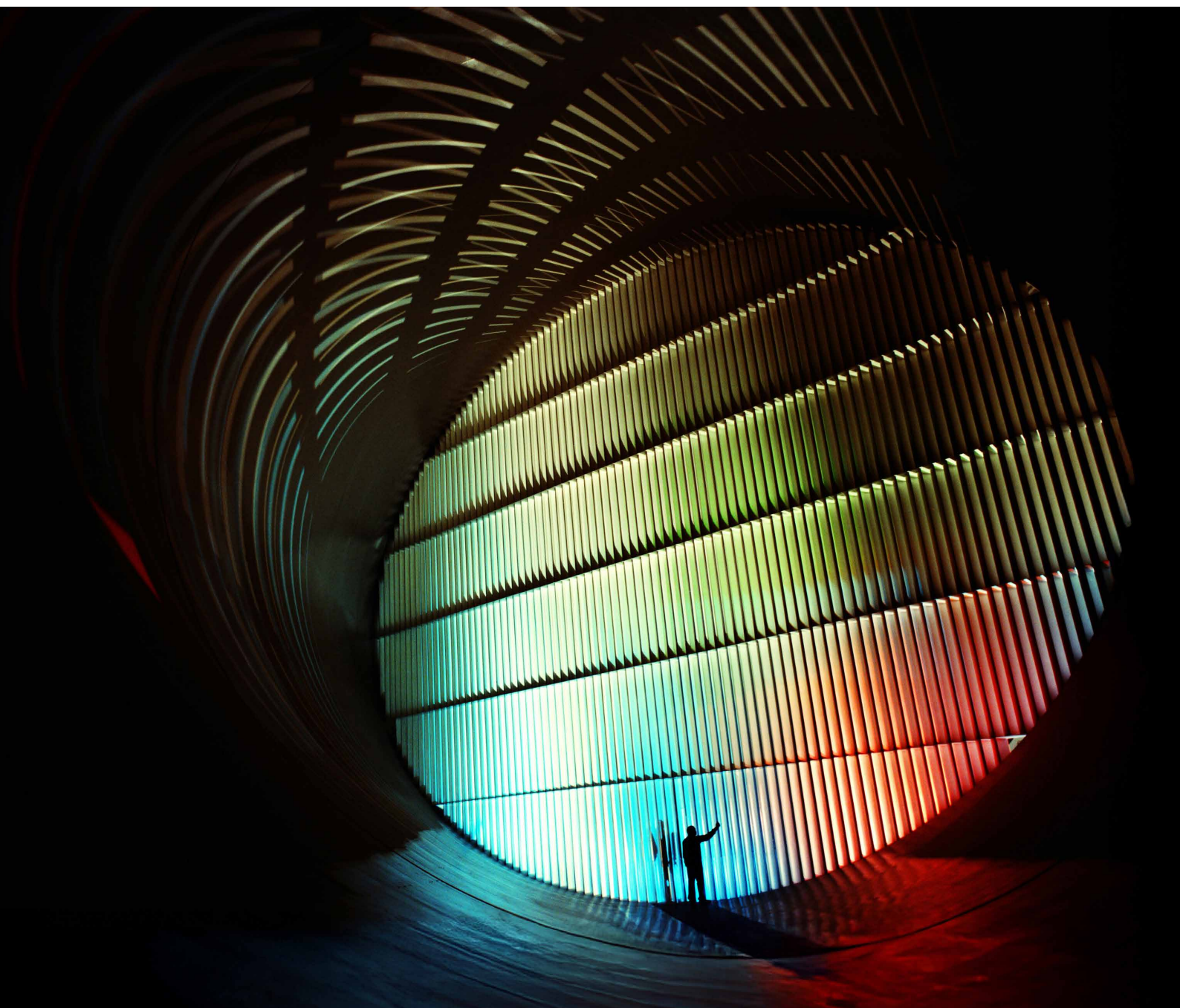


bb&b

# THE AGENCY THAT UNDERSTANDS **YOUR** BUSINESS





# A UNIQUE APPROACH.

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We are a B2B communications and marketing consultancy specialising in the industrial and technology sectors.

