



It's a big world. Make it yours

BBN EUROPE

For progressive marketing organisations building their brands and selling in and out of Europe.



It's a big world. Make it yours

BBN - the world's B2B agency



HELPING B2B BRANDS MARKET ACROSS INTERNATIONAL BORDERS FOR MORE THAN 25 YEARS

BBN is a collaborative agency-owned organisation, with every agency-partner an equity shareholder – all sharing the same genuine passion for B2B.

BBN helps brands market across international borders by applying a structured approach to deliver the right balance of global consistency to brands and messages, with local relevance in terms of culture and expression.

BBN partners are thoughtfully selected to represent the very best in class among B2B agencies in each region, and united as equity stakeholders with a strong commitment to the success of its international organisation.

BBN. The bold new generation of B2B agency.

AMERICAS

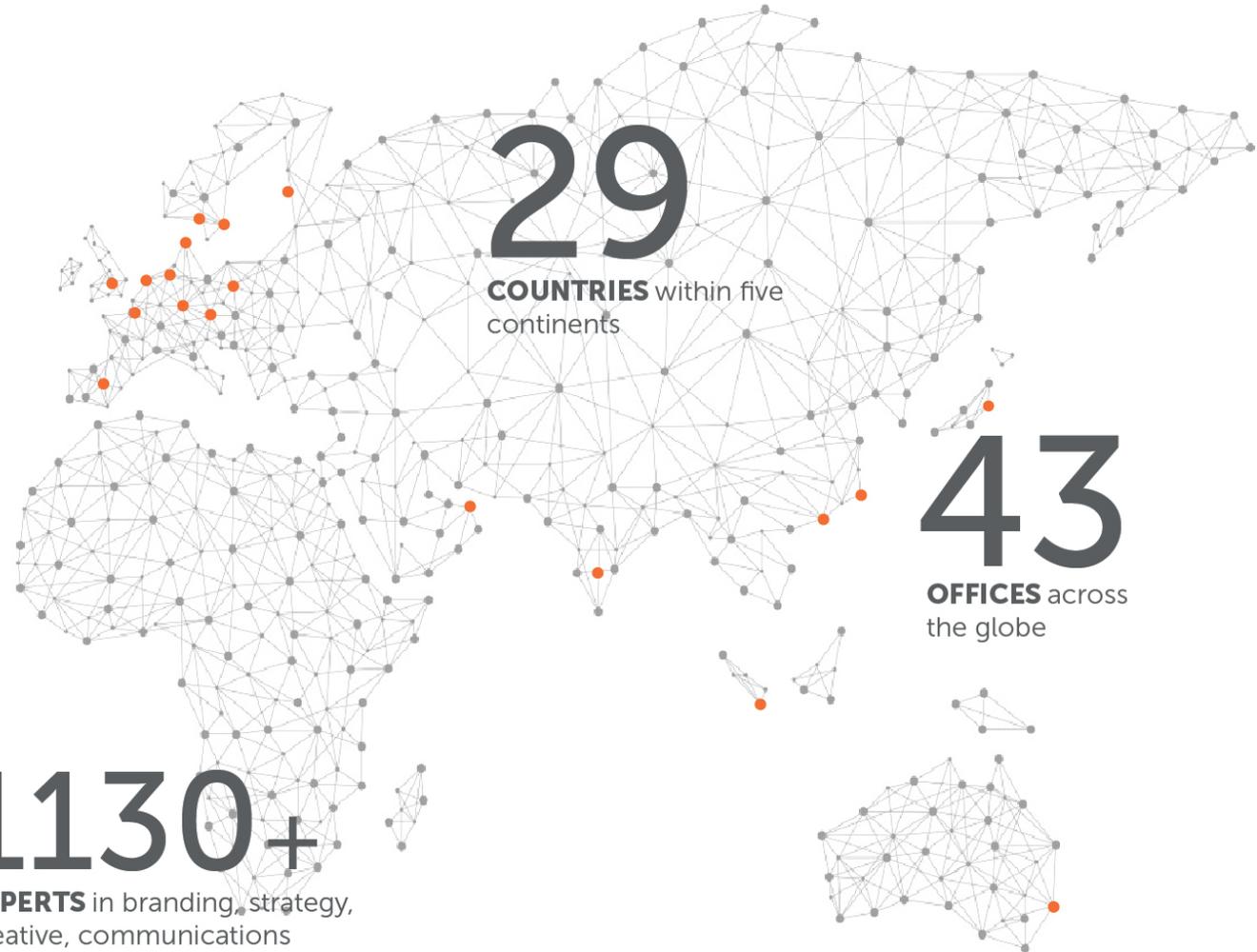
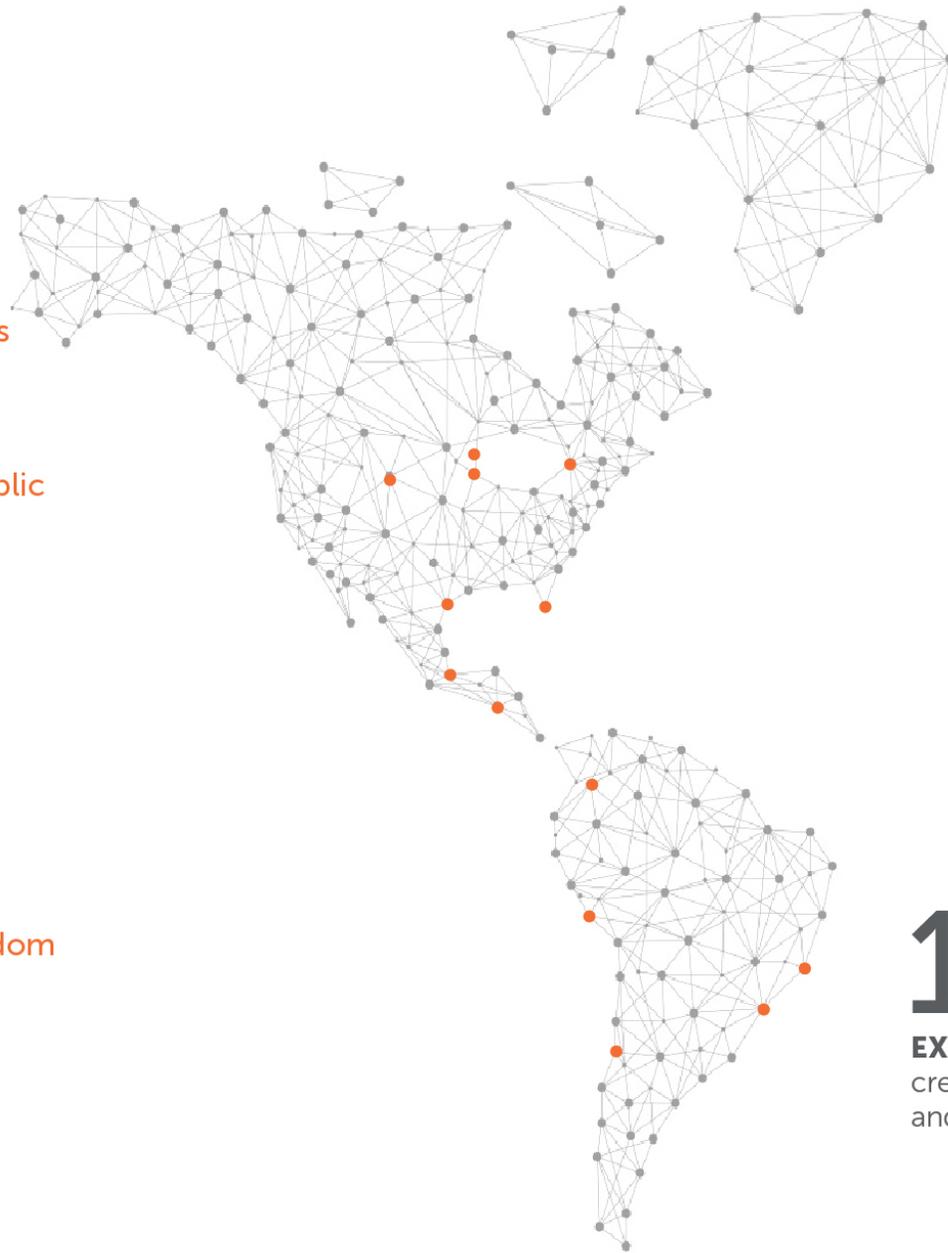
Brazil
Canada
Chile
Colombia
Guatemala
Mexico
Peru
United States

