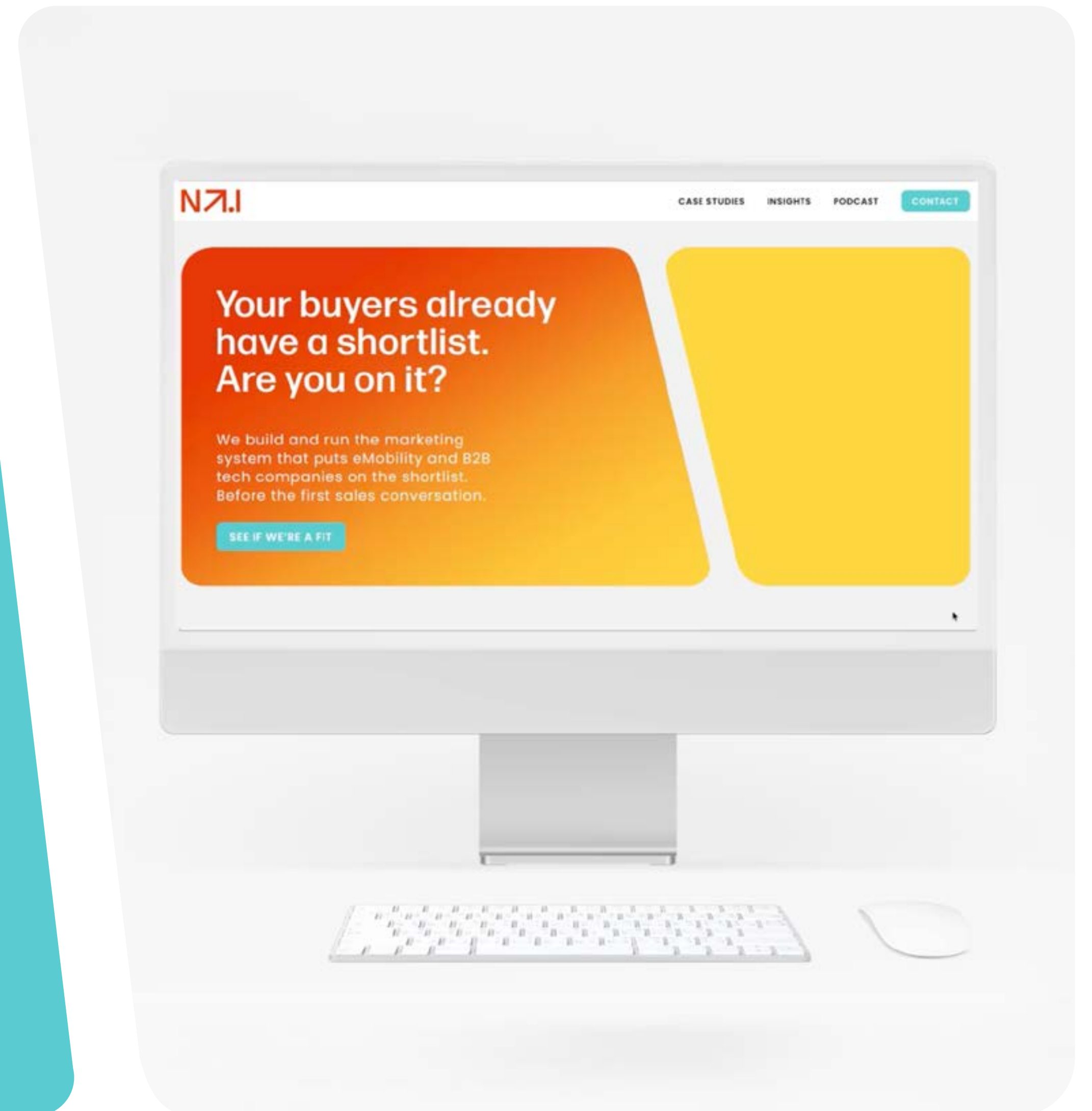
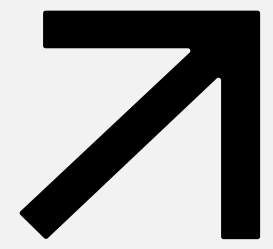


# Nexxt Industry

## Brand evolution & repositioning

How we evolved our positioning, refined our proposition, and built a brand that reflects the work we do today.



