



“B TO B TO U”: WHAT INTEREST IN EXTENDING THE B-TO-B BRAND VISIBILITY TO FINAL USERS?

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(B TO) A TO U MARKET

Customer chain	(B to) A to U			
Users methods of payment (U)	Regular subscription	Fee for service or subscription		Supported by public authorities
		Subscription mainly	Fee for service mainly	
Related services	-water -roadways	-subway -train -car park	-theaters -museum -stadium -shows	-hospitals -college -universities
Suppliers of the final users	Local authorities supplied by Veolia, Suez...	RATP SNCF	Local authorities	Local authorities+ PPP

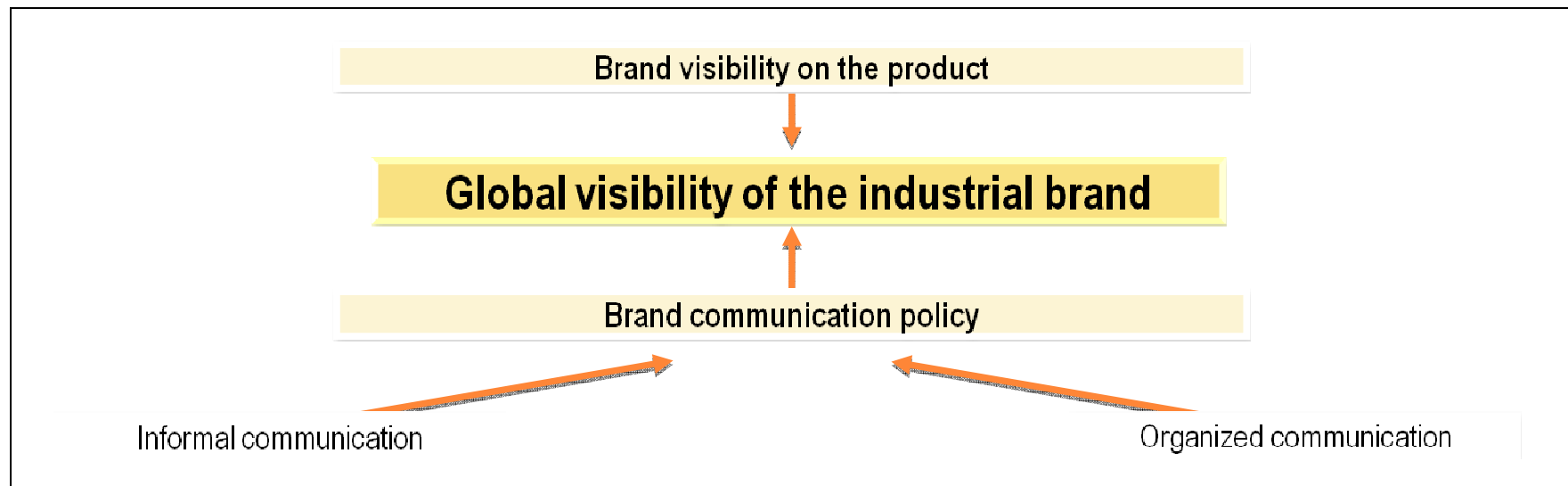
B (TO A) TO U MARKET

Customer chain	B (to A) to U
Users methods of payment (U)	Final user subscription and payback by the integrator to the supplier
Related services	<ul style="list-style-type: none">- Telecom infrastructures- Upstream energy provider- Roadways infrastructures : viaduct, highways ...
Suppliers of the final users	Alcatel Lucent Areva Eiffage Vinci

