B2B MARKETING AWARDS
FROM B2B MARKETING

B2B Marketing Awards
Winners Report 2025



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Honouring creativity that delivers commercial impact



Lina Vaz
Senior Editor
Propolis

B2B marketing is entering a new chapter, defined by campaigns that go beyond building awareness and deliver measurable commercial growth. The best marketers today aren't just outstanding storytellers or brand custodians, they're growth architects, shaping the future of their organisations with creativity, precision and accountability.

The winners of the 2025 B2B Marketing Awards prove this evolution is real. Their work shows how marketing has become a true engine of enterprise value. Across every category, from omnichannel programmes and digital experiences to thought leadership and AI innovation, the most successful teams have turned ideas into measurable outcomes.

Creativity and technology are combining to move the needle on revenue. Radish's "Turning FS Giants into AI Trailblazers" for Multiverse redefined omnichannel marketing, achieving a 2,252% ROI and £4 million in pipeline by transforming scepticism into belief. KPMG's "It's Time for AI-X" turned personalisation into profit, using AI-generated videos to win £3.3 million in new business.

Capgemini's "Cloud Realities, Real Relationships" proved that thought leadership can be a revenue driver, building €95 million in pipeline through content that created genuine executive engagement. And Workbooks' "No Bullsh*t CRM", this year's Grand Prix winner, showed how creative courage and sharp audience insight can propel a challenger brand into contention with far bigger players.

What unites these winners is balance: between brand and demand, data and agile decision-making, creativity and commercial rigour. They have built campaigns that don't just capture attention, but convert it into tangible business results.

This report celebrates their achievement, while setting a new standard for what's next. As buying cycles lengthen and AI accelerates change, this much is clear: commercial growth is no longer just the outcome of great B2B marketing, it's an integral part of the creative brief. Congratulations to all winners!

Best use of creative

GOLD:

Bringing More to the Table

by Nyala Marketing for NTT DATA and AWS



JUDGING PANEL COMMENT

"The bespoke AI dinner illustrated how AI can be a tool for personalisation, while also enhancing the perception of NTT as an innovative data provider. This small but very effective high-touch campaign combined creativity and precision, delivering outstanding results in the sales pipeline with an impressive ROI!"

In a crowded B2B landscape, Nyala Marketing wanted to show the transformative potential of AI. For NTT DATA, in partnership with AWS, the agency created a fully immersive, AI-powered fine dining experience that combined creativity, technology and personalisation to engage C-suite executives in a way no traditional campaign could.

The event leveraged AI at every stage. A bespoke 'AI Assistant Chef Bot' gathered detailed insights on each guest, including taste preferences, food memories, dietary requirements and cultural inspirations.

Using these data points, a leading sensory chef designed fully personalised multi-course menus and drinks, while projection-mapped tables turned each setting into a living work of art. The experience demonstrated AI's ability to augment human creativity rather than replace it, making the abstract tangible in a memorable, multi-sensory way.

Targeting global CEOs, CIOs and CDIOs from top-tier companies, the campaign combined highly personalised pre-event communications with a bespoke microsite, conversational AI and post-event assets, ensuring the experience extended beyond the dinner itself.

Every touchpoint reinforced the narrative of innovation and pragmatism, turning curiosity into genuine commercial conversations. The results exceeded expectations: 100% attendance, £7 million in immediate deals, and a 1,012x real-world ROI.

Every attendee spontaneously reported enhanced perceptions of NTT DATA as an innovative brand, while high-profile executives made exceptional efforts to attend, including flying internationally.

The campaign successfully positioned NTT DATA and AWS as pragmatic innovators in AI, delivering measurable business outcomes while leaving a lasting impression on a highly selective, time-poor audience. "Bringing More to the Table" demonstrates how bold, human-centred creativity can cut through saturated B2B messaging.

By merging AI, experiential storytelling and high-end design, Nyala Marketing created an unforgettable brand experience that transformed perceptions, sparked engagement and directly influenced pipeline.

Best use of creative

SILVER:

See Risk: See Different by Gilroy for Thales

Following its acquisition of Imperva, Thales sought to redefine itself as a global cybersecurity powerhouse with an integrated, end-to-end security offering. Gilroy was tasked with translating this complex proposition into a creative platform that would cut through a crowded market, engage key decision-makers and accelerate demand.

The result was 'See Different': a campaign that reframed cybersecurity as a matter of perception. It highlighted how Thales and Imperva together empower organisations to spot hidden vulnerabilities, anticipate evolving threats and gain holistic control.

Drawing inspiration from the animal kingdom, the campaign used striking wildlife imagery to personify security qualities: owls for vigilance, tigers for strength, chameleons for adaptability and horses for coordination. This visual language transformed abstract cybersecurity concepts into emotionally resonant, memorable stories.

The messaging *"See risk. Plan smart. Respond fast. Stay in control."* reinforced the tangible benefits of integrated security while aligning with Thales' core brand pillars of visibility, protection and trust. Tailored vertical messaging for Banking, Insurance, Financial Services and Manufacturing ensured relevance and practical resonance with key audiences.

Applied across digital, social, events, sales tools and thought leadership, the campaign not only elevated awareness but also created a distinctive, ownable brand language. 'See Different' demonstrated that bold creativity can simplify complexity, inspire confidence and drive business growth.

BRONZE:

The Hi Vis Stress Vest by Fight or Flight for St John Ambulance

In the male-dominated construction industry, mental health conversations are often hidden. St John Ambulance, with Fight or Flight, sought to break this silence through a bold, creative intervention: the Hi Vis Stress Vest. Drawing on research with 500 UK construction workers, the campaign revealed alarming truths.

Nearly a third described themselves as "struggling", "overwhelmed" or "suicidal", yet 7 in 10 found it too difficult to talk to a colleague. The campaign transformed the hi vis vest into a visible statement of mental health challenges.

Limited-edition designs featured messages inspired by workers' most cited stress factors, such as financial worries, grief and ill-health. This simple but powerful creative made hidden struggles highly visible, turning PPE into a point of view and sparking conversation across the sector.

The initiative leveraged partnerships with TV builder Tommy Walsh, construction influencers and social creators like Bricking It, producing emotive content shared across social, B2B media and consumer press. The campaign generated 400 pieces of coverage, reaching 400,000 workers and driving 1.75M social engagements.

By combining insight-driven design with compelling storytelling, the Hi Vis Stress Vest campaign made a critical issue unmissable, demonstrating how creativity in B2B marketing can turn research into action, spark dialogue and deliver impact.

Best use of creative

HIGHLY COMMENDED:

Make it Memorable by Everywherebrand for Ericsson

In a sector dominated by technical specs and sameness, Ericsson reimagined B2B creativity with the 'Make it Memorable' campaign. Targeting senior commercial leaders in mobile operators, typically disengaged from infrastructure marketing, the campaign shifted the conversation from dry 5G performance metrics to tangible, emotional experiences.

At its heart was an AI-generated "monster fan" mascot, a disruptive, character-led idea that humanised 5G's impact on real-world events. By leveraging 2024's mega-events such as the Olympics, Euros and Taylor Swift tour, the campaign showed how 5G enhances fan experiences, drives loyalty and creates commercial value.

Humour, emotion and spectacle cut through the B2B noise, making a complex technology relatable and memorable. The creative was complemented by customer case studies and live event footage, linking network capability directly to revenue opportunity.

The campaign achieved remarkable results: 72% of the new audience noticed the campaign, 69% reported a more positive view of 5G, 77% discussed it with colleagues, and 20+ high-value sales meetings were generated, creating a multi-million-euro pipeline.

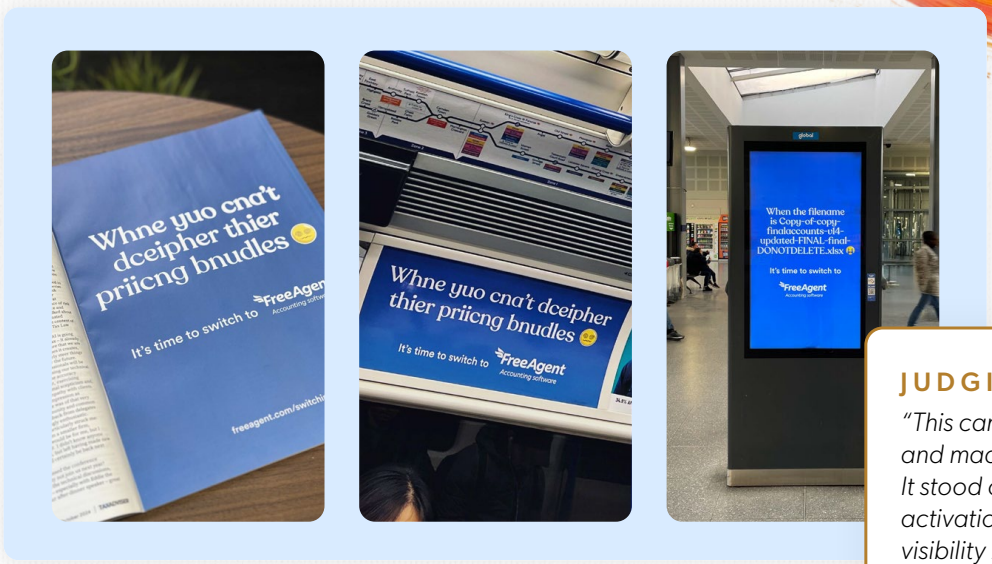
Ericsson demonstrated that bold creative can transform B2B marketing, making complex technology not only understandable but unforgettable through insight-driven strategy with unexpected, emotionally engaging visuals.



Best use of media

GOLD:

Winning Customers with Wit Not Wallet
by FreeAgent



JUDGING PANEL COMMENT

"This campaign had a clear strategic driver and made the most of a timely opportunity. It stood out for its bold use of OOH activation, which added creativity and visibility beyond traditional channels. Extra credit is due for the testing strategy, which was commendable given the smaller budget and tight timelines. The ROI significantly exceeded expectations, with media formats clearly selected to support that goal."

When a major competitor hiked prices, FreeAgent saw an opportunity to disrupt the market with agility, creativity and precision. With a limited budget, they launched a highly targeted, media-led campaign in just two months, leveraging paid social, programmatic display, search, niche accounting media and a bold new OOH activation.

The campaign focused on small business owners, accountants and bookkeepers frustrated by relentless price increases. FreeAgent turned their pain points into punchlines, using relatable humour and simple, striking visuals to position themselves as the fairer, more cost-effective alternative.

Clever, empathetic messaging allowed the brand to poke fun at confusing competitor pricing without naming rivals, keeping the tone professional yet playful. OOH was a standout element: vans parked outside a major industry event in Manchester delivered 4.2M impressions (35% above plan), boosting visibility in a high-value environment.

Digital channels were optimised through continuous A/B testing, ensuring every ad, call to action (CTA) and targeting parameter drove maximum engagement and ROI. Paid search delivered a 17.8% year-on-year (YoY) uplift, while organic social engagement hit 13.2%, far above sector averages.

The campaign mapped the full customer journey, combining media with sales calls, emails, and tailored content to make switching to FreeAgent seamless. The results exceeded expectations: 94 marketing-qualified leads (88% above target), 124 direct sign-ups (138% above target), and record event traffic.

Beyond metrics, the campaign sparked industry recognition, from influencer endorsements to podcast features. It also strengthened FreeAgent's position as a challenger brand that could punch above its weight.

"Winning Customers with Wit, Not Wallet" demonstrates how smart media strategy, agile execution and a playful, audience-first approach can make a real impact in a competitive market, proving that creativity and precision often outweigh sheer spend.

Best use of media

SILVER:

This is Precision AI by Just Global for Palo Alto Networks

Palo Alto Networks set out to reposition itself from firewall leader to AI-powered cybersecurity pioneer, with media as the driving force. The "Fight AI with AI" campaign reimagined how precision, scale and storytelling could work together across every channel.

Just Global engineered a media-first strategy spanning CTV, linear and addressable TV, programmatic, social, editorial, print, experiential and OOH. Each channel was orchestrated to mirror C-suite decision cycles, blending prestige and performance.

High-impact placements in Bloomberg, The Economist and The Wall Street Journal delivered credibility, while CTV spots during the Olympics and World Series drove cultural relevance. Social acted as connective tissue, retargeting and amplifying audiences across every phase.

The results were exceptional: 792M impressions (+108% vs pacing), 524M video views and a 98% CTV completion rate. Awareness rose 65% globally, with a 95% familiarity boost among decision-makers and a 9% uplift in brand consideration post-Bloomberg.

Engagement deepened through 58% higher site activity and 189% more form fills from CTV-exposed audiences. By merging data, creativity and timing, Palo Alto Networks transformed media into an engine of brand leadership. This proves that smart orchestration can turn attention into action and awareness into authority.

BRONZE:

Unlock Ambition for Hewlett Packard Enterprise by Realm B2B

Hewlett Packard Enterprise (HPE) set out to do something few B2B brands achieve: to truly capture the attention of the C-Suite, the world's most time-poor and sceptical audience. The "Unlock Ambition" campaign redefined precision media planning at scale, uniting creativity, data and editorial credibility to connect with senior decision-makers across global enterprise accounts.

Partnering with BBC, Forbes, The Wall Street Journal and Business Insider, HPE built an ecosystem of thought leadership, CEO-led storytelling and future-focused content. From the "F1 in 10 Years" series to "AI vs The Mind," each activation linked technological innovation with the aspirational mindset of modern business leaders.

The campaign achieved exceptional results: engaging over 80% of its executive audience, with an average 15 ad exposures per month, 66% above plan. It influenced 92% of enterprise pipeline, while audiences spent three times longer engaging with HPE content than competitors.

High-impact video formats achieved a 4.6% CTR, and influencer and employee-led posts outperformed standard placements by up to 500%. "Unlock Ambition" proved that when precision targeting meets meaningful storytelling, B2B media can do more than raise awareness, it can shape conversations at the very top of the business world.

Best omnichannel programme

GOLD:

Turning FS Giants into AI Trailblazers
by Radish for Multiverse



JUDGING PANEL COMMENT

"The strategy was unconventional and differentiated, using omnichannel not simply to communicate, but to create a dynamic, responsive experience that adapted to the audience. Objectives and ROI were clearly defined and linked to measurable business success, including sales growth. Audience and account selection were precise, with a data-driven, systematic approach to engagement across multiple touchpoints."

How do you sell AI training to financial services giants that don't believe in its value? By replacing hype with clarity. "Real AI Direction" is an award-winning integrated campaign that repositioned Multiverse from an early-career training provider to a strategic partner driving enterprise-wide AI transformation.

The creative concept used wit and striking visuals to satirise AI gone wrong, from a goldfish with a shark fin to "sweethearts on a date". This transformed a complex topic into a tangible and memorable one, impossible to ignore.

Targeting 20 Tier 1 UK financial services institutions, the campaign combined bold creative with a precisely orchestrated omnichannel strategy. It engaged multiple stakeholder groups across transformation, data and HR functions, meeting decision-makers where they were and guiding them through a connected buyer journey.

Digital out-of-home (OOH) advertising outside FS headquarters, podcast placements, direct mail, personalised content hubs, events and workshops all worked in sync to move audiences from passive interest to active engagement.

At the heart of the strategy was a clear ambition: to challenge entrenched perceptions and position Multiverse as a trusted AI transformation partner. Radish mapped key personas and tailored messaging for business, product and people leaders.

OOH exposure was linked seamlessly to digital retargeting and personalised sales outreach, supported by a modular content framework, aligned to each stage of the buying journey. The results spoke volumes.

Within six months, the campaign achieved 94% account engagement, delivered more than £4 million in pipeline revenue and generated a 2,252% ROI. Direct traffic rose by 80%, and 16 of 17 target accounts engaged within the first six weeks.

By blending creativity, precision and orchestration, Radish and Multiverse transformed scepticism into momentum, and set a new benchmark for omnichannel excellence.

Best omnichannel programme

SILVER:

The Elephant in the Room by Staffbase

This campaign demonstrates the power of a truly integrated omnichannel approach in addressing internal communication challenges. Built around the striking visual of an elephant, the campaign translated a single, bold creative concept across multiple touchpoints, ensuring a cohesive and memorable experience for enterprise communicators.

Every channel was purposefully leveraged. Video ads captured attention and outperformed previous campaigns in completion rates, while email campaigns achieved open rates of 40-50% in DACH.

Content marketing, including the 2025 Employee Communication Impact Study, provided thought leadership and evidence for the campaign's messaging, generating strong PR pick-up, blog engagement and downloads.

Social media, events and internal launches reinforced messaging consistently, creating dialogue and fostering authentic engagement across regions.

Designed and executed entirely in-house, the campaign delivered significant commercial results: €39 million in global pipeline and 3,284 Marketing Qualified Accounts.

By integrating marketing, sales and product teams around a single concept, this campaign ensured every touchpoint advanced demand generation while reinforcing Staffbase's position as an empathetic, solutions-focused partner.

Through its precise channel orchestration, iterative optimisation and consistent messaging, "Elephant in the Room" exemplifies what an award-winning omnichannel programme can achieve: measurable impact, unified storytelling and both commercial and market resonance.

BRONZE:

No Fluff by Radish for KellyOCG

KellyOCG's "No Fluff" campaign redefined what an omnichannel experience can achieve in B2B marketing. In a commoditised workforce solutions industry, full of jargon and empty promises, "No Fluff" cut through with a bold, distinctive idea: a herd of hairless animals symbolising KellyOCG's honest, no-nonsense approach.

Centred on the CWS Summit, the campaign integrated digital, physical and social touchpoints across the full buyer journey. Pre-event CGI-style OOH teasers, viral-style paid social and lint roller direct mail built anticipation. Immersive event activations, such as an airport-style x-ray stand and QR-linked content, created brand theatre.

Post-event nurture flows, thought leadership and retargeting maintained engagement. Every interaction was data-informed, sequential and creatively unified, where social drove to content, physical moments triggered digital follow-ups and employees amplified reach through advocacy.

The results were outstanding: $60.6 million in new pipeline, $5 million in new business, 147K new website users and 18K+ content downloads within six months. Internally, over 100 employee posts extended the campaign's reach and pride.

By blending sensory creativity with precise orchestration, "No Fluff" proved that omnichannel success lies in seamless storytelling and measurable commercial impact, delivering an experience that was not only impossible to ignore but also impossible to forget.