EMEA

Belgium
Czech Republic
Denmark
Finland
France
Germany
Netherlands
Norway
Poland
Spain
Sweden
Switzerland
UAE
United Kingdom

APAC

Australia
China
Hong Kong
India
Japan
Malaysia
Singapore



29

COUNTRIES within five continents

43

OFFICES across the globe

1130+

EXPERTS in branding, strategy, creative, communications and activations



A Regional focus

BBN EUROPE



EUROPE IS AN EXPANSIVE AND POPULOUS REGION CHARACTERISED BY SOCIAL AND CULTURAL VARIATION.

This influences the way people communicate, and each of the markets in Europe has their own way of conducting business and maintaining relationships. Therefore BBN Europe focuses on providing clients in the region with a comprehensive offering of marketing communications services, ranging from visual content creation and social media campaigns to brand engagements and public relations.

We recognise it would be impossible for one single agency to have all the answers. This is why we have set up BBN Europe along with our European partners with the aim to enable the collaboration of agencies to help international clients and partners better understand Europe. In doing so, companies can more effectively market their products and services in and out of the countries that make up the region.



We're proud to stand for full-service creativity

Cohesive and consistent offering

- Account Based Marketing (ABM)
- Advertising / Media Planning & Buying
- Business Intelligence (BI) and Analytics
- Branding Strategy and Internal Branding
- Communications Strategy
- Contact Centre
- Content Strategy & Digital Marketing
- Creative & Design
- Data & CRM
- Direct Marketing
- Event Marketing (Including Exhibitions)
- Internal Communications
- Loyalty Programs
- Management Consulting
- Marketing Automation / Technology
- Partner Marketing
- Production & Fulfilment
- Programmatic Advertising
- Public Relations
- Social Media (including Social Selling)
- Research
- Video & Production
- Web Design & Development

