

THE
COMMERCIAL
TRANSITION
AGENCY.

CONSULTING
DIGITAL
SOCIAL
ADVERTISING
DESIGN
FILM

B2B Marketing: The Conference 2022

Just because it's fast doesn't mean it works:
Here's how to make your marketing
engaging and effective

The
commercial
transition
agency.



Phillip Jein

Associate partner,
Sunrise

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Tlf.: +45 2548 9318

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BROEN 3,945 followers
Promoted

SKAL VI HOLDE KONTAKTEN?
Tilmeld dig vores nyhedsmail – og få besked når vi har nye produkt ...see more

Tilmeld dig vores nyhedsmail

Tilmeld dig vores nyhedsmai

23 1 share

Like Comment Share Send

Be the first to comment on this

Alexander Skjøth Piruli · 1st
CEO & Co-founder at Frankly Insure
3h · 🌐

Take a look at Hera&Me if you're looking for new opportunities - A very exciting danish startup!

Hera&Me
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Are you looking for new adventures? And do you dream of joining an early impact start-up? We are looking for a full stack developer to join our team.

Impact startup looking for Full Stack Developer
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Apply now

CO/PLUS 2,233 followers
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We are proud to announce that **Sasha Denham** and **Sunneva Sverrisdóttir** are joining **Gaute Høgh** as partners in **CO/PLUS**. They were both instrumental in achieving our record-breaking financial result last year – and we are excited to see what CO/PLUS will accomplish in the future with them as part-owners in the company.

Learn more about the pair in today's article from **Bureaubiz**.



En irsk fodboldspiller og en islandsk tv-vært var Gaute Høghs vikarer fra himlen. Mød dem her - Bureaubiz
bureaubiz.dk · 5 min read

Michael Schlenzig and 42 others 4 comments

Love this... Inspiring... Keep it up... Congratulations...

Like Comment Share Send

Add a comment...

anch.AI
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Faster market acceptance for your tech solutions?
Avoid business risks and add a competitive edge with Ethical AI.

990 **made**

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the LEGO Group
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Data is at the heart of everything we do, and in our digital tech-powered world, it always comes first. We're looking for talented minds to join us in ...see more



Seeking Data Innovators
linkedin.com

148 3 comments · 3 shares

Like Comment Share Send

Mette Offenberg · 1st
Communications- and Marketing Lead, Merkur
1h · 🌐

Resten af 2022 må du faktisk ikke bruge en eneste af klodens ressourcer. De er nemlig brugt op for i år allerede!
#overshootday #esg #esg #klima

See translation

Merkur Andelskasse
2,174 followers
2h · 🌐

I dag er ikke bare endnu en mandag som alle de andre. Det er dagen, hvor vi i Danmark har opbrugt vores budget af naturens ressourcer for hele året. Den såkaldte Overshoot Day. ...see more

See translation



Connecting brands with sport & entertainment
1d · 🌐

Sometimes in life you need to have patience and wait for the good things ahead 😊

Back in 2020 we at **f Sports Group** was supposed to organize the I ...see more



45

Like Comment Share Send

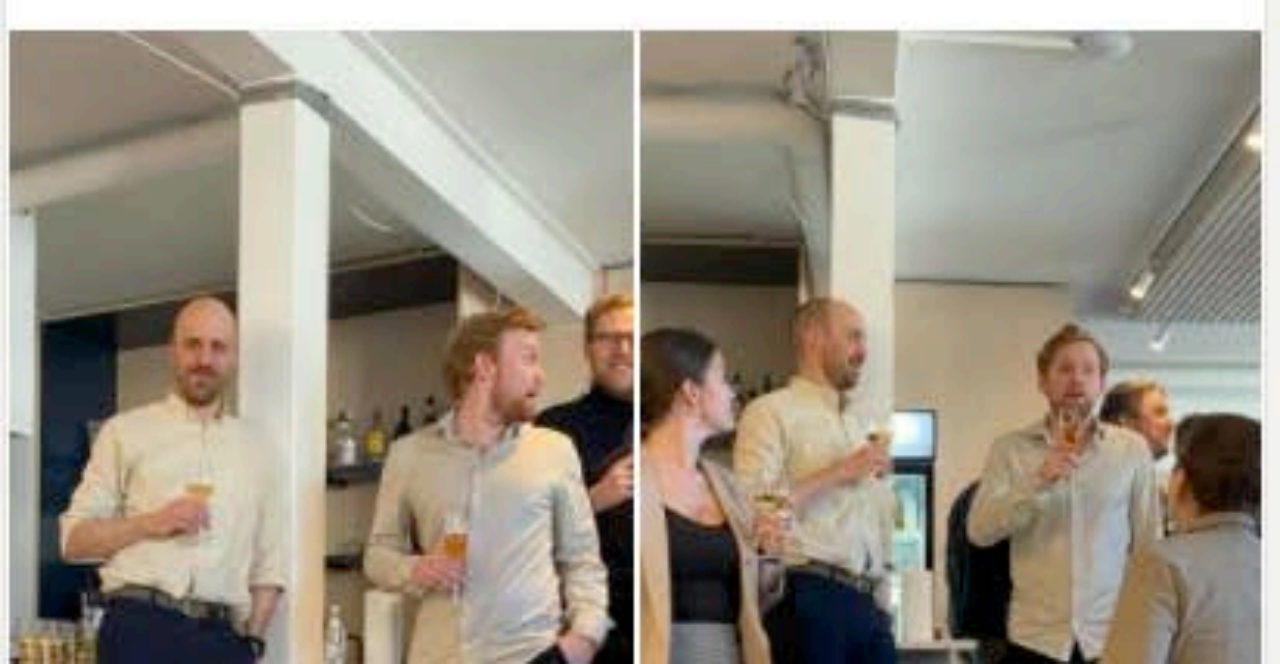
Be the first to comment on this

Anne M. Riisom Svinth commented on this

Custimy.io
1,787 followers
1w · 🌐

+ Follow

We recently left our old offices... But we are not really complaining about it. Cuz we get to move in with some awesome people for a while! 🏡 ...see more






80%
Deprimeret



20%
Inspireret



20%
Deprimeret

80%
Inspireret

80/20

Er tidsfordelingen mellem taktik og branding ifølge 90% af de marketingansvarlige.

[Dyk ned i alle indsigterne fra analyse her](#)

8 UD AF 10

marketingansvarlige hævder, at de har svært ved at skille sig ud digitalt og tiltrække kundernes opmærksomhed.

The B2B Effectiveness Ladder



WARC AN ASCENTIAL COMPANY
 The B²B Institute A LinkedIn think tank
 LIONS AN ASCENTIAL COMPANY

Upper levels: 4, 5 & 6

- Brand building
- More emotional
- Broader targetting
- Big bets
- Long-term growth effects

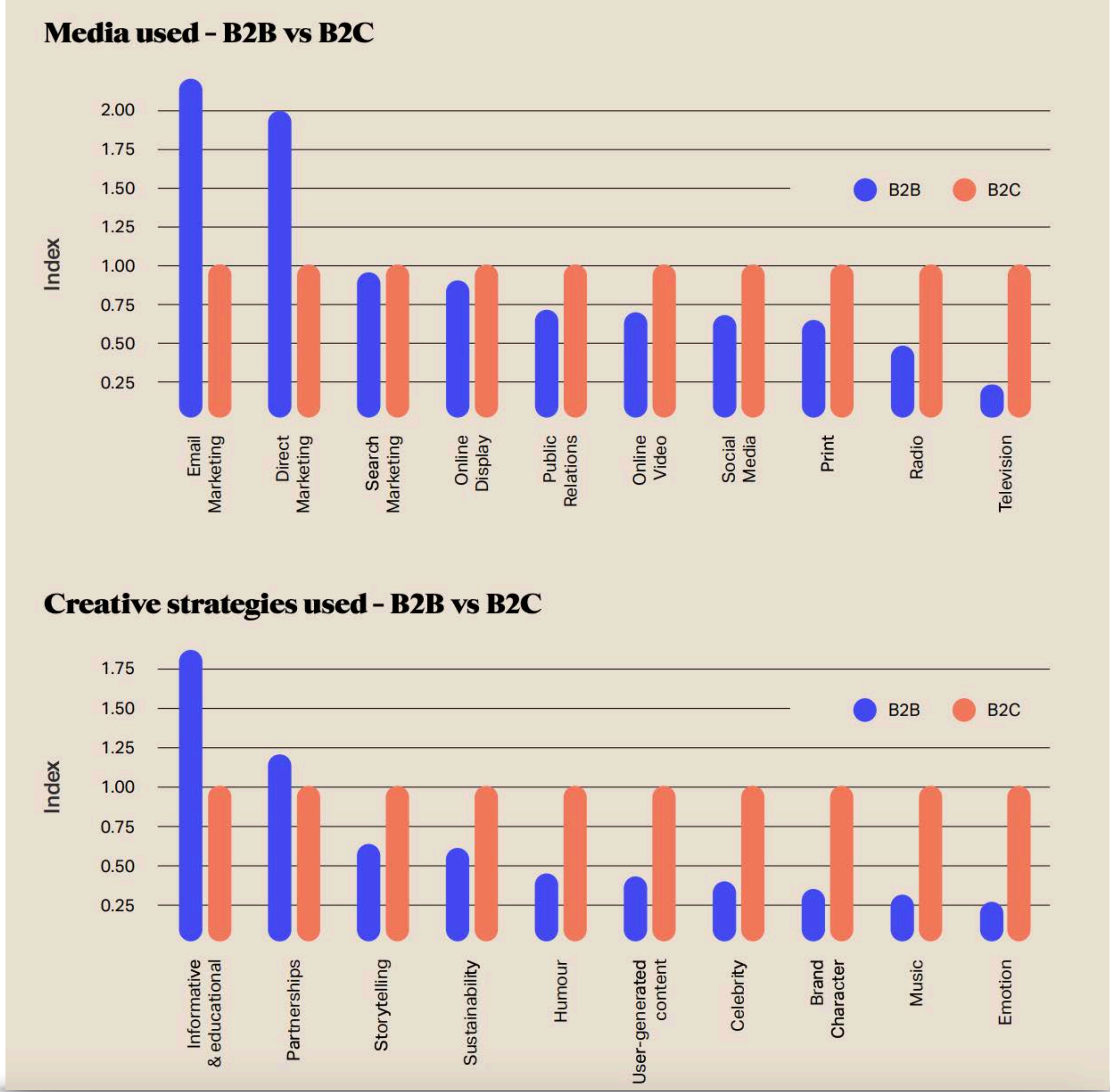
What B2B marketing needs to work towards in order for marketing to become a true **strategic growth driver**

Lower levels: 1, 2 & 3

- Sales activation
- More rational
- Tight targetting
- Small bets
- Short-term sales effects

Where most B2B brands currently play – acting in a tactical way as a **sales enablement function**

Kilde: The B2B Effectiveness Code, LinkedIn B2B Institute, WARC & Lions, 2021



Kilde: The B2B Effectiveness Code, LinkedIn B2B Institute, WARC & Lions, 2021

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Shit that arrives at the speed of light...

