

# B2B

ND EST?

Why we believe B2B clients shouldn't  
settle for less than B2C ones

**factor<sup>3</sup>**

Advertising Branding Design Digital



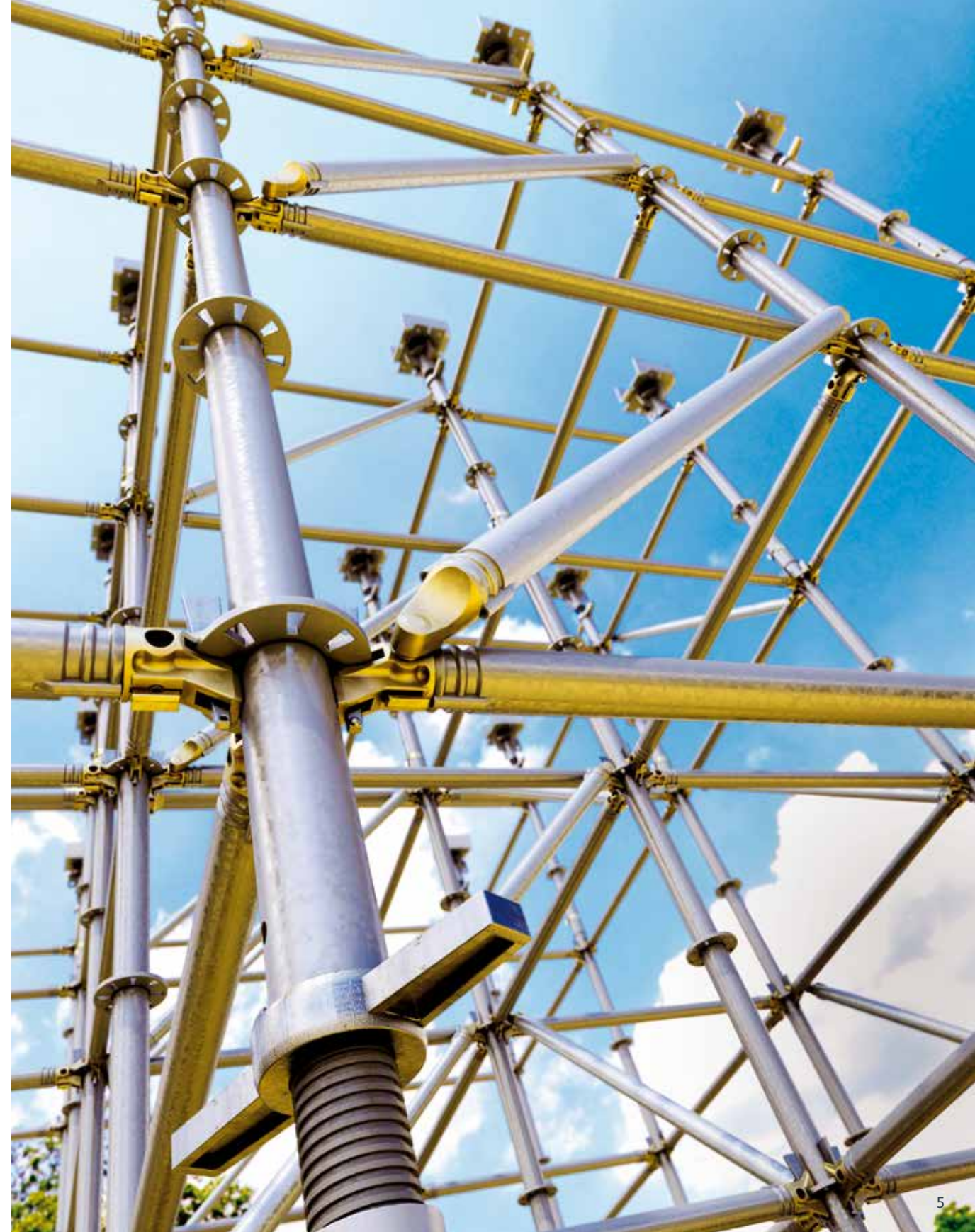
## Bursting the myth

One thing that's always puzzled us about B2B marketing isn't just that many of our brethren agencies turn their noses up at the amazing opportunities it can represent, it's that many clients we meet share the view that it's a poor relation to B2C.