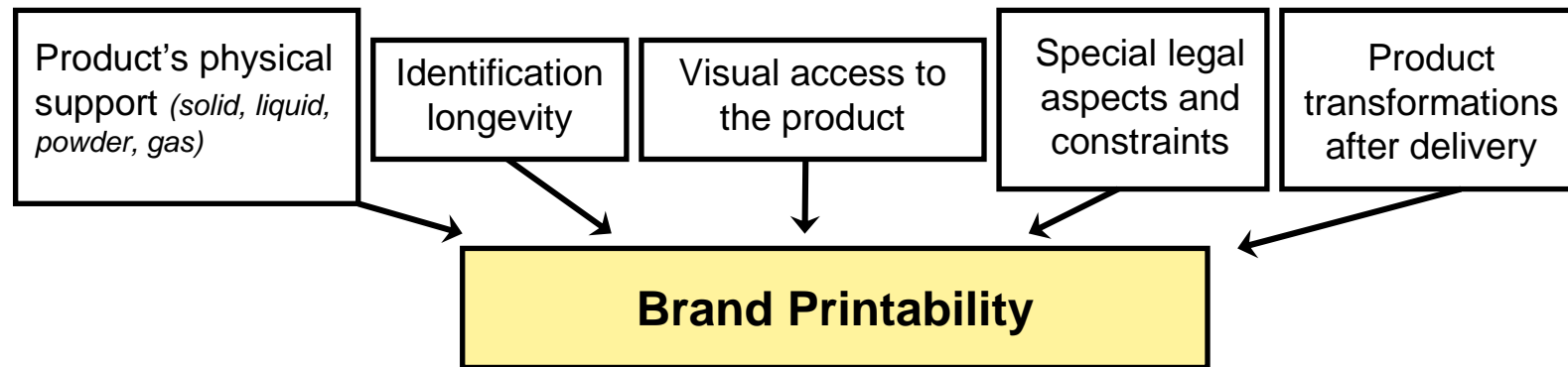
B TO A (TO U) MARKET

Customer chain	B to A (to U)	
Users methods of payment (U)	No direct payment by the users	
	Financed by tax	Financed by ads
Related services	-infrastructures & defense equipments (aircraft, aircraft-carrier...)	-infrastructures & city equipments, bus shelter, WC, citybikes
Suppliers of the final users	Thales Safran	JCDecaux

