

PRODUCT

**B2C PRODUCT BRANDS**

customers trust  
the company

branding tends  
to be visible

**B2B PRODUCT BRANDS**

customers trust  
the company

branding tends  
to be invisible

B2C

B2B

customers trust  
the people

branding tends  
to be visible

customers trust  
the people

branding tends  
to be invisible

**B2C SERVICE BRANDS**

**B2B SERVICE BRANDS**

SERVICE