Perhaps it's understandable when you think about it. How many of these boxes can you tick now, or would have ticked in your previous posts?

- The board 'don't get' marketing
- Marketing follows where Sales leads
- It's technical – our customers just want the facts
- The agency struggles to/doesn't/will never understand our business
- Brand isn't important, ROI is
- We tried it once and it didn't work

**It doesn't have to be this way.**



## Believe in better

From day one at Factor 3, we've always had as many B2B clients as B2C ones. We've never approached them any differently because, in marketing terms, the process that delivers in one, delivers in the other: Understand the business and the industry; understand where marketing sits in the organisation; understand what the business stands for; understand where the differentiation lies; understand the audience's perceptions and triggers to action; understand that relevant creativity is the last unfair competitive advantage; understand that marketing should be an investment not a cost; understand there should be perfect symmetry between offline and online marketing.



## “But what we do is complex/specialist/technical”

Our name – Factor 3 – comes from our philosophy of ‘Understand. Create. Deliver.’ And we never start factors two and three before we’ve nailed number one.

At this point, depending on your industry or product, you will probably still be sceptical. One answer is to talk to any of our B2B clients to see what they think.

For another answer, here’s just a snippet of what we’ve taken on board: Financial Conduct Authority regulation; securitization; advanced case processing software; total facilities management; formwork, falsework and shoring; C-class componentry; laser sintering; environmental logistics; electro-chemical resins and lubricants; network and communication technology; sterolithography. We could go on. And on, but you get the picture.

Delivering fresh thinking  
in off-site fabrication to  
the nuclear industry.

That's intelligence



The established practice of fabricating off-site has allowed many industries to maintain the highest levels of safety, quality and efficiency – with minimum intrusion. But never before has such large scale, off-site fabrication been utilised in the nuclear industry – until now that is. Interserve's manufacturing and assembly facilities in Ellesmere Port provide the highly-controlled, secure, segregated, contamination-free, clean and dry environments essential for major nuclear industry projects, with easy access to the dockside.

[www.interserve.com](http://www.interserve.com)

To meet the exacting nuclear standards, our high-integrity welds are radiographed and pressure tested by Interserve's highly skilled personnel, who fully understand the unique levels of safety and quality assurance demanded by the industry. Interserve's innovative approach to off-site fabrication is a perfect example of how we apply brain power to the energy industry.



Scan this QR code using your smart phone and see how Interserve's vision can benefit your organisation.



## GBV appointed to 15,000-home flood risk plan

**CONTRACTS**  
A Galliford Try and Black & Veatch joint venture has been appointed to an appraisal of flood risk for 15,000 homes.

The review will assess all communities between Datchet and Teddington, where flood risk will be reduced by the River Thames Scheme.

Many of the areas affected by last winter's floods will be covered. The contractors will determine feasibility, undertake outline design and create a business case for the scheme.

"In recent years we have experienced some of the UK's worst floods, and we expect the extreme weather that caused them will become more frequent," GBV director Matthew Nott said.

"This makes the appraisal work a significant step in reducing risk to more communities along the Thames."

Once funding is secured, a new flood channel parallel to the Thames between Windsor and Slough will be created.

Other work includes increasing the capacity of the weirs at Sonbury, Molesey and Teddington.

Mr Nott added: "We will be drawing upon experience gained on the Jubilee River, Olympic Park and Thames Tideway projects."



## Mace

Contractor w

**CONTRACTS**  
**ROBYN WILSON**  
[robyn.wilson@emap.com](mailto:robyn.wilson@emap.com)

Mace will be acting as construction manager for the Royal Wharf's phase one, which will include the delivery of 100 new homes.

Construction Network will be acting as project manager for the waterfront development, which is jointly developed by Singapore-based Oxley Holdings and UK-based Ballymore.

Overall plans for the site will include the delivery of 100 new homes, 100 apartments and 100 flats, as well as a new public square.