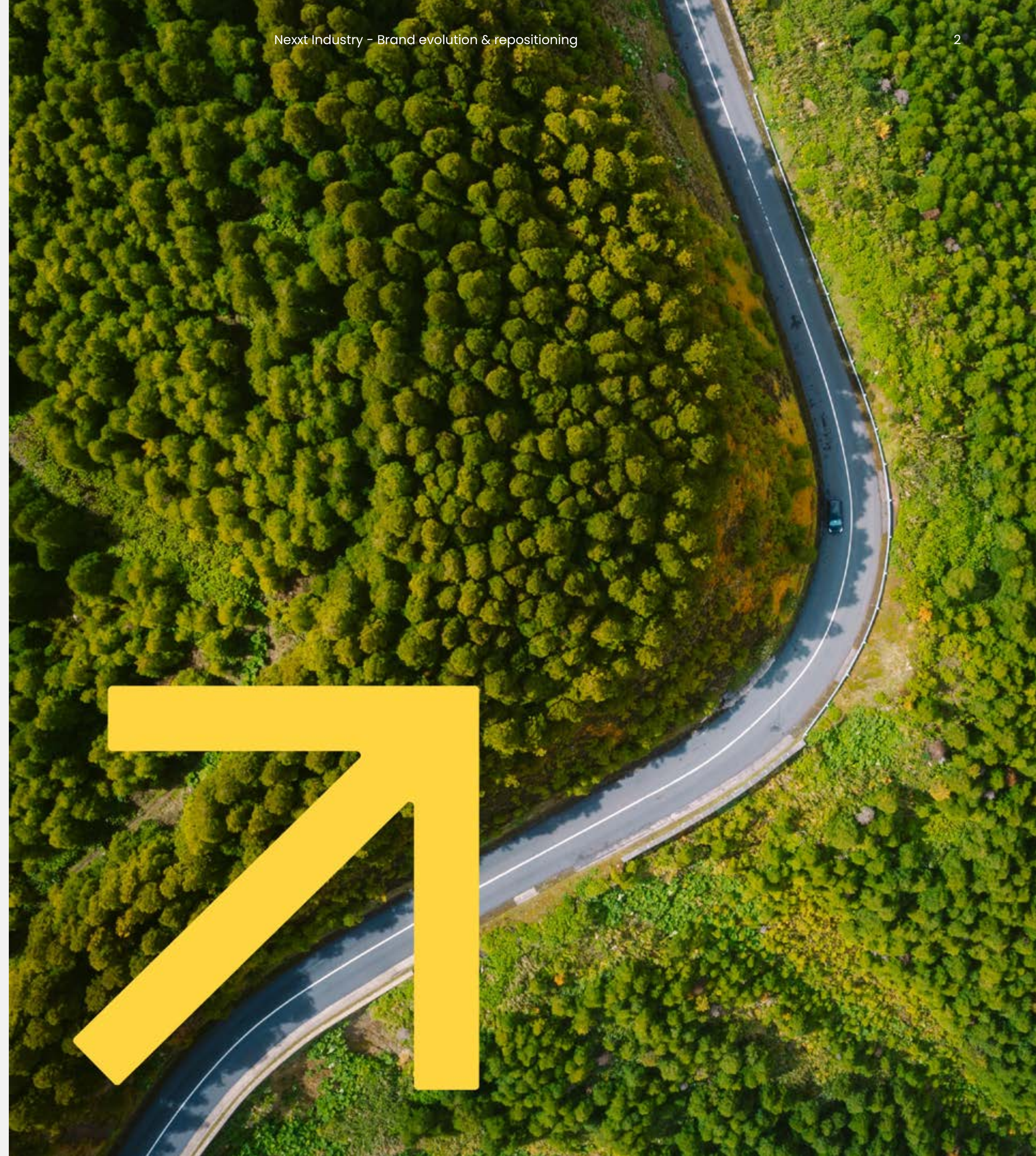


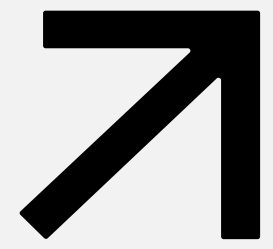
## About Nexxt

**Nexxt Industry** was founded more than a decade ago with a simple mission: help innovative companies accelerate the transition towards a more sustainable future.

In the early years, that meant working with clean technology and sustainability-focused businesses. As the electric mobility industry matured and expanded, so did our focus. Over time, Nexxt Industry became one of the most experienced specialist marketing agencies in the eMobility sector, working with Charge Point Operators (CPOs), software providers, infrastructure companies, OEMs, fleet businesses, energy companies, and emerging technology providers across Europe and North America.

Throughout that journey, we helped clients launch products, enter new markets, build brands, create content, generate demand, and grow their presence in a rapidly evolving industry. But as the company evolved, so did the work we were doing.





## Challenge

The challenge wasn't a website.

The challenge was that our positioning no longer reflected the value we were creating for clients.

Years ago, much of our work centred around marketing execution. Content creation, campaigns, social media, and ongoing marketing support. While those services remain important today, our role has gradually become much more strategic.

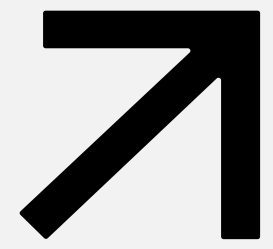
We were helping clients define positioning, build messaging frameworks, develop marketing systems, identify ideal customer profiles, and create the foundations needed for long-term growth.

In many cases, we weren't simply running marketing activities anymore. We were helping companies build the structure behind them. The problem was that the market didn't always see that evolution. There was a growing gap between what Next Industry had become and how Next Industry was being perceived.

**Your buyers already  
have a shortlist.  
Are you on it?**

We build and run the marketing system that gets you recognised, trusted and on the shortlist before the first sales conversation.

**TEST YOUR MARKET AUTHORITY**



## Approach

Rather than simply refreshing the brand or redesigning the website, we decided to take a step back and ask a bigger question:

What problem are we actually solving?

The answer emerged from years of working with eMobility companies.

Many businesses weren't struggling because they lacked good products, talented teams, or strong technology. More often, they were struggling because buyers didn't recognise them, trust them, or consider them when opportunities emerged.

