

MOVING HIGHER

Branding and
marketing in the
High-tech industry

SUMMARY

Engineering your market growth

Be your customer's problem solver

Product specs alone don't close a deal – you need to focus on the value and benefits your solutions bring to your customers. In the high-tech industry, your customers come to you for complex, innovative solutions that will help them become more sustainable, automated and efficient.

To capture the attention and trust of your potential customers, you need to keep repeating your message about the added value you bring both to them and the end-consumer. What you sell is not just a solution to a technical problem – it's a solution that brings them tangible benefits and enables better business and a better quality of life for the community.

Engage the modern buyer

Typical B2B buyers now spend much more time educating themselves online before contacting potential suppliers. With a strong brand as a foundation, your sales and marketing teams need to work together to translate your brand 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 high-tech sector. In this brochure, you will find some inspiration from relevant clients in our 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?



CASE STUDY
BRÜEL & KJÆR

Brüel & Kjær is a name that echoes throughout the global sound and vibration industry.

A complete rebranding project was needed to reposition Brüel & Kjær as a partner that delivers solutions that give tangible value for customers and other stakeholders at every stage of the design process, rather than just a product provider.

Brüel & Kjær partnered with CBC to create a distinctive and original communications platform based on the brand promise that also became the company's tagline – Beyond Measure. And 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.



The Beyond Measure concept, new visual identity, and value propositions were showcased through a corporate film and promoted across multiple channels

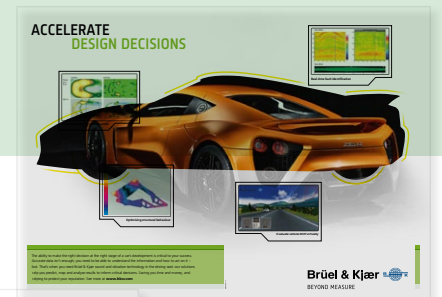
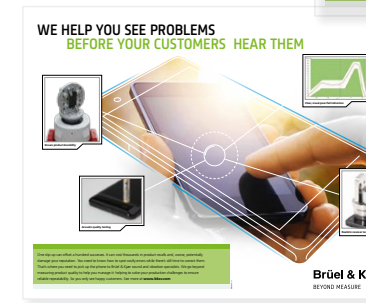
BEYOND MEASURE

A new brochure became the centrepiece of the new brand identity and the foundation for all corporate messaging and narrative

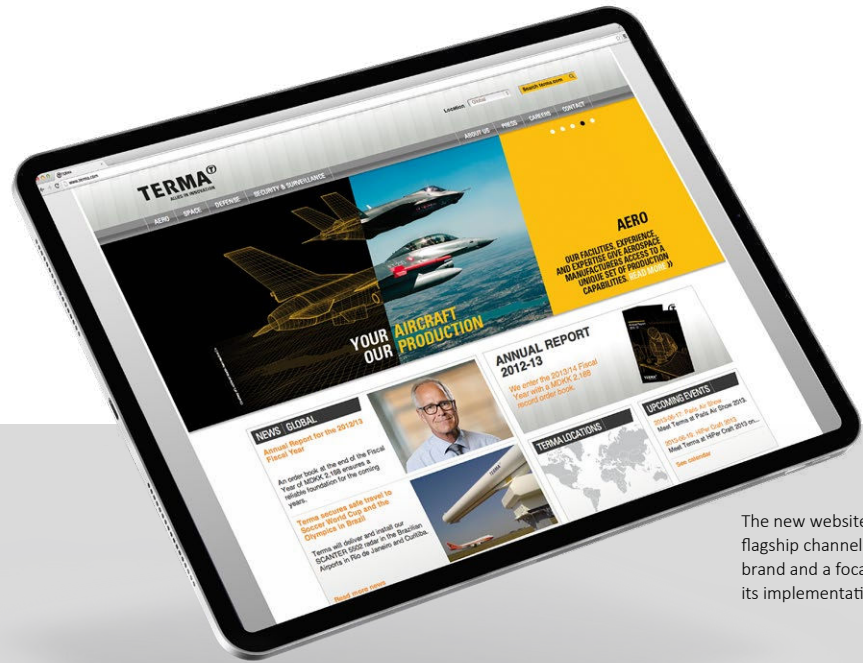
A series of sector-specific ads were developed with a distinctive visual approach that focused on value drivers



