

# ENGINEERING PROGRESS

Branding and  
marketing in  
industrial  
engineering



# SUMMARY

## Engineering your market growth

### Be your customer's problem solver

As an industrial engineering business, your customers come to you for complex, innovative solutions that will help them become more sustainable, automated and efficient. But to illustrate just how valuable your solutions are, you can't focus on product specs alone.

To capture the attention and trust of your potential customers, you must continuously communicate the greater value you provide both to them and the end-consumer. You don't just provide a solution to a technical problem; you enable better business and a better quality of life for the community.

### Engage the modern buyer

With a strong brand as a foundation, your sales and marketing teams must work together to address the transforming buyer journey. The typical B2B buyer now spends much more time educating themselves online before contacting potential suppliers. This means you need to translate your brand positioning into engaging, meaningful content that matches every stage of your customer's buying journey.

Cross-Border Communications offers 40 years of experience and a unique understanding of the branding and marketing challenges inherent in the global industrial engineering sector. Here, you will find some inspiration from our industrial engineering client portfolio along with some practical tips for cross-border branding, lead generation and sales campaigns.



# BRANDING

## Unifying your message internally and externally

### Unite your culture behind a strong brand

The foundation for your business is your brand; it provides direction and ensures a consistent customer experience. Your brand unites your business internally and differentiates it externally.

Internally, you need to unite your organisation behind the brand promise you make externally. Your sales organisation (including partners, resellers and local reps) should be able to understand and deliver on that promise.

A clear understanding of your shared mission will improve internal collaboration and efficiency. This is especially true of businesses with a broad brand portfolio, and for brands undergoing mergers or consolidation.

### Build a brand that your customers believe in

On paper, your customer's buying process is a rational one. But when making a tough choice between two equally competent suppliers, the ultimate decision may come down to a gut feeling. When it's time to make their purchase, your customer will pay a price premium for a recognised and trusted brand.

To tap into your customer's emotional drivers, you need to prove that your brand is smart, trustworthy and ready for the challenges ahead. The next step is turning positive expectations into positive experiences.

### Branding starts with a few simple questions

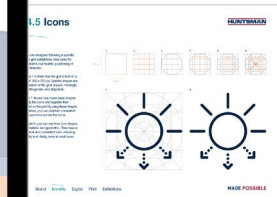
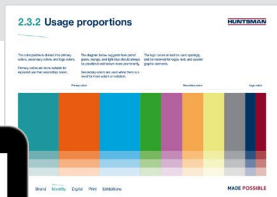
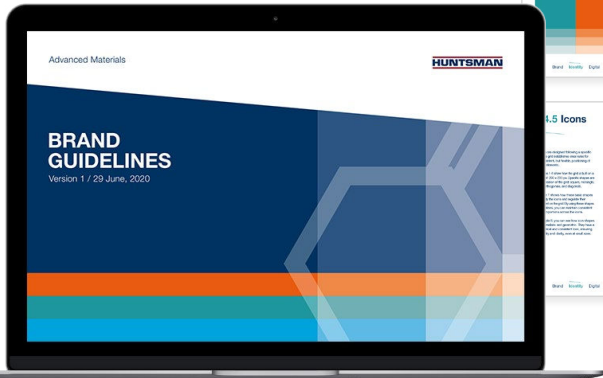
- Is it clear what your brand stands for?
- Why should customers choose you over the competition?
- Does your brand unite your business internally?



# HUNTSMAN

Huntsman Advanced Materials, a division of the Huntsman Group, is a world-leading provider of advanced epoxy, acrylic, and polyurethane-based polymer products. Following a long internal process to clarify the company's strategic direction, CBC developed the "Made Possible" platform as a vehicle for growth and to engage target audiences. Made Possible highlights how Huntsman Advanced Materials is an enabler for innovation that brings its customers' ideas, potential, and products to life, and frames its brand and communications within a unique and powerful visual identity.

Brand guidelines keep the new branding consistent across markets.



**Ideas**  
**MADE POSSIBLE**

**HUNTSMAN**

**THE PRODUCTS THAT WILL ENABLE TOMORROW ARE TAKING SHAPE TODAY**

Our customers depend on constant innovation. Whether it's a faster development process or exciting new technology, we bring their ideas to life.

The campaign uses a distinctive visual style that stands out in a traditionally conservative competitor landscape.

**Tomorrow**  
**MADE POSSIBLE**

**HUNTSMAN**

**LET'S MAKE TOMORROW A BETTER PLACE TO BE**

We take your responsibilities seriously. That's why customers worldwide rely on us to build sustainability into every product and process they create.

**Performance**  
**MADE POSSIBLE**

**HUNTSMAN**

**MARKET-LEADING PRODUCTS MEET INDUSTRY-LEADING PROCESSES**

Our specialized expertise and deep customer insight mean we enable products to perform, meet, exceed and then take to the next level.

# MADE POSSIBLE

Advanced Materials **HUNTSMAN**

**QUALITY RESULTS MADE EASY**

**EPOCAST™ 1645 FR A/B void filler can increase productivity with faster processing times and an off-ratio mix tolerance of up to 40%.**

Our products are used and valued by more than 100 countries across the globe. In every region, we're proud to partner with customers to solve their toughest problems. And we're always growing.

Many of our customers are looking for ways to improve their productivity and reduce their costs. We're here to help. Our products and services are designed to help you do it better, faster, and more efficiently.

**MADE POSSIBLE**

**IMPACT YOUR MARKET NOT YOUR ENVIRONMENT**

**Tomorrow**  
**MADE POSSIBLE**

**TAK IN P DEV**

**150%**  
**145%**

**DRIVING THE AUTOMOTIVE INDUSTRY**

**MAKING AIRCRAFT LIGHTER AND MORE EFFICIENT**

Our lightweight and durable materials are helping to reduce the weight of aircraft, which in turn leads to lower fuel consumption and lower emissions. This is a win-win for the environment and the bottom line.

Our products are used in a wide range of applications, from automotive to aerospace. We're proud to partner with customers to solve their toughest problems. And we're always growing.

