

*Business to business (B2B) =
Peer to peer marketing (P2P)*

Upp = Up: to aim higher

UPP

*Elevation:
Delivering business growth*

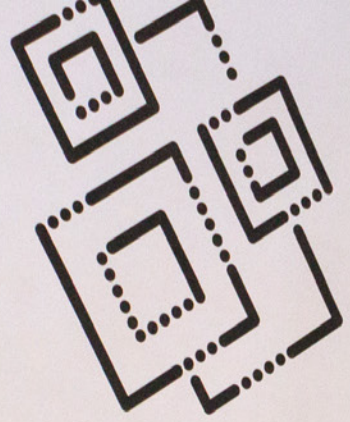
**UPP IS AIMING HIGHER. IT IS AN ASPIRATION,
A VISION, A TRAJECTORY, A STATEMENT OF INTENT.**

**UPP IS A FUNDAMENTAL DRIVE TO BE BETTER,
TO BE BIGGER, TO REACH A NEW LEVEL.**

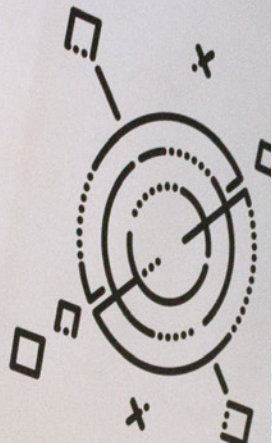
**TO STAND STILL IS TO GO BACKWARDS,
BUT TO RAISE OUR EYES UPPWARDS IS TO SET
OUR SIGHTS ON A GOAL. A NEW PATH THAT
BEGINS WITH A SINGLE STEP. A PATH THAT
LEADS TO THAT NEXT LEVEL, WHERE WE CAN
UPPEND MARKETS, UPPSET STEREOTYPES,
UPPSCALE IDEAS AND SHAKE UPP
THE COMPETITION.**

WE ARE UPP.

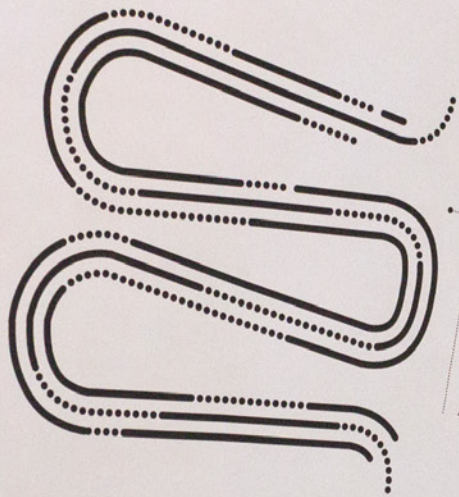
Proposition development
Problem solving
Customer insight



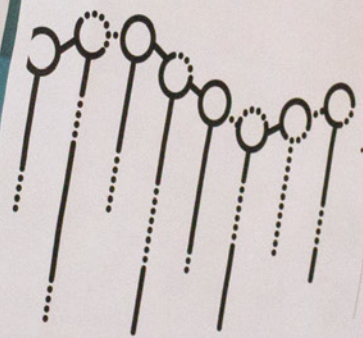
Brand hierarchy
Co-creation
Multi-device marketing
Multi-channel marketing
Marketing automation
Lead nurturing



Content strategy
Multi-channel marketing
Brand marketing
Data capture
Research & insight
Conversion insight
Co-peer influences



Direction
Progression
Customer/user journeys
Marketing automation
Lead nurturing
Multivariate testing
Brand development



