

B2B Portfolio 2023

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A C R E A T I V E F O R C E F O R G O O D





Light up the pathway to possibilities and allow us to create a tailor-made solution that adapts to your needs, objectives and bigger purpose.

B2B Portfolio 2023



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CREATIVE

FORCE FOR
GOOD ✨



CLICK TO SEE OUR VIDEO

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Welcome to



An idea that transforms companies

Grow, continue, adapt... win.

All of these have something in common: The ability to understand the essential value that we possess and are capable of delivering to the world.

Competing today requires showing differences beyond the product and tangible experience.

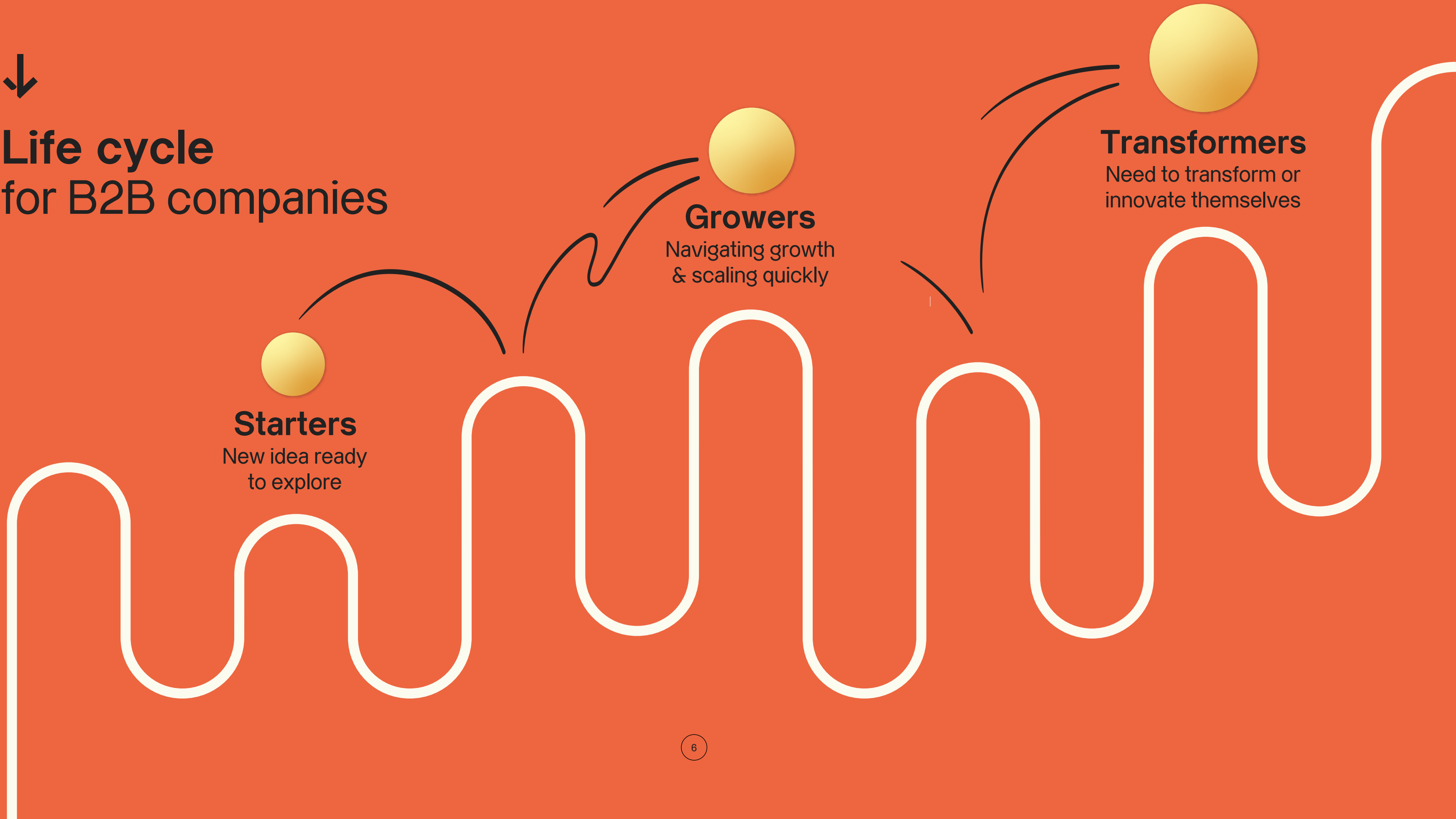
The only real difference is found in your own story.

