



## **6th INDUSTRIAL SERVICE BUSINESS DAY**

**Lahti, April 21st, 2009**

**BRANDING IN SERVICE  
BUSINESS – Timo Everi**



## hasan&partners in brief

- Est. 1991, multinational personnel, 51% IPG (US, Fortune 500), 49% personnel, sales 8.0 M 2008



Brand is a Tool.

Brand means Reputation.

Brand means Money.

Brand means Loyalty.



Let's sell now and build brands later?

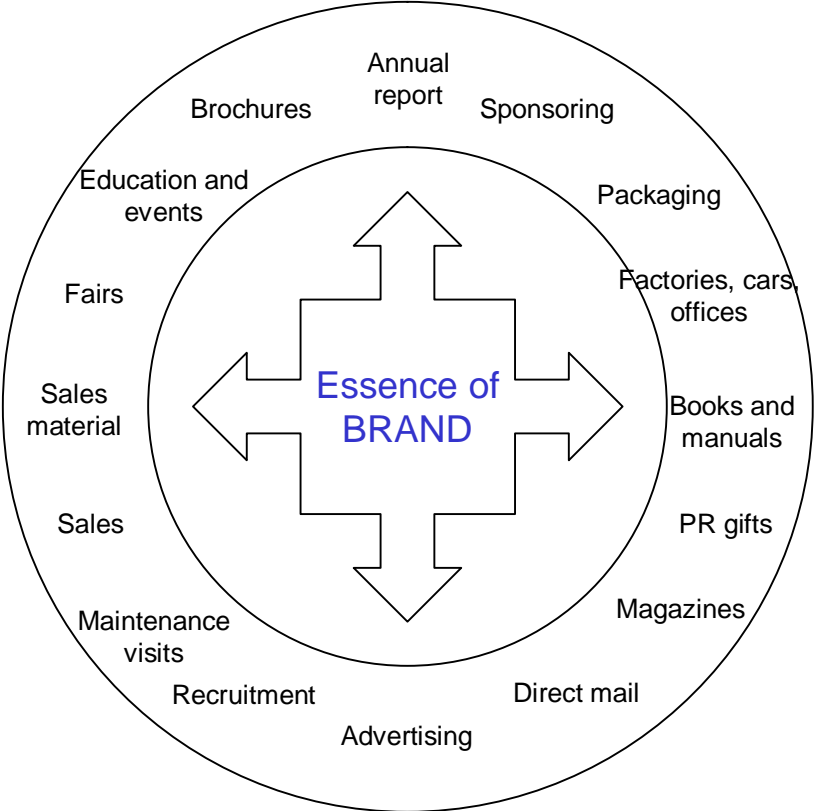


Brand is a state of mind.

Your company, your Service Business will have a reputation. Do you want it or not. Do you steer it or not.



Every meeting point between the target group and your brand is an opportunity – and a threat



Branding in B-to-B (or in Service Business) is not a series of advertisements, a new look of Fair Booth or a new set of Ties to Sales personnel.

Instead it is an unified and integrated way of doing things, internally and externally.



## Basic B-to-B rules / Target group thinking

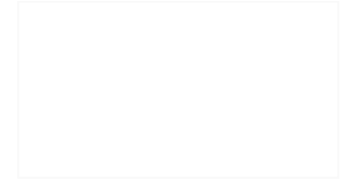
- consumer brands have a simpler spectrum of target groups:
  - end users and retailers
- B-to-B brands target group spectrum is more complicated
  - buyers
  - planners / architects, general engineering, specific engineering (electricity, water..)
  - maintenance
  - partners in executions
  - end users
  - internal target groups
  - subsidiaries
  - etc



## Basic B-to-B rules / media and means

- consumer brand
  - advertising
  - online with an advertising angle
  - broad and generalistic CRM
  - retailers and their own media
- B-to-B brand
  - technical data
  - references
  - inspiration
  - extensive CRM
  - trade press
  - fairs and events





## Basic B-to-B rules / buying decisions

- consumer brands
  - sales to retailers; yearly contracts and campaigns twice a year
- B-to-B brands
  - long processes; often several years
  - continuous selling
  - sales funnel thinking
  - combination of personal selling and mechanical communication



