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More Than a Pretty “Face” ... Building a B2B Brand that Works for Your Business!

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San Mateo, CA

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Agenda

Today

- Level-set on brand – what it is, what it does for companies
- How strong brands are built
- Tools you can use

Your Takeaways

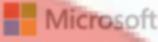
- Brand as a *tangible* asset to help achieve your objectives
- Insight into keys to effective B2B brand building
- Confidence that it can be impactful for companies like yours

The usual suspects

01  +9% 234,241 \$m	02  +8% 167,713 \$m	03  +24% 125,263 \$m	04  +17% 108,847 \$m	05  -4% 63,365 \$m
06  +2% 61,098 \$m	07  +5% 56,246 \$m	08  +5% 50,832 \$m	09  +4% 45,362 \$m	10  +11% 44,352 \$m
11  +1% 41,440 \$m	12  -6% 40,381 \$m	13  -7% 40,197 \$m	14  -12% 39,857 \$m	15  +3% 35,559 \$m
16  +7% 32,376 \$m	17  +14% 32,223 \$m	18  +1% 26,288 \$m	19  -22% 25,566 \$m	20  +10% 25,092 \$m
21  +3% 24,422 \$m	22  +11% 22,134 \$m	23  +13% 21,629 \$m	24  -1% 20,488 \$m	25  +8% 19,044 \$m

Source: Interbrand, 2019 Top Global Brands

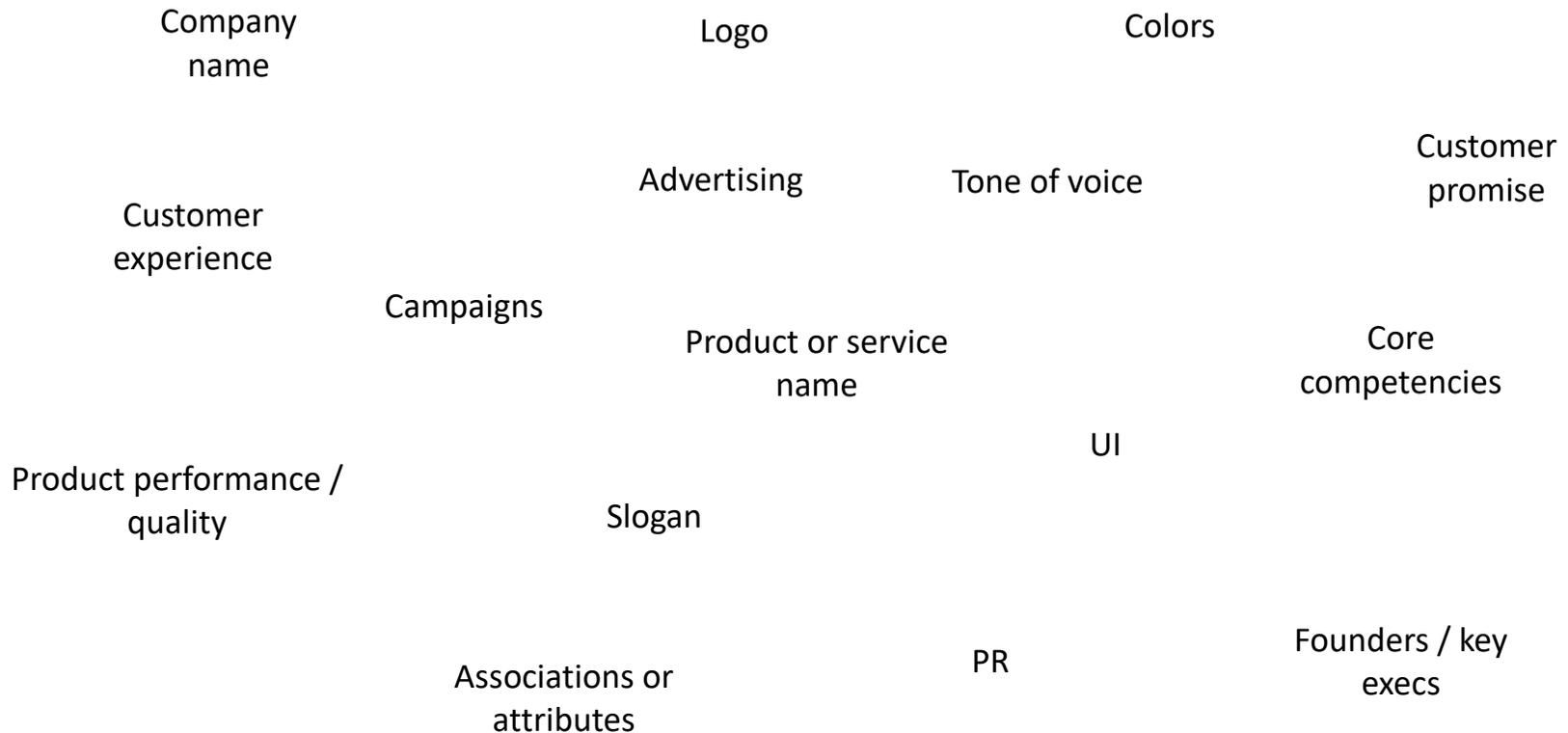
Brand building works for small to medium B2B companies, too!