## Morgan Sindall

### EDUCATION

Morgan Sindall has won a £40.6m deal to expand six schools in the London Borough of Southwark.

The contractor will deliver two new build schools and remodel four existing schools in the borough, creating more than 1,400 new pupil places.

It was awarded the work package through the £1bn Improvement and Efficiency South East framework.

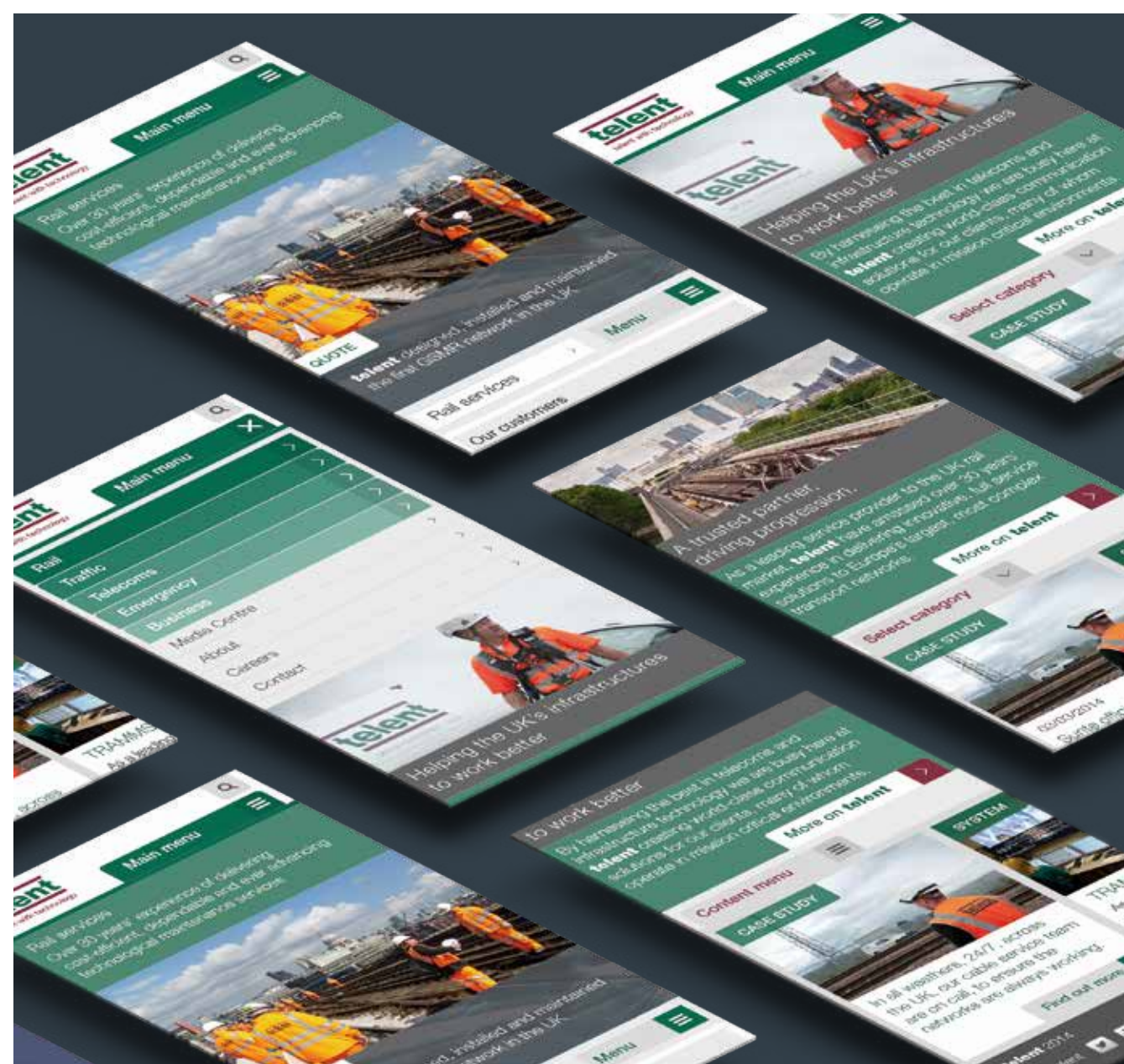
The new £11.5m new building for Primary School will accommodate 100 pupils and cost £8.3m. Bellenden School, a free school, will see its existing refurbishment. Morgan Sindall is also remodeling

# 3

## Body of work

The proof, as always, is in the doing. What have we created and what has it achieved? What follows is just a taster of our 17 years of B2B expertise.

