



A HALO REPORT

Television-quality brand building. Engineered for B2B.

A briefing for B2B marketing leaders on why the old playbook has stopped working, and what has changed in the last eighteen months.

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The old playbook has run out of road.

If you market a B2B product or service, you already know the pattern. Customer acquisition cost has climbed every year since 2021. LinkedIn CPMs have tripled. Your brand tracking has gone sideways. And the category leaders keep pulling ahead on unaided awareness.

None of this is a marketing problem. It is a media access problem. Here is what every B2B CMO knows but cannot fix with the current toolkit.

The five things every B2B CMO knows but cannot fix

- **The acquisition gap.** B2B customer acquisition cost has climbed every year since 2021. Organic reach is down, paid media costs are up, and conversion rates from awareness to action have softened.
- **The LinkedIn ceiling.** LinkedIn now accounts for 40 percent or more of most B2B media budgets and is delivering progressively worse ROI. The format is saturated and the CPMs reflect it.
- **The brand gap.** Your category leaders are spending prohibitively large TV budgets - the kind of numbers most challenger and mid-tier B2B brands simply cannot get signed off. Every quarter you do not match them, their unaided awareness pulls further ahead.
- **The attribution fixation.** Your measurement stack is obsessed with which click converted. But no click happens without something upstream creating the intent. Digital attribution systematically ignores the exposure that stimulated the action, which means the channels that actually drive conversion keep getting defunded.
- **The loop.** Every quarter the business writes a bigger performance marketing cheque and every quarter the results get marginally worse. You know you need brand spend. You cannot get it signed off without proof. You cannot get proof without spend. The loop is the problem.

None of this is a marketing problem. It is a media access problem. And it just got solved.

WHAT CHANGED

Television built for B2B.

Three shifts in the last eighteen months have combined to create something genuinely new: television-quality brand building aimed only at B2B decision-makers, with deterministic measurement of the effect on pipeline.

£50k

buys you what £300-500k
used to buy in linear TV

60%

of UK B2B decision-makers
reachable through Halo's
actionable audience graph

1:1

deterministic match between
TV exposure and action
taken

HOW HALO WORKS

Three integrated layers.

1

Audience Intelligence

WHO SHOULD WE REACH?

We build reachable audience segments of verified B2B decision-makers - by business size, vertical, revenue band and purchase behaviour - using Halo's proprietary actionable audience data.

2

Priming Layer

WHAT BUILDS THE BRAND?

Your brand message runs on connected TV in large-screen premium environments, delivering the mental availability effect that moves consideration, aimed only at the people who could actually buy.

3

Conversion Layer

HOW DO WE PROVE IT WORKED?

Direct response follows. The same identified individuals who saw the TV ad see the action prompt days later. We measure the effect on clicks, applications and revenue deterministically.



WHY THIS MATTERS

Halo is built for B2B brands with considered-purchase sales cycles where brand salience at the moment of consideration genuinely moves conversion. The buyer is identifiable and reachable. The competitive set is crowded enough that unaided awareness is decisive. And the attribution gap between upper-funnel spend and pipeline is wide enough that closing it changes the commercial conversation with the CFO.

If you are a challenger brand, Halo lets you compete on brand salience with the category leader's budget, not against it. If you are a mid-tier or incumbent brand, Halo lets you prove your existing TV spend is actually moving acquisition, not just household awareness.

Find out if Halo is right for you.

Start with a 30-minute diagnostic call. We will talk about your current acquisition set-up, where the growth potential sits, and whether a Halo pilot is the right fit.

[Book a discovery call](#)

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Halo sits between strategy and execution - the activation framework engineered for B2B brands that need brand-building at direct-response efficiency.

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