

UNBORINGTM
B2B

HERE'S TO THE
CRAZY

CRAZY
HERE'S TO THE

B2B
UNBORINGTM

LOOKING
AHEAD TO
2024

LOOKING
AHEAD TO
2024

DEAR READER, LET'S BREAK THE MONOTONY

2024 and years ahead are the times of B2B brands.
And this is wonderful.

We've seen in 2023, stalwarts focusing on going beyond mere sales. Creativity, emotions and memorability have become keywords driving the B2B brand-building narrative.

Clearly, it is a thundering NO to the
Conventional
and Mundane

It's time for Unboring B2B brands.
To paraphrase some famous lines,
"one may see them as the crazy ones...
the ones who **see things differently...**
we see them as genius and genuine."

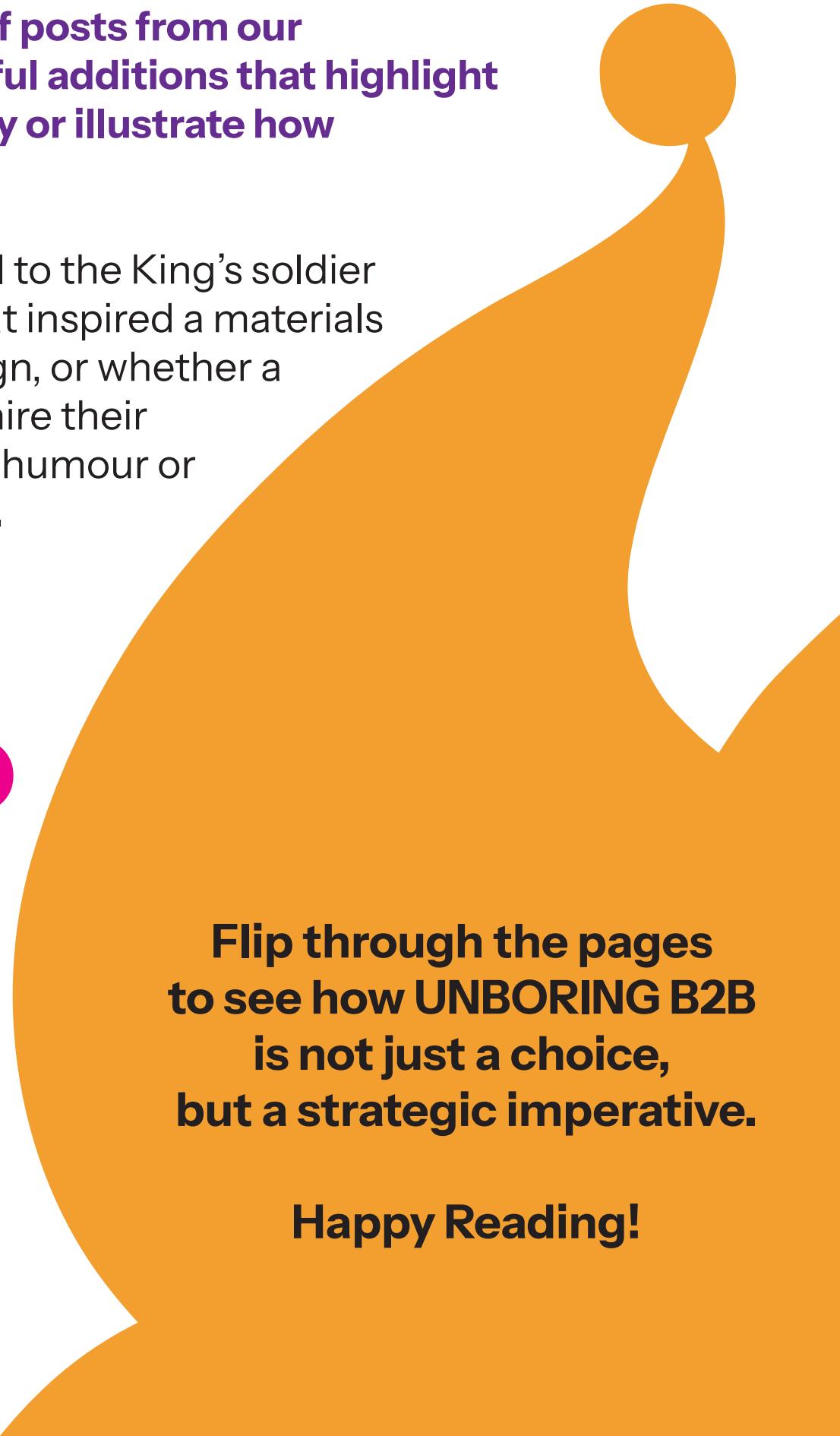


HERE'S TO THE
CRAZY

This publication is an amalgamation of posts from our LinkedIn page and some more insightful additions that highlight how brands have broken the monotony or illustrate how they can do so.

Whether it is about comparison of a nail to the King's soldier in London, or the Cricket World Cup that inspired a materials handling company to do a neat campaign, or whether a consulting firm employed 'zombies' to hire their future 'zombies', this isn't just about the humour or passing creativity. **It's serious business.**

Because
A BRAND THAT IS
REMEMBERED
IS A BRAND THAT IS
BOUGHT.
SO WHY BE MONOTONOUS!
Be Unboring!



Flip through the pages
to see how **UNBORING B2B**
is not just a choice,
but a strategic imperative.

Happy Reading!





LOOKING
AHEAD TO
2024

BEFORE WE JUMP IN,

FIVE B2B ILLUSTRATIONS THAT EXPLAIN...

LOOKING
AHEAD TO
2024

...WHAT EXACTLY IS 'UNBORING'?