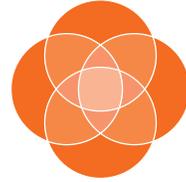


Expertise in many key B2B industries

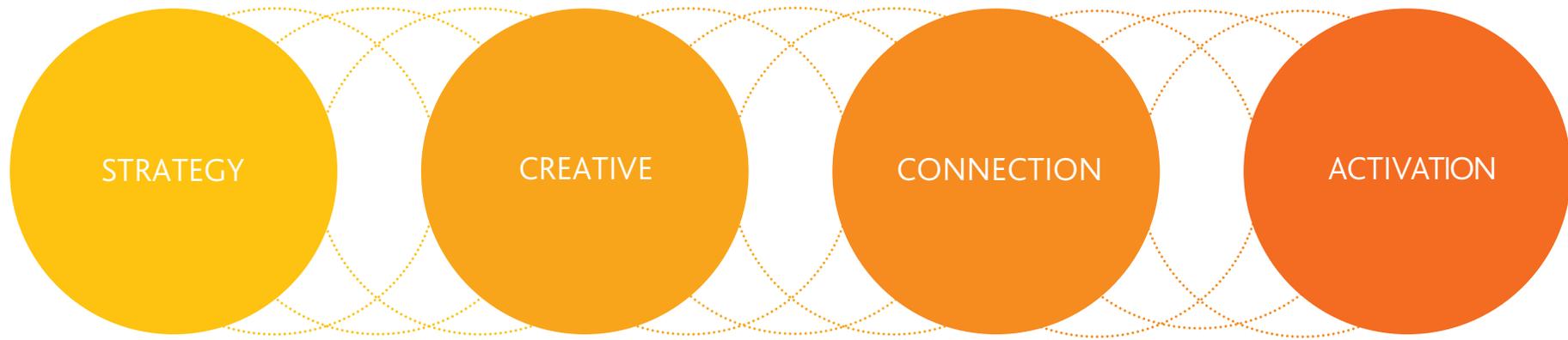
Industry Specialists

- Agriculture & Animal Health
- Business & Professional Services
- Construction
- Education
- Energy – Oil & Gas / Electric
- Engineering
- Financial Services & Insurance
- Food & Beverage
- Government
- Healthcare & Pharmaceutical
- IT / Telecommunications
- Logistics & Transport
- Manufacturing
- Retail (Wholesale)





BBN NAVIGATOR



Truly integrated B2B marketing toolset



Connected by our methodology

BBN Navigator

In a world of fragmented alliances, BBN is united by stronger principles and methodologies. We collaborate daily, and a high percentage of our client work involves the active participation of four or more territories. To streamline that process, BBN committed at an early stage to creating world-class, best practice B2B marketing methodologies, processes and tools which have been adopted in all agency locations.

The result is BBN Navigator: the world's only, truly integrated B2B marketing toolset.

STRATEGY

Our Brand Asset Management (BAM) toolkit provides a proven, effective and highly collaborative approach to brand development and management.

CREATIVE

Our Creative Toolbox (CT) includes different methodologies to help us find those ideas that truly inspire our target groups while continuously boosting the respective brand on all levels. The results are called Big Long Ideas.

CONNECTION

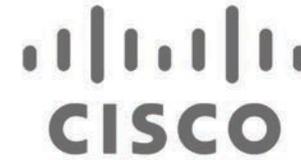
C-Map is BBN's proprietary process for multi-channel connection. It gives B2B brands a framework and strategy to maximise the effectiveness and profitability of campaigns.

ACTIVATION

Our International Account Management toolkit ensures consistent execution of our proven Go-To-Market strategies to better connect your internal and external audiences.



A selection of our clients





Meet the BBN EUROPE Leadership Team



Ben Verleysen

Managing Director

As an experienced marketing professional, Ben recognised the opportunities of marketing automation for B2B businesses in the early stages. Since then, he has been an ardent advocate of strategic, segmented marketing for B2B businesses globally.



Alexis Noal

Vice-President

Alexis is Vice President at ComCorp and more specifically in charge of brand strategy, large accounts, training and international relations. Alexis is also on the BBN executive board with the role of agencies' representative and heads the BBN content task team.



David Hoskins

Marketing strategist

David works at the interface of B2B strategy, communications and creative – constantly seeking insights aimed at sustainable business growth. He works alongside clients as a strategic consultant, content marketer and storyteller.



Peter Lyall

Group Director, Brand and Strategy

Peter is responsible for making the thinking visible and ensuring that clients truly benefit from investing in their brands. He has worked with many notable companies on major branding and messaging projects. Peter is also on the BBN executive board and contributes to the BBN Brand & Strategy task team.



Rich Thomas

Managing Director

Rich started his career in Brand Management with P&G before moving to the agency side. He founded INL in Geneva 2005 with his Creative Director Gary Wilkinson. Since then they have opened offices in the UK and Singapore.



Meet the BBN EUROPE Leadership Team



Pavel Marek

Managing Director

As CEO of BBN Czech Republic located in Brno, Pavel has been team leader of many marketing communication projects in CEE countries with a focus on logistics, transportation, automotive, real estate and finance industries.



Gerard van den Bogaart

Managing Director

In 2013, after 20 years working in both SME and corporate environments, Gerard decided to combine his B2B marketing and sales experience with the strong competencies of Referro. His experience at the 'client side of the business' turned out to hold great value for clients.



Pedro Guillen

Partner

Founding partner of his agency, Pedro is an expert in managing international sales and marketing programs for global IT vendors oriented to achieve results. He is focused on developing new business models and valued added services bringing new ways of doing marketing to clients.