**MADE POSSIBLE**

Advanced Materials **HUNTSMAN**

**LOWER COSTS, FASTER-TO-MARKET WHATEVER YOUR PROCESS**

Composite Resin Systems

Our leading composite expertise, broad product range and unique simulation capabilities can reduce development cycles by up to 50%.

**MADE POSSIBLE**

Using the new Made Possible platform, all collateral makes the greater customer value clear.

As a truly global organisation with thousands of employees and customers in virtually every market, the challenge for GEA Process Engineering was combining cross-market appeal with cross-border efficiency. We created a comprehensive internal and external communications platform that united and elevated GEA's global brand profile. GEA now speaks directly to each relevant segment, highlighting the company's responsiveness to customers and a deep understanding of their problems.

**GEA**

We know what makes  
**OUTSTANDING  
POLYMERS**

No one knows more about drying polymers and resins than GEA Niro. Which is why we count most of the leading producers worldwide among our customers. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution – designed to match your exact product and plant specifications.

Ads use imaginative transformations of spray-dried powders to show GEA's segment know-how.

**GEA**

**Powder engineering**

From formulation to solution

**GEA Niro**

**Extending the relationship**

**Technologies for a world of food ingredients**

GEA offers decades of experience as a technology partner supplying solutions for food ingredients processing.

**Content**

- Application overview
- Industry food ingredients manufacturing
- Technology overview
- Value
- How to make it a game-changer
- Benefits
- Cost of ownership
- Flexibility
- Multiple benefits
- Integration and efficiency
- Scalability
- Service and partner design
- Food safety
- Energy efficiency
- Water saving
- Process control
- Automation
- Modular design
- GEA Niro

**Food ingredients**

Solutions for food ingredients processing

**GEA** engineering for better world

**GEA**

We know what makes a  
**GOOD POWDER**

**GEA Niro**

**GEA**

We know what makes  
**STRONG PIGMENTS**

**GEA Niro**

**GEA**

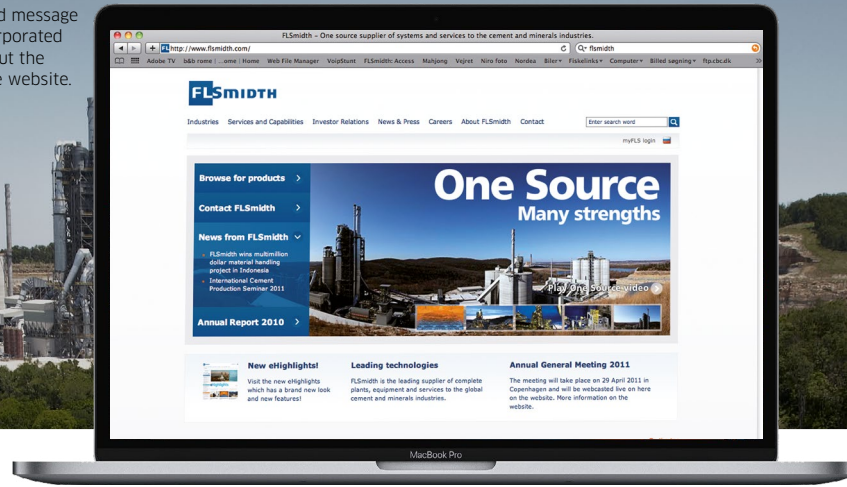
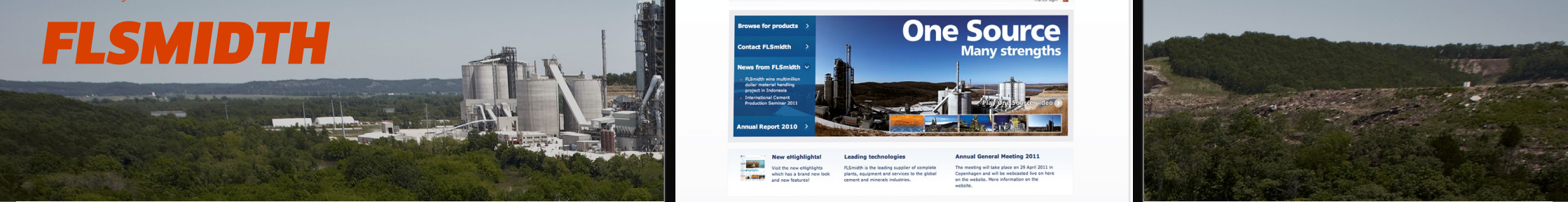
We know what makes  
**FINE CHEMICALS**

**GEA Niro**

Sales-support brochures provide concise overviews of complex products and processes.

Case study

# FLSMIDTH



As the leading supplier of complete solutions, equipment and services since 1882, FLSmidth was already a recognised name in cement. CBC's task was to refocus the brand as the "size leader" and "single-source supplier" under the One Source promise - a strategy designed to unite the company under a single strong identity supporting all business units and product brands.

Print ads emphasise the ability to deliver big results to a wide range of customers.

The customer magazine Highlights was completely redesigned, with articles focusing on new technologies, new products and new projects to engage customer on a regular basis.

Profile brochures detail FLSmidth's capabilities in its main business areas, cement and minerals, while a broad base of lower level brochures provides details and benefits for the entire products and services range.

# MARKET RESEARCH AND ANALYSIS

## Understanding the customer journey



### **Address the new B2B buyer**

The buying process in the industrial engineering sector is changing. Purchase cycles have increased significantly, and buyers are spending more time online researching their potential suppliers before reaching out to sales reps.

Your customers are out there searching for solutions, which gives you the opportunity to engage them with valuable content. By sharing content that supports the customer's decision-making process, you will build relationships, differentiate from the competition, and ultimately drive leads and sales.

### **Dig into your customer's drivers**

In order to provide valuable content at the right time and on the right channel, you need to map the customer journey. Depending on your offering, you may need to know what drives your customer's product development, procurement, maintenance, marketing and management teams.