REINVENTING THE NORM

India's top Technology Firm going 'PINK' to defy industry conventions of 'blues and silvers' and to embrace individuality. This is TCS.

That is Unboring!

Read more...
<https://unboringb2b.com/?p=1>

LOOKING
AHEAD TO
2024



AN INVITATION TO JOIN THE DREAM

Breaking the mould in aerospace branding with DREAMLINER - a “NAME” evoking emotion and aspiration, with every airline celebrating its arrival in their fleets. The result - excitement in the air and among passengers as the brands soar with their Dreamliners.

That is Unboring!

Read more...

<https://unboringb2b.com/?p=27>



NURTURING FUTURE TALENT

A heavy machinery company, CATERPILLAR, playing McDonald's to captivate young minds through a strategic roll-out of toys and educational material looking at them as potential future employees and customers.

That is Unboring!

Read more...

<https://unboringb2b.com/?p=87>

LOOKING
AHEAD TO
2024



INSPIRING COMPANY CULTURE

In the space of B2B brands and mascots, Salesforce leads the race. Literally, with not just one, but a pack of almost a dozen mascots, each one is unique and lovable. Playing a role in simplifying complexity, playful branding is as human as it gets.

That is Unboring!

Read more...

<https://unboringb2b.com/?p=90>



AUTHENTIC SUSTAINABILITY COMMITMENT

“PURPOSE” is not a buzz. When done with right intentions, impactful collaborations come to fruition. And these may result in unexpected partnerships like Schneider Electric and Rajasthan Royals aiming for carbon-neutral matches and low carbon footprints.

That is Unboring!

Read more...

