



BlueOcean
The B2B Agency

**WE
DO
B2B**

Strategy
Brand & Design
Marketing
Digital
Sales Enablement

OUR CAPABILITIES

www.blueoceanagency.co.nz

UNLEASH YOUR BUSINESS POTENTIAL

Through knowledge and experience, we give B2B firms a competitive edge; empowering them and their people to succeed.

We develop strategies, execute existing ones and everything in between, from creative and brand development through to websites, sales enablement, and marketing execution. Directed by strategy, powered by creativity, and delivered with rolled-up sleeves, we'll help your sales and marketing team achieve the results you need, faster.

By bring together diverse disciplines to work in your business we offer new skill sets or further your existing ones. Get easy access to a seasoned strategist, an original creative, a digital wizard, or a commercially minded marketer, when and where you need them.

It is impossible to bring the range and depth of these skills together in one person internally. Even building an experienced and capable team with these skills is hard and, let's face it, you probably don't need all of this all of the time anyway.

So, you can plug our experts in to your team to take on a single, specific goal, or to set strategic direction and deliver everything necessary to successfully execute. The choice is yours.



22-YEARS IN THE MAKING

We started life in 1999 as a B2B SaaS company, when co-founders Roland Leemans and Henrik Arlund met at a bar in Rarotonga, and started talking tourism. Evosuite was born, and rapidly taken to a market that was hungry for what it had to offer.

As our SaaS platform scaled, we saw the market changing. Our customer's buying patterns were evolving, and global giants were rearing their heads. We had a strategic choice to make; raise the capital to chase the tourism technology market, which we expected to become commoditised or, tighten our focus on further solving the challenges that surrounded that tourism technology; strategy, marketing, creative, and digital.

We niched, redirecting our investment in developing our platform to developing our people, their knowledge, learning and development as a parallel entity, ReserveGroup, which would go on to become New Zealand's leading strategic marketing agency in the Tourism sector.

As our growing skill-set opened doors outside of tourism, we began systematically de-risking our strategy, supporting clients in markets that weren't solely dependent upon traffic through Auckland Airport. Our identity evolved from ReserveGroup to BlueOcean; a signal to the market that we were charting a new course.

By 2018, we were a step ahead. With a seasoned team of experts supporting a portfolio of B2B clients across healthcare, manufacturing, distribution, and primary industries, as well as tourism, we had laid the foundations for the bright and successful future we are building today.

WHAT WE DO BEST

With 20+ years under our belts, we deliver the best value to all of our clients.

B2B STRATEGY

- Customer-centric strategy
- Value proposition design
- Customer journey
- Customer personas

DIGITAL

- Digital identity
- Websites
- Digital marketing
- Social media

BRAND & DESIGN

- Brand strategy
- Positioning
- Brand development
- Brand and collateral

B2B SALES ENABLEMENT

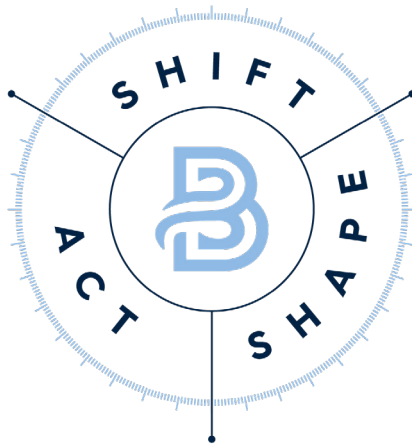
- Sales tool-kits
- Intranet development
- Presentation and proposals
- Sales and marketing alignment

B2B MARKETING

- Marketing strategy
- Campaign execution
- Content creation
- Lead generation

HOW WE WORK

We work with B2B businesses and help inject the type of customer-centric thinking into them that builds trust, drives sales, and nurtures loyalty.



The idea is simple; no matter where you are in your journey, business growth is driven by customers. Ensure that you deliver value where your customers need and expect it.

- **SHIFT: At strategy level**, that means helping kiwi businesses to define where they should play and how to deliver value
- **SHAPE: Internally**, that means aligning sales and marketing around a shared understanding of your value proposition, and leaning on each other's skill sets to find and close more sales.
- **ACT: Externally**, that means turning strategy into action; crafting a message that appeals to the heart as well as the head, building trust, and developing a robust marketing and sales pipe.

FROM YOUR
GOALS



Understand your customers and markets



Create a **strategy** that your organisation can deliver



Execute it, and make it stick.



TO POWERFUL
RESULTS

TEAM MINDSET

By setting our minds on key strategies we generate winning results.



PERFORMANCE MINDSET

We innovate and deliver results for customers, working as one team and are held accountable.



GROWTH MINDSET

We seek continuous improvements and build the team's capacity to learn. Everyone is empowered and given opportunities to grow.



CUSTOMER-CENTRIC MINDSET

We specialise in human centric approach that shapes organisations to uncover and deliver more value to customers, staff, and business owners.

OUR VALUES

By acting as one team with our clients we empower people through genuine care. We learn continually and share our knowledge.



OUR EXPERTS

When you partner with BlueOcean, you get a full combination of experienced talents enriching your in-house capabilities.

ROLAND LEEMANS

CEO, Partner, Advisor, Director

For over 25 years, Roland has developed an extensive skill set in helping clients with developing and implementing strategy and business transformation centred around customer value creation. He has run several businesses, advised boards, worked as a consultant for PwC and consulted with many companies worldwide.

JO TAUTE

General Manager

Jo's skill set lies in people management, project management and sales, with an enormous passion for tourism, her clients and the success of their organisation.

SHANE JAXSON

Strategic Consultant

Initially from Portsmouth, U.K, Shane has travelled the world extensively from childhood, variously living in Scotland, Hong Kong, and Singapore among other places before returning to his hometown to complete a B.A with Honours in Design and Media.

SHANNON BAYLISS

Senior Creative Strategist

Regarded among colleagues as a leader who takes initiative Shannon relishes the opportunity to collaborate with clients and marketing teams to build long-term brand strategies and execute them to perfection.

HENRIK ARLUND

Partner, Advisor, Director

Henrik has over 25 years' industry experience ranging from strategy, value proposition design, consultancy, audit, business analysis, management, software architecture and marketing, both within organisations and as a consultant for KPMG and BlueOcean.

LEE HUNTER

Strategic Consultant, Business Mentor

Lee has a strong focus on identifying sales opportunities within organisations, helping them achieve long-term growth and delivering client satisfaction.

DALE KOERNER

Senior Marketing Strategist

Dale's innate sense of curiosity help him and his teams get to grips with complex, technical industries, while his background in B2B family business, and passion for people, see him devoted to helping his clients succeed.

