

Transforming Brand Strategy for B2B Success

Company Name: Pentair
Industry: Industrial Manufacturing
Revenue: \$4B+
Employees: 10,000+



Mission-critical priority

The former CMO at Pentair aimed to evolve its brand strategy to better resonate with customers and unlock the value of customer relationships by transitioning from a branded house strategy to a more effective brand positioning.



How Gartner helped

The former client used:

- **Gartner B2B brand positioning methodologies and tools** to transition from D2C to B2B focus and facilitated strategic thinking over tactical execution
- **Gartner insights** to develop a comprehensive brand map from corporate narrative to product messaging



Outcome

With support from Gartner for Marketing, the former client:

- **Enhanced their brand strategy** to better align with customer expectations and industry standards
- **Increased engagement** by achieving a nearly 300% increase in customer participation in their CXM survey
- **Gained confidence and validation** in innovative approaches, ensuring the brand strategy was on track and effective