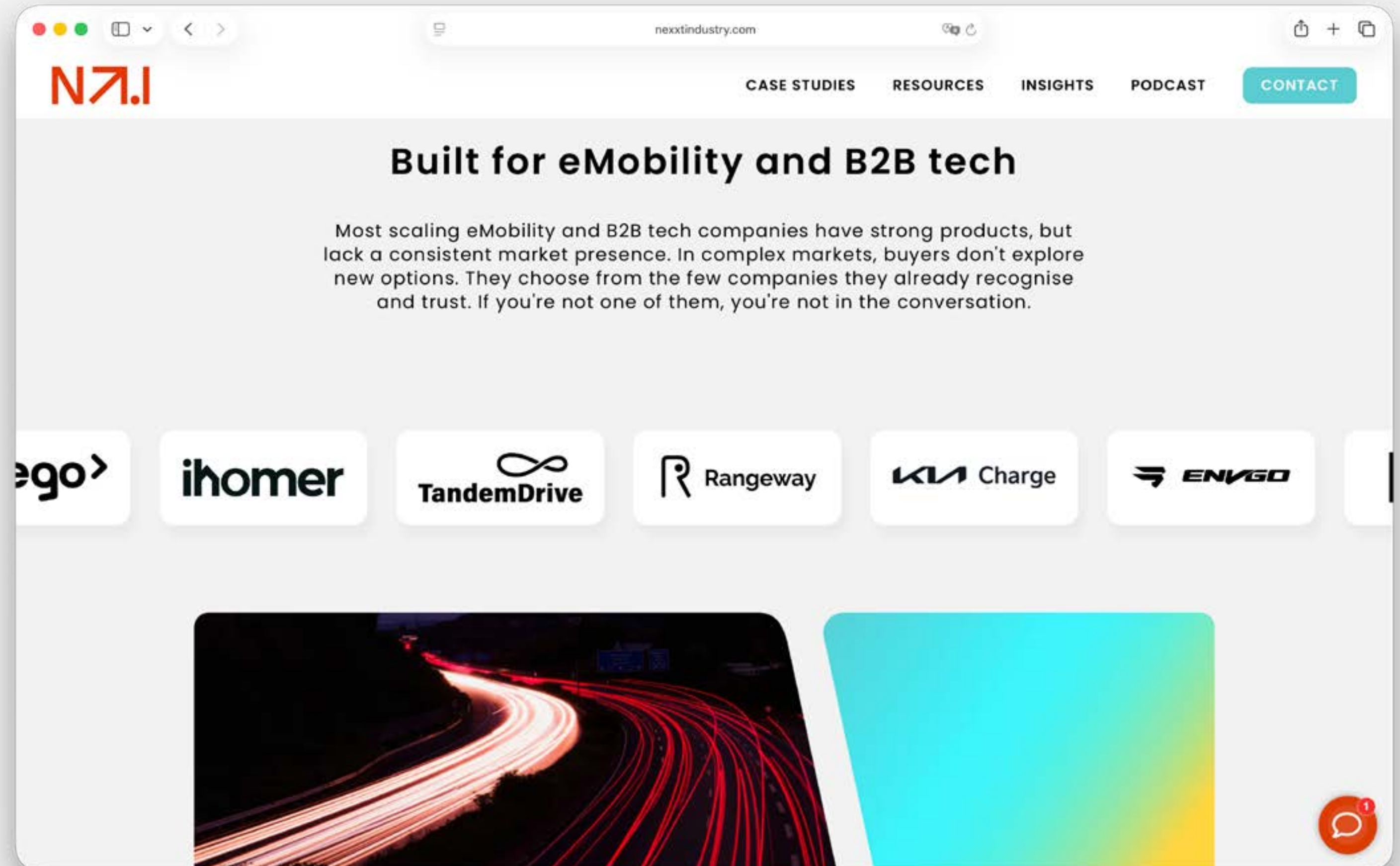
That observation led to another insight.

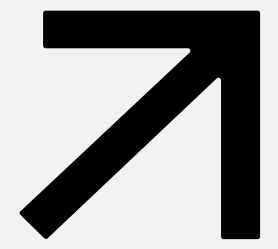
Most companies spend a significant amount of time analysing the deals they lose.

Very few analyse the opportunities they never knew existed.

Somewhere in every market, buyers are researching suppliers, speaking to peers, asking for recommendations, and building shortlists.

By the time many companies become aware of an opportunity, a significant part of the buying decision has already taken place. That became the foundation for a completely new narrative.





