

Siegel+Gale

World's Simplest Brands



The B2B Report 2026

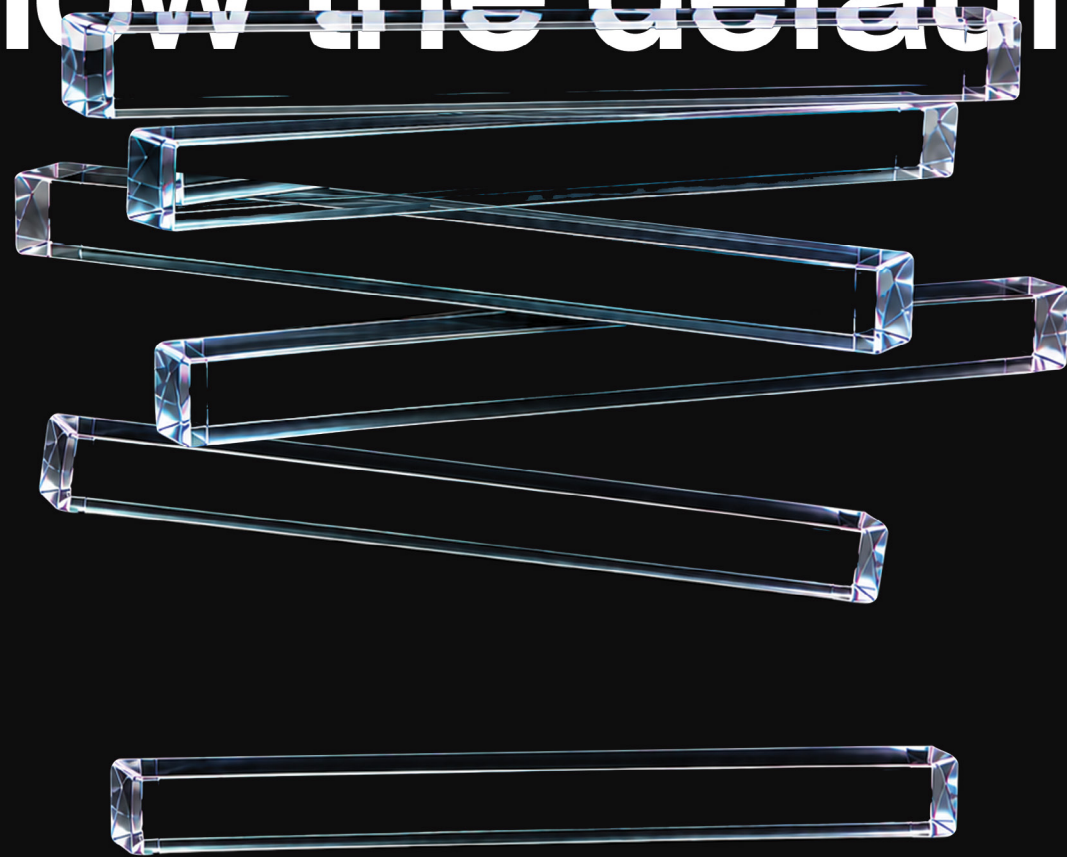
A study on the advantages simplicity creates.

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What’s inside.

Global insights on the value of simplicity in B2B branding, and the commercial return enterprise leaders leave on the table when they ignore it.

Complexity is now the default.



But it doesn't have to be.

Since 2010, we've measured brand simplicity and shown what it delivers for people, businesses, and investors. Each year, we have shown that simpler brands command a premium, and a stock portfolio of past top performers has outpaced the major indexes by over 1,600%, cumulatively.

This year, we're turning our attention to B2B. New technologies, shifting markets, and more complex buying journeys have made B2B decisions harder than ever. So we decided to answer the question:

What is the state of simplicity in B2B branding?

Specifically, which brands are making complexity easier to navigate for B2B customers, and what brand elements are driving those perceptions?

We focused on four industries undergoing major change: financial services, technology, industrials, and healthcare.

We then selected brands to include based on market leadership, category relevance, and prominence within each industry, to benchmark the most influential brands that buyers are most likely to encounter and evaluate.

Siegel+Gale experts also added perspective from years of helping B2B brands clarify strategies, sharpen portfolios, build distinctive identities, and create communications that connect.

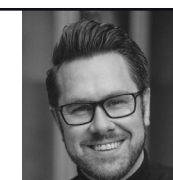
We found that simplicity doesn't look the same in every category. It can come from a clear vision, a distinctive identity, an understandable portfolio, or a brand system that takes work off the buyer's hands.

The strongest B2B brands don't just communicate clearly. They make complex decisions easier to navigate, justify, and make.

The data is clear: Simplicity has a measurable impact on business performance.



MARC DESMOND
GROUP DIRECTOR,
ANALYTICS & INSIGHTS
US



BEN OSBORNE
EXECUTIVE DIRECTOR,
ANALYTICS & INSIGHTS
EMEA

The world rewards what's clear.

In each industry, simpler B2B brands earn more trust, loyalty, and consideration.