<https://unboringb2b.com/?p=93>

UNBORING™ B2B LOOKING AHEAD TO 2024

HERE'S TO THE
CRAZY



PEOPLE
PURPOSE
EMOTION
STORY
IRRATIONAL
BOLD
FRESH
REAL
CRAZY

LOOKING AHEAD TO 2024



Reinventing Festive Greetings

Cashing In On The Moment

Let The Zombies Out

Going Bonkers With Names

Going Crazy Metaphorically

More To Unbore
Making An Impact At The Event
B2B Going BillBold
Words of B2B

LOOKING
AHEAD TO
2024

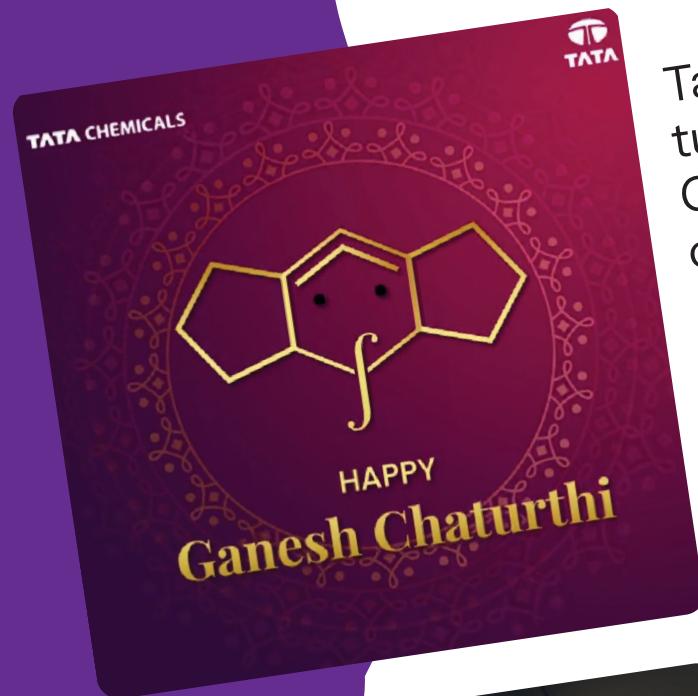
1. REINVENTING FESTIVE GREETINGS

Festive Greetings in B2B space used to connect with clients, vendors, employees, etc.

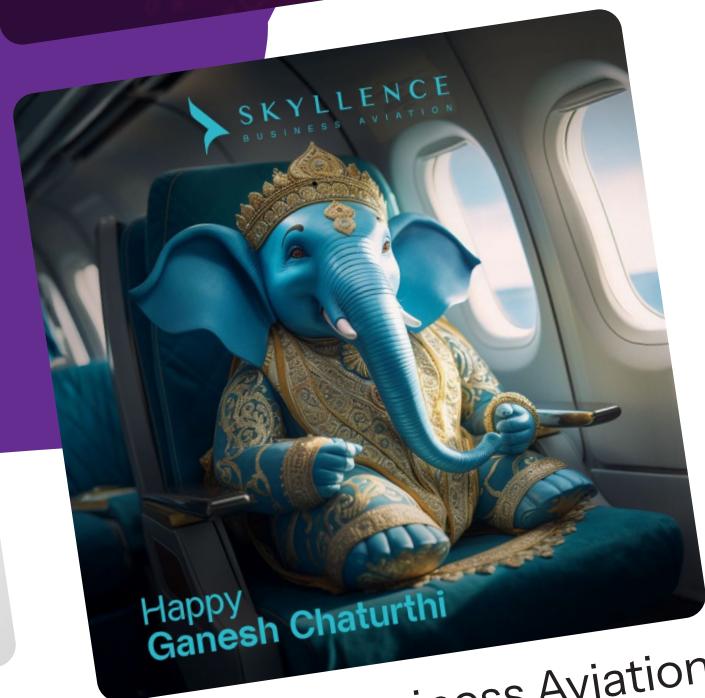
Here's how some brands went inventive during the Ganesh festival.



ArcelorMittal / Nippon Steel India used their logo as a part of Lord Ganesha in their greetings.
Isn't it eye-catching?



Tata Chemicals turned Lord Ganesha into a chemical structure, connecting festive joy to happy brain chemicals in an AV clip.
Isn't that unforgettable?



Skyllence Business Aviation created an AI-generated Lord Ganesha traveling in their jets.
Isn't it innovative?



LOOKING
AHEAD TO
2024

2. CASHING IN ON THE MOMENT

2023 was a memorable year for India with the success of Chandrayaan 3 landing. Most of the B2C brands cashed in on while most B2B companies lagged behind with simple congratulatory messages. **A miss.** :(

