

Innovative thinking to make a lasting impact on your business growth.

2023

Let it Grow

Understanding the Importance of Brand-Building for Niche Marketers

What You'll Learn...

- ▶ **Understand** the unique challenges that brands with niche audiences, like business-to-business (B2B), must overcome – including engaging with a finite prospective customer base and establishing product ‘buy-in’ among multiple stakeholders
- ▶ **Learn** how successful niche marketers are using brand-**building to create ‘top-of-mind’** awareness which, in turn, drives key business outcomes from consideration to sales, through to advocacy
- ▶ **Explore** how marketers can capitalize on the brand-building benefits of multiscreen TV by using targeted, data-enabled solutions like audience-based buying to effectively engage niche targets such as B2B decision makers

Why is brand-building so important for brands with niche audiences, like 'business-to-business' (B2B)?



A key challenge for B2B marketers is their need to effectively reach very niche audiences of business decision makers, regardless of category

U.S. Business Decision Maker Universes

% of Adults 18+

Total Business Decision Makers

14.8%
(38MM)

Business Decision Makers by Purchase Category



Banking Services

2.4%
(6.2MM)



Telco / Communications

2.4%
(6.2MM)



Computer Software

2.2%
(5.6MM)



Temporary Help

1.8%
(4.5MM)



Consultation Services

1.6%
(4.0MM)



Comm. Real Estate

0.7%
(1.9MM)

Business Decision Makers by Business Size



Small Business

(<\$10K spend)

7.2%
(18MM)



Medium Business

(\$10k-\$100k spend)

4.7%
(12MM)



Large Business

(>\$100k spend)

2.9%
(7MM)

Source: MRI-Simmons Summer 2022 USA Study, Business Decision Makers represent respondents that have made business purchases in the last 12 months. Base = Adults 18+. Purchase categories reflects a sampling of business categories. Business size spend is based on last 12 months.

Additionally, B2B brands face a **set of unique challenges** that most ‘consumer-facing’ brands don’t have to overcome

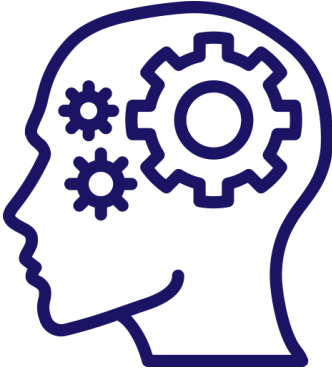
▶ The average B2B purchase decision for a complex solution can involve **between 6-10 people***

Business-to-Business Purchase Decision Challenges



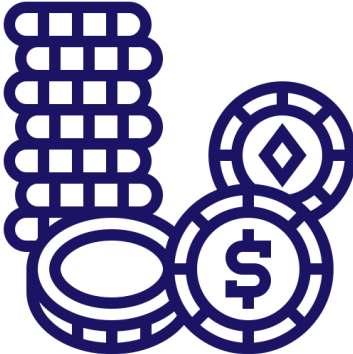
Stakeholders

Multiple stakeholders, including decision-makers, procurement, influencers and analysts



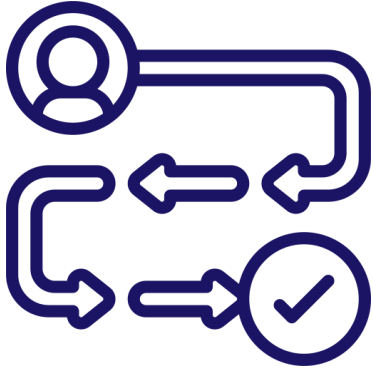
Rationality

Individual stakeholders who are discouraged from acknowledging the role that emotion plays, instead focusing on data and analysis



High Stakes / High Costs

Higher stakes decisions often impact future success of business and careers due to the high cost and commitment