Not surprisingly, we've picked some of the highlights but we've also done Christmas cards, the MD's presentation, the e-newsletters, the tender document, the five language translations, the video, the last minute conference banner, the email footer, the wobblers, stickers, fliers, giveaways and even turned up to man (or woman, actually) a client's exhibition stand.



NEW RESPONSIVE WEBSITE WITH FULLY RESPONSIVE DYNAMIC CONTENT FEED



## TELENT Web design

Telent is a company that contributes so much to the smooth running of this country's essential services, but wasn't exploiting its enviable reputation for innovation.

Now, in content and functionality, Telent's new website reflects their modern technology-driven credentials to the full.



PACKAGING

## ELECTROLUBE

### Through-the-line brand refresh

A major competitor in the global electro-chemicals market, our brand strategy skills were applied to unify Electrolube's product range under one powerful brand proposition. Workshops and research amongst our client's customers provided accurate business insight, enabling us to find the right solution for Electrolube - across all its markets.

“

A brand is what they say about you when you're not in the room.

”

JEFF BEZOS, FOUNDER OF AMAZON

# ELECTROLUBE

THE SOLUTIONS PEOPLE

BRAND STRATEGY: IDENTITY & STRAPLINE

Electrolube Digital Marketing Strategy Proposal

7th August 2014

factor

Electrolube: Exploiting the potential of content marketing - Workshop

16th October 2014

factor

DIGITAL STRATEGY PRESENTATIONS

## WORKING WITH AN INTEGRATED AGENCY

Whether it's our policy of media neutrality or our inherent ability to implement a brand across all touchpoints, the result for Electrolube has been a compelling, consistent and robust response.



EXHIBITION STANDS



PRODUCT LITERATURE



TRADE PRESS ADVERTISING



RESPONSIVE WEBSITE DESIGN & BUILD





BROCHURE

## HEPWORTH CLAY

### Brand relaunch

Our award-winning work for Hepworth reinvigorated interest in, and demand for, clay drainage, promoting its superiority over seemingly cheaper plastic pipes. The campaign generated an ROI of over £13 for every marketing pound spent.



PULL UP BANNER



DIRECT MAIL



PRESS ADVERT



POSTER



PRODUCT GUIDE COVER



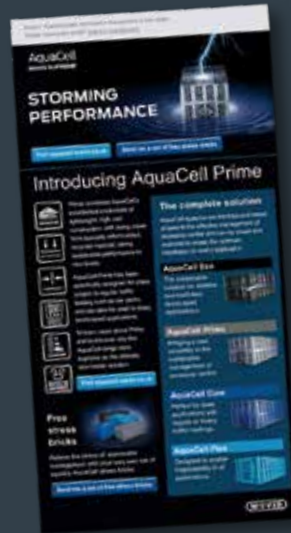
TRADE PRICE LIST



# AQUACELL

## Brand relaunch & support

A humble (though actually amazingly technical) plastic crate became the focus of a dramatic integrated campaign to successfully launch Wavin's AquaCell range of stormwater management units.



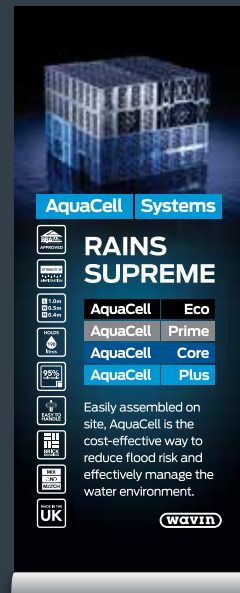
EMAIL



STRESS BRICKS BOX DM



DPS PRESS ADVERT



PULL UP BANNER



EXHIBITION STAND



**ONCE A DAY**

**55.2% SHARE THEIR TV REMOTE WITH 2-5 OTHER PEOPLE**

**29.3% NEVER CLEAN THEIR TV REMOTE**

**36% USE A SLEEVE OR TISSUE TO CLEAN THEIR TOUCH SCREENS**

SOCIAL MEDIA

## AF INTERNATIONAL Social media

AF International is a leading manufacturer of cleaning products formulated to keep our computers, mobile phones, and the many other devices we use in our personal and professional lives, free of harmful germs and microbes.

