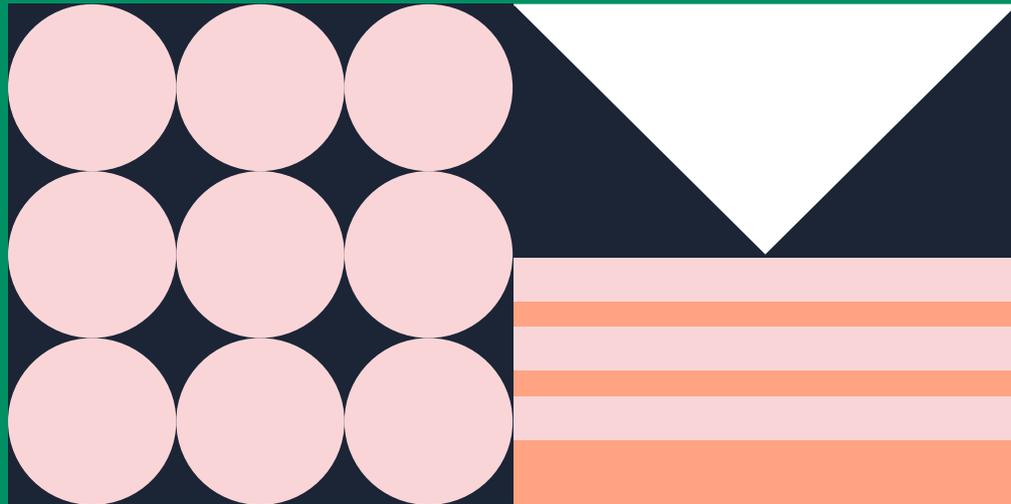
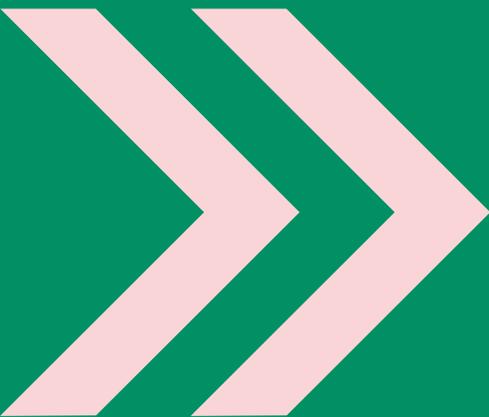




Banishing tedium from B2B tech PR

Why simple, bold ideas are business critical



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WHO IS THIS GUIDE FOR?

This guide is for B2B tech PR professionals who want to deliver their comms strategy despite facing a crowded, noisy media landscape.

INTRODUCTION

“We don’t need something wildly creative. Our audience is really techie. We just need to explain how we can solve their problems.”

This is one of the most common, and most dangerous, assumptions in B2B tech PR.

On the surface, it makes sense. Clear problem-solution storytelling has long been the foundation of effective thought leadership. If you understand your audience’s challenges, you earn the right to talk about how your technology helps.

But in today’s environment, that approach on its own is no longer enough.

B2B audiences are drowning in competent content. Everyone explains their value clearly. Everyone has data. Everyone sounds reasonable. The result? Messages blur together and even genuinely strong ideas are ignored.

This is where creativity comes in. Not as decoration or gimmickry, but to earn attention before you ask for understanding.

Creative, emotive ideas act as the starter that makes people lean in so they’re actually receptive to the main course of thought leadership that follows. And both need to deliver on an agreed comms strategy that leads back to a business goal.

But the starter now needs to be bolder than ever. Because the environment B2B tech brands operate in has fundamentally changed.



WHY THE OLD APPROACH IS NO LONGER ENOUGH

1. B2B TECH AUDIENCES ARE OVERWHELMED

Today, buyers are exposed to huge volumes of content. One study revealed that a typical B2B purchasing team is bombarded with 4,000 touchpoints when evaluating a supplier¹. At the same time, brands increasingly describe themselves using the same safe language. Everyone is AI-powered, secure and scalable. Everyone has analyst validation. Everyone sounds credible.

Creativity breaks the status quo. Without it, even great technology becomes invisible.

2. TECHNOLOGY DIFFERENTIATION IS SHRINKING

In addition to sounding similar, lots of tech actually operates in the same way. It shares comparable features, it uses cloud infrastructure and it competes on incremental improvements. There's rarely something revolutionary that one business can claim for long.

Creative PR shifts differentiation from a feature to a narrative. And people remember narratives.

3. TRUST IS LOW

What makes points one and two even worse is that buyers are more sceptical than ever. Data shows 77 per cent check reviews and 54 per cent speak to users². Why? Because they don't fully trust what they're being told by vendors.

