Un-boring B2B: creative that stands out in the age of AI

8.30-9.15	**Breakfast, Mingle, & B2Bingo**
9.15-9.45	**Too Boring 2 Be effective?**
9.45-10.45	**Fireside chat**
10.45-11.00	**Networking & Wrap-up**

This is Precis

2012

Founded

+600

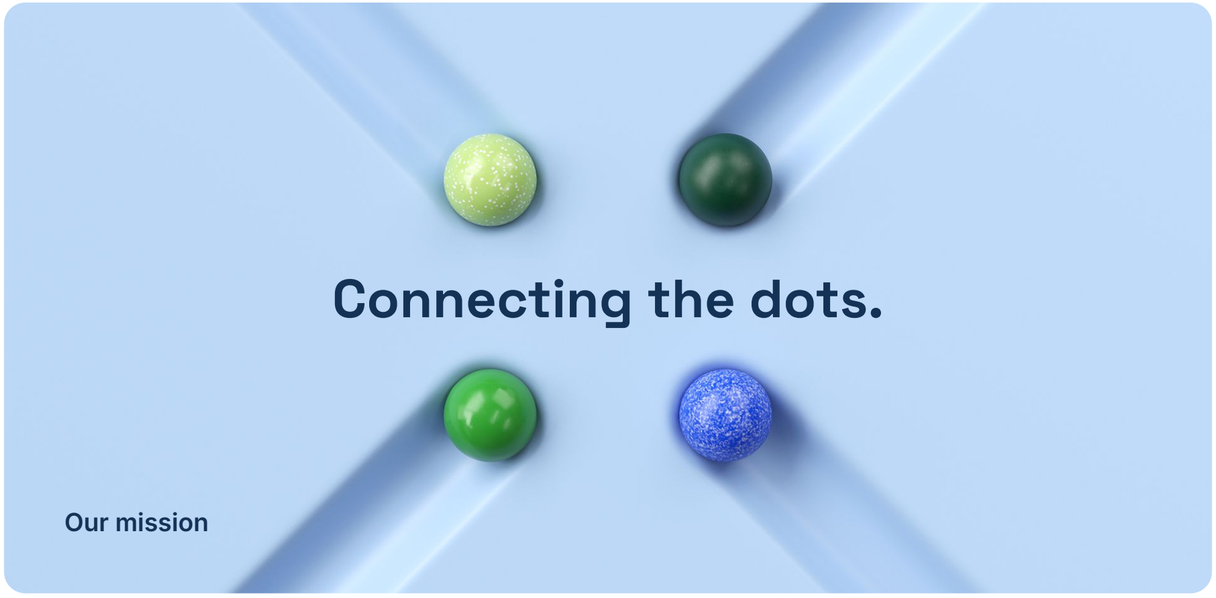
Colleagues



14 Offices, globally

+55

Dedicated B2B experts

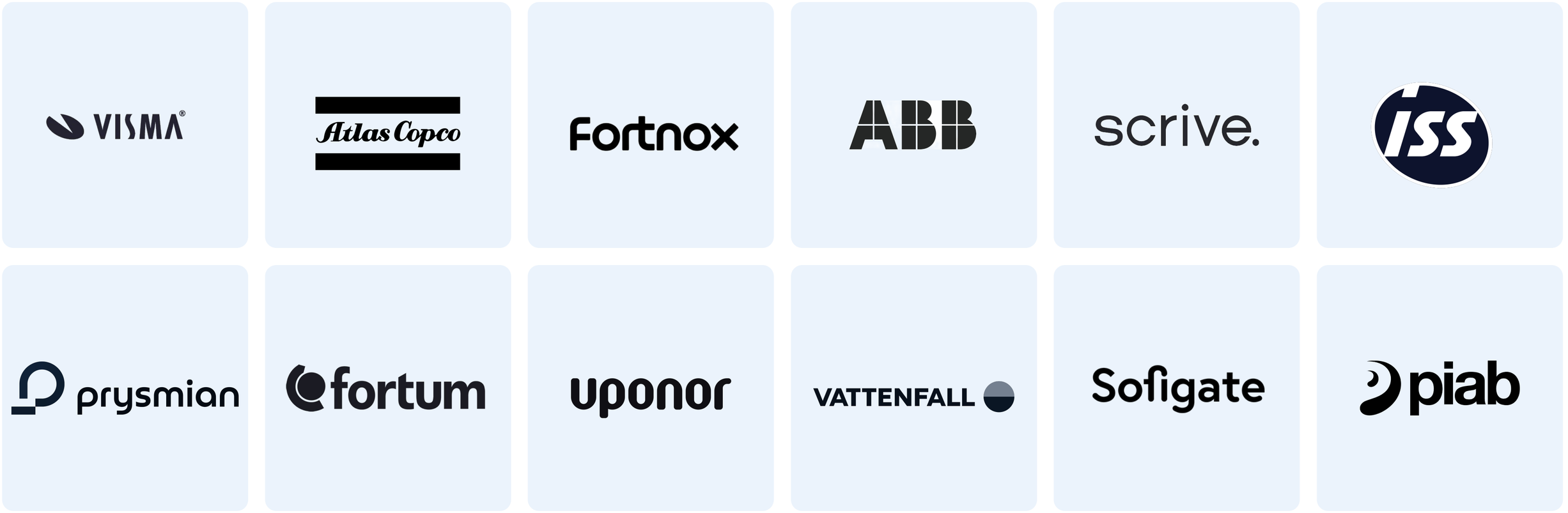


Our mission

+1.1b

EUR in managed media (2025)

Trusted by leading B2B companies!