Starting out as a traditional advertising account, Factor 3 has helped develop a successful social media programme, exploiting the rich vein of information and facts surrounding the importance of hygiene at work and in the home.

**AF** How much do you care for your smartphone?  
83% employed adults aged between 18-60 own a smartphone vs. 14% own a dedicated mobile phone.

**AF** Forget about a dirty weekend how dirty was your week?  
Many workplace technical items are not properly cleaned. Men are more likely to have cleaned their mobile phone in the last week (47%) than women (33%).

**AF** iPhone Usage stats: 85% of iPhone users have used AF products, 55% use AF products daily, 61% use AF products weekly, 48% use AF products monthly.

**AF** Which remedy of germs dropped in water is the best? PLEASE HELP ME, I HAVE NO NAME, AND I'D QUITE LIKE ONE REALLY!

**AF** Win one of 12 pairs of tickets to The Gadget Show Live 2013 for you and a friend.

**AF** Highlight from the #advertisinguk vlog was meeting @mossnabstacy

**AF** Like if you agree!

**AF** Would you push her in?

**AF** Multi-Screen Clean is also great at cleaning your sunnies!

**AF** The functions you would miss most if your phone was lost, stolen or broken: 2.2 hours (32%), 3.4 hours (24%), 1.8 hours (21%), 1.5 hours (18%).

**AF** Popular lunchtime activities include...: 21% A long drive home, 20% Eating in the park, 18% Checking mobile networks.

**AF** The most common reasons people claim for their mobile are: 38% broken, 38% damaged, 35% lost, 13% cracked, 9% trapped, 60% CLAIMED.