JAY KUDECHA

Senior Digital Lead

Jay lets his work do all the talking; proclaiming his skill and ability in a way he would be far too humble to say himself. His motto is: Get the best possible outcome with whatever resources given.

WORKING TOGETHER, WE MEAN BUSINESS.

We bring together diverse disciplines to work in your business and complement your existing capabilities.

We enable you to have easy access to an innovative strategist, original creative, digital wizard or marketing virtuoso.

TALK TO US WHEN YOU NEED...

Fresh eyes

To build trust in-market

Accelerated growth

Creativity in your corner

More leads & conversion

WHO WE'VE WORKED WITH LATELY

INDUSTRIES WE SERVE

We've developed the following industry expertise for over two decades:



Healthcare



Primary Industries



Manufacturing



Tourism



Distribution

INDUSTRY PARTNERSHIPS



Regional Business
Partner Network



CREATING A NEW LEGACY



"Success is keeping our family legacy alive into the 4th & 5th generation"

Amanda Wells

Sales & Marketing Director
Kilwell Fibrelab

THE BACKGROUND

A family-owned business with a 90-year history.

Kilwell Fibrelab is a Rotorua-based company that develops and crafts some of the world's best, highest performing composite solutions, from aerospace to industrial, superyachts to sporting. 90 Years and three generations later, the company is still proudly family-owned.

BlueOcean is helping them pave the way for the next 90 years.



CHALLENGE ACCEPTED

THE CHALLENGE

Clients going up and out.

Although Kilwell is world leader in the applied use of composites, you'd be hard-pressed to find a more humble bunch of people. But this can present a problem; not all of their clients knew how much research, development and technical expertise was going into the work Kilwell delivered for them.

The result? They were at risk of being seen as producing a commodity that China could replicate at lower cost by the container-load; when customers got big enough, they we're heading to Asia.

And if existing customers couldn't see the full value of what Kilwell can deliver, new prospects were struggling even harder to.



CHALLENGE ACCEPTED

THE SOLUTION

Set direction, then deliver on it.

Working with the Kilwell Team, a Customer-Centric Strategy identified the key customer segments that could carry the business successfully forward. Central to the strategy was a shift from positioning as a contract manufacturer, to positioning as global experts with the in-house experience and craftsmanship required to take their clients lighter, bigger, faster and stronger.

Evolving the brand from Kilwell Fibretube to Kilwell Fibrelab cemented the strategy. Targeted content, case studies and communication campaigns reached the right global audience, a fresh new website tied the value proposition together for prospects, and a suite of sales tools was developed to progress leads through the funnel.

- A Customer-Centric Strategy
- Brand Evolution
- Bespoke New Website
- Sales & Team Intranet
- Sales Toolkit
- Video Case Studies
- B2B Campaign & Comms

THE VALUE DELIVERED



"BlueOcean has given us the clarity and confidence to move forward rather than do the same old. Our new brand and the vibrant new website are now showing the world who we truly are and what we are capable of. The ability to tap into new markets, with improved marketing, advertising and our newly created sales team, means we have a future we are excited about."

Amanda Wells

Sales & Marketing Director
Kilwell Fibrelab

**CLARITY AND
CONFIDENCE**

Delivery of a Customer-Centric Marketing Strategy, to form the framework for brand and marketing direction.

**NEW GROWTH
OPPORTUNITIES**

Strategic and tactical marketing work providing the tools to move confidently into new markets.

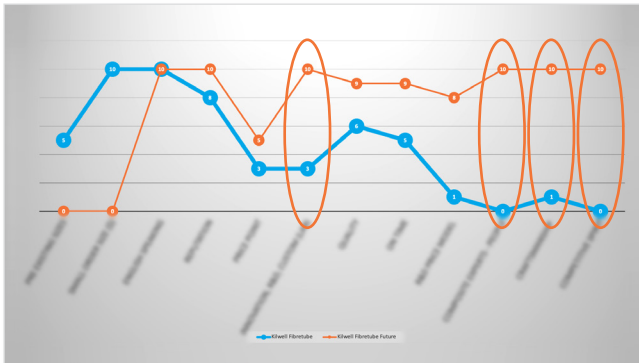
**PAIN
RELIEVED**

Instant access to set of expert marketers, designers and technical meant instant relief of resource headaches.

**STRATEGY TURNED
INTO ACTION**

Breaking into new markets, executing strategic business to business marketing and savvy advertising.

Strategy Canvas



Statement of Strategy

Solution: Clarity of Customers

Statement of strategy (draft)

For	Designers, engineers, businesses and teams where composite materials give an edge over the competition
We	Have the manufacturing experience, R&D expertise, and processes to put our clients ahead
Among	The best composite suppliers and manufacturers in the world
Because	For over 50 years our people have been developing their craftsmanship and the organisation's depth of expertise

BlueOcean

Organisational Purpose

WHY

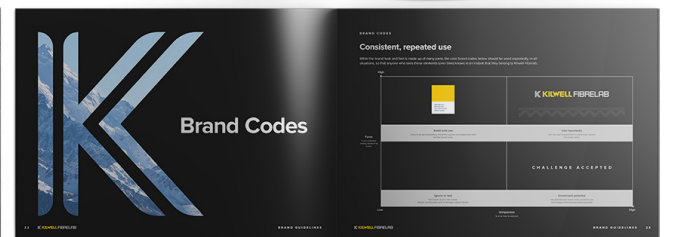
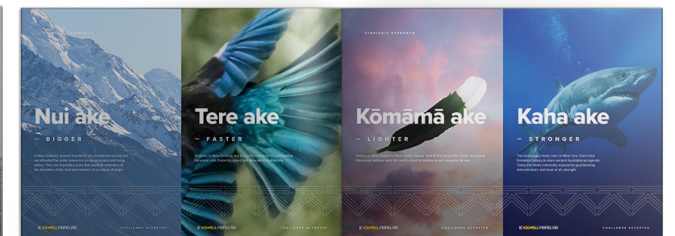
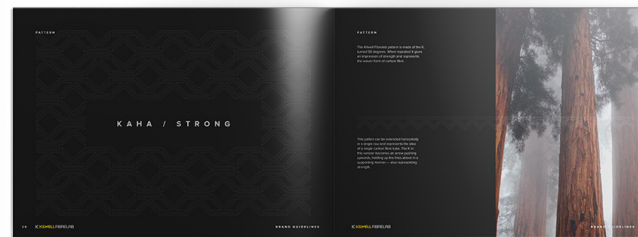
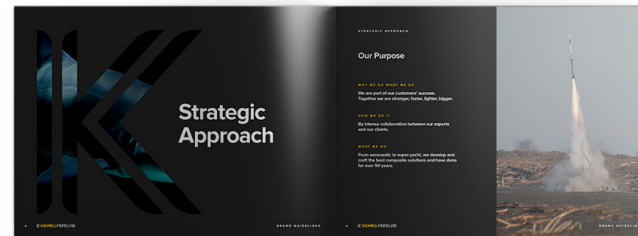
We are part of our customers' success. Together we are **stronger, faster, lighter, bigger.**