...IS STILL SHIT

David Abbott
Tekstforfatter
BBDO



INC-modellen

3 trin til effektiv marketing

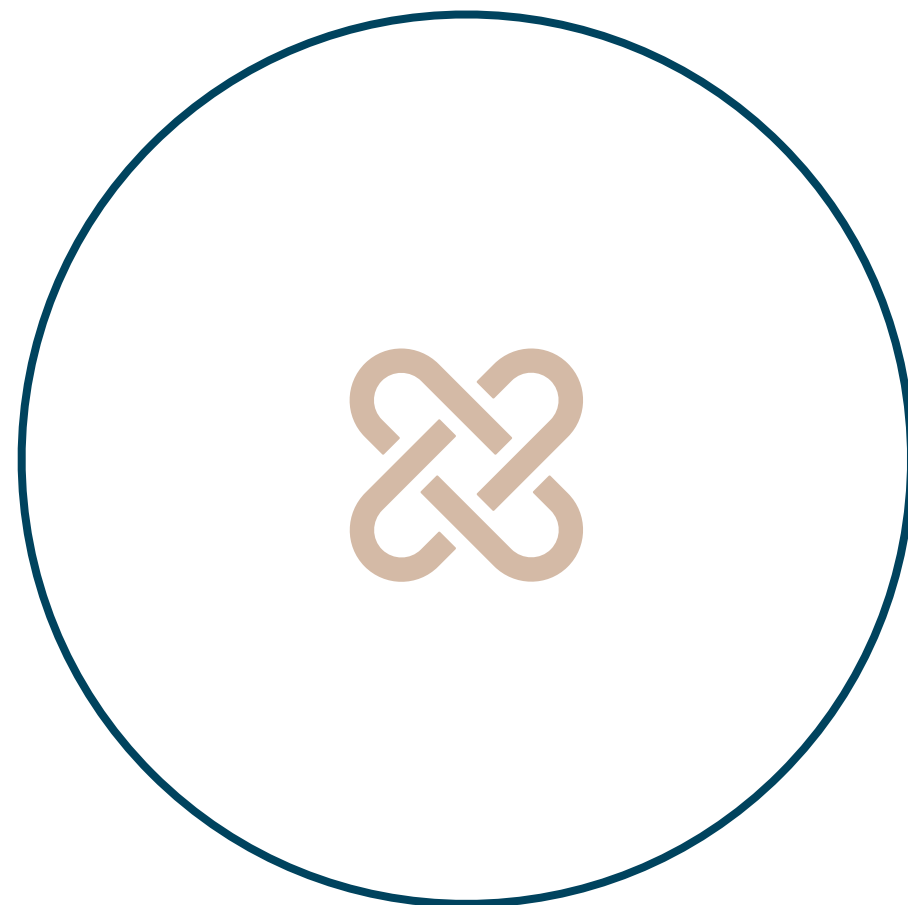
Investigate



Data & Indsigter

- Segmentering
- Personaer
- Brandanalyse
- Kunderejse
- CRM audit
- ...

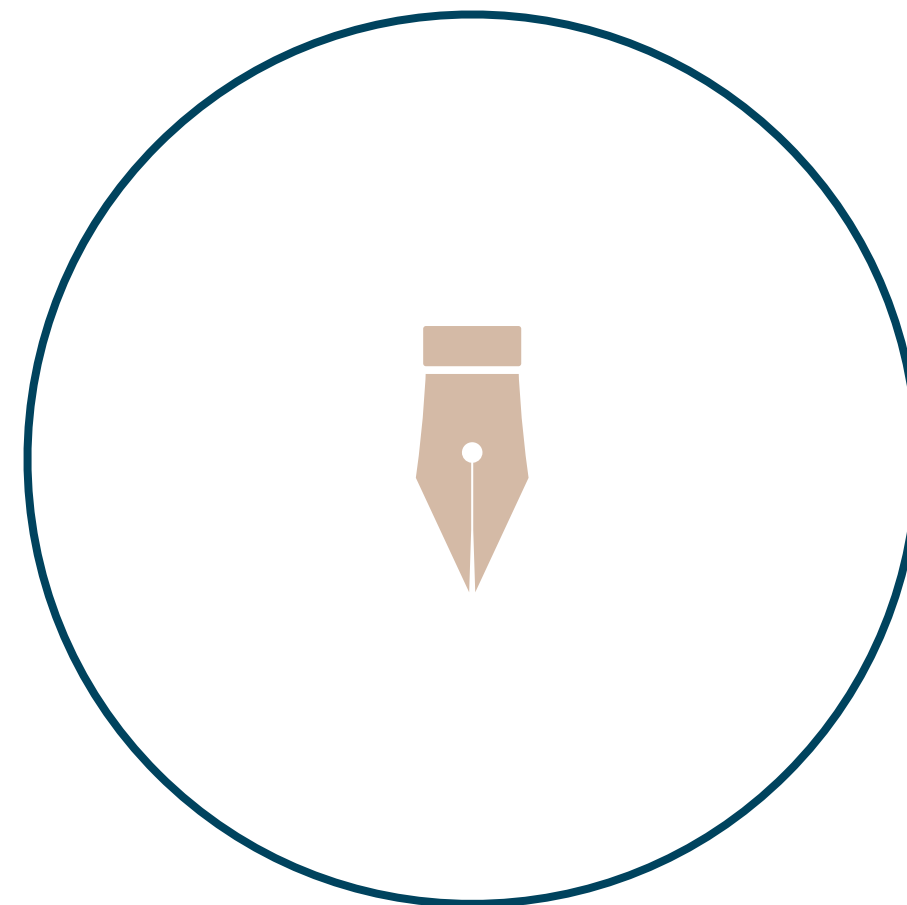
Navigate



Brand & Strategi

- Targeting
- Positionering
- Brand platform & koncept
- Visuel identitet
- CRM setup
- ...

Create



Aktivering & Implementering

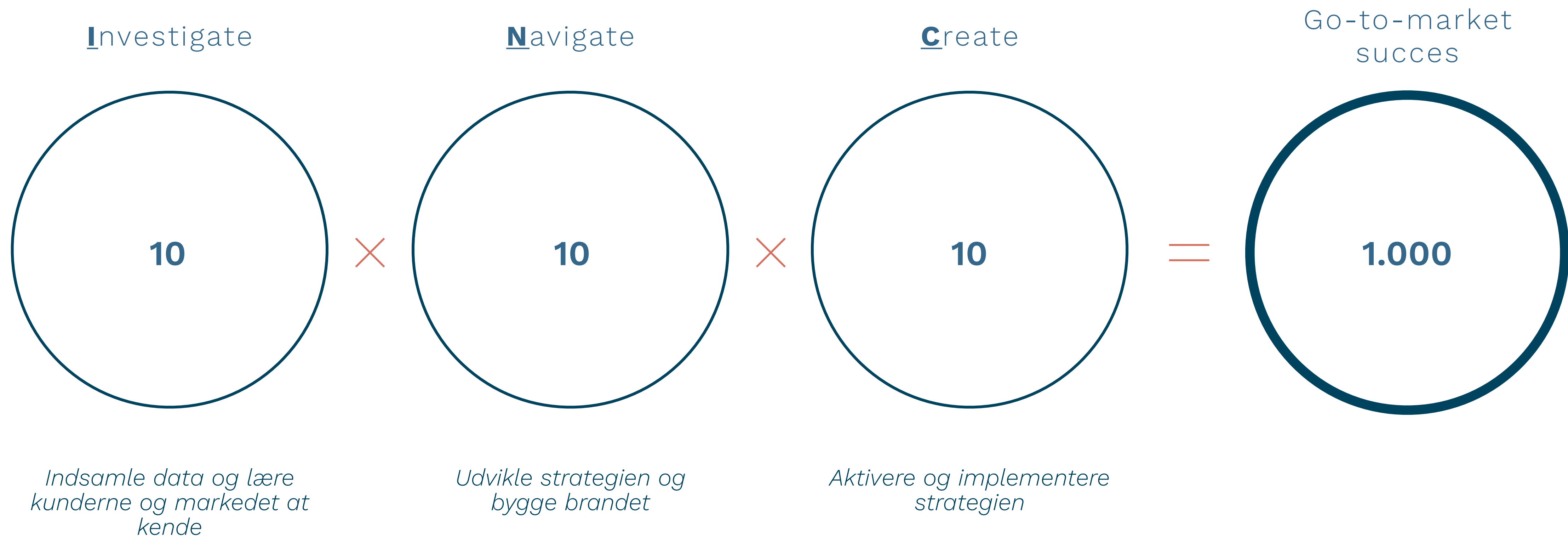
- Go-to-market plan
- Kampagneudvikling
- Produktion og udgivelse
- Automation, lead scoring & nurturing
- Måling, afrapportering, test og optimering
- ...