Best use of live events (digital, physical or hybrid)

GOLD:

Seeing the Unseen
with Capgemini



JUDGING PANEL COMMENT

"The strategy was unconventional and differentiated, using omnichannel not simply to communicate, but to create a dynamic, responsive experience that adapted to the audience. Objectives and ROI were clearly defined and linked to measurable business success, including sales growth. Audience and account selection were precise, with a data-driven, systematic approach to engagement across multiple touchpoints."

At the 37th America's Cup, Capgemini didn't just sponsor the race, they transformed it. With the theme "Digital, meet physical," the company created WindSight IQ, a LIDAR-based solution that made the wind visible for the first time to spectators, bridging the gap between complex technology and real world experience.

The campaign targeted 150 senior decision-makers from top-tier accounts across multiple sectors, including Boeing, Ferrari, Airbus and BMW. These C-level clients were invited to the luxurious AC37 Club in Barcelona, where they witnessed WindSight IQ in action, experienced expert insights from sailing professionals, and explored Capgemini's capabilities first-hand.

The event combined education, hospitality and immersive technology, creating an unforgettable live experience. Capgemini amplified the impact with a multi-channel approach.

An online awareness campaign ran across YouTube, LinkedIn and the company website, supported by paid media and a six-episode video series that reached 7.45M views and 30% of the target audience.

A partnership with tech influencer Alex Banks added 279,000 additional engagements, while tier-1 media coverage included 206 mentions globally, with interviews on BBC and Le Figaro. The results were remarkable. The live experience not only strengthened relationships with key clients but directly contributed to over €320 million in pipeline.

The innovative integration of the live event, digital amplification and media coverage created a platform that showcased Capgemini's expertise, innovation and ability to translate complex data into tangible, human experiences.

WindSight IQ has continued to be showcased at major global events, from CES to the World Economic Forum, demonstrating enduring value as a flagship marketing asset. Capgemini redefined what a live event can achieve, delivering measurable business impact while elevating brand visibility on the world stage.

Best use of live events (digital, physical or hybrid)

SILVER:

Bringing More to the Table by Nyala Marketing for NTT DATA and AWS

When every B2B brand was talking about AI, NTT DATA and AWS decided to show what it could do. "Bringing More to the Table" turned an ordinary corporate dinner into a world-first AI-powered fine dining experience.

Generative AI, working alongside a sensory chef, designed bespoke dishes and drinks for each guest based on their physiology, food memories and preferences. Targeting an elite group of C-suite executives, the event demonstrated how AI can augment human creativity rather than replace it.

Every detail, from the AI Chef-bot gathering insights to the projection-mapped tables and personalised storytelling, embodied the brands' pragmatic innovation and technical excellence.

Commercially, the impact was extraordinary: £7 million in immediate new deals and £250 million in influenced pipeline, achieving an ROI of 1,012x and 100% attendance, with several guests travelling internationally to attend.

More importantly, every attendee spontaneously cited NTT DATA as more innovative, transforming perceptions and deepening strategic relationships. This campaign exemplified how live experiences, powered by data and creativity, can cut through the AI noise to deliver unforgettable engagement and measurable business transformation.

BRONZE:

La Rivière Alibaba Cloud by MOI Global for Alibaba Cloud

At the Paris 2024 Olympic Games, Alibaba Cloud transformed the traditional B2B showcase into an immersive, AI-powered brand experience. "La Rivière Alibaba Cloud" brought together cutting-edge technology, cultural storytelling and interactive design to engage Media Rights Holders, international sporting bodies and enterprise clients.

Inspired by the River Seine, the 105sqm activation combined VR kayaking, AI-generated digital collectibles and real-time conversations with Cloud Bao, Alibaba Cloud's AI mascot. Visitors explored the company's AI-enabled broadcasting solutions through hands-on demonstrations, gamified experiences and personalised digital interactions.

This turned complex cloud technology into a tangible, memorable encounter. The campaign blended physical and digital seamlessly. Pre-event teasers on LinkedIn, Instagram and WeChat primed the audience, while live social and digital content extended engagement beyond the venue.

The experience was designed to be shareable, informative and emotionally resonant, positioning Alibaba Cloud as an innovative, human-centred technology partner. Impact was immediate and measurable: over 10,000 visitors, 500+ business leads, 27M social impressions, 180,000+ new followers and coverage across 70+ global media outlets.

By reimagining the B2B event format, Alibaba Cloud created a multi-sensory, shareable experience that cut through the noise, strengthened relationships and demonstrated the real-world value of its AI and cloud capabilities.

Best use of live events (digital, physical or hybrid)

HIGHLY COMMENDED:

Inspire UK by 6sense

Inspire UK 2024 challenged the notion that world-class B2B events must be global. Built around 6sense's customer community, RevCity, the event blended thought leadership, practical learning and community-building to create the UK's most ambitious regional flagship.

The dual-track programme delivered inspiration and activation in equal measure. The Inspire Stage hosted marquee speakers such as Aaron Ross and Jacco van der Kooij, alongside live podcast recordings and strategic keynotes.

Meanwhile, RevCity sessions offered hands-on workshops, practical frameworks and actionable insights tailored to sales and marketing leaders navigating complex go-to-market motions.

Innovative event design amplified engagement. A gamified passport system encouraged meaningful interactions with sponsors, while GTM "MOTs" reimagined one-to-one meetings as fully branded, high-value experiences.

The Partner Village showcased 6sense's ecosystem, reinforcing its role as a community orchestrator rather than a vendor.

Pre-event, onsite and post-event communications ensured continuity, extending reach and reinforcing messaging through LinkedIn, email and the RevCity forum. Attendees left inspired, connected and actively participating in a thriving B2B network.

Inspire UK 2024 proved that regional events could rival global counterparts, delivering memorable experiences, deepening relationships and establishing 6sense as a true hub for peer-led learning and revenue-driven marketing excellence.

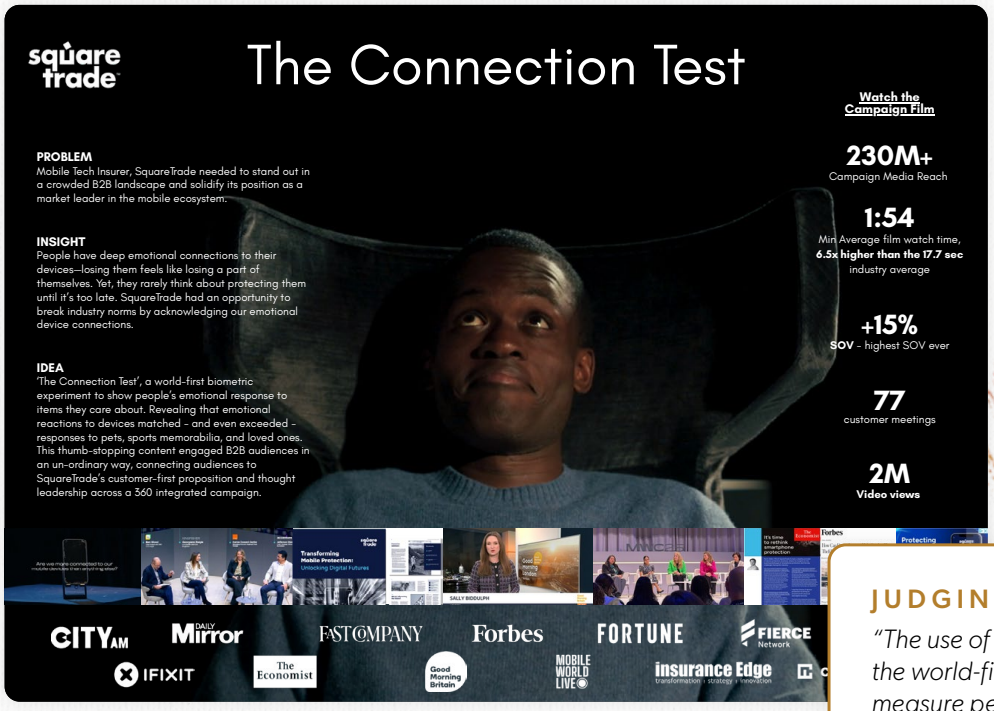


Best public relations campaign

GOLD:

The Connection Test

by Golin for SquareTrade



To position SquareTrade as a mobile tech insurance leader, Golin created 'The Connection Test': a world-first experiment tracking people's biometric data to see how they emotionally respond to items they care about, including their phones.

Revealing that emotional reactions to devices matched - and even exceeded - responses to pets, sports memorabilia and loved ones. This thumb-stopping content helped launch our campaign and engage B2B audiences in an unordinary way.

Leading to SquareTrade's most successful campaign, incredible cut-through at MWC, outstanding media coverage from Fast Company to Good Morning Britain, industry-smashing social engagement and unprecedented business opportunities.

JUDGING PANEL COMMENT

"The use of The Connection Test and the world-first biometric experiment to measure people's emotional response to items they care about was highly creative, transforming the typically "boring" perception of insurance into something engaging and emotionally resonant. The metrics were incredibly strong, demonstrating both high engagement and tangible business impact."

Best public relations campaign

SILVER:

Creating Conversations: Chinese Automotive Brand Impact Study
by Eureka Communications for Escalent

Escalent's Chinese Automotive Brand Impact Study explored European consumer attitudes towards Chinese car brands, revealing that price remains a decisive motivator, even among initially reluctant buyers. To launch these insights effectively, the PR team executed a highly targeted, multi-channel campaign designed to maximise impact and media resonance.

The strategy combined timely media engagement with compelling messaging. By monitoring industry trends and leveraging relevant launches in the automotive sector, Escalent secured early coverage in tier-one titles, followed by placements across influential trade, business and broadcast media.

The campaign positioned Mark Carpenter, Escalent UK Managing Director, as a trusted industry authority, offering commentary that highlighted both market opportunity and competitive risk.

A curated version of the study, shared with journalists and thought leaders, drove significant engagement and interest within the automotive community. Coverage included a mix of news and opinion articles, amplifying Escalent's voice across Europe and beyond.

By combining insightful research with precision PR execution, Escalent elevated its European profile, demonstrated thought leadership and engaged key decision-makers. The campaign showcased how a well-targeted, content-driven approach can influence perception, build credibility and create meaningful conversations.

BRONZE:

AI you Can Trust by Brands2Life for Qlik

Brands2Life set out to reposition Qlik as a leader in trustworthy data and responsible AI, addressing the market perception that AI is overhyped and that data quality is often overlooked. The campaign aimed to instil confidence among business leaders, demonstrating that reliable, well-governed data is the foundation for effective AI solutions.

The strategy combined a phased approach with multiple touchpoints across media, events, influencer networks and social channels. Key initiatives included the launch of the Qlik AI Council, bringing together AI and ethics experts to advise on product development and serve as thought leaders in media coverage and events.

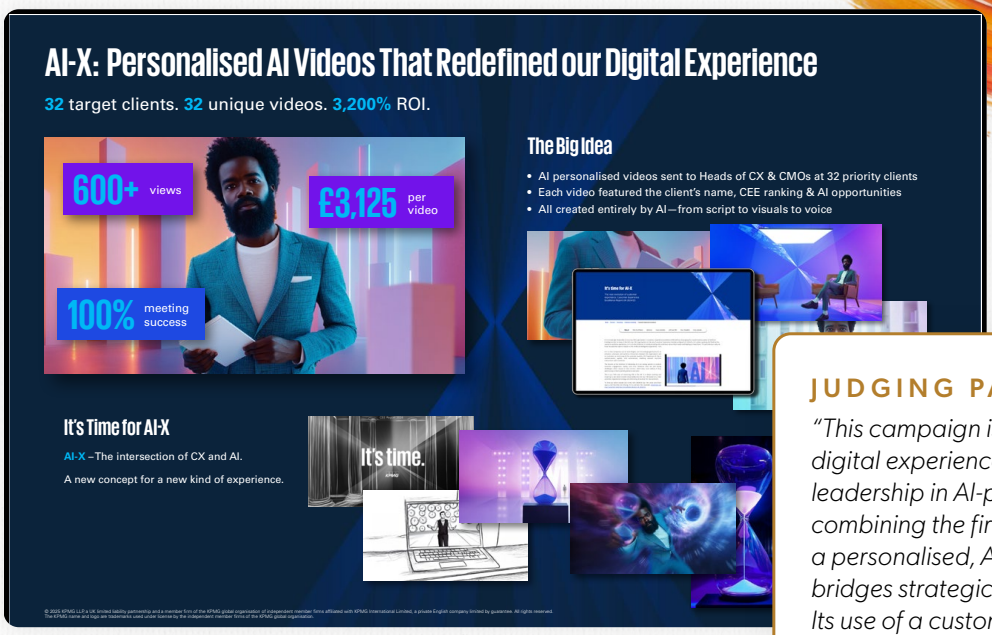
The Qlik Trust Score tool and accompanying research highlighted the risks of poor data quality in AI projects, forming the basis for compelling, newsworthy stories across tier-one business, national and broadcast media.

Global events such as Qlik Connect and the AI Reality Tour amplified the message, providing journalists and industry leaders with direct access to insights, executives and customer stories. Content assets, including eBooks, animations and thought leadership articles, reinforced Qlik's authority while sustaining long-term engagement.

By combining research-driven storytelling, expert spokespeople and targeted media outreach, the campaign successfully elevated Qlik's profile, strengthened brand credibility, and positioned the company as a trusted advisor in the evolving AI landscape.

Best digital experience initiative

GOLD:
It's Time for AI-X
by KPMG & We Are Tilt



JUDGING PANEL COMMENT

"This campaign is a sophisticated, well-targeted digital experience that showcases KPMG's leadership in AI-powered customer experience. By combining the firm's long-standing CEE report with a personalised, AI-generated video, the campaign bridges strategic insight with creative execution. Its use of a custom AI creative stack demonstrates a bold commitment to innovation and validates its strategic and commercial impact."

KPMG, in collaboration with creative agency We Are Tilt, transformed AI into a tangible, revenue-generating digital experience with their "It's Time for AI-X" campaign. Leveraging insights from their 2024 Customer Experience Excellence report, the firm created a bespoke AI stack capable of producing highly personalised videos for 32 key client targets.

Each video delivered tailored insights on the recipient's performance, combining CX data with AI-driven creative visuals and a dynamic AI-generated presenter, Aeon. The campaign aimed to demonstrate KPMG's expertise in AI-enabled customer experience while driving meaningful client engagement.

Each personalised video opened a door for face-to-face meetings, with recipients gaining actionable insights about their brand's ranking and opportunities for improvement. The immersive experience was designed not just to inform, but to captivate.

Using AI-generated environments and animation that defied conventional physics, the potential of AI was both clear and compelling. The multi-channel digital approach included targeted emails, personalised web pages hosting the videos, downloadable PDFs with bespoke insights and supporting social media content to broaden awareness.

By combining AI-driven creativity with highly tailored messaging, the campaign ensured each engagement was relevant, memorable and impactful. Results exceeded expectations.

The 32 videos were viewed over 600 times across target organisations, generating 23 meetings with priority clients and directly contributing to £3.3 million in new business.

Against a modest investment of under £100,000, this represents a 3,200% ROI. Beyond immediate revenue, the campaign positioned KPMG as a leading innovator in AI and CX, creating a foundation for future engagement and pipeline growth.

"It's Time for AI-X" illustrates the power of digital experiences that merge cutting-edge technology, personalisation and creativity. By turning AI from concept into a personalised, engaging journey, KPMG demonstrated how digital innovation can deliver measurable commercial outcomes while strengthening brand perception.

Best digital experience initiative

SILVER:

Palo Alto Networks Innovation Shuttle

Palo Alto Networks redefined B2B digital experiences with the Innovation Shuttle, an immersive, interactive journey that brought enterprise cybersecurity to life. Traditional demos often fail to engage, but the Shuttle transformed complex technology into a cinematic, choose-your-own-adventure experience.

Participants navigated AI-guided scenarios, from a café under cyberattack to a security operations centre in São Paulo, making real-time decisions and witnessing the platform's impact first-hand. Performance was measured not only by engagement but by tangible business outcomes.

Across key events, over 1,000 participants experienced the Shuttle, with 91% rating it "excellent". The initiative generated 150+ follow-up demo requests, directly feeding into the sales pipeline.

Most importantly, it created measurable commercial impact: the campaign contributed to a €16 million pipeline across enterprise accounts.

Beyond metrics, the Innovation Shuttle demonstrated lasting emotional resonance, with several customers requesting permanent installations in their own innovation centres. This is a rare testament to B2B experience design.

The Innovation Shuttle turned abstract cybersecurity concepts into memorable experiences through sci-fi-inspired storytelling, AI interactivity and strategic event integration. It proved that immersive digital initiatives can drive both engagement and revenue.

BRONZE:

Flight nBS2025: An Immersive Brand Journey by npower Business Solutions

npower Business Solutions (nBS) redefined internal digital experiences with Flight nBS2025, an airport-themed VR journey that brought the refreshed brand to life for over 1,100 employees. Moving beyond passive communications, the campaign used gamification and immersive storytelling to translate abstract brand values into tangible, personal experiences.

Participants explored interactive zones on innovation, digital solutions and sustainability, receiving direct insights from senior leaders and beneficiaries of the nBS Foundation. Performance metrics demonstrated exceptional engagement and impact.

Over 200 employees participated during the initial launch, with sessions continuing to reach the full workforce. Post-experience surveys revealed a 73% increase in employees scoring their connection to the brand 8-10, up from 57% pre-experience.

Notably, there was an 80% rise in employees awarding the top score of 10, reflecting a profound shift in brand perception. Qualitative feedback was overwhelmingly positive, with employees citing the experience as the most engaging internal brand initiative they had encountered.