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What is a brand?

It's the sum total of the experiences, interactions, perceptions, people, places and things that customers associate with a product or company name.



It's shorthand for a promise

- To your customers
- And ... to your employees



A brand that works hard for you...

- Lowers your customer acquisition costs
- By building top of mind awareness and memorability
- By generating earned media and word of mouth

- Increases your customer retention and lifetime value
- By building relationships with them
- By delivering experiences that reinforce choice and repeat purchase

- Facilitates capitalizing on growth opportunities in adjacent spaces
- By building customer trust and expanding your credibility

- Earns you the benefit of the doubt if/when when things go wrong
- See 2 above!

Hard-working brands are built with intention

Credible

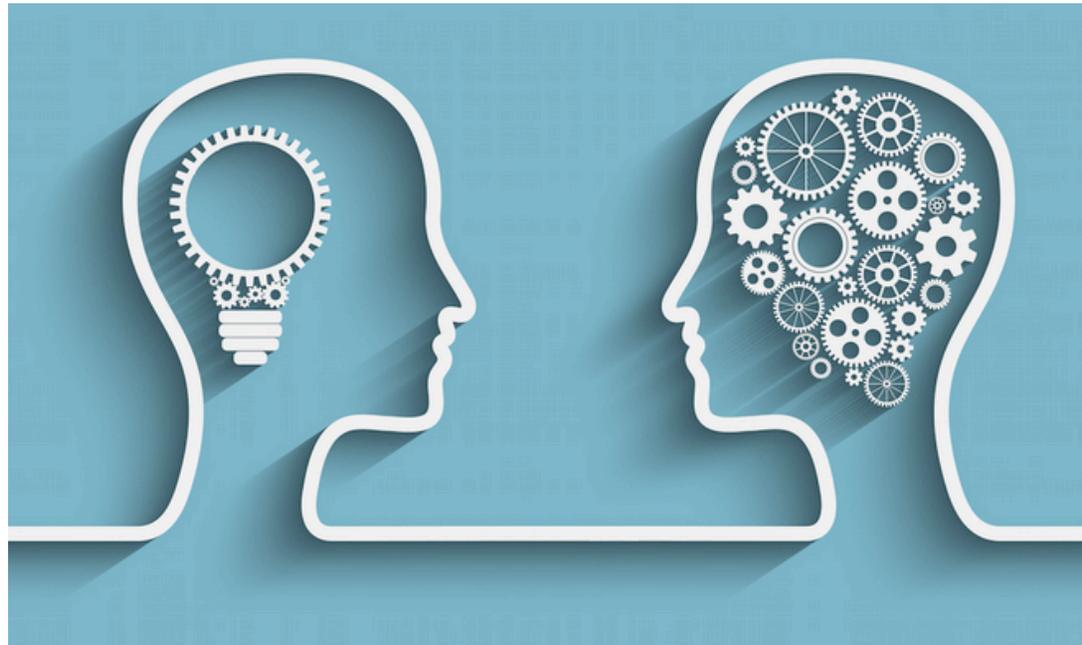
You keep your promises

Relevant

You offer something customers need

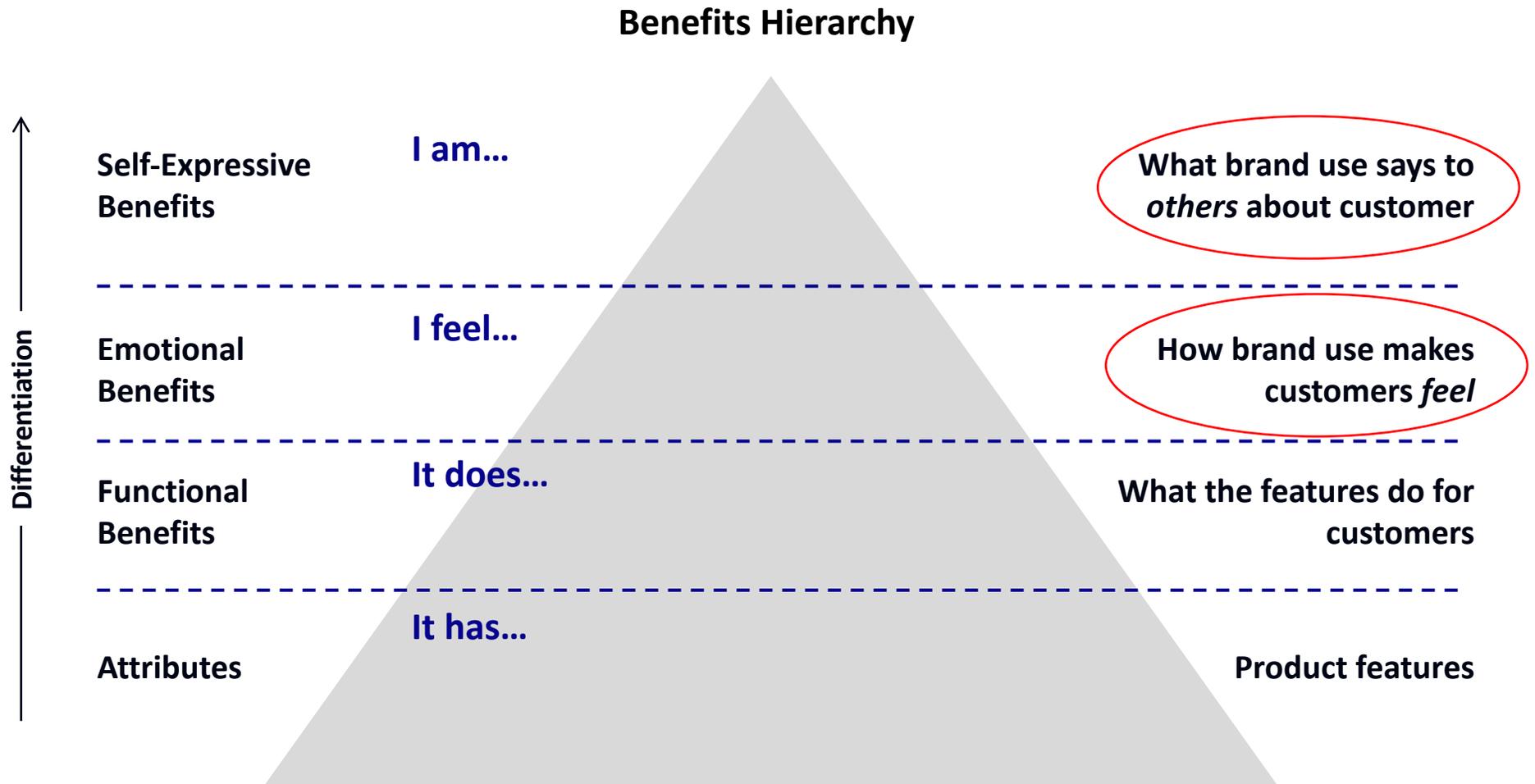
Distinctive

You stand out



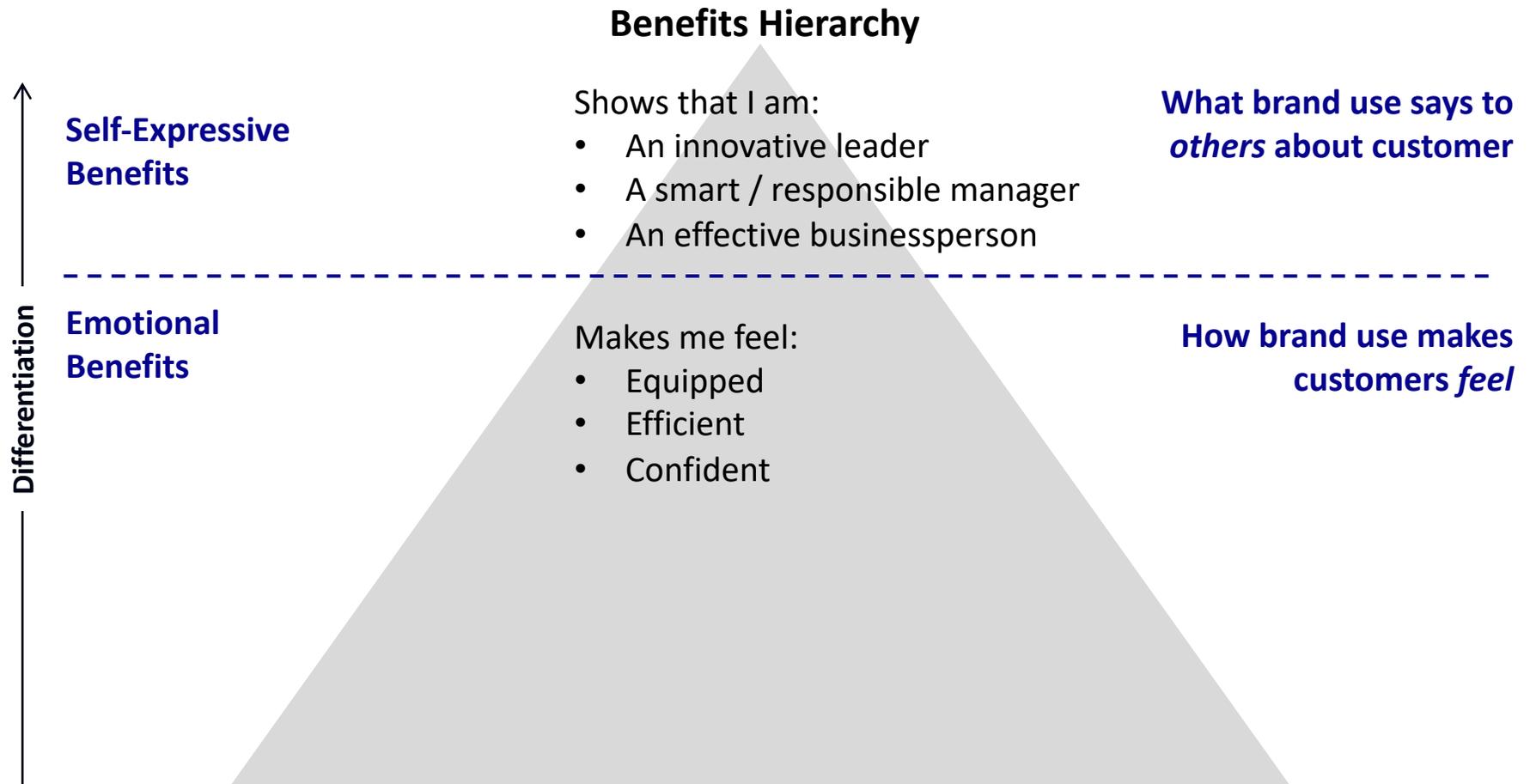
Prospects need to see or hear your marketing message *at least seven times* before they will take action

