

Valiant.

The three pillars driving B2B rebrands today.



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The B2B rebrands we are delivering today look nothing like the ones from five years ago. The triggers are different. The expectations are higher. And the stakes are bigger.

Many of the global B2B businesses we work with now operate in complex, competitive and increasingly international markets. Their products overlap with competitors. Their channels have multiplied. Their audiences have changed how they buy. And this shift is sending many straight to the same question. Is our brand still fit for purpose?

Rebranding has never been about visuals alone. It has always been influenced by shifts in the market, ambition, customer need or strategic direction. But today we are seeing three clear catalysts behind most of the B2B rebranding and brand strategy work we are being commissioned to deliver.

Strong Brand Performance

1

Differentiation

2

Connection

3

Consistency

All three matter. All three underpin strong brand performance. And all three shape how effectively a brand competes across international markets.

I have already written about differentiation and why it is becoming harder for B2B businesses to articulate value in increasingly aligned sectors. Today's insight focuses on the second pillar, connection. A deeper dive on consistency will follow.

Differentiation

Many B2B products and services now look and sound the same. The more global and mature a market becomes the harder it is to articulate meaningful difference. This is where brand strategy becomes essential.

In our article on [strategic brand positioning](#) we showed why differentiation often lies beneath the surface of the product, rooted in what customers value emotionally and practically.

This was reinforced during the [FrigaBohn rebrand](#) we recently completed where customer interviews revealed that buyers chose based on reliability, support and partnership rather than specification alone. Those insights reshaped the positioning and opened new market opportunities in a declining sector.

True differentiation starts with real customer insight.

Connection

If differentiation is about meaning then connection is about relevance.

It answers the question: does your brand understand your audiences well enough to support how they actually make decisions today?

B2B buying behaviour has changed dramatically.

[McKinsey](#) reports that over 70 percent of B2B buyers prefer digital self-serve.

[Gartner](#) shows buyers spend just 17 percent of their time with suppliers and only 5–6 percent with a single sales team.

Most of the buying journey happens without you.

This means your brand must work far earlier than it used to. Your messaging, content and clarity shape how prospects understand their challenge and how they perceive your value.

Connection also relies on discoverability. Not just on search engines but on LLM platforms too. We have seen this first hand. After improving our content structure and consistency, Valiant saw a rise in ideal prospects arriving via ChatGPT searching for terms such as

- B2B brand strategy
- International B2B rebranding
- Global brand positioning
- Brand strategy consultancy
- How to differentiate a B2B brand

LLM search is now influencing supplier selection for complex B2B decisions.

Consistency

Consistency turns familiarity into trust.

A prospect may only see one piece of content. If the next thing they see looks, sounds or feels different you lose recognition, and you lose confidence.

Language, tone, visual identity and cadence must work together across markets and channels. When this breaks down many organisations choose to rebrand to realign their teams and rebuild recognition.

Our full article on consistency is coming soon.

Why these three pillars matter together

- A differentiated brand captures attention.
- A connected brand builds relevance.
- A consistent brand builds trust.

Rebranding today is rarely driven by one of these alone. For international B2B businesses competing in complex markets the combination of all three is what drives commercial impact.

If you are exploring a rebrand or reviewing your global brand strategy these pillars are a powerful place to start. If you want to understand how they apply to your organisation we can help you [Find the gap](#), uncover insight and define a brand that performs consistently across international markets.

We would love to talk.

We are Valiant.
We build
stronger brands.

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