	Global	Financial services	Technology	Industrials	Healthcare**
Increase in NPS*	+36	+28	+32	+32	+52
More likely to be given the benefit of the doubt	65%	52%	86%	40%	124%
More likely to be considered	26%	22%	22%	27%	34%
More likely to be trusted to do the right thing	51%	32%	54%	39%	112%
More desirable to do business with	67%	42%	44%	66%	189%

*Net Promoter Score (NPS) is a measure of customer loyalty based on asking how likely respondents are to recommend a company's products or services. Scores can range from -100 to 100, with higher scores indicating stronger loyalty.
**Healthcare insights are US-only for this report.

What drives simplicity.

■ Brand strategy ● Brand visuals/design ▲ Brand communications

Financial services

- Seems easy to do business with
- Distinct look & feel
- Visual evokes positive feeling
- Stands out
- ▲ Sounds distinct
- Company direction is clear
- ▲ Sounds authentic
- ▲ Communicates compellingly
- ▲ Communicates relevantly
- Products fit together
- Competitive advantage
- Presentation of products is distinct
- Easy to find the product/service
- Visually consistent
- ▲ Communicates clearly

Technology

- ▲ Sounds distinct
- Company direction is clear
- Competitive advantage
- Presentation of products is distinct
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- Easy to find the product/service
- Products fit together
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- ▲ Sounds authentic
- Stands out
- Visual evokes positive feeling
- ▲ Communicates relevantly
- ▲ Communicates compellingly
- Seems easy to do business with

Complexity takes a different shape in every industry.

B2B customers assessed how brands perform on each of the following brand elements across strategy, design, and communications. Our data analysis revealed which elements were the biggest contributors to a brand being seen as simpler than its peers.

Industrials

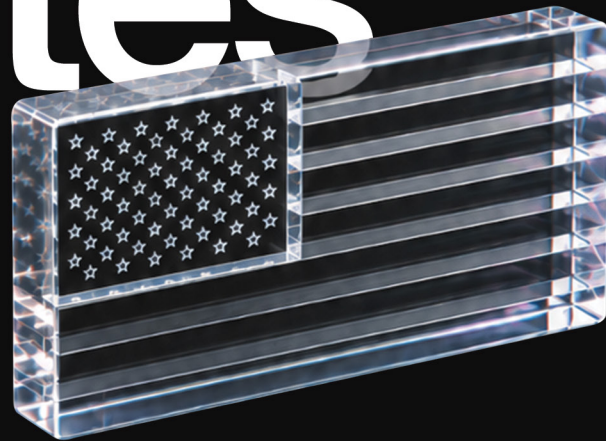
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- Stands out
- Visual evokes positive feeling
- Products fit together
- Competitive advantage
- Seems easy to do business with
- ▲ Communicates clearly
- ▲ Sounds authentic

Healthcare*

- Easy to find the product/service
- Competitive advantage
- ▲ Sounds authentic
- ▲ Sounds distinct
- Presentation of products is distinct
- Company direction is clear
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- Stands out
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- Visually consistent
- Distinct look & feel
- ▲ Communicates compellingly
- ▲ Communicates relevantly
- Products fit together

*Healthcare insights are US-only for this report.

United States



Four industries. One clear advantage.

Across Financial Services, Technology, Industrials, and Healthcare in the US, one pattern stands out: Buyers reward brands that reduce the burden of choice.

The strongest brands make the path forward clearer and the decision easier to defend.

Financial services



Sameness is the real competitor.

In financial services, simplicity is what makes distinctiveness possible.

Financial services brands tend to make the same promises: trust, security, service. They all matter. But when every brand claims the same things, those promises lose their power—and buyers lose a clear reason to choose one provider over another.

Most established providers can do the job. The harder question is:

Why this one?

That's where simplicity earns its keep. It doesn't pretend the products are simple. It makes the brand easier to grasp. A clear point of view. A distinct look and voice. A sharper sense of who the brand serves and why it matters.

In a category defined by risk and high-stakes decisions, distinctiveness becomes a shortcut to confidence.

It gives buyers something to recognize, remember, and repeat when they're making the case internally.

Many fintech brands understand this. Their products aren't always simpler. Their brands are clearer. By focusing on specific audiences, life stages, or unmet needs, they make their value easier to see and their difference easier to believe.

That matters, because features can be copied. Products can converge. Claims about trust and service can blur together. Meaning is much harder to replicate.

Buyers aren't simply evaluating capabilities. They're weighing confidence, relevance, and fit. The strongest brands make all three clear and give buyers a choice they can defend.



GRETCHEN HUESTIS
GLOBAL CLIENT LEADER

Financial services brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

80%



Visa turns enormous scale into a simple benefit: helping commerce work. Its acceptance solutions focus on integration, efficiency, and less friction, translating a vast global network into something buyers can quickly grasp. Familiarity does more than build recognition. It gives businesses confidence that Visa will work wherever and however they need it.