They build relationships based on emotional involvement



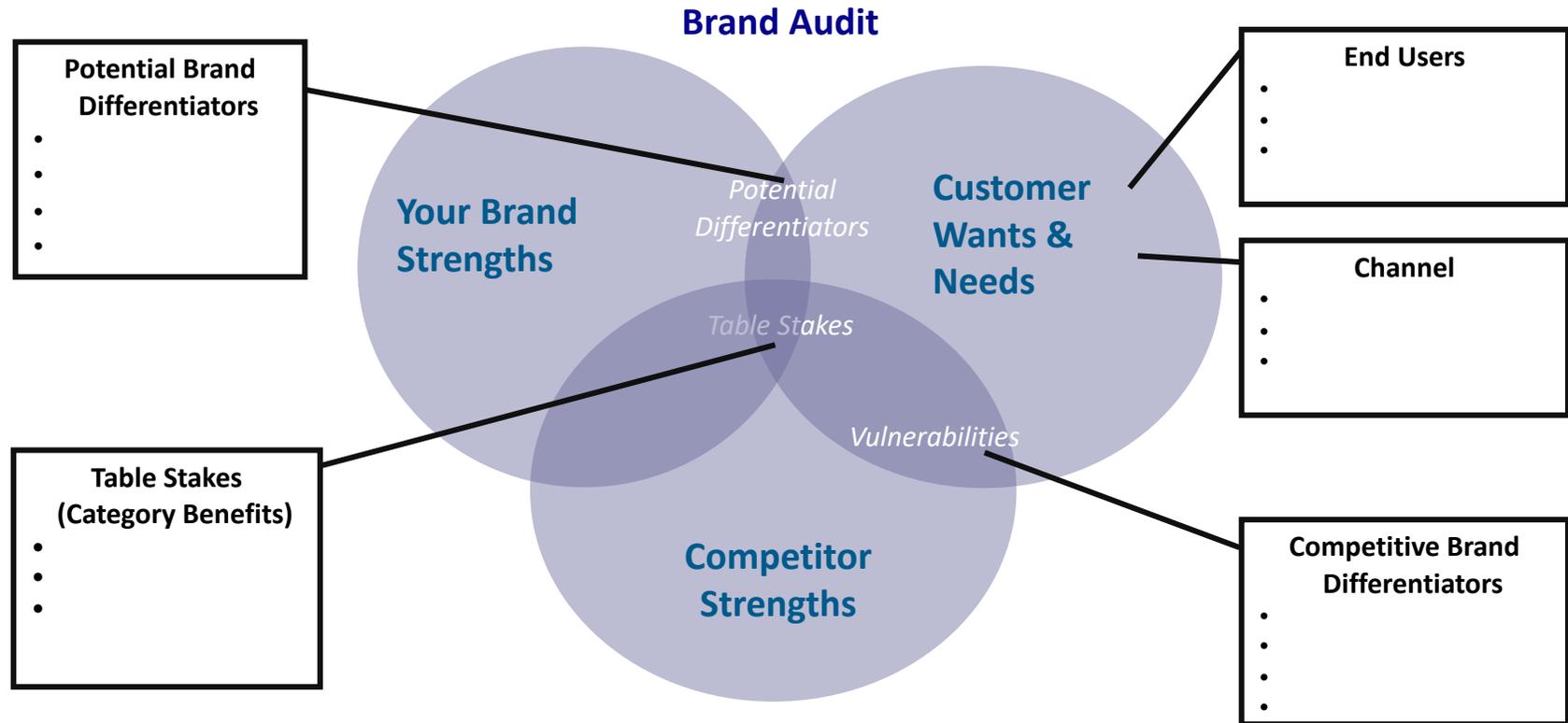
Not just for B2C!

Strong B2B brands build emotional connections with their buyers and decision influencers, too.

