

Magandang umaga po.  
[Good morning.]



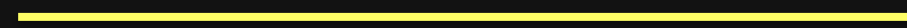
# Humanised B2B Marketing

Dean Aragón  
CEO Shell Brands International

The Brand Guy

Unilever

B2C



Shell

B2B, B2C, B2B2C

B2C

B2B

B2B2C

B2H

B4H

Business To Humans

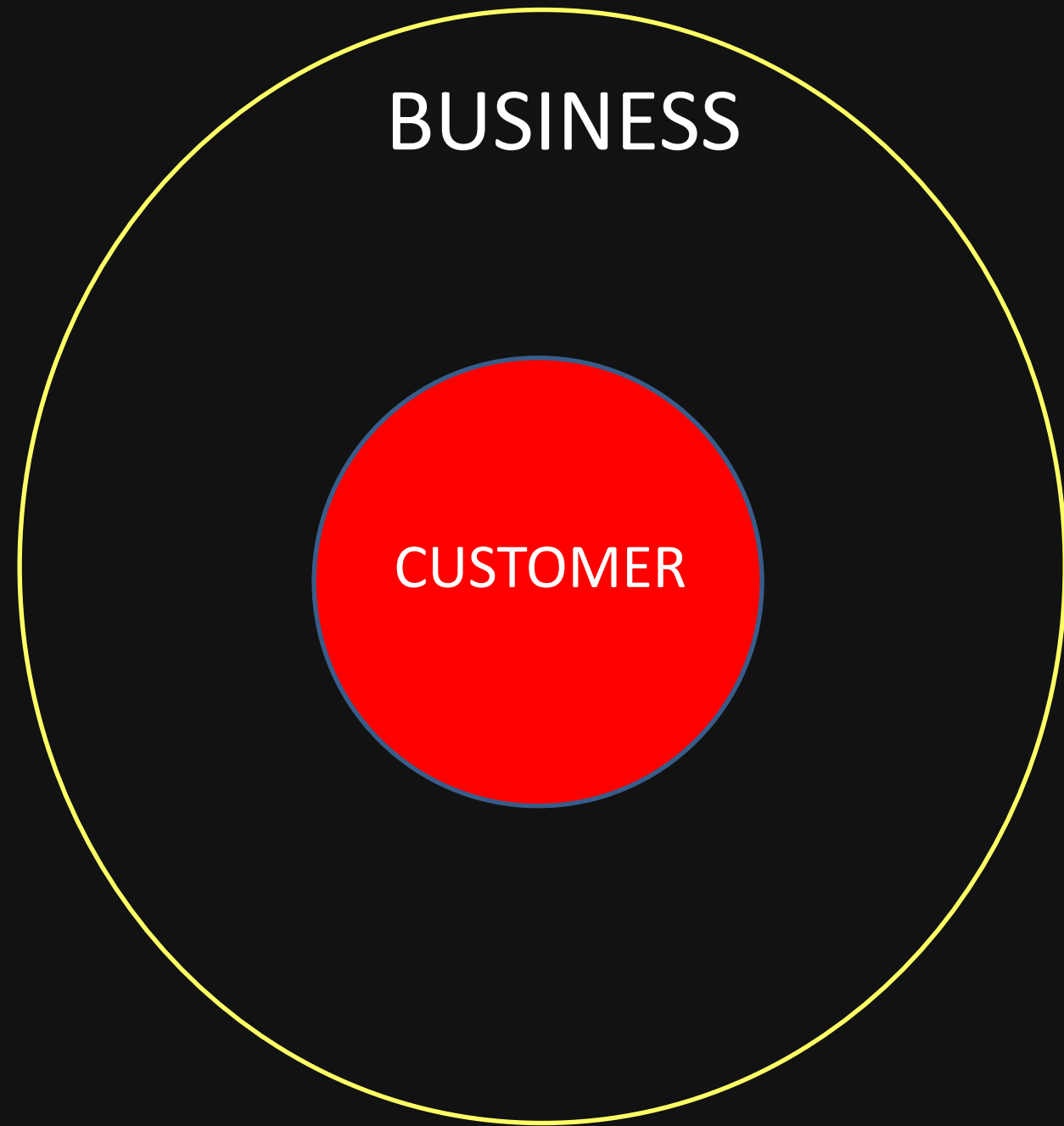
Brands For Humans

Proximity  
To  
Humans

Who  
Stake  
More

Scale  
Of  
Impact

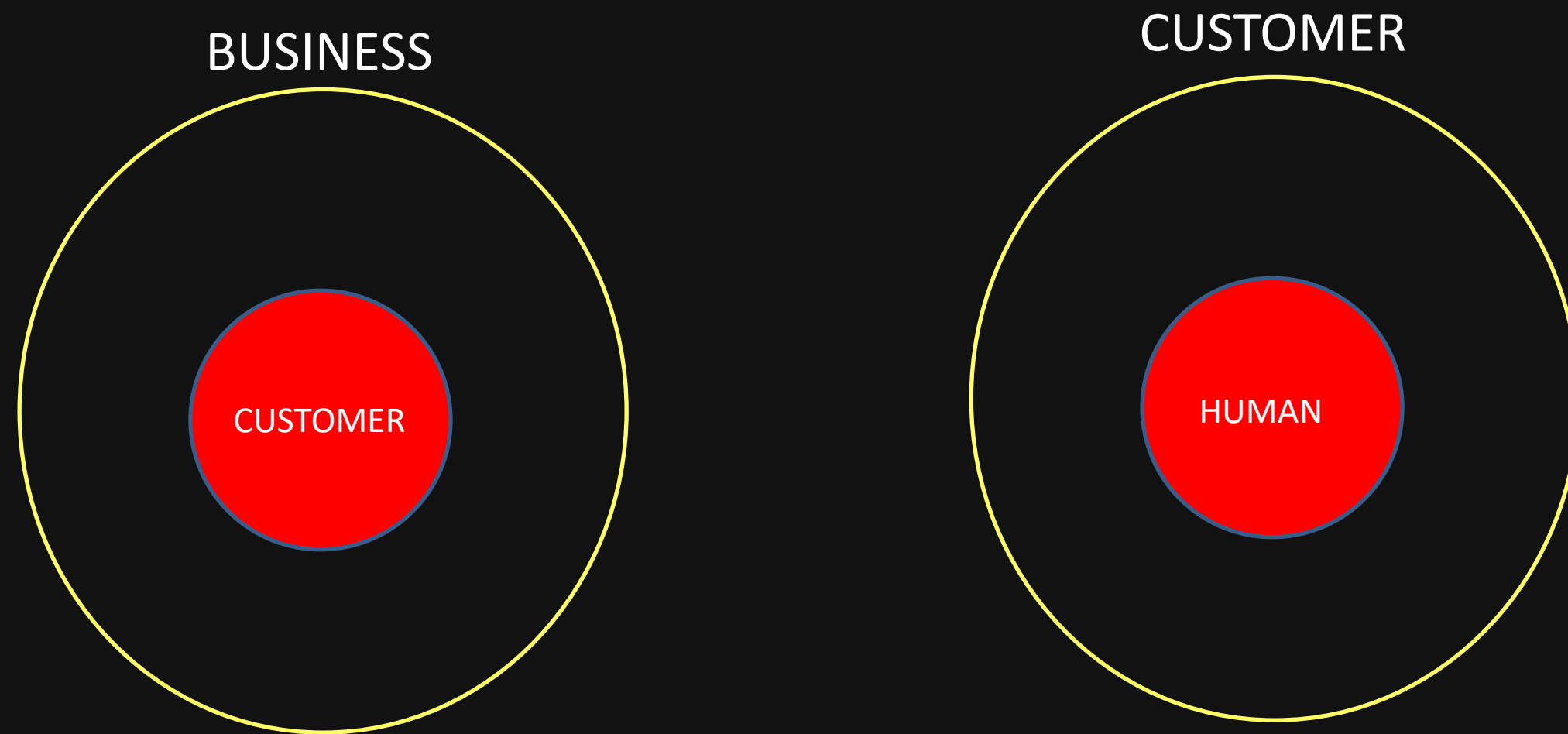
“Customers are at the **heart** of our business.”



Why are Customers assumed to have 'no heart' and all-brain?



'Sales' is owning the human relationship.





Marketer must contribute to Humanising B2B



Marketers now  
have access to  
a wealth of data.

Lot's of big data.

Not enough **deep data**.

Modern marketers need to be  
Data Alchemists



There's a **human** hiding beneath the data.

Buy.

Buy into.

Buy.

Products.

Price.

Technology.

Solutions.

Offers.

Terms.

Buy into.

Purpose.

Values.

Thought-Leadership.

Service.

Social Commitment.

Trust.



Net Zero Emissions  
2050 or Sooner

#PoweringProgress

Sector by Sector.  
Customers.





SHELL  
**STRATEGY**  
**DAY**  
2021

That's great for **big customers** or key accounts.

But what about the **smallest but numerous customers** ?



**PREPAREDNESS  
CHECKLIST FOR  
YOUR WORKSHOP**

**YOUR PROTECTION  
IS OUR PRIORITY**

**Shell  
RIMULA**



Humanising the mechanics.  
India.