Since 2002, we have been working with senior management, marketing and communications teams facing challenges of differentiation, innovation and growth in complex environments. Our clients call on bb&b to clarify their brand identity, strengthen their digital presence or produce compelling content.

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## OUR ROLE?

To structure, clarify and enhance the unique selling points of your offering, thereby supporting your sales activities and sustained growth.

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## OUR AMBITION?

To successfully meet the challenges of industrial and technology companies in the field of international marketing and communications.

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## WHAT SETS US APART?

The combination of technical understanding, marketing methodology and creative excellence.

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## OUR SKILLS?

- ↘ Brand management
- ↘ Digital marketing
- ↘ Content creation

# A WORLD APART.

bb&b supports industrial and technological companies, for whom a rapid and accurate understanding of the issues at stake is essential.

We operate in demanding environments: industry, energy, health, mobility, security, infrastructure, advanced technologies, and high value-added B2B services.

Each sector, each market and each company has its own rules, uses its own language and faces its own challenges. Our ability to understand these nuances and embrace your realities sets us apart from many others.

At bb&b, we speak the language of industry. Whether we are operating in France or internationally, this expertise allows us to be quickly operational, ask the right questions and produce accurate messages, without excessive simplification or unnecessary jargon.







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## DIFFERENTIATE, POSITION, ASSERT.

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In a context where everyone is communicating all the time, it is best to know who to address, with what offer and what story.

The brand thus becomes the decisive vector for standing out from the competition, building trust and enhancing the value of the company in the eyes of your customers, candidates and business partners. We do everything we can to ensure that your company leaves a clear, attractive, sincere and trustworthy impression.

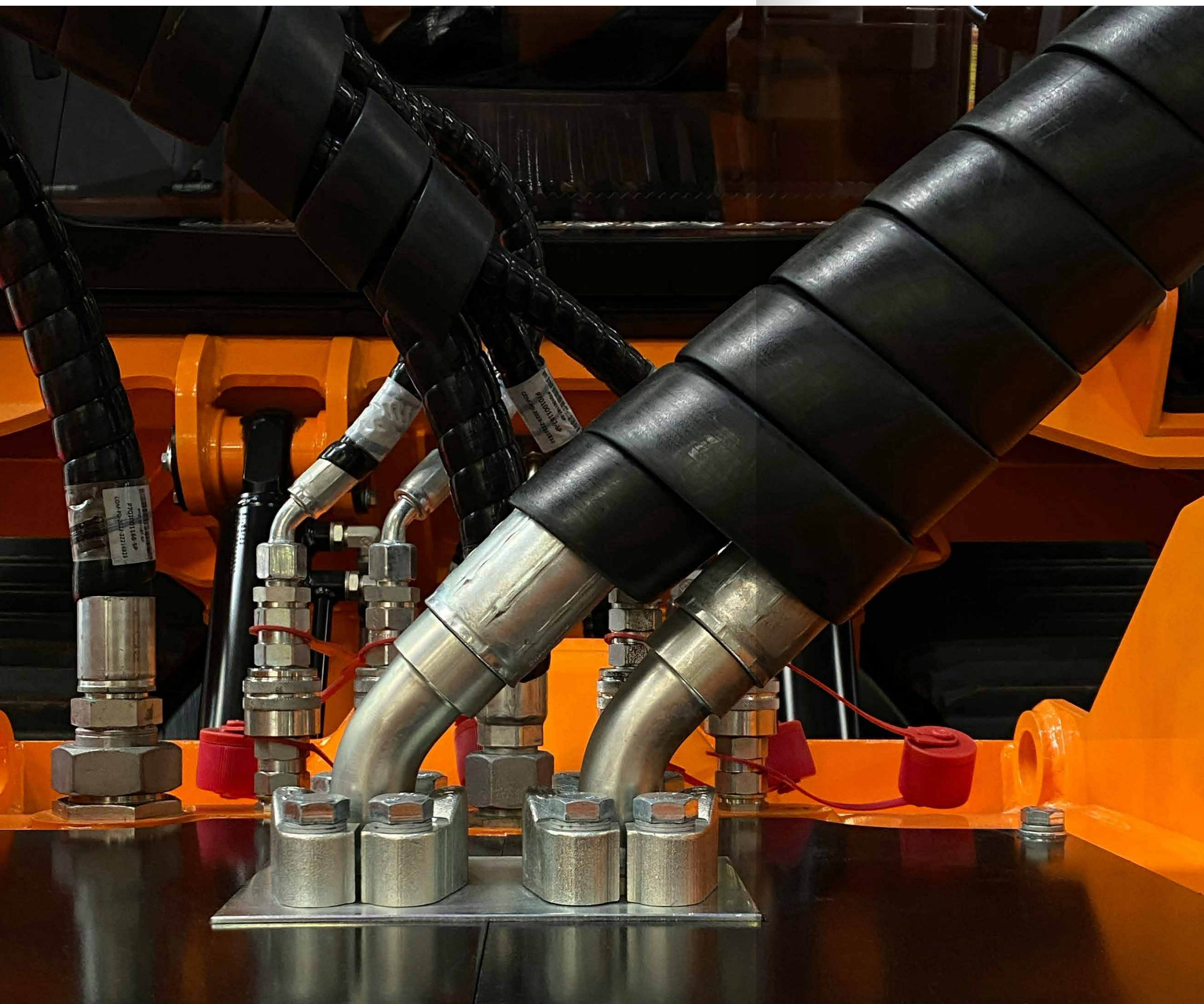
We step in when the offering is technically sound but struggles to differentiate itself from comparable competitors, and when growth depends on new markets or new targets.