Creativity makes authenticity visible. And authenticity drives trust.

4. DECISION-MAKERS ARE HUMAN

It's odd to think this needs saying. Of course they're human. We're all human! Just because someone sits in front of a screen and clicks on doesn't mean they turn into a robot. We all respond to emotion, clarity and relevance. Forgetting this is a huge red flag.

Brands that feel human win. And creativity can foster that feeling.

5. EARNED MEDIA STANDARDS ARE HIGHER

Finally, and most crucial of all, journalists, analysts, and creators are time-poor, data-savvy and resistant to recycled narratives. They need creative stories.

So, if you've ever said to an agency, "We must get into the national media more often," yet won't match the ambition with creative freedom or new thinking, you're setting yourself up for failure.

If it isn't interesting, it isn't covered. Creativity makes sure it's both.

It's clear. Creativity is one of the most powerful tools communicators have, helping brands become distinct, credible and memorable. And if it helps the PR team win an award, we should celebrate this. It recognises success and shows the comms function has stepped out of its comfort zone to deliver its strategy more effectively.

In short, creativity is now business critical for PR teams.

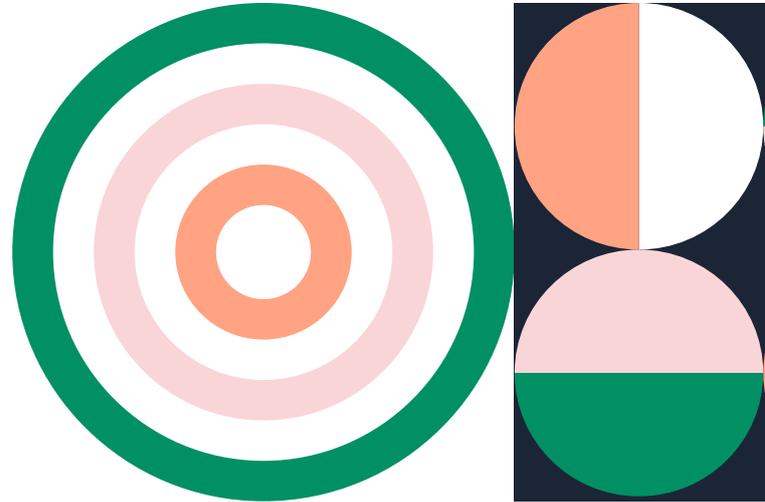


WHAT IS CREATIVITY IN PR?

This is a good question. Because creativity is a nebulous term and can be seen in just about everything a PR team does. From coming up with a great phrase to solving a seemingly intractable problem.

For the purposes of this report, we're talking about creative campaigns. They start with a business problem and deliver a message that makes people think or act differently to deliver a specific goal. They sit above every-day PR and have the wow factor. Like flashes of lightening and rumbles of thunder that draw attention to the fact it's raining. And they're brutally simple. Because brevity is the soul of wit. It's also the soul of not boring people to death.

Our approach to creative campaigns is simple:



1. PROBLEM

Define the business challenge and what needs to change



2. INSIGHT

Understand the situation with an insight about the audience



3. ACTIVATION

Do something that unveils the insight or even solves the problem

Too often in B2B tech PR, brands stop at the first two steps. They identify the problem and articulate the insight. Then retreat before activation, worrying it feels frivolous or too consumer.

This hesitation is what we call the creativity gap. The insight is there. The opportunity is there.

But nothing happens.

OVERCOMING THE CREATIVITY GAP

The smarter brands take step three. They push beyond the notion that, “We don’t need something wildly creative.”

But how do they get there? How do they get past the gap with an idea? We believe there are three techniques. And all of them are based on the idea that the best creative work is brutally simple.

Simple ideas are easier to understand, easier to explain internally and easier to amplify across earned, owned and shared channels. They give journalists clear stories, audiences clear meaning and businesses clear returns.

Creativity doesn’t need to be complicated to be bold. It just needs to be brave enough to be different. And if it can’t be explained in one sentence, it’s not ready.

Here are three techniques we see successful brands use again and again.

1. DO SOMETHING COUNTER INTUITIVE

This is when you deliberately do something that doesn’t meet the expectation of an audience. It sounds risky, but we need to remember the well-worn saying, “Dog bites a man, isn’t news. Man bites a dog, that’s news.”

For example, we had a workplace technology client that promised to make people, “Work happy” with its software. We developed an insight through research showing people are often unhappy at work owing to lack of collaboration or isolation. This formed the basis of a story and secured national coverage.