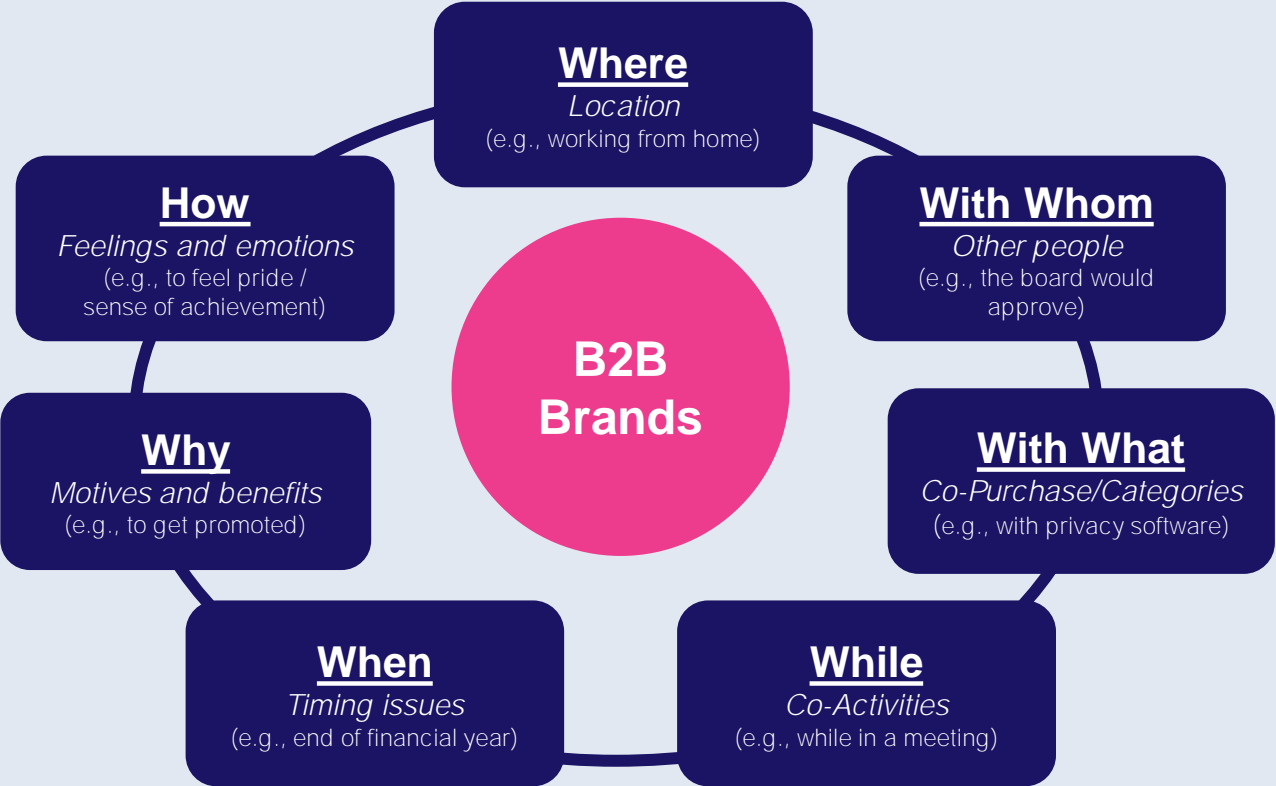
Purchase Journey

Longer customer journeys during which emotions and biases may evolve

Source: ARF, ‘Professionals are People Too’ webinar including HawkPartners data in the panel discussion, 7/20/22. *Gartner, ‘The B2B Buying Journey: The B2B buying process has changed, has your sales strategy?’, 2021.

Understanding the needs and triggers that cause customers to enter the market can enable brands to build **top-of-mind awareness** with them, which increases the probability of purchase in buying situations

The Relationship Between Category Entry Points & Mental Availability*



“When B2B customers connect their personal values and motivations, such as professional credibility, success, and influence, to a brand – rather than to just strong perceptions of business value like features, functionality and service – they are **twice as likely to make a purchase, pay a premium, and advocate for the brand.**”

Dipanjan Chatterjee

VP, Principal Analyst at Forrester

Forrester – ‘Drive B2B Brand Value With Emotion and Experience’

Source: ‘How B2B Brands Grow,’ The B2B Institute at LinkedIn with Ehrenberg-Bass Institute for Marketing Science (The University of South Australia), August 2021. ARF, ‘Professionals are People Too’ webinar including HawkPartners data in the panel discussion, 7/20/22. *Mental availability represents ‘the extent to which a brand comes automatically to mind when a consumer finds themselves in a purchase situation.’

Establishing ‘top-of-mind’ awareness is also important for B2B marketers due to the **greater likelihood they will be included in a customer prospects’ consideration set** even before they start their research process



80% – 90%

of B2B decision makers have a **set of vendors in mind before they do any research**, depending on what they are buying



