

bb&b

**THE AGENCY THAT  
UNDERSTANDS  
YOUR BUSINESS.**





# A SINGULAR AGENCY

A full-page background image showing two men walking on a large pile of harvested potatoes at night. The man on the left is wearing a dark blue button-down shirt and light blue jeans. The man on the right is wearing a light blue button-down shirt, dark cargo pants, and a dark baseball cap. In the background, a large red potato harvester is illuminated by its own lights, with a large pile of potatoes visible. The sky is dark and cloudy.

## BB&B IN BRIEF

bb&b is a b2b communication and marketing consultancy specialising in industrial brands. We combine technological understanding, marketing methodology, international culture and creative work to build successful concepts that make a difference. From auditing to ideation, web design to lead generation, print to digital, we have the expertise to drive your communication.

**Our core business:** to meet the specific needs of industrial and technological companies with international reach.

**Our point of difference:** a cross-disciplinary approach, from technology to creativity.

**Our skills:** advise, create, achieve.

# ADVISE



## UNDERSTANDING AND STRUCTURING

Faced with the most technical products, the most demanding markets, the most complex problems – our expertise is the best in field. In collaboration with your teams or on our own, we analyse, dissect, compare, synthesise and propose. Our goal is simple: to find the right answer to the right question (and sometimes the other way round).

We advise you across diverse fields: industrial marketing, digitalisation, branding, organisation, ideation... nothing brings us greater joy than developing powerful ideas together with you.



# CREATE

A woman with short blonde hair, wearing a white lab coat and a white hairnet, is working in a factory. She is holding two amber glass bottles in her hands, looking directly at the camera with a slight smile. The background shows a large industrial space with a high ceiling, metal beams, and several bright fluorescent lights. In the foreground, there is a white surface with more amber glass bottles.

## FINDING THE RIGHT SOLUTION

Creativity is more than just playing with ideas. We understand it as the targeted search for solutions that have it all: meaningful, strong and elegant. However, creativity does not develop in empty space. Focus, courage and commitment are crucial ingredients.

As a customer, you are just as much in demand as we are as an agency!

No matter whether concept, design, content or strategy ... creativity works best with clear guidance.

# ACHIEVE

A close-up, high-angle shot of a robotic welding arm in a factory. The arm, clad in grey protective sleeves, is positioned over a large, dark metal pipe. A bright orange-yellow weld is visible at the point of contact. The background shows industrial equipment, including a glass-enclosed control cabinet and various hoses, under bright, cool-toned lighting.

## OBTAINING RESULTS

The value of a strategy, the strength of a concept must be measured against the results obtained. It requires a meticulous, rigorous and qualitative implementation. We do not back down in face of difficulties and we will always go the extra mile when required.

We have proven our ability to manage large projects, but we continue to pay attention to the smallest ones. Count on our expertise for managing catalogues, creating websites and mobile applications, running communication campaigns, coordinating projects including reporting and controlling, and more.



# A WORLD APART



## INDUSTRIAL AND B2B EXPERTISE

bb&b works for industrial brands which require quick and precise understanding.

Each of our customers, each industry, each market obeys its own rules, uses its own language, meets its own challenges. We know your business and what's at stake, better than any communication agency. Understanding your differences and quickly appropriating the specific nature of your environment is part of our job.

At bb&b, we are resolutely turned towards the industry, in France and the world over.

# BY EXCELLENCE

## OUR CREDO

We like a job well done: listening, analysing, understanding the real problem, then delivering the right solution, straightforward and effective.

We address managers who apply themselves, who know that creativity requires timeframes and frameworks, who understand the real value of things and who seek to make decisions with confidence.





# WHY BB&B?

## OUR HISTORY

bb&b is named after our three historical founders: Boehm, Bourzicot and Ballatour.

“My experience as Marketing Director in the high-technology industry has shaped my vision of b2b communication,” says Mark Diran Boehm. “To successfully support industrial companies, you need to understand their business, their products, their markets and their customers. A good agency must be able to work the substance as well as the form, even for complex products. That’s why I created bb&b.”

In 2002 bb&b was born and has since been carving a niche in developing creative and relevant concepts for demanding industrial clients.



# INTERNATIONAL PROXIMITY

## OUR NETWORK

As a member of E3, the international network of independent b2b agencies, we are at your side, wherever you are. We manage your projects internationally in collaboration with our partner agencies, from Boston to Shanghai, Gothenburg to Accra. Need to validate a concept culturally? A local provider? Need to test a new baseline? We will find you the right solution in situ.



MEMBER OF E3  
THE INTERNATIONAL AGENCY NETWORK









## WHERE TO FIND US

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