

BRAND *AMPLIFICATION:* *WHERE **RELEVANCE*** *MEETS RESONANCE*

Breaking through cultural barriers, building lasting
B2B relationships.

TRANSMISSION.

In today's interconnected world, B2B marketing demands more than a polished pitch. Organisations need to transcend borders and connect with customers on a cultural level to thrive.

It means looking at the person behind the job title to understand their values, traditions, and communication styles - considering how each audience's unique cultural nuances are reflected in your branding, messaging, and marketing campaigns.

For many B2B businesses, it's led them to venture beyond traditional marketing channels into the exciting world of everyday cultural spaces. Think sponsorships and partnerships across Football/Soccer, Formula 1, Golf Tours, concerts, and beyond. However, that alone doesn't guarantee success.

B2B buyer behaviour is changing, as is what they look for from the organisations they work with. This makes it increasingly important to not only choose the right partnerships, but also leverage them strategically to build lasting relationships with audiences.

In this eBook, we'll break down what we mean by 'brand amplification', provide a strategic approach to creating authentic experiences, and lay out how to measure success effectively to leverage the power of culture in today's increasingly competitive marketplace.

*WHAT DO WE MEAN BY **BRAND** AMPLIFICATION?*

Brand amplification at its simplest is all about expanding the visibility and impact of a brand's message or identity to increase engagement with a broader audience. The overall goal is to ensure your brand stands out from competitors, enhancing its influence and reputation in the market.

In the past, brand amplification only really applied to specific sponsorships and partnerships. But today, it's a totally different ball game. When done right, it's more than simply placing two logos side by side – it's a public alignment of goals and shared values that taps into culturally relevant moments.

It's a holistic process that involves aligning your brand with the right partners, with the right creative approach, and with messaging that resonates with your audience. It sounds vastly different from a standard sponsorship approach because it is. Understanding and capitalising on this fact is what sets the successful apart from those who aren't.

CAN B2B BRANDS REALLY BE **A PART** OF THE CULTURE?

Let's start with a question that's likely at the top of your mind for good reason. We've all been guilty, at one point or another, of looking at the big, creative work coming from our B2C cousins and thinking that it'd never work in B2B. But that's not necessarily the case.

No, jumping on any old trend won't deliver the results you're looking for. But amplifying your brand by building trust with your audience and using relevant cultural moments that tie into your business' mission and message can. B2B, B2C, it doesn't matter. We're the same people from 9-5 as we are 5-9, we just have different priorities.

While it can feel like there's a considerable difference between real life and the world of B2B, it's important to recognise that it doesn't exist outside of the human experience. Of course, marketing to businesspeople should be treated differently to those who are off the clock. But it doesn't change the fact that they consume popular media, scroll on socials, and generally have a life outside of work. B2B brands just need to get better at using that to their advantage.

Being part of the culture is all about being relevant, partnering with the right people, showing up where your audience hangs out, and finding your place in the universe that exists beyond the world of business.

It's something that - when done well - pays dividends. Beyond generating future demand and leads, it's a great way to achieve soft metrics like brand building and health to boost the visibility and awareness of your company.

WHERE TO START

It's incredibly easy for any business to sponsor an event or purpose-driven initiative, put their logo to the cause, and call it a day. It's what B2B brands did in the past and, thanks to a lack of success, has resulted in a general reluctance to invest in brand-building programmes. Brand amplification, on the other hand, is about executing a good idea that aligns with your values, message, branding, and audience. There are four 'knows' when it comes to getting started.

KNOW YOUR AUDIENCE

Reaching audiences, both present and future, is about understanding what they value, where they hang out online, and what they care about. As more Gen-Z decision-makers take to the field, your brand communications need to reflect the changes in habits and preferences of younger audiences.

KNOW YOUR BRAND'S VALUES

Similarly, nail down your company's mission and values. Without these, you won't have a thread to tie your brand amplification programme into that of relevant companies and projects.

KNOW YOUR AIM

What do you want to achieve by amplifying your brand? Better engagement? A broader audience? Understanding this in advance allows you to identify specific cultural moments that will naturally tie into your business' values, mission, and commercial goals.

KNOW WHAT YOUR COMPETITORS ARE DOING

Every brand is trying to go viral, adding to an already overwhelming amount of content out there. Brand amplification is all about doing it better than your competitors. What does that look like for your business?

FIND THE RIGHT FIT

Aligning with the right cultural spaces and partners is the crucial first step to ensuring your brand is relevant to – and most importantly, resonates with – audiences. But to be able to do this, you must first have a clear understanding of your own brand identity and values.

By pulling together a well-thought-out brand strategy, you can gauge where your business sits relative to its current mission and values. This will show you the path to getting to where you want to be and how to get there.