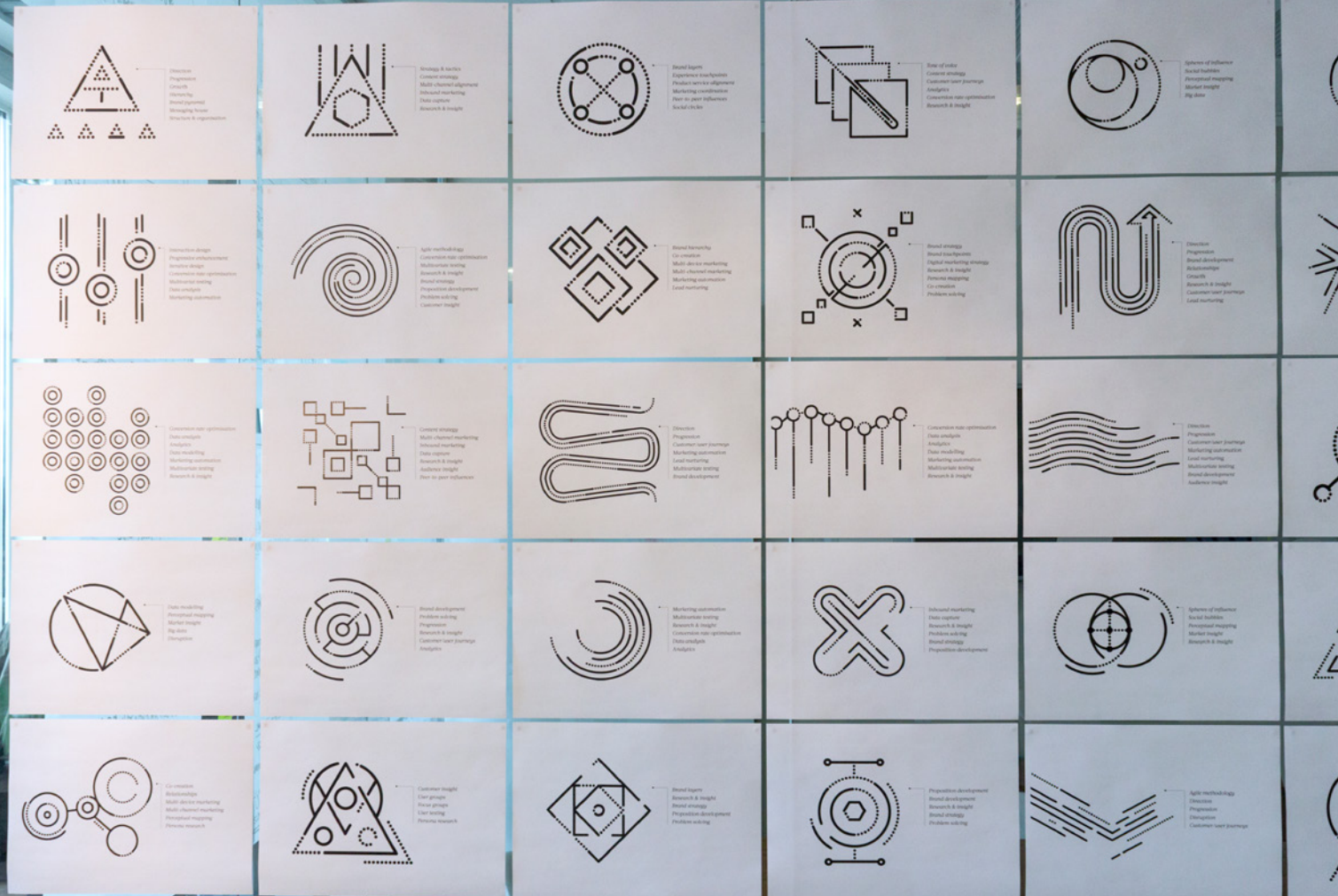
Conversion
Data analysis
Analytics
Data model
Marketing & Analytics
Research & insight



Marketing automation
Multivariate testing
Research & insight
Conversion rate optimisation
Data analysis
Analytics