90%

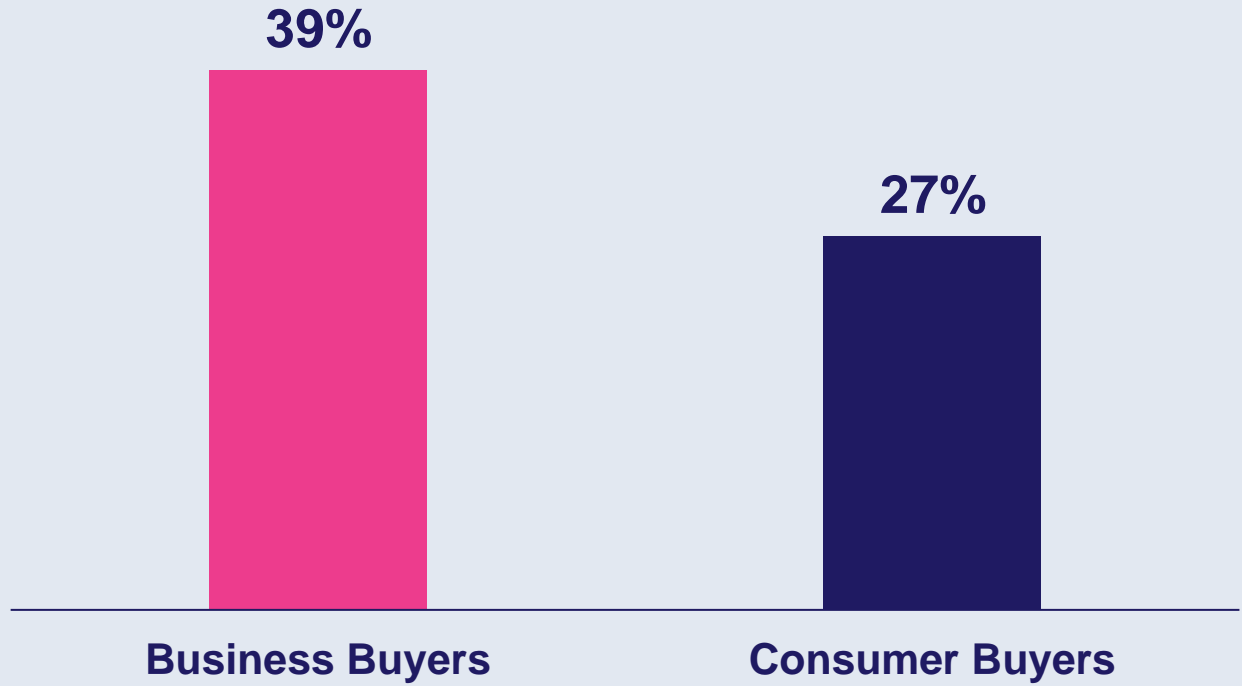
of B2B decision makers ultimately choose a vendor they had in mind **before beginning the search process**

Source: Harvard Business Review, *‘What B2Bs Need to Know About Their Buyers’*, September 2022, survey by Bain and Google of 1,208 people at U.S. companies who are involved in buying software, cloud hosting, hardware, telecommunications, logistics, marketing, and industrial equipment.

Because of the need to build 'top-of-mind' awareness and gain buy-in from multiple stakeholders, branding is very important for the B2B category and more likely to drive business purchases than consumer purchases



% of Purchase Decisions Driven by 'Brand'



Source: Lippincott, 'B2B Brands in the Human Era', November 2019. Analysis and survey based on tablet purchasers which is a product category with both business & consumer buyers..Business purchase decisions: 39% driven by brand, 34% driven by features, 27% driven by price; Consumer purchase decisions: 39% driven by price, 34% driven by features, 27% driven by brand.

Strong B2B brand-building can deliver benefits that go beyond ‘one-off’ purchases by **creating committed customers and driving ongoing, long-term value**

Short-Term Benefits of B2B Branding



Staying front of mind for customers



Landing on customers' shortlists

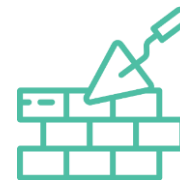


Winning the coin toss in close calls – making it easier to say yes



Capturing a larger share of wallet and preferred supplier position

Long-Term Benefits of B2B Branding



Building barriers for competitors in contested industries



Making new market entry more effective and efficient



Winning permission to play in adjacent spaces and play higher value-add roles



Engaging current employees and enhancing talent recruitment efforts

Source: Lippincott, 'B2B Brands in the Human Era', November 2019.

Brand-building is increasingly important for B2B companies as marketers are using it to drive **key business outcomes from awareness to advocacy**



71%

of B2B marketing leaders say **brand marketing has increased in importance** in the last 12 months

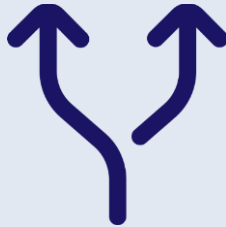
What Are Your Top Five Brand Marketing Objectives for the Next 12 Months?

% of B2B Marketers



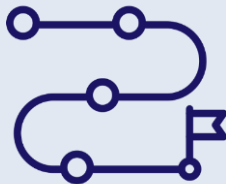
43%

Growing **brand awareness** and familiarity



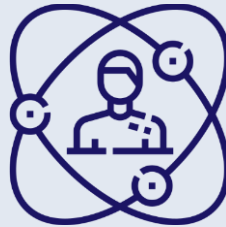
42%

Improving **creative stand out** and creative identity



41%

Strengthening brand **strategy and positioning**



40%

Improving **brand experience** (digitally and physically)



40%

Growing **brand loyalty and advocacy**

Source: Transmission, 'The State of B2B Brand Building 2022', Base: 500 B2B senior marketing leaders, Question: Summary of Top 5 - "Looking ahead to the next 12 months, what are your top five brand marketing objectives or priorities?"

