

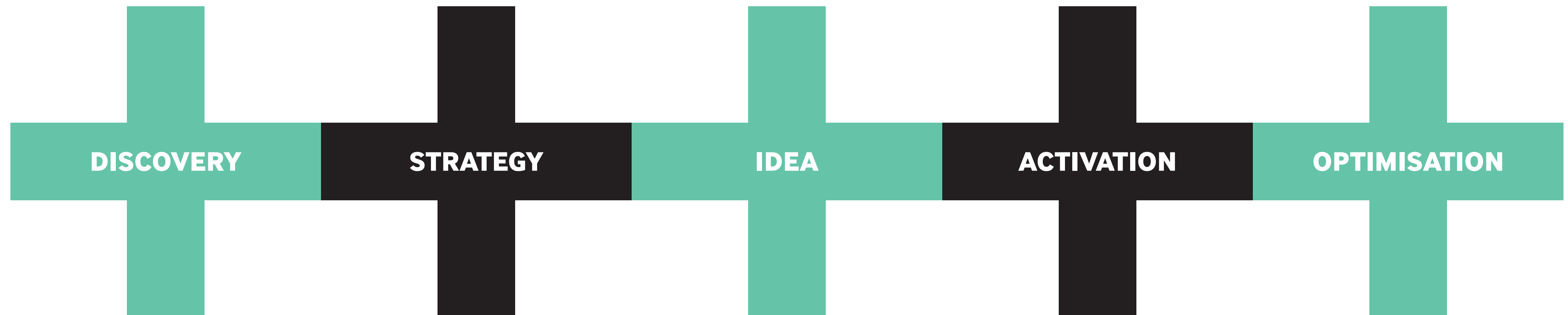
**CHANGE** is a process





Introducing **BBN Navigator**

**BBN Navigator** is a comprehensive and proven toolset. Together with our clients we can unlock new doors, map out opportunities, lead debate, clarify direction, and enhance ideas.



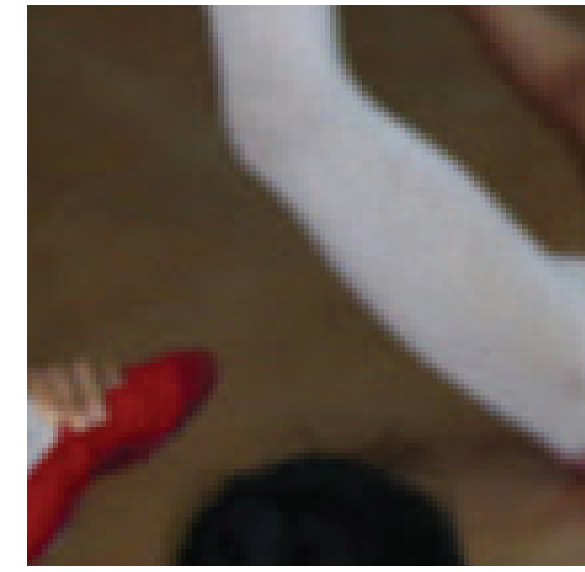
- + Buyer journeys
- Content audit
- Competitor analysis
- Marketing objectives
- Research & insights
- Target audience personas

- + Branding strategy
- Communication objectives
- Content strategy
- Channel strategy
- Digital strategy
- Establish KPIs
- Audience needs

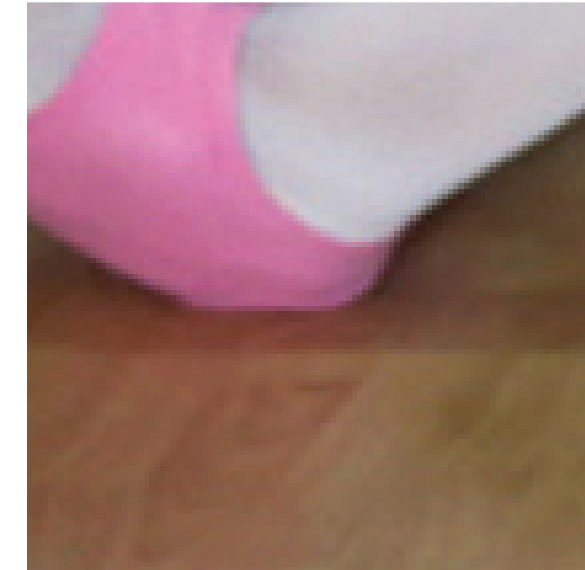
- + Brand names
- Brand story & messaging
- Communication concepts
- Creative concepts
- Create Martech stack
- Messaging frameworks