=

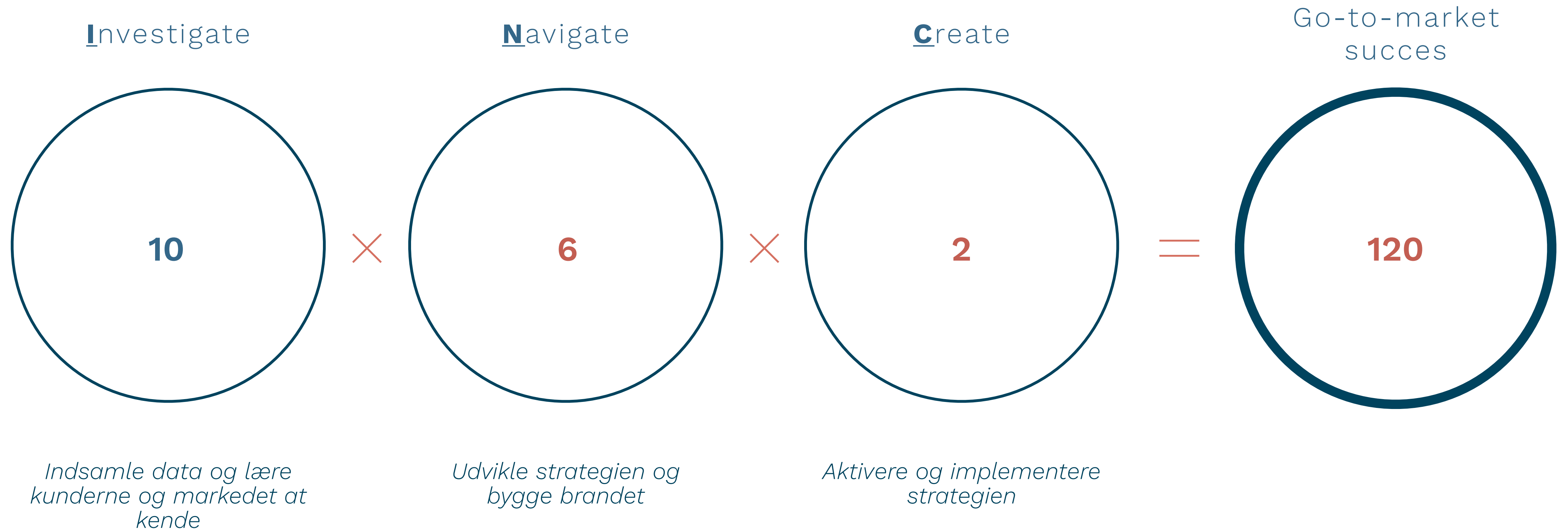


**Go-to-market
succes**

I den perfekte verden



Får hvert trin ikke den rette opmærksomhed, skrider den samlede go-to-market approach hurtigt



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lactosan
Bringing your next product to life



Founded in

1942

Turnover 2020

~425M DKK

R&D & Innovation Service

Production & Quality

Customer Service & Distribution

Trends & Support

130+

CHEESE
POWDER
PRODUCTS



5

OFFICES/PRODUCTION
FACILITIES ACROSS
THE GLOBE

Over

60

REPRESENTATIONS
WORLD WIDE

Over
200
DEDICATED
EMPLOYEES



“

We needed **a partner that could help us shake things up creatively and conceptually** – while helping us meet our commercial goals.

Elevating our marketing to match our products adds true value for our customers. Sunrise has showed us how they understand our business and the complexity of our products, and enabled us to **deliver a completely new brand and marketing experience to our global audience**, that sets us apart from the competition. ”