At **The Ideas Factory (TIF)**, we partner with brands to discover their story and full potential. Helping them to adapt to the new dynamics of the world, guiding them to achieve their dreams and delivering real value.





Life cycle for B2B companies



BUILDING AND ESTABLISHING
brand awareness among
the target audience

TAILORING MARKETING
messages and campaigns
to individual
**TARGET, CUSTOMERS
OR SEGMENTS.**

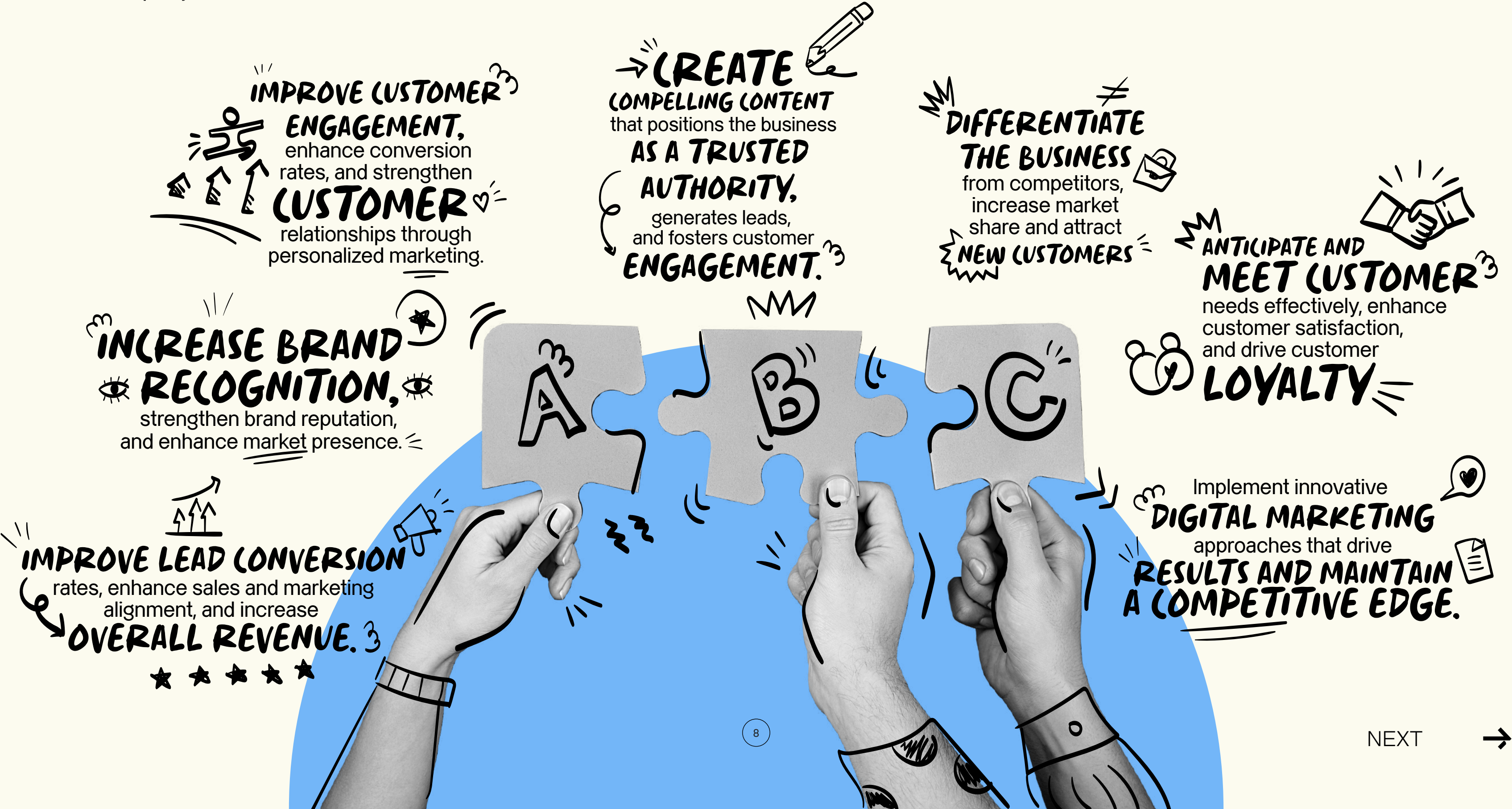
ENSURING EFFECTIVE
alignment between sales
and marketing teams.