75%



TIAA knows exactly who it serves. Its long-standing focus on people working in education, research, medicine, and the nonprofit sector gives the brand a purpose buyers can understand immediately. Its communications reflect the realities of those audiences and make a broad set of offerings easier to navigate. Focus creates relevance, and relevance creates clarity.

87%



PayPal makes a complex payments ecosystem feel familiar. Checkout. Payment links. Venmo. Pay Later. Cards. Each offer connects to an action buyers already understand. Its promise to help businesses “get paid with less friction” gives the portfolio a clear center. That makes PayPal easier to navigate, explain, and choose.

75%



PNC stands out by embracing what other financial brands run from. Its “Brilliantly Boring” platform turns steadiness and consistency into strengths in a category obsessed with disruption. The idea is unexpected, easy to remember, and true to the experience PNC wants to deliver. In a sea of similar promises, that clarity makes the choice simpler.

71%



JPMorgan Chase makes scale feel reassuring rather than overwhelming. Buyers know what the brand can do, trust its staying power, and value tools that help them manage their businesses more efficiently. Clear communication keeps the breadth of the offer from becoming a burden. The brand’s size becomes proof of capability, not another layer of complexity.

Additional brands included in our study



Technology

The word "Technology" is written in a large, white, sans-serif font against a dark background. Three transparent, 3D-rendered geometric shapes are positioned around the text: a triangle is located above the 'e' and 'c', and two squares are positioned below the 'e' and 'y'. The shapes have a glass-like appearance with visible refraction and reflection, giving them a three-dimensional feel.

Conviction wins.

Buyers aren't evaluating your product.
They're evaluating your conviction.

Ask a technology purchase decision-maker why a brand feels simple, and you'll hear similar things: clear documentation, intuitive interface, guided onboarding, clean dashboard. It's describing what many tech brands have spent the past decade optimizing for: making products easier to use.

And, when all products are easy to use, it stops being a brand advantage and starts being a minimum expectation.

Our research points to a different advantage. The strongest driver of perceived simplicity in technology is a distinct brand voice. That makes sense in a category of linguistic sameness where everyone is accelerating transformation, powering intelligence, and delivering secure, scalable, AI-enabled whatever. Some of it may be true, but none of it is memorable.

The second-biggest driver of simplicity is a clear sense of direction. Decision-makers reward direction almost as much as distinctiveness, because no one is buying enterprise technology for this quarter. They're buying a bet on the next platform cycle, the next acquisition, the next market shift. They need to know where a brand is headed and why it's worth following.

That's where conviction matters. A clear point of view makes the future easier to understand and the decision easier to defend. It gets a brand onto the shortlist before the first sales call.

It earns patience through an outage, a price change, or a messy release. It gives customers confidence that the brand will hold its course when the market shifts.

Usability helps buyers understand the product. Conviction helps them believe in the brand.



KATIE CONWAY
MANAGING DIRECTOR

Technology brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

76%



SAP sells the whole, not the parts. Its advantage comes from connecting functions across the enterprise so information moves faster, and the business works with greater cohesion. Products and technologies may change, but the promise stays consistent. That gives buyers a simple way to understand an exceptionally broad offer: SAP helps the enterprise work as one.

78%



HPE gives buyers a clearer way into a complex portfolio. GreenLake has grown beyond a product name to become an organizing idea for its hybrid cloud offering. Instead of asking customers to connect the dots across infrastructure, software, and services, HPE provides one framework for understanding how they work together. Technical complexity becomes a proposition buyers can grasp and explain.

74%



Oracle picks a lane and commits to it. Buyers understand what the brand stands for, trust its ability to deliver, and have confidence in where it's headed. Its focused point of view on AI and the database gives customers a specific reason to believe, rather than another broad claim about transformation. Clarity turns familiarity into conviction.

74%



AWS makes consistency a competitive advantage. After two decades of delivering against a focused promise, buyers know what to expect and trust the brand to stay the course. Its "AWS is How" campaign reinforces that confidence by leading with proof instead of another sweeping vision of the future. In a fast-moving category, AWS makes steadiness feel like direction.

74%



Google Cloud gives buyers a map through a growing portfolio. Clear naming, disciplined architecture, and a familiar visual system help customers understand where capabilities belong and how they connect. As the offer expands, that structure keeps growth from becoming sprawl. The result is a technology ecosystem that feels easier to navigate than its scale suggests.

Additional brands included in our study



Industrials



Keep complexity behind the scenes.

Industrial brands win when they do the heavy lifting for buyers.



BRITT BULLA
EXECUTIVE STRATEGY
DIRECTOR



SADIE DYER
SENIOR STRATEGY DIRECTOR

Industrial companies make complicated things.

Precision matters. Detail matters. When engineering, operations, and science drive the business, simplifying can feel like leaving something important out. Then come the mergers, acquisitions, and spin-offs. Portfolios expand. Product lines overlap. Customer experiences start to mirror the org chart.

Complexity, it seems, is built in at the factory. But buyers don't want to see all the machinery behind the brand. They want to understand where the company is going, how its capabilities fit together, and what it can do for them.