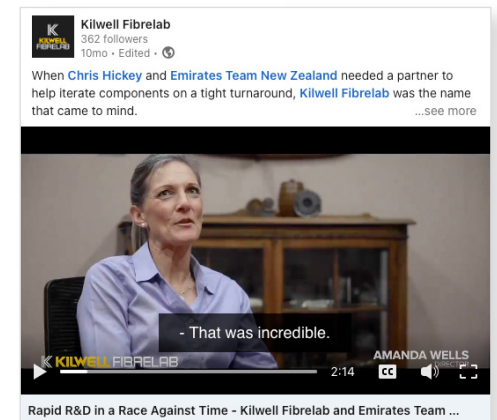
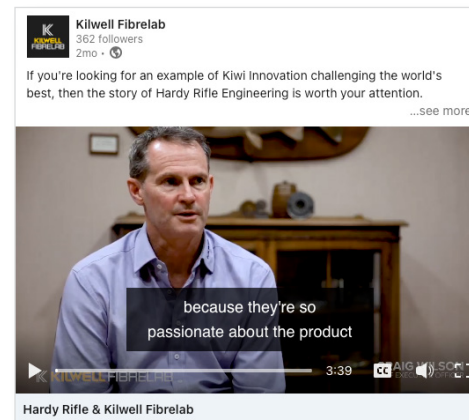
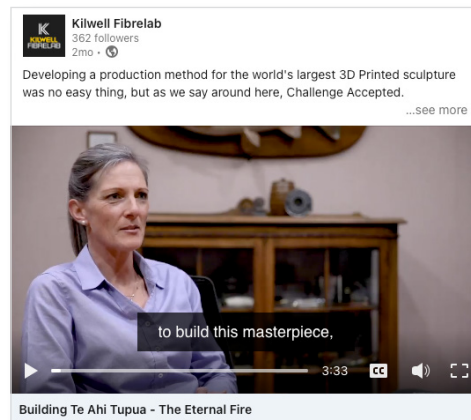
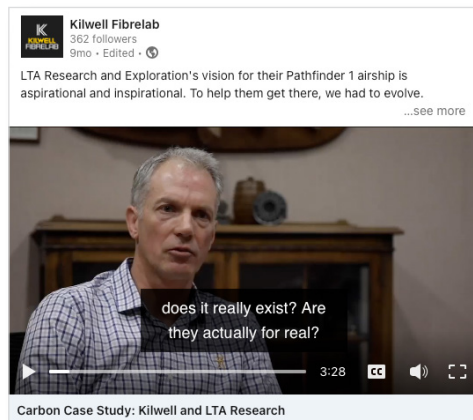
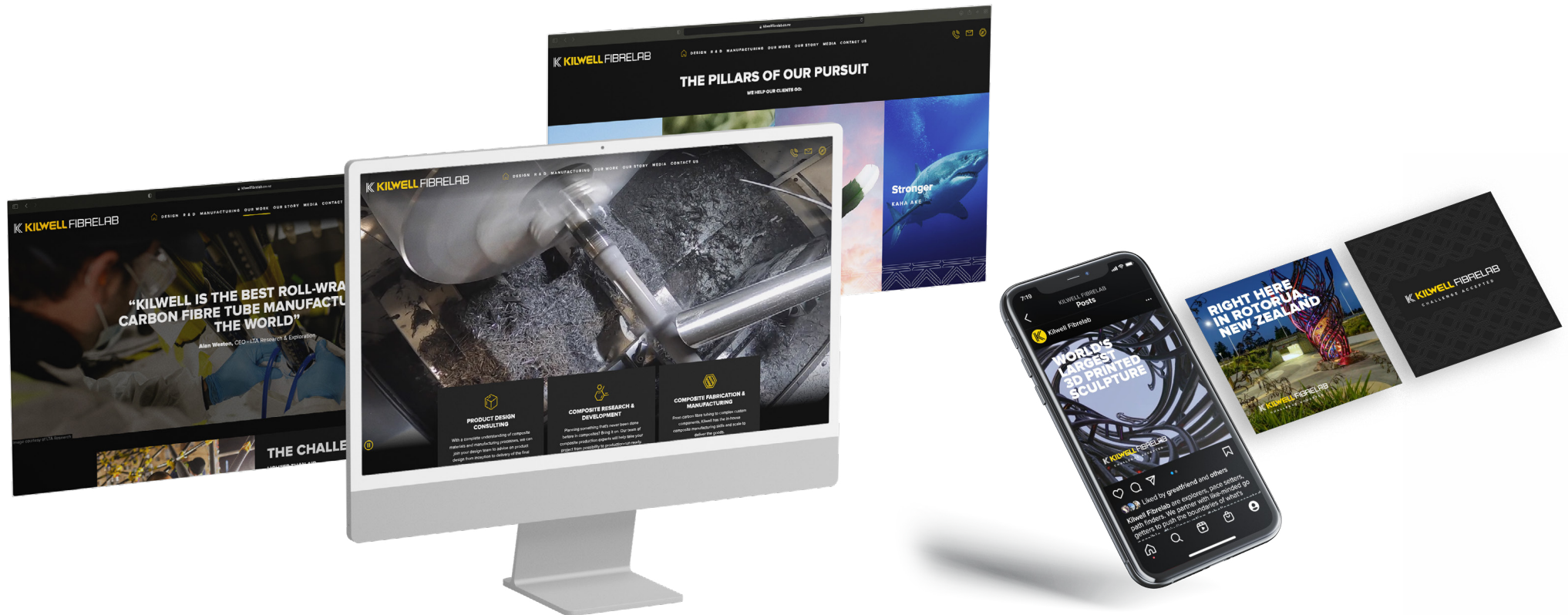
HOW

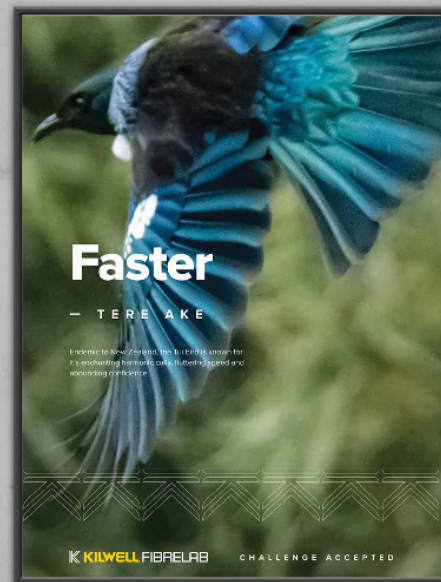
By intense collaboration between our experts and our clients.

