



B2B brand messaging that makes a splash. In a crowded pond.

ADIENCE IS NOT YOUR TYPICAL B2B MARKET RESEARCH AGENCY. BUT FROM THE OUTSIDE YOU MIGHT'VE THOUGHT THEY WERE.

UNTIL NOW.

“Ettie created everything with practical execution in mind, so the project was never just strategy that didn’t go anywhere. It felt easy, useful, reassuring, and comprehensive.

The team have much more clarity and confidence in our positioning now – so we can bang the brand drum louder, whether talking to customers or creating campaigns.

I’d 100% recommend other B2B brands work with Ettie.”

Chris Wells

Managing Director, Adience

WHAT WE DELIVERED

- An authentic brand story that stands out
- On-message audience personas
- Punchy, engaging tone-of-voice guide
- Cut-and-paste boilerplate in different lengths
- Snazzy new creds deck for prospects
- Roll-out support for website and social
- Prioritised to-do for longer-term next steps

THE PROBLEM

Inconsistent, boring-to-boring messaging that doesn’t differentiate: a death knell for growth in a crowded market.

Adience’s team punch well above their weight, delivering top-tier market research for some of the world’s biggest B2B brands. Since they launched three years ago, they’ve grown through word-of-mouth – but they were ready to take growth up a gear.

Adience had recently revamped their visual branding – and it looked great. A much better representation of the do-things-differently consultancy they were inside.

And they had all the ingredients for a brilliant brand story. Founder and Managing Director, Chris Wells, knows exactly what customers are crying out for, and what makes Adience different.

But communicating those things outwardly – especially as the team grows, and more people are doing the communicating – was a different story.

Adience's inconsistent, generic messaging was letting them down. In a sea of market research competitors, Adience didn't stand out. And they knew they couldn't keep growing unless they did.

Chris asked a friend, and the friend recommended Ettie – a B2B writer and strategist with a penchant for offbeat B2B brands.

THE SOLUTION

Punchy brand messaging that captures the true Adience difference – and gives everyone confidence bringing that to life.

Ettie worked with Chris to uncover and codify Adience's brand story, along with audience personas and tone of voice guidelines to keep everyone on the same page. The who, what, why, how.

Those done, she used the new messaging to craft a new creds deck – Adience's most important sales enablement tool – to showcase the Adience value-add to prospects.

Then she worked with Adience's digital marketing team to guide roll-out across the website and into ad copy for LinkedIn campaigns, to make sure everyone was happy and confident taking the new messaging forward.

Chris and the team were also left with a detailed, prioritised list of next step recommendations, to help keep brand development momentum going.

They've had great feedback across the board from colleagues, customers, and prospects. And most important, the team finally have confidence that their messaging does the Adience brand justice.

"We wanted to take things to the next level so we knew we needed to bring in a brand messaging expert.

It's always a bit nerve-racking working with someone new because you're taking a leap in the dark, but Ettie instantly understood what we needed. And as a B2B specialist, she understands our audience really well – that matters a lot to us.

The new messaging is great. It hit the brief perfectly: evolution, not revolution. It's what we already knew about ourselves but punchy. Powerful. We're really happy."

Chris Wells

Managing Director, Adience

"Sometimes with vendors you wait months for a finished final product without any interim checks, which then might or might not be what you wanted. Working with Ettie wasn't like that – she brought us along on the journey.

She had a logical, clear step-by-step process starting from high-level concepts before getting more detailed. We always knew what to expect and when, and we knew we were moving in the right direction from the start.

The whole process felt very collaborative. We were clear we didn't want some whiz-bang big-agency deck that looked amazing but didn't say much. We felt Ettie invested real time into the substance, not just the style."

Chris Wells

Managing Director, Adience