

WHY IS CREATING A MEMORABLE BRAND KEY TO SUCCESS?

Insight from UK leaders in Research, Innovation and Enterprise.



Real world know-how from sector leaders

We invited experts responsible for innovation and enterprise at the Universities of Bristol, Bath and Loughborough, to share their practical experiences of creating distinctive, income winning, brands.

Our aim? To help others who are leading similar initiatives.

We asked them:

1. What is success for innovation and enterprise leaders, like you?
2. What triggered you to realise that you need a distinctive brand to be successful?
3. What barriers have you had to overcome, internally and externally?
4. If someone else is starting on your journey today, what would you say to them?



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What is success for innovation and enterprise leaders like you?

Bringing people together is a common goal.



Changing Behaviour. Lots of stakeholders means people can see things differently. Getting everyone to believe in what we want to achieve.



Delivering the enterprise vision for the University. Key to this is having an impact globally, but also locally for the people of Bristol.



Bringing people together. A collaboration of industry and academia isn't a homogenous group.



Helping everyone understand each other. Sciences live in a land of yes/no. Social sciences see shades, no right/wrong.



Ensuring people with different backgrounds benefit. Academic and industry, whatever your background.



Resonating with and responding to ... the needs of both funding providers and industry partners.



Why is Bringing people together a shared objective? Answer: It's about how B2B organisations grow.

Our recall of a brand, its 'mental availability' at times when we have need for an organisation's services or products, sits central to how we make our decisions.

A distinctive brand enables organisations to memorably stand out in our minds above other, competitor, alternatives.

But brand distinction alone isn't enough. Building mental availability in target audiences minds takes time.

It's achieved by consistent, repeated, exposure to a brand in its many forms (logo, font, colour scheme, tone of voice, sound, strapline etc).

Take out?

Building mental recall is impossible if an organisation's team isn't aligned, long term, around a distinctive brand. Any lack of clarity leaves gaps for others to win over funding bodies and industry partners. Which is why successfully bringing people together matters so much to innovation and enterprise leaders.

The B²B Institute

THE 5 PRINCIPLES Of Growth In B2B Marketing

Empirical Observations on
B2B Effectiveness

PRINCIPLE 4

Maximize Mental Availability

In B2B, campaigns that aim to increase a firm's share of mind are the most effective, and the more famous they make the company, the better the business results.



What triggered you to build a new, distinctive brand?

Research findings and better outcomes for others prompt change.



Research came back with 'we don't know who you are' which shocked academic teams expecting *'you're the best'*.



People didn't know what we were talking about because of their different start-points. We needed to change this.



Other universities' innovation & enterprise initiatives were gaining far more attention funding, yet we can deliver better.



A great brand eliminates confusion. It's far easier to get everyone aboard if we've created shared understanding about our initiative.



Our name is too long. We needed to make this accessible to industry to be sustainable beyond initial funding.



We weren't present enough with funders ...others were telling their stories far more effectively and winning income.

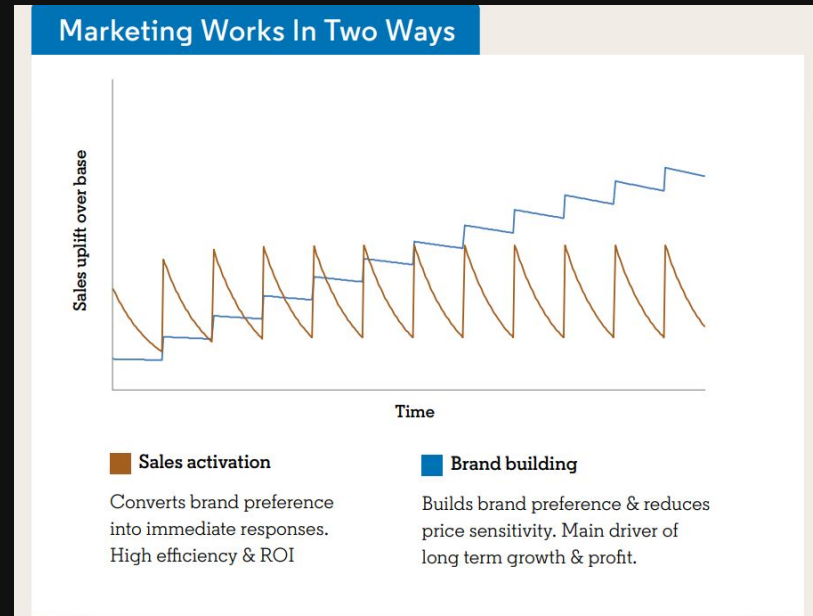


Researching current awareness measures the task. Then brand building communications drive long term growth

This is especially true if you've got some tricky audiences (perhaps some academic teams) to convince that a distinctive brand equals 'first base' for innovation and enterprise success.