## Basic B-to-B rules / corporate vs Service business unit

- different roles for different levels
- effectiveness through central level toolbox thinking and execution
  - central concept
  - central toolbox
  - central helpline





- **Case Wärtsilä**

HQ and Business Division level co-operation with h&p:

Brand strategy, brand personality

Graphic Identity, Manuals

Marketing Toolboxes

Internal campaigns

External campaigns

Brand marketing & Product marketing

EMEA, USA, South America, Russia, China, India, Australia

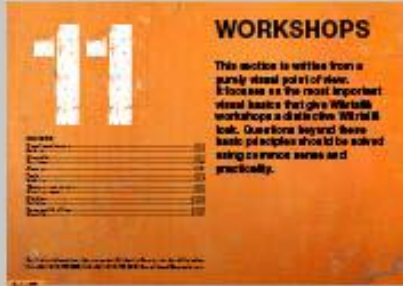


## WÄRTSILÄ / SISÄINEN MARKKINOINTI

Sisäisen markkinoinnin sävy, ilme ja keinot uudistuivat Intranetin uudistuksesta kaikille jaettaviin suorapostituksiin. Myös videomateriaalia tuotettiin ja lehdet päivitettiin tukemaan uutta asennetta.



# WÄRTSILÄ / TEHDASILME



Tehtaiden ilme uudistettiin koneiden maalaamisesta opasteisiin. Samassa yhteydessä uudistettiin myös pakkaukset, työvaatetus ja autot.



ORIGINAL PARTS	DESCRIPTION	QTY
	DATE:	NAME:
	SIGNATURE:	DATE:
	WORK CENTER:	

WÄRTSILÄ



## WÄRTSILÄ / GRAFIikka



Logo ja lomakeisto säilytettiin ennallaan. Muut tunnisteet mm. väri- ja kuvamaailma sekä typografia uudistettiin ja kirjattiin uuteen graafiseen ohjeistoon.



Esimerkkejä grafiikan käytöstä lomakeiston lisäksi käytettävistä corporate materiaaleista eli kansiot, kutsut, sertikaatit, kassit, kalenterit jne.

## WÄRTSILÄLLE SUUNNITELTU OMA FONTTI





# WÄRTSILÄ / ULKOINEN MARKKINOINTI

Mainonnan ilme ja sävy uudistui imagomainoksista tuotejulisteisiin. Myös asiakaslehtiä, esitteistöä, videomateriaalia ja mainostuotteita uudistettiin.



WE NOT ONLY POWER ICE BREAKERS,  
WE MAKE SURE THEY WILL BE NEEDED IN THE FUTURE.

POWERPOINT TEMPLATI

WARTSILA.COM

Wartsila's long and successful history in the icebreaker market is a testament to the company's ability to meet the needs of its customers. The company's commitment to innovation and quality has allowed it to remain a leader in the industry for over a century.