CBC was responsible for all content and design of the high profile Waves magazine with a huge readership across multiple industries



CASE STUDY
TERMA

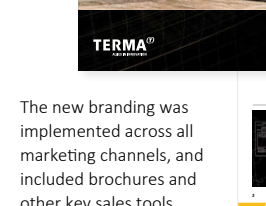
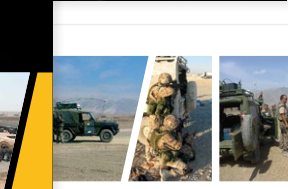
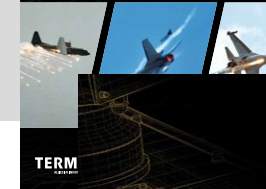


Terma A/S is Denmark's foremost aerospace, defence and security company. Dealing with large governmental projects, the company's central marketing and communications channel is its corporate website. For Terma, it's crucial that the company's website reflects and demonstrates its capacity for excellence.

CBC created an award-winning new website, based on the "Allies in Innovation" concept that CBC also developed, to promote engagement through stronger, customer-oriented content and opportunities to interact.

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

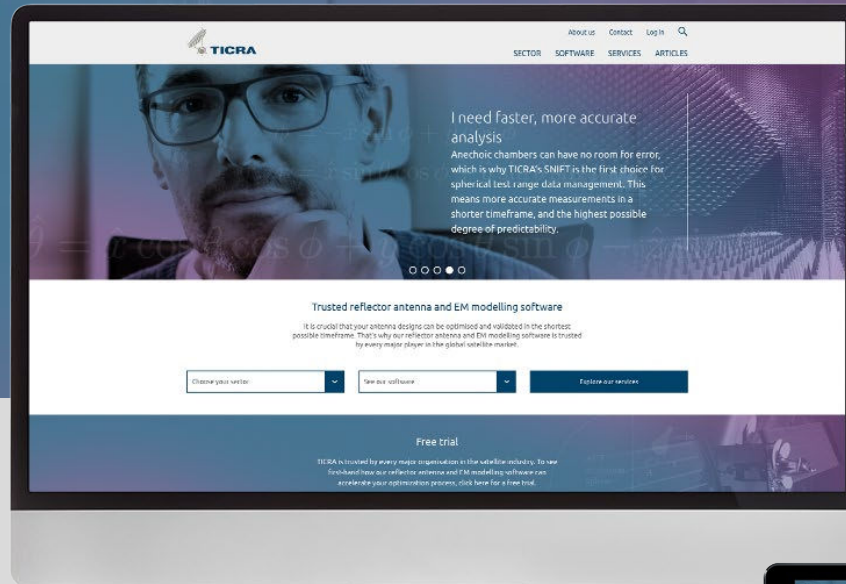
A series of posters emphasise Terma's ability to go beyond partnership by becoming an extension of the customer's organisation.



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



CASE STUDY
TICRA



TICRA is recognised as the leading provider of reflector antenna and electromagnetic modelling software. However, the company's visual identity and digital presence did not live up to the same world-class standards.

It was time to reinforce the brand position with a new creative platform and sharpen the value proposition across multiple channels to support lead generation targets.

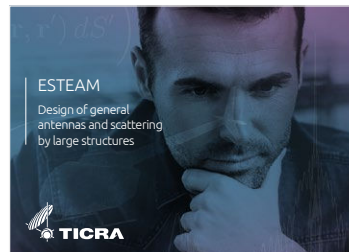
CBC developed a distinctive approach that enabled TICRA to differentiate its offering and communicate with clarity in a highly complex environment.

The new website and sales materials now play a vital role in driving lead generation.

A new and engaging corporate PowerPoint template has proved to be an invaluable tool for sales teams, especially for online meeting



A corporate brochure proved invaluable to help potential customers understand TICRA's complex offering through clear propositions and language



A series of postcards were created for Direct Mail campaigns and included in product packaging for upselling



CBC developed the content and design for White Papers focused on the value drivers and key features behind TICRA's products

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

AMPHENOL PROCOM

After a series of acquisitions and mergers, Amphenol Procom's brand architecture - now consisting of four individually strong brands - was causing confusion in the market and internally. A new brand identity was needed that brought everything together under a single, unified umbrella.

