B2B MARKETING AWARDS
FROM B2B MARKETING

MASTERS OF THE ARTS



How This ‘UK B2B Agency of the Year’ Achieved a 46.5% Increase In Clients And Strategic Transformation

the think tank

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Who is The Think Tank?



Liam Bateman,
Managing Director,
The Think Tank

The Think Tank is a globally recognized fully integrated B2B marketing and PR agency with over three decades of experience in shaping brands, driving growth and transforming perceptions.

The agency offers a comprehensive suite of services including strategy, digital marketing, media relations, content creation, branding, website design and video production; The Think Tank delivers impactful solutions that help businesses thrive. While its clients span a wide range of industries, they all share a common goal: to elevate their brands and unlock new opportunities.

Led by Liam Bateman, Managing Director, The Think Tank boasts a leadership team with tenures ranging from 7 to 23 years. Their expertise and long-standing commitment to their clients ensure the agency consistently delivers innovative results-driven strategies that make a lasting impact.



What led to The Think Tank's Success?

At the end of 2023, The Think Tank underwent a restructure and rebrand to lay the foundation for key changes in 2024. These fundamental shifts ranged from enhancing skills across the agency to improving workplace culture and sharpening the focus on client ROI.

Fast forward to 2024, and those changes delivered outstanding results:

The agency's LinkedIn following grew by **32%**

Website traffic saw an identical **32%** increase

With an impressive **46.5%** rise in client growth

As well as a **91%** retention rate

The Think Tank helped clients such as Phi Partners, Oscar Acoustics and Additive Industries achieve success (see section 4).

Thanks to the brilliant campaigns delivered for clients, the agency secured an incredible 33 awards in 2024, including nine separate wins for 'Agency of the Year'.

The highlight of the year? The Think Tank took home Gold for 'UK B2B Agency of the Year' at the 2024 B2B Marketing Awards.

Want to hear directly from the agency? Tune into The B2B Marketing Podcast, where the team reflects on the key initiatives and campaigns that contributed to this milestone, as well as where B2B marketing is headed.

LISTEN TO THE PODCAST HERE



"We won 24 awards for our clients' campaigns in 2024, in categories ranging from content to digital, general marketing and PR. That reflects the hard work of our team and the outstanding strategies they have delivered for our clients."

LIAM BATEMAN

Internal: A Focus on Positive Company Culture

1 Employee wellbeing: A catalyst for change

Where to begin? One of The Think Tank's key priorities was the health and wellbeing of its team, leading to several initiatives aimed at supporting both mental and physical health.

To promote overall wellbeing, the agency introduced free gym and exercise-class access in London, private medical insurance, increased holiday allowances and a safe space for employees needing personal support. In addition, The Think Tank hosted neuro-leadership seminars covering topics such as empathy, women's health and the importance of sleep. To further boost morale, the company organised social events, including a team building away day to strengthen team bonds.



3 Diversity in action

Following the launch of these initiatives, The Think Tank incorporated key benefits into its employment packs to highlight the agency's commitment to diversity, training and wellbeing.

The company's demographics reflect this focus, with an impressive 88% staff retention rate. Additionally, 76% of the board is represented by women, and the age distribution of employees is varied across the organization, demonstrating both generational and gender diversity within the agency.

2 Training: Building skills for the future of B2B

Beyond wellbeing, The Think Tank placed a strong emphasis on training. Liam explained: "We focused on evolving the business, planning for the future and ensuring our team had the right skills, both personally and professionally, to deliver for our clients."

To achieve this, the agency launched The Think Tank Academy, a dedicated training program offering courses in professional, technical and soft skills through group sessions and one-to-one coaching. These sessions also helped employees deepen their expertise in key B2B trends, with a particular focus on AI's role in creativity.

As part of this, the agency introduced creativity training that blended AI tools with human ingenuity. Liam noted: "AI can generate content endlessly, but when everyone is inputting the same prompts, the results become vanilla. Human creativity and thought processes make a real difference. If AI can enhance what you're doing, fantastic, but it should never replace the creative mind."

"Despite being 30 years old, the Think Tank feels like a modern agency, focused on continuously learning and adapting. Great initiative with The Think Tank Academy, both for staff and clients. Strong client growth and above average retention rate. Great examples of client campaigns that have delivered results. Very impressive list of accolades — top awarded agency. Strong financial performance and plans for growth."

FROM B2B MARKETING AWARDS JUDGING

External: An inside look at what makes an award-worthy campaign

With training and wellbeing taking center stage, these efforts to enhance the team's productivity and skillset were clearly reflected in the exceptional campaigns The Think Tank produced. Here, we break down three standout campaigns that won multiple awards across different sectors.