**AF** 900,000 mobile phones dropped down the toilet last year.

**AF** 46% will look for a replacement for their mobile phone. The average price of a replacement is £180.

**AF** 2/3 of those who own a phone admitted it's not currently insured.

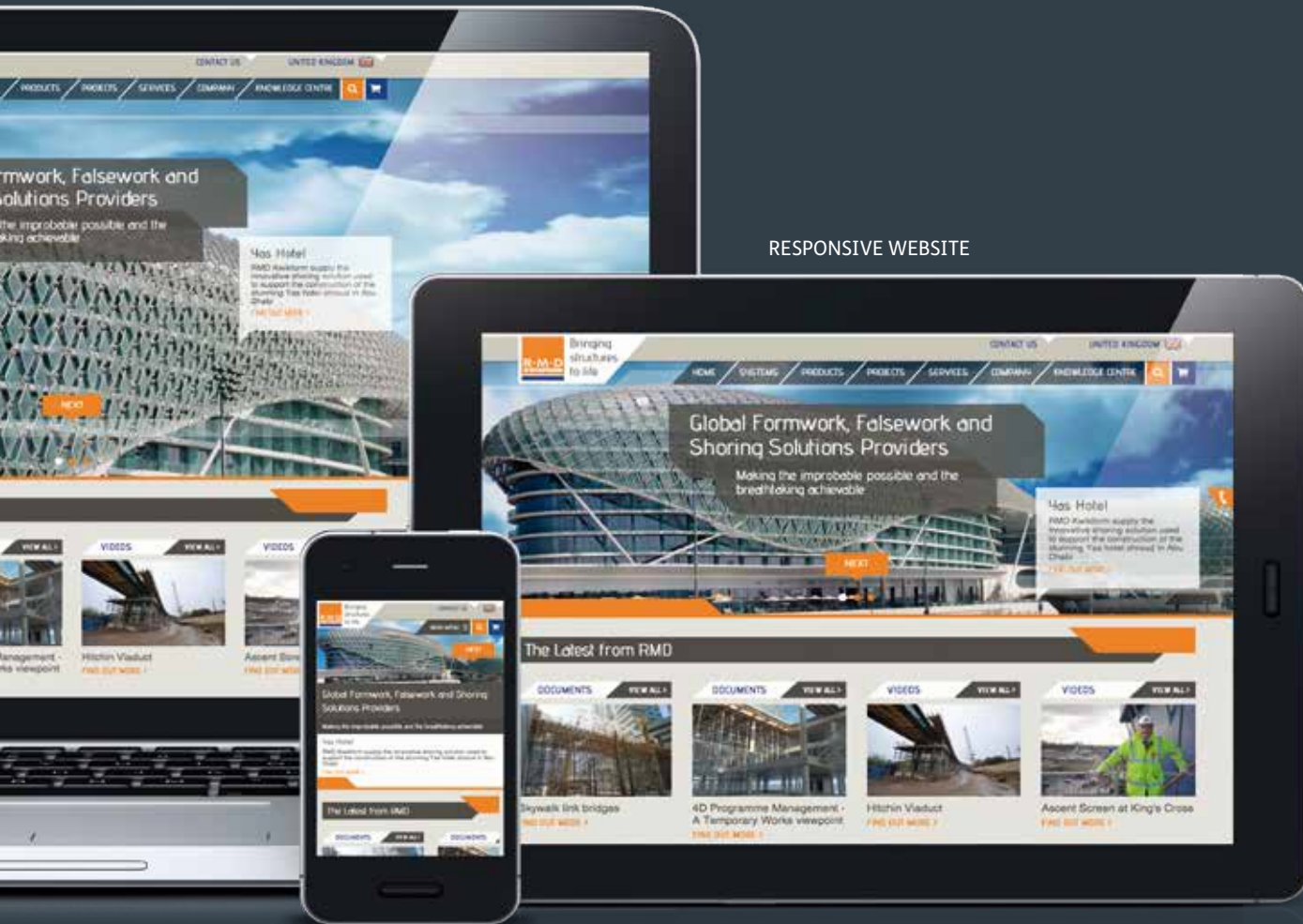
**AF** 45% of people never clean their phone less than once a week.

**AF** People look after their phone by using: 46% screen cleaner, 28% screen guard, 12% screen protector.

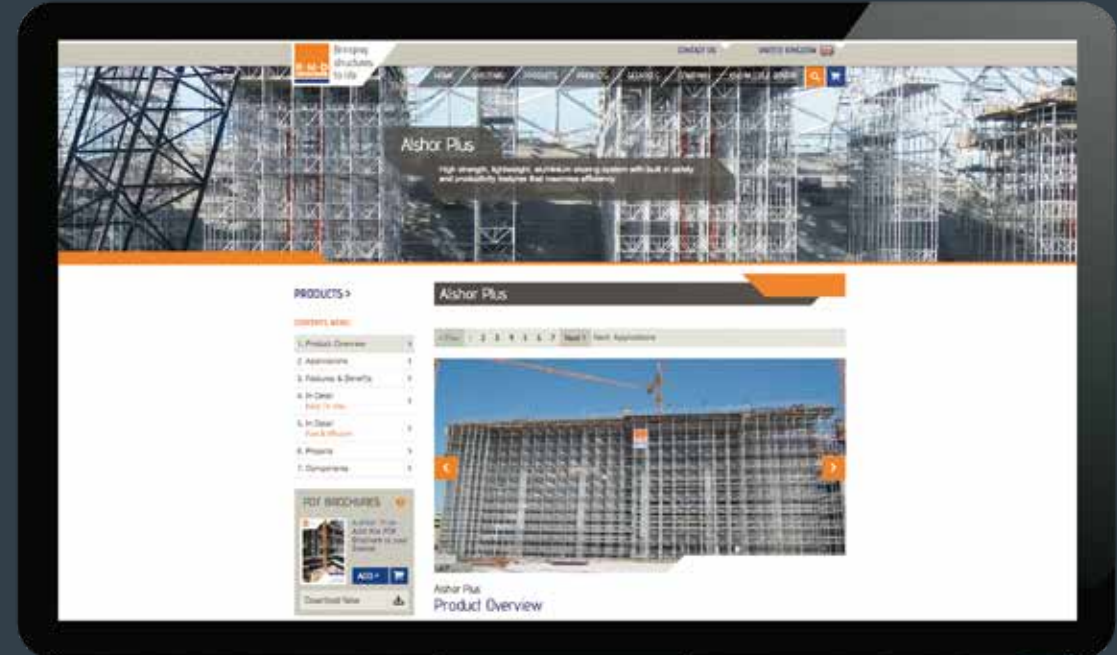
**AF** 36% of people use a sleeve or tissue to clean their touch screens.