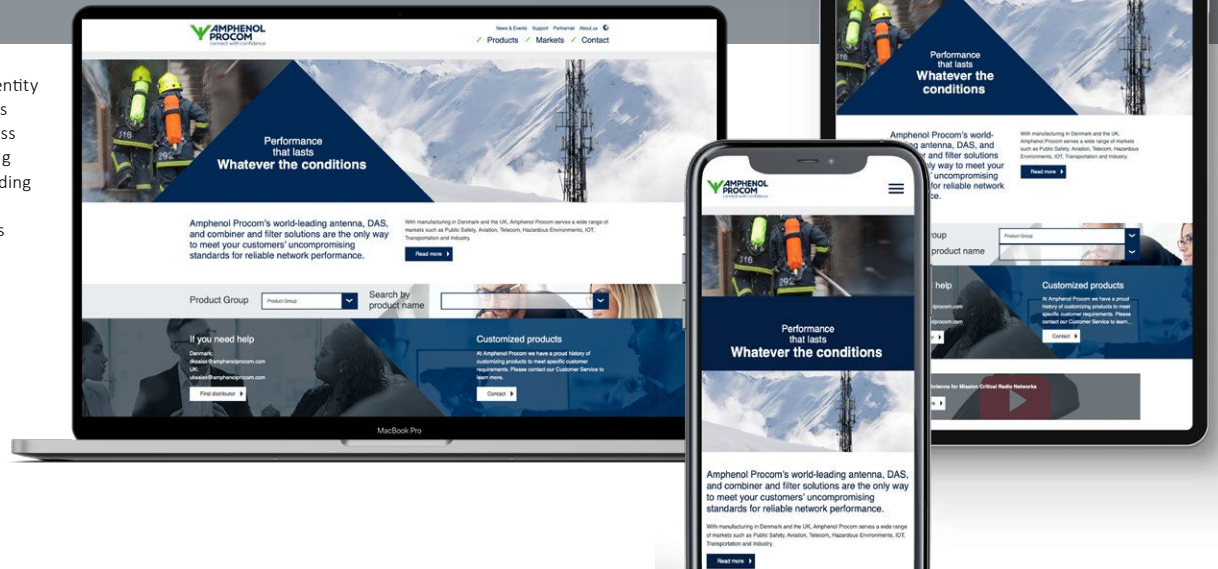
Using insights from our research and brand workshops, we helped define a new vision/mission and name. We developed a new brand identity and creative communications concept with powerful messaging and visuals that clarified the value proposition. This was condensed into the 'Connect with confidence' strapline, which resonates with Amphenol Procom's customers, end-users and employees alike.

CBC acted as a strategic advisor and integrated marketing resource at every stage. We activated the new corporate visual identity across print and online and consulted on the internal and external implementation.

CBC developed a broad range of corporate literature that clarified the value proposition and product offering



The new brand identity and messaging was implemented across all digital marketing touchpoints, including optimization for different platforms



The new brand identity and creative communications concept resonated perfectly with target audiences, giving Amphenol Procom and solid platform for future growth

CASE STUDY

COBHAM SATCOM

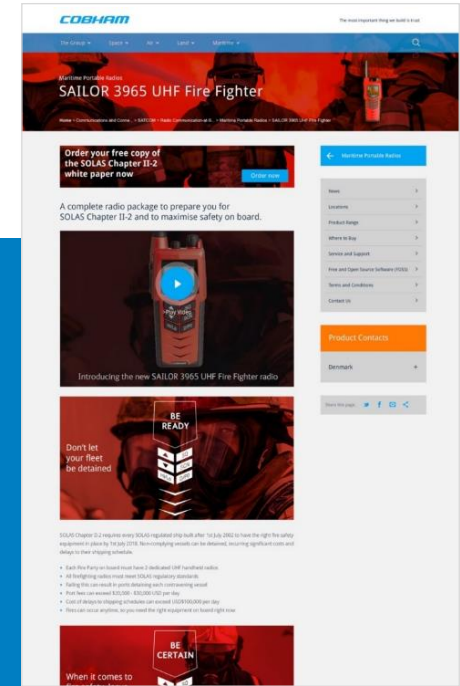
Cobham SATCOM, a leading technology and services innovator, needed to create preference for its maritime firefighting radio.