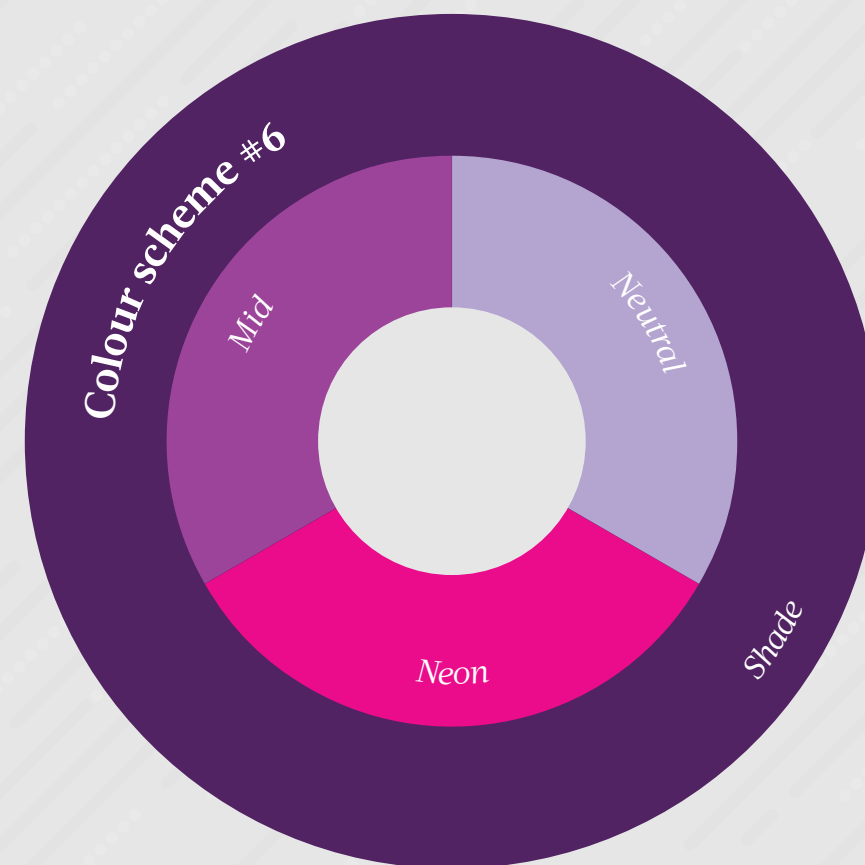
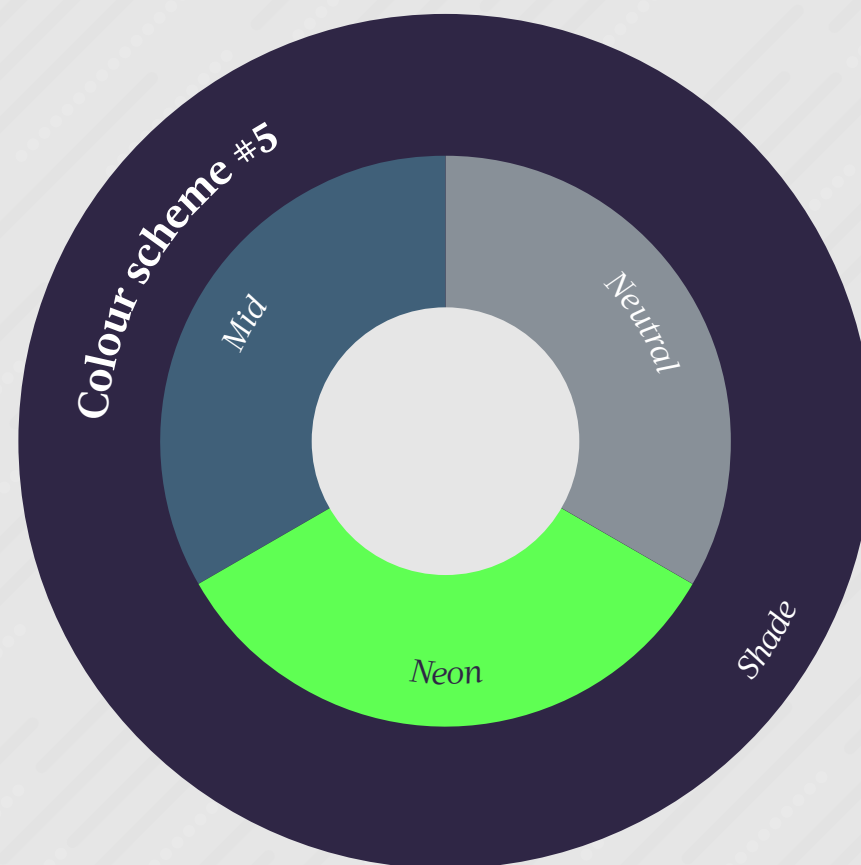