1 Oscar Acoustics: The sweet 'sound' of success

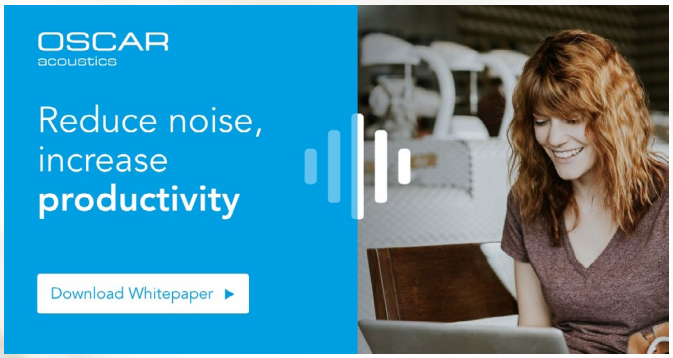
Oscar Acoustics, a leader in acoustic solutions for commercial and hospitality spaces, sought to boost sales and expand its market presence. The Think Tank was tasked with driving awareness among its target audience, which included architects, specifiers, office designers and contractors.

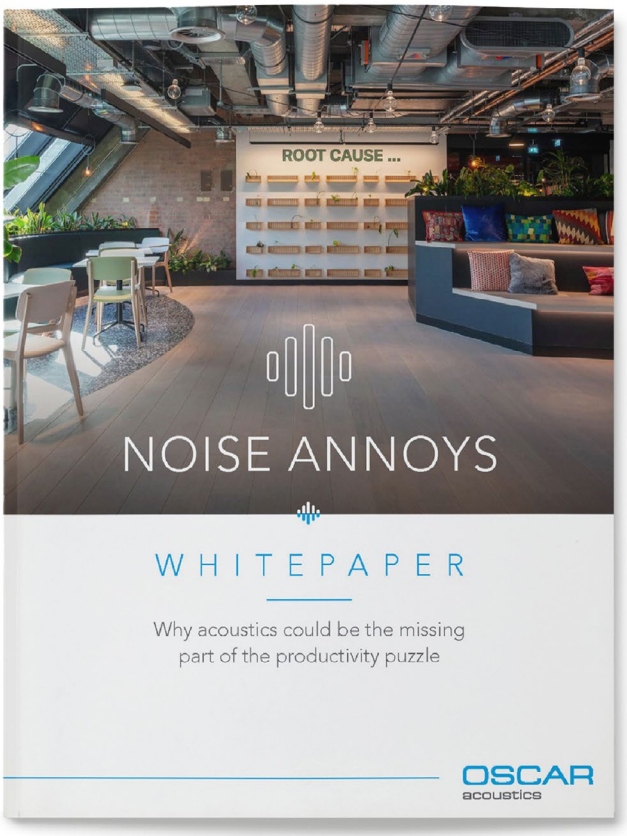
The result? Noise Annoys – a gated whitepaper highlighting the impact of workplace noise on mental health, alongside the benefits of acoustic solutions in improving focus, productivity and wellbeing.

This integrated campaign combined research with content, PR, paid social and direct marketing to generate high-quality leads. The results spoke for themselves: the whitepaper secured over 100 downloads, generating 118 leads and a reach of 1.6 million.

The campaign also contributed to a significant increase in sales and went on to win 11 industry awards, including 'Best Integrated Campaign' and 'Best PR Campaign' at the UK Agency Awards, as well as 'Campaign of the Year' at the UK Content Awards.

Ben Hancock, Managing Director of Oscar Acoustics, commented: "I'm happy! The business has grown significantly — of which 70% is down to Noise Annoys. The Think Tank got behind our brief and really grasped what we were trying to achieve. They've secured us consistent visibility and brought us sales leads in abundance while helping us demonstrate the true cost of excess noise."