Our research points to four ways industrial brands make that easier.

A clear direction helps customers understand the strategy.

John Deere holds one story across machinery, software, connected systems, and precision agriculture.

A consistent identity makes a growing portfolio feel connected.

Schneider Electric maintains one visual and verbal system as it moves into new technologies.

Human communication turns expertise into value.

GE leads with better outcomes, faster decisions, and greater efficiency rather than asking buyers to decode technical specifications.

Easy navigation organizes the experience around customers, not internal structures.

Caterpillar brings fleet management, service support, and parts ordering together around the work customers need to do.

These choices don't make the engineering less sophisticated. They make the company easier to understand, navigate, and choose.

Customer experiences start to mirror the org chart. Complexity gets built in at the factory.

Industrials brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

75%



Caterpillar turns a complicated service network into practical next steps. Clear language helps customers understand what they need and how to get it. Its digital tools connect fleet management, service support, and parts ordering in one experience. The operation behind it may be complex. The customer journey doesn't have to be.

75%



Schneider Electric grows without letting its brand splinter. A consistent voice, visual identity, and digital experience help customers navigate a broad portfolio of energy and automation solutions. Even as the company expands into AI-enabled technologies, the system stays coherent. New capabilities feel connected to the same clear story.

76%



John Deere gives customers one clear view of a growing ecosystem. Its story holds together across machinery, software, connected systems, and precision agriculture. The Operations Center brings machines, field data, and teams into one experience built around the work customers need to do. Breadth feels useful, not overwhelming.

69%



GE makes technical expertise feel human. Instead of leading with specifications, it focuses on what the technology makes possible: better patient care, faster decisions, and greater efficiency. Its move into more focused businesses has also made the portfolio easier to understand. Structural change becomes a source of clarity, not confusion.

64%



Thermo Fisher gives extraordinary breadth a single purpose. Instruments, reagents, software, services, and logistics all connect to enabling a healthier, cleaner, safer world. That purpose helps audiences understand how the pieces fit together and why they matter. The science stays sophisticated. The story becomes much easier to follow.