Jesper Olsen
Sales & Marketing Director
Lactosan



Heidi Knudsen
Marketing Manager
Lactosan

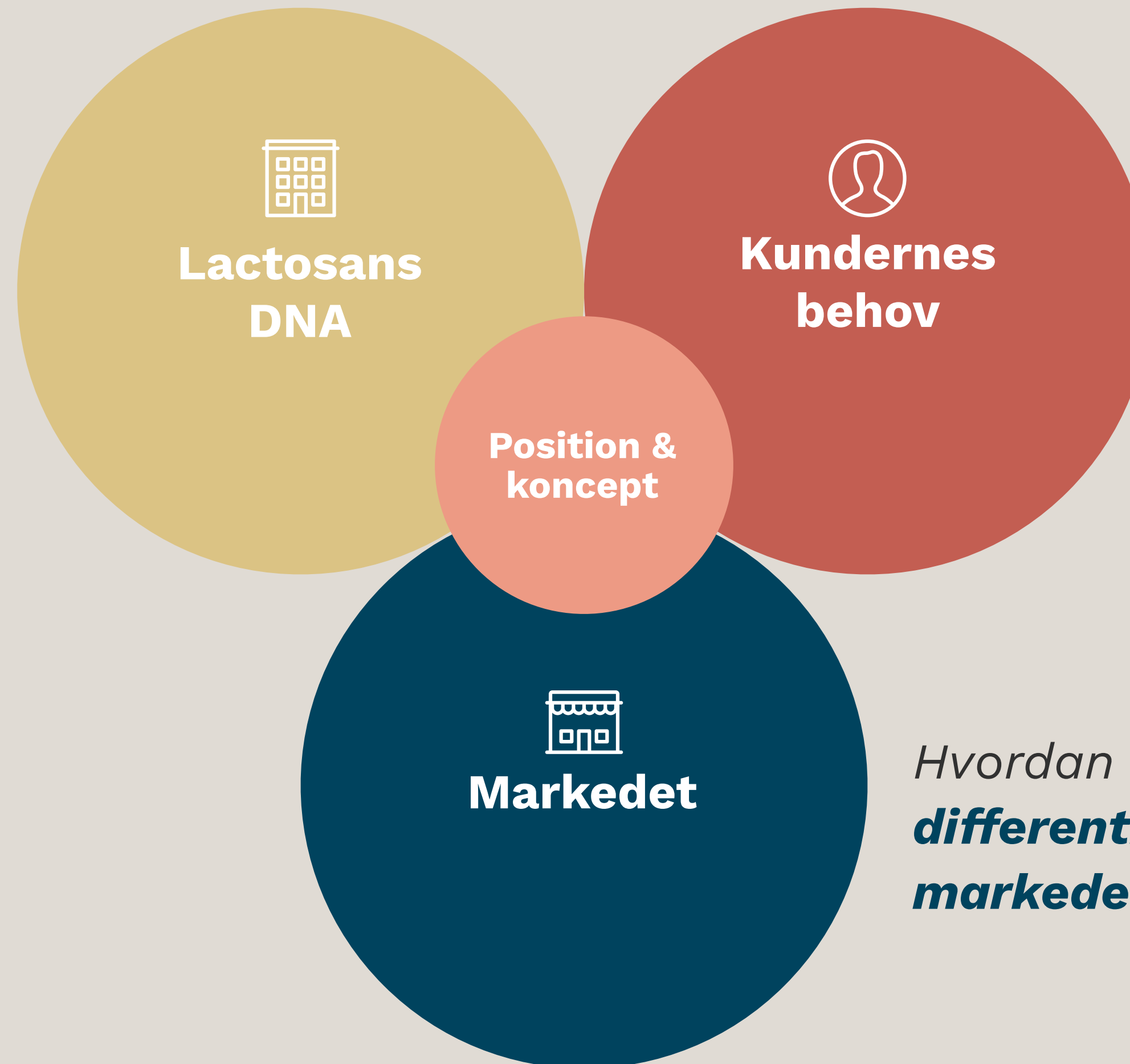
Investigate



Indsamle data og lære kunderne samt
markedet at kende

Sådan fandt vi frem til kernen i Lactosan's produktkoncept

Hvad er vores
**fundament og
bevispunkter?**

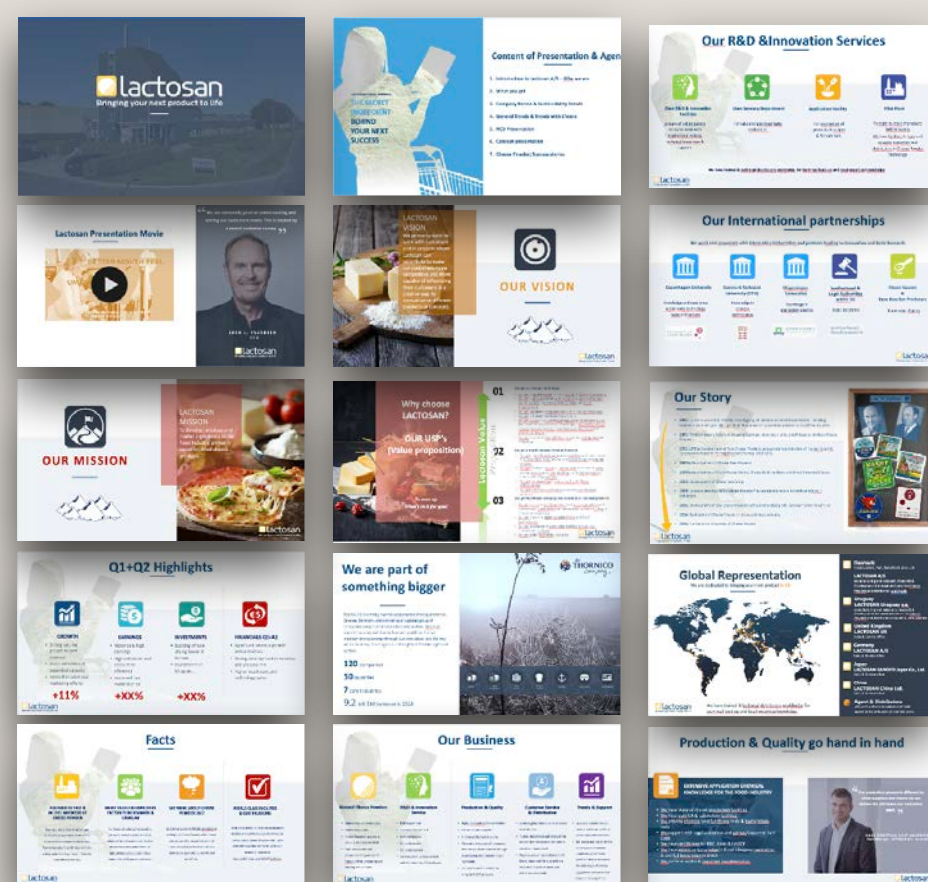


Hvordan kan vi
**skabe størst
mulig relevans?**

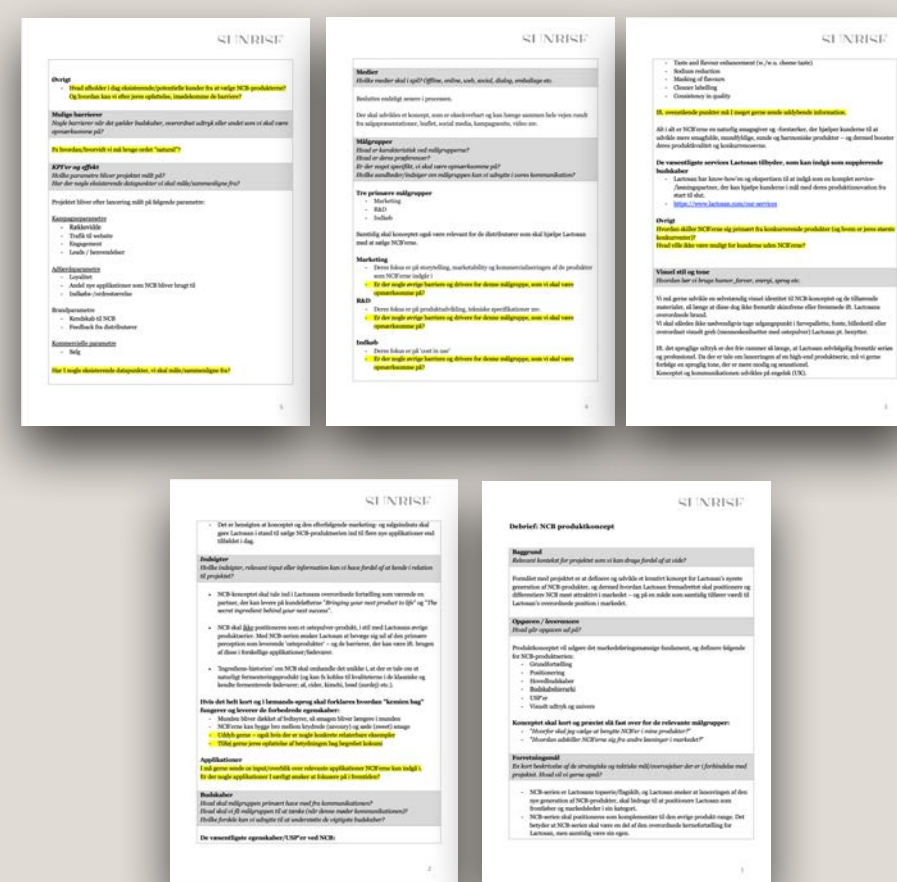
Hvordan kan vi
**differentiere os i
markedet?**

Det er en grundig proces - uden at det behøver at trække i langdrag

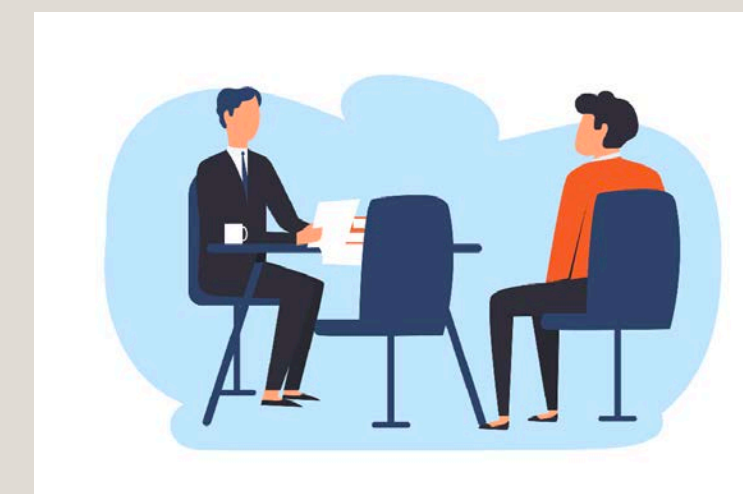
Eksisterende materialer & indsigter



Analyse, konklusion og anbefaling



Interne og eksterne dybdeinterviews



Eksterne interviews:

- Kunder - R&D, indkøb, marketing
- Eksterne konsulenter
- Agenter og distributører

Interne interviews:

- Produktudviklere - Lactosan
- Innovation
- Forretningsudvikling
- Marketing

Navigate



Udvikle strategien og
bygge brandet

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Det gav os svarene på hvordan vi skulle positionere Lactosans produkt, og hvilke kernebudskaber vi skulle gå forrest med

USP #1
Clean labelling

USP #6
Superior quality

USP #2
Unique by nature

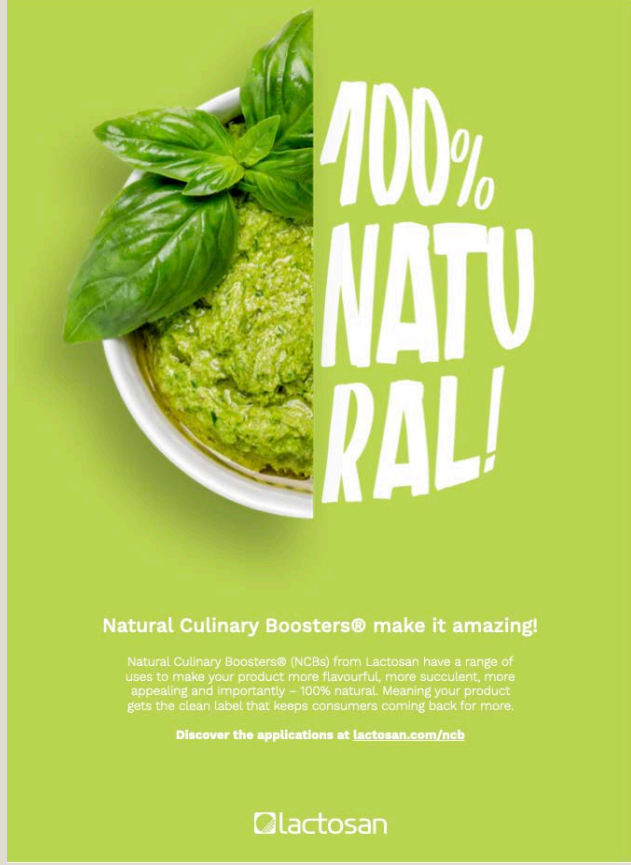
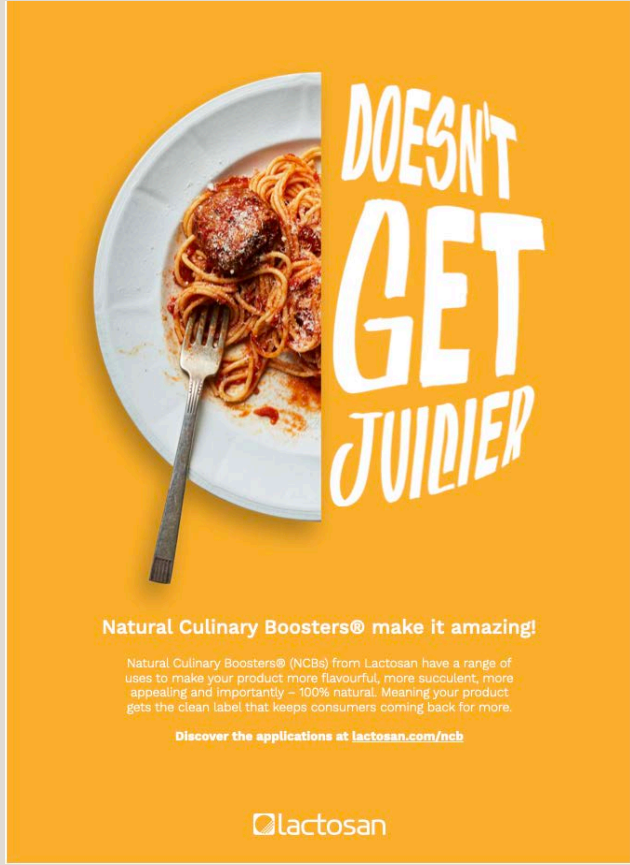
POSITION
A natural taste & flavour enhancer

USP #5
Flavour masking when you need it

USP #3
Kokumi & mouthfeel enrichment

USP #4
Salt and sugar reduction

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Med udgangspunkt i position og kernebudskaber handlede det om at afsøge en række relevante konceptuelle fortolkninger

What makes a master of flavour?

Idea: The craftsmanship of premium flavouring

Make it amazing!

Idea: A vibrant, colourful universe that shows a great product and focuses on one USP



Make the moment

Idea: Let's show the effect that great-tasting food can have on consumers

Beyond compare

Idea: Natural Culinary Boosters® create quality beyond expectations

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NATURAL TASTE & FLAVOUR ENHANCER BEYOND COMPARE

Hvordan skal vi sige det?

Manifest

*It's the timing,
It's the technique,
The "years in the making",
The meticulous preparation,
The testing and retesting,
The total discipline,
The "never compromising".
The final touch.*

*You take pride.
You're dedicated to achieving great taste.
To nuanced flavours,
To unrivalled textures and superior mouthfeel,
To hitting every part of the palette – from the sweet,
the salty, the bitter, the sour and the umami, to the
kokumi that keeps people wanting more.*

*This is a quest for food perfection in your production.
But what's your secret ingredient?
What takes flavour beyond the norm?
Beyond what you thought possible?*

*100% natural, Lactosan's Natural Culinary Boosters[®]
enable clean labelling of your product and are an
alternative to artificial flavour enhancers.
With less need for sugar and salt, your product is
healthier, and with the unrivalled quality of NCBs, as
premium as possible.*

*Go beyond creamy,
Beyond savoury,
Beyond perfectly seasoned,
Beyond superior texture,
Beyond the ideal balance of flavour,
Beyond compare.*

Natural Culinary Boosters[®] from Lactosan
Take your product **beyond compare**

Tone of Voice

Confident

We speak with confidence based on decades of experience in our field and research and know-how to back up our claims. This is our premium product – the best of the best – so it deserves to be spoken of in bold, assertive manner.

Tasty

As much as you can, write with language that you can taste! This means writing in a tempting, delicious and irresistible way to engage and excite our audience.

Premium

We acknowledge that NCBs are a very special product and express the exceptional quality standards that they reach and enable our customers' products to reach.

Hvordan skal vi **se** ud?

Visual style

Images

Our images zoom in on products creating an immersive and visually interesting imagery that brings out food appeal and sets us apart from the rest.



Visual style

Use of colours

Our colours are chosen to best compliment the product. We operate with three color options: **Contrast, Shade and Drama.**

There is no specific order for which background to use only a rule of thumb.