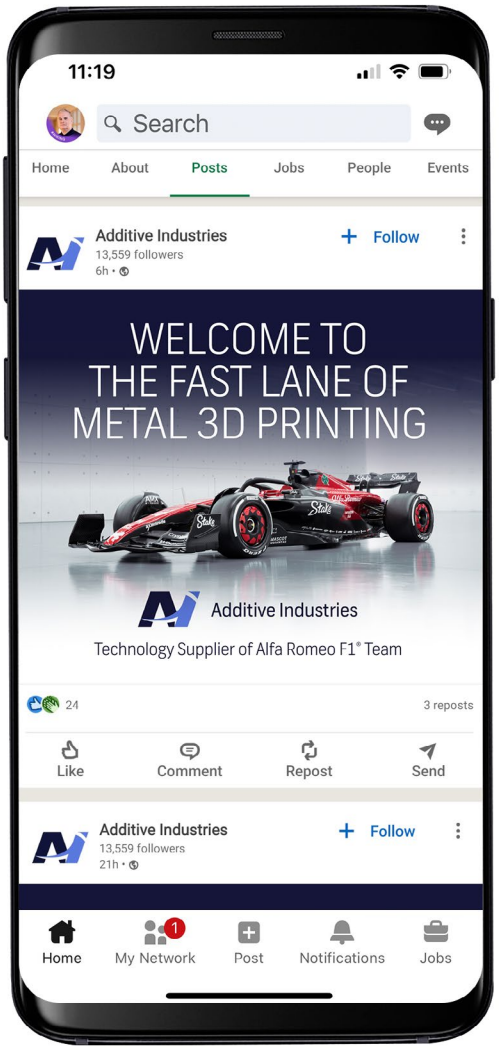
2 Additive Industries: From pedal to print

Additive Industries, a leader in industrial additive manufacturing, wanted to raise brand awareness by showcasing the potential of its 3D metal printers. The Think Tank was tasked with creating a compelling digital advertising campaign that would highlight the client's impressive endorsements while targeting the automotive sector.

Recognizing the visual impact of Formula 1 imagery, the agency leveraged these striking visuals as the foundation of the campaign.

And the results? The campaign delivered a 590% increase in MQLs and a 725% rise in SQLs. The bold yet simple imagery ensured Additive Industries stood out from its competitors, reinforcing its position as a key player in the automotive sector.

Off the back of this success, the client expanded its partnership with The Think Tank, and the campaign secured three major award wins in 2024, including 'PPC Campaign of the Year (B2B)' at the UK Digital Growth Awards and 'Best Audience Engagement Campaign' at the UK Digital Excellence Awards.





Technology Supplier of Alfa Romeo F1® Team

3 Phi Partners: Changing perceptions

Another standout campaign came from capital markets technology consultancy Phi Partners. Its new Summit 'Platform as a Service' offer had significant challenges to overcome — audiences had concerns over security, customization and the complexities of cloud migration and managed service provision. Not only did the campaign require a strong educational component, but it was also Phi Partners' first go-to-market campaign, with a highly niche audience of just 85 potential global banking clients. To say The Think Tank had its work cut out would be an understatement.

Using an ABM approach alongside a multi-phased integrated media strategy, the campaign significantly boosted brand awareness while delivering impressive performance metrics:

- **46%** increase in organic traffic
- **127%** rise in LinkedIn impressions
- Seven SQLs worth **75%** more than the KPI

Ros Rowlatt, Digital Media Director, The Think Tank, explained: "With multiple channels in play, we needed a tailored approach — using direct mail, events, blogs, infographics, ebooks and more. It also helped the client see how different types of content could support various stages of the funnel, introducing them to a new way of marketing."

The campaign's impact was undeniable, earning nine awards, including silver for 'Most Commercially Successful Campaign' at the B2B Marketing Awards.

> *"It's not about the metrics. It's about positioning the clients as a global industry leader."*
>
> **LIAM BATEMAN**



What's Next for The Think Tank?

After reflecting on The Think Tank's biggest successes in 2024, what lies ahead for the award-winning agency in 2025 and beyond? With 30 years of achievements under its belt, one thing is clear — its agile and adaptable approach is set to continue.

Ros Rowlatt shared her thoughts on the agency's future: "In 30 years, we've adapted to a lot of change — we're very agile as an agency, and the pace of change is extraordinary. We're excited about what this brings. We're constantly testing new product development to learn and evolve for our clients, and we love exploring what new technologies can offer us."

And will The Think Tank make another strong appearance come award season? Only time will tell. However, Managing Director Liam Bateman offered a final tip: "You need to be telling a story. Think about the challenges, creativity and impact of the agency. And think about how that runs right across the business — not just for clients but for your people. Blending data with personal experiences is key — it makes storytelling more powerful."



Ros Rowlatt,
Digital Media Director,
The Think Tank

About B2B Marketing

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

ELEVATION AWARDS FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

MARTECHOPIA FROM B2B MARKETING

THE B2B MARKETING PODCAST FROM B2B MARKETING

PROPOLIS FROM B2B MARKETING

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Rachael Lyon
Global Senior Account Manager,
B2B Marketing
+44 (0) 7014 4932
+1 332-216-1615

rachael.lyon@b2bmarketing.net
b2bmarketing.net