If you want to be the trusted source of knowledge in your market, you need to conduct research to understand what's really on the customer's mind. Relying on experience and instinct isn't enough anymore.

Taking a data-driven approach to market research will give you a more nuanced picture of your customer's needs and processes, and your brand potential. Conducting qualitative and quantitative market research will help you stay in tune with the market, know where to focus, and prepare your next move.

### **Research your customer**

- Surveys and interviews
- Workshops and events
- Social listening
- Mining historical customer data



Case study

# MAN ENERGY SOLUTIONS

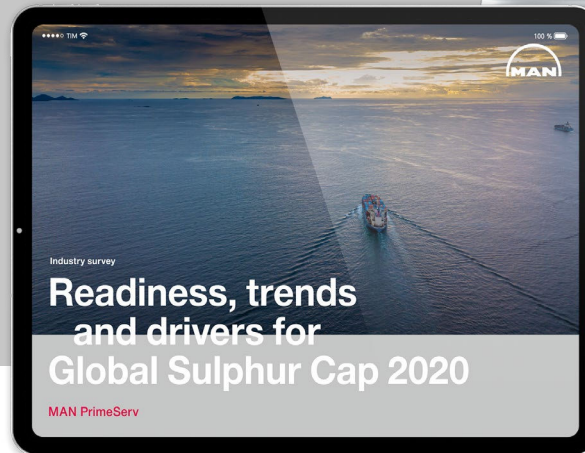
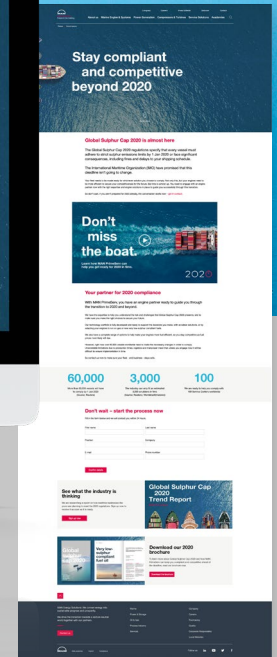
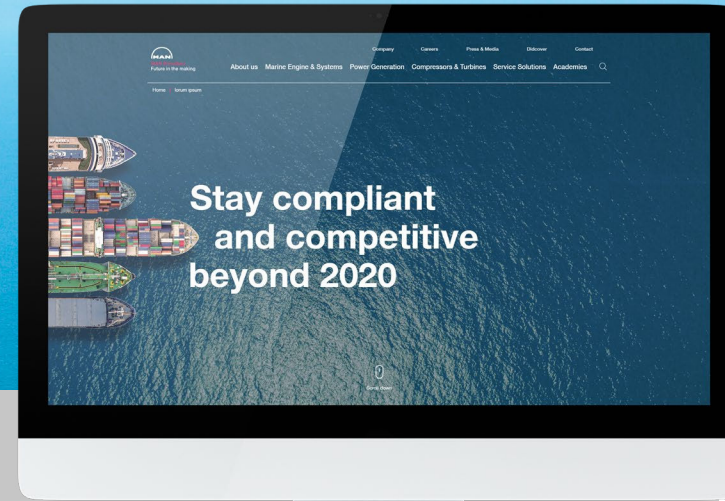
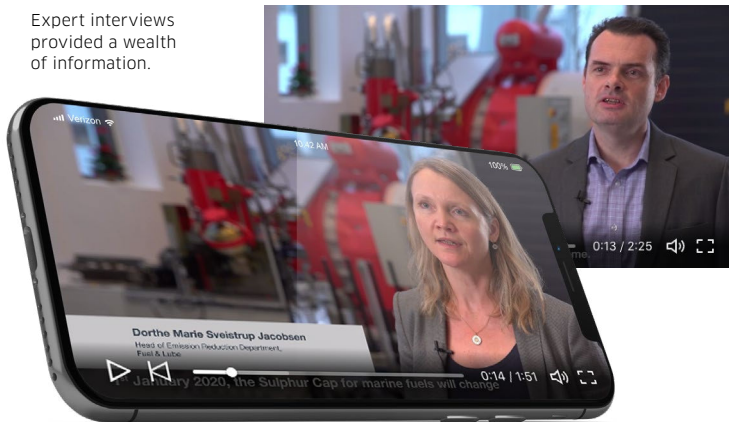
The landing page acted as the hub of the campaign.

With the 2020 Global Sulphur Cap regulations just a year away, MAN Energy Solutions saw an opportunity to create a sense of urgency around the deadline, and to position itself as the engine partner with the expertise and engine solutions to guide businesses through this transition.

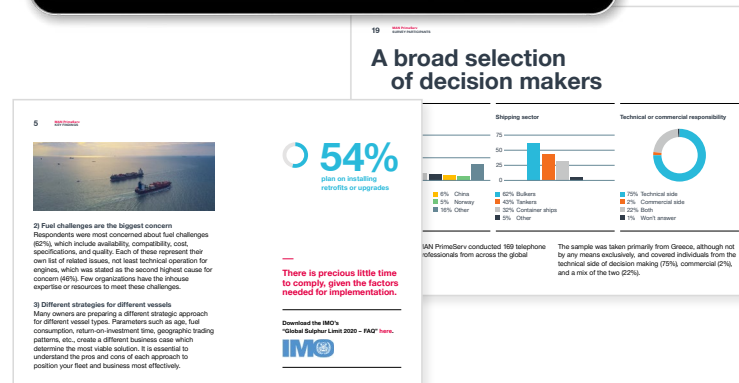
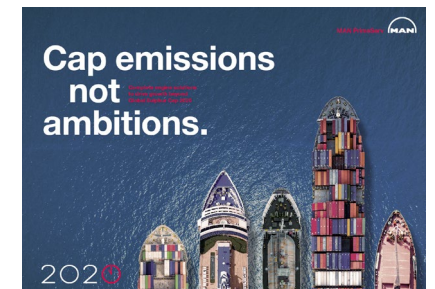
With a compelling creative concept and strategic roll-out plan, the thought leadership campaign succeeded in engaging the industry in the conversation around sulphur regulations, and increased sales by 288% on a key product line.