B2Breakfasts

Monthly events for Senior B2B marketers.



Too Boring 2 Be effective?




I'M SOY
GLAD
WE'RE
HERE!

Are B2B marketers even human?



49% of a campaign's total sales contribution is driven by creative quality

Creative is the single biggest driver of marketing ROI...

...it's also the most underutilized.

86% of B2B buyers cannot tell you apart from your competitors

*Nielsen Catalina Solutions; Note: All Media: Creative 49%, Media 36%, Brand 15%
** From Promotion to Emotion: Connecting B2B Customers to Brands by Google & Gartner



Dull creatives need to be compensated for the lack of interest by pouring more money into the media spend



Sources:
System1, The Extraordinary Cost of Dull













Empowering Next-Generation Digital Transformation Through Scalable Enterprise Solutions



ultraspyralytics
ENTERPRISE SOLUTIONS GROUP

- Future-proof your core competencies with an enterprise-grade modular ecosystem.
- Facilitate sustainable digital maturity through hyper-converged technology stacks.
- Accelerate your strategic roadmap with intuitive, future-ready synergy.

BOOK A DEMO

The classic (and boring) B2B audience segmentation

Focused entirely on professional titles, completely missing human behavior and context.

The C-suite

- Who they are: CEOs, CIOs, COOs, CROs
- Focus: ROI & Enterprise Scale
- Needs: High-Level Overviews

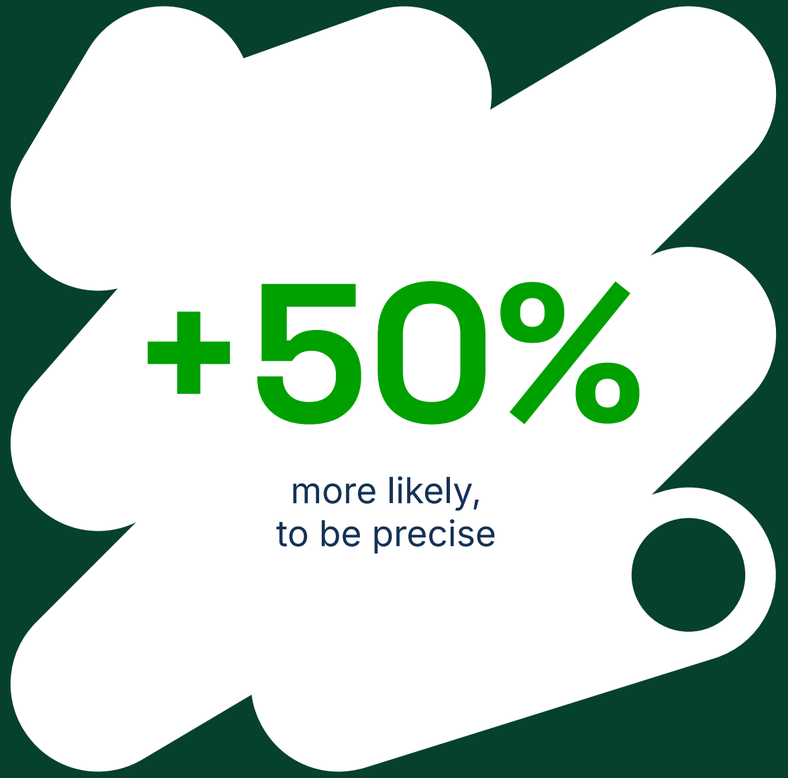
The decision makers

- Who they are: VP of Procurement / IT Director
- Focus: Budget & Implementation
- Needs: Feature Matrices
- Goal: Mitigation of Risk

The “influencers”

- Who they are: IT Manager / Lead Engineer
- Focus: Technical specs & APIs
- Needs: Case studies & documentation
- Goal: Easing daily operations

B2B buyers are more likely to make a purchase when they see personal value rather than just business value/ROI.



Sources:
From Promotion to Emotion: Connecting B2B Customers to Brands by Google & Gartner

Digging deeper into the reality of customers

The C-suite

- Who they are: CEOs, CIOs, COOs, CROs
- Focus: ROI & Enterprise Scale
- Needs: High-Level Overviews

Board's Expectations
I need to look like a visionary, and I can't afford a public failure

Modernization Anxiety
Fear of being left behind by faster-moving competitors or tech

The Trust-deficit
Exhausted by constant "revolutionary" sales pitches

Risk-averse, yet vision-driven
Need emotional reassurance; safe choice packaged as exciting leap

Career legacy (& ego)
They don't just want ROI, they want to be recognized

From Boring 2 Bold

Creative solutions



01

People don’t stop being human the moment they log into their work laptops.

Humor cuts through the noise, but it's only one frequency on the emotional spectrum

An array of emotions. Ready to make your ads more human.

Humor

Disarms skepticism and builds instant rapport by laughing at shared workplace absurdities.

Relief & validation

Removes the fear of high-stakes mistakes by promising stability, safety, and peace of mind.

Pride & ambition

Taps into the desire for success we can frame the buyer as the forward-thinking & modern leader.

Frustration & empathy

Validates the daily operational grind, proving you actually understand their real headaches.

Inspiration & excitement

Replaces dry features with vision, turning invisible tools into an inspiring strategic leap forward.