B2B companies are projected to increase their brand-building efforts even further since they are a **proven driver of revenue growth**



43%

of B2B marketers say **brand building programs are more important** than demand / lead generation programs
(vs. 3% who say it is less important)



81%

of B2B marketing leaders say **brand marketing is critical or very important** to their organization's revenue growth

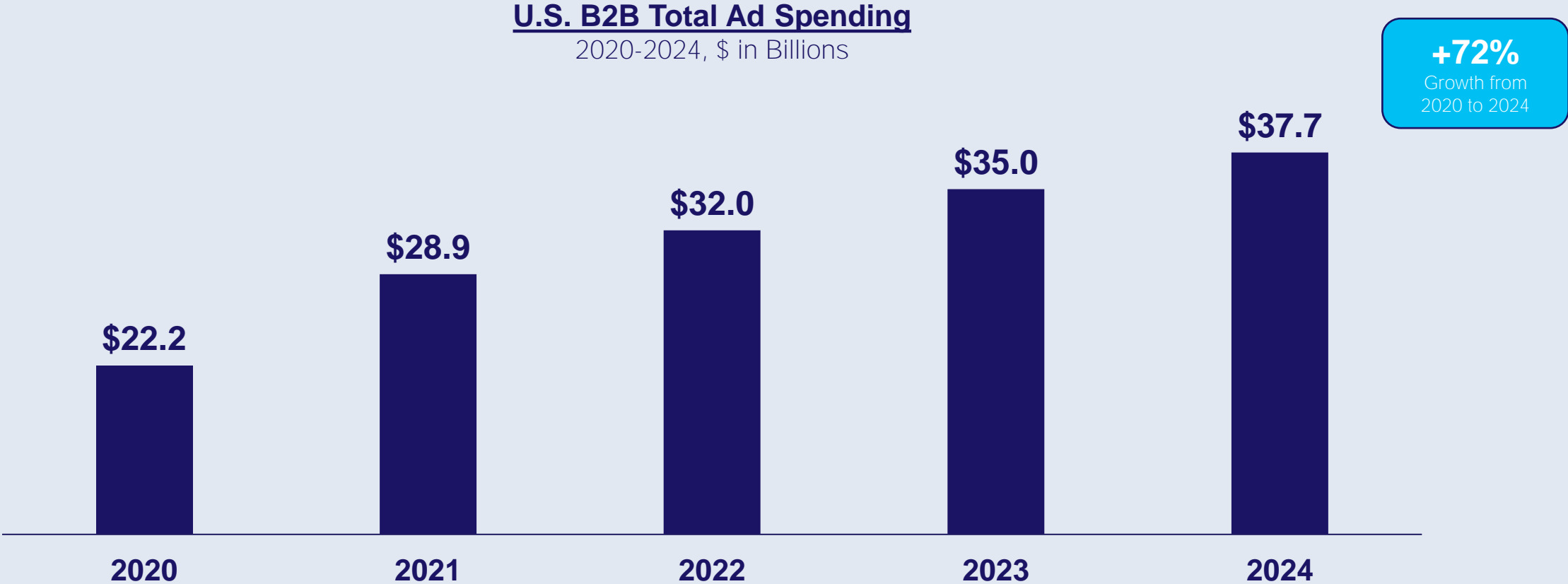


57%

of B2B marketers saying that **brand building budgets will increase** in the next fiscal year

Source: Transmission, 'The State of B2B Brand Building 2022', Base: 500 B2B senior marketing leaders, Question: "How important are brand building programs compared to demand/lead generation programs in terms of contribution to your marketing goals?"

Due to the short-term benefits and long-term effects of branding, annual advertising investment in the B2B category is projected to grow 72% between 2020 and 2024, an increase of over \$15 billion



Source: eMarketer, 'US B2B Ad Spending' July 2022. Note: includes digital (desktop/laptop, mobile, and other internet-connected devices), directories, magazine, newspapers, out-of-home, radio and TV.

How can marketers capitalize on the brand-building benefits of multiscreen TV to effectively engage niche targets like B2B decision makers?



Another key B2B challenge is that **most buyers are not in market for a brand's product category right now**, however advertising can instill 'top-of-mind' awareness which is activated when they do come into the market

95%

of business clients are **not in the market** for many goods and services at any one time

“To grow a brand, you need to **advertise to people who aren't in the market now**, so that when they do enter the market your brand is one **they are familiar with.**”

John Dawes

Associate Director of the Ehrenberg-Bass Institute & Professor at University of South Australia
Ehrenberg-Bass Institute for Marketing Science , 'How B2B Brands Grow'

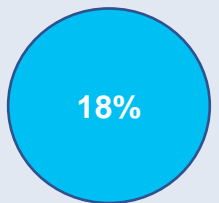
Source: *'How B2B Brands Grow,'* The B2B Institute at LinkedIn with Ehrenberg-Bass Institute for Marketing Science (The University of South Australia), August 2021.