INFOGRAPHICS

FACEBOOK & TWITTER POSTS



RESPONSIVE WEBSITE



PERSONALISED DOWNLOADABLE BROCHURE PDFS MATCHING WEBSITE INFORMATION



## RMD KWIKFORM

### Web design / SEO

RMD Kwikform provides falsework and formwork to the construction industry around the world. Here at home, for example, RMD Kwikform was involved in the construction of the iconic Aquatic Centre, used in the 2012 London Olympics. So our inspiration was not about what they do, but what they help architects achieve: Bringing structures to life.

A 'master' UK website was the basis for 'clone' versions that RMD Kwikform offices around the world can now populate in their own language, for their respective markets. The result is a SEO optimised site that has seen page visits alone, double since its launch.



RESPONSIVE WEBSITE



## MILSPEED Brand refresh

You may not have heard of the Milspeed brand, but you will have heard of most of their clients' brands. From classic brogues to trendy trainers, Milspeed are the 'Intel inside' of the shoe world, making Box Toes, Counter Linings and Reinforcements that support the shape and structure of a shoe.

We helped revitalise the Milspeed branding and used animation to bring an air of innovation and engagement to their new website, showcasing the company's product range and commitment to sustainability.



OLD LOGO



NEW LOGO

## INTERSERVE PLC

### SustainAbilities™ website

Interserve, the FTSE 250 global support services and construction group, has an unswerving commitment to sustainability and wanted to bring their plans to life for their own people and the wider world.

In just six weeks, we worked closely with their team and third party consultants to create the name SustainAbilities, an engaging infographic of the five-year plan and a supporting website and brochure.

Take a look at [sustainabilities.interserve.com](http://sustainabilities.interserve.com)