Richard Parsons

Managing Director

Richard started his career at Anderson & Lembke, the world's largest B2B agency at the time and went on to become one of the early pioneers of digital marketing. He has spent over 20 years devising strategies across numerous business sectors. His proven track record of helping blue chip and start-up companies has made him an agile creative thinker.



Gudmund Semb

CEO

Gudmund joined wob in 1993 to become their CEO and is now a member of the executive board. He mainly focusses on branding and communication strategies which he successfully develops for many wob clients such as SAP, SAS Institute, Henkel, Deutsche Leasing, WEG and KWS.

**We Are Creative &
Professional**



Case Studies



Assurance, tax, consulting and advisory services

EY

Client: EY

Work type: Brand launch, advertising

Industry: Finance Services – Banking and Insurance





Assurance, tax, consulting and advisory services

EY

INTRO

EY, formerly known as Ernst & Young, is a multinational professional services firm headquartered in London. It provides assurance (including financial audit), tax, consulting and advisory services. EY has transitioned away from the traditional role of service providers to being considered growth consultants.

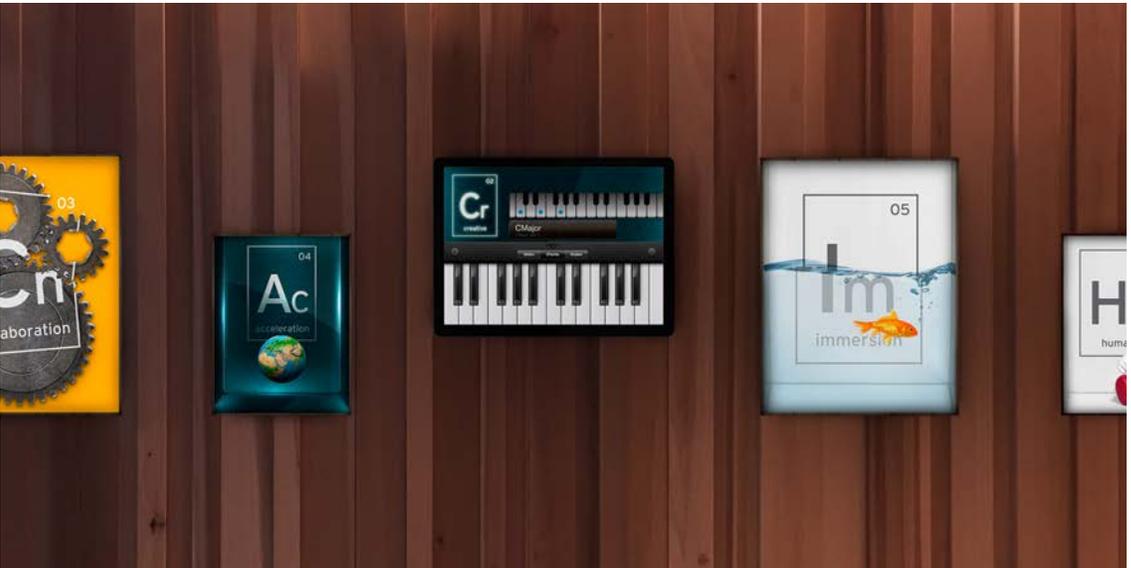
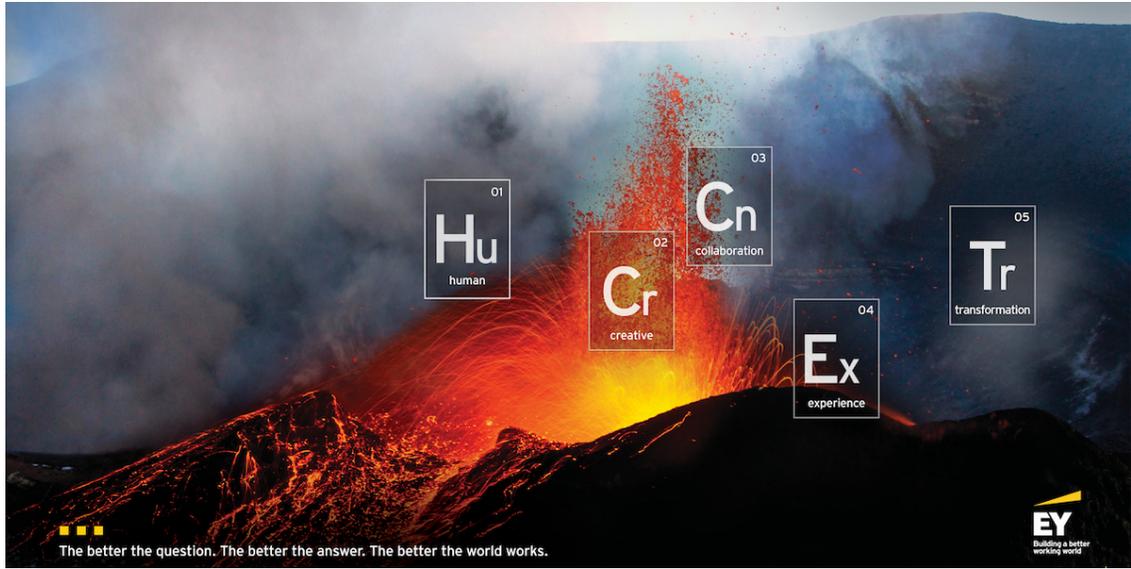
APPROACH

EY made the decision to market a client experience center called Momentum, a physical space for clients to participate in workshop sessions. True had to name and position the space as being unique, a catalyst for accelerated thinking, and did so using branded imagery of a “periodic table of business success” with human-related elements that are easy to understand.