Additional brands included in our study



SIEMENS



Honeywell

SHERWIN WILLIAMS



EATON

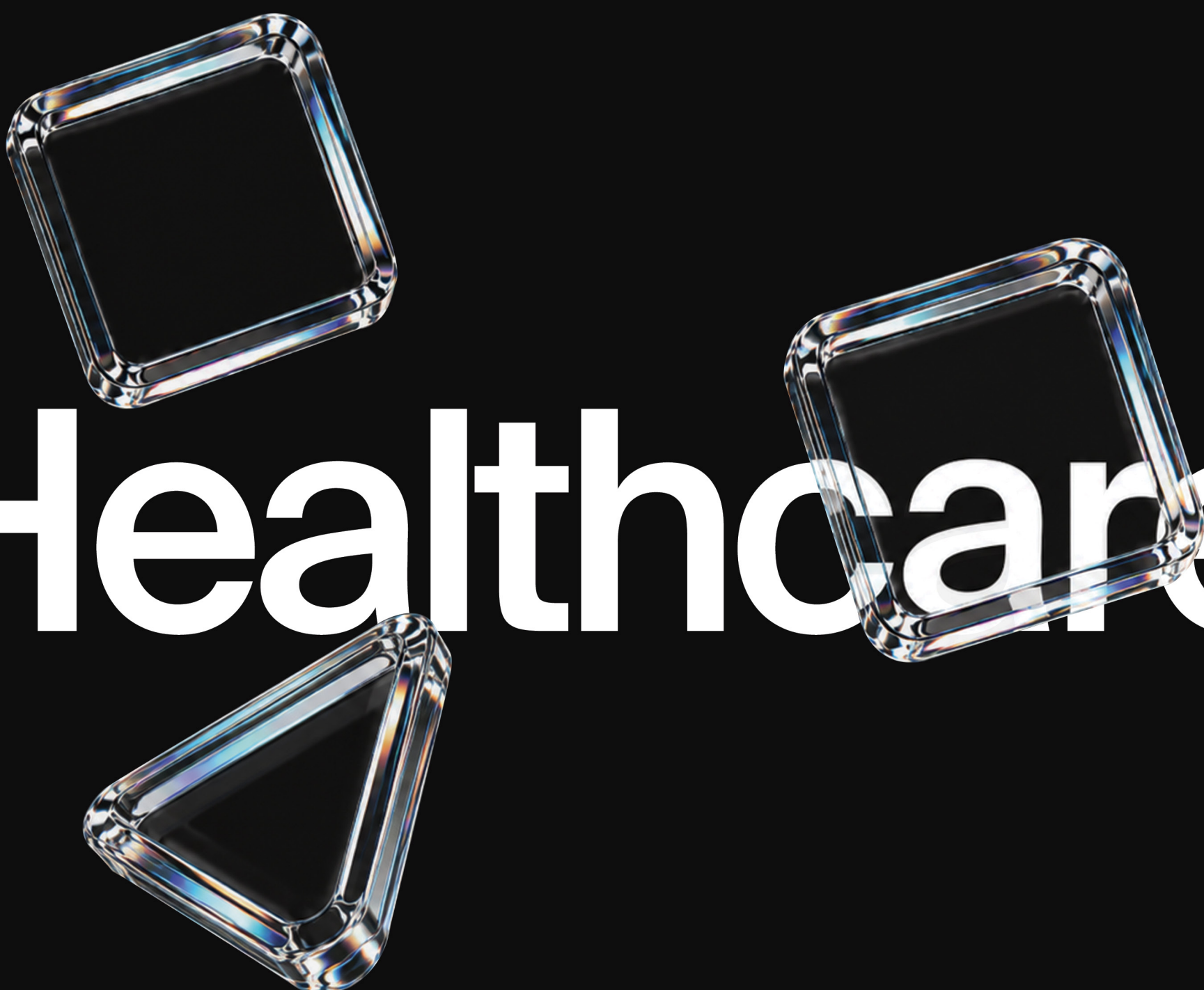


CORNING

KOMATSU



HALLIBURTON



Healthcare

Complexity has real consequences.

Prior authorizations, regulation, supply chain pressure, and high-stakes outcomes make healthcare the most complex industry in this report.

For healthcare brands, the opportunity to simplify is significant. Clarity can take the burden off people who have no time to spare.



LISA KANE
EXECUTIVE GROUP DIRECTOR,
STRATEGY

Healthcare buyers are already carrying too much. Yet, they are faced with the white noise of healthcare brands that use the same language and make the same promises. While this study acknowledges that simplicity works differently across healthcare, the industry aggregate data shows that:

Simpler healthcare brands earn a 52-point increase in NPS, are 189% more desirable to do business with, and 124% more likely to receive the benefit of the doubt.

The strongest brands share three habits:

They organize around people.

Their message, identity, and actions all point to the same place.

They make their direction unmistakable.

Health systems, pharmaceutical brands, and payer brands face different pressures, serve different audiences, and earn trust in different ways. So, the drivers of simplicity change too.

For health systems, it starts with patient focus. For pharma, clear science and a clear pipeline. For payers, responsive support and follow-through.

The following sections show what matters most for each.

Health systems

For providers, innovation without clarity creates more work.

Simplicity impact analysis

+49

Increase in NPS

110%

More likely to be invested in

93%

More likely to be given the benefit of the doubt

59%

More likely to be considered

58%

More likely to be trusted to do the right thing

129%

More desirable to do business with

Decision-makers need to understand where these brands are headed, which patient needs they’re solving for, and how their services, tools, and partnerships fit together. Top performer brands build trust because their commitment to patients comes through in every part of their brands, including the way they show up to B2B partners.

■ Brand strategy ● Brand visuals/design ▲ Brand communications

What drives simplicity

- Company direction is clear
- ▲ Sounds distinct
- Visual evokes positive feeling
- Easy to find the product/service
- Products fit together
- ▲ Communicates relevantly
- Competitive advantage
- Seems easy to do business with
- ▲ Sounds authentic
- Visually consistent
- Presentation of products is distinct
- ▲ Communicates compellingly
- Stands out
- Distinct look & feel
- ▲ Communicates clearly

Pharmaceutical brands

For pharma, simplicity means making the value clear.

Simplicity impact analysis

+40

Increase in NPS

130%

More likely to be invested in

72%

More likely to be given the benefit of the doubt

32%

More likely to be considered

70%

More likely to be trusted to do the right thing

137%

More desirable to do business with

Decision-makers need to understand what makes the science different, where the pipeline is headed, and how the partnership can improve outcomes. The strongest brands stand out by speaking directly to what is needed.

■ Brand strategy ● Brand visuals/design ▲ Brand communications

What drives simplicity

- Presentation of products is distinct
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- Visual evokes positive feeling
- ▲ Communicates compellingly
- Products fit together
- Seems easy to do business with

Payer brands

For payers, simplicity means making the brand intuitive for decision-makers to understand and to choose.

Simplicity impact analysis

+39

Increase in NPS

92%

More likely to be invested in

97%

More likely to be given the benefit of the doubt

73%

More likely to be considered

58%

More likely to be trusted to do the right thing

127%

More desirable to do business with

Decision-makers need clear information, responsive support, and confidence that the brand understands the pressures they face. The strongest brands prove their commitment in how they communicate, solve problems, and follow through.

■ Brand strategy ● Brand visuals/design ▲ Brand communications

What drives simplicity

- ▲ Sounds authentic
- Seems easy to do business with
- Company direction is clear
- Easy to find the product/service
- ▲ Communicates clearly
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Healthcare brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

44%



Cleveland Clinic makes expertise easy to access. Its digital tools are intuitive, its communications are clear, and the information people need is easy to find. By removing friction from the experience, Cleveland Clinic extends its patient-first reputation to the partners who support care.