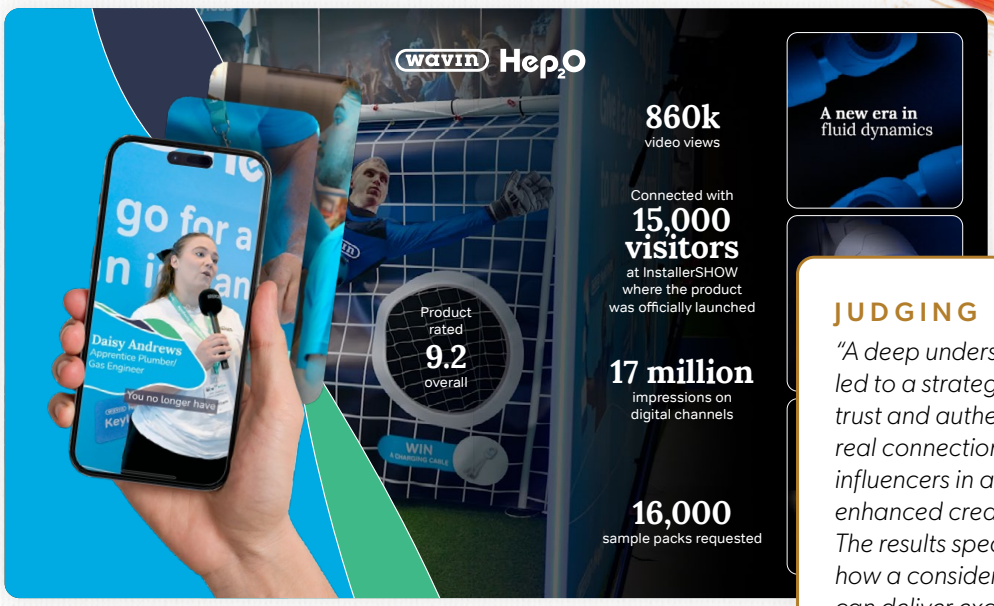
Beyond individual metrics, the campaign generated organic internal momentum: team leaders integrated brand attributes into meetings, and content was widely shared across Microsoft Teams and internal newsletters.

Flight nBS2025 showed how immersive technology can drive measurable engagement, emotional connection and lasting internal advocacy. VR, gamification and a multi-touchpoint digital rollout were key to delivering the best results in B2B internal digital experiences.

Best use of social media or influencer marketing

GOLD:

Made for the Trade: Wavin Hep2O Keyless Launch
by Wavin and Tangerine Communications



JUDGING PANEL COMMENT

"A deep understanding of their audience's needs led to a strategy that used influencers to build trust and authenticity. The activation showcased a real connection with customers, inviting plumbing influencers in and creating authentic content that enhanced credibility and encouraged switching. The results speak for themselves, demonstrating how a considered strategy on a smaller budget can deliver exceptional outcomes."

Wavin's launch of Hep2O Keyless, its most significant innovation in a decade, set a new benchmark for trade-focused social media and influencer marketing. Designed to make plumbing faster, easier and more efficient, the keyless fittings addressed real-world challenges.

These included misplaced keys, a smoother installation in tight spaces and a pre-locked design for speed and reliability. But the success of the product relied on convincing plumbers to try it, and Wavin turned to a bold, peer-led campaign to make that happen.

Working with Tangerine, Wavin engaged 15 leading plumbing influencers to co-create content that was authentic, entertaining and relatable. Influencers shared unboxings, first-look demos, and hands-on reviews across social platforms, while behind-the-scenes factory tours and timed installation challenges gave followers an insider perspective.

Short, punchy videos emphasised real installer experiences, using humour and fast-paced storytelling to cut through the noise of a traditionally conservative B2B sector. This peer-to-peer approach not only captured attention but built trust, showing plumbers that Hep2O Keyless was genuinely designed with them in mind.

Social media was the campaign's backbone, delivering teasers to build curiosity ahead of InstallerSHOW, launch content highlighting product benefits, and post-launch proof through user-generated videos.

Instagram and Facebook became hubs for installer engagement, generating 860,000 video views (72% above target) and driving 7,000 sample requests directly through digital channels.

Across all platforms, content reach and engagement exceeded benchmarks, resulting in over 16,000 sample pack requests and a 9.2/10 product rating. The campaign also leveraged traditional trade media to complement social efforts, securing 11 pieces of tier-one coverage and nearly 610,000 earned media opportunities.

Wavin not only launched a striking product but created an ongoing conversation within the plumbing community. Led by influencer credibility, authentic peer-led content and highly targeted social engagement, the campaign redefined what B2B social media marketing can achieve in a trade context.

Best use of social media or influencer marketing

SILVER:

A World Without Accountants by ACCA with Blackbridge Communications & Ptarmigan Media

The Association of Chartered Certified Accountants (ACCA) disrupted the B2B accountancy landscape with "A World Without Accountants", a bold, humour-driven social campaign that challenged stereotypes and elevated the profession.

Collaborating with comedian Josh Baulf, the association created four 'mockumentary-style' films that illustrated the chaos businesses would face without skilled accountants. Each story translated complex, operational pain points into humorous, memorable narratives, positioning accountants as strategic, indispensable business leaders.

The campaign achieved exceptional reach and measurable business outcomes. Across LinkedIn, Instagram, YouTube and TikTok, it generated 4.88M impressions and 2.68M video views, with over 8,500 interactions.

Beyond metrics, the campaign influenced real-world business outcomes. Employer perception of ACCA strengthened, with increased mentions on social and at events, enhancing the body's appeal among finance hiring decision-makers.

Internal advocacy grew, with members proudly sharing content and reinforcing ACCA's brand values. By combining creative risk-taking, influencer collaboration and a data-driven social strategy, ACCA transformed B2B engagement, proving humour and storytelling can deliver measurable impact in professional services.

BRONZE:

Proactive Security for UK Businesses from Vodafone Business

npower Business Solutions (nBS) redefined internal digital experiences with Flight nBS2025, an airport-themed VR journey that brought the refreshed brand to life for over 1,100 employees. Moving beyond passive communications, the campaign used gamification and immersive storytelling to translate abstract brand values into tangible, personal experiences.

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Best use of social media or influencer marketing

BRONZE:

The WorkLife Coach by Stein for Fellowes

Fellowes transformed how B2B office products are perceived with its WorkLife Coach campaign, demonstrating the premium value of its range in a crowded, low-cost market. The campaign repositioned Fellowes as an enabler of satisfying workplace experiences.

It connected with diverse audiences across seven European markets, using humour, authenticity and influencer-led storytelling. Central to the strategy was a WorkLife Influencer Network, comprising credible voices spanning generations and geographies.

Flo Akinbiyi reached senior professionals with executive presence, Bianca Errigo highlighted workplace wellness, and Bibi-Jane Angelica connected with Gen Z audiences. Each influencer amplified the campaign's coaching platform, extending Fellowes' message across LinkedIn, Instagram and campaign landing pages, while maintaining professional authority.

The campaign produced 362 videos and 28 print ads, reaching 1.4M customers and prospects, with over 17,000 engaged visitors interacting with landing pages. Critically, the initiative delivered an 18.4% uplift in gross sales YoY, proving the effectiveness of combining influencer credibility, targeted content and humour.

Fellowes not only raised brand awareness but created measurable commercial impact through integrating social and influencer marketing with a unified creative platform. The campaign demonstrates how B2B brands can leverage authentic voices to drive engagement, nurture top-of-funnel opportunities and directly influence sales outcomes.



Best use of content

GOLD:

Cloud Realities, Real Relationships
with Capgemini



JUDGING PANEL COMMENT

"This campaign demonstrates strong alignment with business goals through its innovative approach of using a client-focused podcast as a relationship-building platform. Its creative execution of live recordings with influential leaders at major events effectively engaged the target audience and delivered measurable business impact. The substantial pipeline growth, high engagement and strengthened partnerships highlight its success and the power of strategic content."

Capgemini's Cloud Realities podcast demonstrates how content can move beyond promotion to become a powerful business engine. Launched in 2022, the podcast gives industry leaders a platform to share candid insights on cloud, AI, sustainability and customer experience, while rarely mentioning Capgemini itself.

This focus on valuable, audience-first content has propelled it into the top 1% of business podcasts, drawing nearly half a million listeners in just two years. The strategic goal was simple but bold: transform event engagement and deepen relationships with elusive C-suite executives.

By recording episodes live at major global events such as AWS re:Invent, Google Cloud Next, Microsoft Ignite and Mobile World Congress, the podcast created a space for authentic conversations that naturally led to follow-up meetings, partnerships and pipeline opportunities.

In 2024 alone, these interactions contributed €95 million in pipeline and new business, with Capgemini becoming a trusted collaborator for hyperscalers like AWS, Google and Microsoft.

Content was designed to be compelling, relevant and unscripted. High-profile guests, from Fortune 500 CEOs to the Pope's AI advisor, shared insights on leadership, innovation and ethics.

By centering the podcast on stories that mattered to clients, Capgemini transformed its booth presence into a destination rather than a display, attracting decision-makers who might otherwise avoid traditional marketing channels.

Amplification was equally strategic. Episodes were distributed across Spotify, Apple Podcasts, YouTube and other platforms, with LinkedIn campaigns boosting awareness. Salesforce and Pardot linked engagement to tangible business outcomes, while Talkwalker monitored resonance in real time.

The result is a content platform that does far more than inform: it builds trust, opens doors to the C-suite and fuels business growth. Capgemini's Cloud Realities shows that in B2B, the smartest content isn't self-promotional but strategic and designed to create measurable value.

Best use of content

SILVER:

One In Fifty, Indigo Slate for London Stock Exchange Group

In a sector often defined by technical language and data, LSEG Risk Intelligence took a bold, human-centred approach with One in Fifty. At the heart of the campaign was an emotionally charged documentary telling the story of a woman whose identity was stolen at the age of six.

This was a way of reframing financial crime as a deeply personal issue and challenging industry perceptions. The campaign generated powerful engagement and measurable impact. The trailer achieved 1,000 views shortly after launch, with an exceptional 96.3% watch-through rate, demonstrating the strength of the narrative.

On LinkedIn alone, the wider campaign drove 514,000 impressions and over 21,000 engagements, achieving an engagement rate of 4.18%, well above industry benchmarks for B2B financial services.

The integrated media strategy extended far beyond digital. Exclusive screenings, keynote appearances and a dedicated microsite amplified reach and drove meaningful interaction among global financial institutions, regulators and NGOs.

This momentum translated into 14 pieces of earned media coverage in global trade publications and conversations with 21 new prospective partners. The campaign shifted perceptions of LSEG Risk Intelligence from data provider to social impact leader, sparking a powerful conversation on the human cost of financial crime.

BRONZE:

Bringing Balance by Delphi for Netskope

In a crowded cybersecurity landscape, Netskope set itself apart with Bringing Balance: a thought leadership campaign designed to cut through Zero Trust noise with insight, not hype. At its core was one of the largest ever global CISO surveys, giving Netskope a distinctive, credible voice in a market saturated with technical jargon.

This data became the foundation for a powerful narrative that positioned modern CISOs as strategic business enablers, not just gatekeepers. The results speak for themselves. The campaign generated $35 million in attributed sales-ready leads, engaging 700 named CISOs and senior security leaders across five key markets.

Without paid amplification, it secured 250+ organic report downloads and achieved over 150 global media placements, making it Netskope's most successful earned media performance to date. The share of voice doubled compared to any previous initiative.

The campaign's modular content strategy included reports, localised assets, podcasts, keynote speeches and Account-Based Marketing (ABM) activations. This ensured wide reach and sustained momentum, shaping perceptions of Netskope. It shifted the conversation around Zero Trust entirely, giving CISOs a trusted, insight-led resource to help navigate the balance between security and innovation.

Best use of content

HIGHLY COMMENDED:
Next Made Real by PA Consulting

In December 2023, PA launched its Intelligent Enterprise campaign, 'Next Made Real', a content-led global initiative aimed at senior leaders across industries. The campaign positioned PA as a thought leader in digital transformation and AI, showing how combining digital, data and AI technologies with human insight can turn into tangible business impact.

At the heart of the campaign was a 124-page premium book, Next Made Real: A business leader's guide to generative AI. The book cut through AI hype, explaining fundamentals, strategic frameworks, capability dimensions and governance, while anchoring content in real-world applications.

To broaden reach, a digital version was made available, complemented by a central campaign landing page aggregating thought leadership, client stories, videos and interviews with PA experts.

The campaign leveraged a multi-channel content strategy: LinkedIn posts (organic and paid), social advocacy, events and PR amplified messaging globally. Live events, including sessions at London's Science Museum and PA HQ, brought the content to life, connecting clients, academics and experts.

The following content pillars ensured alignment and depth: Leadership & Organisation, Data & Insight, Transformation & Delivery and Ethics & Trust. Internal distribution via newsletters, intranet and advocacy tools maximised reach.

'Next Made Real' demonstrated the power of strategic, high-quality content to educate, inspire and influence senior decision-makers, building PA's authority in AI while delivering a distinctive, memorable and highly engaging content experience



Best use of customer insight

GOLD:

Empowering SMEs: The New Lease of Life Campaign
by grenke



JUDGING PANEL COMMENT

"This was a well-rounded, data-driven campaign with a strong strategic foundation and a clear focus on delivering value to end users, helping them contribute to business growth. Data played a central role, informing a strategic reset, credible audience segmentation and clearly defined objectives based on robust external research.
The alignment between survey language and creative copy showed that every decision was intentional and insight-led."

grenke UK's New Lease of Life campaign demonstrates the transformative power of customer insight in B2B marketing. Built on the principle that the asset finance industry talks too much and listens too little, grenke commissioned a nationwide survey of 500 SME finance decision-makers.

The findings were striking: 69% reported that access to finance was limiting growth, 53% were using sub-optimal equipment, and only 13% would choose leasing. These insights laid the foundation for a complete marketing reset.

Armed with data, grenke rebranded around transparency, simplicity and empowerment. Content was rewritten in Plain English, onboarding journeys for first-time leasers were overhauled, and resellers were equipped with toolkits to confidently discuss finance.

Messaging and creative were grounded in real SME language, ensuring that communications resonated with the audience and addressed genuine barriers to adoption. The campaign was executed across digital channels, social media, email, events and partner networks, each touchpoint informed by the research.

The results speak to the effectiveness of insight-led marketing: a 22% increase in first-time leasing enquiries, a 40% rise in toolkit usage by partners, a 46% uplift in social engagement, and a measurable boost in SME confidence in leasing.

What sets New Lease of Life apart is its focus on understanding customers. By listening to SMEs, grenke identified both practical and emotional barriers such as complexity, mistrust and perceived inaccessibility.

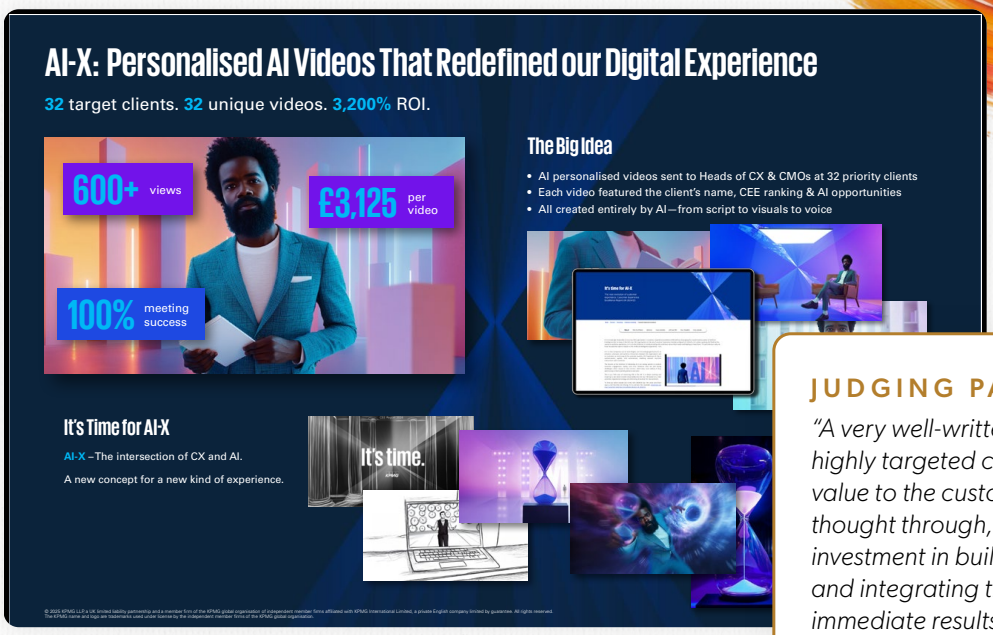
The campaign addressed these systematically, not only driving leads but also shifting perceptions, building trust and empowering SMEs to act. This is a clear takeaway for B2B marketers: investing in deep customer insight doesn't just improve messaging, it can actually reshape your brand, inform strategy and deliver measurable commercial outcomes.

Best use of AI

GOLD:

It's Time for AI-X

by KPMG & We Are Tilt



JUDGING PANEL COMMENT

"A very well-written submission and a strong, highly targeted campaign that delivered real value to the customer. It was informative, well thought through, and clearly met its objectives. The investment in building the stack, training the model and integrating the outputs not only delivered immediate results but also created long-term value."

KPMG partnered with We Are Tilt to demonstrate the transformative potential of AI in customer experience through their "It's Time for AI-X" campaign. Leveraging their 2024 Customer Experience Excellence report, they developed a bespoke AI stack capable of generating highly personalised videos for 32 priority client targets.

Each video used AI to analyse the client's CX data and translate it into tailored insights, delivered by an AI-generated presenter, Aeon, within dynamic, AI-created environments that brought the results to life in an immersive, visually striking way.

The campaign was designed to show, rather than tell, how AI can augment human expertise. Beyond data visualisation, AI was integrated across every stage of the experience, from the collection of client-specific information to the creation of multi-sensory video narratives, and personalised recommendations for action.

This allowed KPMG to engage clients at an unprecedented level of relevance and sophistication. Across the 32 videos, there were over 600 views within target organisations, leading to 23 face-to-face meetings with priority clients.

The campaign directly contributed to £3.3 million in new business, achieving a 3,200% return on investment from a budget under £100,000. More importantly, it showcased KPMG's capability to use AI not as a novelty, but as a strategic tool to deliver measurable business outcomes while elevating brand perception among C-suite decision-makers.

"It's Time for AI-X" exemplifies how AI can be applied creatively and practically in B2B marketing, combining personalisation, insight and storytelling to generate tangible results. It proved that AI can go beyond automation to become the central driver of engagement, insight and commercial impact.

Best use of AI

SILVER:

Accelerate Impact by Revere for Westcoast

In 2024, Revere led a strategic AI transformation for Westcoast, designed to modernise marketing operations and deliver measurable performance gains. By embedding AI across workflows, the campaign achieved immediate and lasting results.