RESULTS

Since opening its doors, Momentum has operated at 87 percent capacity, exceeding targets by 74 percent and seeing an 8:1 return on investment.

“It takes real intuition to deliver a creative platform like the one True developed for Momentum, where the idea has directly influenced how we structure the design of the sessions and the day-to-day outputs that we deliver through Momentum,” said Mark Cullen, director of Brand, Marketing & Communications, EY FS.





Global Software Company

Micro Focus

Client: Micro Focus

Work type: Integrated Campaign

Industry: IT / Mainframe





Global Software Company

Micro Focus

INTRO

Micro Focus, a global software company that bridges the coding gap between old and new IT systems, approached BBN UK (London) to help address the mainframe's reputation in the marketplace. People have been saying mainframe is a dying business for years. Yet 85 percent of the world's mission-critical business applications run on COBOL and the mainframe. It's not all rosy, though. At the time of our campaign, the mainframe was the elephant in the room: that big thing nobody really wanted to talk about. Mainframe customers believed they were stuck with its shortcomings – high running costs and a lack of innovation and flexibility.

APPROACH

Micro Focus had created a new Mainframe Solutions product set. This would make the mainframe a whole lot more agile, so an enterprise could create and deploy more innovative systems. BBN UK (London) decided it was necessary to turn the market's perception of mainframe agility on its head – literally. They created a series of “agile” mainframe animals: an elephant on its trunk, a gorilla sprinting

and a rhino leaping. Visually, they quickly communicated that the mainframe was now a different beast altogether. The message and strapline was “there's a future in the present.” Aimed at CIOs of IBM's largest mainframe customers, senior C-suite and IT management, the campaign ran worldwide and included video, press and online advertising, direct mail, email and a 24-foot life-size elephant sculpture – more than 50 assets in eight languages.

RESULTS

Following a two-year decline in sales, the sales pipeline for Micro Focus mainframe products grew 500 percent during the first six months of the Elephant in the Room campaign. “Trampolining elephant” became Micro Focus's most viewed video ever within three months. The campaign won the Grand Prix, Best Use of Creative and runner-up for Best Product Launch at the B2B Marketing Awards in the UK.



Repositioning: Moving up the value chain

Peterson

Client: Peterson

Work type: Strategic repositioning

Industry: Upstream Oil & Gas (logistics)





Repositioning: Moving up the value chain

Peterson

INTRO

Peterson Offshore Group came to BBN UK concerned that their lack of differentiation in the marketplace, combined with a depressed oil price and increasing pressure of competitive margins meant that its offering was being commoditized and its differentiation was remaining hidden. After considerable amounts of qualitative and quantitative research internally and externally, BBN UK adopted the standard BBN BAM methodology, and was able to create a new positioning for Peterson Offshore Group.

APPROACH

This new positioning presented Peterson Offshore Group as a new model for logistics, with stunning use of tilt shift photography techniques would show how time-pressed logistics managers could find it easier to remotely track vital supplies offshore. This material was created in numerous formats, both online and offline, including literature, brochure ware, exhibition stands material for the Offshore Technology conference in Houston as well as an internal comms campaign. In doing this, BBN UK could also further strengthen their positioning for Peterson Offshore Group - Trust Well Placed.

RESULTS

While the rest of the industry has been retracting, Peterson Offshore Group has been expanding with major appointments of senior individuals. In addition, Peterson Offshore Group has won the Shell contract from its main competitor. Its differentiation, combined with its sophisticated offer played a significant part in that win.

IT'S THE LITTLE THINGS THAT MAKE A BIG DIFFERENCE



Working together, people in supply chains are the best at what they do. We see the value of our networks. It's important to support our supply chain with the expertise, resources and tools needed to do what they do best. Our innovation, automation, the tools, people and the solutions. It's about the people who connect us. Our logistics projects, open to Peterson. We're focused on getting the most out of our supply chain.

enquiries@onepeterson.com
www.onepeterson.com

TRUST WELL PLACED

PETERSON

OUR VALUES

Our values, underpinned by a set of important behaviours, form the character of our company. They form the basis of all aspects of our working relationships with other Peterson employees, shareholders, clients, partners, suppliers, competitors and the wider community.

<p>Personal responsibility</p> <p>Take responsibility for your actions and the actions of others. Be honest, open and accountable. Do what you say you will do. Be a role model for others.</p> <p>Winning partnerships</p> <p>Build strong, long-term relationships with our customers, partners, suppliers and other stakeholders. Work together to create value for all.</p> <p>Developing people</p> <p>Invest in the development of our people. Encourage and support our people to learn, grow and achieve their full potential. Share knowledge and expertise.</p>	<p>Delivery focused</p> <p>Deliver high quality products and services on time, every time. Be reliable and consistent. Meet our customers' needs and expectations.</p> <p>Innovative thinking</p> <p>Think outside the box. Challenge the status quo. Find new ways to solve problems and create value. Be proactive in identifying and addressing opportunities for improvement.</p> <p>Long view</p> <p>Think long term. Consider the impact of our actions on the future. Be sustainable and responsible. Create value for all stakeholders, not just shareholders.</p>
--	---

TRUST WELL PLACED

PETERSON

ONZE WAARDEN

Onze vijf kernwaarden gaan niet alleen over marketing. Wij moeten ook zorgen dat ons dagelijks gedrag in lijn is met onze missie. De volgende waarden en gedragingen zijn zorgvuldig samengesteld om vast te leggen wie wij zijn en waar wij voor staan.