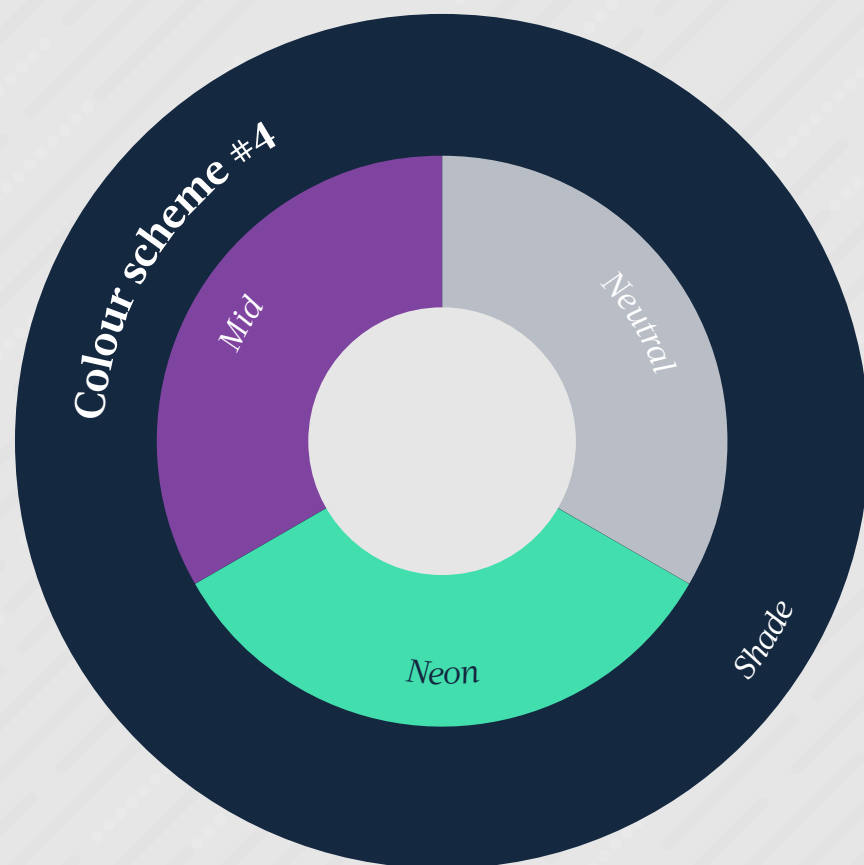
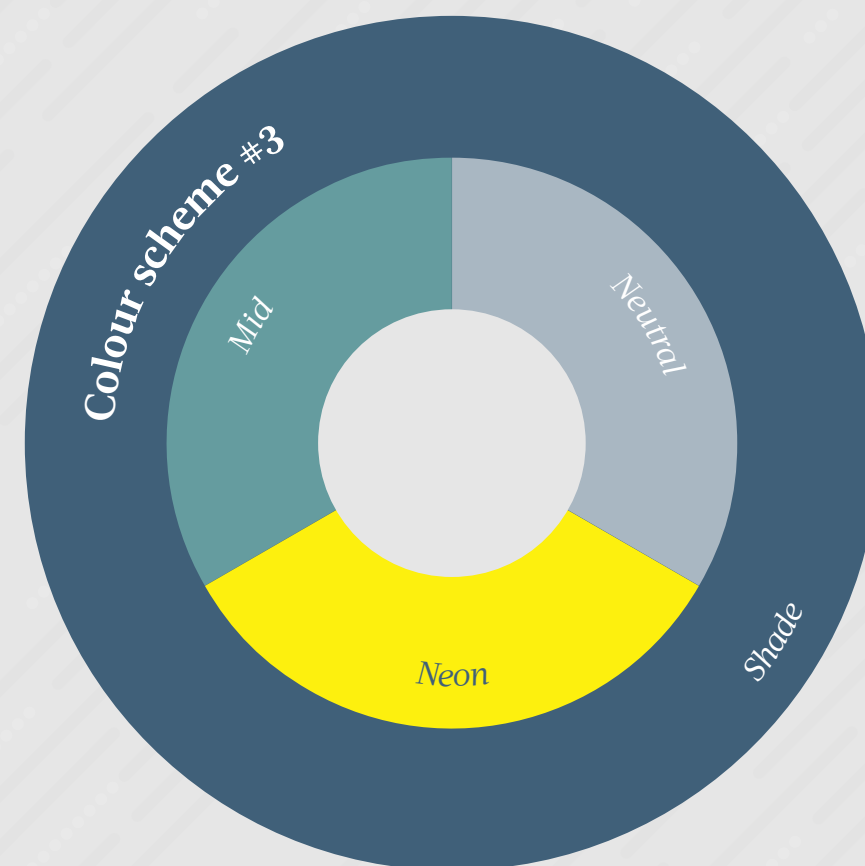