WHAT

From aviation to industrial, from superyacht to sporting, we develop and craft the best composite solutions and have done for over 50 years.







BUILDING A TRUST-CYCLE



"This customer-centricity has been invaluable for the project to ensure focus for the team, resulting in the best outcome."

Mark O'Brien

Director

Aluro Healthcare

THE BACKGROUND

If you're a medium sized fish, it's not easy sharing a small pond with sharks.

100% kiwi owned and operated, Aluro Healthcare is a dedicated supplier to the dental industry. Through grit, customer-focus and a relentless pursuit of innovative technologies, Aluro had established itself as a strong contender in the consumables space.

But when it came to capital equipment, they were up against global giants; the type of global giants that define standard practices and gold standards.

THE CHALLENGE

I know what I trust, and I trust what I know.

Although Aluro had a large and loyal base of consumables clients, the big international players with the biggest, most internationally recognised brands were a force of gravity. The money went where it had always gone.

Dental equipment is pretty solid. Items like dental chairs are designed to go the distance and last 10 years or more before they need replacing, and in an industry that is only growing at 2% year-on-year, the opportunity to even quote might only come around twice a decade.

Fear of the unknown becomes a major driver, and inertia becomes the biggest factor in purchase decisions; I know what I trust, and I trust what I know. Why take a risk?





THE SOLUTION

Define our space, come to mind as a contender.

Working with the Aluro team, industry connections and 3rd party data, we built a market segmentation and made some clear calls on which segments to target.

From there, the approach was two-fold;

- build trust in Aluro and its people – not just the brands the sell,
- and step outside of the conservative and forgettable tone of the industry, and focus on being memorable in buying situations where we have value to offer.

To get there we developed:

- Customer-Centric Strategy
- Customer Journey
- Brand Diagnosis, Expansion & Positioning
- Website Development
- Sales Collateral
- Lead Gen Campaigns & Communication
- Content Strategy & Execution

THE VALUE DELIVERED



"It has been great working with Lee and the troops from Blue Ocean. Lee has been an excellent communicator and always focused on deliverables. He is very personable and easy to work with. His skill is sales strategy, and he has bought this competence to the fore, to ensure any concept designed has real meaning for the customer."

Mark O'Brien

Director

Aluro Healthcare



A VOICE THAT STANDS OUT

In a market where everyone sounds, looks and feels the same, Aluro Equipment has made its message memorable.



PLENTY IN THE PIPE

Communications, thought leadership and lead generation have filled the top of the funnel, and sales are more empowered to go out hunting.



SMARKETING ALIGNMENT

Establishing a regular cadence and structure of communication, sales and marketing are now working as a tight-knit unit.



SALES INTELLIGENCE

If a prospect is close to raising their hand, sales know about it and have the insights needed to turn suspects into prospects.

Strategy Canvas



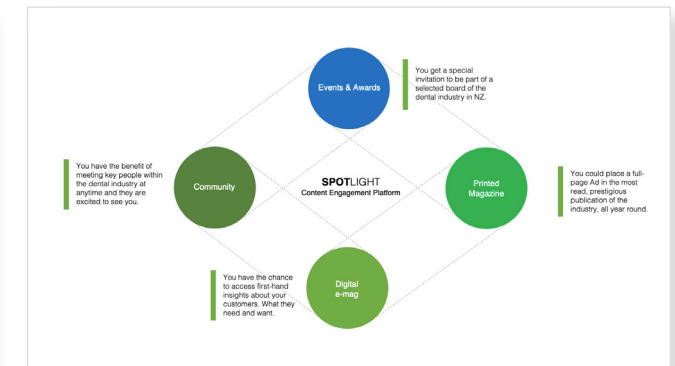
Value Delivery

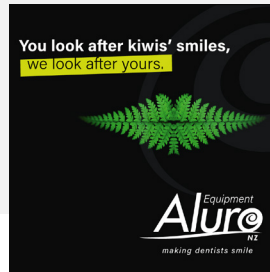
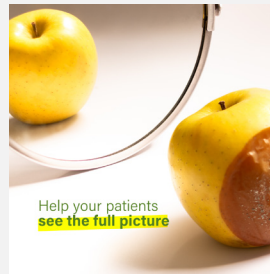
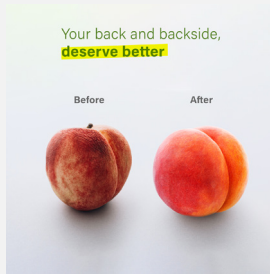
VALUE DELIVERY

Value Proposition

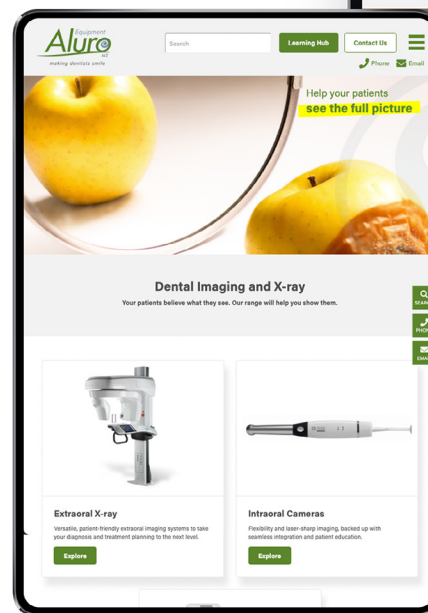
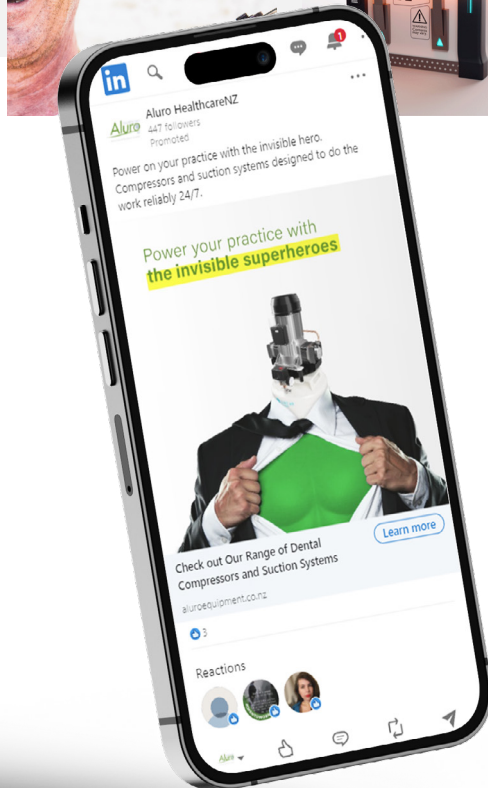
- Reliability & uptime
- Increased **quality of life** - less stress, high- and predictable-income stream
- Help / **Guidance** / Advice / Support
- **Ease** / Clarity / Certainty / **Inspiration**
- **Thought Leadership**
- **Understanding** of the market
- **Validation and recognition** of their reputation
- **Trustworthiness**
- **Staying ahead** of competing practices, technology

Growth Strategy





Equipment
Aluro
NZ
making dentists smile



You look after kiwis' smiles,
we look after yours.