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%**.



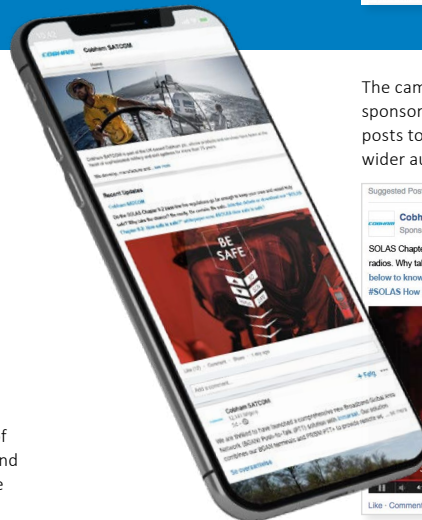
Strategic use of LinkedIn and Twitter helped to create awareness and engagement.



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.



CASE STUDY
BRÜEL & KJÆR

HATS – Head and Torso Simulators – are manikins with built-in ear and mouth simulators that provide a realistic reproduction of the acoustic properties of an average adult human head and torso.

Brüel & Kjær wanted to position its new HATS model as the new standard for audio testing in R&D and drive both upgrades and new sales. It is a huge leap forward from legacy models.

The creative concept “The Perfect Listener” shows the HATS Green Man in key applications, from business to leisure. Supported by our creative campaign, the product launch sold 400% of the initial target in just 12 months.

HIGH-FREQUENCY HEAD AND TORSO SIMULATOR

AN EAR FOR HIGH-FREQUENCY AUDIO

THE NEW 20 KHZ GREEN MAN
The new generation High-frequency Head and Torso Simulator Type 5128 delivers unprecedented accuracy in high-frequency audio testing, for faster development time and pioneering audio perfection.

Use the new green man's improved ear and mouth simulators to precisely replicate acoustic properties in all your electroacoustic tests and ensure perfect sound performance in all your devices, with a playback of up to 20kHz.

Brüel & Kjær Sound & Vibration Measurement AS
DK-2605 Roskilde - Denmark
Telephone: +45 77 41 20 00 - Fax: +45 45 80 14 05
info@bksv.com

Brüel & Kjær BEYOND MEASURE

www.bksv.com/high-frequency-hats

A series of ads were created to support a targeted product positioning campaign, featured widely in trade publications

HIGH-FREQUENCY HEAD AND TORSO SIMULATOR

THE PERFECT LISTENER

THE NEW 20 KHZ GREEN MAN
The new green man's mouth simulator is an ideal sound source to research, identify and evaluate microphone, and the audio reproduction of the human ear system across telephone and other audio distribution systems, to further boost performance in all your devices.

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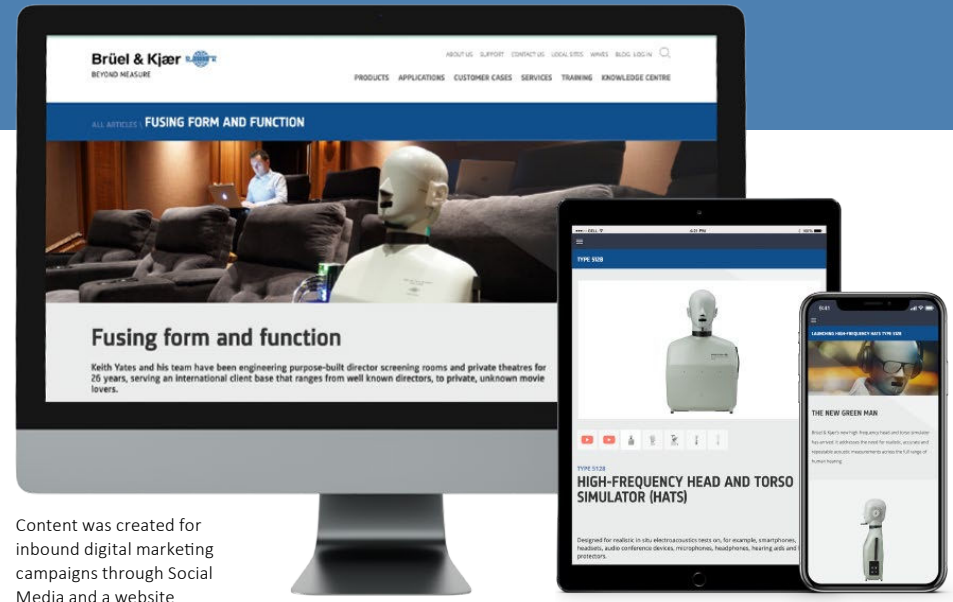
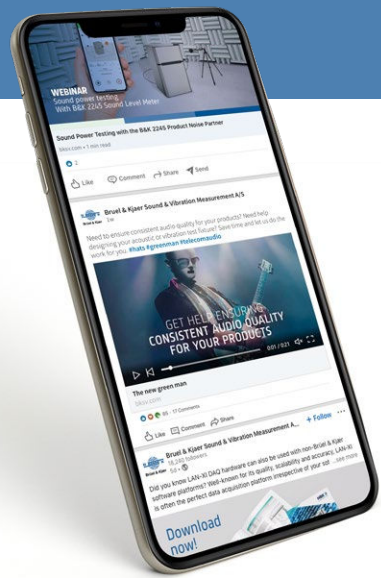
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Brüel & Kjær BEYOND MEASURE