Contrast

We choose a background that contrast the product to bring focus to the product

Usage:
Often used for products that rarely stands alone (e.g. crisps)

Shade

We choose a similar color to the product, creating a visual expression that emphasizes the product.

Usage:
Often used for products that works as ingredients (e.g. pesto)

Drama

We can use a black background to add drama if the product is suited for it. (Requires a light product)

Usage:
Often used for finished products (e.g. a finished Madeleine cookie)

Visual style

Colours

Lactosan is a very colorful brand, however we are communication NCB, which are top of the line and premium.

Therefore we are not limited by Lactosan's colour palette but we strive to use colours that relate to our current color scheme.

However new colours can be introduced to create the best results going forward.



Visual style

Typography

To give the NCB identity and a modern touch we have chosen to use Work Sans.

It has a broad range of font weight, which enables us to combine the typeface dynamically to create contrast and guide the viewer.

The font is available via Google making it an ideal choice for a global company.

BEYOND A TYPEFACE

WORK SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Æ Ø Å 123456789

abcdefghijklmnopqrstuvw
yzæøå123456789

Visual style

Use of typography

We use the typeface in four different font weights: light, regular, semibold and bold.

We use them in contrast to each other to create clear communication.

Semibold and light are used as display text for headlines.

Regular is used for body copy and bold is only used to highlight certain points or as a call to action

DISPLAY • WORK SANS SEMIBOLD

BEYOND

DISPLAY • WORK SANS LIGHT

TASTY

PARAGRAPH • WORK SANS REGULAR

Boost the taste, texture and flavour of your product beyond what you thought possible. 100% natural. NCBs enable clean labelling and less need for sugar and salt, for a healthier, more premium product beyond compare.

CALL TO ACTION / HIGHLIGHT • WORK SANS BOLD

Discover the applications at lactosan.com/nbc

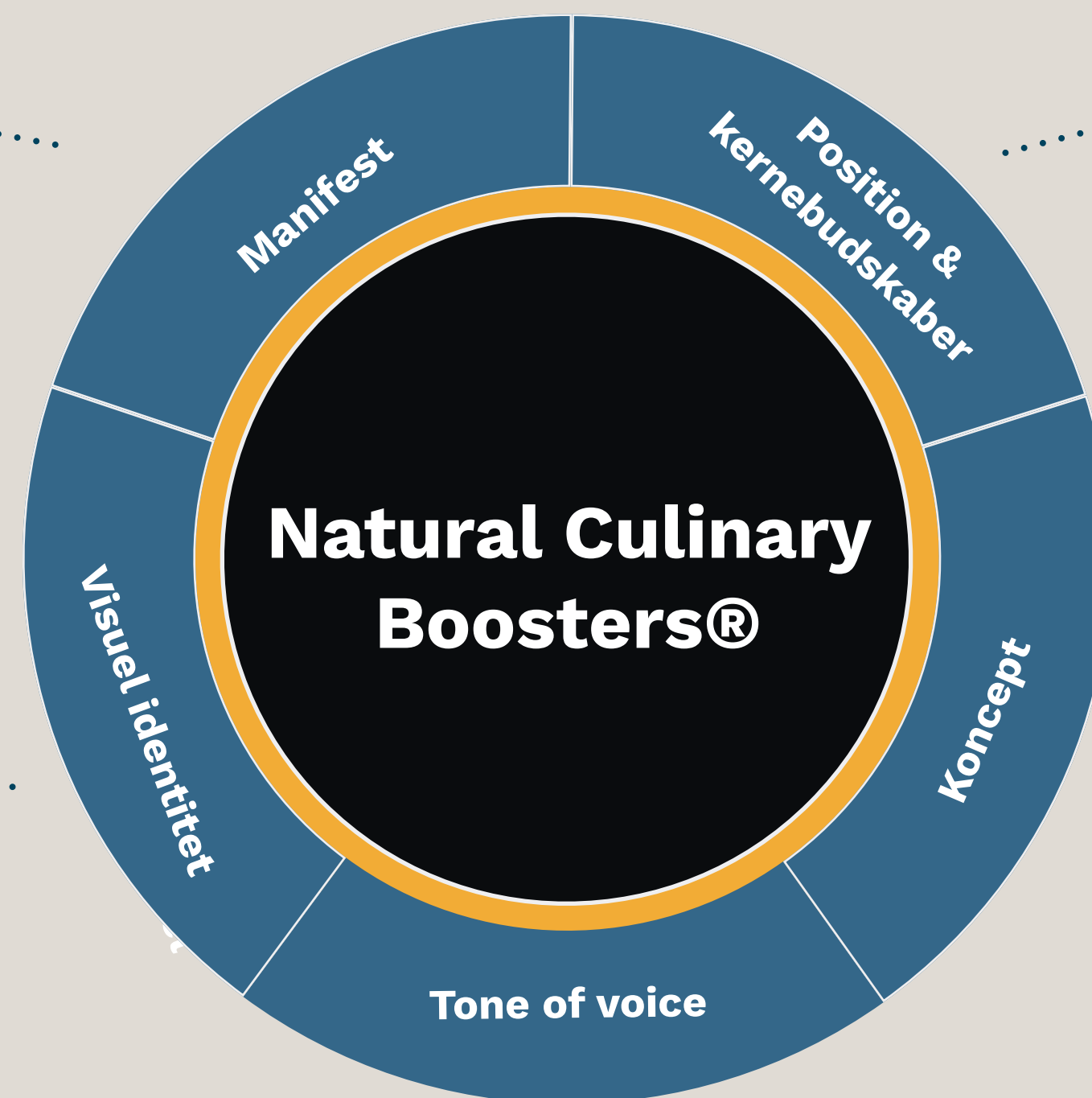
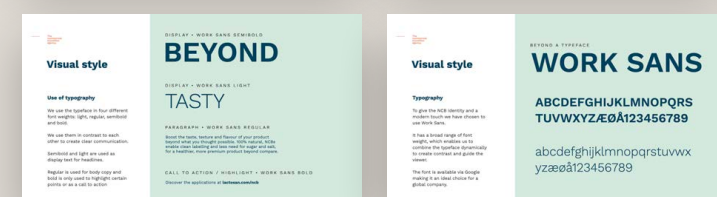
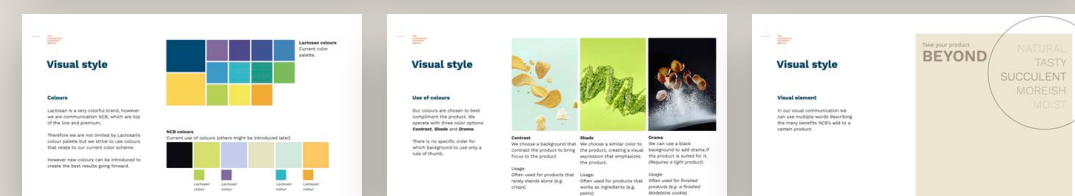
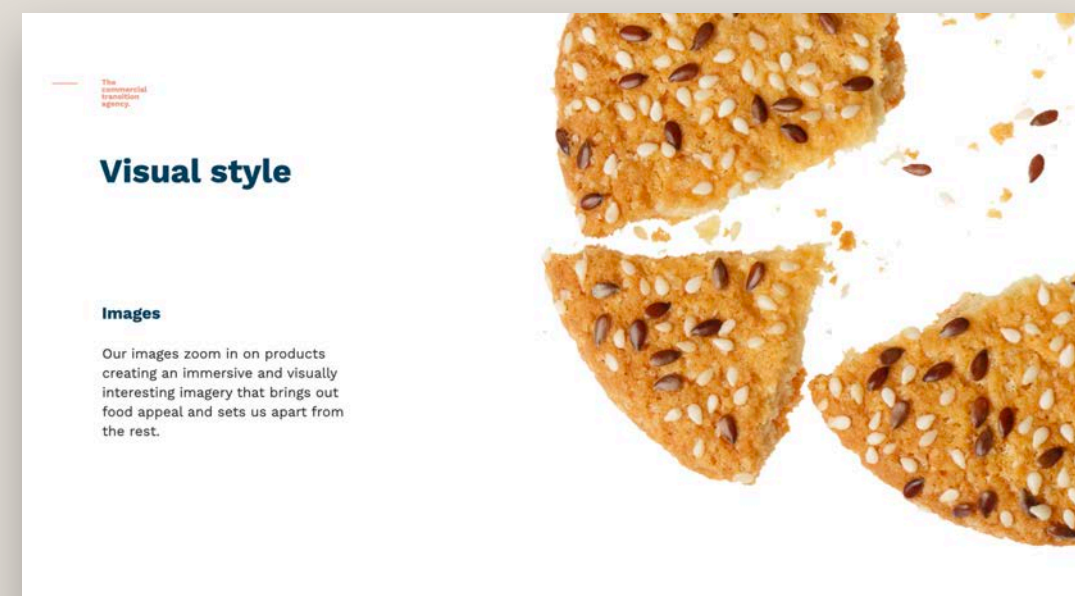
Visual style

Visual element

In our visual communication we can use multiple words describing the many benefits NCB's add to a certain product.