Based on original research, the industry trends white paper and its insights formed the basis of the campaign.

Expert interviews provided a wealth of information.



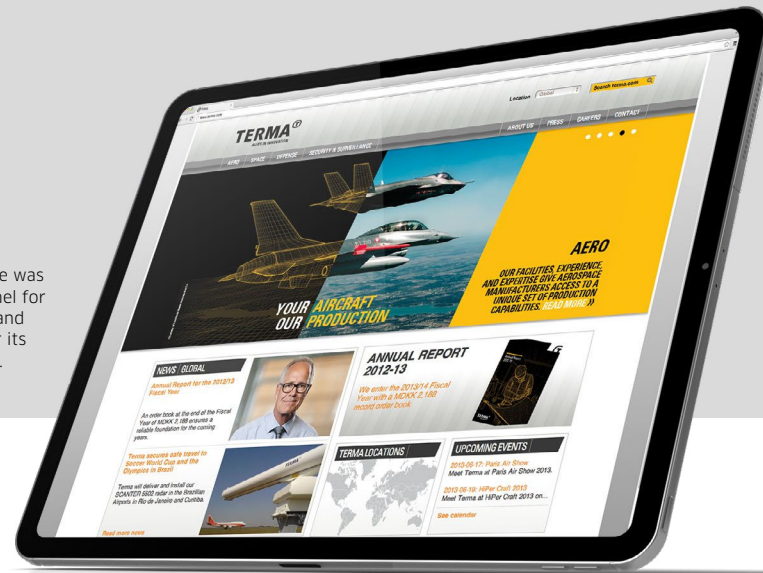
A series of campaign key visuals and headlines were developed to engage different target groups.



# TERMA

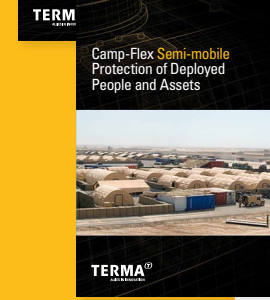
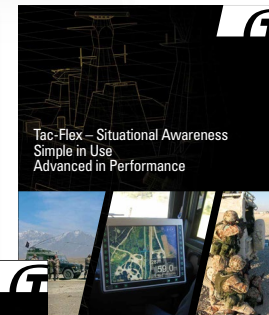


The new website was a flagship channel for the new brand and a focal point for its implementation.



CBC's assignment was to rebrand Denmark's foremost aerospace, defence and security company around a clear value proposition. Creating a strong identity was seen as central to competing in an increasingly global and cost-conscious marketplace. The resulting campaign presented Terma as a company at the leading edge of engineering innovation with a core understanding of customer and partner needs.

A series of posters emphasise Terma's ability to go beyond partnership by becoming an extension of the customer's organisation.



The new branding was implemented across all marketing channels, and included brochures and other key sales tools.

# CONTENT CREATION AND LEAD GENERATION

Filling the  
customer journey  
with value-adding  
content

## Turn data into insight

With a strong brand and solid market research to support you, you can create content that demonstrates experience and industry-specific insights and speaks directly to your customer's needs.

Using content in combination with marketing automation will allow you to generate more leads and move them through the pipeline faster. With digital targeting tools, you can micro-focus on your audience.

## Convert opportunities into revenue

Once someone exchanges their contact information for your content, you can quickly determine if they match your lead criteria and keep nurturing them with targeted content until they're ready to engage. With the ability to track the entry point for each lead, you learn more about the buyer journey and can clearly demonstrate the ROI from your branding and marketing budget.

It's essential your teams understand that content marketing is an iterative process which requires ongoing commitment. Tracking and evaluation will allow you to see what's working and what's not, enabling your brand to become stronger over time.



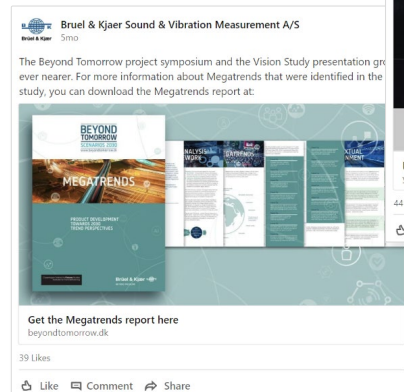
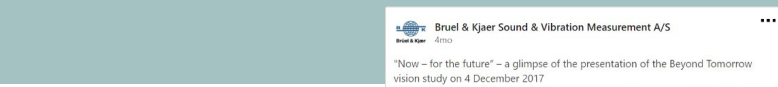
# BRÜEL & KJÆR

The microsite served as a communication hub for the entire project. Findings were shared on the microsite and this is also where visitors signed up to receive project updates – and the final report.



Brüel & Kjær is known worldwide as a leading provider of solutions for measuring and managing the quality of sound and vibration. To demonstrate that Brüel & Kjær is at the forefront of progress, we helped develop a thought leadership campaign looking beyond tomorrow at the role sound and vibration will play in the future of product development.

Providing integrated marketing support at every stage, we helped Brüel & Kjær engage more than 1000 high-level decision makers in the industry report and generate more than 77 C-suite leads. The project culminated in an event at Brüel & Kjær's headquarters, where the results were presented to 300 customers, industry experts and partners.



LinkedIn was a key part of the strategy to reach and engage the target audience, using both organic and sponsored posts, as well as personal invitations to connect.



Designed by CBC, the trend report shared key trends, insights and scenarios for the future of product development.