Energy Efficient  
Eco

WARTSILA.COM



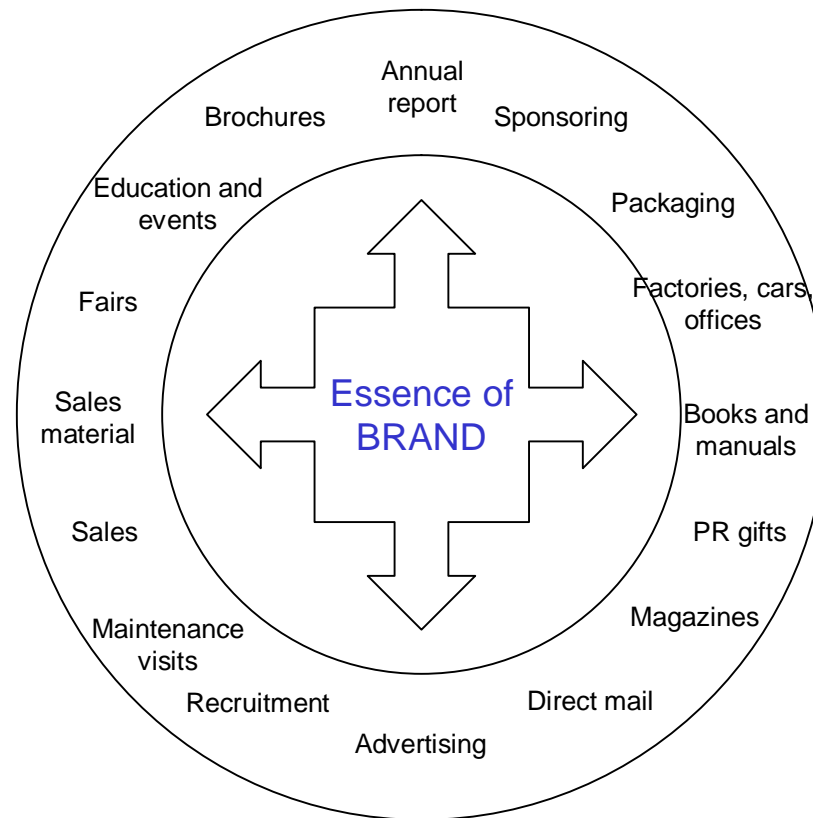
THE INDUSTRY

The industry is facing a number of challenges, including the need for more efficient and sustainable power solutions. Wartsila is committed to providing innovative solutions that meet the needs of our customers and help them to reduce their carbon footprint.