Today, it might not. It would need a creative activation. For example, the brand could open a pop-up shop selling nothing but happiness. People could go in to get some time with a workplace psychologist or to play with some puppies. This is a simple, yet unexpected move that underlines the message in a creative way. It also does something to solve the problem of unhappiness and leads people back to the thought leadership behind the activation. It begs people to ask, “Why have they done that?” And the brand can explain.

2. TURN IT UP TO 11

This is when you take an insight and push it to the logical extreme. Again, it takes bravery, but it’s a sure way to draw attention. Imagine a manufacturer of routers and networking equipment. Its key message might be it can set up networks anywhere and the IT team can manage them remotely wherever they are.

Take this idea to the simple, logical conclusion. Create the world’s first Wi-Fi network in space. Send some routers up on a weather balloon and optimize them from Earth to hammer home the key message. It shows how the brand is solving the challenge of remote management in a creative way.

3. SHIFT THE FOCUS

Sometimes, when the technology is simply too complicated or lacks a natural wow, you need to shift the focus to something simpler. It’s the process telling a story that captures what the brand is about rather than the technology itself.

For example, imagine a company selling temperature-controlled cases for air transport that move precious and heat-sensitive pharmaceuticals around the globe. There’s only so much you can say about the cases. But you can shift the focus to the contents. Get statistics about the volume of vaccines lost to overheating every year. Then commission a well-known artist to create an installation from vaccine vials to represent all the wasted doses.



THE MULTI-CHANNEL MULTIPLIER

There's an added bonus creative campaigns offer: they cross channels and support the wider business. A creative stunt, activity or piece of content can be used in many ways, fuelling social, marketing, events and web activity. This multiplies its value, while also giving the whole business a focus to get behind.

They're also something PR teams can be proud of, which grab attention among the c-suite, even wider industry.

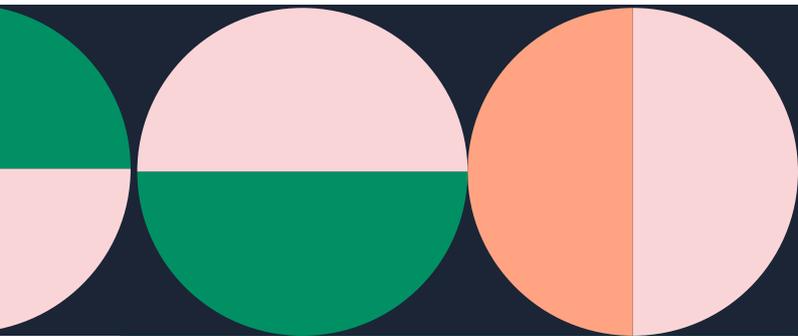
WHAT THIS MEANS FOR PR TEAMS IN 2026

Creativity in B2B tech PR doesn't mean being loud for the sake of it. And it doesn't mean behaving like a consumer brand. It means recognising a simple truth: attention is now the scarcest resource you're competing for.

The brands that get attention will be the ones brave enough to turn insight into action. To do something that makes people pause, feel something and remember them. Not once, but across channels and moments.

Crucially, the most effective creative campaigns are rarely complex. They're built on a clear problem, a sharp insight and a simple activation that brings the story to life.

That's why creativity is no longer a "nice to have" or a bolt-on for big launches. It's a strategic tool that helps PR teams cut through noise, build trust and earn their place at the top table.



THE NEXT STEP

If your PR feels competent but forgettable, or if strong ideas keep getting stuck at the insight stage, that's the creativity gap at work.

We help B2B tech brands close it, banishing tedium from their PR. If this sounds like a conversation worth having, get in touch by emailing hello@fivenot10.co.uk. Or find us on social media.

ABOUT FIVE NOT 10

We're the B2B tech PR agency obsessed with simplicity. Why say something in 10 words when five will do? This is because the best ideas are the simplest. They cut to the chase, have a razor-sharp focus and are instantly effective.

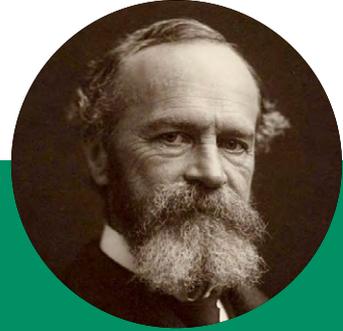
We identify what's slowing you down; what's stopping you from achieving results. We introduce simple strategies to overcome these barriers. Then we get stuff done and make progress.

¹ [Sense, The Tyranny of Information: More About the Problem of Information Overload for Buyers](#)

² [Digital Commerce 360, AI disrupts B2B buying but trust drives tech purchase decisions](#)



Five not 10
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“

The art of being wise is the art of
knowing what to overlook.

William James