Dermed fik vi skabt en 360 graders produktkoncept



Confident
Tasty
Premium

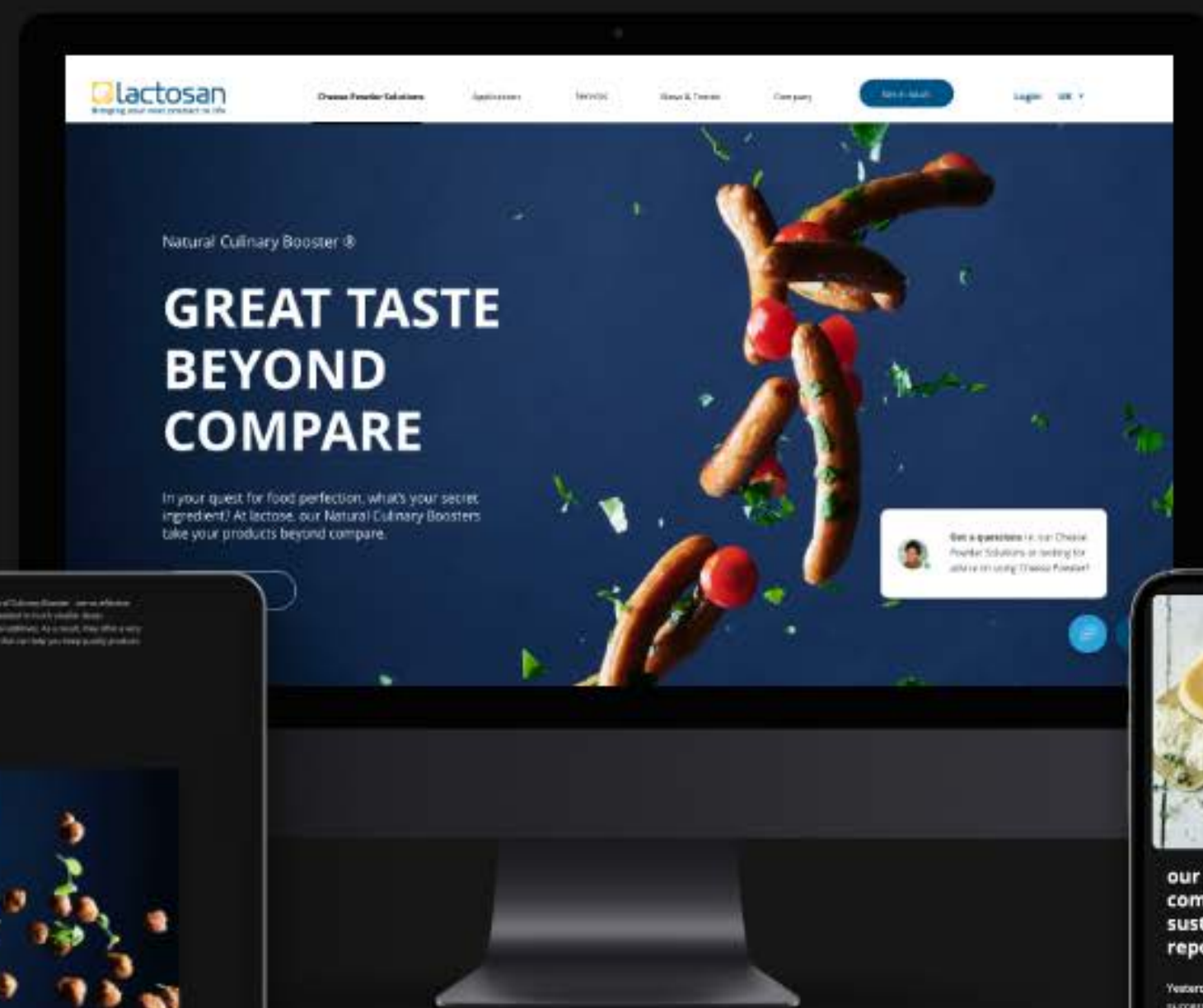


Create

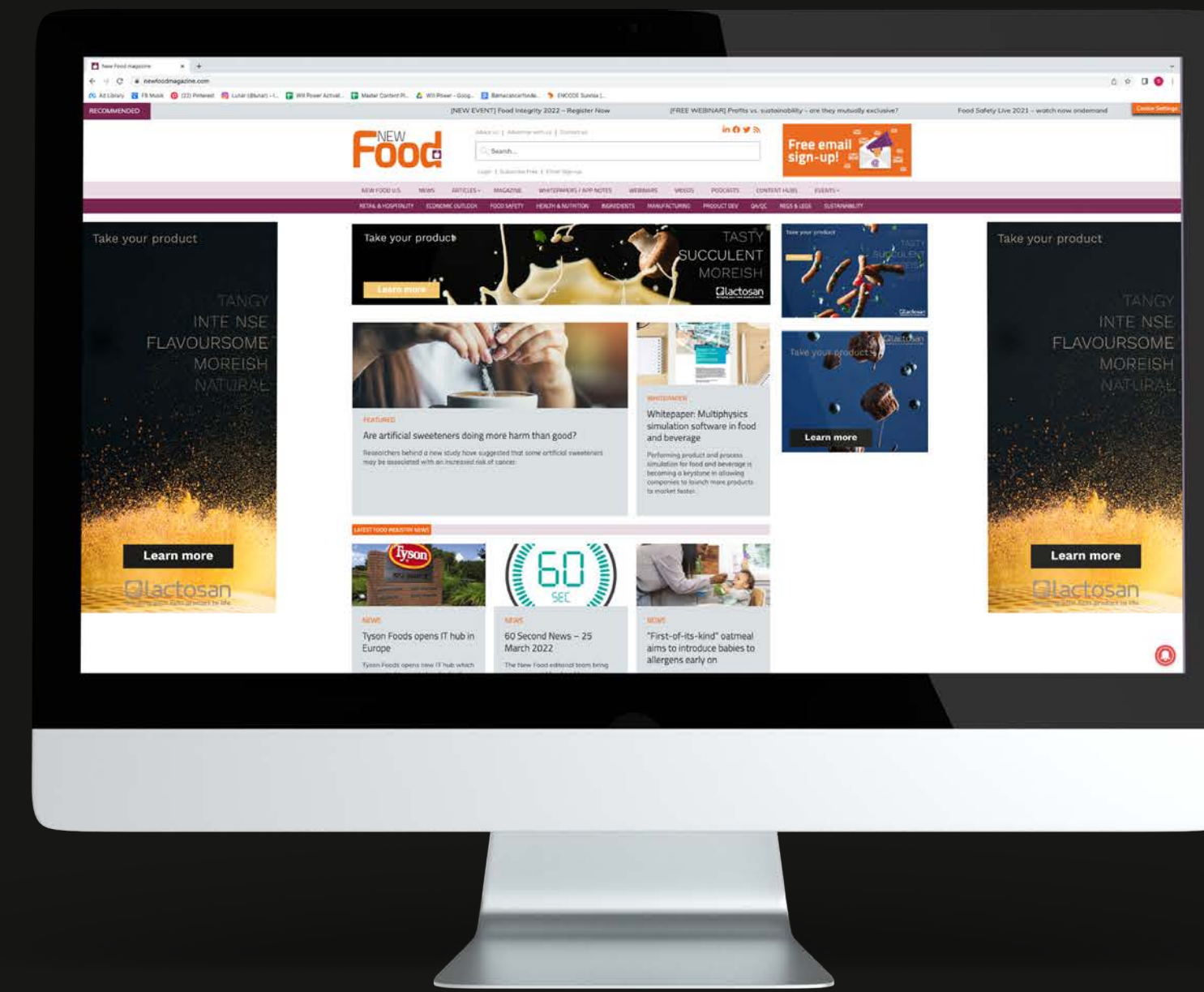
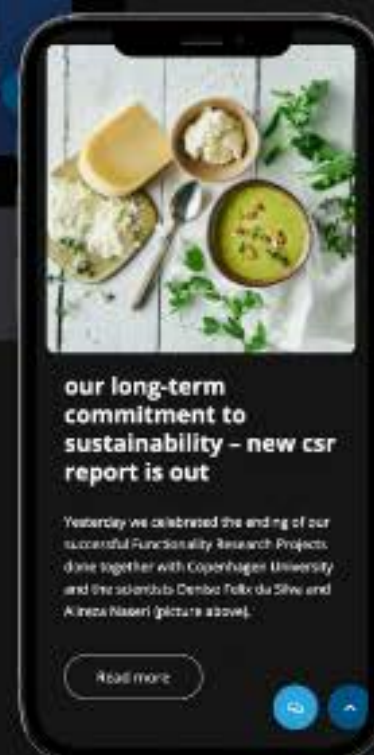
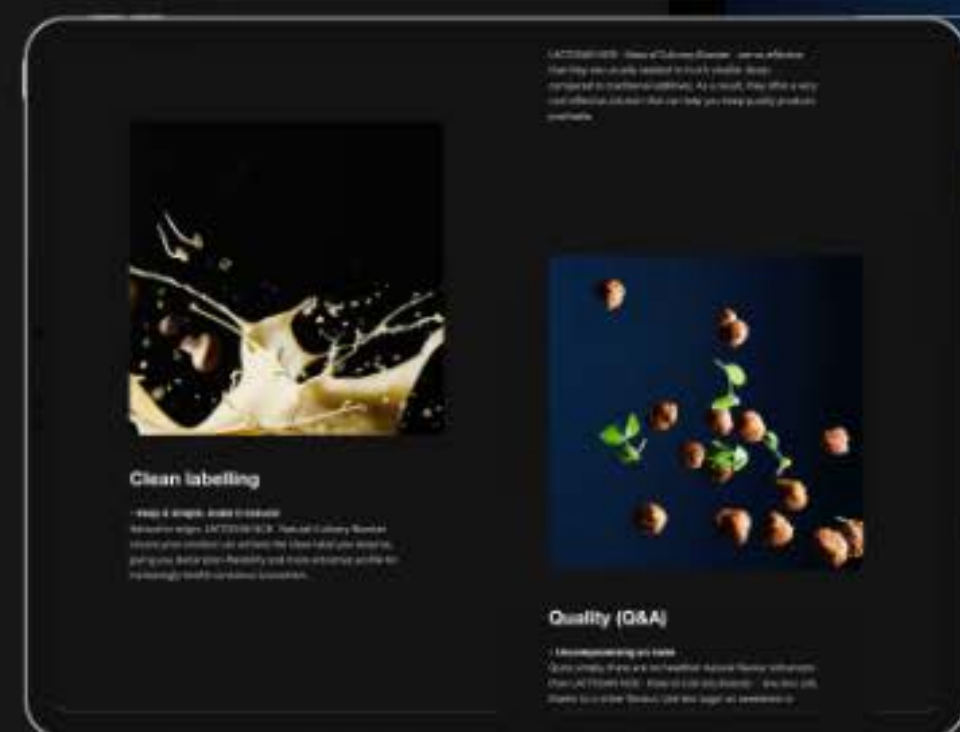