Advertising excels at creating long term 'top-of-mind' awareness among decision makers who are not currently in-market because its **full impact is not seen until months, or even years, after an ad is seen**

Share of Sales Impact by Timeframe

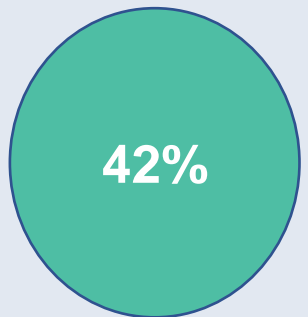
Sales can be spread across hours, days, weeks even years, after an ad is seen

Hours / Days



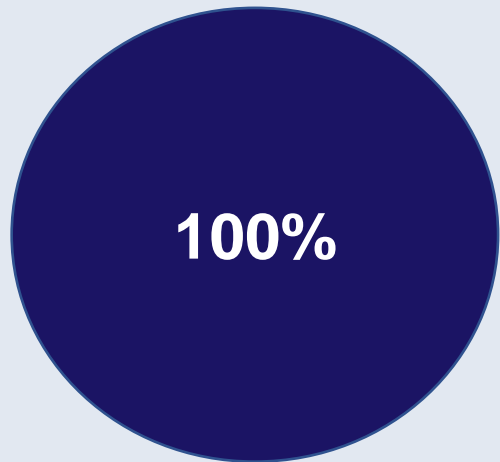
(via digital attribution)

Weeks / Months



(via marketing mix modeling)

Months / Years



(via brand equity modeling)

How to read: 18% of sales derived from advertising occurs within hours/days of exposure

Source: VAB, 'The Halo Effect: TV As a Growth Engine' based on Ebiquity research, 'Advertising Through a Recession,' April 2020. Click here to download ['The Halo Effect: TV as a Growth Engine'](#) to learn more about the impact of TV on sales.

When it comes to brand-building and establishing ‘top-of-mind’ awareness while fostering customer action, advertisers of all sizes and life stages are capitalizing on the key benefits of TV to accelerate their growth

7 key reasons brands launch TV campaigns



Availability & Accessibility

Greater product availability creates greater TV accessibility both on the national and local level



Legitimazer

Creates, builds and enhances brand reputation while legitimizing their product or service offerings



Targetability

Scalable data-driven targeting solutions like addressable TV and data-enabled TV create efficiency and limit wastage



Full-Funnel Outcomes

Through greater measurement and enhanced attribution capabilities, TV has shown its ability to drive brand results



Inclusivity

Enhanced targeting capabilities through advanced TV solutions creates efficiencies which lowers the traditional cost of entry



Storytelling

Sight, sound and motion a TV ad can convey brand identity and further humanizes the brand and what it stands for



Halo Effect

TV significantly improves the performance and ROI of all other digital channels as well as a brand's online platforms

Click here to download [‘The Halo Effect: TV as a Growth Engine’](#) to learn more about why and how brands are accelerating their path to TV

Many B2B executives credit TV advertising for **establishing their brands as household names and positioning them as a market leader**

▶ 86% of B2B brand marketing leaders say ‘**brand marketing**’ is very high or high importance for their CEO and board



“As we **expand the scope and reach** of CLEAR’s offerings, we’re excited about the potential of “You Get You Places” [campaign] and other investments we’re making in our brand, to **elevate awareness** about the benefits of membership, and to **help establish CLEAR into a household name.**”

Pamela Catlett, Chief Brand & Strategy Officer, *CLEAR*
(BusinessWire, *CLEAR Launches First Nationwide Brand Campaign*, 10/9/2018)



“The **world's first music video you can expense** is basically the **greatest and most fun product demonstration ever**, and even better with legendary “Expensivest” 2 Chainz. **We want everyone to experience Expensify**, so they can get back to what they truly set out to do.”

Hannes Ciatti, Executive Creative Director of JohnXHannes NY
(PRNewswire, *Expensify Teams Up with 2 Chainz and Adam Scott for World's First Music Video You Can Expense and Super Bowl Campaign*, 1/24/2019)



“Fiverr has gone through some dramatic changes these past ten years and this brand evolution **reflects the advancement and sophistication of the company** while simultaneously embodying its purpose of providing opportunities for anyone, anywhere, to build their business, brand or dreams. Every detail, down to the font sizes and intricate color palette, was examined and reviewed to ensure that this **shows the boldness of who we are as a company.**”

Duncan Bird, Vice President of Brand and Digital, *Fiverr*
(*Fiverr Unveils New Brand Campaign “It Starts Here”, Spotlights Three Real Businesses on Their Path to Digital Transformation*, 9/9/2020)