Automation reduced manual tasks by more than 30 hours a week, while AI-powered content creation cut copy production time by 50% and reduced turnaround by 93%, accelerating campaign delivery and improving efficiency.

Creatively, AI-driven processes halved stock image use and increased bespoke visual output by 22%, elevating campaign quality and strengthening brand differentiation. Predictive analytics and AI A/B testing refined activation strategies, while proofing models protected SEO integrity and ensured content originality.

These enhancements delivered a more agile, data-led marketing engine, enabling Westcoast to meet rising vendor expectations with confidence and precision. The initiative not only improved operational performance but also positioned Westcoast as the distributor of choice for ROI-focused partners.

Revere helped to strengthen vendor relationships and enhance leadership credibility. This was not a short-term experiment, but a purposeful transformation that redefined Westcoast's marketing capability and set a new standard for AI-driven B2B marketing.

BRONZE:

Bringing More to the Table by Nyala Marketing for NTT DATA and AWS

Nyala Marketing created a bold, experiential campaign for NTT DATA in partnership with AWS that demonstrated the real-world potential of AI for customer experience. The campaign centred on an exclusive AI-powered fine dining event, where every element of the evening was personalised by AI.

From multi-course menus to drinks and projection-mapped tables, it was all about using a bespoke 'AI Assistant Chef bot'. The team captured granular insights on each guest, including physiological taste preferences, formative food memories and cultural influences.

This data informed AI-driven menu design and operational guidance for the kitchen, creating a seamless, multi-sensory experience that showcased AI as a tool to augment creativity rather than replace it. The results were extraordinary.

Attendance reached 100%, while the campaign generated £7 million in immediate deals, far exceeding the target, with tens of millions more in follow-on opportunities. Marketing-influenced pipeline reached £250M against a target of £10 million, delivering a real-world ROI of 1,012x.

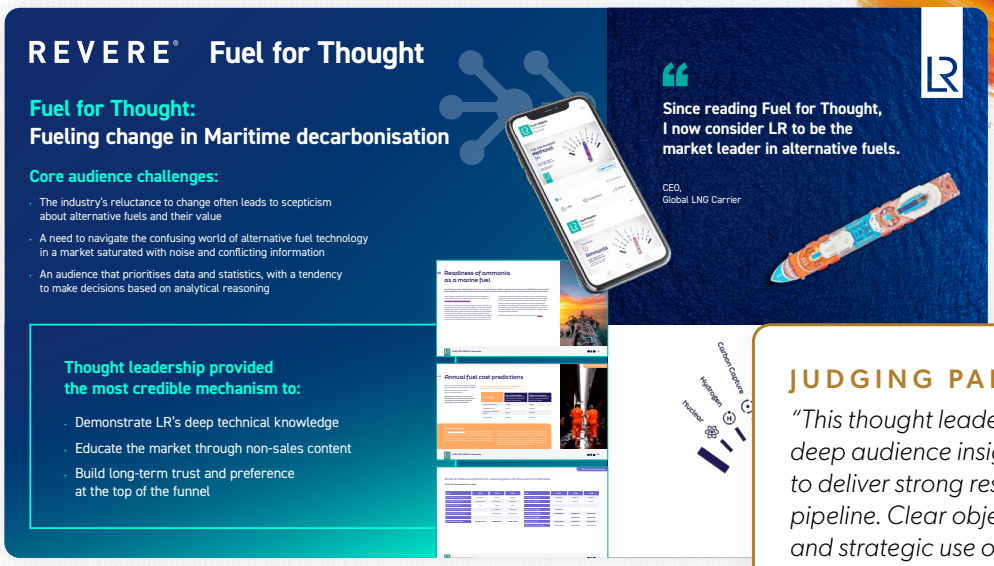
Every attendee reported an increase in their perception of NTT DATA as an innovative brand, and client feedback was universally positive. The experience not only drove immediate commercial impact but also strengthened relationships with senior C-suite executives, positioning NTT DATA and AWS as pragmatic leaders in AI innovation.

Best thought leadership programme

GOLD:

Fuel for Thought

by Revere and Lloyd's Register for Lloyd's Register



JUDGING PANEL COMMENT

"This thought leadership programme combined deep audience insight with multi-format content to deliver strong results across revenue and pipeline. Clear objectives, creative execution and strategic use of budget maximised impact, while a trademarked brand asset reinforced the programme's distinctive identity and long-term value, positioning the brand as a trusted authority."

Lloyd's Register's Fuel for Thought campaign is a masterclass in insight-led thought leadership. In a conservative and technically complex maritime sector, LR sought to establish itself as the trusted authority on decarbonisation and alternative fuels.

With the IMO's ambitious net-zero targets creating industry-wide uncertainty, Fuel for Thought provided clarity, credibility and actionable insight. Developed with Revere, the programme combined a bold, distinctive "fuel gauge" visual with a suite of technically robust, emotionally intelligent content.

In-depth reports, talking-head videos, infographics, SEO-optimised landing pages and webinars were designed to engage a highly analytical audience, from shipowners and fuel providers to technical managers and regulators. Every asset balanced technical rigor with accessibility, ensuring LR's expertise resonated without overwhelming.

Fuel for Thought generated 5,230 content clicks, 3,500+ gated downloads, 2,300+ webinar attendees and 5,000+ subscriptions. It also delivered tangible commercial impact: £8.6 million in closed revenue and a £41.7 million active pipeline, alongside a 5% increase in LR's market share for alternative fuels.

Keyword rankings for critical search terms like "methanol as marine fuel" and "marine biofuels" reached #1, driving high-intent traffic and boosting organic visibility. What makes Fuel for Thought exemplary for B2B marketers is its holistic approach.

It was more than a content campaign, it became a long-term, trademarked brand asset underpinning LR's global marketing strategy. The initiative shaped how LR engages the market, educates stakeholders and demonstrates thought leadership with authority and credibility.

For marketers looking to establish their brand as an indispensable industry guide, Fuel for Thought demonstrates the power of combining insight, technical credibility and compelling storytelling.

By understanding their audience's challenges, LR turned complex regulation and emerging technology into an accessible, trusted narrative, mobilising a market and redefining their leadership in maritime decarbonisation.

Best thought leadership programme

SILVER:

The Campaign to End Single Use Data by Fight or Flight for NetApp

The campaign to end single-use data positioned NetApp at the centre of a critical and often ignored sustainability conversation. Working with Fight or Flight, the team reframed the concept of "data waste" by borrowing the emotionally charged language of the environmental movement.

By defining redundant corporate data as "single-use data," the campaign made a complex and largely invisible problem both tangible and urgent. Research showed that two-thirds of company data is never accessed again, equating to the carbon footprint of 15 billion plastic bottles, a stark comparison that resonated with media, business leaders and policymakers.

This strategic shift transformed a niche technology issue into a mainstream environmental concern. The campaign secured 43 pieces of high-value media coverage, including national titles and specialist technology outlets, and achieved a total reach of 116.89M.

It extended beyond the media, with powerful moments at London Tech Week and a screening of the campaign's Amazon Prime documentary inside the Houses of Parliament, directly engaging MPs, Lords and senior business figures.

As a result, 40 organisations entered sustainability conversations with NetApp, and 30% of UK deals now include a sustainability goal. Single-use data is no longer technology's dirty secret, but an issue shaping boardroom decisions.

BRONZE:

Extending Brand-to-Demand Leadership in B2B by Stein

The launch of BDX by Stein redefined how the B2B industry talks about brand-to-demand marketing. In a market crowded with similar claims, Stein set out to create a clear, structured model that could unite brand and demand strategies while asserting its leadership position.

The campaign centred on the first-ever BDX Playbook, co-created with ANA, WARC and LinkedIn. By incorporating insights from CMOs and senior marketers worldwide, Stein not only gave shape to a robust methodology but also gave the industry a common language to solve a persistent marketing challenge.

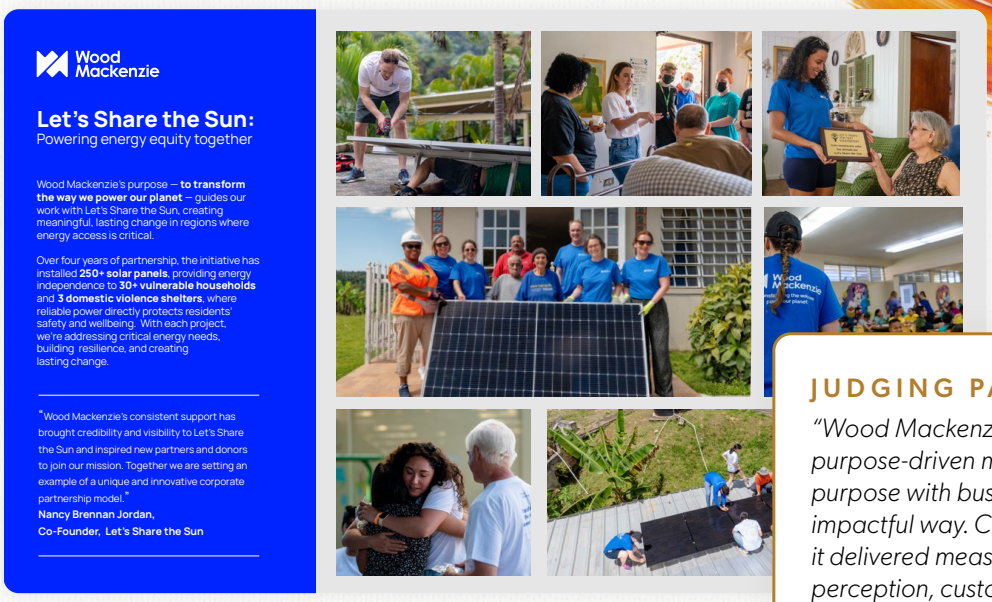
The playbook was unveiled through a carefully orchestrated global thought leadership programme, including a flagship BDX conference, high-impact workshops, Cannes activations and summits in London and New York.

The campaign achieved immediate and lasting impact: over 1,000 event attendees, more than 500 downloads of the playbook and 100,000 social impressions. Critically, BDX underpinned $8 million in new business revenue, drove a 22% YoY uplift and secured adoption by major global brands. BDX has reshaped the approach to the brand-to-demand divide.

Best purpose-led initiative

GOLD:

Let's Share the Sun: Powering Energy Equity Together
by Wood Mackenzie



JUDGING PANEL COMMENT

"Wood Mackenzie's campaign exemplifies purpose-driven marketing, connecting brand purpose with business objectives in an authentic, impactful way. Creative and strategically focused, it delivered measurable results across brand perception, customer engagement and internal stakeholder sentiment, proving that well-executed purpose-led initiatives can drive meaningful business outcomes."

This campaign delivered real-world impact. Since 2021, the initiative has partnered with communities in Puerto Rico to provide clean, reliable solar energy and storage solutions to those most affected by energy insecurity.

Over four years, 250+ solar panels have been installed, benefiting over 30 vulnerable households and three domestic violence shelters. In 2024 alone, Casa Julia shelter avoided 36 blackouts, saving more than $5,000 in energy costs, demonstrating the tangible difference that aligned corporate purpose can make.

The campaign is a multi-layered, employee-driven programme. Staff from Wood Mackenzie's global offices actively participate in volunteer delegations, fundraising and awareness-raising, embedding purpose internally and inspiring advocacy across teams, clients and partners.

High-quality storytelling, social-first content, documentary videos and media coverage bring beneficiary voices to the forefront, humanising energy equity and reinforcing the brand's commitment to ESG action.

The campaign also engages external audiences through events such as the Solar & Energy Storage Summit, alongside industry recognition in earned media and trade publications. Educational outreach, piloted in 2025, trained over 100 students in energy literacy, expanding the campaign's social impact while aligning employees' expertise with tangible outcomes.

Results speak to both social and commercial value. The campaign has raised over $250,000, achieved 1,000+ press placements with 316.5 million reach, and grown volunteer participation from three applicants in 2022 to 55 in 2025.

Employee feedback consistently rates involvement as "life-changing" and "eye-opening", while clients and partners recognise Wood Mackenzie as a values-driven leader in energy equity.

This initiative illustrates how authentic purpose can unify internal culture, amplify brand credibility and deliver measurable social impact. By connecting corporate expertise, employee engagement and human-led storytelling, Wood Mackenzie shows that business success and societal contribution can be mutually reinforcing.

Best thought leadership programme

SILVER:

One in Fifty by Indigo Slate for London Stock Exchange Group

In a sector often defined by technical language and data, LSEG Risk Intelligence took a bold, human-centred approach with One in Fifty. At the heart of the campaign was an emotionally charged documentary telling the story of a woman whose identity was stolen at the age of six.

This was a way of reframing financial crime as a deeply personal issue and challenging industry perceptions. The campaign generated powerful engagement and measurable impact. The trailer achieved 1,000 views shortly after launch, with an exceptional 96.3% watch-through rate, demonstrating the strength of the narrative.

On LinkedIn alone, the wider campaign drove 514,000 impressions and over 21,000 engagements, achieving an engagement rate of 4.18%, well above industry benchmarks for B2B financial services.

The integrated media strategy extended far beyond digital. Exclusive screenings, keynote appearances and a dedicated microsite amplified reach and drove meaningful interaction among global financial institutions, regulators and NGOs.

This momentum translated into 14 pieces of earned media coverage in global trade publications and conversations with 21 new prospective partners. By blending storytelling with strategic distribution, the campaign shifted perceptions of LSEG Risk Intelligence from data provider to social impact leader, sparking a powerful conversation on the human cost of financial crime.

BRONZE:

The Hi Vis Stress Vest by Fight or Flight for St John Ambulance

In the male-dominated construction industry, mental health conversations are often hidden. St John Ambulance, with Fight or Flight, sought to break this silence through a bold, creative intervention: the Hi Vis Stress Vest. Drawing on research with 500 UK construction workers, the campaign revealed alarming truths.

Nearly a third described themselves as "struggling", "overwhelmed" or "suicidal", yet 7 in 10 found it too difficult to talk to a colleague. The campaign transformed the hi vis vest into a visible statement of mental health challenges.

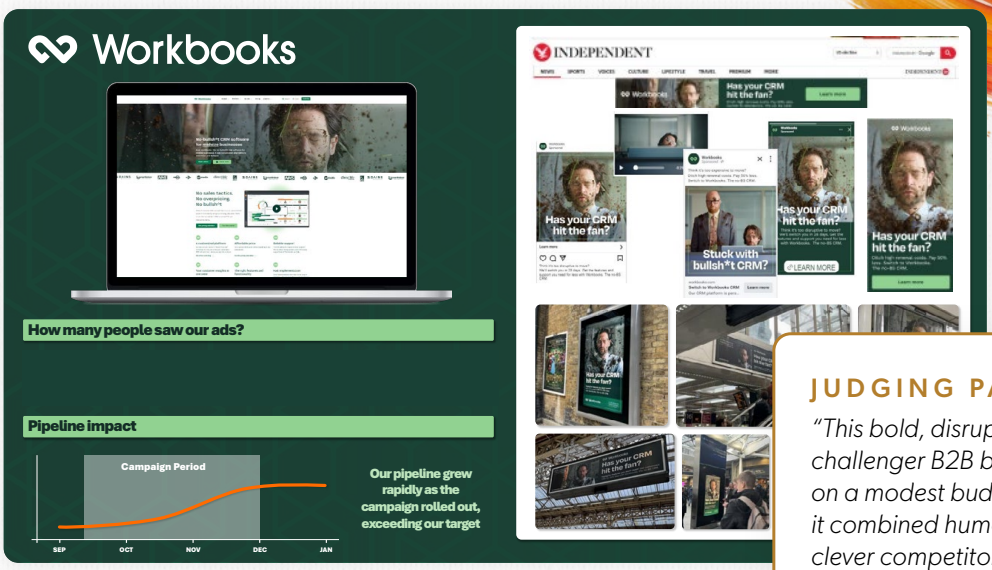
Limited-edition designs featured messages inspired by workers' most cited stress factors, such as financial worries, grief and ill-health. This simple but powerful creative made hidden struggles highly visible, turning PPE into a point of view and sparking conversation across the sector.

The initiative leveraged partnerships with TV builder Tommy Walsh, construction influencers and social creators like Bricking It, producing emotive content shared across social, B2B media and consumer press. The campaign generated 400 pieces of coverage, reaching 400,000 workers and driving 1.75M social engagements.

By combining insight-driven design with compelling storytelling, the Hi Vis Stress Vest campaign made a critical issue unmissable, demonstrating how creativity in B2B marketing can turn research into action, spark dialogue and deliver measurable impact.

Best brand initiative (budget under £100,000)

GOLD:
No Bullsh*t CRM by Workbooks



JUDGING PANEL COMMENT

"This bold, disruptive campaign showed how a challenger B2B brand can achieve standout results on a modest budget. Built on customer feedback, it combined humour, a clear value proposition and clever competitor comparisons, amplified across multiple channels. Exceptional ROI and strong in-house execution make it an outstanding example of creativity and impact under £100,000."

In one of the most competitive B2B marketplaces, Workbooks set out to make a bold statement. No Bullsh*t CRM challenged the conventions of CRM marketing, cutting through jargon, hidden fees and bland campaigns with humour, irreverence and a little provocation.

Faced with over 1,000 CRM providers and two dominant market leaders, Workbooks needed to be seen and remembered to secure a place on the crucial 'Day-1 list' of brands invited to pitch.

Conventional marketing wisdom suggested low-risk digital campaigns, but Workbooks broke the rules: low-tech OOH posters in London featured office workers literally hit in the face with bullsh*t, alongside complementary video, social and display channels.

The visuals were confrontational, humorous and unmistakably human, reflecting both customer frustration with the CRM market and Workbooks' honesty and clarity. Research informed the campaign at every stage.

Surveys with 300+ mid-market CRM decision-makers confirmed Workbooks' strength in transparency, fair pricing, and support, while highlighting competitors' weaknesses. This insight gave the team the confidence to embrace risk and create messaging that resonated with both emotions and logic.

The integrated campaign spanned digital, social and OOH channels, delivering over 50M impressions and a reach of 2M. It also spawned thought leadership spin-offs: on-demand webinars and an interactive tool for buyers to assess their CRM 'bull-o-meter', further positioning Workbooks as a challenger brand with authority and personality.