25%



Lilly makes a broad portfolio easier to understand. Partners can see what the company offers, where the pipeline is headed, and which solutions fit their needs. Responsive teams and clear support reinforce that focus. By organizing the story around healthcare partners rather than internal categories, Lilly makes innovation easier to navigate and act on.

24%



Novartis makes innovation easier to navigate. Its focused portfolio and scientific leadership are matched by clear and frequent communication. Trusted for both its expertise and its people, Novartis pairs responsive customer support with practical resources that reduce friction, helping people move forward with greater confidence.

48%



Mayo Clinic puts purpose first. Its patient-centered mission shapes how the brand communicates, even with business audiences. Clear, consistent language helps partners understand what Mayo Clinic stands for, where it's headed, and how its work improves care. Every signal points in the same direction, making the brand easier to trust.

31%



Kaiser Permanente makes getting answers feel easier. Clear information, responsive communication, and a care model people can understand help partners navigate the relationship with confidence. Accessibility isn't treated as an extra feature. It's built into the way the brand works, turning a complicated system into a more human experience.

24%



Pfizer turns scientific expertise into language people can use. Clear information and responsive communication help partners understand its products, priorities, and role in advancing care. By communicating in ways that resonate with a broad range of audiences, Pfizer makes complex science more approachable. Strong recognition gives the brand a head start, but clarity builds the confidence to move forward.

24%



Johnson & Johnson makes complex healthcare feel more connected. Its concise, straightforward communications make innovation easier for providers to understand, while its long history of advancing healthcare builds confidence and trust.

Additional brands
included in our study



United Kingdom



Three industries. A different kind of trust.

Across Financial Services, Technology, and Industrials, UK buyers place a premium on clear governance, straightforward communication, and a strong sense of how the business operates across regulation, data, and borders.

The strongest brands make complex environments easier to navigate and give buyers confidence in what happens next.

Financial services



Simplicity is not easy. But it's worth every penny.

How the strongest UK financial services brands turn discipline into competitive advantage.



PHILIP DAVIES
EMEA PRESIDENT

When he was Governor of the Bank of England, Mervyn King suggested there were three types of economists: Those who can add up and those that can't. The joke revealed a long-held truth about money. The world of finance has become so elaborately constructed, so thoroughly layered with safeguards and structures, that it has largely forgotten the first principle of commerce: Clarity breeds confidence.

Novelist John Lanchester captured this precisely. Financial language, he wrote, is excluding—it confines knowledge to a priesthood, the priesthood of people who can speak money. The complexity that characterises financial services functions as a mechanism of control. It protects insiders, excludes outsiders, and preserves power in the hands of those who have mastered the dialect.

Complexity became visual. You could see it before you even read it: For decades, banks and financial institutions have looked as though they were assembled by committees of risk managers trapped inside airport lounges. Dense typography, endless gradients of blue, diagrams masquerading as logos, websites that suggest some kind of hostage negotiation between compliance, legal, and IT.

The UK financial services sector has become a cathedral of this complexity. Regulation stacks upon regulation. Open banking emerges as innovation. Cryptocurrency arrives with a humongously large question mark. Artificial intelligence looms as both opportunity and threat. The cost of compliance spirals, and the ability to operate seamlessly across UK and European markets becomes more a feat of bureaucratic endurance than commercial agility.

The brands pulling ahead are doing something different. They are designing simplicity into their brand through cleaner visual systems, clearer verbal identity, simpler navigation, sharper architecture, and more disciplined positioning. They understand that when people feel overwhelmed, they do not search for sophistication. They search for clarity.

This matters now more than ever, because the UK and European regulatory landscape is shifting. The UK government's 10-year strategy for financial services explicitly aims to reduce barriers to entry and reduce friction. As barriers fall, new competitors flood in. Product differentiation becomes easier to copy. The field flattens. Simplicity alone becomes insufficient. What brands need is to be distinct through positioning, verbal identity, and visual identity that are simply intuitive for customers to understand and connect with. And that makes the simplest brands impossible to ignore.

For financial services organisations seeking to thrive in UK and European markets: Define your strategic positioning with clarity. Translate that positioning into distinctive verbal and visual identity. Architect your proposition around user outcomes rather than internal structure. It takes discipline and strong partnerships to get it right, and like many tricky things, this one is worthwhile.

In financial services, simplicity is a brand's superpower.

Financial services brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

78%



Capital One makes its value easy to grasp. Its ‘One Good Thing’ idea focuses on a single meaningful benefit rather than overwhelming customers with features. Clear architecture and a distinct point of view help the brand stand apart from traditional banks. The offer feels focused, relevant, and easier to choose.

74%



Goldman Sachs brings order to high-stakes decisions. A disciplined identity and clear brand architecture help buyers navigate investment banking, M&A, and strategic services without diminishing the expertise behind them. Even as the business expands into new markets, the brand maintains the authority and structure customers expect.

73%



PayPal organises its offer around familiar actions. Get paid. Get growing. Get ahead. That language helps customers understand what each part of the ecosystem does and why it matters. Consistent experiences across payments, rewards, and wallets reduce the effort required to navigate a broad and growing portfolio.