Equipment
Aluro
NZ
making dentists smile



The forgotten letter of March 6th.

Dear Dentist,

How does it feel being that caring, genuine person that everyone tries to avoid?

It must be tough.

I'm grateful each time I visit, but I can never understand how you can spend all day up close and personal with people's mouths? It would gross me out.

Plus, inflicting pain to relieve pain seems weird, even though it's not that painful anymore thanks to all those space-age gadgets you use.

But I'm still a bit afraid of you.

Maybe I'm cautious because you invade one of my personal space and senses... my mouth.

Where I eat, talk, breathe, drink, smile.

But, when I think about it, maybe what you do is about more than poking my teeth. I think you probably care about me more than I realise or can fully understand.

And even though I don't get why you do what you do, I'm grateful that you do it for me.

March 6th was Dentists' Day.

Like me, most people didn't know about it, but we all know how important you are in the community.

This letter didn't start out as a reason to raise a toast, but the more I write, the more I think you deserve one for your forgotten day.

So to you and dentists everywhere, I'm raising a glass of single malt, 99% antibacterial mouthwash.

Cheers.

ON A MISSION, TOGETHER



"Now we are one of the best companies in the industry to work with"

Ben Willis

Founder & Director
Orb Medical

THE BACKGROUND

Seeking the best outcome for the patients.

Having an entrepreneurial spirit, Ben Willis set up ORB Medical in 2013, which continues to develop the relationship between industry, suppliers, hospitals and surgeons – all with the final well-being and successful outcome of the patient at the heart of the business.

Until 2020 we had healthy organic growth and didn't think much about strategic growth. For us, success has always been seeking the best outcome for the patients. I knew I had to lead by example and get in some external help to accelerate, and structure the business. Now we are one of the best companies in the industry to work with.

**THE CHALLENGE**

Strategic Growth.

While Orb Medical had been enjoying healthy, organic growth, they hadn't really considered strategic growth. From a sales perspective they employed a shotgun approach, spreading resources thinly and with little focus.

"You think you are running a good business, until BlueOcean turns up. It's clear, very quickly, you just don't know what you don't know and that's a good thing."



THE SOLUTION

Turning strategy into action.

BlueOcean delivered a Customer-Centric Strategy, encompassing a clear Value Proposition Design, and mapped customer journeys for their different customer personas.

This drove digital transformation across the business, and allowed them to identify and execute ongoing growth activities.

- A Customer-Centric Strategy
- Brand & Design
- Digital Identity & New Website
- Comprehensive set of Digital Assets
- Strategic B2B Marketing Execution

THE VALUE DELIVERED



"We now have real focus on value-creating activities that matter. It has really been about having experts in an area where we didn't have any and we were never going to employ those people ourselves."

Ben Willis

Founder & Director
Orb Medical

**DIRECTED, TARGETED GROWTH**

Strategic and tactical Sales & Marketing work focussed on value-creating activities that matter.

**CLARITY AND CONFIDENCE**

Delivery of a Customer-Centric Marketing Strategy, to form the framework for brand and marketing direction.

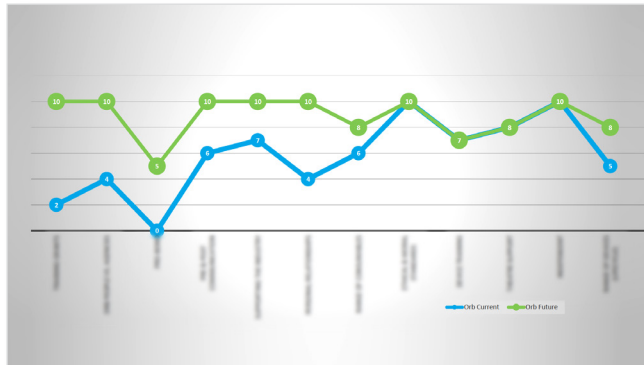
**TURNKEY RESOURCE**

A expert and experienced team of strategy-led marketers, designers and technical developers: on tap when needed

**STRATEGY TURNED INTO ACTION**

Breaking into new markets, executing strategic business to business marketing and savvy advertising

Strategy Canvas



Organisational Purpose

STRATEGIC APPROACH

Our Purpose

WHY
To help surgeons provide a better everyday life for their patients.

HOW
By supporting surgical excellence on the ground, in theatres, where you need us.

WHAT WE DO
We help New Zealand's best surgeons to access and use world-leading surgical solutions.