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The campaign launch was featured prominently in the high profile Waves magazine



Content was created for inbound digital marketing campaigns through Social Media and a website

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.

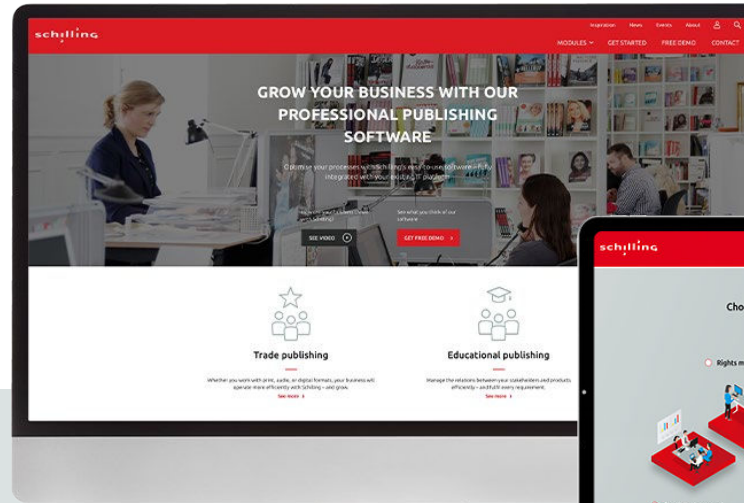


CASE STUDY
SCHILLING

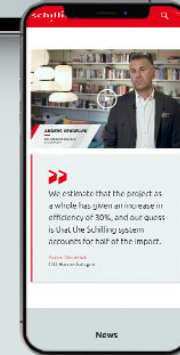
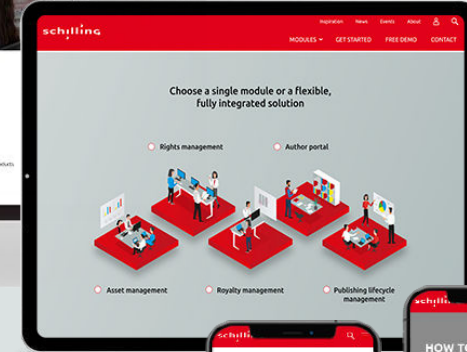
Faced with a saturated market in Scandinavia, Schilling's growth needed to come from further afield. As the brand was relatively unknown outside the region, CBC created a complete global brand strategy to extend its reach, also aligning with Schilling's five-year plan to change perceptions of the company from an IT supplier to a business solutions partner.

To drive engagement and interest with the Schilling brand in new markets, CBC developed a strong creative concept and messaging framework that was built around compelling value propositions.

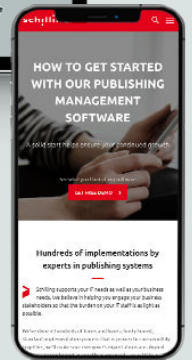
CBC also designed a new website, developing everything from wireframes, design and infographics to all content and search optimisation.