73%



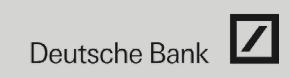
Fidelity helps customers make sense of a crowded investment landscape. Clear product structure, intuitive tools, and focused guidance make it easier to find the right funds and stay focused on long-term goals. The brand turns large amounts of market information into a clearer path for action.

72%



NatWest builds confidence through straightforward guidance and a consistent experience. Its products are clearly organised, its communications are easy to follow, and its role feels familiar and dependable. In a category where financial choices can quickly become overwhelming, NatWest helps customers understand what comes next.

Additional brands included in our study



Technology

The word 'Technology' is written in a large, white, sans-serif font. Three transparent, 3D-rendered geometric shapes are positioned around the text: a triangle is located above the 'e' and 'c', a small square is below the 'e' and 'c', and a larger square is below the 'o' and 'l'. The shapes have a glass-like appearance with visible refraction and reflection, giving them a three-dimensional feel as if they are floating in space.

The future belongs to the intelligible.

Technology brands earn confidence when buyers can understand what they do, why it matters, and where it leads.



RISHI DHIR
HEAD OF STRATEGY, EMEA

Picture the scene. You are a UK technology buyer. Your calendar resembles Tetris. You have spent the morning in AI demos promising transformation at scale. One vendor has said 'agents' 14 times. Another has shown a diagram resembling spaghetti.

By lunch, you do not feel transformed. You feel tired.

That is modern technology's irony: An industry built to make business easier has become hard to understand. Brands try so hard to sound intelligent that they forget to be intelligible.

Our research shows UK buyers reward technology brands that feel clear, coherent, and trustworthy. This is not about nationality (many of the strongest brands are American). It is about confidence.

But confidence does not come from more features, frameworks, dashboards, sub-brands, acronyms, and "agentic" promises. Too many brands mistake complexity for credibility, leaving customers in a very expensive fog.

What matters now is intelligibility.

The strongest brands do more than seem easy to use. They make clear where they are going, what makes them different, how their products fit together, and why they create advantage.

That is bigger than usability: brand as orientation; brand as reassurance; brand as the thing that lets a buyer say, "I understand this. I can defend this. I can take this to the board without a translator."

In the age of AI, intelligence will be everywhere. Confidence will be harder to find. The brands that make the future intelligible will earn it.

Technology brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

80%



Workday brings order to fragmented HR and finance systems. Connected tools and clear governance help global teams see how information, people, and decisions fit together. The platform may be sophisticated, but the logic behind it stays visible. For buyers managing complex organisations, that transparency creates a clearer operating picture and greater confidence in what happens next.

80%



Salesforce makes emerging technology feel more tangible. Its London AI Centre and wider UK presence bring customers closer to the people, tools, and ideas that shape its vision. Rather than leaving AI as an abstract promise, the brand gives buyers a way to see what it means in practice. Ambition becomes easier to understand, discuss, and trust.

85%



Azure makes ownership and control clear. Instead of pretending cloud infrastructure is simple, it helps customers understand who controls their data, where it sits, and how it's protected. Its EU Data Boundary and European Digital Commitments give buyers a clearer view of sovereignty and accountability. That structure turns a difficult technical decision into one leaders can take forward with confidence.

80%



AWS makes consistency feel reassuring. Buyers know what the brand stands for and trust it to stay the course. In Europe, that confidence extends to sovereignty, governance, and regional data requirements. By combining proven infrastructure with clearer choices around control, AWS helps customers navigate cloud decisions without sacrificing scale or flexibility.

78%



NVIDIA gives buyers a clear way to understand its role in the AI economy. It presents itself as the engine behind a much larger system, connecting chips, infrastructure, software, and skills. Its UK investments reinforce that story by linking global ambition to national priorities. Highly technical capabilities become part of a focused, memorable idea.

Additional brands included in our study



Google Cloud

servicenow

HPE



DARKTRACE

ORACLE

BT Group





Industrial buyers want proof, not possibility.

UK manufacturers need a clear path from promise to performance.



RISHI DHIR
HEAD OF STRATEGY, EMEA

UK industrials face pressure from every direction. Energy costs are high, demand uneven, talent scarce, supply chains shifting, and decarbonisation an operating requirement.

They must also become more digital, automated, resilient, and productive.

No pressure, then.

This is where simplicity earns its keep. Modern industry is complex. The aim is not to make complexity disappear, but to make it usable and to show how capability can translate into better performance.

A factory quickly reveals whether an idea is real. Machines run or they do not. Parts arrive or they do not. Production lines are not moved by vision statements. They want to know what a solution will change in practice.

That is why industrial buyers want proof, not possibility: not a claim of innovation, but a credible account of how capability improves outcomes. Our research shows UK industrial buyers reward brands that offer direction, connect capabilities, and demonstrate practical advantage.

Buyers want to know where a company is headed, how its offer fits together, what makes it different, and what it will help them achieve.