<p>Persoonlijke verantwoordelijkheid</p> <p>Neem verantwoordelijkheid voor je eigen handelen en dat van anderen. Wees eerlijk, open en verantwoord. Doe wat je zegt. Wees een rolmodel voor anderen.</p> <p>Winning partnerships</p> <p>Opbouw sterke, langdurige relaties met onze klanten, partners, leveranciers en andere stakeholders. Samenwerken om waarde te creëren voor iedereen.</p> <p>Ontwikkeling van medewerkers</p> <p>Investeren in de ontwikkeling van onze medewerkers. Moedigen en ondersteunen onze medewerkers om te leren, te groeien en hun volledige potentieel te bereiken. Deel kennis en expertise.</p>	<p>Resultaatgericht</p> <p>Deliveren van hoge kwaliteit producten en diensten op tijd, elke keer. Betrouwbaar en consistent. Het behalen van de behoeften van onze klanten.</p> <p>Innovatief denken</p> <p>Denk buiten de kaders. Vraag de status quo in twielf. Vind nieuwe manieren om problemen op te lossen en waarde te creëren. Wees proactief in het identificeren en aanpakken van verbeterkansen.</p> <p>Langtermijnvisie</p> <p>Denk aan de lange termijn. Overweeg het effect van onze acties op de toekomst. Wees duurzaam en verantwoord. Creëren van waarde voor alle stakeholders, niet alleen voor aandeelhouders.</p>
--	--

TRUST WELL PLACED

PETERSON

TRUST WELL PLACED

PETERSON

A NEW MODEL FOR OIL & GAS LOGISTICS

Peterson is the oil and gas industry's leading provider of real-time supply chain visibility. With the world's expertise, resources and resources to significantly reduce the challenges of global supply chain projects, whatever the size.



ONEPETERSON.COM

PETERSON TRUST WELL PLACED

WELCOME TO YOUR NEW LOGISTICS CONTROL ROOM



With Peterson, you can manage your entire supply chain in real time, wherever you are or wherever you're going.

onepeterson.com/innovation

PETERSON

TRUST WELL PLACED



Healthcare

Philips Healthcare

Client: Philips Healthcare

Work type: Marketing automation, contact strategy and lead generation
for Philips Respironics product line

Industry: Healthcare

PHILIPS
Healthcare



Biotechnology / Molecular Imaging

Philips Healthcare

INTRO

Philips Healthcare are working to help improve care, provide better value and set higher standards for health across multiple areas.

A diversified technology company, Philips is focused on improving people's lives through meaningful innovation. Their health care business makes up 42% of their global sales revenue. With a century of history and more than 450 innovative products and services, they are striving to meet today's challenges in healthcare by creating solutions that deliver better care to more people at lower cost.

Philips Respironics' line of comfortable and convenient sleep therapy masks, devices, and accessories can help sufferers successfully manage their sleep apnea and lead a happier, healthier life.

APPROACH

BBN Netherlands supported the set up of a microsite for Philip's sleep apnea products and worked with a global team of internal marketers as project manager for the execution of the site. <https://www.sleepapnea.com/>.

The site focused on giving valuable advice on the condition as well as featuring the Philips Respironics line of products.

A contact strategy was created using Oracle Eloqua to start engaging and building profiles. And together with all stakeholders, executed the strategy including multiple emails, touchpoints, persona's, content etc.

RESULTS

The strategy succeeded in building a significant database of relevant profiles and leads.



PHILIPS RESPIRONICS

Do I have sleep apnea? Starting treatment Living with sleep apnea Resources

Sleep apnea

Choose the solution that's right for you.
Learn all about mask, device and accessory options to enhance your sleep therapy experience.

Overview CPAP therapy Understanding equipment **Equipment options** Tips

Sleep apnea therapy equipment

Philips Respiroics' line of comfortable and convenient sleep therapy masks, devices, and accessories can help you successfully manage your sleep apnea and lead a happier, healthier life.

PHILIPS RESPIRONICS

Sleep apnea

Don't lose good days to bad nights
Are you experiencing the symptoms of sleep apnea?

Take the sleep apnea symptoms quiz

Overview Sleep apnea Symptoms Risks Diagnosis Testing Insurance

Do I have sleep apnea?
Learn more about the symptoms, risks, and diagnosis of obstructive sleep apnea (OSA).

What is obstructive sleep apnea? What are the symptoms of sleep apnea? What are the risks of sleep apnea?



Logistics and Transport case studies

Schaeffler A. A.

Client: Schaeffler

Work type: Manual toolbox

Industry: Transport / Automotive

SCHAEFFLER



Logistics and Transport case studies

Schaeffler A. A.