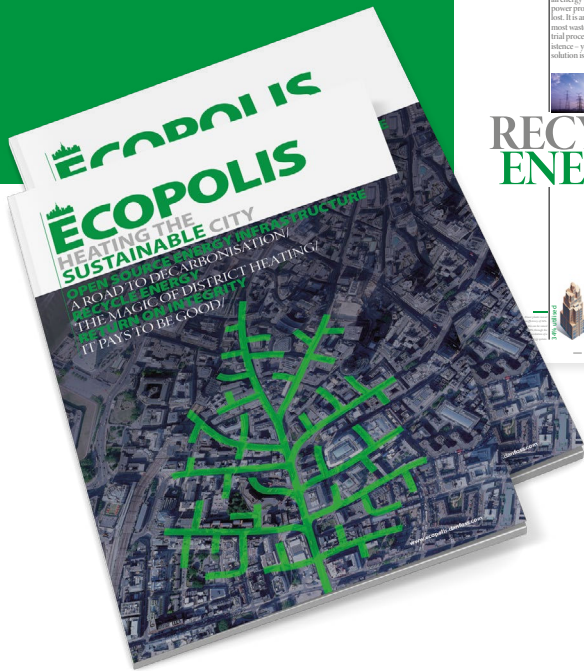


Case study

# DANFOSS

Digital content integrated with the thought-leadership magazine, providing additional information and opportunities to connect.

Danfoss, the world leader in engineering district energy networks, wanted to promote this technology as a solution to lowering emissions and energy consumption. CBC recommended creating demand by engaging new stakeholders – political and urban development leaders – with a content marketing campaign. The Ecopolis campaign associated Danfoss and district energy to a wider sustainable cities movement, presenting it as an essential component in sustainable development.



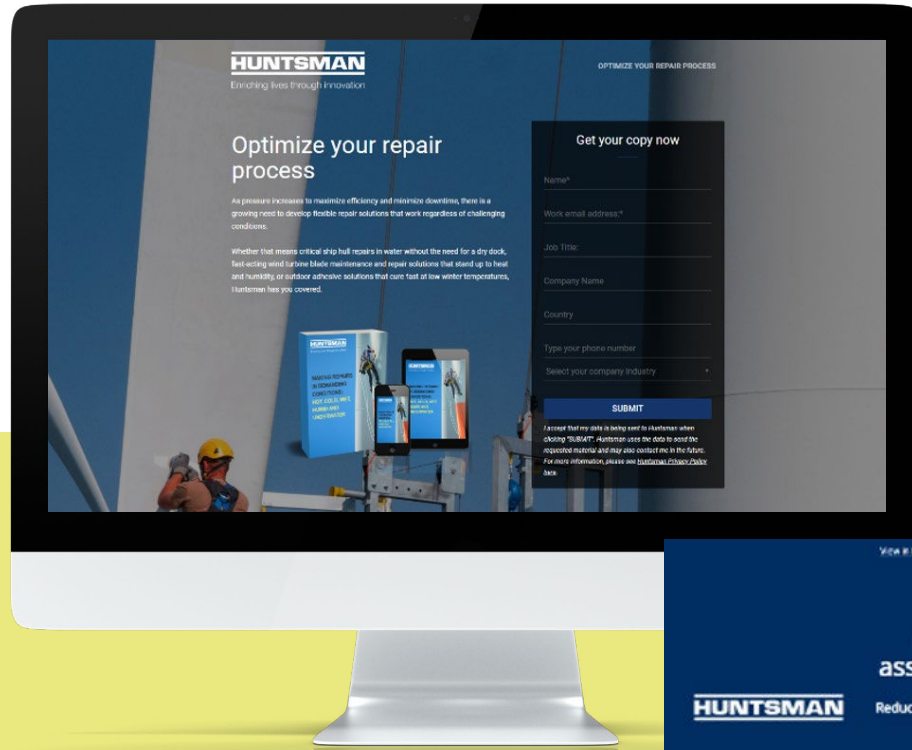
The centrepiece thought-leadership magazine engaged stakeholders with articles, research, infographics, case studies and more.

Roll-ups and banners were developed for events and lobbying opportunities.



# HUNTSMAN

The landing page was central to capturing leads.

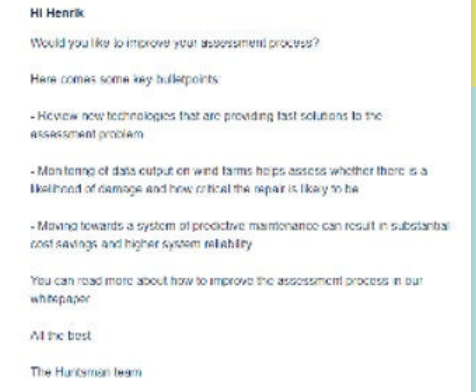
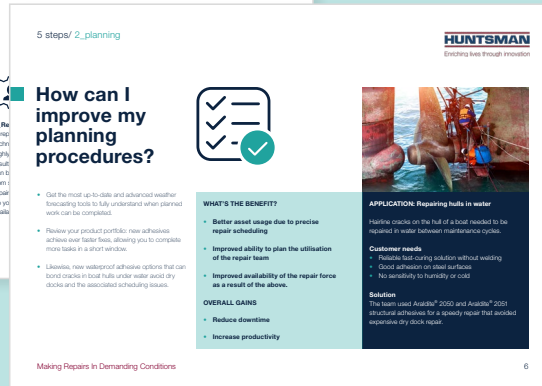
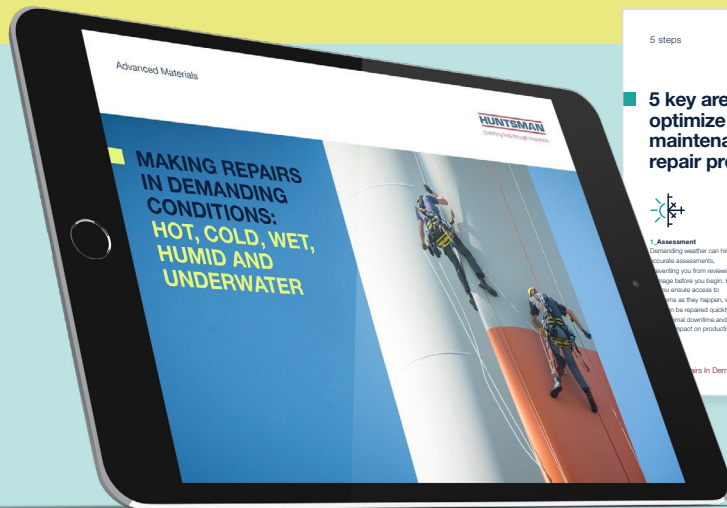


Huntsman Advanced Materials is a leading global chemical solutions provider with a long heritage of pioneering technologically advanced epoxy, acrylic and polyurethane-based polymer products.