Results exceeded expectations. The campaign steadily grew the sales pipeline, achieving ambitious growth targets and earned sector-wide recognition, including Marketing Week's 'Campaign of the Year'.

Internally, it united teams across marketing, sales and product, while externally it repositioned Workbooks as a distinctive, credible and confident force in the mid-market CRM space.

This campaign clearly demonstrates how bold creative risk, grounded in customer insight and executed with precision, can deliver both brand impact and commercial growth, even on a modest budget.

Best brand initiative (budget under £100,000)

SILVER:

PegaFest by Twogether Creative for Pega

Pegasystems set out to energise and empower its global developer community with a bold, low-cost but high-impact brand initiative: PegaFest 2024. Designed to celebrate the coders driving AI-powered change, it flipped the script on traditional conferences.

It transformed music halls, rooftops, gaming arcades and karaoke bars across 13 cities into immersive, neon-lit festival experiences. At the heart of the campaign was "Hyperdrive: Build at lightspeed": a creative platform that fused cyberpunk visuals with hands-on activities like hackathons, retro gaming quests and live Blueprint building.

By placing developers at the centre of the story, PegaFest shifted migration conversations from technical hesitancy to collective excitement. With a production budget under $50,000, the campaign exceeded every target.

It generated 2,346 registrations, with a 66% attendance rate and a post-event NPS of 9/10. It influenced 170% of pipeline versus target, with enthusiastic peer advocacy fuelling organic reach across LinkedIn.

Paid media delivered nearly 80,000 impressions at strong engagement rates, amplifying the buzz without heavy spend. More importantly, PegaFest turned sceptics into champions, proving that powerful brand experiences do not need big budgets to drive loyalty, cultural momentum and tangible business results at speed and scale.

BRONZE:

The Intelligent OS for Buying and Selling Media by Beneath for Placements.io

Placements.io faced a pivotal moment in its growth journey. After scaling successfully without marketing, its outdated brand, underpowered website and fragmented messaging were holding the business back from capitalising on its momentum.

With less than £55,000 to work with, Beneath partnered with Placements to build a bold new strategic narrative, visual identity and a modular website that could drive leads and revenue fast. The campaign positioned Placements as "the intelligent operating system for buying and selling media," telling a clear, compelling story to both ad buyers and sellers.

This narrative anchored the company as the credible, future-facing solution in an ad ecosystem defined by fragmentation, privacy shifts and inefficiencies.

The impact was immediate. Within three months of going live, Placements attributed six figures in new revenue to the rebrand and new website.

Paid search performance surged, with clickthrough rates rising from 2% to over 11% and conversion rates doubling. Inbound leads grew 155% YoY, generating the strongest sales pipeline in the company's history.

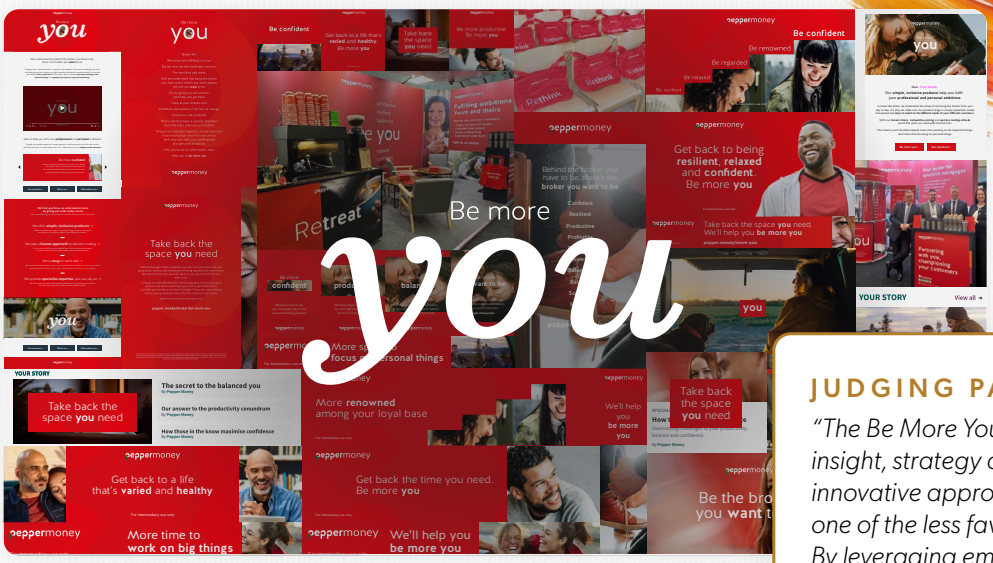
This lean, insight-driven brand and digital transformation not only reversed stagnating growth but created a marketing engine capable of sustaining long-term commercial impact at scale.

BEST BRAND INITIATIVE (BUDGET £100,000 AND ABOVE)

GOLD:

Be More You

by mark-making* for Pepper Money UK



JUDGING PANEL COMMENT

"The Be More You campaign brings together insight, strategy and creativity to deliver an innovative approach to overcoming challenges as one of the less favourable brands in terms of price. By leveraging emotional connection, it achieved great results, reaching its targets within 12 months. Wellbeing events and the playlist showcase how the campaign's positioning and messaging resonated across all touchpoints."

In a sector dominated by rational, product-led messaging, Pepper Money UK broke the mould with Be More You, a broker-centric brand campaign designed to deepen emotional connection and reinforce the lender's relevance.

Serving as a specialist mortgage provider, Pepper helps borrowers often overlooked by high-street banks, but relies entirely on brokers to reach them. Research revealed brokers were facing unprecedented professional pressures: fluctuating rates, regulatory changes and client anxiety compounded the challenges of an already demanding role.

Be More You responded by celebrating the person behind the professional, offering support and empowerment to help brokers be more productive, confident and balanced. These were the campaign's three messaging pillars.

The creative approach was both flexible and human, dramatising the challenges brokers face while positioning Pepper as the partner enabling them to thrive. Visually, the campaign used a bold, consistent Pepper Red 'curtain' motif to symbolically reveal brokers' authentic selves.

Digital assets included playful, immersive experiences like 'Spreeder' speed-reading techniques and pendulum-style depictions of work-life balance. Beyond communications, the campaign extended to physical activations, including bespoke Retreat events focused on broker wellbeing and holistic wellness, alongside Spotify playlists and gamified exhibition experiences.

Media activity spanned industry press, LinkedIn, YouTube and digital display, targeting brokers in highly relevant touchpoints. Engagement has been exceptional: LinkedIn posts from Retreat events achieved a 19.7% engagement rate, much higher than the Financial Services average of 2.5%, while press coverage reached over 220,000.

Independent trackers confirmed the impact: Pepper moved to #1 among adverse lenders for Willingness to Recommend and #1 among specialist lenders for Brand Image and Marketing Recall, sweeping all key performance metrics. Be More You demonstrates how emotionally intelligent, broker-focused branding can deliver measurable impact in a functional B2B sector.

By prioritising human insight, immersive creative and integrated activations, Pepper not only strengthened relationships with its brokers but also set a new benchmark for purpose-led, emotionally resonant brand initiatives in financial services.

Best brand initiative (budget £100,000 and above)

SILVER:

Seeing the Unseen with Capgemini

At the 37th America's Cup, Capgemini redefined live experiences with the theme "Digital, meet physical." They launched WindSight IQ, a LIDAR-based solution that made wind visible for the first time, turning complex technology into a tangible spectacle for spectators.

The campaign targeted 150 C-level decision-makers from top-tier accounts, including Boeing, Ferrari, Airbus and BMW, inviting them to the AC37 Club in Barcelona to experience the technology firsthand alongside expert insights from sailing professionals.

The live event blended education, hospitality and immersive tech, creating a memorable experience that strengthened client relationships. Capgemini amplified this with a multi-channel campaign across YouTube, LinkedIn and their website, including a six-episode video series.

It generated 7.45M views and reached 30% of the target audience. A partnership with tech influencer Alex Banks delivered 279,000 additional engagements, while tier-1 media coverage achieved 206 global mentions, including interviews on BBC and Le Figaro.

The campaign drove over €320 million in pipeline, demonstrating direct business impact. WindSight IQ has since been showcased at major global events, including CES and the World Economic Forum, cementing its role as a flagship marketing asset. Capgemini merged technology, spectacle and strategy to elevate brand visibility on a global stage.

BRONZE:

Reimagine the Possible by True for Exel Composites

Exel Composites set out to disrupt traditional material use with the campaign "Reimagine the Possible," transforming a low-interest B2B category into an emotionally engaging story. The challenge was clear: despite superior performance, composites were often overlooked in favour of steel, aluminium or wood.

The solution? Make composites culturally relevant and memorable. The campaign reimagined The Three Little Pigs, with the Big Bad Wolf stronger than ever and the pigs' solution being advanced composites.

This twist combined nostalgia, humour and surprise, positioning Exel not just as a supplier, but as a creative innovation partner. A Finnish voiceover added Nordic authenticity, reinforcing Exel's heritage and credibility.

A multi-channel approach blended high-attention video (YouTube), digital outdoor, content hubs, PR, events and performance marketing to engage designers and engineers across the US and DACH regions.

Programmatic media, HubSpot-driven lead nurturing, and intent data from Bombora ensured seamless targeting and measurement.

The campaign led to a 142% higher unaided brand awareness and sales pipeline grew 58%. Website traffic rose 60%, social engagement jumped 120%, and 219 high-quality leads were captured (130% above target).

Crucially, 18% of secured opportunities came from previously unconsidered applications, representing €30.8 million in lifetime value. Exel Composites shifted perceptions, drove adoption and expanded the entire market for advanced materials.

Best customer growth or retention initiative

GOLD:

Cloud Realities, Real Relationships
with Capgemini



JUDGING PANEL COMMENT

"Cloud Realities didn't just generate reach, it built trust, opened doors and reshaped how Capgemini shows up at events and beyond. The thoughtful multichannel rollout extended impact well beyond the podcast itself and made the most of every touchpoint. The format felt fresh, the execution was polished but authentic, and the results speak for themselves. In a sea of overproduced content, this proves that when authenticity is done right, it's a real strategic advantage."

Capgemini's Cloud Realities podcast exemplifies how content can drive deeper customer engagement, strengthen relationships and generate measurable growth. Launched in 2022, the podcast gives business leaders a platform to share candid insights on cloud, AI, sustainability and customer experience, rarely mentioning Capgemini itself.

By focusing on what matters to clients rather than promoting the brand, it has become a trusted forum, helping Capgemini retain existing clients while expanding influence among high-value prospects.

The campaign was designed to transform event engagement. By recording episodes live at major industry events such as AWS re:Invent, Google Cloud Next, Microsoft Ignite and Mobile World Congress, Capgemini created a space for authentic conversations with C-level executives.

This approach allowed account teams to engage in more meaningful follow-ups, turning one-off event interactions into ongoing dialogues. In 2024 alone, these conversations contributed €95 million in pipeline and new business, illustrating the podcast's direct impact on customer growth and retention.

Content was strategically curated to offer real value: unscripted discussions with CEOs, tech leaders and subject-matter experts covering leadership, innovation, ethics and the future of technology.

By centering content on client interests, Cloud Realities deepened loyalty, strengthened trust and positioned Capgemini as a partner rather than a vendor.

Amplification extended beyond live events. Episodes were distributed on Spotify, Apple Podcasts, YouTube and other platforms, supported by LinkedIn campaigns, with Salesforce and Pardot linking engagement to account-level outcomes, while Talkwalker provided real-time insight into audience resonance.

This campaign shows that growth isn't just about acquisition: it's about retention, deepening relationships and creating repeat business opportunities. Capgemini offered clients a platform to be heard and fostered ongoing dialogue, transforming a content channel into a high-value tool for long-term customer engagement, loyalty and business impact.

Best customer growth or retention initiative

SILVER:

Lenovo 360 Expert Achievers Program (LEAP) & Motivforce

The Lenovo 360 Expert Achievers Programme (LEAP), created and managed by Motivforce, is a global channel partner initiative designed to educate, incentivise and reward Tier 2 resellers across 100+ countries.

Targeting both individuals and firms, LEAP encourages participants to complete product training (Learn & Earn) and sell eligible Lenovo products (Sell & Earn), with points redeemable for Lenovo-branded cards or local retail vouchers.

In 2024, LEAP reinforced Lenovo's 360 strategy, positioning the company as an end-to-end solutions provider while driving reseller engagement across devices, infrastructure and services. Regionalised promotions, gamified challenges and a fully localised LEAP portal in nine languages ensured relevance and high participation.

Learning modules focused on technical and sales skills, aligning knowledge growth with sales incentives. The financial impact was exceptional. LEAP participants generated over US$6 billion in revenue, ten times more than non-participants, representing an ROI ranging from $1:$197 to $1:$753 depending on product and region.

For Lenovo's Infrastructure Solutions & Services division, LEAP partners represented 30% of the Tier 2 channel yet contributed 70% of revenue. In the Intelligent Devices Group, 14% of participants delivered 59% of revenue, with learning engagement further amplifying sales performance.

BRONZE:

The SuperProp Accelerator by Revere and Giacom for Giacom

Giacom's SuperProp Accelerator campaign redefined customer growth by transforming a complex, converging IT and telco channel landscape into a clear, actionable strategy for over 5,000 resellers.

Partnering with Revere, Giacom developed two cornerstone frameworks: SuperProp, a visual narrative unifying its full-service proposition, and Growth Accelerator, a structured methodology enabling partners to confidently onboard new products and services.

These tools were more than guidance, they drove measurable behaviour change. Sales teams were upskilled, partner conversations elevated and cross-sell opportunities unlocked at scale.

Practical enablement assets, including commercial opportunity calculators, lead-to-cash assessment frameworks and partner business plan templates, translated strategy into action, giving partners tangible support to grow their businesses.

Integrated across multichannel campaigns, social media, events and sales meetings, SuperProp and Growth Accelerator ensured a consistent narrative and reinforced Giacom's positioning as a strategic partner. Rigorous testing and iterative refinement guaranteed relevance and usability, helping teams articulate value and drive adoption.

The results were substantial: a 27% YoY increase in mobile partner cloud MRR, a 24% rise for connectivity partners and double-digit growth across multiple categories. Engagement also surged, with mobile and cloud partners expanding into new services.

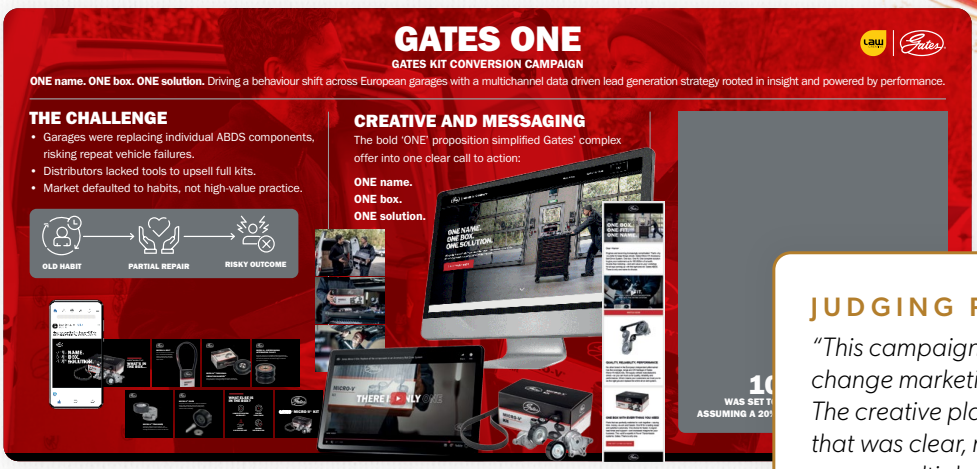
By aligning internal teams and energising partners, Giacom transformed ambition into sustainable growth, setting a benchmark for customer expansion and retention across the channel.

Best lead generation or demand generation campaign

GOLD:

Kit Conversion

by LAW B2B for Gates Corporation



JUDGING PANEL COMMENT

"This campaign is a strong example of behaviour-change marketing in a technical B2B environment. The creative platform, anchored by a message that was clear, memorable and well-localised across multiple European markets. The campaign was insight-led, with robust research into regional behaviours and barriers, and supported by tools such as the Kit Calculator and multilingual webinars that made the proposition actionable. The performance against KPIs was impressive!"

Gates Corporation faced a persistent aftermarket challenge: despite technical leadership and high-quality Auxiliary Belt Drive Systems, adoption of full-kit replacements remained low. Distributors and garages habitually replaced individual components, prioritising speed over system reliability, while cost perceptions inhibited wider uptake.

Kit Conversion, developed by LAW Creative, reframed full-kit ABDS replacement as standard best practice, creating a compelling unifying message across Europe: ONE replacement. ONE box. ONE name.

Built on in-depth research across nine regions, the campaign targeted both distributors and installers, addressing behavioural barriers and market nuances, from price sensitivity in Poland to trust concerns in France.

The strategy combined education, engagement and conversion through a multilingual, omnichannel approach, including Google PMAX, Meta, CRM, webinars and gated content. Creatively, the campaign emphasised real-world garage environments, showcasing practical benefits such as reduced comebacks and simplified stock management.

The Kit Calculator tool enabled installers to instantly validate full-kit options for any vehicle, while webinars and on-demand content built confidence and reinforced OE quality. All assets were localised across eight languages, with clear visual hierarchies, bold typography and intuitive iconography simplifying complex messaging.

Results were transformative: the campaign attracted over 80,000 landing-page visitors, generated 100 MQLs across five core markets, and created a pipeline exceeding €2 million with a cost per lead under £40. Beyond metrics, it shifted entrenched market behaviours, elevating full-kit adoption from niche upsell to standard practice.

Kit Conversion demonstrates how insight-driven, behaviourally informed campaigns can drive measurable demand. Gates not only generated qualified leads but also created lasting behavioural change across its European aftermarket audience, reinforcing brand credibility and commercial impact in a traditionally slow-moving sector.

Best lead generation or demand generation campaign

SILVER:

No Room for Error by Fifth Ring for MRS Training & Rescue

MRS Training & Rescue partnered with Fifth Ring to launch No Room for Error, a bold demand generation campaign addressing the persistent risks of confined space work. Despite regulations, around 15 lives are lost annually in the UK due to insufficient training.