## Building the Authority Marketing proposition

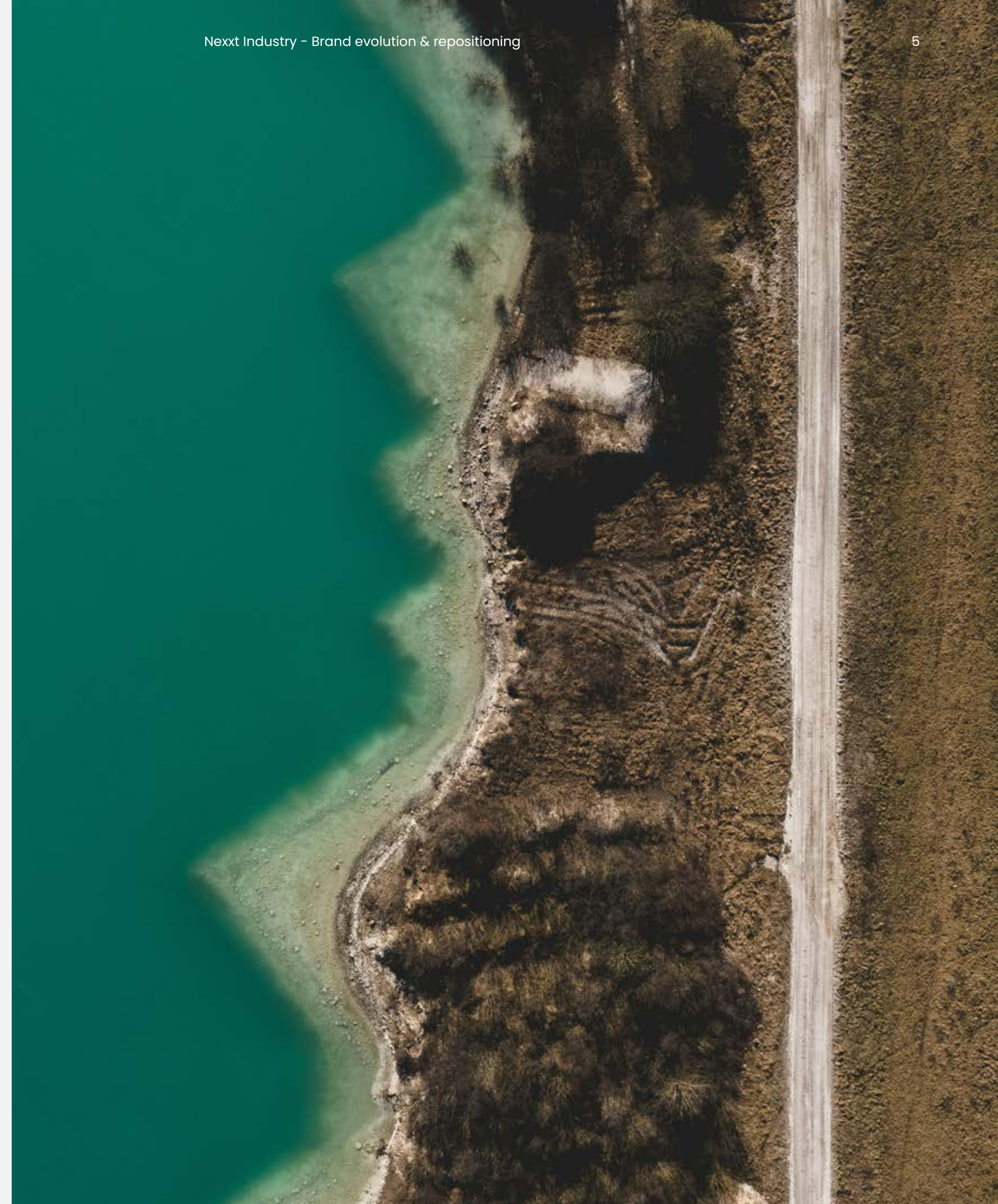
As we explored this challenge further, it became clear that traditional marketing language wasn't fully capturing the value we were creating. Most marketing conversations focus on activity. Campaigns, content, advertising, events, impressions, and lead generation.