B2C Brands



B2B Brands



HERE'S TO THE
CRAZY

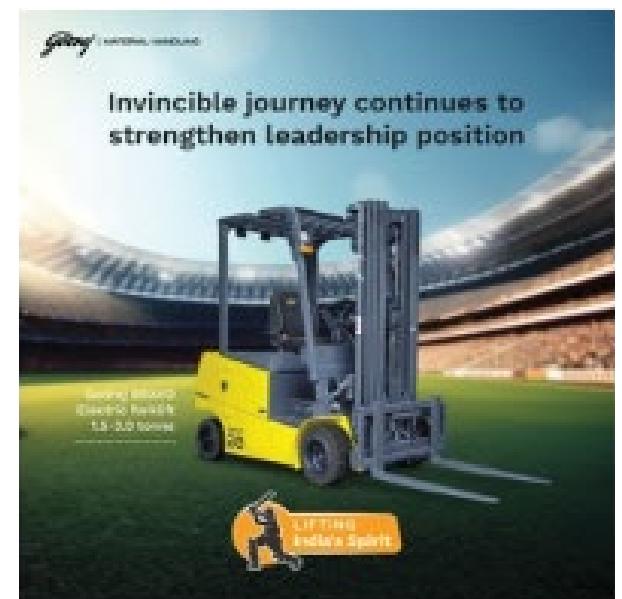
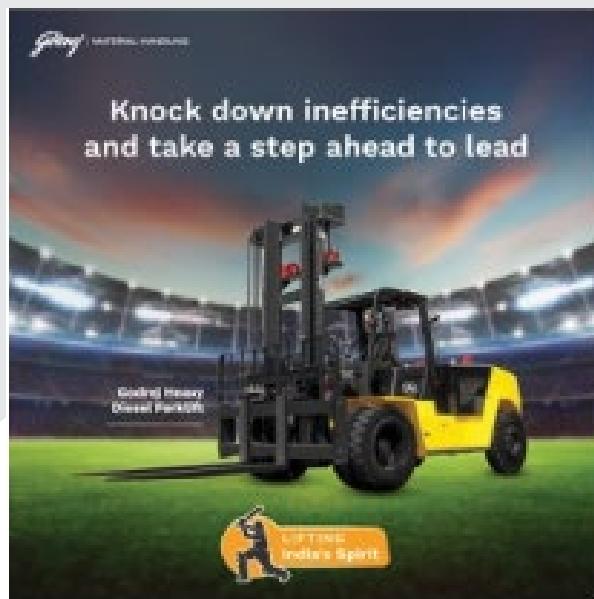


LOOKING
AHEAD TO
2024

CASE

CASHING IN ON THE MOMENT

While the Chandrayaan communications did not quite match up, Godrej Material Handling got it right. They not only managed "Lifting India's Spirit", but they also lifted the spirit of B2B with a simple and neat campaign.



LOOKING
AHEAD TO
2024

3. LET THE ZOMBIES OUT!

One of the major challenges B2B faces is attracting talent. Deloitte has taken an innovative approach to advertising recruitment for junior staff by using Zombies. They coincide this campaign with the Walking Dead Finale. This was done to attract Gen Zs who like this content.

Isn't it creative?