RESPONSIVE WEBSITE

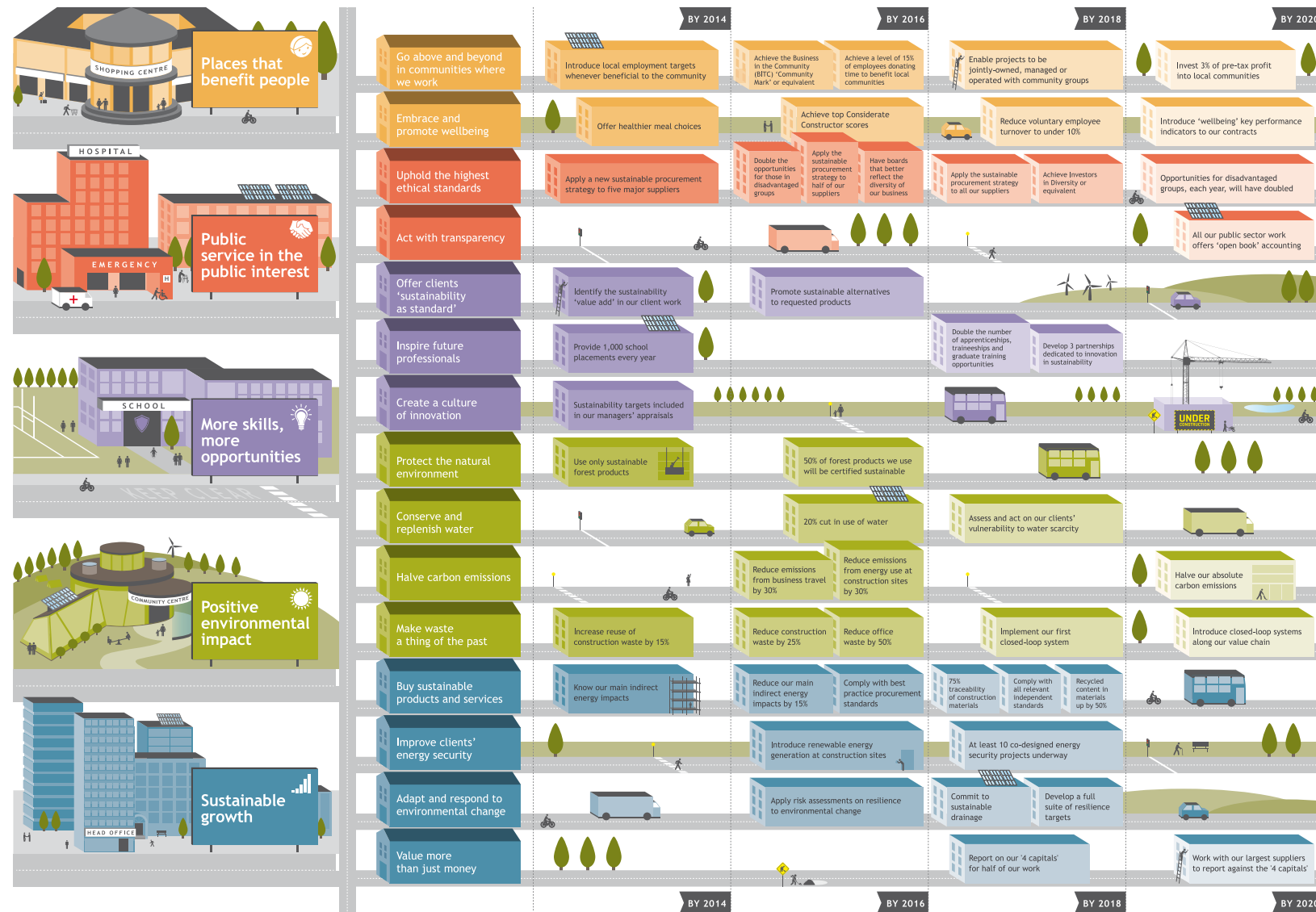


“ I don’t know you.  
We’ve never met before.  
I can’t recall your company.  
Nor am I sure what it does.  
Or how it can help me.  
And I didn’t ask for  
this meeting...”

...Now, what was it you  
wanted to sell to me? ”

The best sales aid is a strong brand.

# The SustainAbilities™ route map charts our journey through to 2020





That, in a nutshell, is our B2B story and this, in a Regency building, is Factor 3 in the flesh. If, somewhere in the previous twenty or so pages, you found yourself nodding in agreement or smiling in recognition then please do get in touch, and we can have a chat to see if we can help you get more from your B2B budget.

T [01242 254242](tel:01242254242) W [factor3.co.uk](http://factor3.co.uk)

**factor<sup>3</sup>**

Advertising Branding Design Digital



# The promise we make to every client

We spend a lot of our waking hours preaching to clients about the value of figuring out just what it is that makes their brand different and better.

So it is beholden on us to have practised what we preach. 'Winning made more fun' is the promise we strive to deliver every day. It is all about enjoyable success. Enjoyable because it's a success, obviously, but hopefully enjoyable in every other way, too.

Enjoyable because we deliver on time. Enjoyable because we took time to understand your business, your market, your brief and your foibles.

Enjoyable because we're open and honest, because we don't lose enthusiasm as the years tick by, and enjoyable because we are as committed to your business as you are.

Enjoyable because we demystify the digital world, because Hotel du Vin is opposite us, and because cake fuels a lot of our meetings.

Together perhaps we, too, could do some winning work and have fun along the way.

## factor<sup>3</sup>

De La Bere House, Bayshill Road  
Cheltenham, Gloucestershire GL50 3AW  
T 01242 254242  
E [info@factor3.co.uk](mailto:info@factor3.co.uk)  
W [factor3.co.uk](http://factor3.co.uk)



Institute of Practitioners in Advertising