INTRO

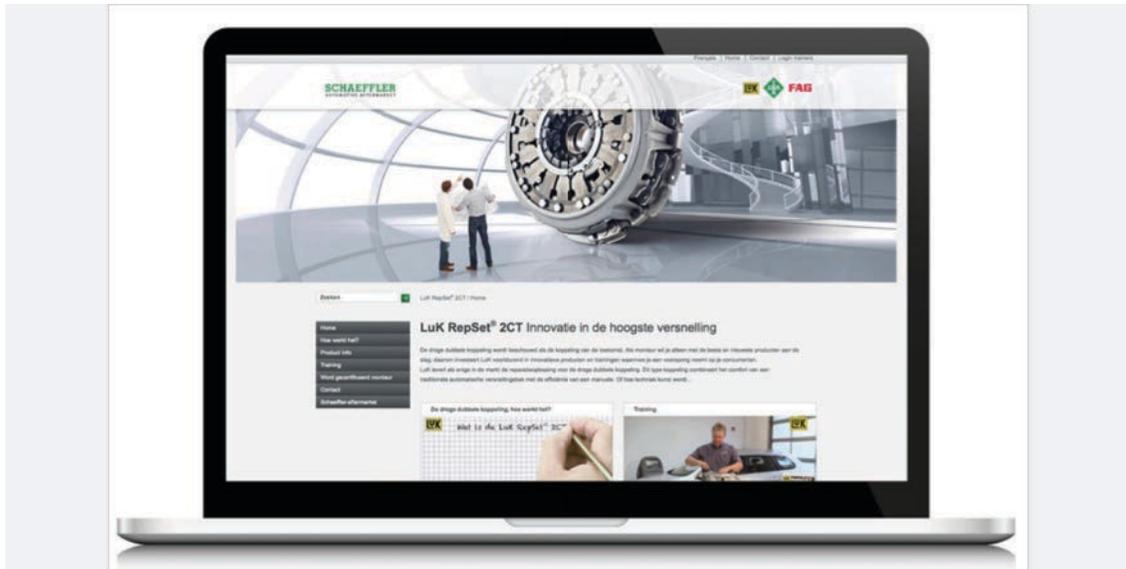
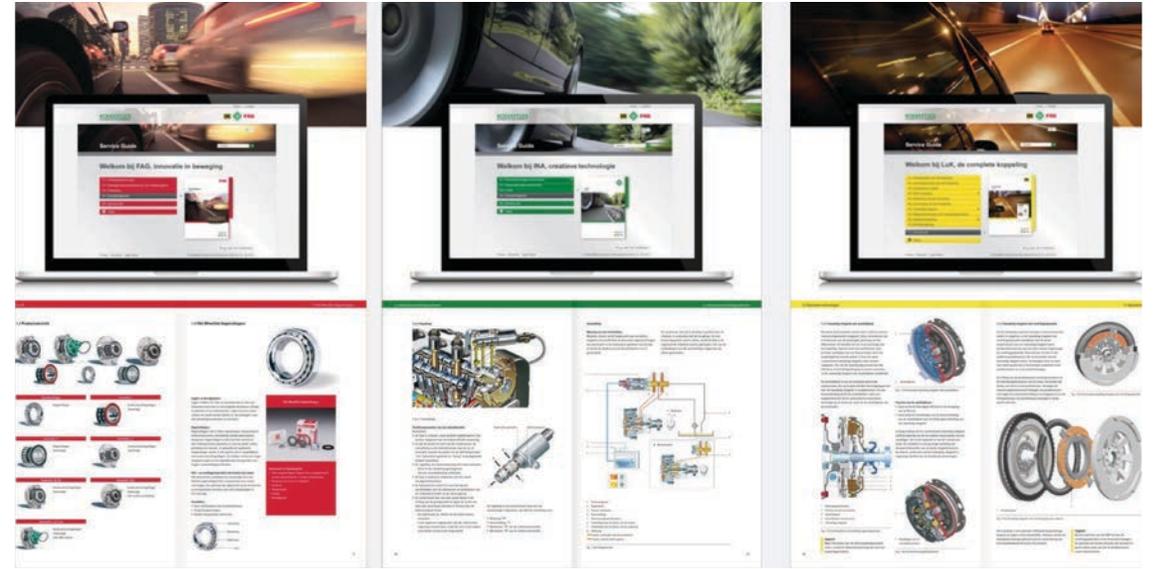
Being an innovative company, Schaeffler Automotive Aftermarket, a world player in the market of spare car parts, sought an alternative to its printed manuals for garage owners.

CHALLENGE

Schaeffler Automotive Aftermarket, globally active in the market of spare car parts, found in BBN the ideal partner to launch their new LuK RepSet® 2CT product campaign. LuK RepSet® 2CT is an innovative double clutch for motorized vehicles. Next to this, Schaeffler A.A. wanted to motivate vehicle engineers to become a certified LuK RepSet® 2CT mechanic.

APPROACH

We translated the briefing into a concept that clearly refers to the inventive solution that LuK RepSet® 2CT offers. The campaign slogan, 'Innovation at the highest level' highlights the USPs and puts the campaign image into words. In order to encourage mechanics to become LuK RepSet® 2CT certified, we successfully added a call-to-action. This communication strategy was empowered with a B2B PR campaign and a website in order to increase awareness. Schaeffler A.A. received numerous enrolments for the LuK RepSet® 2CT training. Due to success, new trainings are organised regularly. This communication approach provided by BBN was implemented in other European countries to further strengthen Schaeffler A.A.'s market position. Powered with a B2B PR campaign and a website in order to increase awareness.