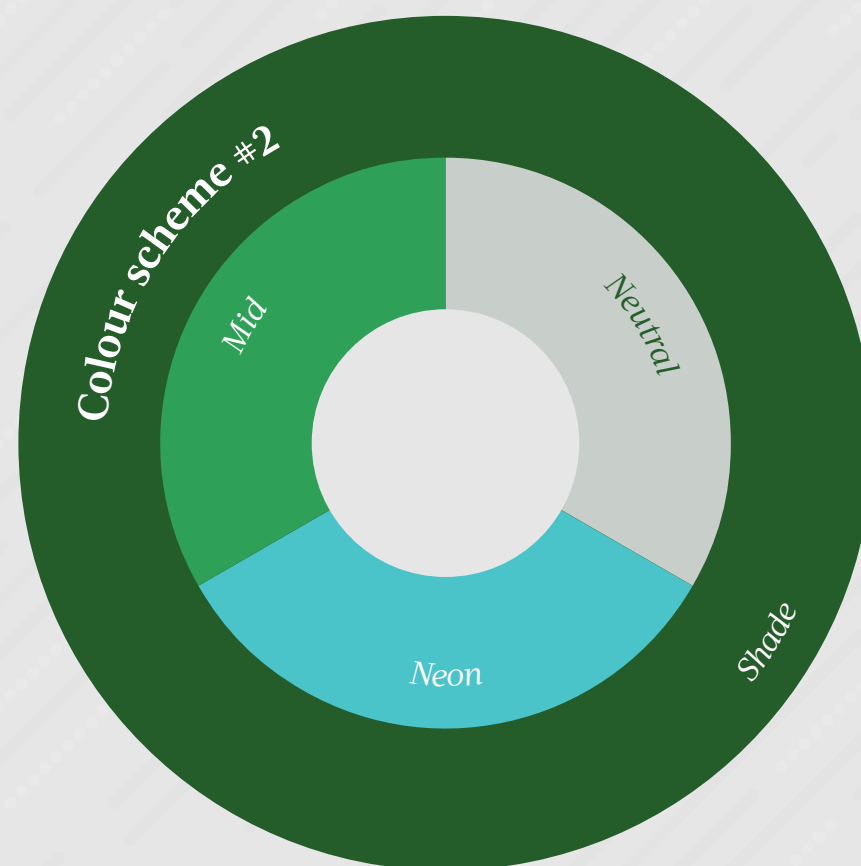
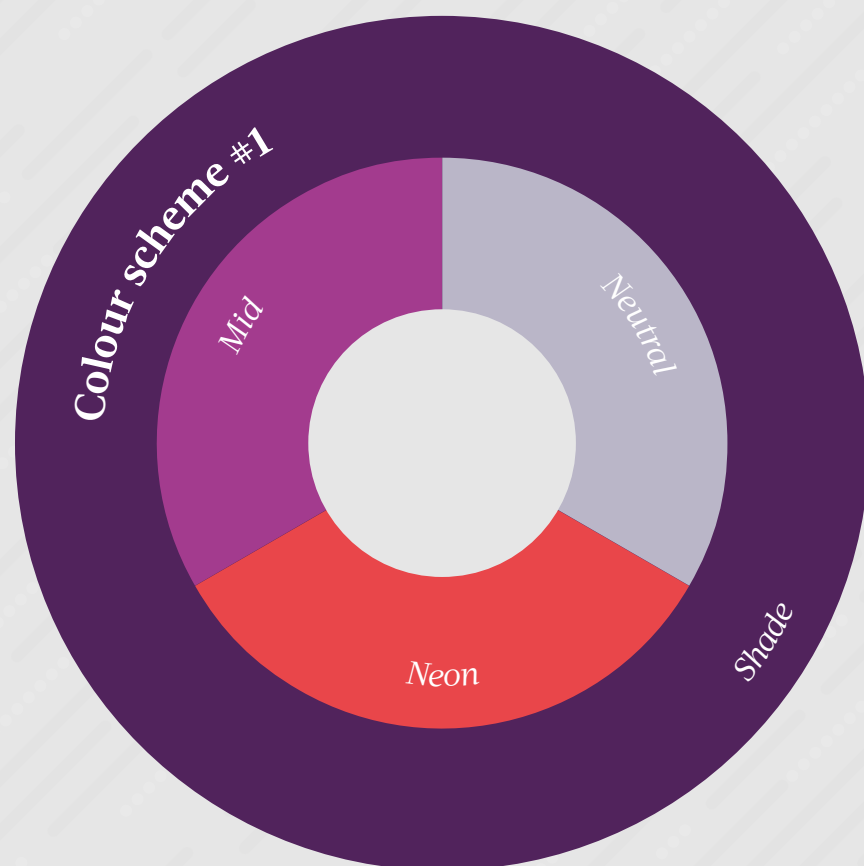