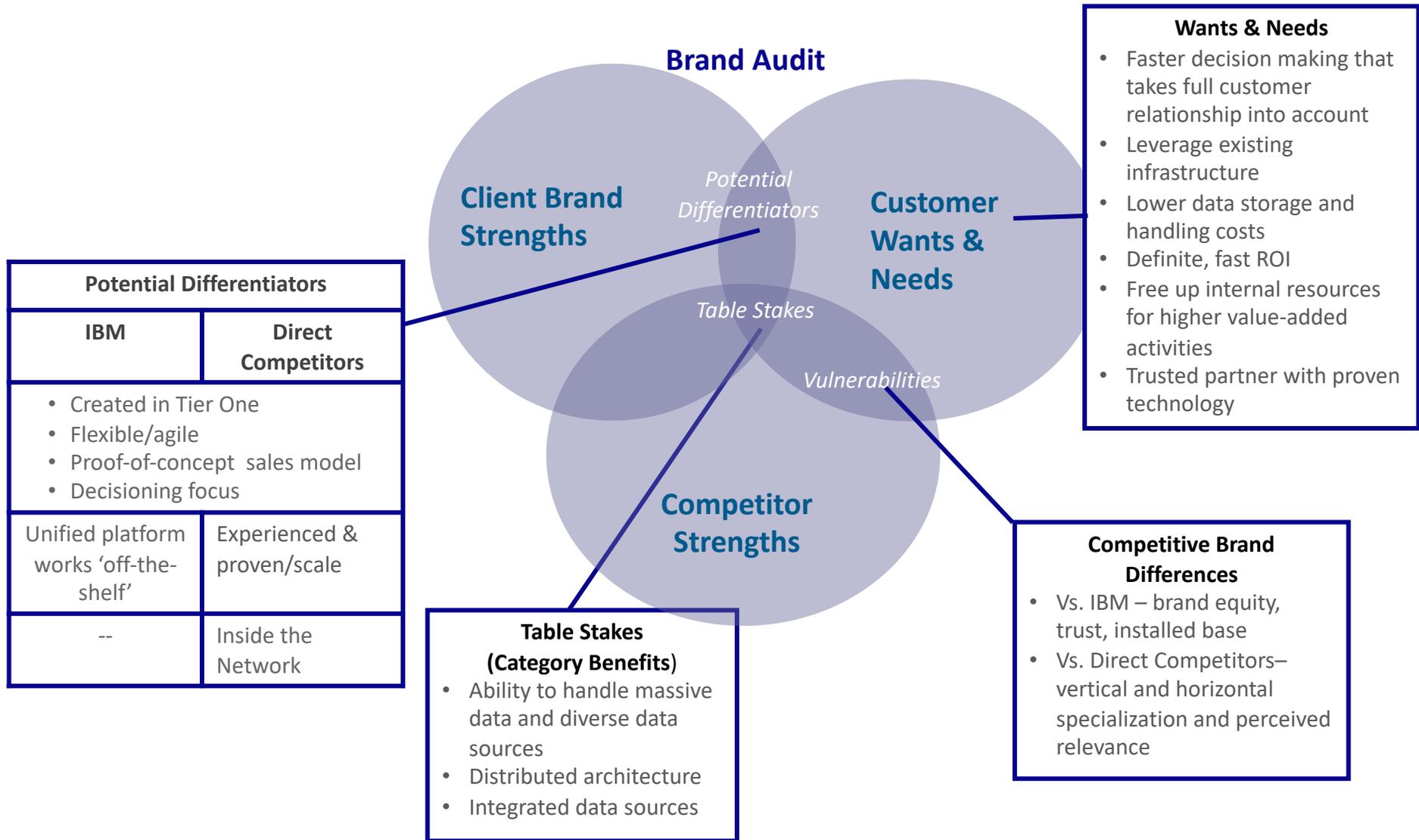


Start by understanding the brand landscape

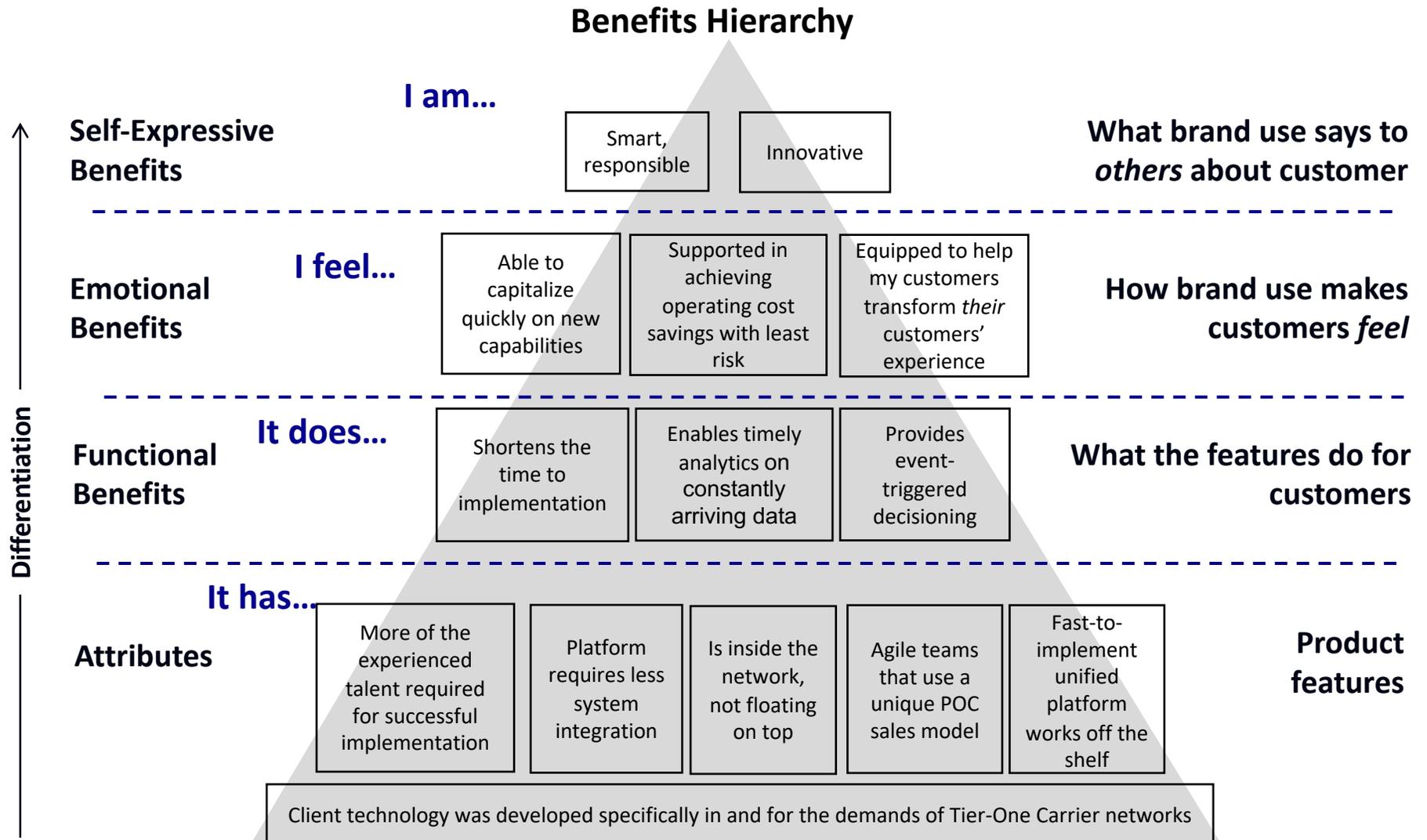
A brand audit describes the current state of play and identifies opportunities for building brand relevance and distinctiveness.



Example: Real time, big data solution provider faced a crowded landscape



Example: Multiple pathways reflect different customers with different levels of sophistication and readiness



Example: Positioning frames the choice relative to the alternatives and provides support to make it believable