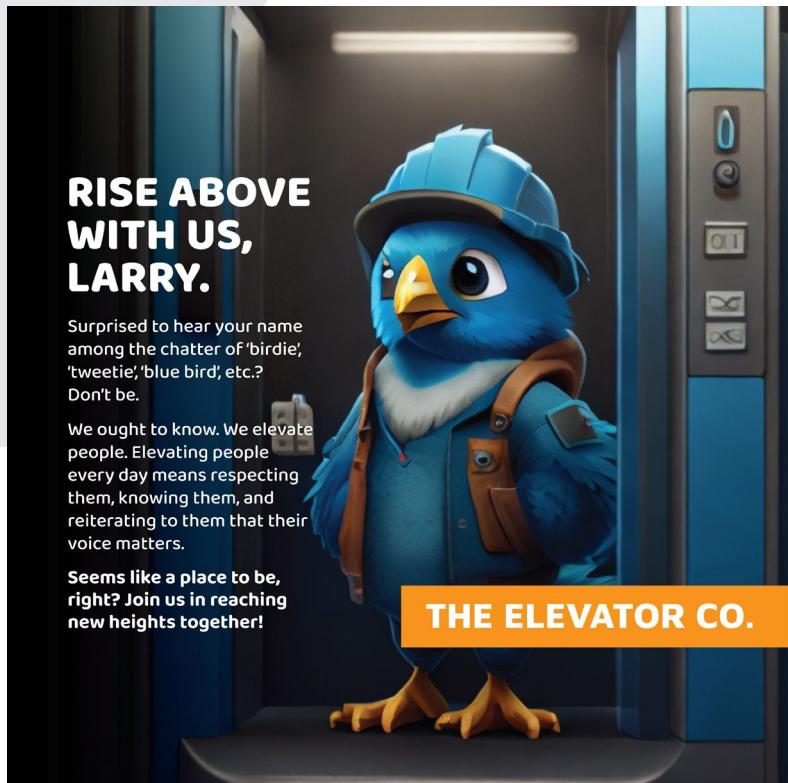
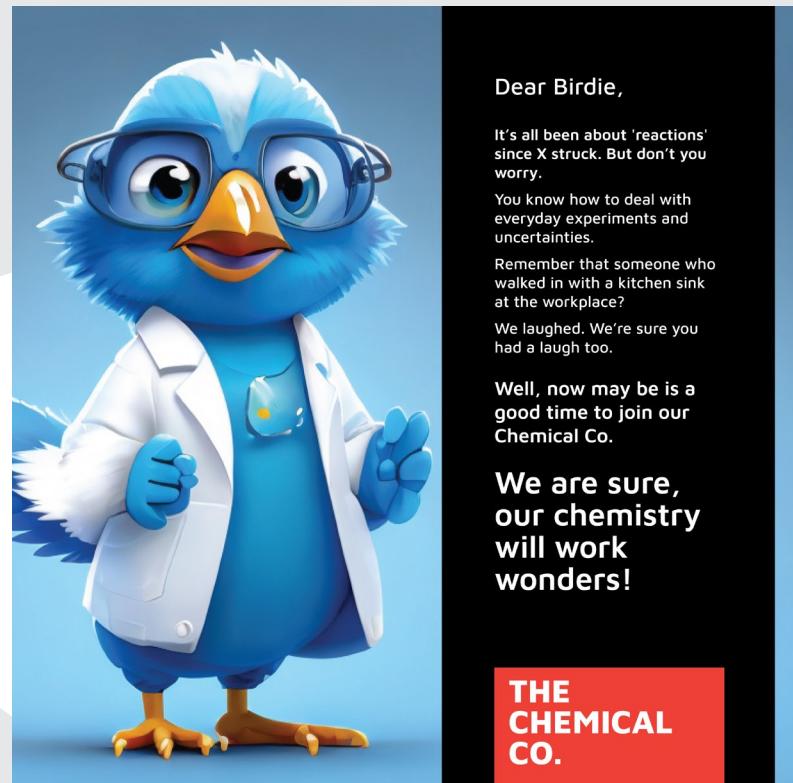
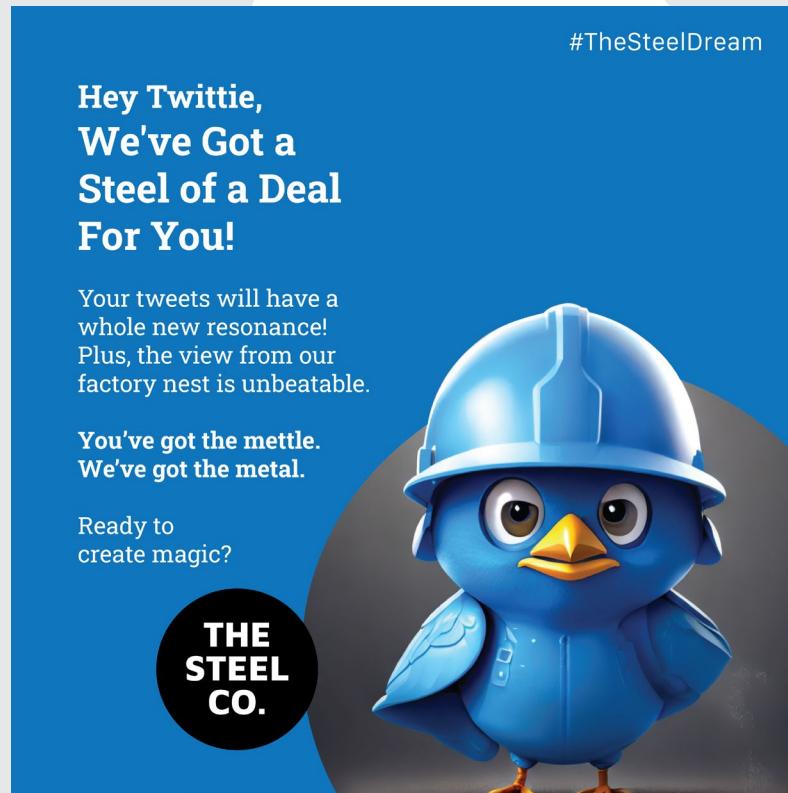