Inbound marketing
Data capture
Research & insight
Problem solving
Brand strategy
Proposition development



Direction
Progression
Brand development
Relationships
Growth
Research & insight
Customer/user journeys
Lead nurturing



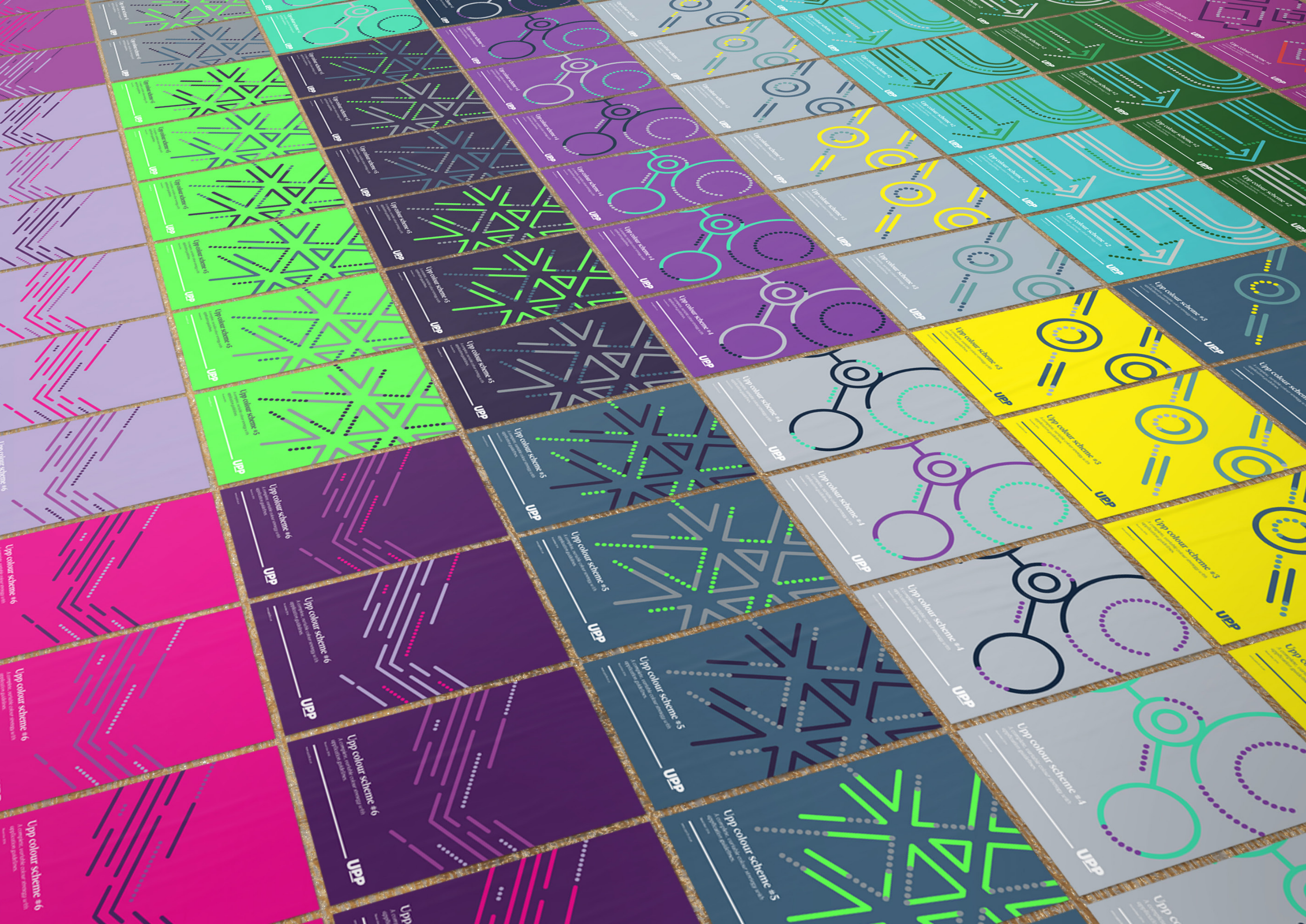


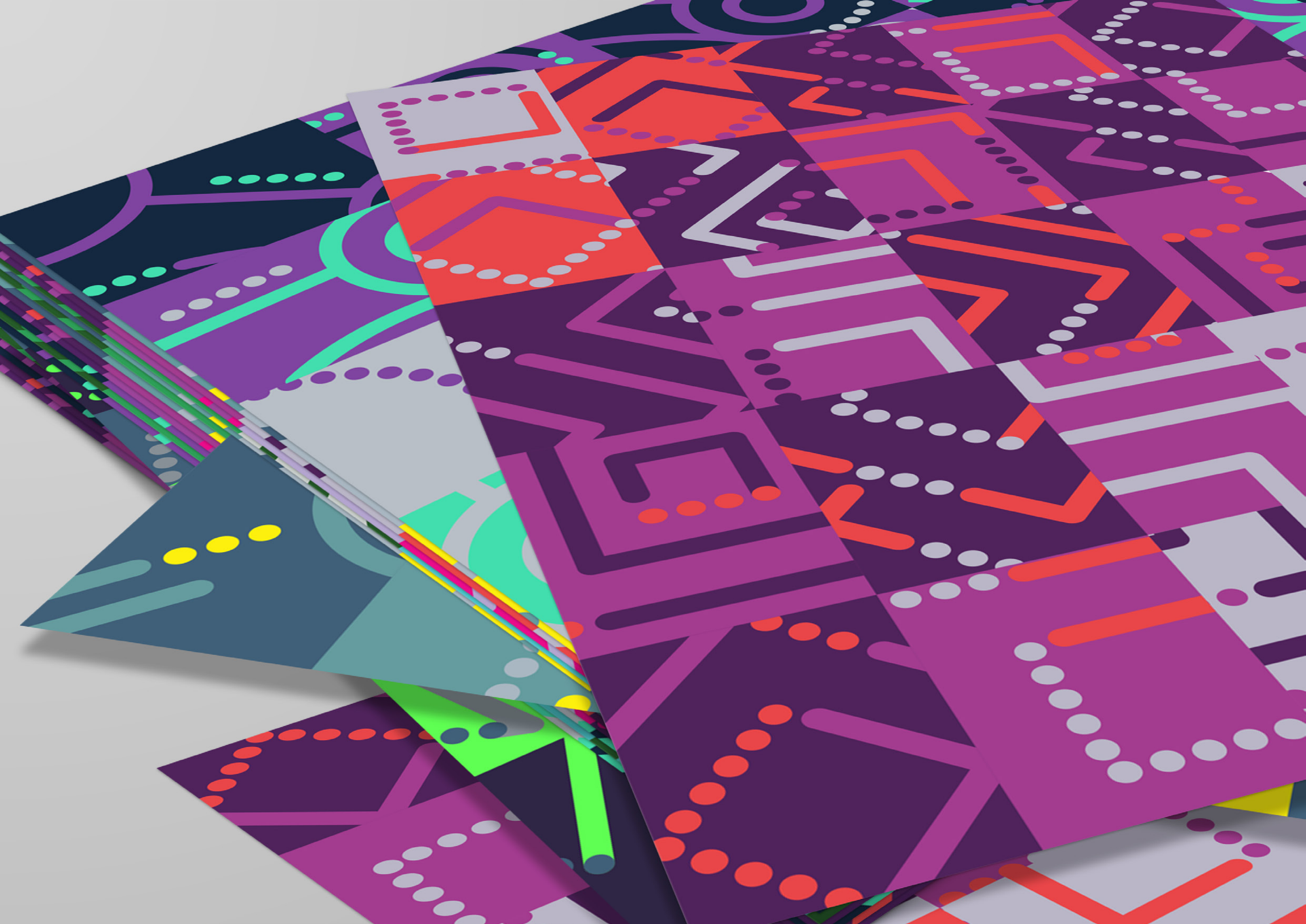


**UPP IS /
BETTER,
REAC**

**TO BE
TO**

**UPP IS A NEW PATH
THAT BEGINS WITH
SINGLE STEP.**











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Getting your brand into shape

*The steps involved in
figuring out who you are,
what you do and why.*

one

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Because you're worth it

The power of b2b brand equity

B2b brand equity is built in our minds and is rooted in our emotional feelings about brand connections including our feelings about aspiration and trust. This can be simply explained by questioning what made my mind choose to buy Dell again over newcomer CyberPower, when recently specifying a number of new laptops for Upp 828.

Q. ED the power of brand equity. Simply defined as the tangible and intangible added-value awarded to products or services which can generate more money than competitor brands which aren't as well known.

CyberPower computers run fast and look amazing and what's more they're highly customisable. The brand has developed a loyal following in the gaming market as they're built for high performance. So performance-wise they're up there with the best established brands plus they're reasonably priced. But I'm looking for a PC that won't let me down and I trust Dell will deliver, right? They've never failed us as a business before and I've enjoyed a good experience from their tech support team so far.

Dell does business computing well – they've a strong reputation in the business tech space and don't want to risk making the wrong decision. Maybe the CyberPower is a better machine, I don't know, but it's not just my opinion I have to be aware of – what about our clients? Would they take our team seriously if they all turned up with a perceived gaming machine. I suspect not! So, we've gone with Dell again. After all, I feel I'm buying a quality product validated by millions of other business buyers. So this justifies the price premium I'm willing to pay doesn't it?

Is emotion the key b2b brand equity driver?

This added-value often comes in the form of perceived quality or emotional attachment to brands, and it allows companies to engage with their customers in a deeper way to drive loyalty for business growth. And loyalty gives investors confidence about a brand or business's future potential, making equity a valuable asset, which extends far beyond a cool logo or eye-catching visual identity.