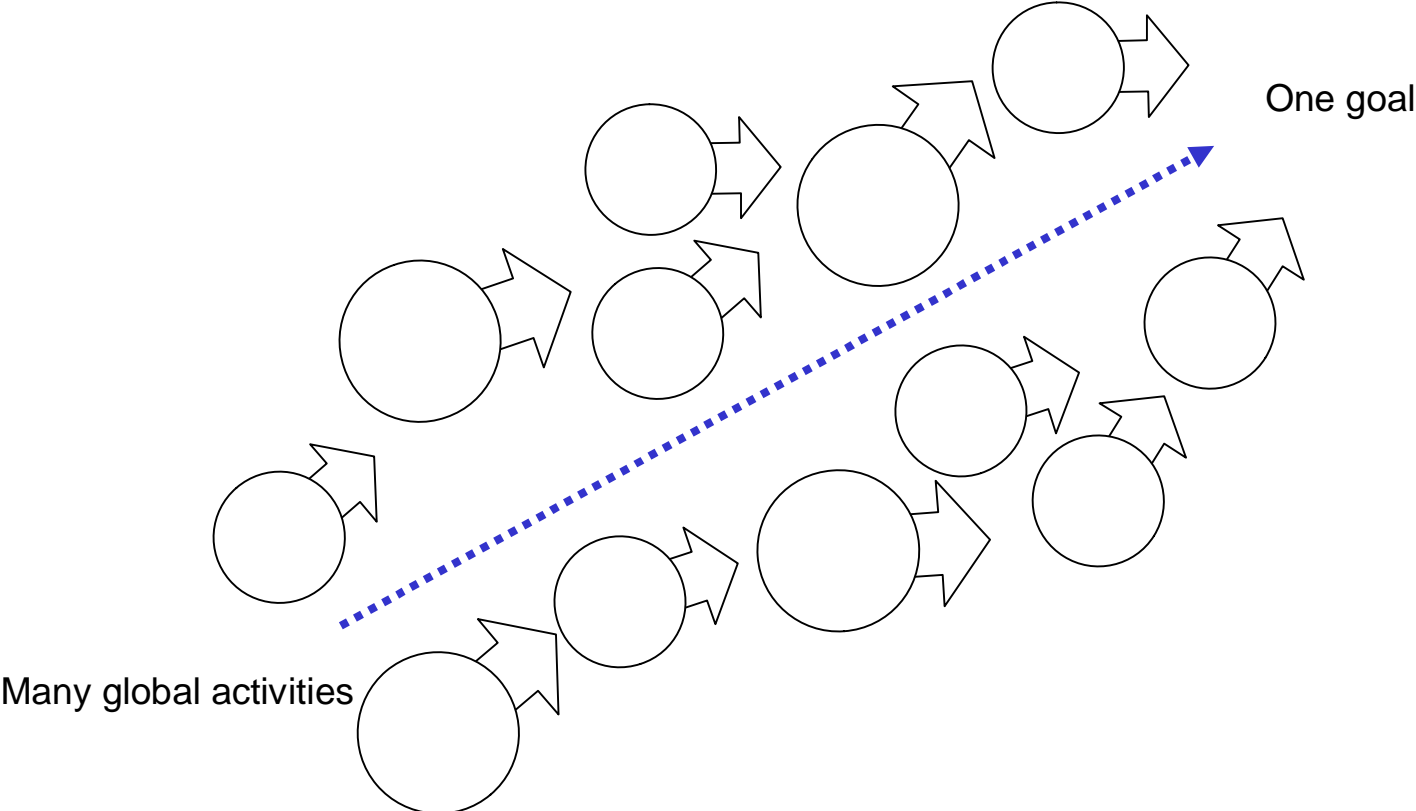
WARTSILA.COM



Only a company steering all it's meeting points can truly talk about building a Brand.



Getting things done is not about eternal planning.  
It is about doing and steering.



Most of the unsuccessful cases lack the understanding of true life – what now, what next?



Branding in any Business means hard work.  
It is just bit harder without it.

Thank You!

