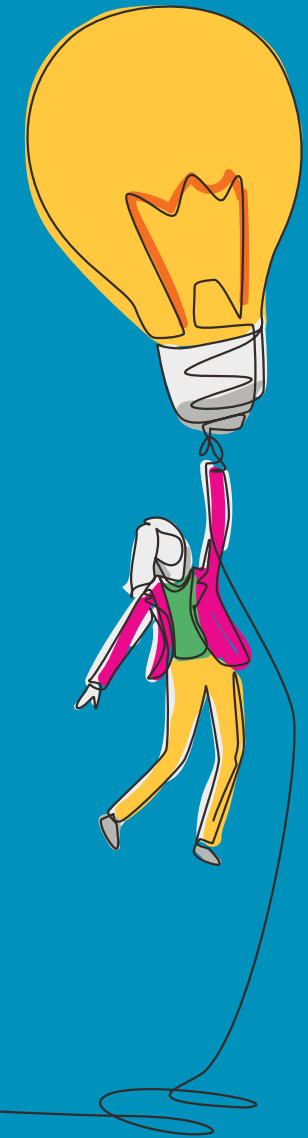


We're in the business of building businesses.

For over 55 years, Mower has been a B2B powerhouse agency—with a proven reputation of helping countless leader and challenger brands reach their marketing and business objectives.

Beyond the decades of client growth and success, we take pride in consistently delivering tangible results. From generating demand to securing more leads, our wins are yours to celebrate.



2022 and 2023
Agency of the Year



The Drum™
B2B Awards
Grand Prix Winner

mower

Distinct clients.

Maximum engagement.

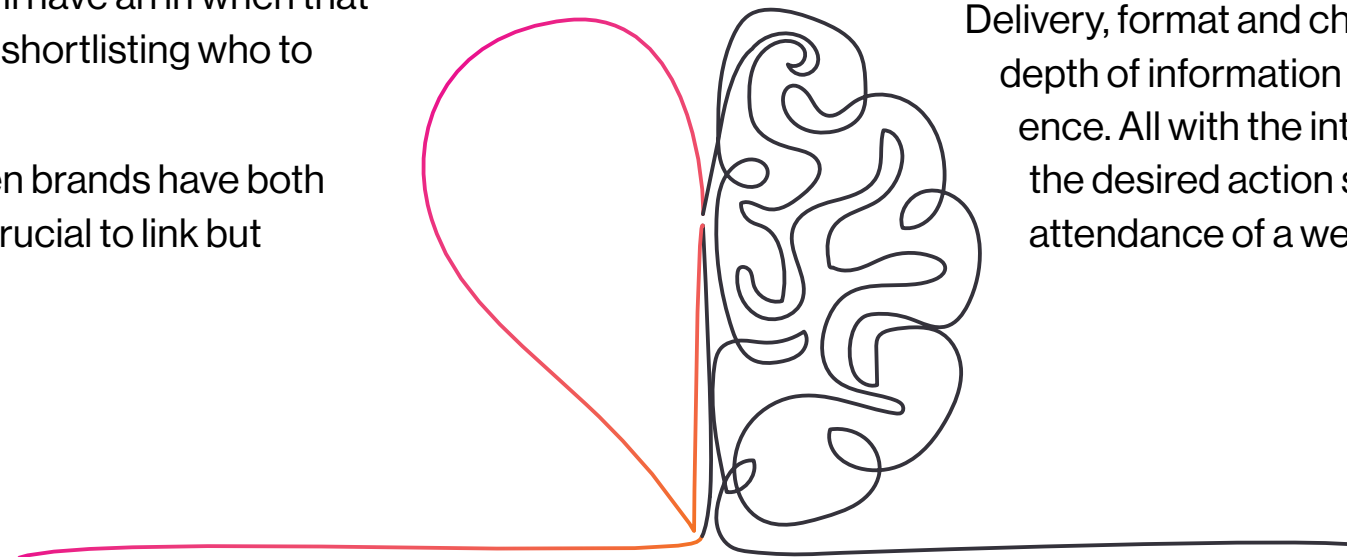
B2B decision makers carry the weight of choices that impact profitability, growth, team satisfaction, efficiency, on and on. The burden on them as businesspeople, and just plain people, can't be underestimated. So, understanding them, what makes them tick – both in and outside the workplace – means your brand can fill an important spot in their mind beyond just bolstering features and benefits of your products and solutions. One that means you'll be part of the short list during the decision-making process. And that you'll have an in when that multi-person decision team is shortlisting who to work with.

Adding to the complexity, when brands have both B2B and B2C audiences, it's crucial to link but

differentiate messaging—ensuring you capture the halo effect of brand equity with consumers, while translating messages to resonate with B2B audiences. Mower frequently does this for clients who have both a consumer and business presence, including **FedEx, Carhartt, KeyBank** and **BlueCross BlueShield**. We're confident we can do the same for you.

Messaging and content are built for different emotional and rational needs that a decision-maker has at each stage.

Delivery, format and channel reflect the complexity, depth of information and true desires of the audience. All with the intent of moving them toward the desired action such as a form fill for lead-gen, attendance of a webinar or a demo of a product.



A brand that's remembered is a brand that wins.

Learn how we focus on building fierce friendships between brands and people through ideas built on **affection**, **relevance** and **trust** to drive your business's growth, strong ROIs and overall success.



27% **2X**

Increase in engagement on LinkedIn

The average North American reposts



13,333 vs **125**

Video views from organic social channels

Views per video in 2021

[LEARN MORE ►](#)



47% **34%** **300**

Open rate

Click throughs

Customer opportunities



1,800+

Video and podcast views

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75% **2 million**

of leads requested product samples

Impressions

4X

The average conversion rate

[LEARN MORE ►](#)

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B2B experts trust us with their biggest challenges.