Sounds simple enough, but brand equity is a complex thing. Complex because to achieve and build it, brands need to get in touch with consumers' emotional purchase drivers – yes even in b2b. Aspiration, consumer loyalty, perceptions of value, and everyday moments of truth, will be reflected in the way customers feel, think, or act about a brand. And these 'feelings' will be reflected in the price premium a brand can command, its market share, its profitability and the confidence of investors.

Equity can be positive or negative, and crucially, as it is shaped by customers' experiences of a brand, it is largely built in the minds of customers themselves, rather than by companies. However, this doesn't mean you can't influence it. Building brand equity should be a core component of any b2b brand strategy whether you're an established brand, or a new kid on the block.

Those with higher positive brand equity are better able to weather storms or challenges in the long-term. Customers that hold a brand in high regard (equity) will forgive brands their errors or mishaps, and remain more loyal in times of trouble. Creating and nurturing emotional connections to brands is the ultimate goal to build equity (for more on this read 'using audience emotions to build a deeper brand relationship'). A key part of this process stems from ensuring your customers view your brand as wholly different to competitor offers, so that a substitute product or service just won't cut it.

**Defining and delivering a strong
and simple proposition gives your
company's audience something to
understand and connect with.**

From the conception of your brand messaging, your proposition must be
embedded within the company internally to provide the customer with a
seamless experience at every touch point.





two

Creating an authentic visual identity

*A visual language that
represents you when you whisper
and when you need to shout.*

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Is it still possible
to differentiate
your brand
in b2b?

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Your reason for being

Why did the company start in the first place? What need was the business fulfilling? What beliefs did the owners have that drove them to start the business?

Articulating these responses is not always as easy as you might think. You have to keep asking 'why?' to drill down to what really matters. Sometimes it's purely borne out of a customer need that was identified as not being met, often it comes from a belief or a value the founders hold dear.