- + Communications plan
- Content creation
- Create value proposition
- Implement & train
- Tone of voice

- + Analytics
- Business intelligence
- Metrics
- Search engine optimisation
- Social monitoring



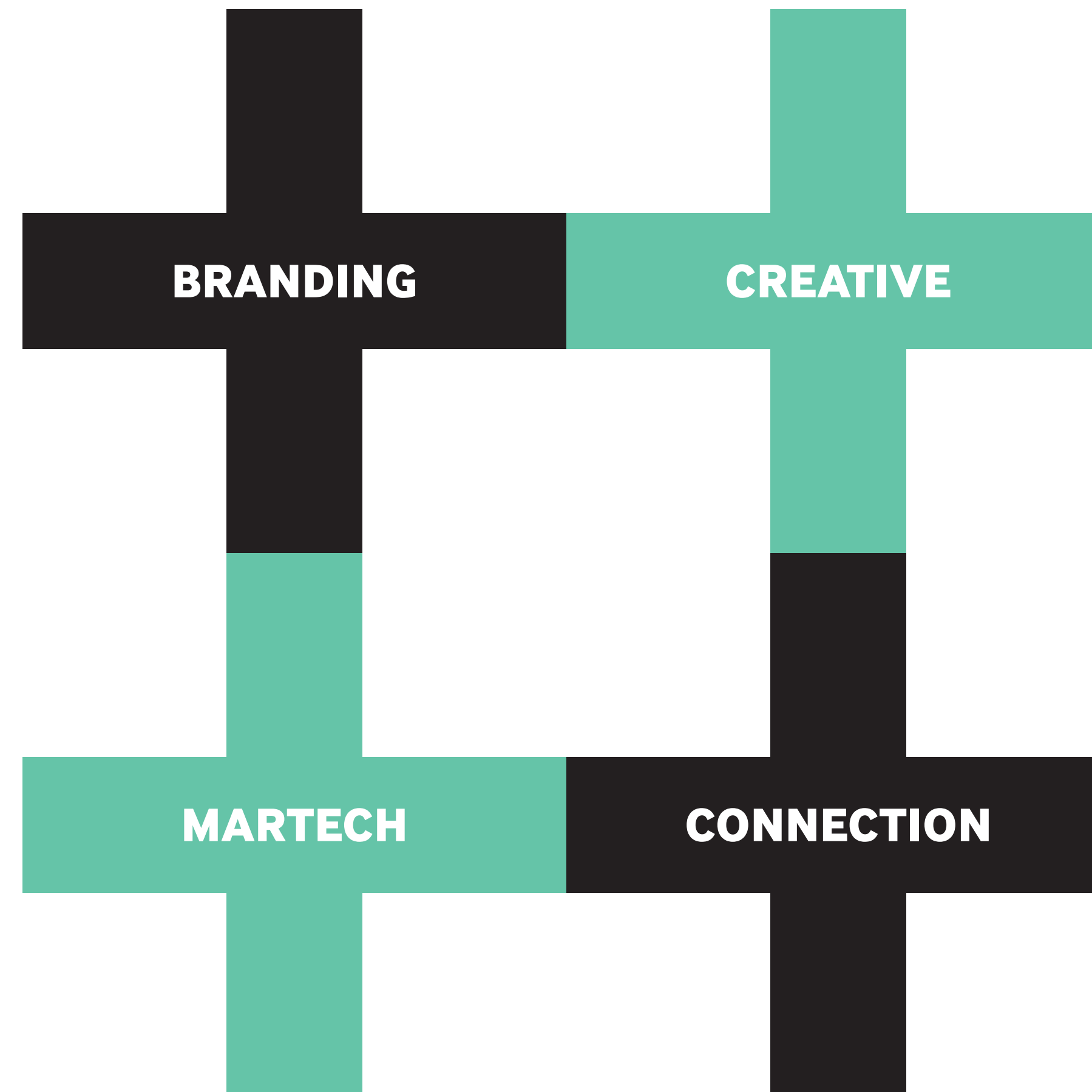
What is your **CHALLENGE?**



We have divided our expertise into 4 core offerings. They encompass every challenge our clients could face when growing their B2B brand.