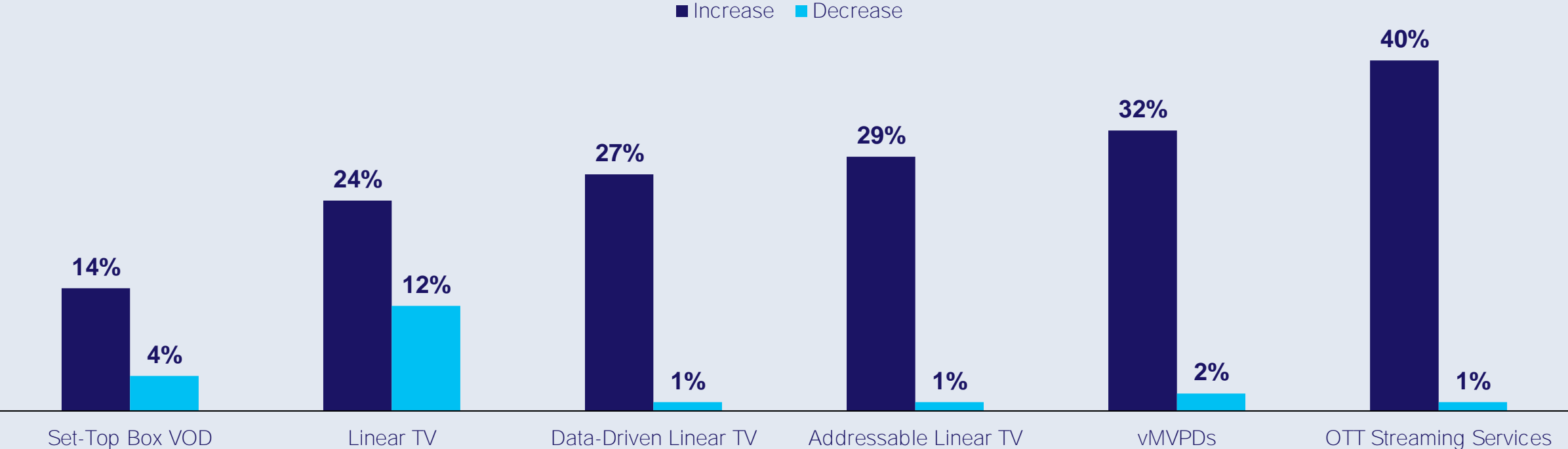
“This is **an important opportunity for ABM to raise our profile** and continue to **position ourselves as a leader** with diverse capabilities to create healthier spaces. The spotlight on essential workers and essential services is here to stay and celebrated in this commercial and across our business. It is our hope that people will feel more confident in returning to the places and spaces they love when they recognize the ABM logo.”

Cary Bainbridge, Chief Marketing Officer, *ABM*
(CleanLink, *ABM Launches First Ever National TV Commercial*, 2/24/21)

Source: Transmission, ‘*The State of B2B Brand Building 2022*’, Base: 500 B2B senior marketing leaders, Question: How much importance is placed on brand marketing by your board and/or leadership team of your company?

B2B advertisers, along with other niche brands, are increasingly leveraging more targeted solutions across **data-enabled multiscreen TV platforms** to engage their best customer prospects effectively and efficiently

Change in TV Ad Spend by Type over the Next 12 Months
based on % of advertisers who will increase/decrease spend



Source: VAB, 'How might customized, targeted video ads help create stronger engagement?' Advertiser Perceptions, 2H 2021 Video Advertising Convergence Report. Based on survey of 250 marketer and agency respondents who are involved in video advertising decision-making. [Click here](#) to download 'How might customized, targeted video ads help create stronger engagement?' to learn more about how personalized, targeted ads drive engagement with brands.

Targeted, data-enabled multiscreen TV enables B2B brands to deepen their engagement with perspective customers by **personalizing their messaging to them**



60%

of B2B buyers/sellers say that **personalized experiences are very important**



41%

of B2B marketers will add more **personalized content and offers** to their customers*

Source: GoodFirms, 'B2B Services: Intelligence, Competition, and Future', September 2022, Survey of 410 B2B buyers and sellers across comprise of ecommerce, SaaS, IT, logistics, fashion, healthcare, finance, and more.
*eMarketer, 'US B2B Digital Ad Spending Forecast 2022', September 2022.



“Every engagement with our clients has to be that much more fruitful, **we can’t have wasted impressions or activity**, so every engagement has to count...Looking at our targeting strategies, we have to be really specific and precise to make sure we are **reaching the most important clients and prospects.**”

Robyn McRae, Global VP of Paid Media & Marketing Automation, IBM

*‘Advertising in Uncertain Times: Adapt Your Messaging to Today’s Environment’ panel session,
Advertising Week New York, October 2022*

Successful brands with niche audiences, like in B2B categories, are utilizing the personalization and targetability of audience-based buying to effectively **optimize their TV buys against their best customer prospects**


Marketers can buy TV on buying habits, characteristics or viewing behaviors (programs, genres watched) which is a more accurate, and cost-effective, surrogate for their customer than a prescribed age bucket

B2B Targeting Examples

Buying Habits

-  Software
-  Business Licenses
-  Computers
-  Commercial Real Estate

Personal Characteristics

-  Business Decision Makers
-  C-Suite Executives
-  Small Business Owners
-  Managers