Humanise and clarify the communication to ensure your message gets understood



Humanise and clarify the communication to ensure your message gets understood



Capabilities; inspiring and catchy

DASHLANE

Optimize organizational compliance and mitigate unauthorized access risks through centralized password repository architecture

Benefits

ZAPIER

Product focus

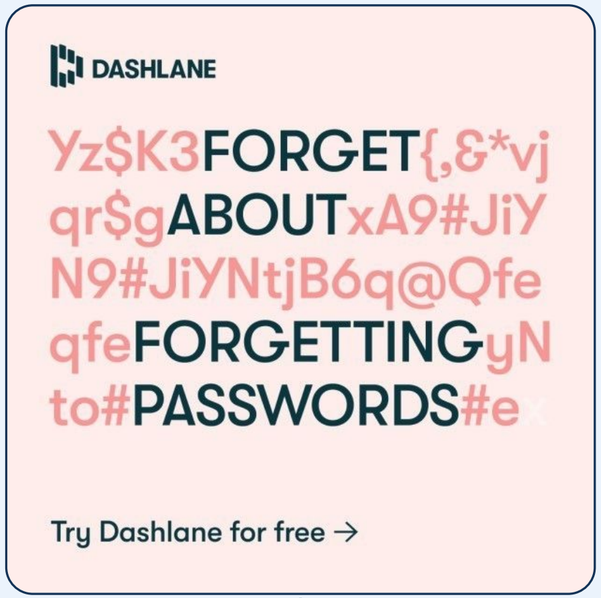
WAGEPOINT

Feature focus

Humanise and clarify the communication to ensure your message gets understood



Capabilities; inspiring and catchy



Benefits; relatability



Product focus

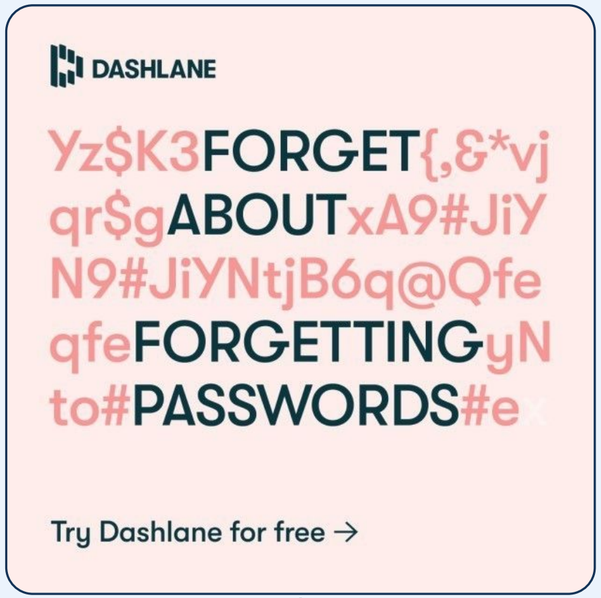


Feature focus

Humanise and clarify the communication to ensure your message gets understood



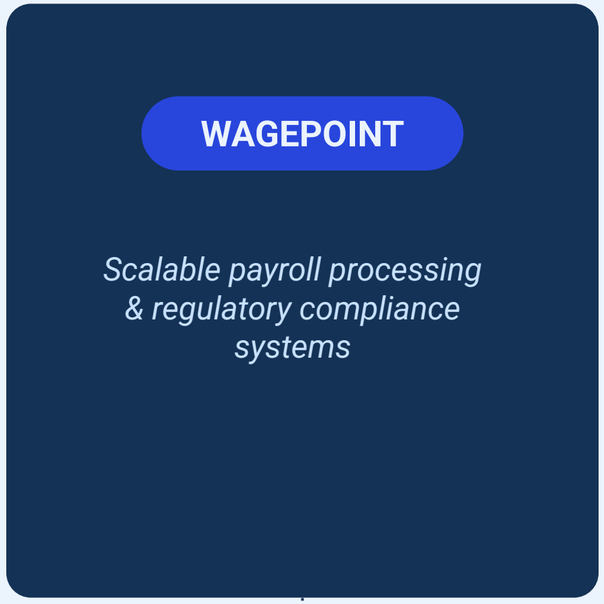
Capabilities; inspiring and catchy