**STAYING UP-TO-DATE
WITH THE LATEST DIGITAL
MARKETING TRENDS
AND STRATEGIES,**
such as search engine optimisation,
social media marketing,
and data-driven marketing.

**FACING INTENSE
COMPETITION,**
making it crucial to
differentiate from
COMPETITORS
and effectively
communicate their
**UNIQUE VALUE
PROPOSITIONS**

**UNDERSTANDING
and adapting to the changing
PREFERENCES,
behaviors, and purchasing
HABITS
OF B2B CUSTOMERS,**
who are increasingly digitally
savvy and research-oriented.





↗ How can TIF help?



Research Lab
Cultural Intelligence



Strategic
Branding & Storytelling



Creative **Studio**



Digital Growth &
Interactive Experiences



Marketing & Growth
Partnership



Research Lab

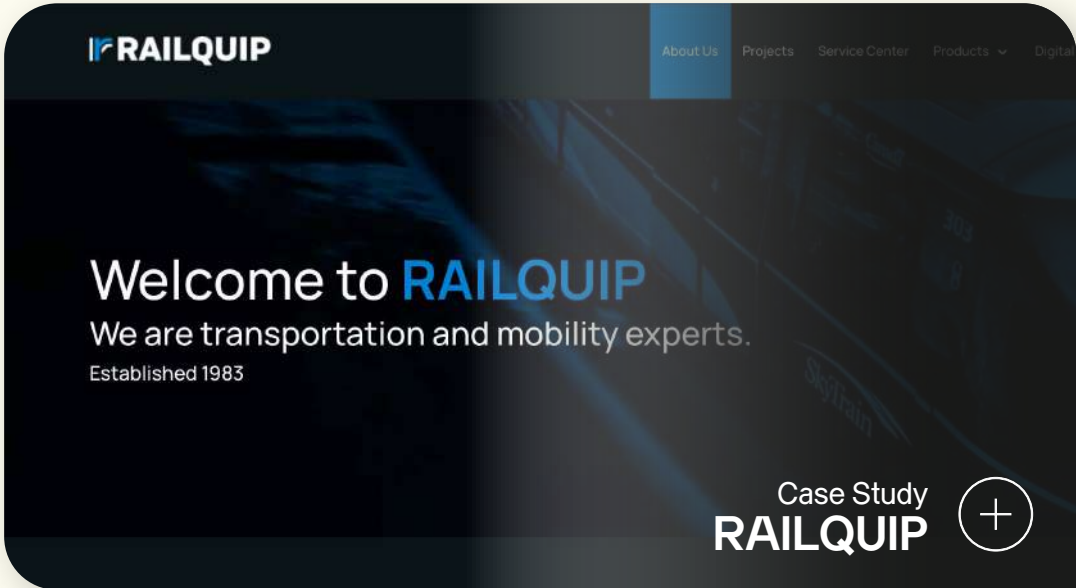
Cultural Intelligence

Our multidisciplinary team will be the source of knowledge, information and insights to build arguments and generate tools to make an informed decision on your path to becoming a great brand.

Our **Research Lab** can help your B2B business providing valuable insights, data-driven strategies, and actionable recommendations to address your marketing challenges and drive business growth.

- Blueprint Solutions
- Market Research
- Audience Insights
- Organisational & Cultural Assessment Solutions
- Competitive Analysis

See more of our **Research work**





Strategic Branding & Storytelling

See more of our **Branding work**

We're here to transform key research insights into a creative and conscious strategy that will help you mold and understand your brand's essence, position it in today's competitive world, and set a structured path towards growth.