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### WHAT WE DO:

- Brand development and redesign
- Naming
- Competitive analysis and differentiation
- Positioning
- Value propositions
- Visual identity and style guides







# TARGET, CONVERT, EVALUATE.

Technological and industrial marketing pursues specific objectives: increasing visibility, generating qualified leads and tangible business opportunities, launching innovations or conquering new territories.

We understand the technical context, industrial processes and the requirements of local and international markets. We offer a sound expertise in the implementation of digital marketing tools. This dual expertise guarantees tailored solutions and therefore effective campaigns.

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#### WHAT WE DO:

- Creation of showcase and e-commerce websites
- Organic referencing (SEO) and paid acquisition (SEA)
- AI referencing (GEO)
- Social media campaigns (LinkedIn, Meta)
- Sales enablement and intent detection
- Integrated multi-channel digital marketing strategies







## ATTRACT, EXPLAIN, CONVINCE.

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Whether editorial, graphic or audiovisual, your content conveys your brand story. We use images, illustrations, animations and text to attract attention, convince readers, and explain processes and concepts.

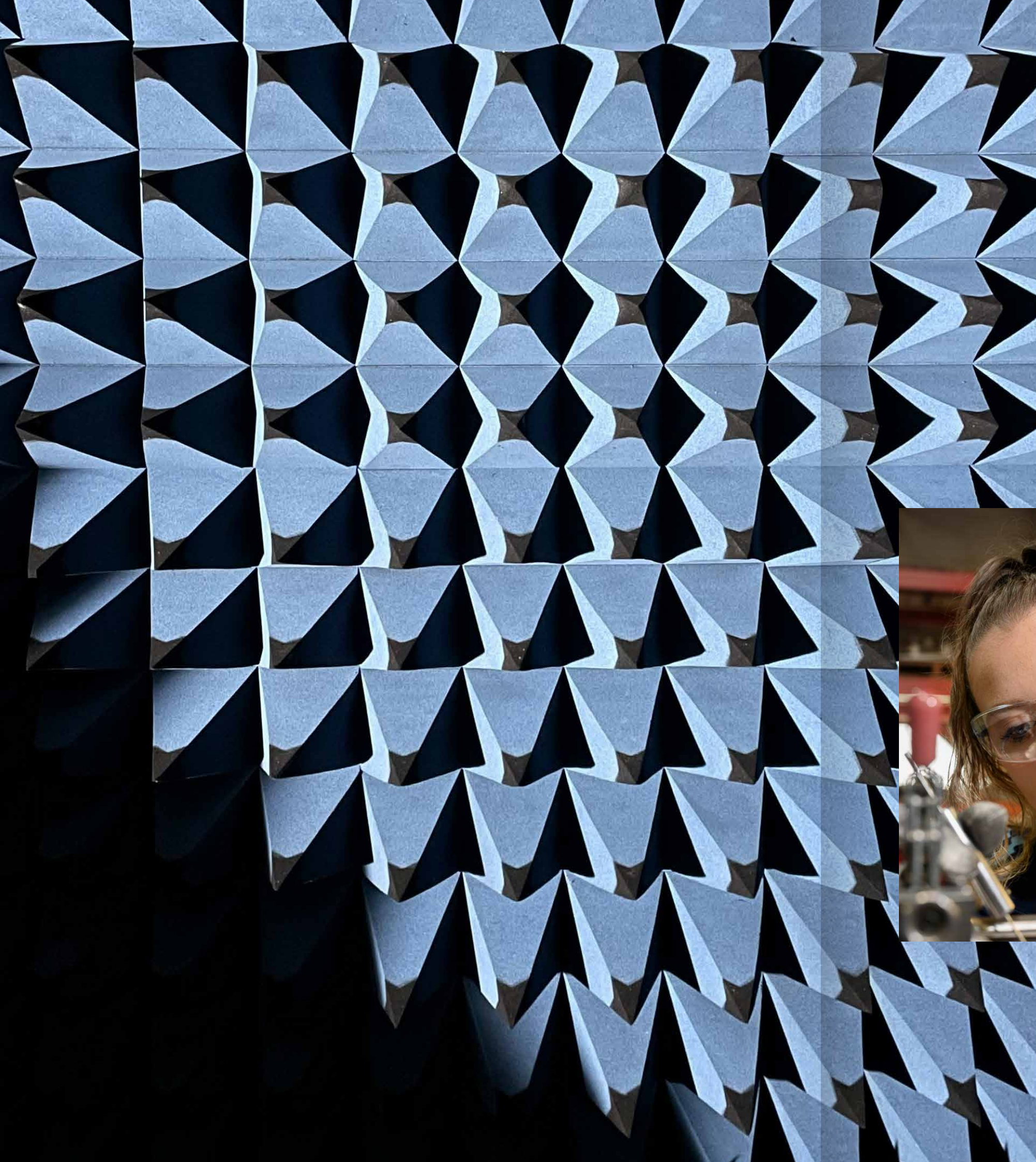
In a B2B context, content creation is essential but often equally difficult due to complex topics, specific vocabulary and demanding customers. This is precisely where bb&b's strength lies. Thanks to our industrial and technical expertise, as well as our proficiency in languages (particularly French, English and German), we develop tailored, detailed and marketing-oriented content to showcase your offering.

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### WHAT WE DO:

- Design of sales pitches and brochures
- Writing of technical content
- Creation of image banks
- Creation of illustrations and educational animations
- Production of videos







# WHY BB&B?

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Founded in 2002, bb&b has built itself up over the years as a leading agency for industrial and technology brands.

bb&b takes its name from its three founding partners: Boehm, Bourzicot and Ballatour.

*'My view of B2B communication has been shaped by my experience as a marketing manager in the high-tech industry,'* explains Mark Diran Boehm.