Benefits; relatability



Product focus; clarity

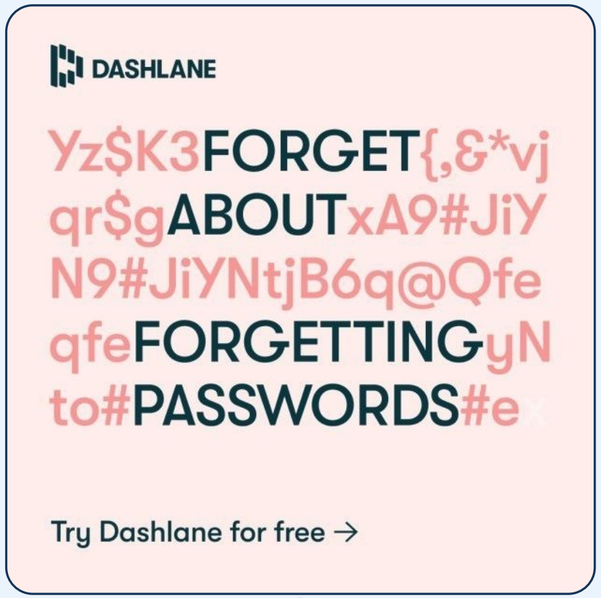


Feature focus

Humanise and clarify the communication to ensure your message gets understood



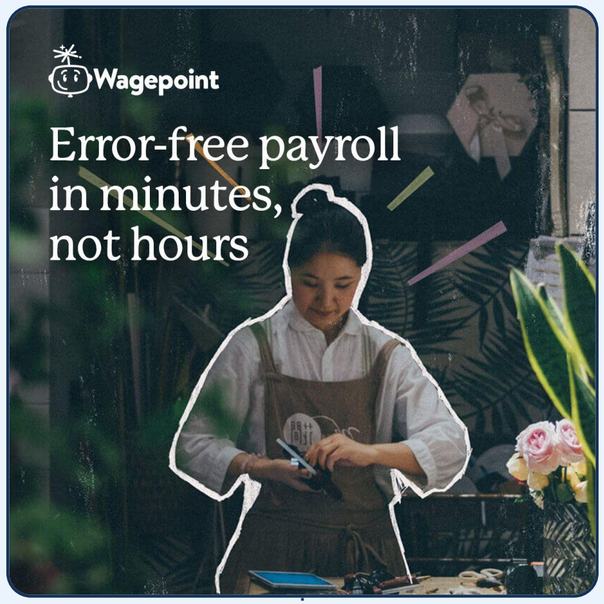
Capabilities; inspiring and catchy



Benefits; relatability



Product focus; clarity



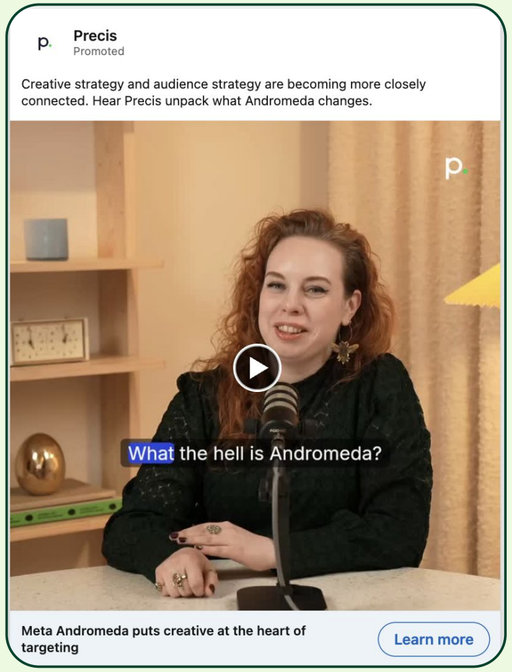
Feature focus; ease & benefits

02

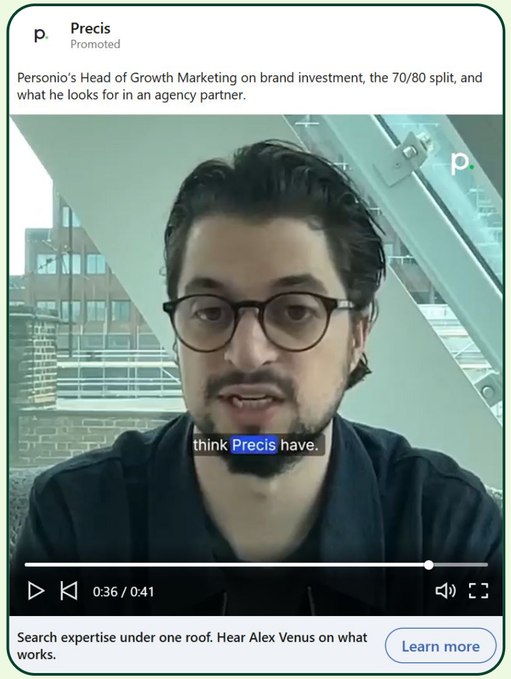
Creative that speaks the native language of the platform gets consumed as content instead of dismissed as an interruptive ad.

Layers of LinkedIn - audience is there to learn and grow professionally

Industry experts



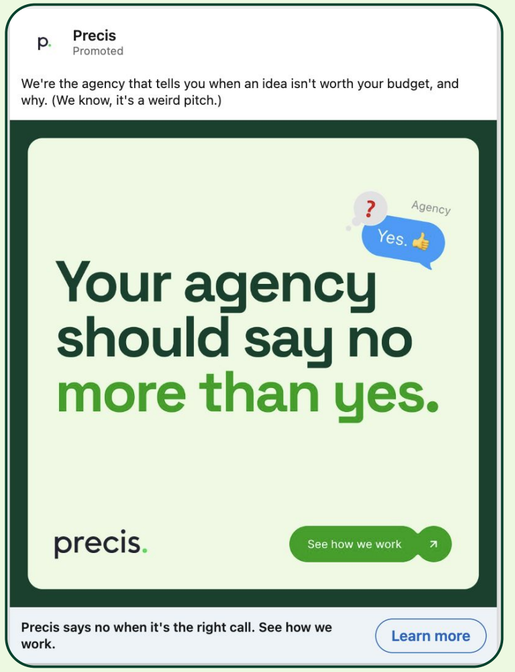
Clients



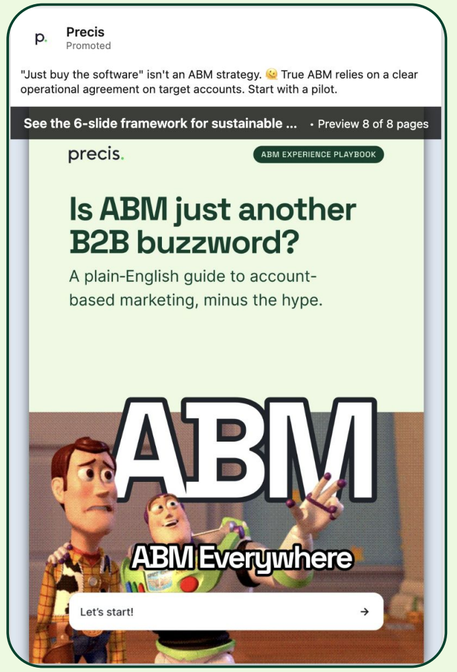
Employees



Brand-led



Knowledge-sharing



03

There is life beyond Linkedin!