LuK RepSet® 2CT
Innovatie in de hoogste versnelling

LUK

Nieuw in de afzetmarkt: de LuK RepSet® 2CT
Als enige in de markt heeft LuK de reparatie oplossing voor de drager dubbele koppeling. Dit type koppeling combineert het comfort van een traditionele automatische versnellingsbak met de efficiëntie van een manueel. Dit type versnellingsbak wordt...
De drager dubbele koppeling, hoe wordt het? Training

Wat voor informatie?
Waar meer informatie: nl.lukrepset2ct.com
www.lukrepset2ct.com
E-mail: info@lukrepset2ct.com
Telefoon: +31 20 251 3122

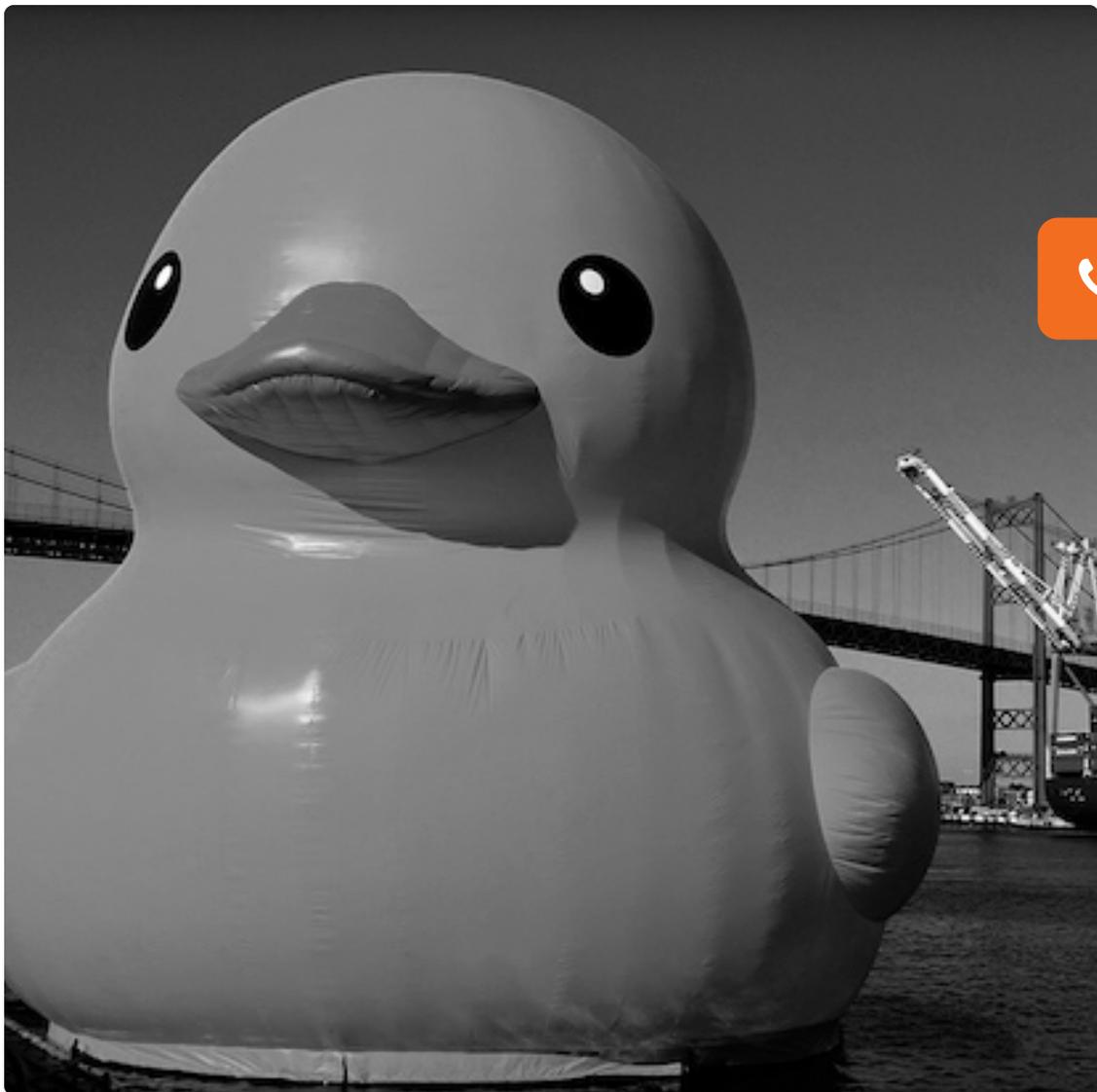
SCHAEFFLER
AUTOMOTIVE AFTERMARKET
LUK **FAG**

LUK

Wert
€ 150

Gutschein
LuK RepSet® 2CT
Innovation auf höchstem Niveau

SCHAEFFLER
AUTOMOTIVE AFTERMARKET
LUK **FAG**



If you would like to know more

Contact Us

Debbie Ho

Account Director – BBN Singapore

E: debbie@bbn-international.com



Thank you