THE QUIET ACHIEVER

For B2B companies, communicating their brand to a wider world can be challenging. Nitto, a Japanese component parts manufacturer to 70 industries, decided to highlight the impact it made on everyday lives. A global branding campaign, 'Behind smiles', only went so far, so Nitto approached BBC StoryWorks.

Shifting the spotlight

Corporate cultures in US tech firms, such as Facebook and Google, are well documented. However, little coverage is given to businesses that have quietly thrived for decades in Japan - a country synonymous with electronics and innovation, as well as distinct manufacturing and cultural philosophies.

A philosophical approach

The BBC StoryWorks team realised that Nitto's audience was hungry for future technology and intrigued by Kaizen, a Japanese philosophy. Based on this insight, an emotive brand film and informative text article were developed to bring Nitto's global slogan to life.

Audiences get the message

The campaign dramatically increased awareness of Nitto, with an uplift in familiarity of 97%. Brand positivity surged 231%, while consideration jumped by 188% and the likelihood of recommendation increased by 156%.

These extraordinary results underline how effectively the key messages were communicated.

Click to discover more and view the work