The client's goal was to increase sales of specialised adhesives within the wind energy, marine and outdoor industries. We helped Huntsman create a white paper on the topic of optimising the maintenance and repairs process.

Promoted on Facebook, LinkedIn and with Google Ads, **the white paper drew in over 400 leads.**

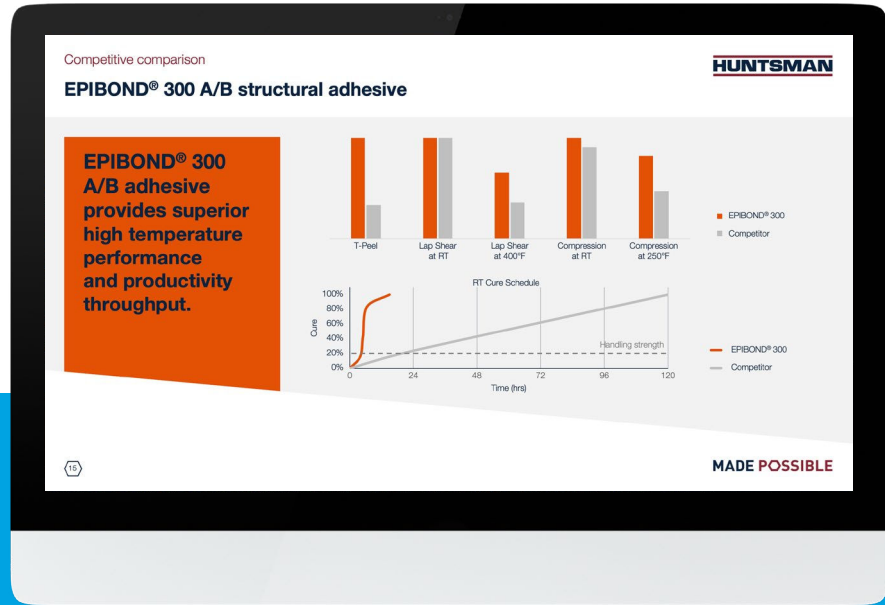
The white paper explored five key areas to optimise your maintenance and repair process.



The nurturing email flow kept leads engaged until they were ready to interact with the sales team.

# HUNTSMAN

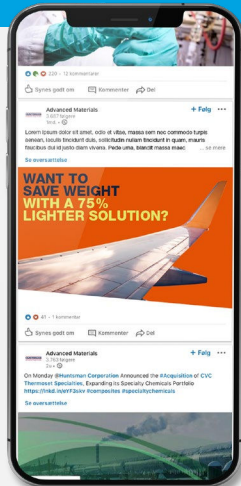
The webinar demonstrated key cost reduction and process improvement opportunities, supported by technical data.



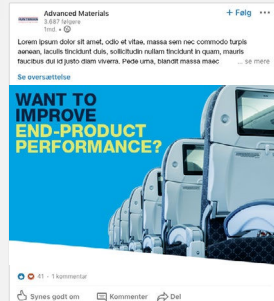
Huntsman Advanced Materials is a leading materials solution provider that enables businesses across virtually every industry to address global engineering challenges. With the focus set this time on the aerospace industry, we helped Huntsman promote and present a webinar exploring how manufacturers and operators can reduce costs and improve processes.

Promoted via LinkedIn, Twitter and email, the webinar drew in more than 200 registrants and over 100 attendees for the live event, with a high level of live audience interaction. Content from the webinar was adapted to create a whole range of collateral to further engage Huntsman's audience.

Based on the webinar content, the downloadable guide provided another engagement opportunity.



Social media posts highlighted key value drivers from the webinar.



Opportunity\_1

### Increase production efficiency

Easy-to-use adhesives with fast curing and handling times can help you streamline your production – even with a smaller workforce.

A general rule: the faster you get to full handling strength, the faster you can produce. The faster you can produce, the faster you can ship. The faster you can ship, the faster you can get paid. The faster you can get paid, the faster you can grow. The faster you can grow, the faster you can succeed.

Easy-to-use adhesives with fast curing and handling times can help you streamline your production – even with a smaller workforce.

To streamline production, you should also look for adhesives that are easy to use, with simple mix and application procedures. The faster you can get to full handling strength, the faster you can produce. The faster you can produce, the faster you can ship. The faster you can ship, the faster you can get paid. The faster you can get paid, the faster you can grow. The faster you can grow, the faster you can succeed.