LOOKING
AHEAD TO
2024

CASE

HIRING LARRY?

Fictitious recruitment ads calling out to hire Larry (yes, that's the name of the Twitter bird). This is a way to cash in on the moment as also attract talent imaginatively.



HERE'S TO THE
CRAZY



4. GOING BONKERS WITH NAMES

Brand Names play a crucial role in providing high recall value for B2B businesses.

Here are some ‘unboring’ names:



Innovation. Excellence

'Ice-Boy' is the brand name of ice cube making machines for the hospitality business.



'Washboy' is the brand name of an industrial high-pressure washer.



A name is the shortest story about the brand. Most times, it is the first brand ‘touchpoint’ for customers. And hence, a memorable name is potent.



LOOKING
AHEAD TO
2024

5. GOING CRAZY METAPHORICALLY

Your clients will never know why you deliver so effectively.



Adapt to our Project Management software to manage and deliver effectively.

LeLó
A B2B SAAS Company

Illustrative creative

Usage of metaphors in communication is a great way to make a brand memorable. Unexpected associations not only catch attention, but also increase memorability.

‘Diapers’ = Better utilization of time and Adaptation



LOOKING
AHEAD TO
2024

GOING CRAZY METAPHORICALLY



Illustrative creative

Even something as mundane as a nail, one can use creativity to help the product stand out.

Think of a good nail as unyielding, like the king's guards. They both hold their ground. A strong, unbreakable concept to consider, especially for those targeting the UK export market. Isn't it interesting?