The campaign reframed safety training as a critical, non-negotiable investment rather than a compliance tick-box. It targeted operations managers, HSE leaders and engineers across high-risk sectors such as oil and gas, construction and utilities.

Combining cinematic video, a comprehensive white paper, targeted LinkedIn outreach, email marketing and a dedicated landing page, every asset reinforced the central message: there is no room for error.

Stark visuals, immersive storytelling and expert insights created urgency, cut through industry complacency and established MRS as the authoritative voice in confined space safety. The campaign generated over 107,000 video views, 511,000 impressions, 25,000 clicks, and 55 high-quality leads.

Month-on-month revenue grew by 75%-100%, prompting MRS to expand its team. Beyond commercial success, the campaign elevated the brand, shifted perceptions and ultimately contributed to safer working practices, demonstrating the power of insight-driven, multi-channel demand generation in driving both leads and industry

BRONZE:

#SAPnav by Expleo

Expleo launched #SAPnav to address a critical inflection point: 70% of SAP users had yet to start migrating from ECC ahead of the 2027 deadline. Positioning itself not as a system integrator but as an independent, trusted guide, Expleo offered clarity, control and governance for complex S/4HANA transformations.

In plain language, this means when a company moves from a traditional SAP system to the newer, more powerful SAP S/4HANA system. It's not just a technical update but a fundamental move to modernise how a business operates, allowing it to take advantage of new technologies like AI and real-time data analysis.

The campaign targeted CIOs and programme leaders in €1+ billion organisations across the UK and Ireland, using the memorable #SAPnav concept to communicate a guided, risk-managed journey.

Messaging consistently spoke in travel terms such as destinations, sharp bends and rocky paths, to simplify a complex decision-making process and prompt engagement. Sales enablement tools and executive briefings helped convert interest into pipeline.

Results exceeded expectations: €44.4 million in pipeline, €19.5 million closed revenue, 28 enterprise wins, 10.86% social engagement, 85% web engagement and +1200% organic search growth. #SAPnav demonstrates how smart positioning, creative execution and integrated channels can generate high-quality leads and accelerate revenue.

Best account-based marketing campaign

GOLD:

Turning FS Giants into AI Trailblazers

by Radish for Multiverse



JUDGING PANEL COMMENT

"This campaign shows how ABM should be done at best-in-class level. The creative was striking and bold, supporting a well-thought-out strategy and campaign orchestration with clear objectives. Engagement ROI was clearly demonstrated, and the approach combined targeted messaging, strong creative, and thoughtful performance analysis, showing how a focused ABM programme can drive meaningful results across key accounts."

When your audience doesn't believe in AI's value, let alone in training to unlock it, you need more than reach, you need precision. "Real AI Direction" was an award-winning ABM campaign designed to overcome deep scepticism within Tier 1 financial services organisations and reposition Multiverse as a strategic AI transformation partner.

The campaign targeted a hand-picked cohort of 20 high-value FS institutions such as banks, insurers and asset managers, chosen through a structured propensity-to-grow model. Each account represented untapped commercial potential, from existing relationships with narrow use cases to net new opportunities.

Within those accounts, Radish mapped three core persona clusters: business, product and people leaders. Each of these had distinct priorities but a shared AI skills gap. Rather than a blanket approach, the campaign was designed with precision.

OOH activations near key headquarters triggered retargeting and personalised outreach, creating a seamless bridge between awareness and engagement. Every content asset, from thought leadership and podcast ads to personalised landing pages, workshops and 1:1 events, was tailored by account, role and buying stage.

This alignment ensured that the right message reached the right stakeholder at exactly the right moment. Sales and marketing operated as one team, using Salesforce, 6sense and Reachdesk to coordinate plays and surface real-time signals. Every touchpoint was designed to build trust, dismantle old perceptions and accelerate opportunity creation.

In just six months, the campaign achieved 94% account engagement, £4 million in pipeline revenue and a 2,252% ROI. 16 of 17 Tier 1 accounts engaged within six weeks, with the majority advancing to consideration or decision stages. "Real AI Direction" proved the power of strategic ABM, turning passive sceptics into active champions of AI transformation.

Best account-based marketing campaign

SILVER:

Strategic ABM and DBM programme by JPC for BT

BT Business needed to transform how their most valuable customers made decisions, accelerate complex sales cycles and convert intent into meaningful outcomes. Partnering with JPC, BT delivered an ABM and Deal-Based Marketing (DBM) programme that brought sales and marketing together to drive precision, relevance and commercial impact.

The campaign focused on 32 of BT Business's highest-value UK accounts, spanning the entire buyer journey, from initial engagement to live pursuit, proposal development and conversion. Deep customer insight informed stakeholder-specific messaging and campaigns tailored to business priorities, ensuring relevance at every touchpoint.

Marketing was embedded across the deal cycle: co-creation summits, personalised bid content, live pitch support and AI-enabled tools accelerated research, messaging and campaign delivery. Sales teams were trained and empowered with assets designed to influence decision-makers across IT, operations, HR, CX and the C-suite.

BT Business shifted from being seen as a network provider to a trusted strategic partner, helping clients achieve tangible outcomes. Every message, asset and action was purpose-built to move deals forward, demonstrating how insight-led ABM can deliver measurable commercial success at scale.

BRONZE:

From IT Room to Corner Office: Leading Strategic Revolution by ServiceNow

ServiceNow's ABM 1:1 programme transformed its relationship with a major CPG company, evolving from a traditional IT provider to a strategic partner driving enterprise-wide transformation. The company faced outdated systems, data overload and shifting consumer expectations, while a new CEO prioritised faster, leaner operations.

ServiceNow responded with a bold ABM strategy designed to expand influence, strengthen executive relationships and accelerate growth. A dedicated core team was assembled using psychometric insights to optimise collaboration and performance. AI accelerated research and content creation, enabling precise, highly personalised engagement.

A physical report highlighted potential savings, while an AI-driven podcast series targeted key C-suite executives, generating multiple high-level interactions (including the CEO listening twice within 24 hours) and cultivating the CTO as a strong internal advocate.

With its high-touch bespoke content, the campaign educated the customer on the platform's strategic value while reinforcing ServiceNow's role as an innovation partner. Early outcomes include strengthened executive relationships, increased visibility, and the development of a long-term proposal that extends ServiceNow's impact across the business.

This initiative demonstrates the power of targeted, insight-driven engagement to create measurable business value, reposition relationships and establish ServiceNow as a genuine strategic enabler.

Best channel initiative

GOLD:

ServiceNow Demand Center
by Twogether for ServiceNow



JUDGING PANEL COMMENT

"The results speak for themselves, and the Japanese localisation acknowledges that a company needs to adapt to its market and that one size does not fit all. The campaign achieved its objectives, drove positive business impact, and eased business engagement for both ServiceNow and its partner ecosystem. A great initiative, this was a good global campaign with solid outcomes and a masterclass in strategic channel enablement."

ServiceNow relies on a global network of over 2,000 partners to scale its workflow solutions, yet its 2023 Partner Development Fund (PDF) programme had faltered, with only a single partner activating. The feedback was clear: the process was slow, rigid and opaque.

Twogether's Demand Centre addressed this challenge by creating a digital storefront where partners could browse, customise and launch marketing campaigns with access to expert support throughout.

Built in just eight weeks for the 2024 programme, Demand Center combined AI-assisted tools with high-touch concierge guidance, simplifying campaign activation, content planning and statement-of-work approvals. By giving partners clarity, speed and control, the platform transformed partner marketing from a cumbersome process into a scalable growth engine.

The programme was designed around two audiences: partners themselves and internal ServiceNow stakeholders. For partners, Demand Centre offered tailored experiences aligned to maturity, goals, and go-to-market priorities.

Regional nuances, including a fully localised approach for Japan, ensured the platform met cultural expectations while maintaining brand integrity.

For ServiceNow, the platform delivered measurable outcomes, linking activity to pipeline impact and business objectives.

To launch the programme, Twogether developed a bold, distinctive visual identity across all touchpoints, from the UI and campaign "cards" to promotional video, infographics and playbooks. Partners could immediately register via a QR-coded landing page, and ongoing engagement was maintained through nurture emails, webinars and personalised support.

Within 30 days, six times the target number of partners registered, with most eligible partners activated within nine months. Repeat activity exceeded targets by 450%, and overall PDF utilisation dramatically increased compared to FY23.

This campaign shows how channel-focused innovation can drive adoption and pipeline at scale, blending technology, personalised support and process simplification. It created a partner-first experience that not only accelerated marketing activity, but also delivered measurable commercial impact across a complex, global scenario.

Best channel initiative

SILVER:

Going for Gold by Revere for Westcoast

When Dell Technologies adopted a partner-first growth model, Westcoast saw an opportunity to turn ambition into action. In collaboration with Revere, it launched Going for Gold: a strategic channel initiative designed to help Authorised Dell Technologies partners progress to coveted Gold Partner status.

The programme combined an always-on digital awareness campaign with a focused ABM stream targeting 30 high-potential resellers. Every element, from segmentation and creative to execution and optimisation, was data-led, insight-driven and aligned to quarterly sales cycles.

With this campaign, Authorised partner revenue surged by 127%, while Dell Technologies' revenue through Westcoast grew by 89%. One-third of target accounts achieved Gold status, unlocking enhanced rebates and long-term loyalty.

Going for Gold delivered measurable progression across the entire channel ecosystem, balancing brand visibility with precision engagement. It strengthened alignment between Dell, Westcoast and their partners, created a repeatable enablement model and proved the power of intelligent, collaborative marketing in driving commercial impact.

This was channel marketing at its best: strategic, scalable and performance-led. It clearly demonstrated how deep audience insight and agile execution can turn partner potential into sustained growth.

BRONZE:

AVEVA Partner Games by Ice Blue Sky for AVEVA

AVEVA transformed its partner ecosystem with the AVEVA Partner Games: a global hackathon that turned technical collaboration into a thrilling, purpose-driven competition. Designed by Ice Blue Sky, the initiative united 27 teams from 17 countries in a challenge to solve real-world sustainability issues.

Spanning across four themed "districts" - Manufacturing, Water, Power and Infinite - the campaign reimagined traditional partner enablement through gamification, storytelling and multi-channel activation.

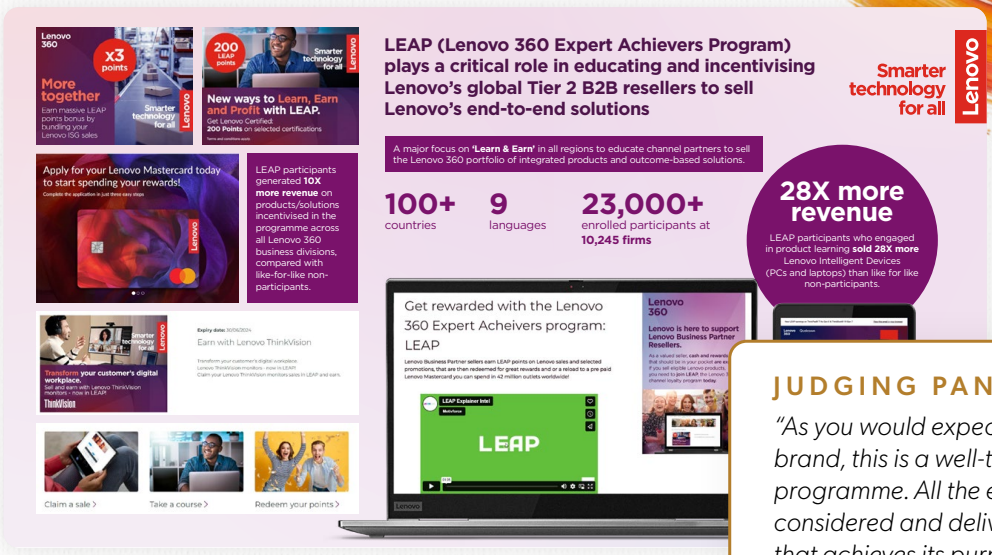
A dedicated microsite, social media amplification, enablement packs and event experiences at AVEVA World Paris ensured continuous engagement from registration to finals. Each challenge demanded hands-on use of AVEVA's latest technologies: CONNECT and Industrial AI.

This was a way of driving genuine product mastery while inspiring innovation. The outcomes were remarkable. Three of the four finalist teams advanced to Managed Solution Provider status, representing 13% of AVEVA's global MSP programme, an unprecedented conversion rate.

The initiative deepened partner loyalty, accelerated technical capability and sparked executive-level advocacy across the business. AVEVA Partner Games became a catalyst for growth, blending competition, collaboration and sustainability to showcase the power of creative engagement in driving both immediate commercial results and partner alignment.

BEST SALES ENABLEMENT INITIATIVE

GOLD:
Lenovo 360 Expert Achievers Program (LEAP) & Motivforce



JUDGING PANEL COMMENT

"As you would expect from such an established brand, this is a well-thought-through and executed programme. All the elements are carefully considered and delivered, with a robust structure that achieves its purpose. It's a huge undertaking, pitching to such a wide and large scale of resellers across multiple continents, in a market where all the other competitors are driving the same initiatives. This is also a serious investment by Lenovo to protect and grow their market."

Lenovo's 360 Expert Achievers Program (LEAP), managed by Motivforce, is a global sales enablement initiative designed to educate and incentivise Tier 2 resellers across more than 100 countries.

The programme rewards participants for completing product educational activities (Learn & Earn) and for selling eligible Lenovo products (Sell & Earn), creating a dual pathway to boost technical knowledge and commercial performance.

LEAP underpins Lenovo's 360 channel partner framework, positioning the company as an end-to-end solutions provider spanning devices, infrastructure and services. The initiative targets both individual frontline staff and reseller firms, delivering regionalised learning and sales incentives in nine languages to drive global yet locally relevant engagement.

In 2024, LEAP enrolled over 23,000 participants across 10,245 firms, providing 24/7 access to training, dashboards and reward redemption. The programme combines gamified incentives with measurable outcomes.

Participants earn points redeemable for Lenovo-branded MasterCards or local retail vouchers, encouraging completion of educational modules and product sales. Regional promotions, such as EMEA's 16:10 Challenge and the North American Summer Learning Challenge, motivated participation while linking learning to real-world selling.

New market launches, including India, ensured LEAP remained adaptive to growth opportunities and localised needs. Results demonstrate the programme's remarkable sales enablement impact.

LEAP participants generated over US$6 billion in revenue for Lenovo in 2024 (ten times more than comparable non-participants) with ROI ranging from $1:$197 to $1:$753 depending on region and product.

With a 92% increase in overall activity, 121% more points earned and 76% more learning modules completed, this campaign exemplifies world-class sales enablement by aligning training, incentives and measurable performance.

It equips Lenovo's global reseller network with the knowledge, motivation and tools needed to sell complex solutions effectively, driving revenue and strengthening channel loyalty. It reinforces Lenovo's position as a trusted end-to-end solutions provider across a competitive global marketplace.

Best sales enablement initiative

SILVER:

From Tariff Chaos to Control: Supporting Shippers' Success in Turbulent Times by Xeneta

In one of the most volatile shipping environments in recent memory, Xeneta turned market uncertainty into commercial opportunity. As trade tensions escalated and supply chains faltered, Procurement Managers at major manufacturers such as Coca-Cola, Ikea and Target froze decision-making.

To re-engage this hesitant audience, Xeneta built a data-driven sales enablement campaign that armed teams with real-time insight and actionable intelligence. Working cross-functionally with Market Analysts, Sales and Revenue Operations, the initiative integrated market reports, ready-to-use slides and tailored content across blogs, webinars and LinkedIn.

This alignment enabled Sales Development Representatives to lead with value, demonstrating how Xeneta's data could help shippers regain control amid tariff turbulence.

The campaign reached over 750 accounts per month, nearly a quarter of the total addressable audience, and generated more than $4 million in qualified pipeline.

Conversion rates from MQL to SAL jumped from 17% to 29%, while outbound activity directly contributed $2.6 million in new opportunities. Combining market intelligence with sharp sales enablement enabled Xeneta not only to overcome stalled deals, but also to deliver measurable revenue impact.

BRONZE:

The SuperProp Accelerator by Revere and Giacom for Giacom

Giacom's SuperProp Accelerator campaign set a new standard for sales enablement by equipping over 5,000 IT and telco resellers with the tools, frameworks and confidence to sell beyond their core offerings.

In partnership with Revere, Giacom developed two flagship frameworks: SuperProp, a visual narrative unifying its full-service proposition, and Growth Accelerator, a structured, productised methodology that transformed complex partner interactions into repeatable, actionable sales processes.

These frameworks weren't just conceptual, they empowered both sales teams and partners. The SuperProp provided a step-by-step visual journey to communicate Giacom's end-to-end offering, while Growth Accelerator supplied practical enablement tools, including opportunity calculators, lead-to-cash assessment frameworks and partner business plan templates.

Together, these assets gave teams the clarity, language and confidence to identify cross-sell opportunities, articulate value and drive adoption of new services.

The initiative was embedded across the full go-to-market strategy: sales meetings, multichannel campaigns, events and digital channels.

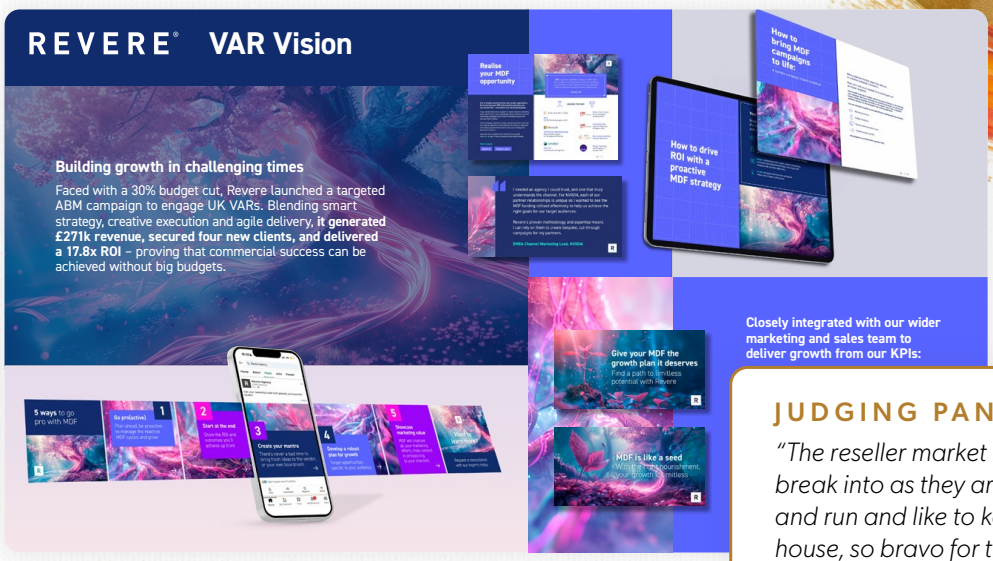
Interactive testing and iterative refinement ensured the methodology addressed real-world partner needs and was intuitive to apply, reinforcing adoption and consistency across the sales force.