Aktivere og implementere strategien

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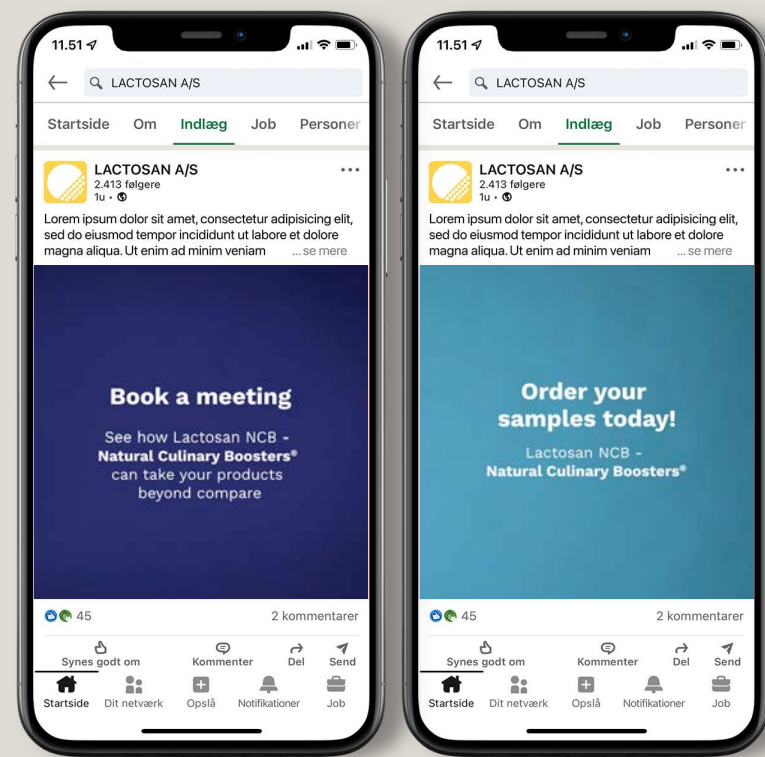
Landing page



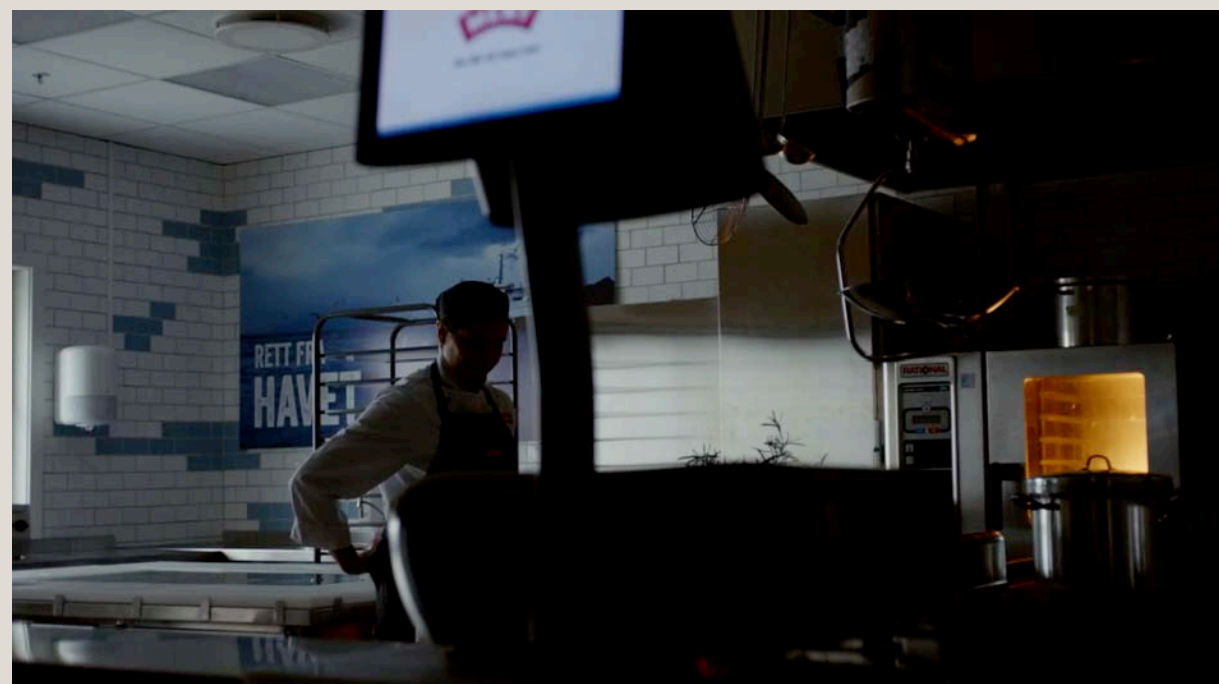
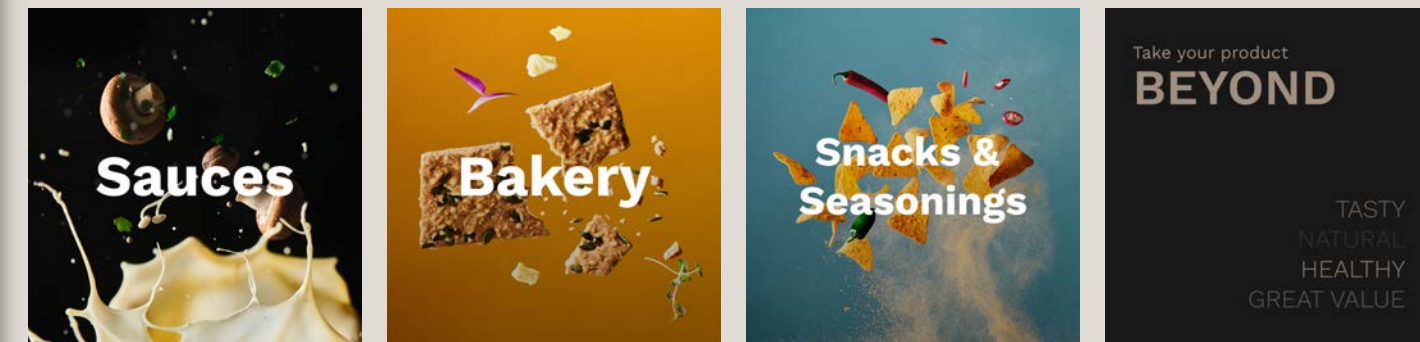
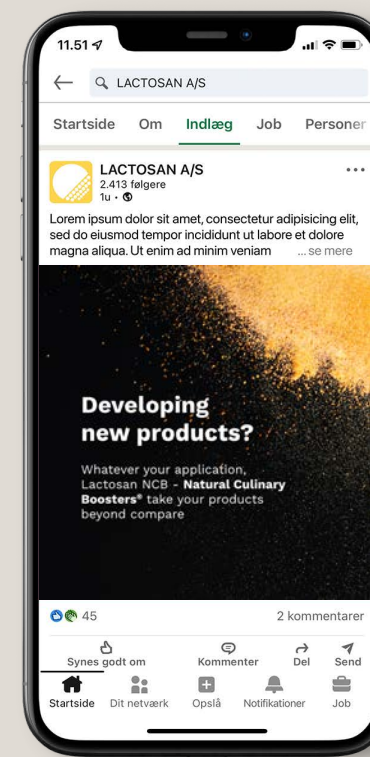
Web banners

