



“When we attend industry events, customers are initially drawn to introduce themselves simply because we visually stand out from the mundane crowd.”

B2C “Cool” in a B2B World Workshop

Using Consumer Appeal in a Business-to-Business Setting

Where was it written that most business-to-business companies should appear dull, dry, and boring? As charge-card-carrying consumers, we are all swayed by innovative and “cool” brands. We delight in the unique ways these brands visually influence us and convince us to purchase their products.

Think about the competitive advantage companies receive when they invest in creating a fresh and distinctive brand. They stand out. They create buzz. They are perceived as innovators. And people buy more from them.

If your brand is tired, difficult to differentiate alongside competitors, or misrepresents what you do, perhaps a creative face-lift is in order.

This workshop is dedicated to exploring ways your company can project a game changing image that will attract fresh attention, align more accurately with your company’s values, and draw new people to your brand.

Together, we will conduct an innovation session where no idea is too outlandish, too bold, too funny, or too controversial! We will illustrate how your competitors are viewed and how your brand is currently perceived. Using creative techniques we will capture the essence of a new look and feel, one that could provide the foundation for competitive advantage, attracting talent and, ultimately, creating a thriving business.

Benefits and Outcomes

Prior to meeting, we will apply our unique methods of uncovering your brand’s innate qualities and value proposition. Applying B2C brand practices and our business experience, we will craft a creative strategy that goes beyond your competition. Working together in an off-campus environment, we will tackle the following:

- * Define and analyze your company’s brand challenges and distinctions
- * Conduct a creative brainstorming session
- * Illustrate the visual strengths and weaknesses of your competitors
- * Explore ideas for a refreshed look and feel to strengthen your competitive advantage

Our practitioners are innovative and talented. With years of experience and a track record for breakthrough brands, together we can help clients rebuild their image and leverage their existing assets in ways they couldn’t see themselves.

To create a winning image, contact Delve at 212-255-3870 or email us at info@delvegroup.com