- + Discovery
  - Future identity and position
  - Portfolio strategy
  - Audience needs
  - Internal activation

- + Stack recommendations
  - Data + CRM
  - Automation platforms
  - Marketing cloud services
  - Programmatic
  - Analytics
  - Optimisation tools

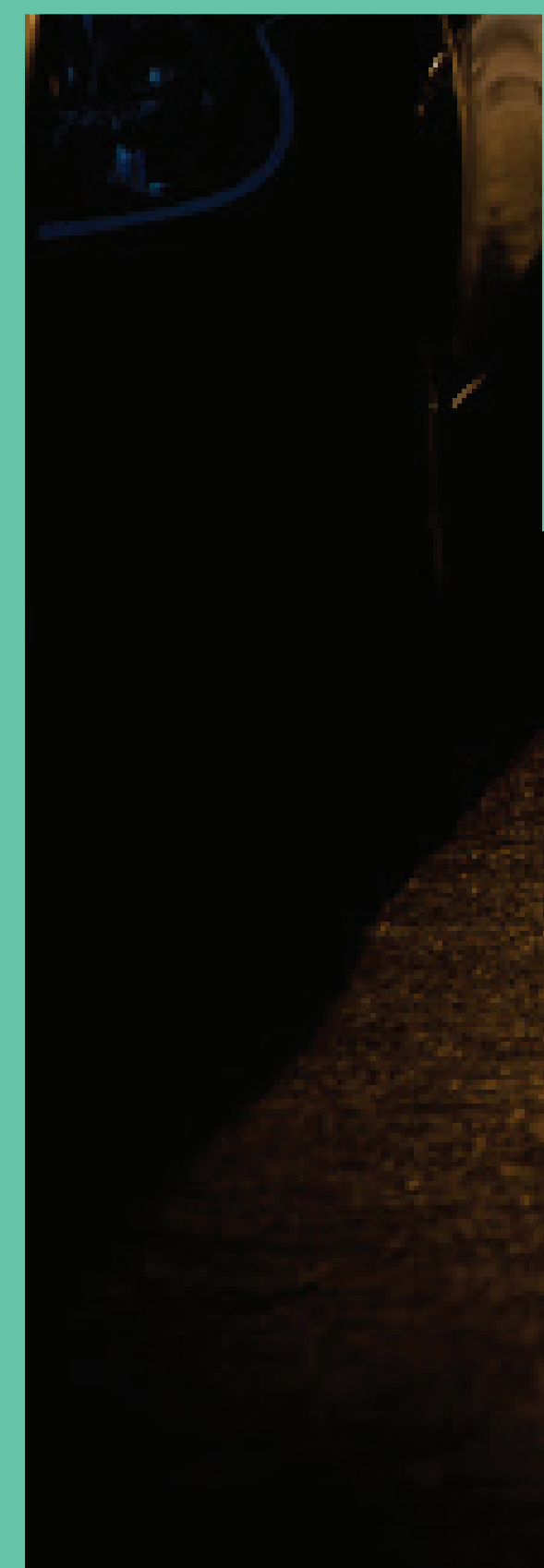


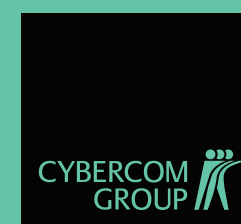
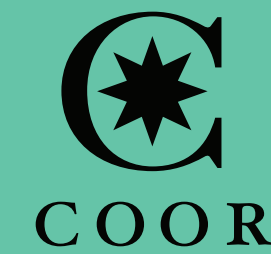
- + Advertising
  - Corporate design
  - Campaign design
  - Creative platforms
  - Event marketing
  - Video / Photography
  - Web / UX design
  - Copywriting
  - Packaging design

- + Account-based marketing
  - Content marketing
  - Employer branding
  - Marketing automation
  - Media planning & buying
  - Partner marketing
  - Public & media relations
  - Social media (SoMe)



Shaping the **FUTURE**





Across continents and cultures, throughout industries, products and services, we work continuously to shape brands in a positive way.

Enough about us. Let's start to  
create **POSITIVE CHANGE**



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