Too often, industrial brands mistake scale for clarity. They present every product, service, credential, partnership, and year of heritage as though buyers have a spare afternoon and a fondness for organisational charts.

The result is not confidence. It is fatigue with better lighting.

The strongest brands translate capability into consequence. They show what matters first, what connects, and how progress can happen without another operational headache.

That is simplicity's real work: from portfolio to pathway; capability to consequence; promise to performance. The future only matters when you can put it to work.

Industrials brands leading in simplicity

Percentages represent the portion of respondents who view each brand as simpler than its industry peers.

68%



John Deere organises its business around one enduring idea: technology in service of the land. That principle connects machinery, software, precision agriculture, and its work with customers and communities. In the UK, local investment and employment programmes reinforce the same commitment. The offer may be broad, but its purpose remains easy to recognise.

67%



Dow starts with the customer's problem, not its product categories. Its capabilities span chemistry, materials, and industrial solutions, but platforms such as Seek Together show how those capabilities combine to solve real challenges. By leading with outcomes instead of the size of its portfolio, Dow makes a complicated offer easier to understand and put to work.

Additional brands included in our study

Honeywell



DUPONT

CATERPILLAR

EATON

Baker Hughes

71%

SIEMENS

Siemens gives a vast portfolio one clear purpose: connecting the real and digital worlds. Software, automation, data, digital twins, and industrial AI all point towards improving what happens on the factory floor. Siemens Xcelerator reinforces that logic by helping customers see how the pieces work together. Breadth becomes a practical system, not a catalogue buyers have to decode.

62%



ABB connects advanced technology to everyday operational gains. Across electrification, motion, and automation, the brand focuses on what customers need most: better uptime, lower energy use, stronger performance, and greater productivity. That practical focus keeps transformation grounded in the realities of running a business. The technology is sophisticated. The value is easy to see.

57%



Schneider Electric keeps a growing portfolio connected through one clear brand system. Consistent language, visual identity, and digital tools help customers navigate energy management, electrification, automation, and smart infrastructure. Even as new AI-enabled capabilities are added, the experience stays coherent. Growth doesn't become sprawl, and customers can see how the pieces work together.



What the simplest brands do differently



The brands at the top of this study have spent years adding products, acquiring companies, entering markets, and building portfolios that can be hard to understand from the outside.

They turn all that growth into a clearer story and an easier choice.

They choose a direction and hold it.

Buyers reward brands that make their future easy to understand. Skip the generic purpose language. Give people a point of view they can repeat, defend, and trust. **HPE GreenLake** and **Siemens Xcelerator** both give wide portfolios one clear direction.

They build architecture before awareness.

A bigger portfolio creates little value when buyers can't understand how it fits together. **Capital One's "One Good Thing"** gives each product one clear benefit. The strongest brands organize first, then communicate.

They design for the buyer who has to sell the decision.

Buyers need language they can carry into the room. Can they explain the value in a meeting, defend it to the CFO, and stand by it when something goes wrong? When the decision requires a translator, the brand hasn't done enough work.

They read the market.

UK buyers often place more weight on governance and control. US buyers respond more strongly to direction and distinction. The strongest brands know which signals matter where. Simplicity demands discipline: clear choices, made deliberately, and strong enough to hold under pressure.

Audience

Targeted B2B buyers across four key industries in the US and UK.

Industries:

Financial Services
Technology
Industrials
Healthcare (US only)

For each industry, decision-makers were qualified by their role at their organization and seniority level (senior manager and above).

Each decision-maker evaluated brands that were relevant to their role and responsibilities at their organization. If a decision-maker was a user of a brand, that brand was prioritized to gather more accurate and informed evaluations.

Sample size of 2,000 globally.
300 per vertical, per market.

Brand elements

- Brand strategy
 - Company direction is clear
 - Seems easy to do business with
 - Competitive advantage
 - Stands out
 - Products fit together
 - Easy to find the product/service
 - Presentation of products is distinct
- Brand visuals / design
 - Visually consistent
 - Visual evokes positive feeling
 - Distinct look & feel
- ▲ Brand communications
 - Communicates clearly
 - Communicates compellingly
 - Communicates relevantly
 - Sounds distinct
 - Sounds authentic

80 Brands

4 Industries

2 Markets: US & UK

15 Brand elements

2K+ B2B decision-makers

Simpler brands always win.

Siegel+Gale is a global
brand consultancy.

For more than 50 years, we have helped the world's leading organizations untangle complexity and show up with the clarity, confidence, and distinctiveness that drives commercial results.

Our work spans brand strategy, design, naming, communications, experience, and more, all in service of brands that are easier to understand and impossible to ignore.

We work across technology, financial services, healthcare, industrials, and consumer sectors, with offices in **New York, Los Angeles, San Francisco, London, Dubai, Shanghai, and Tokyo.**

We are part of Omnicom, and we have strong partners around the world.

Our World's Simplest Brands research is part of our ongoing commitment to measuring what simplicity actually delivers, and making that case to the leaders who need to hear it most.

Let's talk.

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