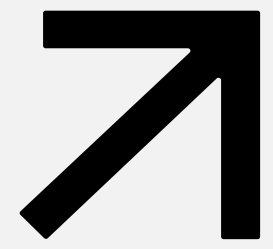
But in complex B2B markets, the real selection often happens much earlier. Buyers rarely evaluate every available option. They narrow the field quickly, relying on recommendations, previous experiences, and the companies they already recognise. By the time they reach out to suppliers, a shortlist often already exists. That changes the role of marketing entirely.

Instead of simply generating awareness or leads, marketing must help a company become recognised, trusted, and considered before a buying process formally begins. This became the foundation of Authority Marketing.

A structured approach focused on building recognition, trust, credibility, familiarity, and expertise over time. Not through isolated campaigns, but through a marketing system that consistently strengthens a company's position in the market.

In many ways, this wasn't entirely new work for Nexxt Industry. We had already been helping clients build authority for years. The difference was that we now had a clearer way to explain it.





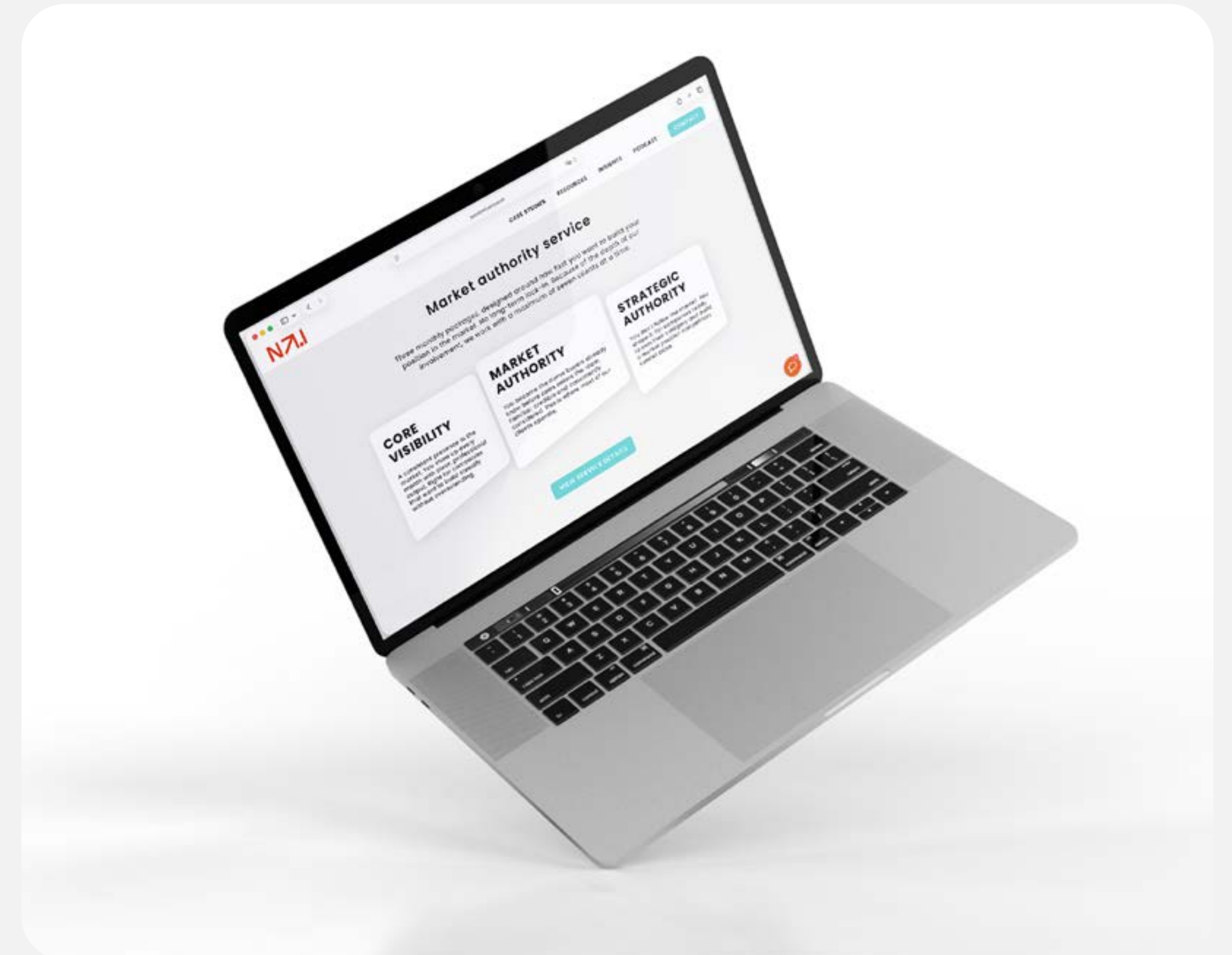
## Bringing the new positioning to life

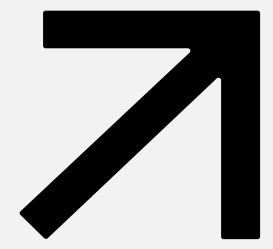
Once the new narrative was established, every part of the business needed to reflect it. The project extended far beyond visual identity.

We refined our messaging, restructured our service offering, developed the Authority Score assessment, created new thought leadership resources, introduced Nanomarketing as a specialist strategic service, and strengthened the frameworks that underpin our client work.

At the same time, we continued evolving our own role.

Today, Nexxt Industry increasingly operates as a strategic marketing partner, helping companies build the systems, positioning, and foundations that support long-term growth. While we still help clients execute and operate marketing programmes, our involvement begins much earlier, at the strategic level. The brand needed to communicate that shift.





## The website overhaul

The most visible expression of this transformation was a complete overhaul of the Nexxt Industry website. This was not intended to be a cosmetic refresh. It was designed to communicate a fundamentally different way of thinking about growth. The homepage centres around a simple question:

**“Your buyers already have a shortlist. Are you on it?”**

From there, the entire website is built around the idea that recognition, trust, and visibility shape buying decisions long before sales teams become involved.