B2B audiences are human

and thus behave as such across the internet (& world)

Reddit: Raw, candid, peer-vetted, where audiences bring their skepticism

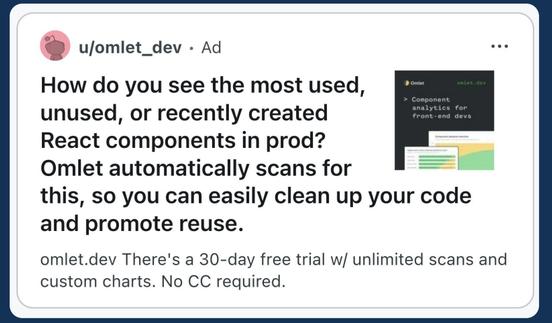
Meta: Polished, relatable, casual, where audience relax

YouTube: Long-form, visual, high-intent, where audiences are focused and intentional

OOH: out in the wild, where audiences are on the move













04

Storytelling is how B2B breaks out of boring.

And tailoring it to a goal is how it drives impact.

How do you make pain funny? And stretch the narrative and materials to fit multiple purposes?

Our audiences were triggered by pain.

And humor had the best advertising impact.

Thus, we designed a concept that could last through multiple purposes and goals.





Framework for impactful creatives



Emotions

Build your creatives around emotions, and ensure you humanize your communication and tonality.



Tailor for channels

Take audience behavior and preferences into account; people want to learn and advance their careers in LI.



Broaden your scope

Make sure your marketing mix is broad enough for wider impact (and ads are tailored to match)!



Storytelling is the key

People have loved stories since forever, and with a resonating story you catch even more B2B buyers.



Tailor for the right goals

Build narratives designed to achieve the right goals and KPIs to enhance the relevance and performance.

Better 2 Be brave

Internal playbook



The personal feed test

If this ad appeared on your personal feed at 20:08 on a random Tuesday, would you stop your brain rot scroll and look at it? And then also remember it?

The logo swap test

If you swapped your logo with your primary competitor’s, would anyone notice the difference?

The jargon check

Are we communicating one clear human benefit, and can anyone without knowing us understand what it means?

The emotion identification

Does this creative provoke a single distinct reaction/emotion? Can I identify what it is?

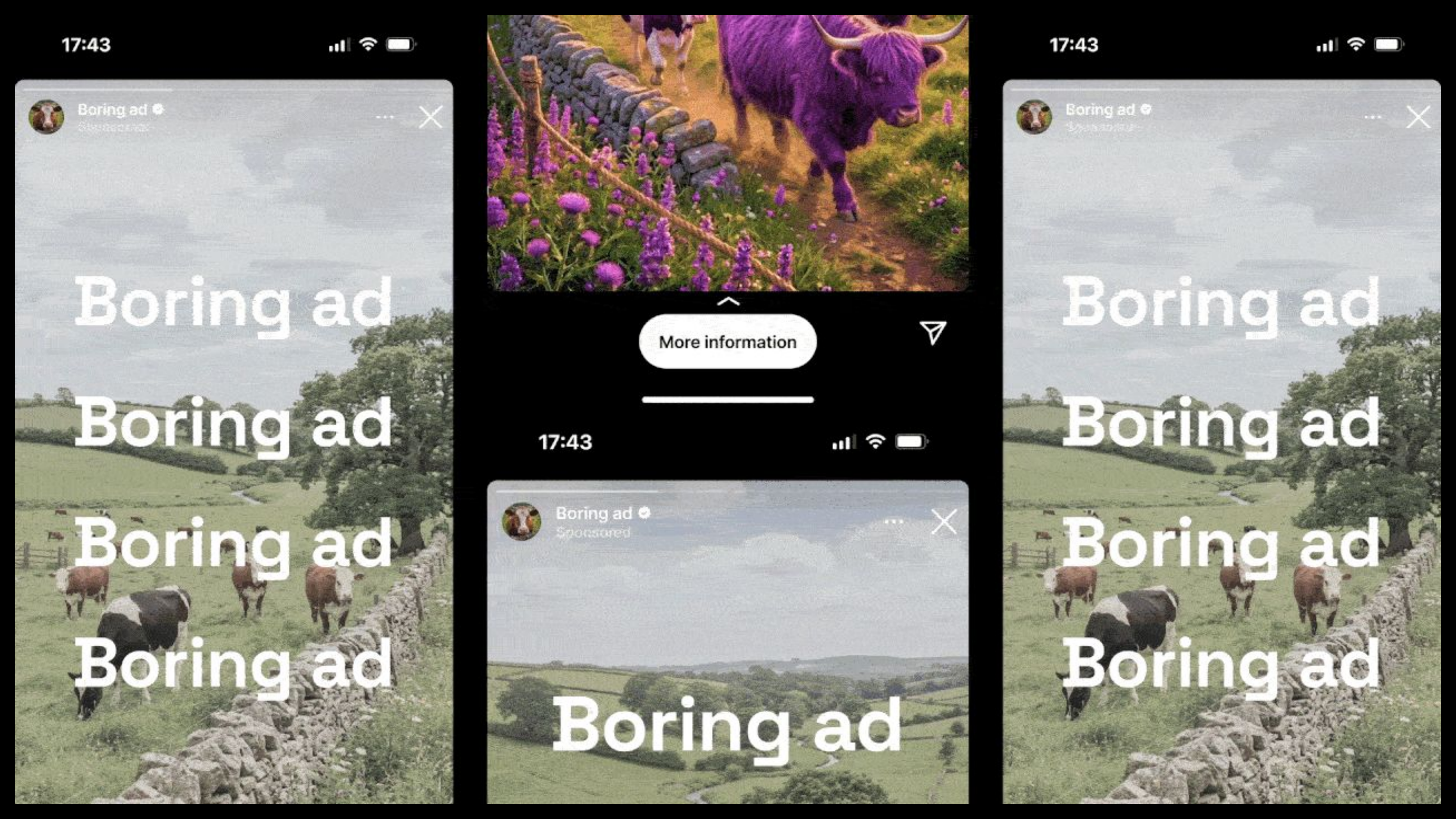
The committee drain of “safety”