TV Viewing Behaviors

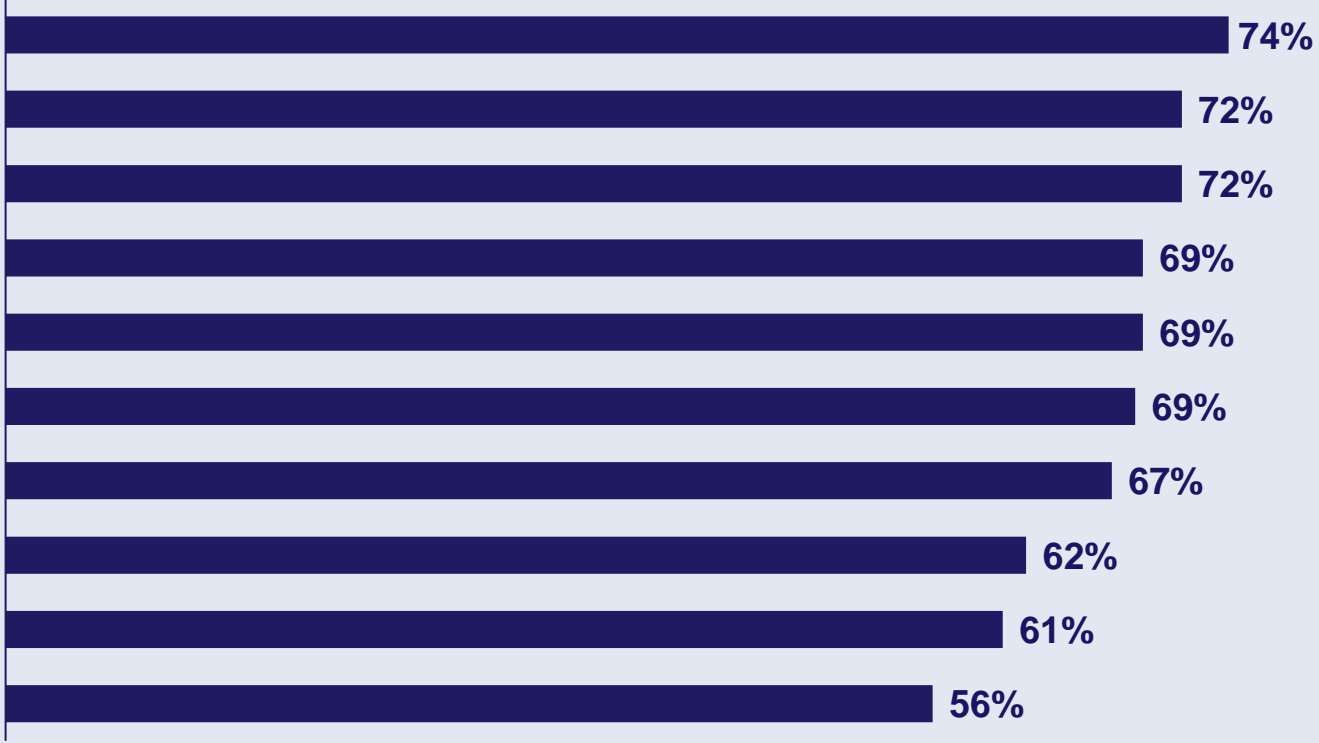
-  Business News
-  Award Shows
-  Sports
-  Drama

Marketers are driving business outcomes through the purchase journey by implementing audience-based buying within their TV strategy

% of respondents who believe audience-based TV buying can impact each of the following KPIs

Awareness
Consideration
Intent
Sales
Full-Funnel

- Extending target audience delivery and reach
- Engage viewers
- Create awareness
- Directly attributable actions* within a specific attribution window
- Support purchase consideration with product/service information/differentiation
- Increase effectiveness of your entire media plan
- Customer acquisition
- Purchase / sales conversions
- Ad frequency management
- Foot traffic into brick-and-mortar locations