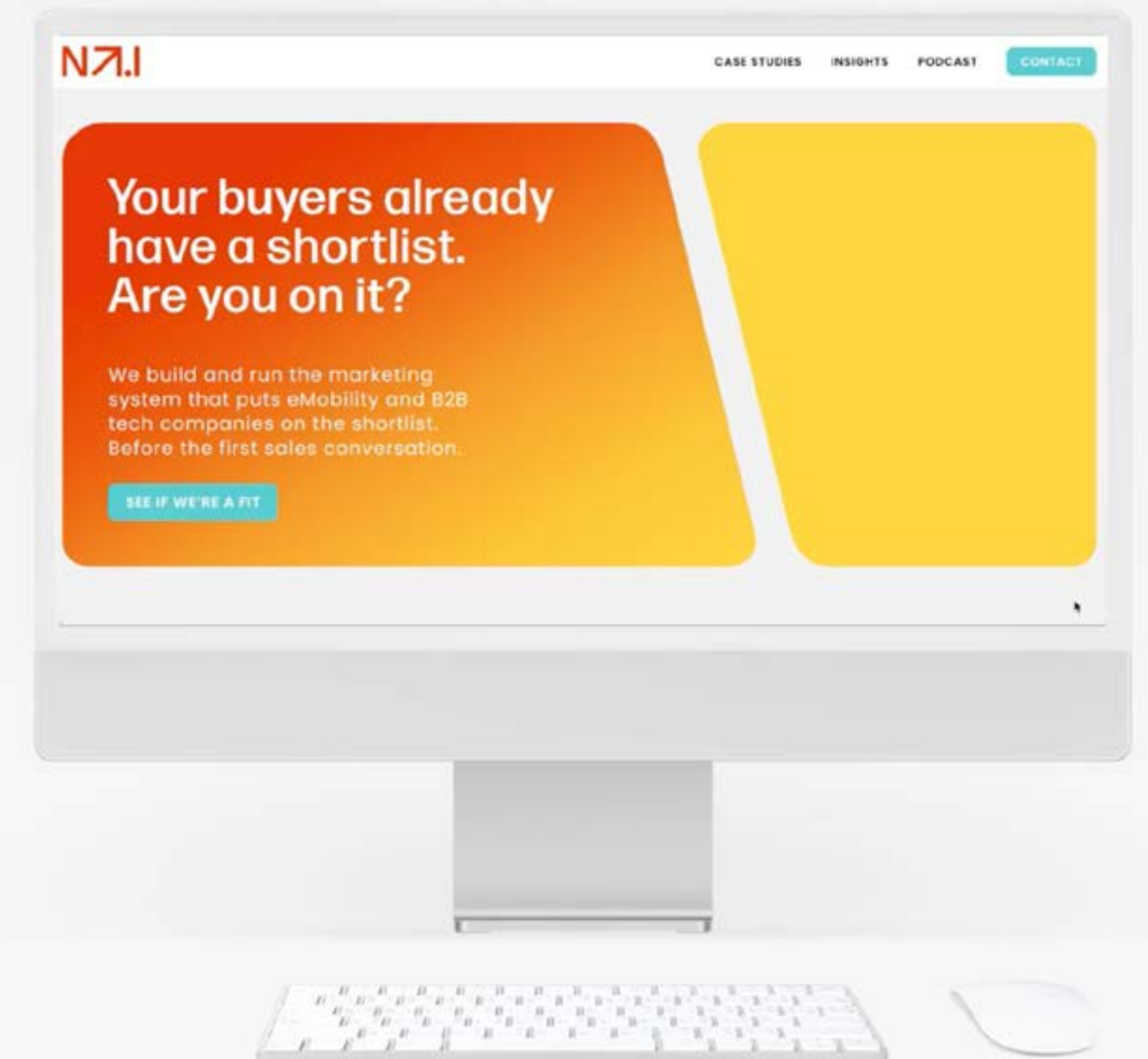
Every service, framework, and resource was repositioned around this central belief. The result is a website that more accurately reflects who Nexxt Industry is today and the role we play in helping clients grow.

## Outcome

The project resulted in far more than a new website. It gave Nexxt Industry a clearer market position, a stronger narrative, and a proposition that better reflects the work we do every day.

The business evolved from being known primarily as an eMobility marketing agency to becoming an Authority Marketing partner for eMobility and B2B technology companies. It also created alignment between our expertise, our services, our messaging, and our brand identity.

Most importantly, it gave clients a clearer understanding of the challenge we help them solve: becoming recognised, trusted, and consistently considered before a buying process begins.





## Looking ahead

The evolution of Nexxt Industry is far from complete. As AI continues to reshape marketing execution, we believe strategic thinking, positioning, leadership, and system-building will become even more important. Technology can accelerate activity, but companies still need a clear market position, a strong narrative, and a structured approach to growth.

Our focus remains helping ambitious eMobility and B2B technology companies build the recognition, trust, and authority required to compete in increasingly complex markets. Because in complex B2B markets, buyers don't start from zero. They start with a shortlist. And our job is to help clients earn a place on it.

**Authority determines the shortlist**

Most companies focus on lead generation. Campaigns, ads, sales teams. Everything is built to drive conversations.

If you're not on that list, you're not competing. You're trying to catch up.  
[Get your market authority score →](#)

But in complex B2B markets, the real selection happens much earlier. Before the first meeting. Before the first call. Buyers don't start from zero. They choose from a small set of companies they already know and trust.

**Lead generation creates conversations, authority determines who closes.**

**The cost of silence**

Most scaling companies only show up when there is something to announce. A launch, a funding round...

**How it works**

We build and run your marketing as a system, not a collection of campaigns or one-off projects.