So why are leaders creating distinctive brands in response to research that suggests their initiatives aren't known as well as they'd like? To create platforms upon which to build mental availability within their target audiences.

On the right is Binet and Field's famous diagram that explains how marketing works and businesses grow. Their empirical analysis of both B2B and B2C marketing proved that creating mental availability via brand building is THE main driver of both long term growth and profit.



What barriers have you overcome, internally and externally?

Progress is slowed by any lack of shared understanding.



The language of marketing isn't familiar ... so we swapped out 'brand' for 'identity' to enable close collaboration with academic colleagues.



Branding & marketing aren't always considered in budget
Sometimes it's because the academic believe they can do this themselves.



We thought we could do it ourselves ... a good thing as it turned out as the results made us realise we needed help.



Academic colleagues needed bringing on board. We phased our project so, at each stage, colleagues felt they'd learned something valuable.



100s of people in our uni already do marketing, so why not this project? Senior team needed buying into why this isn't like marketing to win students.



Branding isn't something that's been an HE focus, it's seen as purely commercial. Sometimes marketing is seen as 'just selling stuff'.



Leaders facilitate a shared language and understanding. This frees teams to focus upon growth drivers.

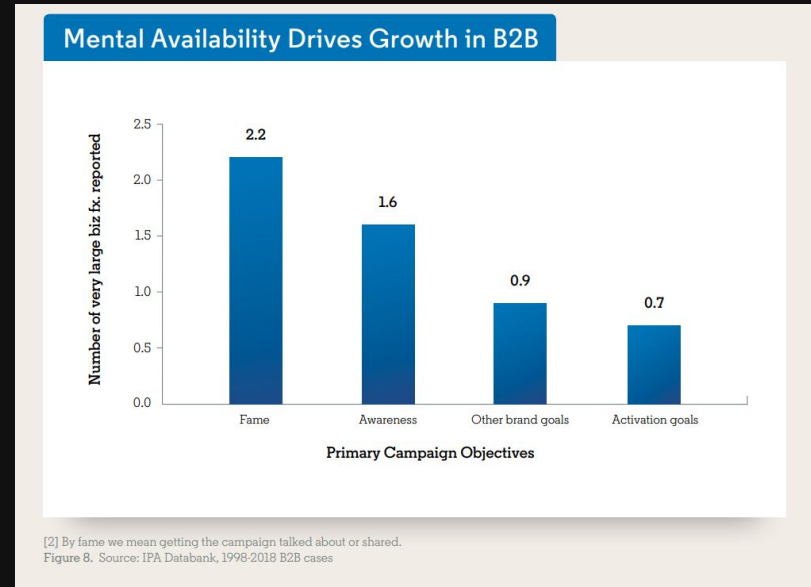
Innovation and Enterprise initiatives are joyful collaborations between academic experts, funding partners, and industry. Consequently, there's mixed understanding about how marketing works.

Our contributing leaders invest in removing this barrier by engaging these differing groups on their terms.

Two terrific examples:

Replacing 'brand' with 'identity'. One of our leaders swapped 'brand' for 'identity' as his audience could relate to identity without needing to understand branding. Barrier, busted.

Impact. It's a word our academic and innovation community clients use a lot. How can they unlock the potential of cutting-edge research, innovation and enterprise activities? So we explain how creating mental availability, via distinctive branding, is key to impact. Their gig, their terms.



What would you say to others starting your journey today?

Take control of brand, and growth, from day one.



Don't let people name things unless they represent your target audience. Bristol Grid is defensible because it's validated by users.



Branding is a specialism, just as physics is. If you're engaging industry, make sure that your funding bids allocate budget to get qualified support.



Branding experts ... it's like designing your own home vs. a small up-front fee for an architect. The long term difference is hugely beneficial.