Treat this as the non-negotiable foundation for a successful brand amplification approach. It allows you to align with partners and projects that are a verifiably good fit, and that complement and engage with your core message, rather than detract from it.

By partnering with a reputable brand that neatly aligns with your business' mission and values, your audience will consider you more credible by association. In turn, you gain access to a whole new audience that, if they trust the partner brand, will likely extend that trust to your business too.

From there, use your content strategy to better understand your existing audience, identify relevant audiences adjacent to your ideal customer profile (ICP), and uncover different ways to engage them. This will highlight culturally and strategically relevant spaces your brand isn't currently playing in.

The anatomy of a good idea

AMAZON WEB SERVICES AND **FORMULA 1**

AWS and F1 is a great example of finding the right brand partnership fit in B2B. By providing F1 Insights powered by the AWS platform, the two brands have been able to elevate the fan experience pre-, mid-, and post-race.

Be it through race strategy, competitor analysis, or car performance, F1 uses AWS' platform of innovative technologies like machine learning and high-performance computing to digitally transform the sport – giving fans unparalleled insight into real-time data on driver, team, and race facts.

"By tapping into the breadth and depth of AWS and its innovative cloud technologies, we've been able to bring fans closer to the split-second decisions on the track, redesign our future F1 cars, help us better understand the wealth of F1 data, and run analytics and machine learning to harness the power of that data, and so much more."

Ross Brawn, Managing Director of Motor Sports, F1

The anatomy of a good idea

SEEK AUTHENTIC ENGAGEMENT

Avoiding forced integrations or sponsorships that feel inauthentic to your target audience should always be high on your list of priorities. At best, the partnership becomes marketing wallpaper to your audience and at worst, well, we all know how the infamous Pepsi and Kendall Jenner ad was received...

Brand reputation is something that's hard to earn but easy to tarnish. With brand boycotts becoming more common, the modern customer has shown that they care about what their chosen brands stand for - and they're willing to vote with their wallet. As an increasing number of Gen-Z decision-makers join the workforce, so should your focus on authentic expressions of the values your brand represents.

If you identify an opportunity to amplify your brand, make sure it's in a way that's genuine for your brand and your audience.

AUTHENTIC ENGAGEMENT DONE RIGHT



The choice for any brand is simple: Join a cultural moment or become one. Salesforce's Dreamforce event is a great example of creating your own phenomenon. While not tied to a specific cultural moment, its annual Dreamforce conference is a staple in the tech industry calendar. It also perfectly aligns with Salesforce's values of innovation, collaboration, and continuous learning.



Coca-Cola's 'Share a Coke' campaign is a masterclass in leveraging distinctive brand assets to create a cultural moment. By replacing "Coca-Cola" on one side of a bottle with the phrase "Share a Coke with" followed by a person's name, the brand encouraged people to go out and find bottles with their own name on them. The campaign was so successful that it's been credited with increasing US sales by 2%.



HP hadn't done any sponsorship for over a decade but wanted to be known as a brand that supports small-to-medium size businesses (SMBs) and community initiatives. Transmission chose a strategy that could exponentially build awareness and tangibly demonstrate HP's technology in one go: Using an incredibly culturally relevant property in Wrexham Football Club.

After proposing the idea, brokering the sponsorship, and meeting with club owners Ryan Reynolds and Rob McElhenney to close the deal, we helped HP sign a three-year deal including: Shirt sponsorship for all Wrexham teams, naming rights to the new stadium stand, and the creation of an SMB business centre in Wrexham city filled with HP-provided equipment.

The anatomy of a good idea

HUMAN FIRST PROFESSIONALS SECOND

You've probably heard the phrase 'content is king' before. Your brand amplification opportunities are no different. Storytelling through your content allows you to craft narratives that tie into your vision for who you are as a brand, and that will also feel authentic to your audience.

Brand amplification is a matter of getting your audience's attention. And the best way to do this is to bring in the human element into every story, mission, or message you're trying to convey. People connect with people-led content, after all.

But don't conflate storytelling and shockwave content – another important part of brand amplification that evokes a strong emotional response from your audience through elements of surprise to build long-term awareness. B2B brands still need to find partnerships that naturally align with their own values and mission before identifying opportunities for shockwave content that can skyrocket a brand from 'lame to fame'.

BEING IN *THE* HUMAN ELEMENT

LinkedIn has consistently used its status as the world's largest online professional platform to position itself as the best place to make valuable connections. So, to show its audience that it understood that it was the platform for users to connect, foster career growth, and navigate an ever-changing work landscape, LinkedIn created its '#InItTogether' campaign.

