

# DISTILLING THE BEST **B2B(2C) BRANDS**

B2B(2C) Brands shouldn't be Boring-2-Boring. They should be distilled to the essence of **"Why You?"** and presented as the top choice from among the many.

From Industrial to Oil & Gas to Consumer Packaged Goods and many in between, we refine and distill some of the industry's best B2B(2C) brands...





## But it takes a lot to earn a place on the top shelf.

Behind every top-shelf business is a well-positioned brand that drives its sales and marketing efforts. Their brand story is clear and their value proposition is unique & valued. From winning over customers and potential employees to attracting investors, knowing who you are and presenting your brand as unique & valued is critical to get to the top. With focus and a few great questions, we'll help you find your spot.

# why you?

What is it about your business that really sets you apart from others? Are you telling your brand story in the most effective way? You're likely just making noise and wasting your efforts if you're not perceived as unique & valued.

That's where we come in.

Since 2011, some of the most successful B2B(2C) companies have looked to us to distill their brands and tell their stories in a way that sets them far apart from others. In doing so, we leverage human emotions and buyer psychology throughout the three overarching services we offer. We call them our 3 P's.

**P**ositioning: "Why You?" What's your story? We get to the core of your brand and figure out how to present your offering as unique & valued as it can be... then we leverage that to ensure you're not wasting your efforts or valuable resources.

**P**ackaging: What materials do you use to tell your story? We create or refine your materials (*i.e. brochures, feature sheets, website, identity, etc.*) to clearly tell your brand story and effectively present your unique and valued position.

**P**romotion: How do you tell your story? We get you the attention you need regardless of the medium (*i.e. trade show, print, radio, video, etc.*), to grow your brand equity and improve revenues and profit.

## Why reBox?

As a boutique branding and communications firm serving B2B(2C) clients, we leverage three fundamental traits which set us apart from others:

### I. Purpose

Our focus is on the opinion that matters most, and it's usually NOT your own. We leverage a scientific framework built on the disciplines of behavioural economics, ethnographic research and perception psychology to enhance your message and influence the mind and heart of your market.

### II. P2P

At the heart of our work is the understanding that companies are about people, and people make decisions based on perceptions and motivators. Our work leverages the human psychology driving these perceptions to focus all communication on reaching individuals at both an emotional and a functional level. It's about influencing your audience's decisions **before** they are made.

### III. In-context

Everything we do is focused on presenting your brand in the context it is received. If we're designing your trade show booth, we not only consider how it looks by itself, but how it stands out from the others during the show. It's about how people in the real world experience your message when it's experienced.

Find out more about us and about what we can do for you. Check out our website or give us a call. We'll be happy to share how we'd put you on the top shelf.

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