In today's market it's increasingly said that there's no such thing as a USP any more. And while there are few sectors where your company or its product offer are likely to be totally unique, there is still room for differentiation in the b2b space. You just need to know where to start.

This is where the power of your 'Why?' comes in.

Uncovering what truly lies at the heart of your brand is the starting point for brand differentiation – your authentic self. This is what should guide your company's behaviours and maintain a consistent direction for all decision-making and brand development.

Strong and distinctive brands have two common drivers: they deeply understand their reason for being and they understand how to respond to the market's needs. These are necessary to provide a differentiation.





A user experience that represents your brand

*Your website is your primary brand
touchpoint. It's time to make sure it's
telling the current brand story.*

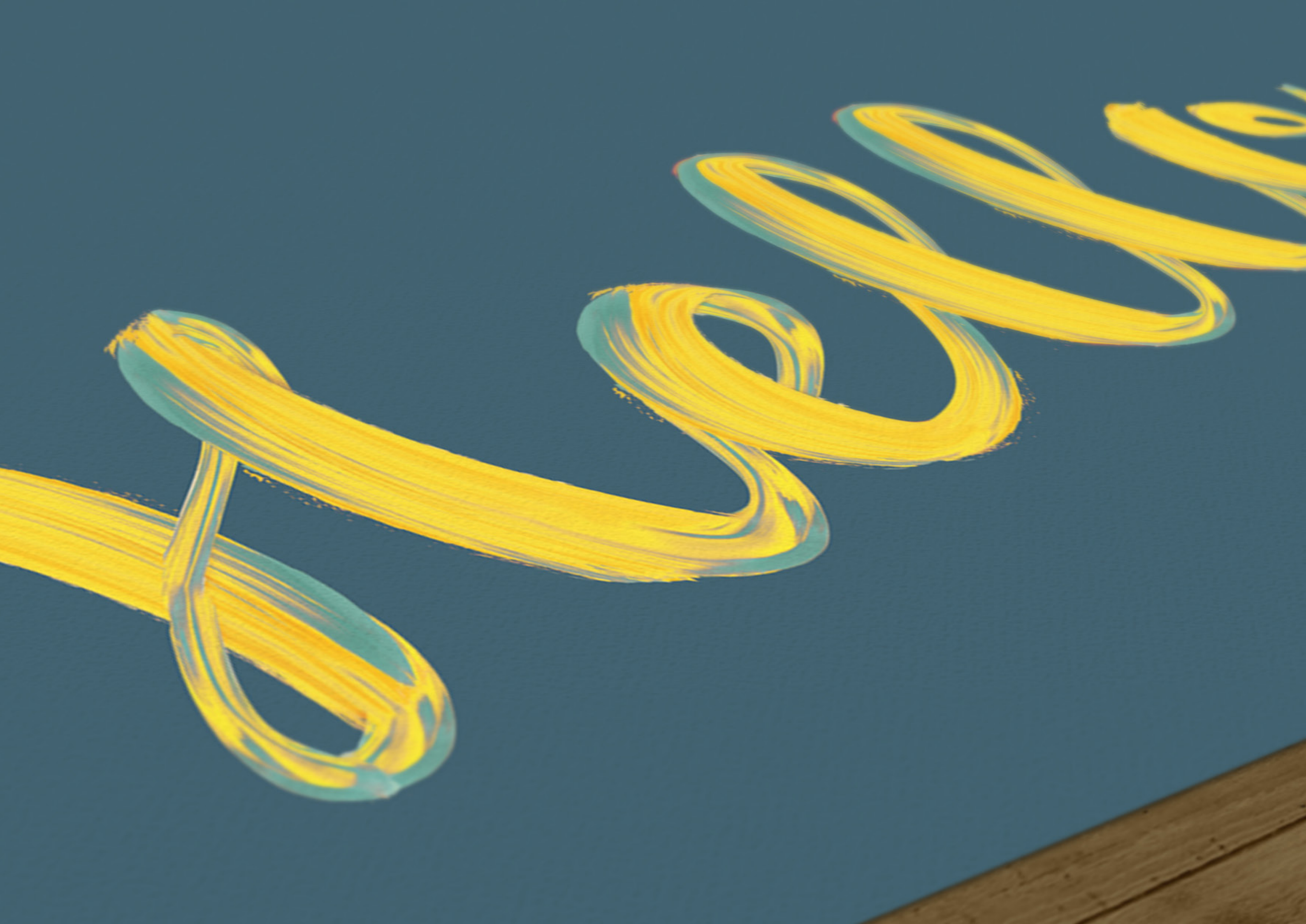
three

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**From brand values
to buyer journeys**

Take ownership of your brand

Words: Max Clark Pictures: Anthony Jones









Thank you