The impact on sales performance was immediate and measurable: mobile partner cloud MRR rose 27% YoY, connectivity partner cloud MRR increased 24%, and cross-sell adoption accelerated across multiple categories.

Through structured enablement and practical tools, Giacom empowered its teams and partners to sell more effectively, accelerate growth, and sustain long-term commercial success.

Most commercially successful campaign

GOLD:
VAR Vision for Revere



JUDGING PANEL COMMENT

"The reseller market is notoriously challenging to break into as they are generally manager-owned and run and like to keep their budget and activities in house, so bravo for taking on this sector! The strategy is well thought out and detailed and evidenced by a strong understanding of the audience, and connected with them on a creative concept."

In FY25, Revere executed VAR Vision, a tightly targeted campaign designed to generate measurable commercial return from 60 UK-based Value Added Resellers (VARs). Using a focused ABM approach, the initiative aimed to secure 10 sales-qualified leads, win two new clients, and deliver £200,000 in revenue.

The campaign leveraged deep audience insight: UK VARs with £50+ million turnover, underused Marketing Development Funds (MDF), and limited in-house marketing resources. Revere identified that while funds existed, they were often spent tactically or not at all.

By reframing MDF as a strategic growth lever, the messaging highlighted how it could help VARs deploy funds effectively, unlocking revenue and long-term commercial advantage. Creative and messaging centred on a theme of growth.

Visualised through a tree motif representing strong foundations and expansion, with a football-themed twist on the acronym "V.A.R." to add cultural relevance and memorability, the three-phase campaign blended brand awareness, thought leadership and playful engagement.

Personalisation was key, with CEO-led outreach, SDR engagement, direct mail, email nurture and LinkedIn advertising ensuring a seamless, highly targeted journey. QR codes and unique tracking links enabled precise attribution of activity to pipeline and revenue.

Media and channels included digital, direct mail, LinkedIn, telemarketing and email, integrated with real-time campaign monitoring via Active Campaign CRM, Looker Studio, and GA4 dashboards. Weekly sprint reviews allowed agile optimisation, reallocating resources to the highest-potential accounts.

The campaign generated £271,000 in FY25 revenue, secured four new clients, achieved a 17.8x ROI, and forecast £400,000+ revenue for FY26. VAR Vision illustrates how insight-led, agile, and highly targeted ABM can deliver exceptional commercial outcomes.

Even with a modest budget, disciplined strategy, creative storytelling and precise measurement can drive real growth, pipeline expansion and new client acquisition.

Most commercially successful campaign

SILVER:

Fuel for Thought by Revere and Lloyd's Register for Lloyd's Register

Lloyd's Register's Fuel for Thought campaign stands as a benchmark for commercially effective thought leadership in B2B marketing. In a cautious, technically complex maritime sector grappling with net-zero regulation, Lloyd's Register needed to cut through confusion and position itself as the trusted authority on decarbonisation and alternative fuels.

Developed with Revere, the initiative combined deep technical insight with creative clarity. Centred around a bold "fuel gauge" visual, Fuel for Thought delivered a mix of reports, videos, infographics, webinars and SEO-optimised content, all designed to make complex issues accessible to shipowners, fuel providers and regulators alike.

The results were both strategic and financial. The campaign generated over 5,200 content clicks, 3,500+ gated downloads, and 2,300+ webinar attendees, driving sustained engagement.

More importantly, it delivered £8.6 million in closed revenue and a further £41.7 million active pipeline, while increasing Lloyd's Register's market share in alternative fuels by 5%.

Ranking first on key search terms such as "methanol as marine fuel", the campaign became a long-term brand platform, shaping global marketing strategy. By blending insight, authority and storytelling, Fuel for Thought transformed thought leadership into tangible growth, proving that credibility can be powerfully commercial.

BRONZE:

Turning Insight into Demand: An ABM Approach to Annual Report Marketing by HUT 3 for OneAdvanced

OneAdvanced, a leading UK business software provider, partnered with HUT 3 to elevate its 9th Annual Business Trends Report from a static research asset into a powerful, year-round demand engine. With ambitious revenue targets and internal focus on a major rebrand and website migration, the business needed an external partner to deliver commercial impact fast.

HUT 3 developed a full-funnel ABM strategy spanning 1:1, 1:Few and 1:Many tiers, targeting senior HR and Finance leaders across ten key UK sectors. Messaging was shaped by proprietary insight from 6,000 business decision-makers, with content tailored to sector-specific challenges.

A rich mix of interactive assets, including a microsite, videos, infographics, blogs, webinars and advocacy kits, brought the insights to life across LinkedIn, Google Display and email. The results were exceptional: the campaign attracted 92,000 engaged users and drove 3,311 downloads.

Most importantly, it influenced £7.8 million in pipeline (+98% YoY) and £3.6 million in ARR, representing an extraordinary 2,900% ROI. For OneAdvanced, this wasn't just a marketing success, it was a commercial transformation. HUT 3 turned thought leadership into measurable business growth by combining insight, creativity and ABM precision.

Best limited-budget campaign

GOLD:

In the Thick of IT by Ice Blue Sky for ITGL



JUDGING PANEL COMMENT

"A very impressive entry both in terms of budget and impact that the campaign had. Clear, commercial outcomes were achieved with a clear strategy to make the most of event attendance. All too often event attendance is considered the start rather than the middle of the process. Employing not just advertising but 1:1 outreach and content allowed them to build momentum and ensure people would recognise them at the event."

ITGL transformed its presence at the JISC Security Conference with the "In the Thick of IT" campaign, achieving exceptional results on a limited budget. Ice Blue Sky designed a highly targeted, integrated campaign combining personalised LinkedIn outreach via their Peopley platform, thought leadership podcasts and precision-targeted social advertising.

This was a way of maximising event ROI and elevating ITGL's brand in the UK Higher Education sector. Over ten weeks pre-event, 108 target accounts were warmed, focusing on sister universities facing similar cybersecurity challenges.

The campaign secured 21 pre-booked meetings at JISC, 12 confirmations for ITGL's evening networking event, and engaged 53% of target accounts through marketing-influenced activity.

Podcasts featuring ITGL experts achieved 205 downloads, establishing thought leadership and credibility among senior IT decision-makers. The strategic approach prioritised pre-event engagement and relationship-building over broad awareness.

Messaging highlighted ITGL's unique proposition: maximising value from existing Cisco and Microsoft security licenses to achieve "100% endpoint protection" without additional investment. Personalised communications, referencing peer institutions, resonated strongly with CISOs, IT Directors, Security Managers, and Procurement teams.

Creative assets emphasised clarity, professionalism, and expertise, with A/B testing revealing that value-maximisation messaging outperformed traditional security-focused messaging by 45%.

Media channels were tightly integrated to drive impact: Peopley outreach, LinkedIn paid social, podcast content distribution, and real-time engagement tracking created a seamless journey from awareness to face-to-face meetings. The innovative use of Peopley allowed scale without compromising authenticity, while all touchpoints were aligned to measurable outcomes.

Results were exceptional: pre-booked meetings and event attendance exceeded expectations, with projected ROI of 257:1. The campaign established ITGL as a trusted advisor, generated qualified opportunities, and delivered a replicable playbook for future sector engagement.

"In the Thick of IT" demonstrates that strategic targeting, authentic thought leadership, and integrated multi-touch execution can achieve outstanding outcomes, even on a constrained budget, proving that limited resources need not limit impact in B2B marketing.

Best limited-budget campaign

SILVER:

Get Zero by Pick Everard

Pick Everard's Get Zero campaign at UKREiiF 2024 exemplifies how bold creativity and strategic focus can deliver outstanding commercial results on a modest budget. With only £23,027 invested, the campaign positioned the consultancy as a leader in sustainability within the built environment.

The campaign engaged over 12,000 event attendees including public sector leaders, developers and supply chain partners. It combined striking visual branding, thought leadership panels, interactive content, social media, email marketing and a targeted networking event to spark meaningful conversations about achieving Net Zero.

A/B testing refined messaging, with the Get Zero tagline proving most effective in driving engagement. The results exceeded expectations.

The campaign generated 246 high-quality leads, already translating into £1 million in billed projects with a margin of £300,000, representing an ROI of x13.

Forecasting potential conversion from the remaining qualified leads suggests an additional £3.24 million in revenue, giving a total estimated return of £4.24 million and a margin of £1.27 million, an extraordinary x55 ROI.

Beyond immediate commercial outcomes, the campaign amplified brand visibility, achieving 465,425 social impressions, securing PR coverage with 281,596 reach, and driving 53,645 website views, exceeding targets by over 400%.

Get Zero demonstrates that even with a limited budget, integrated creativity, data-informed strategy, and live engagement can deliver significant commercial and reputational impact.

BRONZE:

Bioprocessing Downstream Calculator by Thermo Fisher Scientific

Thermo Fisher Scientific's Bioprocessing Downstream Calculator campaign demonstrates how insight-driven digital tools can deliver commercial results while establishing thought leadership.

Developed in collaboration with field teams, the calculator addressed a critical gap in resources for downstream scientists, providing an advanced, web-based solution for complex process calculations in biologics manufacturing.

Launched in July 2024, the campaign targeted highly technical audiences across Europe, Asia and North America, including scientists, engineers and process development professionals.

By integrating real customer feedback, the tool was designed for usability in controlled environments, allowing users to perform calculations without pens, paper or additional devices, which was a key barrier for adoption in clean and sterile labs.

Marketing amplified the launch through a multi-channel approach, supporting cross-selling opportunities across Thermo Fisher's downstream portfolio while reinforcing the brand as a trusted technical advisor.

The campaign combined practical utility with strategic marketing, not only strengthening engagement with a niche technical audience but also generating tangible revenue potential. It showcases how targeted, user-focused tools can deliver high ROI on a limited budget and support broader business growth.

Best enterprise targeted marketing campaign

GOLD:

Turning FS Giants into AI Trailblazers
by Radish for Multiverse



JUDGING PANEL COMMENT

"Clear and well thought-through objectives and selection strategy underpinned a smart repositioning from training vendor to AI transformation partner. The campaign featured insightful ABM design with early proof of impact, although full commercial outcomes are still maturing. It would have been helpful to include numerical success metrics beforehand to benchmark performance against what was ultimately delivered."

Enterprise audiences are complex, cautious, and often slow to act. Reaching them requires a campaign that is not just bold, but precisely targeted and meticulously orchestrated. "Real AI Direction" was an award-winning enterprise marketing campaign that repositioned Multiverse from an early-career training provider to a strategic partner for AI transformation across Tier 1 financial services institutions.

The campaign focused on 20 high-value enterprise accounts, including banks, insurers and asset managers. These organisations shared common challenges: fragmented internal structures, widening AI skills gaps and low AI literacy at leadership level.

Radish mapped key stakeholders across business, product and people functions, tailoring content and engagement to account-specific priorities and needs. Every element of the campaign was designed to deliver a connected, enterprise-grade experience.

Digital OOH placements outside FS headquarters drove awareness, triggering personalised follow-up via digital retargeting and bespoke content hubs.

Thought leadership, podcasts, tailored landing pages, workshops and 1:1 events were orchestrated to guide stakeholders seamlessly from awareness to consideration, building trust and credibility along the way.

The enterprise focus extended to collaboration with sales, ensuring every insight and interaction informed a coordinated, account-centric strategy. Within six months, the campaign achieved 94% account engagement, more than £4 million in pipeline revenue, and a 2,252% ROI.

Sixteen of 17 target accounts were actively engaged, with the majority advancing to consideration and decision stages. "Real AI Direction" demonstrated how an enterprise-targeted approach, blending insight, orchestration and creativity, can turn complex, cautious organisations into committed partners for transformation.

Best enterprise targeted marketing campaign

SILVER:

AWS ExecLeaders by AWS

In 2024, AWS transformed enterprise executive engagement by consolidating over 100 regional initiatives into a single, global programme reaching approximately 100,000 accounts. Designed to position AWS as a strategic transformation partner, the campaign delivered a coherent seven-stage journey for VP-level and C-suite decision-makers.

Spanning 8–24 months from awareness to advocacy, the programme combined always-on digital hubs, exclusive ExecLeaders at Summit events and regional extensions, offering a consistent yet locally relevant experience.

A global playbook ensured standards for keynotes, creative identity and measurement across 24 events, while tier-1 locations in Paris, London, Sydney, New York and Newport Beach received extra investment to maximise pipeline impact.

Modular agendas enabled field teams to tailor content locally without compromising the overarching narrative.

The campaign led to a VP-level executives attendance of 73% above target, with 43% in business roles. Marketing-sourced pipeline hit 160% above target, and the initiative will end up delivering 25x ROI.

ExecLeaders demonstrates that a peer-led, globally consistent, yet locally adaptable approach can scale enterprise marketing, influence decision-makers across continents and establish AWS as a trusted strategic partner.

BRONZE:

Make it Memorable by Everywherebrand for Ericsson

Ericsson launched Make it Memorable to engage a new audience of marketing and commercial leaders within mobile operators, moving beyond its traditional CTO base. Amid declining 5G investment across Europe, the campaign aimed to demonstrate 5G's commercial value, linking superior connectivity to revenue growth and customer loyalty.

The campaign leveraged 2024's mega-events including the Olympics, Euros and Taylor Swift tour, as proof points, showing how 5G could enhance fan experiences. AI-generated creative, including the playful 'monster fan' mascot, alongside real-time customer testimonials, created cut-through in a crowded B2B landscape.

Joint co-marketing stories with operators Tele2, Deutsche Telekom and Orange France amplified credibility and reach. Multi-channel execution included digital and social media, Ericsson.com, paid search, PR, workshops, sales enablement materials and employee advocacy.

Real-time filming and rapid content distribution captured event moments while keeping messaging fresh. The campaign was noticed by 72% of the target audience and it captured 1,549 new contacts, reaching 300,000+ video views, with engagement rates six times above Ericsson benchmarks.

69% reported a more positive outlook on 5G, 77% discussed the campaign internally, and it triggered 20 high-value sales meetings, generating a potential multi-million euro pipeline. Make it Memorable illustrates how insight-driven, creatively bold enterprise marketing can reshape perceptions, drive engagement and deliver tangible commercial outcomes.

Best employee-engagement campaign

SILVER:

Flight nBS2025: An Immersive Brand Journey by npower Business Solutions

In 2025, npower Business Solutions (nBS) launched Flight nBS2025, an immersive VR brand journey designed to unite over 1,100 employees behind its refreshed purpose and values.

Moving beyond static comms and workshops, the campaign used virtual reality, gamification and theatrical storytelling to create a shared, memorable experience that embedded the brand at an emotional level.

Centred around an airport theme, employees "checked in" to explore interactive zones on innovation, sustainability and customer impact, hearing directly from leaders and beneficiaries of the nBS Foundation. This hands-on, sensory format turned abstract brand principles into something tangible and inspiring.

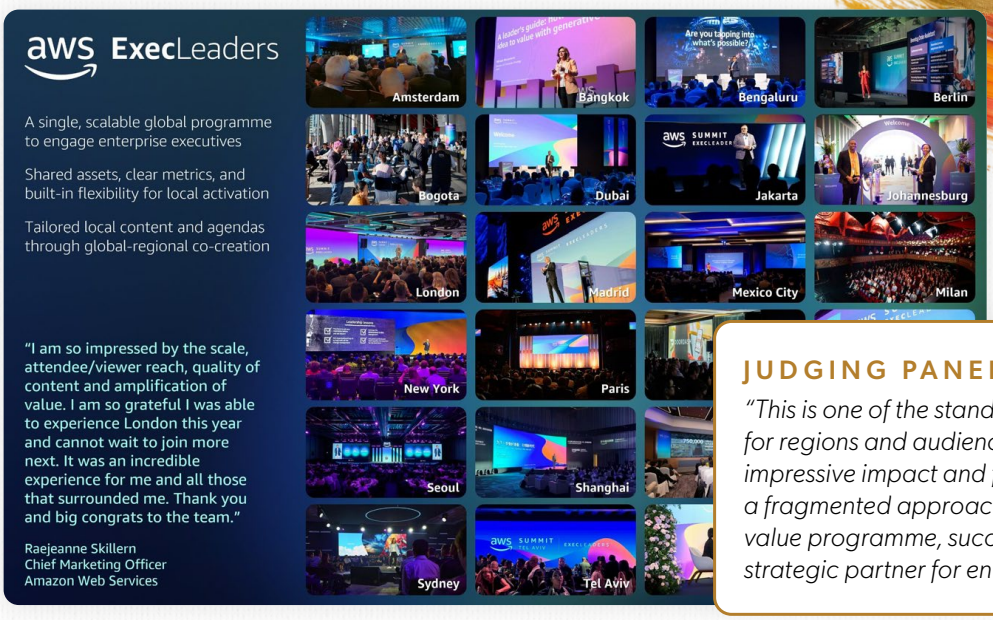
73% of employees rated their connection to the brand at 8 or above (up from 57% pre-campaign), with an 80% increase in top scores of 10. Engagement spread organically, with teams beginning to reference brand attributes in meetings and using branded assets daily, demonstrating true cultural adoption.

Beyond engagement metrics, Flight nBS2025 delivered tangible financial value. With a £198,000 investment, the campaign strengthened employee alignment and advocacy that directly supported business growth, retention and customer satisfaction, laying the foundations for stronger external marketing ROI.



Best international campaign

GOLD:
AWS ExecLeaders by AWS



JUDGING PANEL COMMENT

"This is one of the standout entries: strategic, targeted for regions and audience, and results-driven. It delivered impressive impact and flawless execution by transforming a fragmented approach into a single, cohesive and high-value programme, successfully repositioning AWS as a strategic partner for enterprise executives."