Our **Strategic Branding & Marketing** team can assist your business in overcoming your marketing challenges in several ways.

- Brand Strategy
- Marketing Communications
- Content Marketing Strategies
- Thought Leadership
- Relationship Building
- Adaptation to Market Changes





Creative Studio

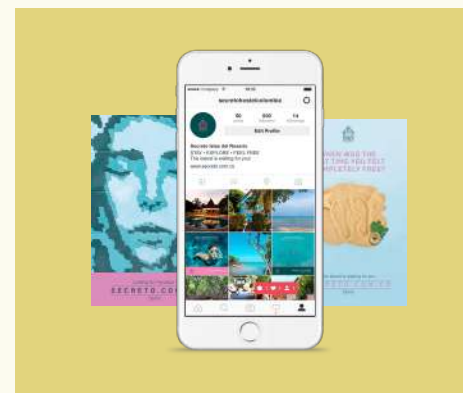
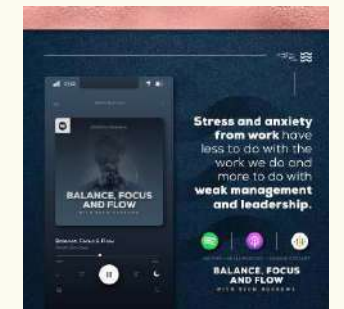
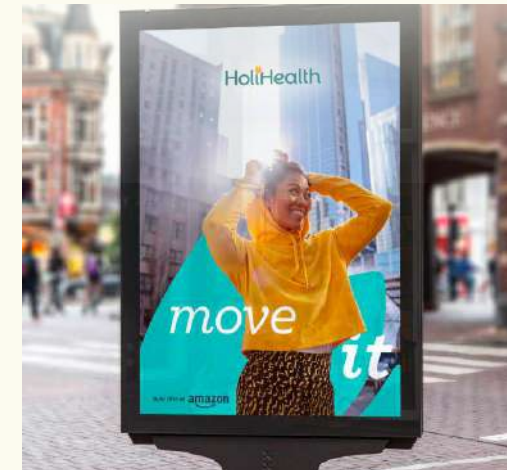
We're here to transform key research insights into a creative and conscious strategy that will help you mold and understand your brand's essence, position it in today's competitive world, and set a structured path towards growth.

Our **Creative Studio** plays a crucial role in helping your business overcome their creative and branding challenges.

- Branding and positioning
- Creative concepts
- Visual assets and multimedia content
- Graphic design
- Audiovisual production and post production
- Storytelling

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See more of our **Creative work**