Has this creative been edited a billion times to appease six different internal departments with until everyone fully agrees it’s not scary anymore and makes everyone humm in unison?

A four lens challenger approach

Challenge the wider organization by painting a bigger picture and showing the ramifications of boring creatives, and how it'll hurt the business from multiple perspectives.

MONEY (Especially effective for CEO/CFOs)	**Creative quality lowers customer acquisition costs! While boring creatives literally more than doubles the cost and thus lowers efficiency.**
PERFORMANCE (Appeals to head of Growth & Performance)	**We can and should test different directions and levels of boldness; propose 20/80 split to help improve performance ongoingly.**
PRICING POWER (Appeals to CEO/CRO/Head of Sales)	**Sea of sameness makes the price the only deciding factor in the customer's eyes. By differentiating ourselves, the pricing becomes less irrelevant.**
PIPELINE & BRAND IMAGE (Tailor Made for Head of brand, CRO, etc)	**Brand fame warms up cold outreach and shortens deal cycles, an outstanding brand makes us memorable in the eyes of the 95% who aren't sales-ready yet.**


17:43
Boring ad
Boring ad
Boring ad
Boring ad
Boring ad
More information
17:43
Boring ad
Sponsored
Boring ad
17:43
Boring ad
Boring ad
Boring ad
Boring ad
Boring ad