Launched to underline the shared experiences of LinkedIn's diverse user base, #InItTogether looked to reinforce the view that it was a supportive network where individuals could find guidance, inspiration, and opportunities.

To support its key messages of community support, shared experiences, and resource accessibility, the campaign drew on:

- Authentic storytelling from LinkedIn members, exploring how each user group personalised the LinkedIn experience to make it relatable, impactful, and most importantly, able to foster deeper connections and loyalty among its member base
- Engaging content through the use of various content formats across video, articles, infographics, and more to ensure wide reach and audience relevance – creating an inclusive campaign feel that extends across industry, career stage, and background
- Interactive platform features like polls, community discussions, and live events to foster real-time engagement and two-way interaction to make the community the keystone of the campaign

By doing so, LinkedIn reinforced its position as THE supportive network for professionals to find guidance, inspiration, and opportunity in a way that authentically translated who they are as a business to their audience.

PIGGY BACK ON CULTURAL MOMENTS

Earlier, we discussed another key part of the brand amplification process: Shockwave content. While the name might make it seem larger than life, the truth is that you don't need a big, expensive production; you just need to align it with relevant cultural moments at the right time, with the right message.

People so often give their custom to people they know – and in B2B it's no different. In fact, 90% of respondents to a [recent Bain & Co. and Google survey](#) said they chose vendors that were in their initial consideration set. Now, shockwave content helps you break into this set by keeping your brand front of mind.

You're far more likely to get a sale from a new customer who has been exposed to your brand in some way that's relevant to their everyday life than otherwise. Keeping up with cultural moments, aligning your brand in ways that authentically tie into your vision, values, and mission, and creating content that breaks through is a great way to stay memorable.

B2B CAN BE PART OF THE CULTURE TOO

JCB AND BRITISH OLYMPIAN, ADAM BURGESS

Together with British Olympic Canoeist, Adam Burgess, JCB launched a design competition for Adam's new boat during a talk about his Olympic experience to more than 100 apprentices and graduates at JCB's World HQ in Rocester. In addition to the design competition, the winner also received a selection of items from his Team GB kit.

DID YOU MEAN MAILCHIMP?

As its case study says, marketing isn't about reaching everyone - it's about reaching the right ones. By focusing on how different business put their own individual spin on growth and making it the focal idea of the campaign, MailChimp leveraged the then-famous mispronunciation of the brand in the credits of the hit podcast, 'Serial'.

Nine mini campaigns promoting fake products that rhymed with the brand's name, as well as the products themselves, were created without ever mentioning the 'MailChimp' name - allowing audiences to connect the dots themselves and create more impactful awareness about the business while also making it fun.

MEASURING SUCCESS

Brand programmes in B2B organisations have all traditionally suffered from the same shortfall: a lack of clear and tangible data to demonstrate their impact on commercial growth. Luckily, today, technological advancements have made that job easier.

Evaluating the impact of cultural marketing campaigns requires careful consideration of brand metrics across:

BRAND TRACKING STUDIES

Effective and repeatable, brand tracking studies allow you to measure how your future buyers view and perceive your brand versus competitors. This will help to uncover how much Share of Mind (SoMI) your brand holds in the category – allowing you to benchmark the impact of brand-building and marketing activity.

CATEGORY ENTRY POINTS (CEPS)

Your CEPs are the cues prospects use to access their memories in a buying situation. They can include internal (motives, emotions, etc.) and external (location, time of day, etc.) cues, and the brands who come to mind first form the ‘initial consideration set’ – with each CEP linked to a brand increasing the likelihood of it being purchased by 5%.

EXCESS SHARE OF VOICE (ESOV) AND SHARE OF MARKET (SOM) ANALYSES

Understanding how effectively your advertising media strategy and spend is cutting through the noise is an integral part of amplifying your brand. Demonstrating how marketing investment contributes to ESOV and the impact it has on your SOM can showcase the success of your brand amplification strategy.

CREATING AUTHENTIC CONNECTIONS IN B2B

Brand amplification in B2B is about more than just visibility – it's creating authentic connections that resonate with a broad audience through culturally-relevant marketing strategies.

By understanding and aligning with the cultural values, interests, and needs of your target market, B2B brands can break through traditional barriers, build trust, and establish lasting relationships that lead to consideration in the long term.

Success in this arena requires thoughtful partnerships, authentic engagement, and the leveraging of cultural moments to stay relevant and impactful. Do so and your business will not only enhance its visibility in the market, but it'll also drive meaningful growth by connecting customers on a deeper, more human level.

**DISCOVER HOW TO GET STARTED
WITH BRAND AMPLIFICATION.**

GET IN TOUCH