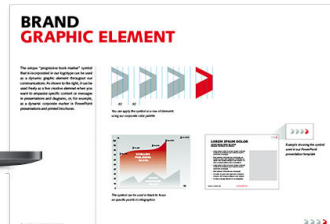
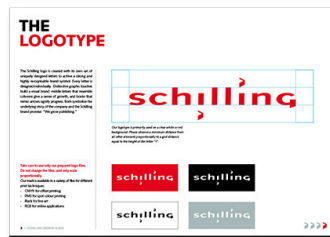
A new website was the centre point of the new brand strategy and identity, acting as both an information resource and a landing point for all lead generation activities



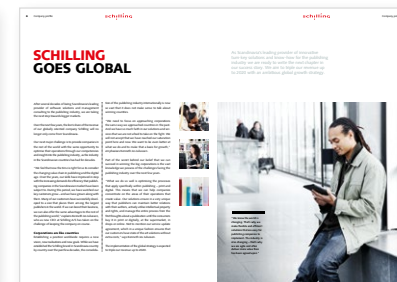
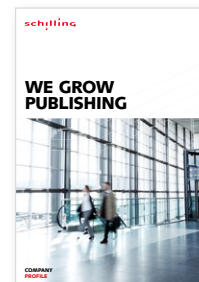
A video was created that showcased the new brand and messaging, which was featured and promoted across multiple platforms



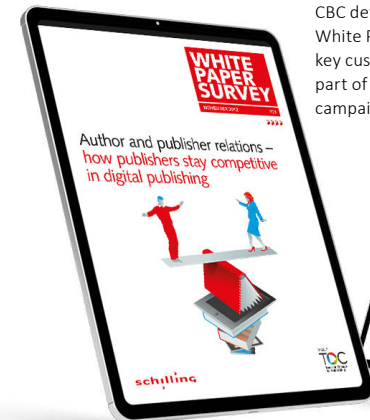
Created complete brand identity, from logo to online and offline guidelines



For a publishing business, the corporate profile brochure had to live up to its own high standards for quality of communication



CBC developed a series of White Papers that addressed key customer challenges as part of a lead generation campaign



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.



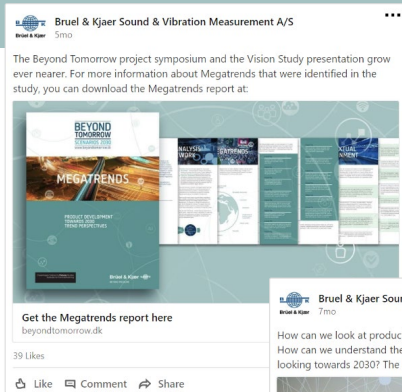
The campaign culminated in a global VIP event, involving prominent market leaders and industry experts



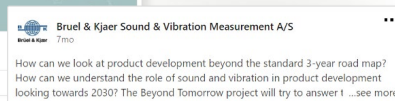
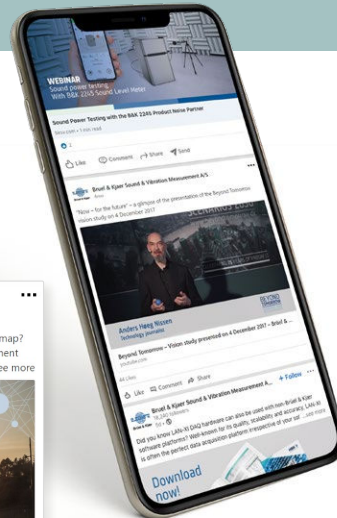
The VIP event was filmed for subsequent marketing activities, including Q&As with key speakers



The trend report was divided into four areas, with commentary and insights from market and industry experts



A comprehensive inbound marketing campaign covered all channels, including Social Media posts, articles, blogs, videos, animations, and presentations



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



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, 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.

“

“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.

We need marketing partners who are willing to
challenge our thinking and help us deliver results
that raise the bar – in terms of digital marketing,
CBC brings a level of professionalism, expertise,
and creativity that we have not found elsewhere.

I look forward to seeing what our creative
collaboration will produce next.”

Edward Wynne Morris,
Communications Director,
Huntsman Advanced Material

“We were impressed with CBC’s ability to gain
a strong understanding of our customer’s
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

”

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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