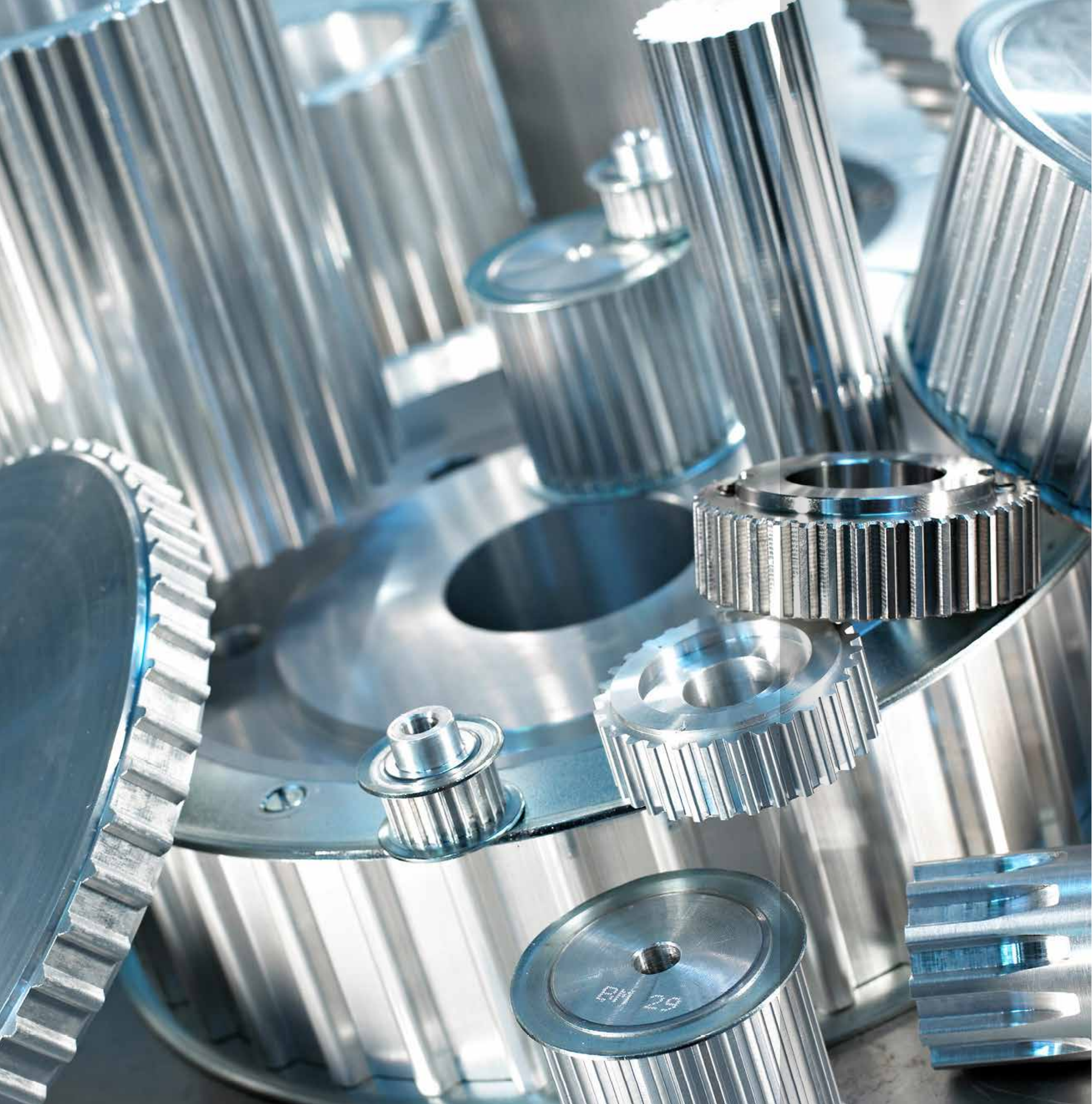
*'To effectively support an industrial or technology company, you need a good understanding of its products, markets, customers and challenges. An agency must therefore be able to work both in terms of content and design, even – and especially – when the subject matter is complicated.'*

We value a job well done: listening, questioning, analysing, understanding the real challenges and deriving a clear, relevant and effective solution from this.

We work with executives and teams who know that value is built over time, that creativity needs a framework, and that marketing and communication are levers for success.







## OUR NETWORK.

As a member of E3, the international network of independent B2B agencies, bb&b supports you anywhere in the world.

We manage your international projects in collaboration with partner agencies, from Boston to Shanghai, Gothenburg to Accra.

Cultural validation, local deployment, concept adaptation or international coordination: we mobilise the right people, in the right place, at the right time.

We thus enable our clients to deploy consistent strategies on a global scale, while remaining relevant locally.



**bb&b**

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