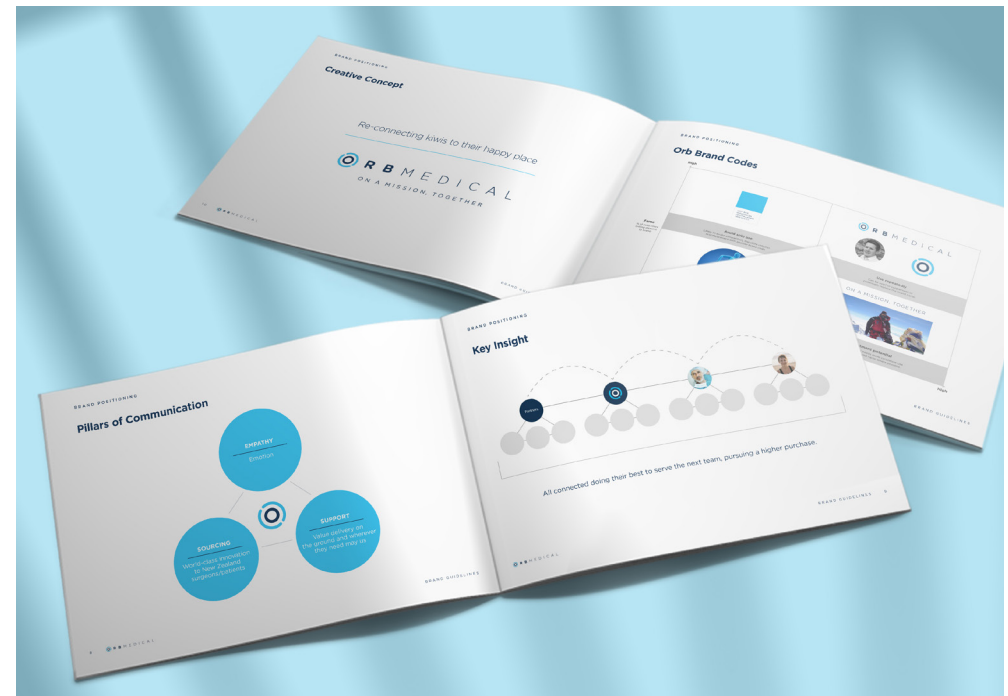
Strategic Idea

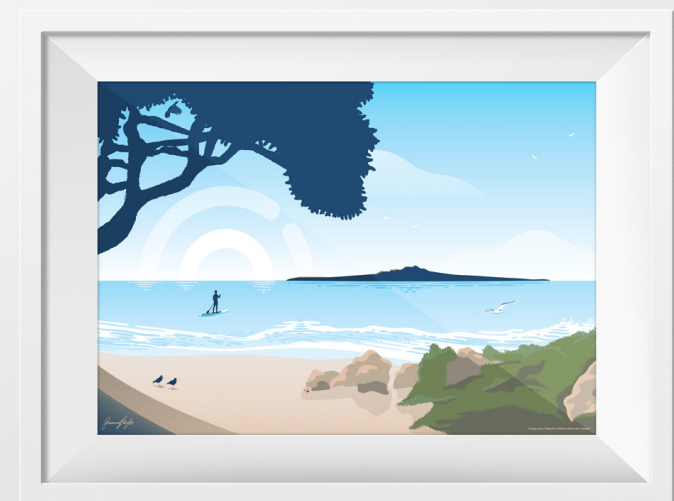
BRAND POSITIONING

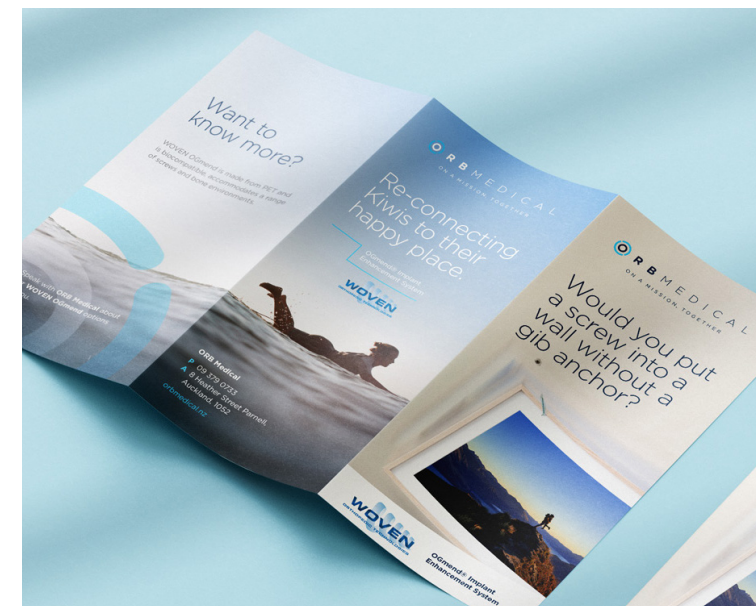
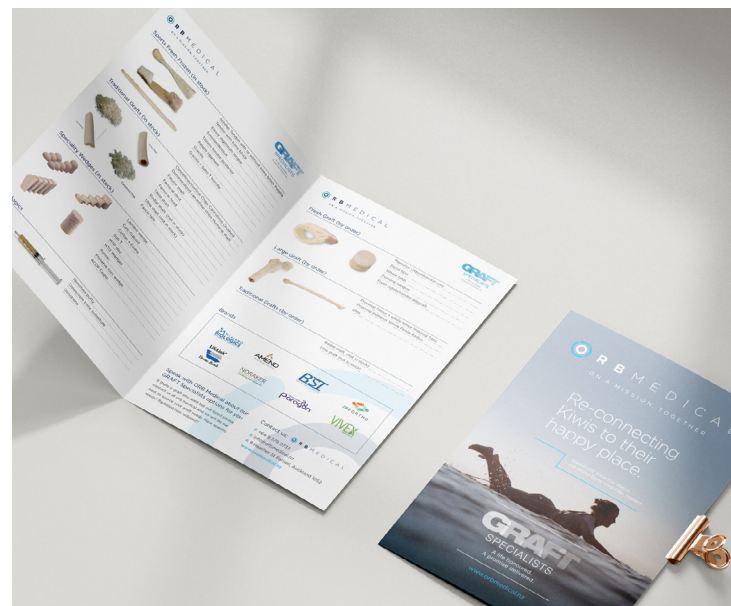
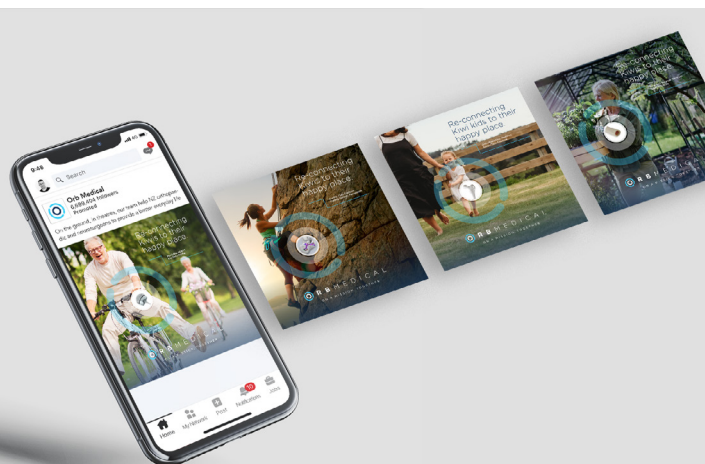
Strategic Idea

Global innovation + local support

Adding value where competitors can't

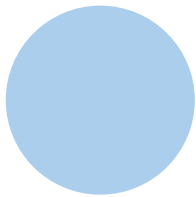






BUILDING A TRUST-CYCLE

Piksters®



“Customer quote”

Name

Position

Business

THE BACKGROUND

A little-known consumer product to get our teeth into.

Their users will tell you - Piksters Interdental Brushes are loved for their ease of use, single handed action, variety of sizes, low cost, convenience, the twisty handle, the stronger stiffer wire and the durability of the bristles. They are made by an Australia-based manufacturer, and distributed in NZ by Aluro Healthcare, based on Auckland's North Shore. Piksters had potential, but sales were stagnating.

THE CHALLENGE

Interdental:
What is that?

