

bb&b

**INTERNATIONAL
B2B
COMMUNICATION
& MARKETING**

COMMUNICATION & MARKETING FOR THE INDUSTRY

Technical products and global markets are your business

We are a b2b consultancy firm based in Paris, specializing in international marketing and communications for industrial products. Together we create your successful approach to conquer tomorrow's markets.

Our know-how fits your needs...

We offer industrial advertisers the specific mix of competencies and services required for creative communications in demanding environments:

- Branding and product positioning
- Communication strategies for complex products and innovations
- Content development and technical writing
- Advertising concepts for international audiences
- Graphic design for print and digital media

bb&b was founded in 2002. We are headquartered in Paris, France and have an office in Munich, Germany. We are also part of the international E3 network of independent, owner-driven b2b agencies. Wherever you are, we are at your side.



... and we turn it to your advantage

Your competitiveness is not only about price and performance, but also a matter of clear and consistent global communication. Our sound knowledge in technology products and industrial processes provides strong benefits for industrial brands. We develop for you:

- Compelling value propositions and points of difference
- Structured, powerful argumentation lines
- Creative concepts that make sense and have emotional impact
- Trustworthy, sustainable communications
- Multilingual contents in French, English and German

Check it out now

Call us for a first contact. We will be happy to answer your questions and tell you more about bb&b. And in the meantime, have a look to our website: www.bb-b.net



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Our references

- Binder Magnetic
- Bio Etoile
- Brahms
- CCP Composites
- Chaffoteaux
- DirectPhotonics
- Epi flooring
- Faiveley
- FastTrack
- Frischli
- Hörmann
- Impeto Medical
- Jacob Delafon
- JRI
- Laumonier
- Omron
- Open Conseil
- Primagaz
- Salmson
- Sammode
- Solystic
- Thales
- Trumpf
- Valeo
- Veolia
- Yara
- ...

Photos: Ole Walter Jacobsen

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MEMBER OF E3
THE INTERNATIONAL AGENCY NETWORK