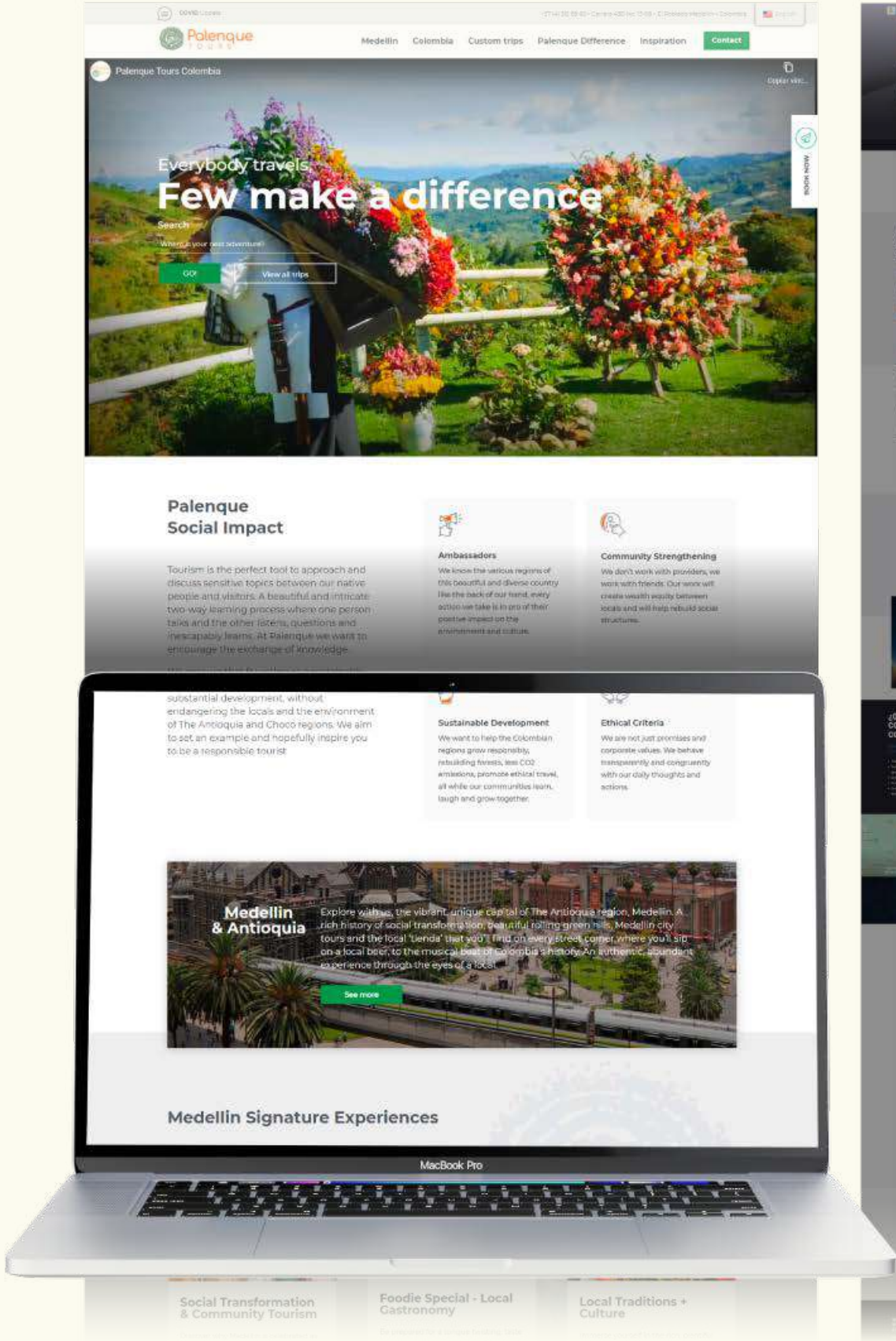




Digital Growth & Interactive Experiences

Understanding your products as part of a digital ecosystem is crucial for your growth. This is why we create your brand’s digital footprint to help you bridge the online-offline gap through digital solutions, positioning you in the online world.

- Initial Digital Footprint Development
- 360 Audits & Digital Strategy, Website Creation, CRO
- Optimising your Digital Footprint
- Digital Product Development
- Creative Digital Campaigns





Marketing & Growth Partnership

See more of our **Marketing work** 

A dedicated hub of consisting of market researchers, brand, marketing and digital specialists that truly care about your companies success. Who are ready to guide you through your transition to thrive.

- Strategic Planning
- Brand implementation
- Strategic Marketing
- Initial Digital Footprint
- Optimisation of Digital Footprint
- Growth Transformation



Ben Chapman
CEO

The Ideas Factory has been the ideal ally to support us in the goals we have set. The development and expansion of our brand have been an example of the great things we can achieve together.






Louie Schroeder
President

Having The Ideas Factory (TIF) as our marketing partner has been a pivotal part of the strategic development of the new Railquip branding and digital transformation.

Working with TIF we feel like that they really understand and believe in our business. We love the way the company is growing and how they help us maintain our family business values while we continue to help America move.





Jenna Stanfield
Director of Business Strategy

Working with TIF as our marketing partner this year has helped us streamline our marketing efforts across the business. We love that the TIF team feels like an extension of our team and that they provide the marketing and strategic expertise to help us to build our brand and showcase the solutions we have to offer our clients. They've been an excellent partner.



➤ Our kickass clients!

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Are you ready to change the game with us?

We know that everyone is time poor these days so a virtual coffee is the best way for us to undersatand a little more more about your business and work out how we can help.

In just 15 minutes we can let you know a little bit about us and dig into the needs of your business and how you can change the game and create impact.



SCHEDULE A CALL



Coffee always is a good idea



Thanks

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