Panel discussion



Antonio Santiago
Content Marketing Manager
Sievo



Chiara Manco
Creative & Media partnerships
System 1

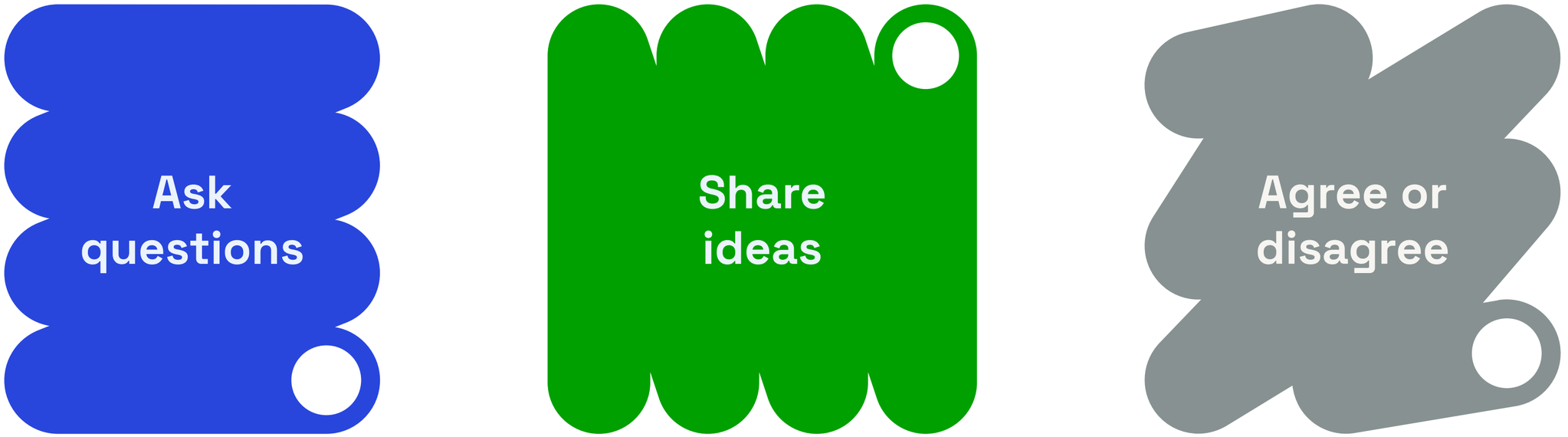


Marita Navratilova
Dir. Brand & Events
Metso



Ravi Kumar
Dir. B2B Creative
Precis

Let’s learn from each other



Panel discussion



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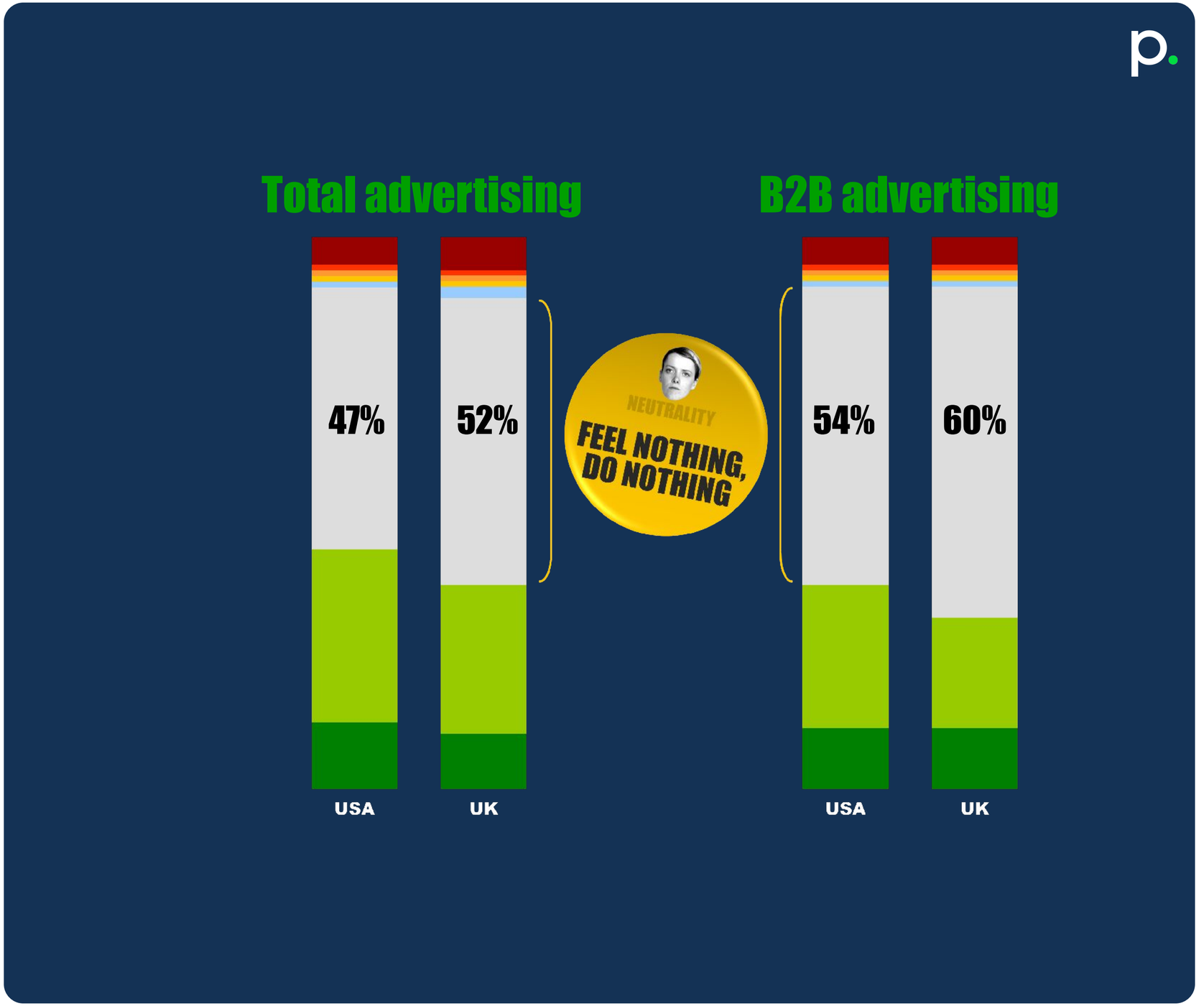