Piksters NZ needed to promote its own products in the New Zealand Market. The brand itself wasn't well-known, and the main product - interdental brushes - didn't exactly have a huge demand. To be frank, most people in NZ weren't even aware of what they are. Clearly the brand needed a push to gain general audience awareness, to claim the territory and put up a flag. It also needed to gain B2B attention - by showing brand leadership in the 'interdental' space it could create a fear of missing out for wholesale customers. Ultimately, it also needed to showcase its marketing chops and energy to the international brand partner.



THE SOLUTION

Staking Its Place

Developing an online retail platform and brand presence traditionally takes a long time. To stake its place in the New Zealand space, Piksters NZ needed to occupy its own digital property, and fast. A eCommerce solution was quickly implemented, with accompanying advertising campaigns driving direct purchases. To begin with, the 'Hero Product' (Interdental Brushes) was launched online, with a new value proposition to position it well in the local market against the competition.

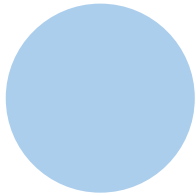
The initial aim was to make the proposition and product easy enough to understand and buy online – and to drive enough direct sales through the platform and ads campaigns for it to be self-supporting from there. With the ensuing surplus advertising capacity, it was time to drive brand awareness and then to generate fresh new demand.

With an agile, fast-moving development and launch process, that self-funding point was quickly reached, and the brand continues a well-deserved upward trajectory in the New Zealand market.

To get there we developed:

- A clear value proposition to position the product
- Sales collateral to support traditional B2B distribution
- A new eCommerce, [Piksters.co.nz](https://piksters.co.nz)
- Display campaigns driving brand awareness and demand
- Shopping and search campaigns to drive direct sales

THE VALUE DELIVERED



“Customer quote”

Name

Position
Business



DEVELOPED AT PACE

Development processes that take years no longer cut the mustard. Piksters NZ launched successfully with lightning speed.



MARKETING SMARTS

A smart mix of value proposition creation and creativity placed the product where customers could understand it – and want to buy.



SELF FUNDING

The brand needed to stand on its own two feet, and support its own growth. In no time the Piksters NZ brand was paying its own way.



PUNCHING ABOVE ITS WEIGHT

Our market may be smaller than overseas markets, but we can punch above our weight in performance and quality.

Creative Positioning

FIRST PREMISE WE DO B2B

CLAIM TERRITORY

If most people don't know what an **interdental brush** is, then don't waste time teaching 2 or more words, we just need one word in their mind: **PIKSTERS**

We have the opportunity of claiming the category name: **"Get Piksters"**

We want someone asking a close friend or partner: **"Hey, do you have spare Piksters?"**

We want people walking into a store and not asking for **"interdental brushes"**, we want them straight away asking: **"Do you have Piksters here?"**

BlueOcean | The B2B Agency

SECOND PREMISE WE DO B2B

TRIGGER THE NEED

Advertise where consumers are (online & offline) and in key moments that trigger the "need".

If people google oral health products, **Piksters is there.**

Browsing social media around dinner time? **Piksters is there.**

Watching Youtube? **Piksters is there** to remind that whatever they are munching needs to be cleaned up.

BlueOcean | The B2B Agency

THIRD PREMISE WE DO B2B

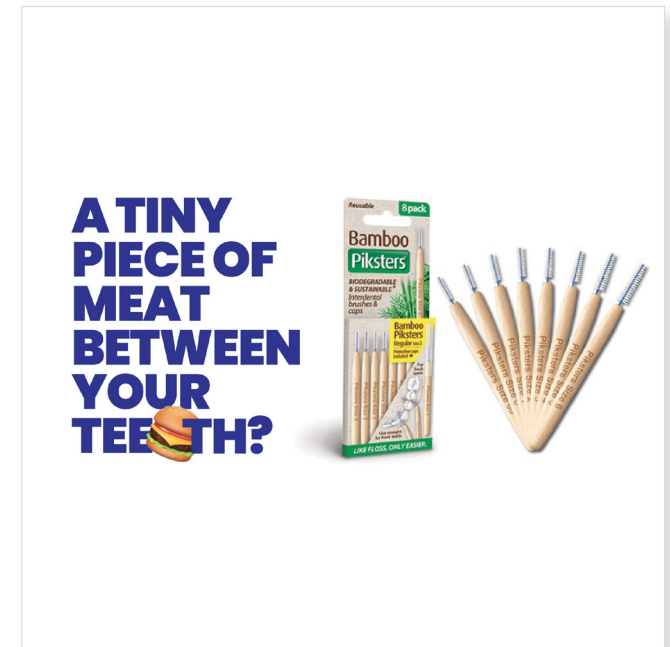
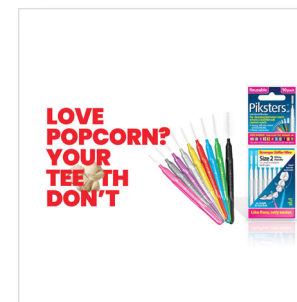
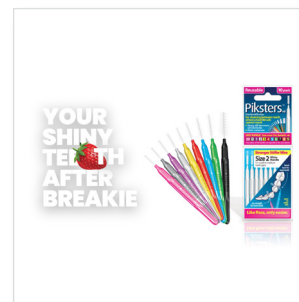
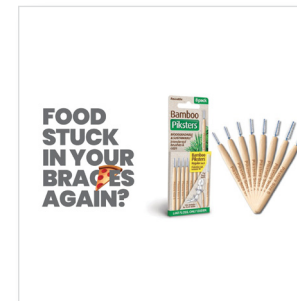
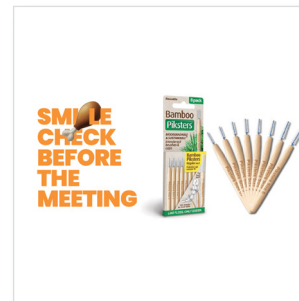
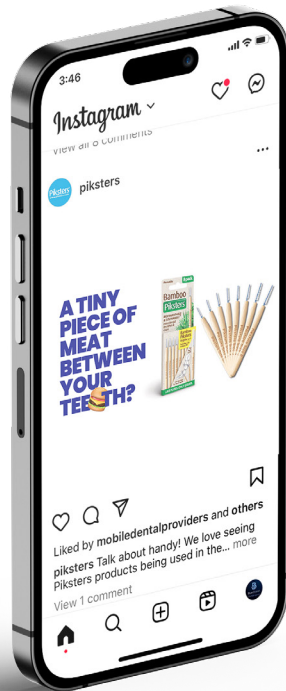
ACTIVATE NEW SITUATIONS

Piksters is for Anyone, Anytime

- For the perfectionist
- For the lazy
- For the traveller
- For the busy
- For the conscious
- For parents, youth, and elderly
- For when "I don't have time" and for "I do have time".