**MADE POSSIBLE**

EPIBOND® 300 A/B adhesive

### Productivity meets versatility

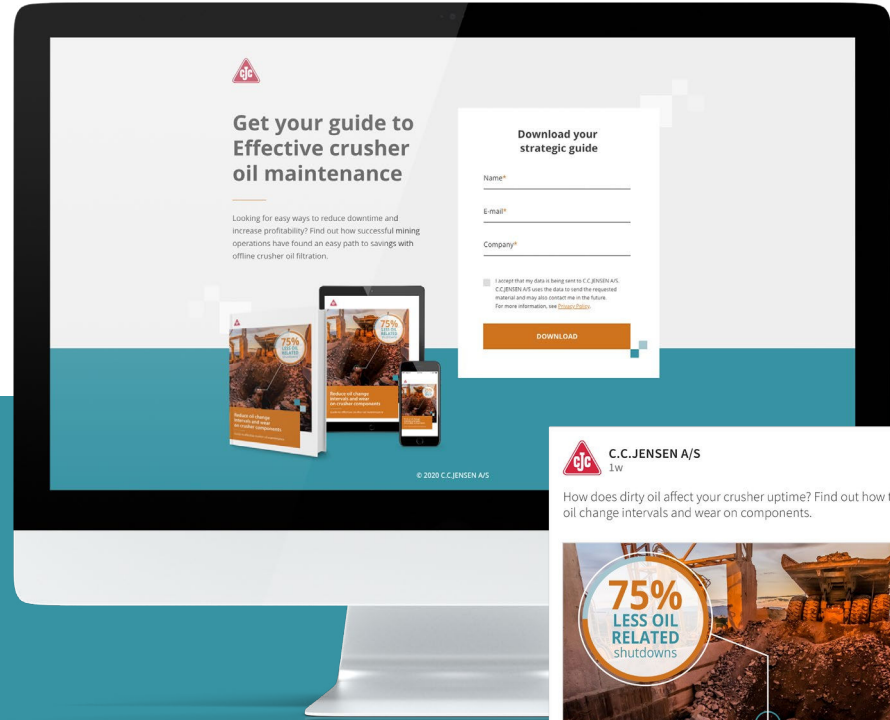
EPIBOND® 300 A/B adhesive provides an up to 80% faster time to handling strength and up to 75% faster cure than competitive adhesives. This makes it the perfect choice for applications where high throughput and fast curing are critical. The faster you can get to full handling strength, the faster you can produce. The faster you can produce, the faster you can ship. The faster you can ship, the faster you can get paid. The faster you can get paid, the faster you can grow. The faster you can grow, the faster you can succeed.

Performance	11,000 / 76	9,000 / 62
4,200 / 29	3,100 / 21	1,100 / 7.6

**MADE POSSIBLE**

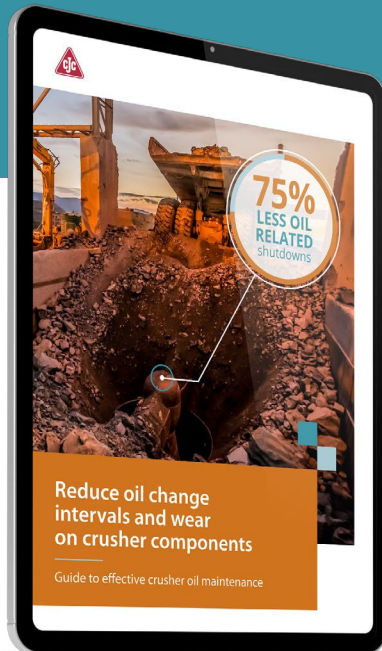
# C.C.JENSEN

The landing page effectively funnelled in clicks and captured leads.



C.C.JENSEN saw an opportunity to increase its sales of oil filtration systems for crushers, an important piece of equipment at any mine site. Our strategy was to create an inbound system starting with a short PDF e-book that was activated in a targeted lead generation campaign on LinkedIn.

The LinkedIn campaign generated 180,000 impressions, 1,300 clicks and 190 marketing qualified leads in the first month alone, surpassing C.C.JENSEN's goals.



Social media ads targeted different audience segments with value-led messaging.

Rather than simply focusing on the product, we framed the e-book as “a guide to savings”, highlighting the greater value oil filtration provides.

### Reduce oil change intervals and wear on crusher components

Guide to effective crusher oil maintenance

What you do to your maintenance routine can make a difference. This guide explains the 5R's of oil and how you can use them to improve your maintenance plan and work safely.

You can do all of that with one simple solution - **Efficient Oil**. The C.C.JENSEN solution for the best oil for your crusher. It's the only oil that's designed to reduce oil change intervals and extend component life.

For the full guide, see **Efficient Oil** in your crusher and learn more about the benefits of using **Efficient Oil** in your crusher. It's the only oil that's designed to reduce oil change intervals and extend component life.

We hope you'll see more value in **Efficient Oil** and might that you'll apply it to your own maintenance routine.

Imagine if you can avoid 3 out of 4 shutdowns with **Efficient Oil** filtration - how will that impact your profitability?

Parameter	Using <b>Efficient Oil</b>	Using <b>Standard Oil</b>
Number of shutdowns per day	1	4
Hours per day	24	24
Hours per week	168	168
Hours per month	720	720
Hours per year	8640	8640
Hours of production	8640	7200

### Eliminate 3 out of 4 oil changes

Reduce shutdowns by 87%

Efficient Oil filtration can reduce the number of oil changes by 87%. This means you can avoid 3 out of 4 oil changes, resulting in significant savings on oil and maintenance costs.

Parameter	Using <b>Efficient Oil</b>	Using <b>Standard Oil</b>
Number of oil changes per year	1	4
Hours per year	8640	8640
Hours of production	8640	7200

### Improve sustainability and your bottom line

How does dirty oil affect your crusher's performance?

Dirty oil can cause significant wear and tear on your crusher components, leading to increased downtime and higher maintenance costs. **Efficient Oil** filtration can help you reduce oil change intervals and extend component life, resulting in significant savings on oil and maintenance costs.

By using **Efficient Oil** filtration, you can reduce your oil consumption by up to 87%, resulting in significant savings on oil and maintenance costs. This means you can avoid 3 out of 4 oil changes, resulting in significant savings on oil and maintenance costs.

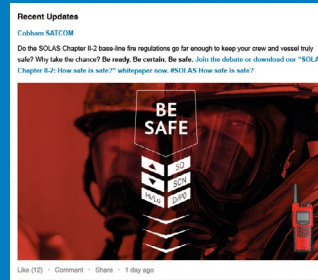
Case study

# COBHAM SATCOM

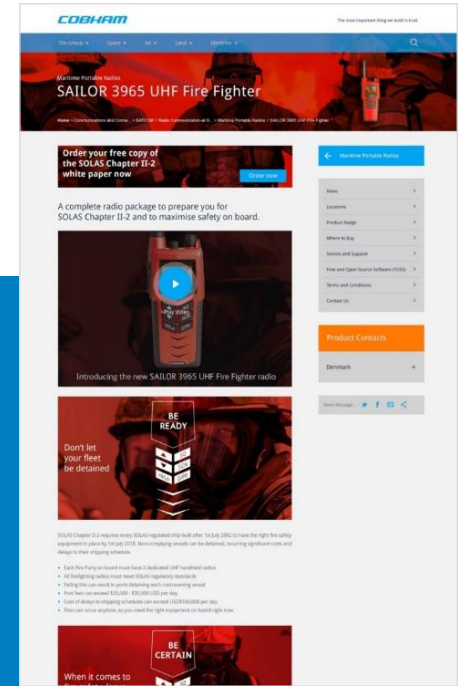
Cobham SATCOM, a leading technology and services innovator, needed to create preference for its maritime firefighting radio.