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Social Call to action ads

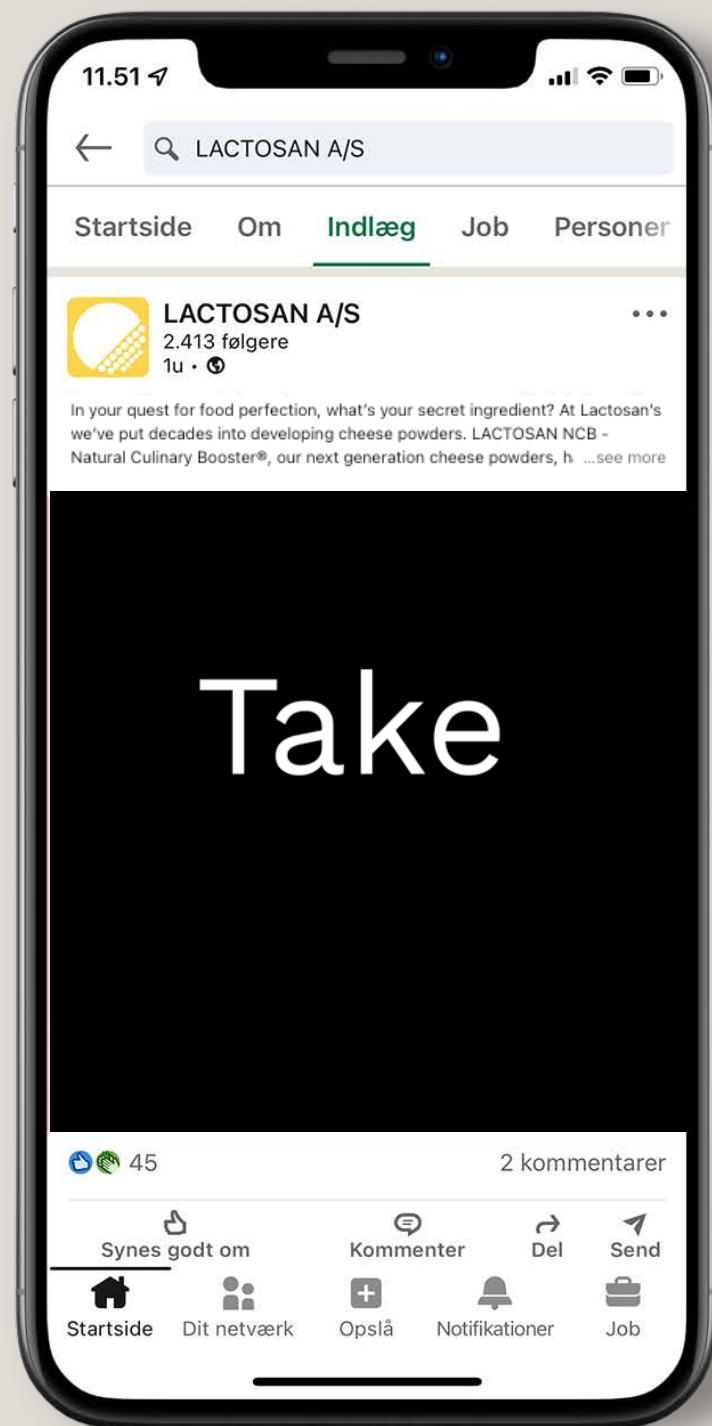


Social Application ad

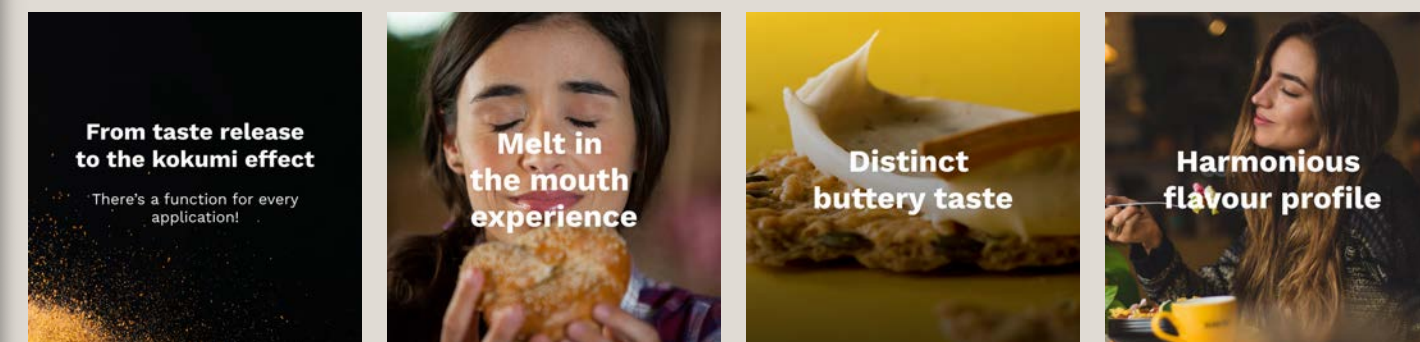
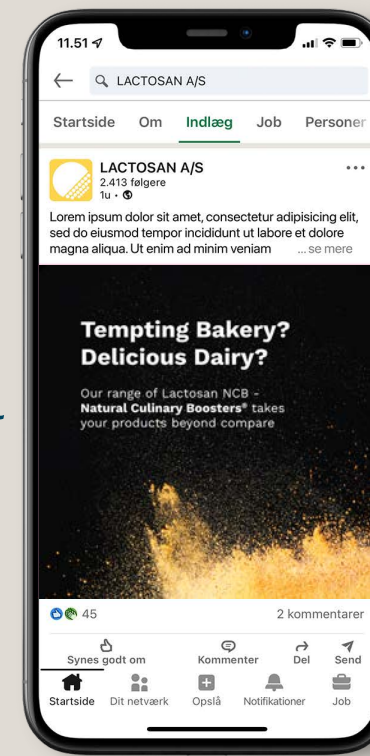


Konceptfilm (intern)

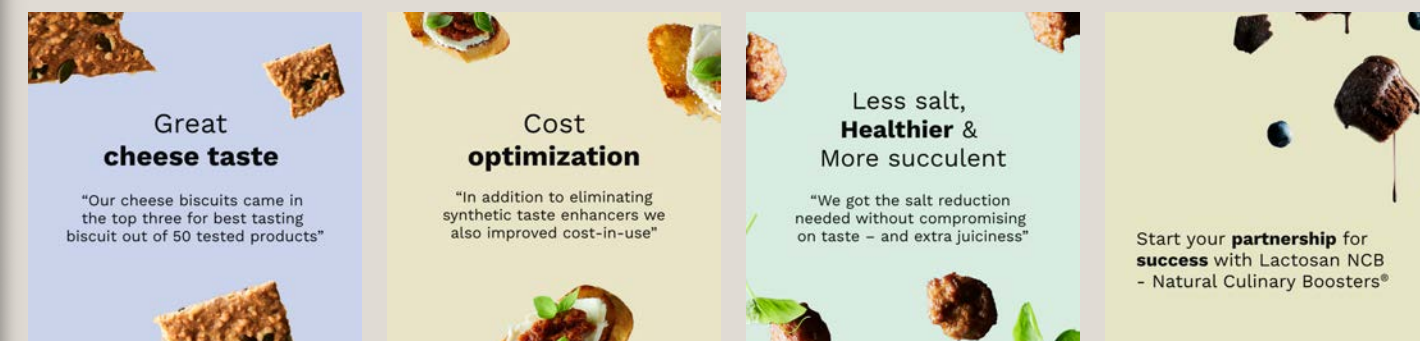
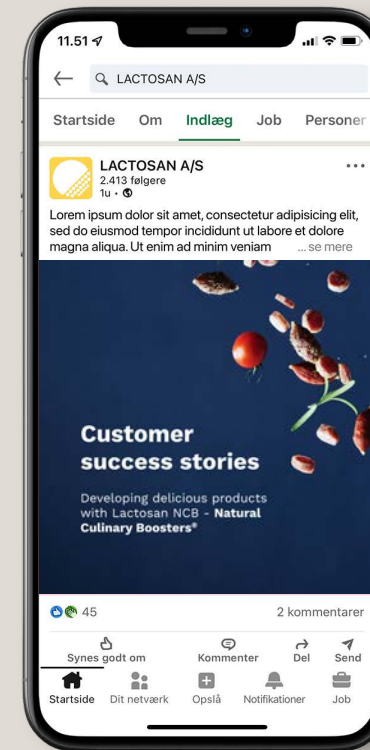
Social Launch ad



Social Product range



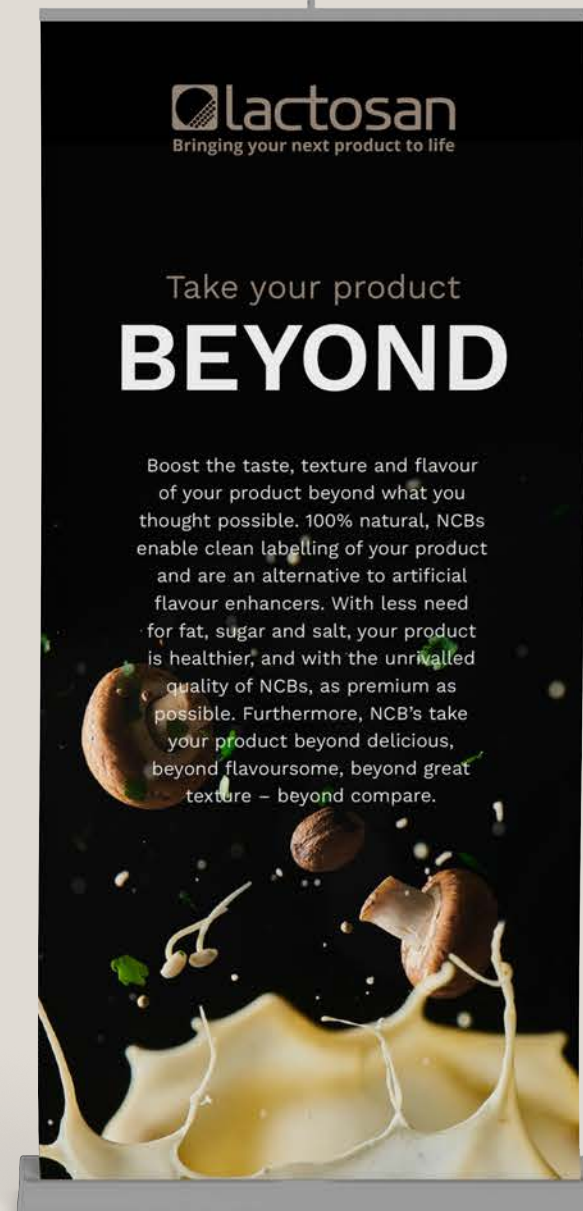
Social Customer success stories



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Brochure

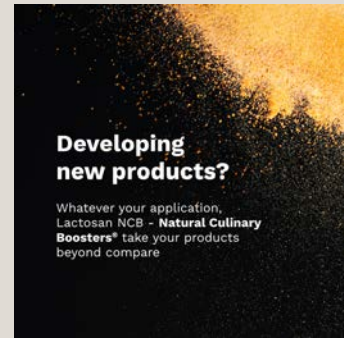
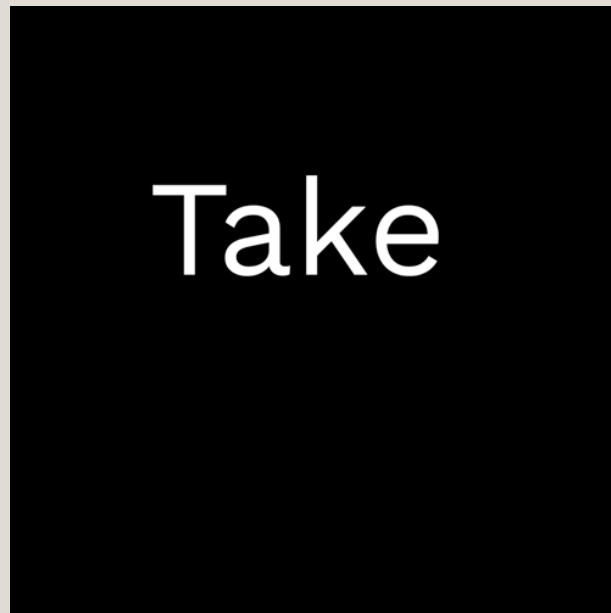


Roll ups



Print

Dernæst handler det om optimering af hele marketingmaskinen



1. Communication

- Campaign ads**
- Content:** White papers, e-books, webinars etc.
- (Lead) ads på LinkedIn**
- LinkedIn outreach**
- Email outreach w/ personal video**

2. Landing pages

Landingpage CTA to download content → Capture lead → Contact information (Name, title, Application area, email)

3. Lead nurturing flows

Different lead flows depending on application area

Email 1: "Thank you for your download"

Email 2: Application topic/case + CTA to read article

Email 3: Application topic/case + CTA to read more

Email 4: Learn about "X" + 'Order free sample'-CTA

Email 5: Our specialists shares 'X' tips + 'Book an specialist'-CTA

Email 5: Read case relevant to your application + 'Book an specialist'-CTA

Sales hand-off: If meeting is booked or lead is assessed as high value

4. Contact

Pre-Qualification by Lactosan sales department or Agent/Distributor

Disqualify (X) / Qualify (checkmark)

Partnership (person icon) / Disqualify (X)