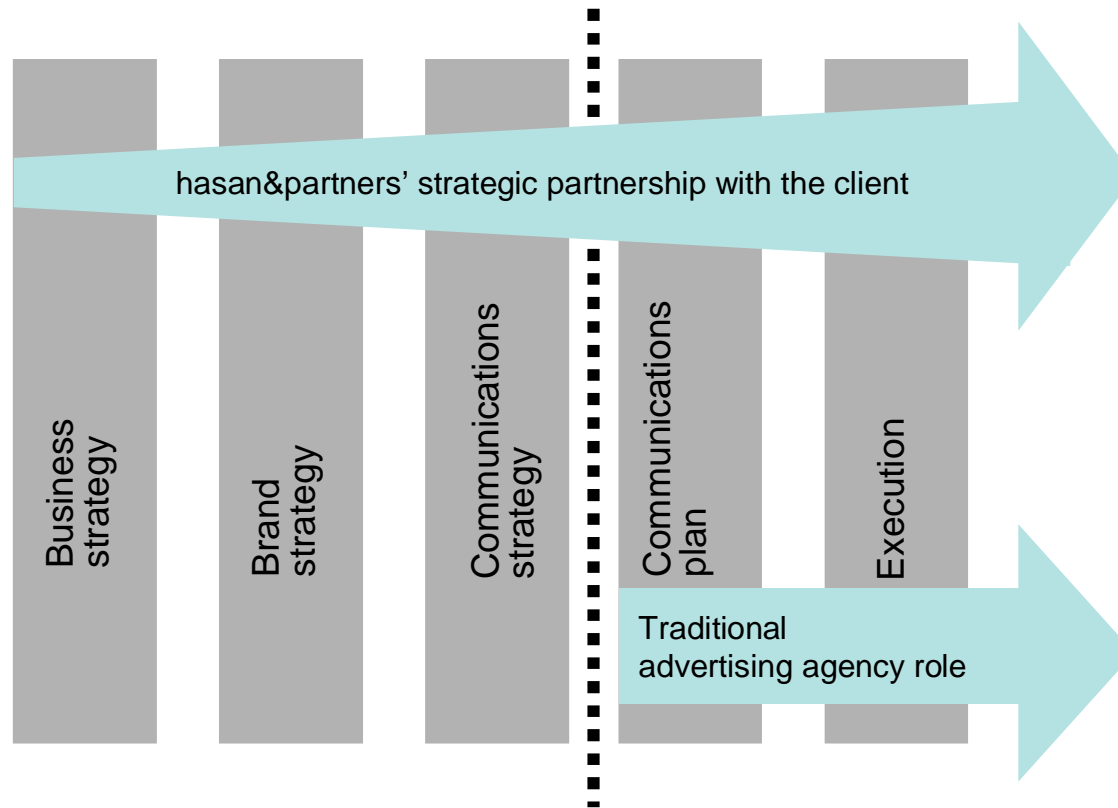
Timo Everi

+358 40 8600 231

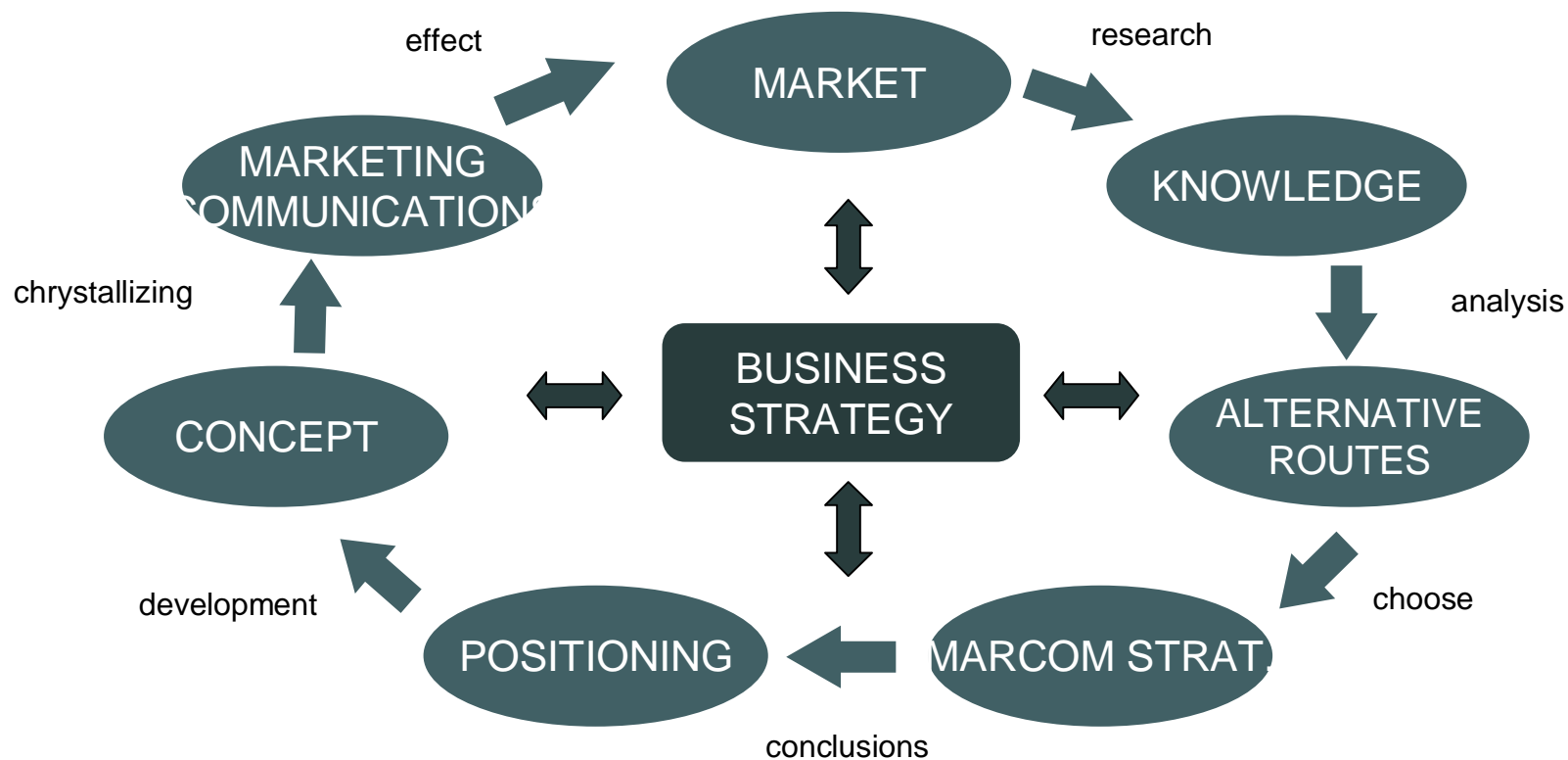
[timo.everi@hasanpartners.fi](mailto:timo.everi@hasanpartners.fi)



Our business idea is not to sell advertising  
but to help our customers to market their services and products



Creating effective marketing communications is an analytical and goal oriented on-going process that has its base in client's business strategy and target groups.



# hasan&partners offering / toolbox thinking