Widen the **aperture** to their lives.

Marketer must leverage creativity in B2B



Stimulus.

=

Response.



Obsess about the **shared aspirations**,  
And the innovations, the solutions will flow.

# B2B Customer Collaborations

Shell

Maserati



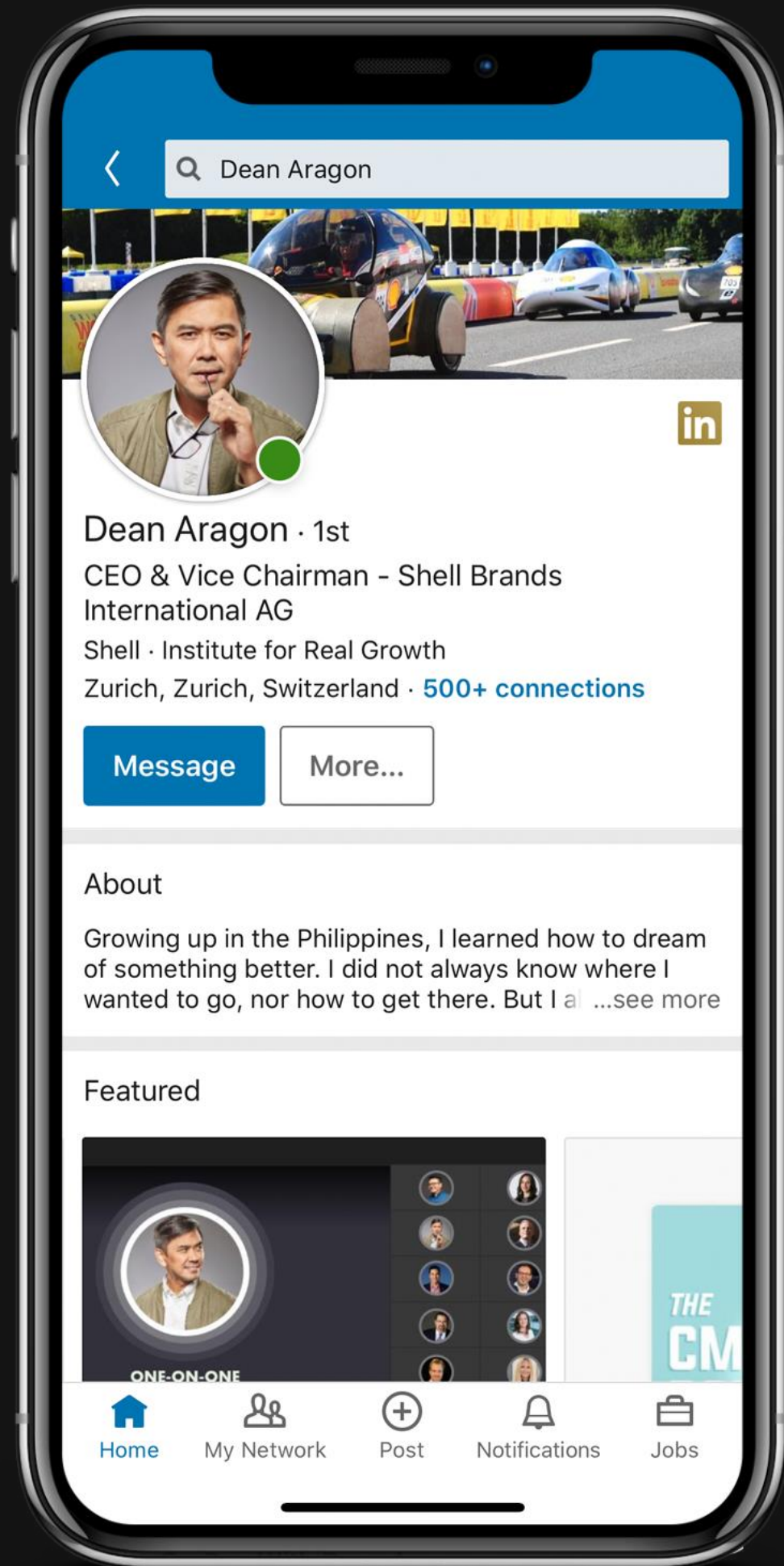
Convince.

Conviction.



Winning over **Humans** in B2B.  
Wining in **Business**.  
B2**H**. B4**H**.

Maraming **salamat** po.  
[**Thank you** very much.]



[linkedin.com/in/dean-aragon-brandguy](https://www.linkedin.com/in/dean-aragon-brandguy)