Classic Positioning Framework

Target

For Decision-makers and influencers
at data rich businesses,

Client Brand

Frame of
Reference

provides prescriptive decisioning
solutions

Key Benefit

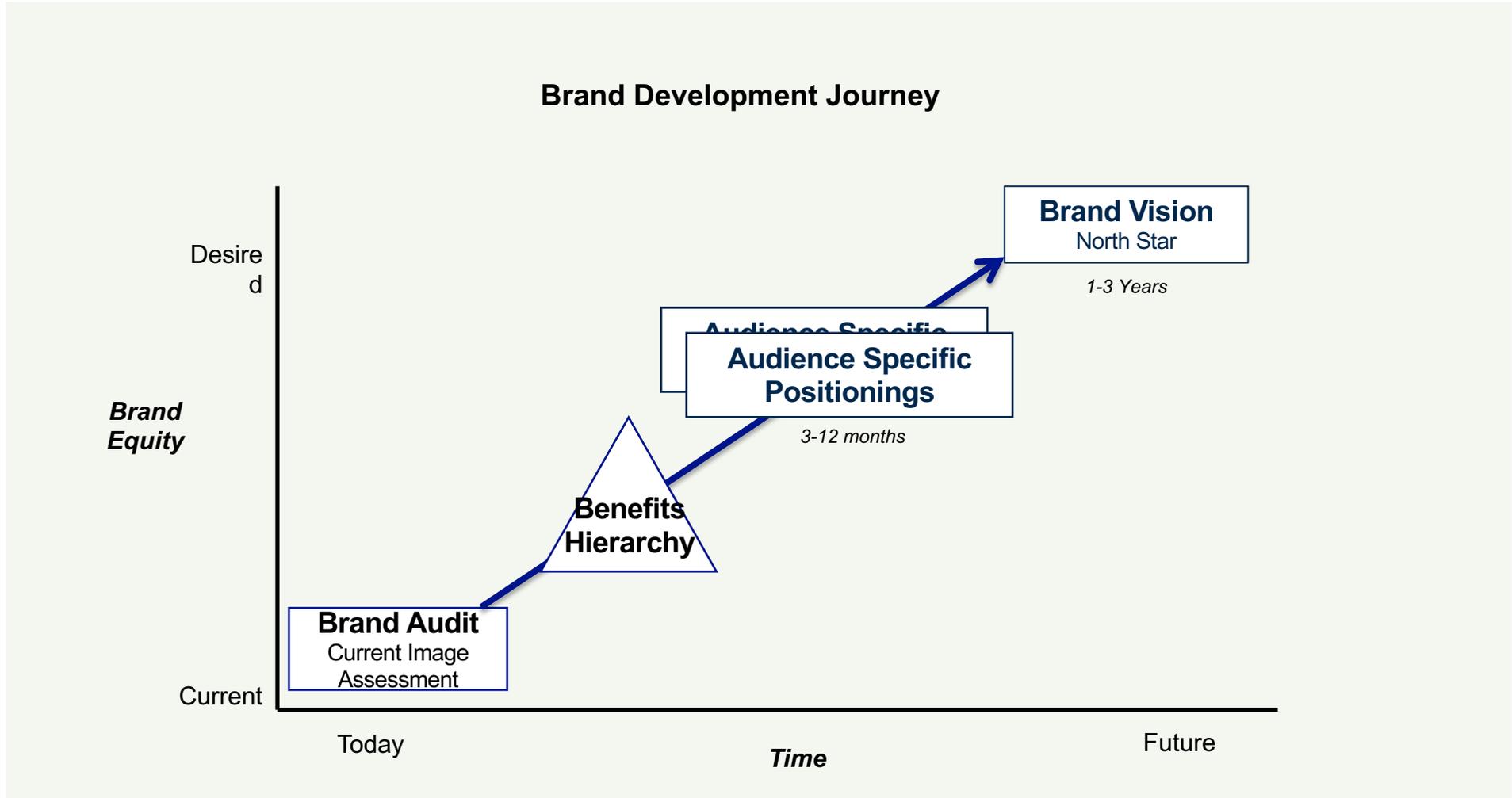
that enable customers to transform
their customers' experience by
triggering right-time actions.

Reasons to
Believe

1. Fast-to-implement, unified platform that works "off the shelf"
2. Innovative technology developed specifically in and for the demands of Tier-One Carrier networks
3. Agile teams that use a unique proof-of-concept sales model

*"Real, automated, event-driven use of data is very powerful. No one is talking about it with credibility or enabling new services to monetize the data. Really great runway for you."
– Customer Interview, 12.6.12*

Strong brands build a roadmap and follow it!



Your Takeaways

- ✓ Brand as a *tangible* asset to help achieve your objectives
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About me

I'm a builder and problem solver focused on driving profitable growth through customer centricity.

- Consult on product-market fit, identifying white space opportunities and supporting their successful commercialization, and building and managing strong brands
- Special expertise in B2B and B2C services, healthcare and retail
- Helped conceive, launch and operate two DTC Internet-based consumer businesses
- Advisory board member of retail-focused tech solution startups
- Board Chair of Sasa Designs by the Deaf, a non-profit committed to economic empowerment of deaf artisans in Kenya

I'm also a Lecturer in the undergrad and MBA programs at UC Berkeley Haas School of Business



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