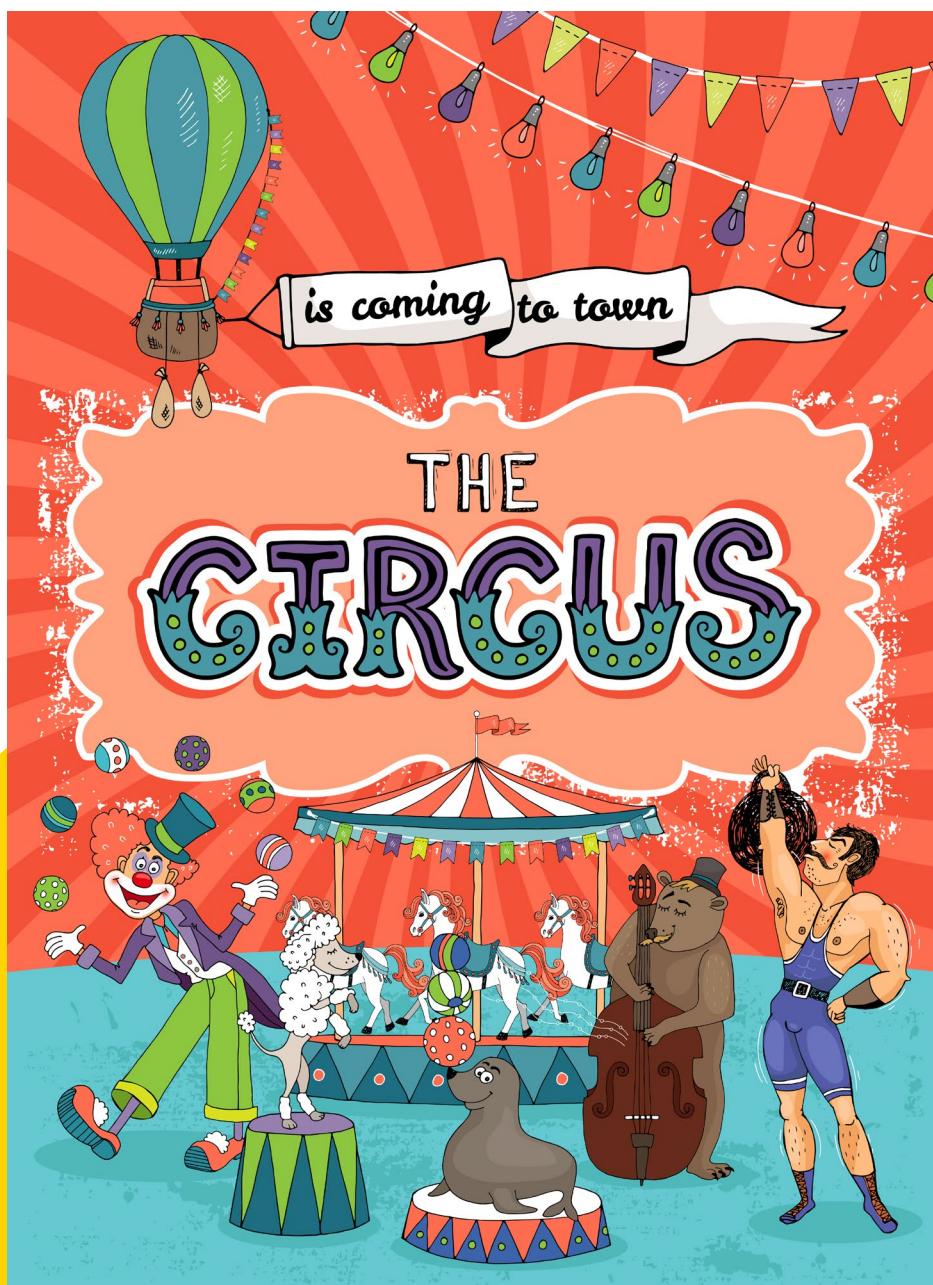


HERE'S TO THE
CRAZY

LOOKING
AHEAD TO
2024

MORE TO UNBORE

MAKING AN IMPACT AT THE EVENTS



B2B companies participate in trade shows / fairs / expos with gusto. Beautification of Stalls is worked upon a lot.

But it is the overall experience which will ensure strong relationships, higher recall and business conversion - **"Breaking the monotony"**.

Different touch points have to be identified. It starts from Pre-Event and goes beyond Post-Event.

B2B brands need to take bolder steps and find innovative ways to be memorable.



LOOKING
AHEAD TO
2024

MORE TO UNBORE

B2B GOING BILLBOLD

Is B2B confined to digital media,
emails, trade shows and
networking meets?

It's time to go "BOLD".

A B2B brand has to drive its
message to a larger audience.
Visual Impact with long lasting
impression.

Billboards – Tangible and Memorable Connection.

They are strategically placed in the
routes of office complexes, trade
shows, key industry hubs and
business districts.

Message is seen truly as
the target audience is there!



MORE TO UNBORE

WORDS OF B2B

They say good copy transcends beyond catchy copy. We say “not really”.

A “clever” copy for the sake of it is a strict ‘no-no’.

But it's definitely about creating lasting impressions that resonate with decision-makers. Which is where sticky copy can come across ‘looking like a wow!’ and actually ‘stick’ in the head.

That's why it is all about Substance plus Style Memorability and Recall.

Because
A brand that is remembered is a brand that is bought.



HERE'S TO THE
CRAZY

LOOKING
AHEAD TO
2024

HERE'S TO UNBORING B2B

We are on a mission of Unboring B2B.
Check our website www.UnboringB2B.com
for more information

Want to interact with us?
Mail us at info@unboringB2B.com
or join us on our community on LinkedIn
<https://www.linkedin.com/company/unboringb2b/>

Let us redefine B2B branding!



HERE'S TO THE
CRAZY



Credits:

Apoorv Houzwala | Ketaki Mehta
Mangesh Sutar | Maulik Chandarana