Take time to be very clear on your scope and purpose at start. Your ambition, your aspiration, why you're doing this.



Recognise the importance of brand from the start. Be prepared to overcome approved supplier bureaucracy to get specialists that you can trust.



Always answer academics questions ... so useful to building engagement, trust, long term teams.



Leaders say focus upon brand as a growth driver.

This enables initiatives to speed building mental availability.

None of us can engage with organisations if we don't know they exist. Which is why our leaders have prioritised creating long term, distinctive, brands at the start of their initiatives.

They've proved that bringing their teams together around a shared identity, a brand, is bedrock upon which to build target audience 'mental availability' and growth.

Can we end with Sue? "Branding experts ... it's like designing your own home vs. a small up-front fee for an architect. The long term difference is hugely beneficial".

Our thanks to Steve, Sue, Jan & Musty for sharing their experiences, insights and time.

[the availability heuristic]
...given a choice between several options, people tend to **prefer the one that comes to mind most easily.**



Our work for innovation and enterprise



- Strategic brand position
- Naming and branding
- Brand idea and brand narrative
- Stakeholder engagement

Strategic and creative partners to **University of Bristol** to drive global brand awareness of its commercial quantum offering bridging academia and business.

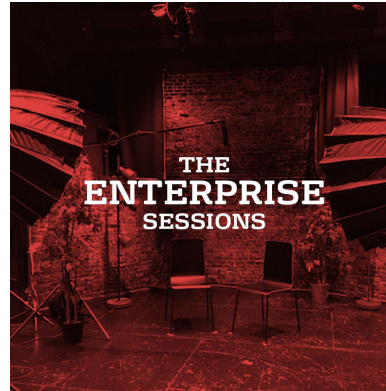
[Click for news](#)



- Strategic brand position
- Naming and branding
- Manifesto film and digital assets
- Communications planning
- Stakeholder engagement

Phase one in the strategic repositioning of **University of Bristol** as an entrepreneurial community. Launch: Summer '22.

[Click for video and case study](#)



- Naming and branding
- Campaign concept
- Art direction/script writing
- Communications planning

A branded content series of videos and podcasts highlighting the work of the **University of Bristol** enterprise ecosystem. Launch: Summer '22.

[Click for video and case study](#)



- Strategic brand position
- Brand idea and brand narrative
- Values definition
- Stakeholder engagement

Appointed as strategic and creative partners to **Loughborough University School of Business & Economics** to enhance brand awareness and reputation internationally with corporate partners and post-grads.



Our work for innovation and enterprise



- Strategic brand position
- Naming and branding
- Manifesto film and visual assets
- Stakeholder engagement

A UKRI initiative for academic and industrial collaboration. Based in Loughborough and Strathclyde Universities.

[Click for video and case study](#)



- Strategic brand position
- Branding
- Visual and digital assets
- Stakeholder engagement

Based out of the University of Bath, this academic consortium is UKRI's social science-led initiative for UK cyber-security.

[Click for case study](#)



- Branding
- Stakeholder engagement

The Centre for People Led Digitalisation is based at the University of Bath. Part of UKRI's Made Smarter initiative driving the global competitiveness of UK manufacturing.

[Click for case study](#)



- **Brand Catalyst** workshops for early stage startups
- Strategic brand position
- Naming & brand narratives

Rapid-iteration brand position and narratives for a number of accelerator startups and spin-outs.

[Click for Radii case study](#)

[Click for iLetpro case study](#)



Start winning more attention, funding and partners.

Three things you can do right now:

1

If you're ready to kick-off growth give Beth a shout at beth@firehaus.co.uk or +44 (0) 7771 547569

2

If the time's not right but you'd like to keep learning [Click here to follow us on LinkedIn](#) or Read our [Insight Blog](#)

3

*Read more about the science behind successful B2B marketing (all the diagrams in this paper).
https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-b2b-institute/pdf/LIN_B2B-Marketing-Report-Digital-v02.pdf

"Working with Firehaus has been a brilliant experience. We were complete novices at the whole marketing/branding thing. They delivered exactly what we needed within our budget"

Dr. Susan Lattanzio

Engagement Manager/Deputy Director Made Smarter
Innovation: Centre for People-Led Digitalisation