

The theme was reinforced throughout the year via campaign-aligned emails, social posts, and stage messaging at major events. Each touchpoint served as a reminder to recommit and elevate every part of their business—from mindset and training to customer acquisition and team building.



Campaign Execution

This high-impact video was used to introduce and reinforce the theme at key events and online. Featuring the voice of ACN's President & Co-Founder, Greg Provenzano, the video combined motivational messaging with powerful visuals, setting the tone for the year and inspiring IBOs to challenge themselves, lead with purpose, and recommit to their goals.

Pre-launch, cross-functional collaboration between marketing, sales, and field leaders ensured that the campaign would resonate deeply across diverse audiences. We created evergreen language and assets that leaders could use in one-on-one coaching, large team trainings, and personal branding.

Post-launch, the campaign became a constant in ACN's content strategy—reappearing in everything from monthly recognition and product updates to social media posts and email subject lines. The campaign's language was continually adapted to reflect real-time needs and milestones, maintaining relevance and emotional impact throughout the year.

The Impact of Raise the Bar

The Raise the Bar campaign became a rallying cry for consistency, resilience, and forward momentum across ACN's IBO community.

In 2024, Raise the Bar succeeded in reinforcing belief, improving morale, and deepening engagement—especially online. Raise the Bar succeeded in reinforcing belief, improving morale, and deepening engagement—especially online. The campaign gave IBOs a clear, actionable mindset to lean on throughout the year, and it served as a valuable leadership tool for motivating teams in the face of challenges.

IBO Engagement

ACN's IBOs consistently integrated the Raise the Bar message into their teams, trainings, and personal branding.



Monthly emails and social content reinforced the theme, creating a consistent message across platforms.



At major events, the theme was brought to life through stage presentations, testimonials, and breakout sessions focused on pushing beyond personal and team milestones.

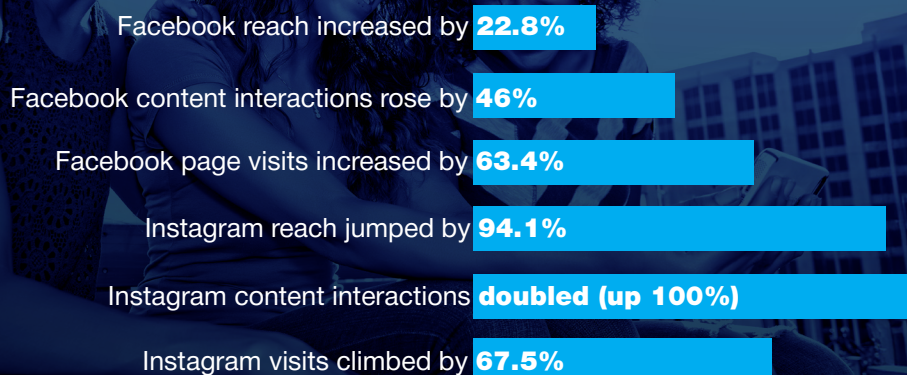


Field leaders embraced the campaign as a leadership mantra, using the theme in coaching conversations and team-wide goal setting.

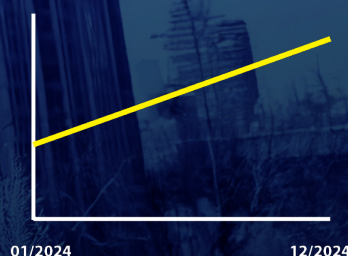
Social Media & IBO Growth

The Raise the Bar message was mirrored in a year-long content strategy across Facebook and Instagram, helping ACN extend its reach and visibility despite industry headwinds.

From January 1, 2024 to December 31, 2024:



IBO numbers trended upward in 2024 in both the U.S. and Canada, pointing to renewed optimism and commitment in the field.



These results reflect the campaign's resonance with a broad field of IBOs—including new entrepreneurs and seasoned leaders across all age groups, ethnicities, and backgrounds.

Sustaining the Message

Rather than a temporary campaign, Raise the Bar evolved into a foundational theme that will continue to influence future field communications and events. Its success has informed the development of new IBO recognition structures, promotional strategies, and team-building resources—ensuring that the message continues to inspire action well beyond 2024.