

Masterbrand Differentiation from MHP Group

Standout campaigns for complex brands



We specialise in creative differentiation campaigns for complex brands.

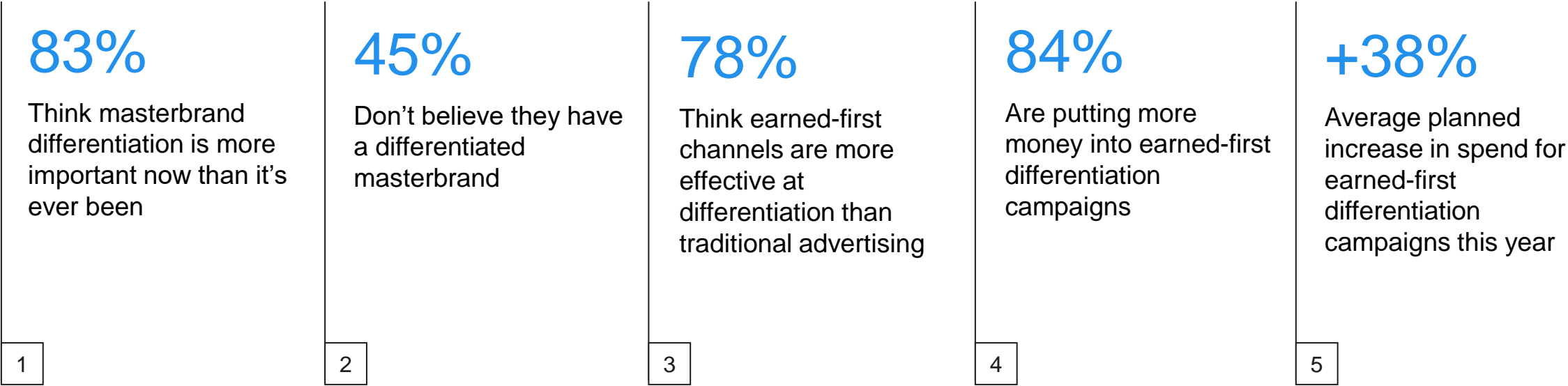
We tell a single-minded, earned-first story – many times, across many years, on every channel – to multiple audiences that have diverse priorities.

We begin with your audiences' world and take an outside-in approach to your brand challenge.



Differentiation is a big focus for the industry this year

We surveyed 300 marketing and comms leaders in the UK and discovered:

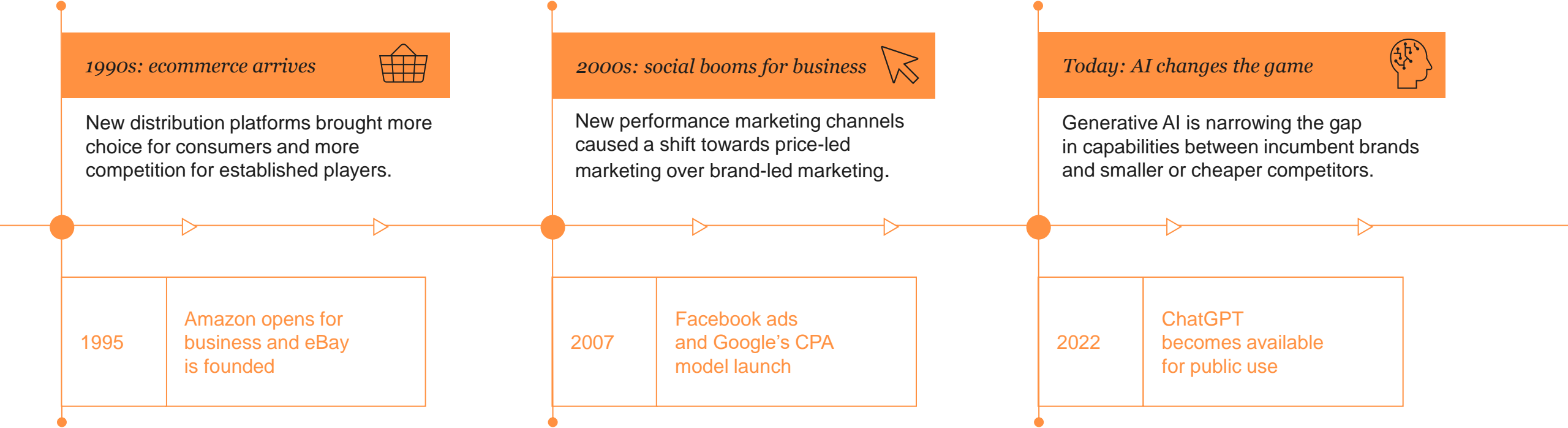


Source: Censuswide, February 2025



How we got here

Over the last 30 years, the digital economy has created an explosion of brands swimming in a sea of same-ness.



Today's challenge: how can brands stand out when every organisation looks and feels the same?





“When the world invents a zigging machine, the value of a zag goes into the stratosphere.”

Mark Ritson, Marketing Week



The differentiation dividend

Differentiation creates wins with every major audience

<i>Customers</i>		<i>Stakeholders</i>		<i>Investors</i>		<i>Talent</i>	
<p>Differentiated B2C and B2B brands have 5x the market penetration of those that aren't</p> <p>(source: Kantar)</p>		<p>Differentiated values, that stakeholders share, help to build trust</p> <p>(source: MHP Group / Influence At Work, Trust Analytics)</p>		<p>Differentiated brands have higher pricing power and maintain higher margins</p> <p>(source: Kantar)</p>		<p>Differentiated values, that employees share, increase productivity and satisfaction</p> <p>(source: PwC)</p>	





The formula for achieving differentiation has changed

Traditional advertising is not as effective as it once was

“Advertising is not considered to be shaping popular culture.”

(Source: Ipsos)

The digital age has seen brand identities become less distinctive

Tech		Fashion	
<i>Revolut</i>	»	Revolut	
facebook.	»	FACEBOOK	
Google	»	Google	
Microsoft	»	Microsoft	
<i>airbnb</i>	»	airbnb	
Spotify	»	Spotify	
Pinterest	»	Pinterest	
ebay	»	ebay	
BALENCIAGA	»	BALENCIAGA	
	»	BURBERRY LONDON ENGLAND	
YVES SAINT LAURENT	»	SAINT LAURENT	
Berluti	»	BERLUTI	
BALMAIN PARIS	»	BALMAIN PARIS	
RIMOWA	»	RIMOWA	
	»	DIANE VON FURSTENBERG	

The future of
differentiation is
earned-first

*Earned-first
spaces
are where...*



Our earned-first Masterbrand Differentiation model

1. *Identify*

Establishing your differentiation theme through audience analysis and competitor benchmarking

2. *Create*

Developing a compelling campaign platform, narrative and multi-channel content

3. *Evolve*

Telling your differentiation story in new ways over the long-term



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*Contact us to
find out
more.*