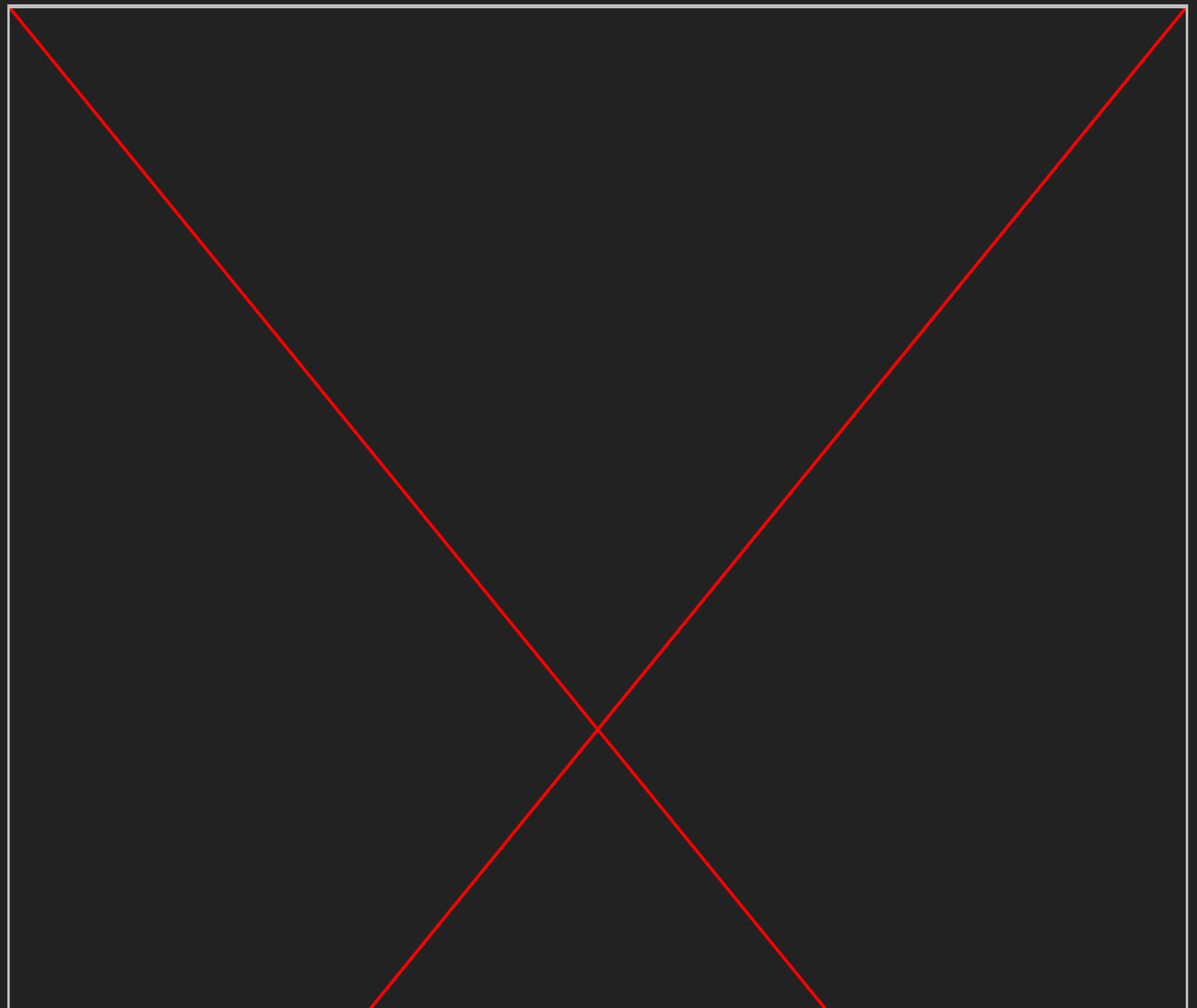
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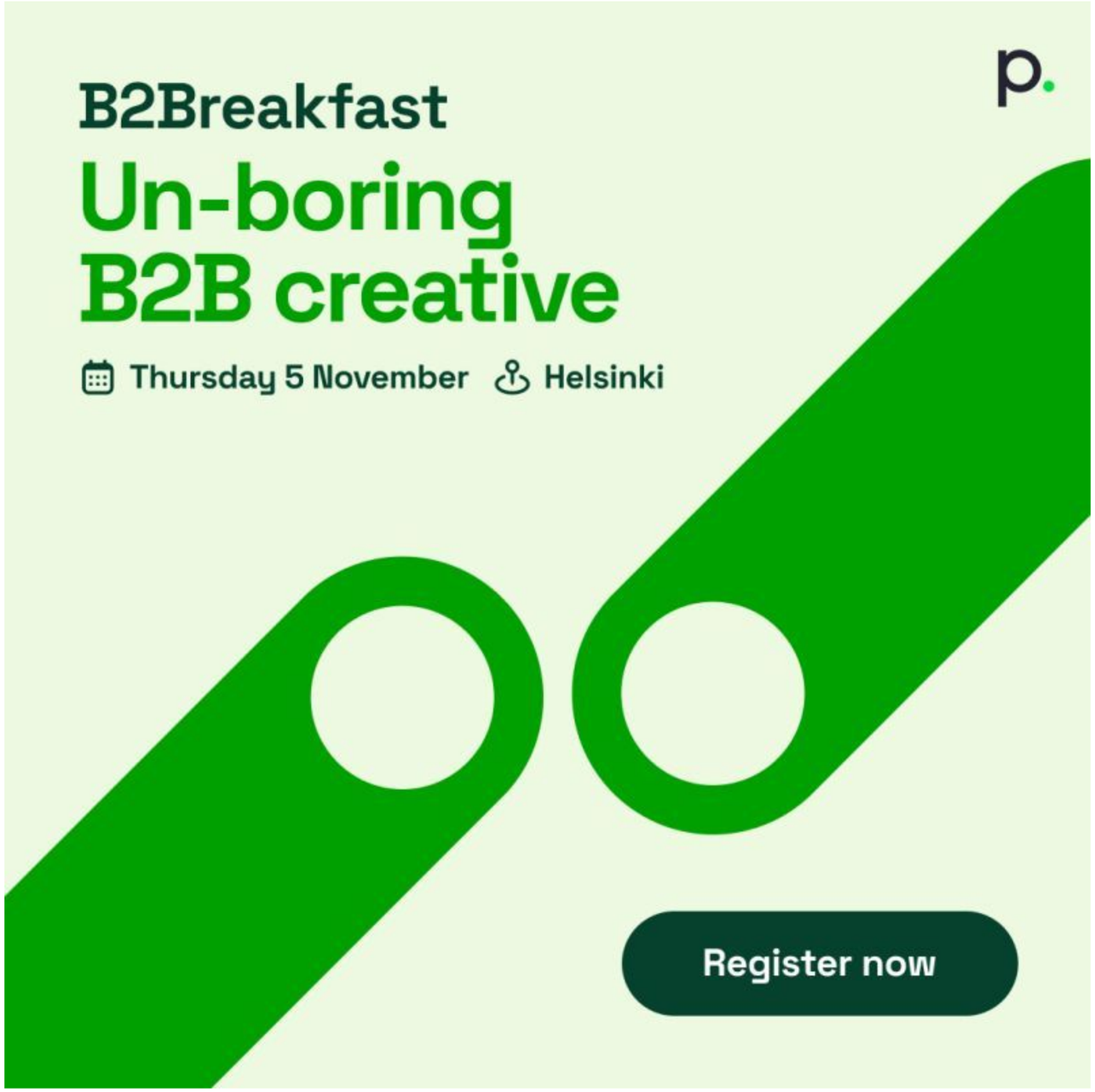
Neutrality is the most common response to B2B advertising





Neutrality 22%

Happiness 64%


B2Breakfast
Un-boring
B2B creative
Thursday 5 November
Helsinki
Register now


B2Breakfast
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7
days left
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Panel discussion



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Let’s bring clarity to your B2B marketing

Let’s chat