

## CONSTRUCTING POWERFUL VALUE PROPOSITIONS

### THE HEADACHE:

In B2B technology sectors, telling a clear and compelling story to launch a new product or service can be a struggle.

Marketing and product teams often get bogged down in detailed product specifications and find it hard to explain the value in a way that will cut through with a target customer. Sure, detailed features and benefits are important once a sales discussion is underway. But, unless they're truly ground-breaking, they don't make for attention-grabbing campaigns that attract prospects and spark conversations.

In maturing tech markets where continuous product improvement is the reality, it can be challenging to make an impact. The danger is that brands just overwhelm prospects with a cocktail of tech specs and comparisons, failing to communicate a coherent message that is relevant, memorable and is easy to understand.

### THE REMEDY:

At AD we think powerful B2B campaigns start with knowing your audience. Who are they? What drives them? What keeps them awake at night? It helps that we're sector specialists, so we 'get' your customers, because we've been communicating with them for decades.

The best B2B campaigns engage both heart and head. Your campaign needs a strong emotional angle to pull customers in. But you're dealing with serious business buyers, so you also need the right level of detail to keep them interested and answer their questions.

We work closely with you to understand the technology proposition. We'll match that to the insights we have into your audience's priorities and pain points. And we push against the jargon, tech specs and R&D 'blurb', and keep asking 'so what?' We ask the tough questions to get to genuine proof points that add weight and depth. By doing this we get to the crux of why it matters and what makes it special.

We carry on digging and polishing until we get to a single message that's strong enough to carry the rest of the story. And we stress test the message to be sure that it stands out from the competition, is credible and will work across multiple channels, in different regions and in a range of formats.

Of course, powerful business messaging needs substance. And when we've understood the detail, we work with you to shape the information into value statements that are simple for your people to communicate, and for your audiences to grasp.

Once the story is clear, we'll get creative, bringing it to life in words and visuals for all your channels, making sure that your communication is clear, consistent and persuasive, wherever it appears and however it's delivered.

# WHAT'S YOUR COMMS HEADACHE?