The strategy was to use content marketing to influence purchase specifications, with a campaign that centred around two core user missions: viewing hard-hitting video content and downloading a thought-leadership white paper.

In 12 weeks, the campaign created 1,300 indications of a strong intention to buy and a **32% surge in actual sales**. Conversion rates across the marketing funnel far exceeded expectations with a **campaign ROI of 850%**.



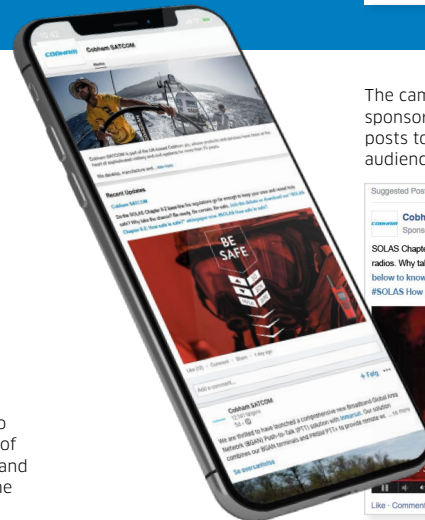
Strategic use of LinkedIn and Twitter helped to create awareness and engagement.



CBC created a digital presentation to support sales efforts.



Posters helped to build awareness of new regulations and preference for the new radio.



The campaign used sponsored Facebook posts to reach a wider audience.



The brochure promoted the creative theme with key information and messages.



**CBC = B2B**

A specialist  
resource for  
international  
B2B marketers

Do you need help growing your brand?  
Do you want to make your marketing efforts  
more profitable? Our experienced team is  
ready to help you get there faster.

At Cross-Border Communications (CBC),  
we combine an international mindset and a  
creative approach with a deep knowledge of  
B2B marketing gathered over more than 40  
years of experience. We offer a full spectrum  
of branding, marketing and communications  
services that will help you engage your  
audience, boost awareness, generate leads  
and drive sales.

Our B2B experts in Denmark, the UK and  
Singapore have been handpicked for their  
specialised knowledge in international  
branding and communications. This  
means you always get an effective team  
behind your project with no need for long  
consultation processes.

If you're ready to take your brand and  
business across borders, talk to us.



# CLIENT TESTIMONIALS

## Ways in which we've made a difference



“With a compelling creative concept and strategic roll-out plan, the campaign has succeeded in increasing our sales by 288% on a key product line. We are the ones driving the conversation around sulphur regulations in our industry – for us, this is only the beginning.”

**Daniel Vengel Jensen,**  
Marketing Manager,  
MAN PrimeServ

“CBC initially proved their worth during our divisional rebranding project, which has been instrumental in communicating our value. When it came to digital lead generation, I could not be more pleased with the approach taken and what has been achieved so far together. CBC brings a level of professionalism, expertise, and creativity that we have not found elsewhere.”

**Edward Wynne Morris,**  
Communications Director,  
Huntsman Advanced Materials

“We were blown away by the creative execution and final results of this campaign. We set ourselves an ambitious sales target – and sold a staggering 400% of that initial target in just 12 months.”

**Susanne Køhlert Jacobsen,**  
Marketing Communication Project Manager,  
Strategic Marketing, Brüel & Kjær

“We were impressed with CBC’s ability to gain a strong understanding of our customers’ challenges, and their focus on turning a complex proposition into a communication platform that our customers could instantly identify with.”

**Dorthe Friberg,**  
Marketing Manager,  
TICRA

“The ‘Innovation transferred’ launch campaign was a game-changer for us. The approach redefined the way we manage strategic product launches. The launch strategy, creative platform and channel plan have had a big impact.”

**Thomas Heide Jørgensen,**  
Marketing Manager,  
Danfoss District Energy



# CBC takes you from complexity to clarity to commercial results



## Brand development

CBC helps you define the cornerstones of your global B2B brand: a solid brand position and clear value proposition; a strong visual identity; and the Big Idea that makes you relevant and compelling.

Our brand communications platforms, built on 40 years of B2B sector expertise, deliver strategic insight, razor-sharp copywriting, and world-class design.

### You need this to:

- Refresh or rebrand your company
- Clarify your brand hierarchy
- Update your digital brand experience
- Create a more relevant identity
- Improve your value proposition
- Align your brand after an acquisition
- Communicate customer-centric messages



## Marketing activation

CBC is an international team of dedicated B2B experts who get the complexities of your business and will develop tactical campaigns tailored for your markets and KPIs.

Whether you need greater brand awareness, stronger product marketing, or tighter internal alignment, we help you connect with audiences and increase your marketing ROI.

### You need this to:

- Increase brand awareness
- Launch a new product or service
- Reach more customers online
- Get more from your marketing ROI
- Enter a new segment or market
- Secure internal stakeholder buy-in
- Attract new talent



## Digital engagement

CBC enables you to drive digital lead generation with high-value content via ABM and marketing automation programmes that deliver the right message, in the right format, at the most influential moment in the buying journey.

Our engagement activities are tailored for your business to create both qualitative and quantitative inbound results.

### You need this to:

- Generate more business leads
- Create better quality content
- Find new ways to engage prospects
- Give your sales teams greater support
- Drive and convert online traffic
- Improve your sales activities
- Optimise your online sales

# LET'S TALK



If you've got a particular challenge to solve, a target to reach or you're simply looking for inspiration, let's talk.

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