

## Attributes of an alpha brand

### Alpha in B2Beta

Most B2B businesses wish their brand had the kudos and clout of an Accenture, Cisco, IBM or Intel. But these brands weren't always on a pedestal. How did they get there? What attributes is it that these brands share? How do you become an Alpha brand?



#### Affinity

Maintaining an offering that retains relevance as the audiences' needs and issues change is key. Great brands anticipate how markets will evolve and develop solutions accordingly. Some will recognise potential far in advance and invest significantly to own a space before it even becomes one.



#### Value

Having a unique, distinct and identifiable value brings competitive advantage and differentiation. The buyer can clearly see the benefit of ownership. Generic benefits of productivity, efficiency and reduced costs only get you so far, identifying value where it's most relevant to the audience gains greater traction.



#### Clarity

Awareness of the brand itself is not enough. Engagement comes through an audience's understanding of what the brand stands for and the depth and breadth of its offering, while remaining true to a clear idea.



#### Logic & emotion

For a brand to have both emotional and logical appeal is the ultimate combination and brings an immediate advantage. Providing personal and professional value is truly compelling.



#### Alignment

United in the delivery of a shared vision that is understood by all, with everyone empowered to deliver and speak as one – consistency is everything.



#### Personal

Great brands believe in the power of the individual – starting with their employees. They are the brand's ambassadors; they create the ideas that maintain your offering's relevance and can create the kind of connections that your audience desires.



#### Prominence

Alpha brands are front of mind whenever a contextual requirement is identified. They are the "go-to" brand that the competition has to fight to displace though their offering.



#### Multi-dimension

Through the values it conducts its business by, the breadth of its offering and its ability to tell the brand's story with relevance and from different perspectives, the world's leading B2B brands appeal on multiple levels.



#### Honesty

Respect is earned over years but can be lost in seconds. Those that seek to deliberately mislead or convey half-truths risk everything.

### Alpha brands live the brand

B2B markets are more competitive and dynamic than ever before. Alpha brands embrace this fact and strive to improve and evolve while meeting and exceeding their clients' expectations in EVERYTHING they do.

They know that not all competitors will adopt this approach, therefore they can gain significant competitive advantage and prosper while others struggle to survive. Alpha brands fulfil their promise and will continue to be the brand of choice in an increasingly complex and competitive B2B marketplace.