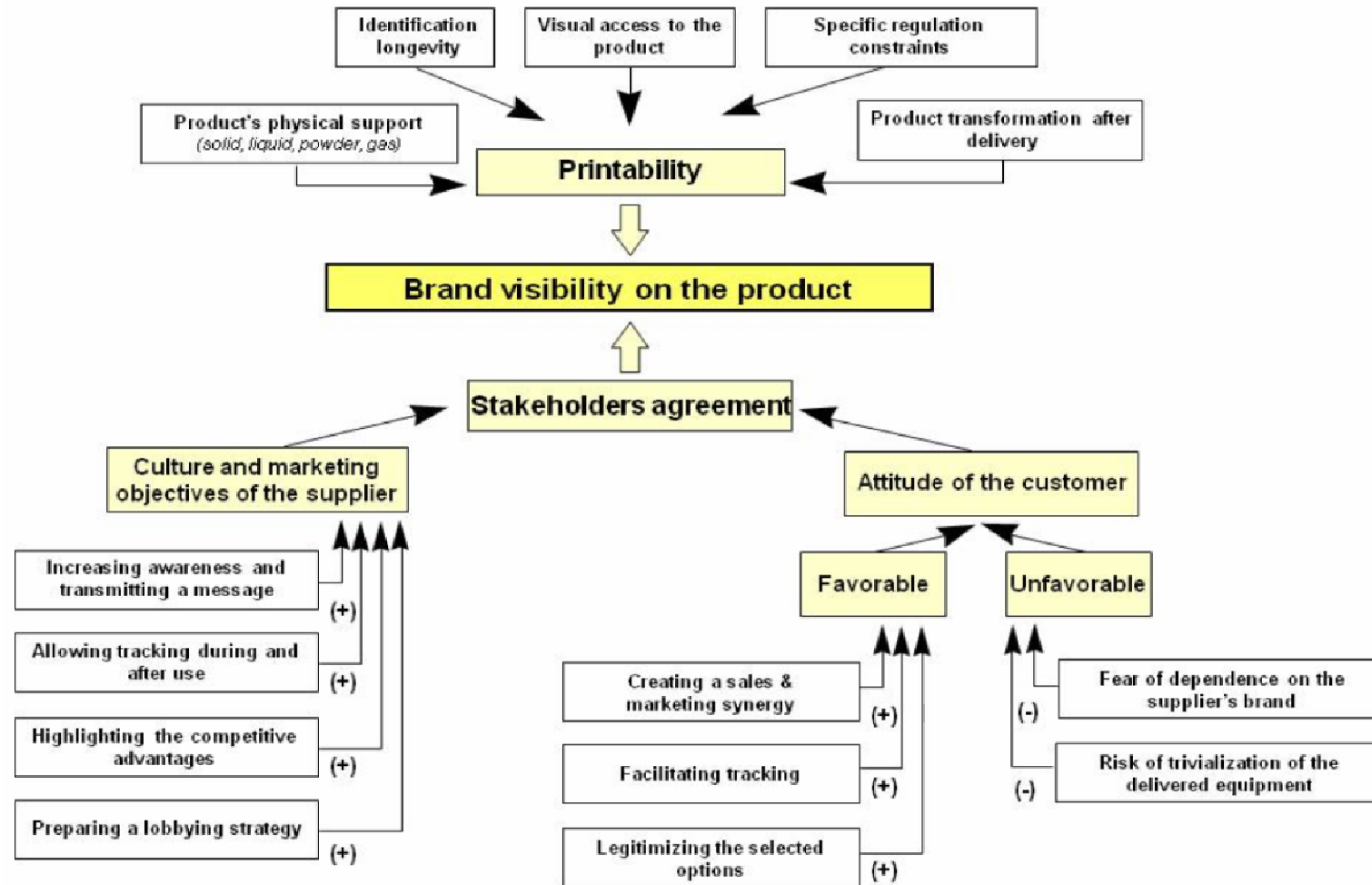
BRAND VISIBILITY IN B TO B



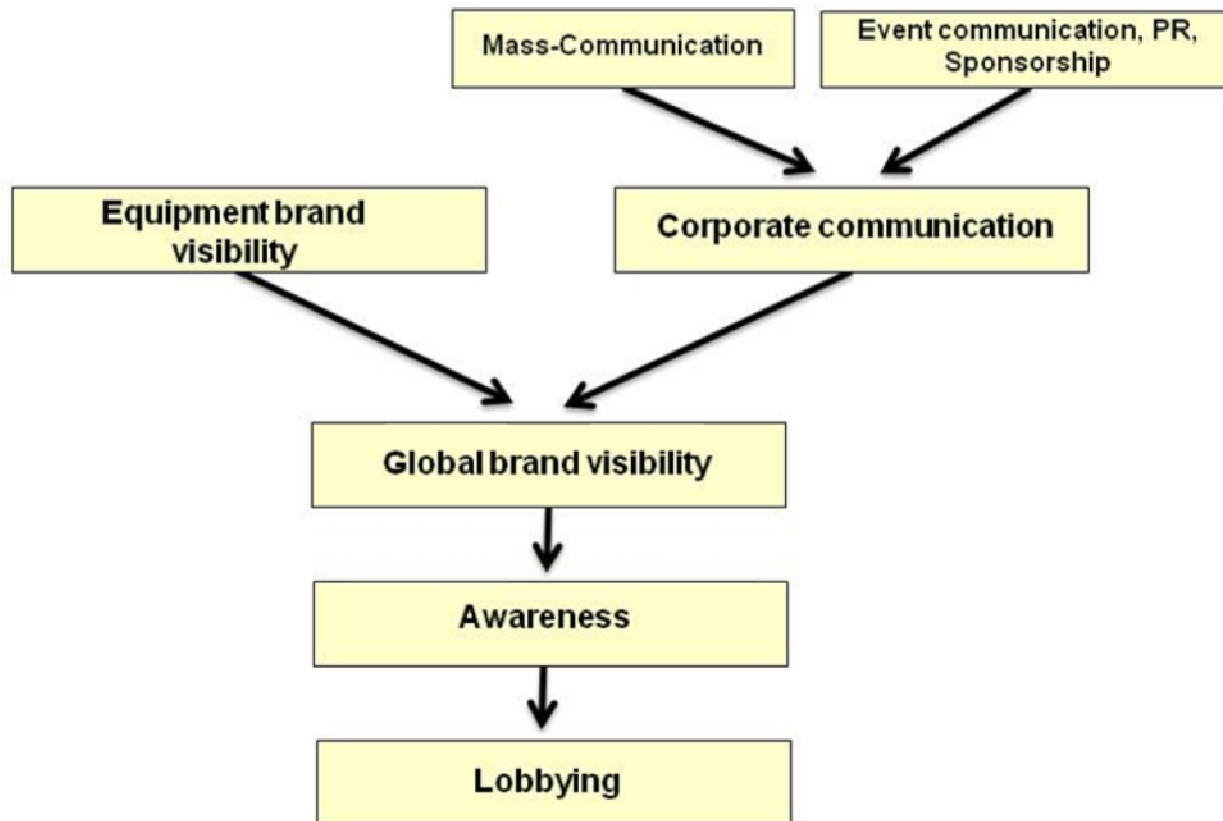
MAIN FACTORS EXPLAINING THE BRAND “PRINTABILITY” ON A B TO B PRODUCT



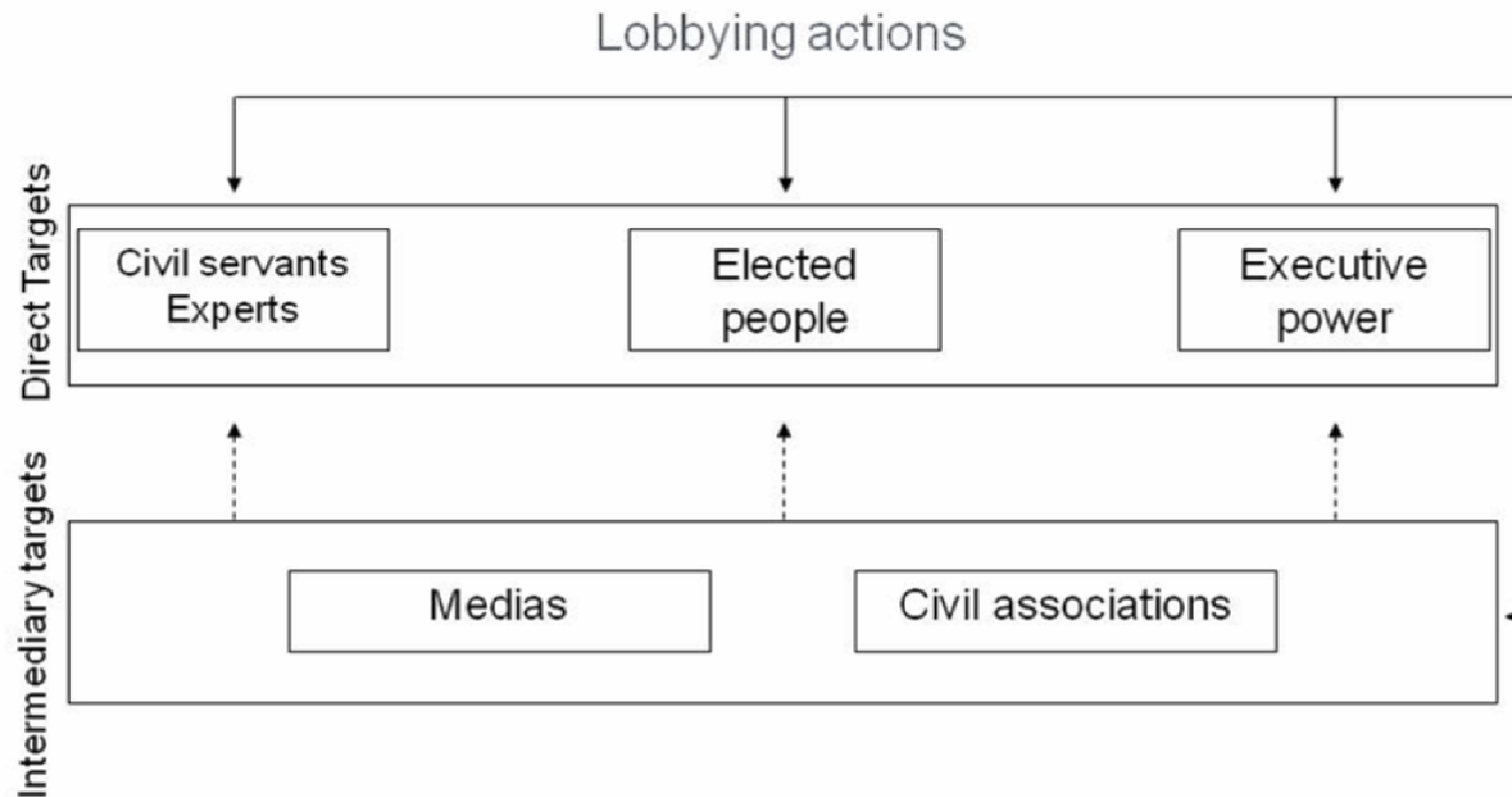
FACTORS EXPLAINING THE BRAND VISIBILITY FOR THE FINAL USER



BRAND VISIBILITY ON THE EQUIPMENT: A KEY ELEMENT TO STRENGTHEN THE LOBBYING STRATEGY?



MAIN TARGETS OF A LOBBYING ACTIONS



LOBBYING TECHNIQUES