We should emphasise that everyone uses Piksters, it's totally normal. **"It's always in my handbag, at home and at work"**

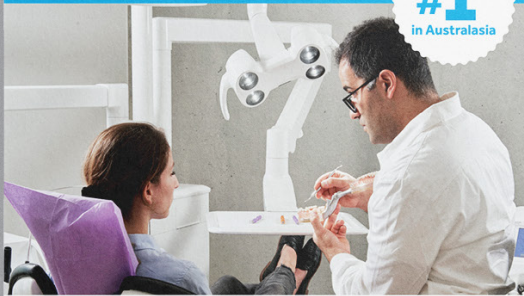
BlueOcean | The B2B Agency



Piksters®

Trusted, recommended,
and used by dental
professionals.

#1
in Australasia



By using Piksters® you are giving yourself a huge advantage — sure you might do a great job of cleaning your teeth, but the gap in between the teeth accounts for 80% of the problems — and a toothbrush just won't reach!

The reason most X-rays are taken is to check for decay in the gap areas and to catch it early. By cleaning in the gap, you not only reduce your chance of decay, root canal treatments and crowns, but you substantially reduce your chance of serious gum and bone disease around the chewing teeth.

5 STARS REVIEWS ★★★★★

"I only found these recently but I'm so delighted with them. It gives a real peace of mind that everything is well and I'm looking after my dental health properly, between Dentist visits."

Professional Quality Oral Care Products for Everyone

Consumers and Dentists love Piksters for their ease of use, single handed action, variety of sizes, low cost, convenience, the twisty handle, the stronger stiffer wire and the durability of the bristles.

Interdental brushes have bristles that get into all corners and spaces between teeth, effectively removing food debris and plaque.



DID YOU KNOW?

Health Organisations like the UK NHS recommend Interdental brushes (such as Piksters®) as they help to prevent gum disease by getting rid of pieces of food and plaque from between your teeth.

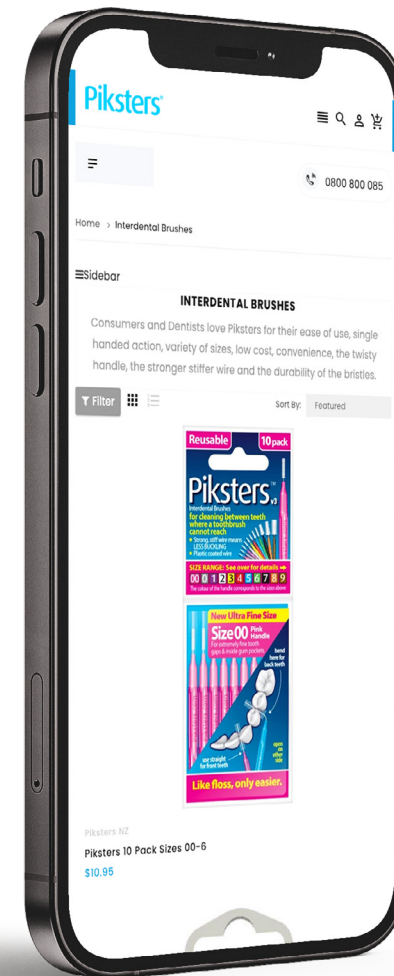
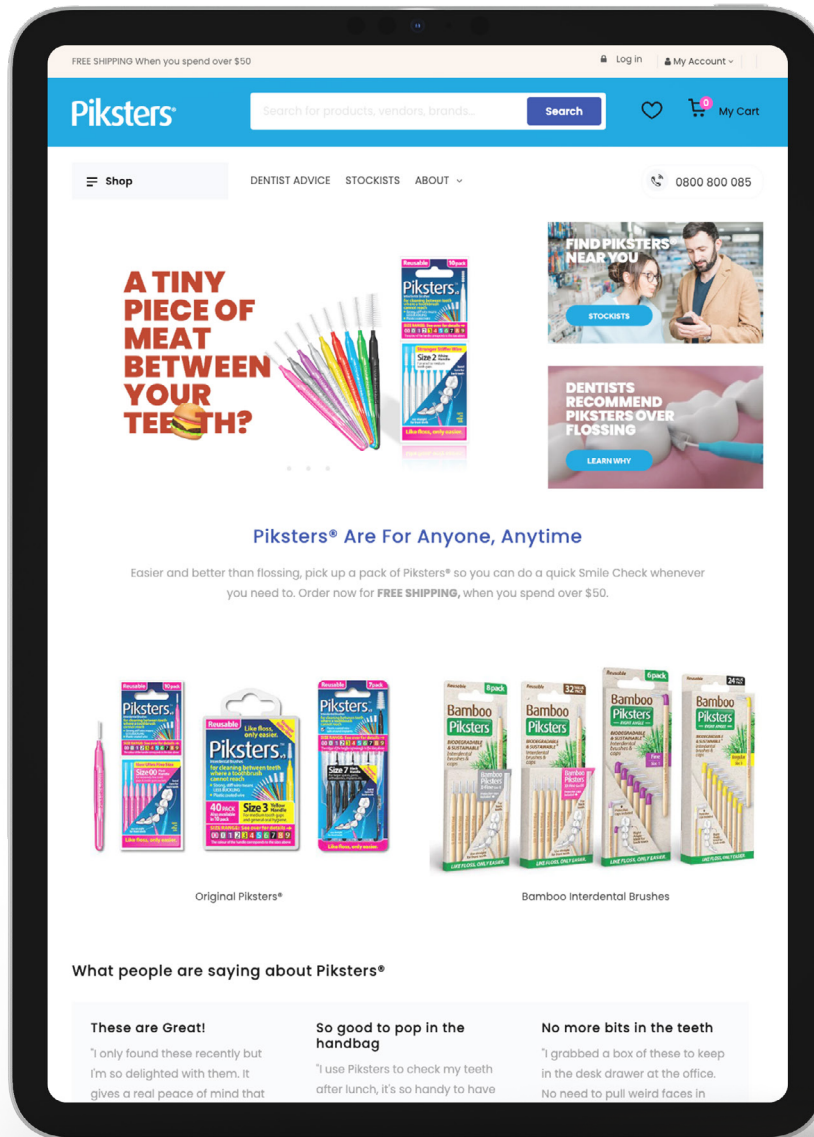
THINK THAT BRUSHING YOUR TEETH IS ENOUGH? THINK AGAIN.

Learn why interdental brushes
can help you achieve
optimal oral health.



Piksters®

www.piksters.co.nz



WHATEVER SUCCESS LOOKS LIKE TO YOU...



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LET'S GO FOR IT