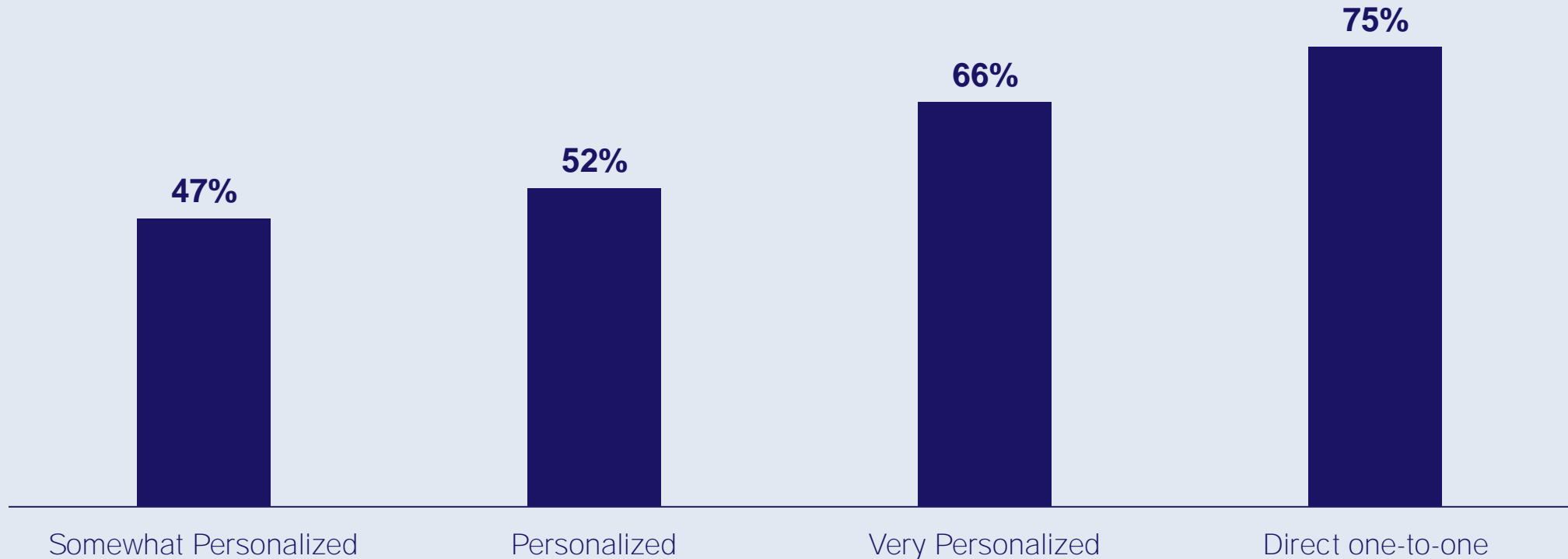


Source: VAB / Advertiser Perceptions 'Audience-Based Buying Survey,' fielded March 23 – 31, 2021. Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV (n=211). Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base: Total Respondents. *such as site visits, sign ups, login ins, downloads. To learn more about how marketers are finding success with ABB, read more in ["The VAB Top 10: A top-line view of how the industry is adopting audience-based buying"](#).

Companies that **deliver greater personalized messaging** to better engage prospective buyers are more likely to increase their category market share

% of Companies With Increased Market Share, by Degree of Personalization

% of respondents by market share move



Source: McKinsey, 'The new B2B Growth Equation', February 2022, respondents indicating market share in the past 12 months increased more than 1 percentage point vs peers.

Key Takeaways For Niche Marketing Plans (Like B2B)



Brand-building is important for niche advertisers **looking to create 'top-of-mind' awareness and an emotional connection** between their product / service and their target audience



Strong branding campaigns can produce long-term brand value by driving outcomes through the purchase funnel - from awareness to advocacy - and creating loyal, recurring customers



The scale and storytelling of multiscreen TV offers several key benefits to brands that want to **establish 'top-of-mind' awareness** and build their image among multiple sets of stakeholders



By utilizing targeted, data-enabled platforms and solutions like audience-based buying, multiscreen TV enables niche brands to effectively, and efficiently, target their best prospects

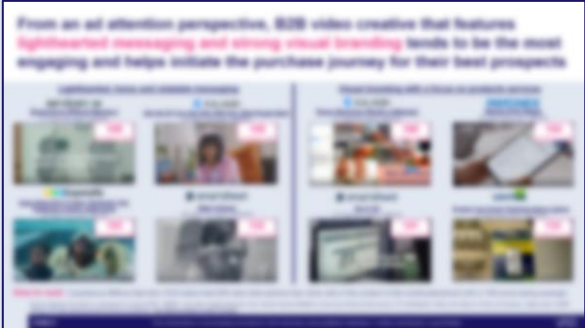
Download our companion guide 'Let's Get Down to Business' which features an analysis of 25 B2B advertisers that are using multiscreen TV to convert branding into business outcomes across the purchase funnel

What You Will Learn In 'Let's Get Down To Business'...

Who are the 25 brands and what categories do they represent?



What are the six key creative strategies fostering greater emotional connections?



How are these 25 brands planning & buying their TV campaigns?



How is TV driving awareness, interest, intent and sales?



Transform

Impact in Action
Practical guidance from real-world marketing examples

2023

Let's Get Down to Business
How Brand-Building Drives Outcomes for Innovative B2B Advertisers

VAB Insights. Inspiration. Impact.

The cover features a photograph of a woman in a modern office setting, surrounded by colleagues, with a large blue and pink graphic overlay.

[Download Here](#)

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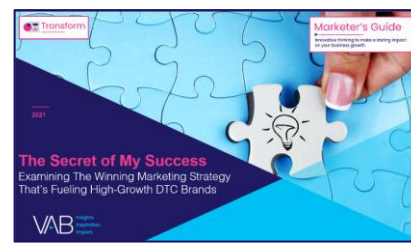
You Oughta Know

Why all impressions aren't created equal & what it means for video measurement



Under Pressure

6 marketing strategies to successfully navigate your brand through inflation



The Secret of My Success

Examining the winning marketing strategy that's fueling high-growth DTC brands



The Halo Effect

TV as a growth engine



Keep Calm and Advertise On

How to successfully navigate your brand through an economic downturn



A Matter of Principle

6 Reassessing Your Strategy in Today's Environment



The VAB Top 10

A top-line view of how the industry is adopting audience-based buying



An Insider's Look

Why agencies and brands are shifting to audience-based TV buying



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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

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