In 2024, AWS ExecLeaders redefined enterprise executive engagement by consolidating over 100 fragmented regional initiatives into a single, global programme that reached ~100,000 enterprise accounts.

Designed to position AWS as a strategic transformation partner, the campaign delivered a coherent, seven-stage journey for VP-level and C-suite decision-makers, spanning 8–24 months from first awareness to advocacy.

The programme combined always-on digital hubs, exclusive ExecLeaders at Summit events, and regional extensions, providing a consistent yet locally relevant experience. Content focused on actionable leadership models and business outcomes, appealing equally to technology chiefs and line-of-business leaders.

A global playbook ensured high standards for keynotes, creative identity and measurement across 24 events, while enabling local customer stories and cultural nuance. Tier-1 events in Paris, London, Sydney, New York and Newport Beach received additional investment to maximise attendance and pipeline impact.

Modular agendas allowed field teams to tailor content locally without compromising the overarching programme narrative. The results exceeded expectations with VP-level executives attending, 73% above target, demonstrating AWS's success in engaging beyond IT.

Marketing-sourced pipeline reached 160% above target, while customer satisfaction averaged 89%, validating content quality and delivery. Assuming a 20% close rate, the campaign will end up delivering a 25x ROI.

ExecLeaders has become AWS's flagship enterprise marketing initiative, showcasing that a data-driven, peer-led, and globally consistent approach can scale across continents while retaining local relevance.

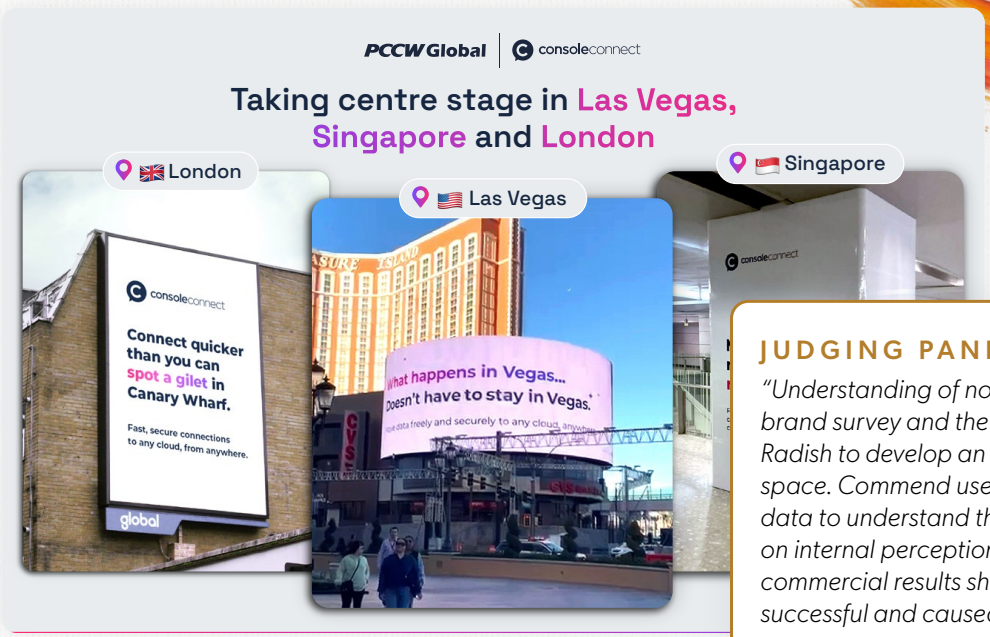
Key learnings included the preference for smaller, peer-to-peer events, leadership-focused content over product-centric messaging, and the global applicability of enterprise challenges when content is carefully adapted.

AWS ExecLeaders demonstrates that strategic international campaigns, grounded on rigorous planning and modular execution can elevate brand perception and influence at the highest organisational levels, delivering measurable outcomes.

Best international campaign

GOLD:

Challenger Thinking. Giant Moves.
by Radish for Console Connect



JUDGING PANEL COMMENT

"Understanding of not only the client's issue from their brand survey and the target audience's pain points allowed Radish to develop an effective approach in a competitive space. Commend use of both qualitative and quantitative data to understand the audience properly and not rely on internal perceptions. The attribution is clear, and commercial results show that the overall approach was successful and caused a stir."

'Challenger thinking. Giant moves.' showcased how a lean, challenger brand can dominate the international stage. Console Connect, a newcomer in a commoditised telco space, needed rapid repositioning as a strategic enabler of intelligent, real-time data movement.

Radish delivered a bold, globally coordinated campaign around three major tech events: Las Vegas, Singapore and London. This was a way of maximising every pound to create oversized impact and spark competitor attention.

The campaign combined high-visibility OOH placements, event activation, speaker sessions, digital retargeting, and personalised pre and post-event engagement. Strategic localisation added cultural resonance: for instance, London tapped into commuter chaos and Las Vegas embraced the spectacle of the Strip.

This approach amplified presence and built brand recognition among senior IT, cloud and data decision-makers in enterprise and mid-market organisations. A targeted research, including 15 stakeholder interviews and a 180-person survey, revealed that decision-makers were frustrated by siloed, slow and inefficient data movement.

Messaging pivoted from commoditised infrastructure to intelligent data flows, emphasising speed, security and agility. Bold, high-contrast creative ensured clarity and cohesion across regions, while modular design allowed local teams to tailor messaging without diluting global consistency.

The campaign was measured by reach, engagement, share of voice, competitor reaction, post-event pipeline and deals influenced, delivering a full-funnel impact far beyond the brand's size. Console Connect successfully repositioned itself as a credible strategic partner in data movement, securing engagement with key decision-makers and driving post-event opportunities.

With £273,000 total investment, Radish proved that precision targeting, cultural insight and creative execution can enable a challenger brand to punch above its weight on the international stage. Even modest teams and budgets can achieve global relevance, reshape perceptions and set a new benchmark for international B2B marketing campaigns.

Best international campaign

SILVER:

Bringing Balance by Delphi for Netskope

In a crowded cybersecurity market dominated by technical noise, Netskope's Bringing Balance campaign (developed with Delphi) cut through with data-led insight and empathy. Netskope redefined the conversation by understanding what modern CISOs truly needed: a balance between innovation and control.

Grounded in one of the largest global CISO surveys ever conducted, the campaign provided authentic, research-backed thought leadership that positioned Netskope as a credible global voice. The findings revealed a new kind of CISO: seeking to enable, not inhibit, business growth. Netskope helped them achieve that through Zero Trust principles.

From a flagship report flowed a series of interconnected assets: localised content, podcasts, blogs, events and ABM materials. They were all designed to engage CISOs with meaningful, relevant insight.

This integrated approach drove tangible commercial impact, generating $35 million in attributed sales-ready leads, engaging more than 700 senior security leaders, and doubling the share of voice against competitors.

Netskope shifted market perception, turning thought leadership into measurable pipeline growth. The Bringing Balance campaign illustrates how research, creativity and precision can combine to deliver both brand credibility and financial performance.

BRONZE:

Driving Global Identity Revenue by Somebody Digital for Okta

This campaign redefined paid media as a genuine revenue engine across six global markets. Developed by Somebody Digital for a leading global cybersecurity company, it demonstrated exceptional strategic precision and resilience amid complexity.

This included a mid-campaign rebrand across twelve languages, demanding regulatory environments and a major analytics migration. By shifting focus from volume to value, the team replaced lead-based optimisation with a revenue-first approach.

Offline sales data was integrated directly into smart bidding, ensuring every pound invested was accountable to attributable pipeline. A modular international architecture enabled consistency and localisation across DACH, France, Japan, LATAM, UKI and ANZ, adapting for language, compliance and culture without losing performance momentum.

The campaign led to sustained performance across critical regions during a major internal transition, combining data-driven precision, technical innovation and deep local expertise. By turning paid media into a high-performing, scalable revenue channel, the campaign shows the strength of a unified global strategy, executed with regional intelligence.

Best product or service launch

GOLD:

Kerrymaid Cheddalicious

by Clarion Communications for Kerry Group



JUDGING PANEL COMMENT

"This application demonstrated a clear and focused strategy, with well-defined goals and a strong understanding of their ideal customer profiles and key pain points. The use of concise, impactful CTAs effectively drove engagement, while the impressive ROI in targeted use cases showed value to the audience. Notably, they exceeded expectations in pipeline growth, delivering measurable results."

When Kerrymaid, a trusted name in professional dairy, introduced its ready-to-use Cheddar Cheese Sauce, its biggest-ever foodservice innovation. It needed more than a conventional launch. In a crowded, mature category, Clarion Communications delivered a campaign that broke away from functional messaging and put flavour, experience and chef engagement at the heart of its strategy.

The Cheddalicious campaign flipped the traditional B2B playbook by treating chefs not just as buyers, but as creators. It centred on taste as proof, taking the product directly to kitchens through nationwide sampling, bespoke buyers' boxes and an attention-grabbing branded food trailer tour.

Complemented by chef influencer content and recipe-led storytelling, every activation invited chefs to see, taste and believe in the product's potential. Creative assets were bold and appetite-led: golden drizzles, indulgent melt shots and the cheeky CTA - "Pour it. Dip it. Top it."

The campaign also linked taste to profit, demonstrating how the sauce could lift menu margins by over 40%. This combination of emotional appeal and commercial logic resonated powerfully across foodservice decision-makers.

The campaign secured 56 wholesale listings (273% over target), delivered 2,500 samples across the UK and Ireland, and generated a €6.4 million opportunity pipeline. Engagement soared, with social content achieving up to 22x higher reach than standard posts.

More than a launch, Cheddalicious redefined how Kerrymaid shows up in the trade, transforming a new product into a catalyst for brand rejuvenation. Clarion proved that even in B2B, the most persuasive message blends hands-on experience, peer advocacy and integrated storytelling.

Best product or service launch

SILVER:

Doritos Dinamita Firing Up Convenience by Cirkle for PepsiCo

Cirkle partnered with PepsiCo to launch Doritos Dinamita, an innovation that brought fresh energy to the crisps and snacks category. With the product unavailable in supermarkets, the campaign had to ignite awareness and drive urgency among independent retailers while creating FOMO across the trade.

Building on the previous year's award-winning Extra Flamin' Hot success, Cirkle went even bolder. The agency leveraged its Retailer Inner Cirkle, a network of influential convenience store owners, to co-create activations, ensuring retailers were true partners in shaping the campaign.

These B2B influencers became advocates, sharing content across social media and inspiring a nationwide retail movement. The strategy combined high-impact in-store theatre, from bespoke point-of-sale kits and "Spin to Win" prize wheels to themed Valentine's Day assets, with dynamic trade PR, paid media and retailer-generated social content.

This fusion of peer advocacy and brand storytelling created standout visibility across the channel. Doritos Dinamita achieved extraordinary sales velocity across convenience stores, cementing its position as the hottest launch of the year. Cirkle's innovative, retailer-first approach proved the power of B2B influence to turn trade engagement into measurable commercial impact.

BRONZE:

Made for the Trade: Wavin Hep2O Keyless Launch
by Wavin and Tangerine Communications

Tangerine partnered with Wavin to launch Hep2O Keyless, the most significant innovation in the brand's five-decade history. Building on the success of Wavin's iconic Hep2O range, the keyless system addressed a long-standing installer challenge: the traditional push-fit keys were easy to misplace and cumbersome in tight spaces.

Hep2O Keyless offered pre-locked fittings with twist-and-push functionality, delivering faster, simpler installations without compromising reliability. The campaign adopted a trade-first strategy, engaging plumbers and installers as co-creators.

Peer-led videos, influencer demos and social content highlighted authentic installer experiences, while digital channels and in-store activations drove direct engagement. A clear CTA - request a sample pack - turned interest into tangible trial.

Over 16,000 sample packs were requested, 80% of installers indicated strong purchase intent and content engagement exceeded benchmarks across platforms. InstallerSHOW generated 15,000 in-person interactions, while influencer and trade media activity amplified awareness with 17 million digital impressions, 860,000 video views and significant press coverage.

The campaign successfully converted installers into advocates, combining human-centred insight, B2B influencer collaboration and multi-channel execution. Hep2O Keyless not only reinforced Wavin's leadership in plumbing innovation but demonstrated the commercial power of peer-driven marketing.

Best product or service launch

HIGHLY COMMENDED:

It's Not Magic. It's Evo by Rooster Punk for The Access Group

The Access Group, one of the UK's fastest-growing software providers, faced a challenge familiar to many acquisitive businesses: A fragmented product suite and inconsistent customer experience. To unify its offering and strengthen brand coherence, the company launched Access Evo.

This is an AI-enabled platform designed to connect products, simplify workflows and empower users across industries to work smarter and faster. Partnering with Rooster Punk, Access positioned Evo as more than a product, an embodiment of a new, unified experience.

The proposition 'Live in the moment, work in the now' and creative platform 'It's not magic. It's Evo.' humanised AI by focusing on the emotional benefit of effortless productivity rather than technical capability.

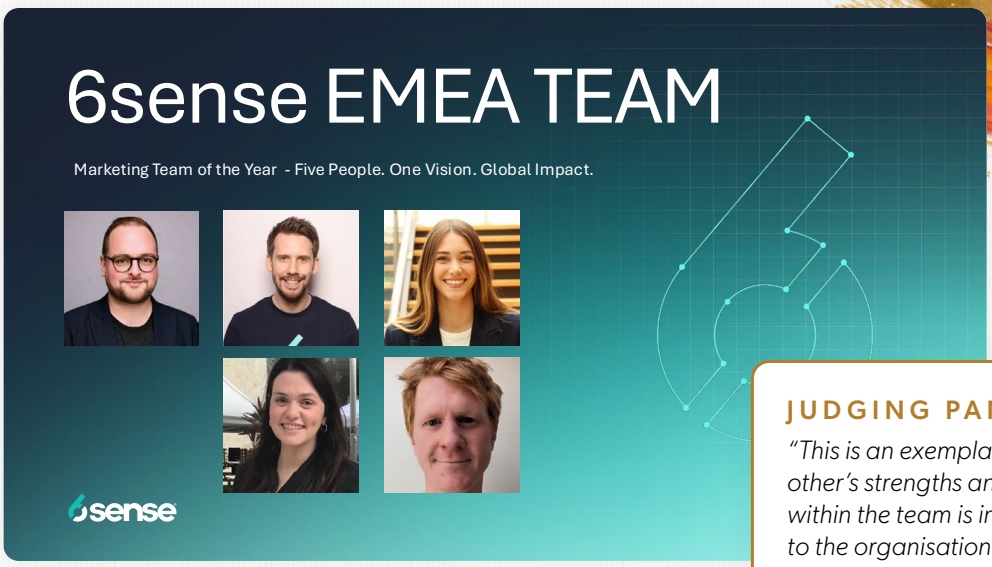
The campaign spanned paid, earned and owned media, including cinematic hero films, thought-leadership content, events and an extensive internal enablement programme, ensuring consistency across more than 20 business divisions.

Access Evo launched to strong engagement both internally and externally, uniting teams around a single story and reshaping perceptions of what the brand delivers. More than a product launch, this was a milestone in The Access Group's transformation, redefining how AI can make everyday work simpler, faster and more human.



B2B MARKETING TEAM OF THE YEAR

GOLD:
6sense EMEA Marketing Team



JUDGING PANEL COMMENT

"This is an exemplary team who are clear about each other's strengths and contributions. The retention within the team is incredible, with the value added to the organisation clear through the testimonials provided. A really strong team that has stayed together, aligned to the business, delivered results and also embraced new ways of doing things, such as using AI."

When you hear a senior executive describe a marketing team as "the best I've ever worked with," you know they're doing something different. The EMEA marketing team at 6sense may be just five people, but their impact has been nothing short of transformational.

In just a few years, they've turned a low-awareness region into a high-performing revenue engine, setting a global benchmark for agility, innovation, and collaboration. This is a team that doesn't sit on the sidelines of go-to-market strategy; they co-own it.

From Stef's strategic vision to Chris's campaign frameworks, Amandine's experiential leadership, Megan's global alignment and Dan's AI-powered content engine, every member plays a pivotal role.

Their "one team" philosophy has enabled them to deliver global-first initiatives like Pipeline Tuesdays and Market Makers, both of which have since been adopted by their US counterparts.

Their approach blends strategic rigour with a start-up mentality. They've operated in a crowded, competitive market, launched two major products and navigated budget pressures, all without expanding headcount.

Instead, they embraced intelligent automation, embedding AI into content creation, campaign workflows and enablement. This cut campaign production time by more than 60%, allowing them to scale without burnout or compromise.

Collaboration runs through everything they do. Weekly joint planning, shared ownership of pipeline with sales and fast feedback loops ensure every initiative is tightly aligned to revenue outcomes. And with zero churn in four years, they've built not just performance, but trust.

Their story proves that a marketing team doesn't have to be big to be mighty. By operating as one, focusing on impact and continually innovating, 6sense EMEA has redefined what a small but world-class B2B marketing team can achieve.

B2B MARKETING TEAM OF THE YEAR

SILVER:

Vodafone Business Enterprise Marketing Team

Vodafone Business Enterprise Marketing team has redefined what high-performing B2B marketing looks like. In a market dominated by larger budgets, the team's success stems from laser-focused commercial alignment, deep collaboration with sales and a culture that empowers every member to deliver impact.

Over the past 18 months, the team transformed from a group of generalists into a specialised marketing function spanning ABM, Demand Generation, Product and Channel Marketing. This shift unlocked a 13% YoY sales value increase and over £100 million in marketing-generated pipeline, more than 50% up YoY.

Their DBM programme alone supported £212 million in total contract value, achieving an outstanding 72% win rate. A hallmark of their success is partnership, both internally and externally.

Close collaboration with sales leaders ensures end-to-end accountability from product to conversion, while standout campaigns like "Proactive Security" harnessed influencer advocacy to drive awareness and consideration.

Perhaps most impressively, the team has built a culture of trust, growth and inclusion, reflected in a +92 employee NPS. By combining commercial rigour with creativity, and development with delivery, Vodafone Business's Enterprise Marketing team has not only outperformed the market but set a new benchmark for excellence in B2B marketing.

BRONZE:

Bridewell Marketing Team

Bridewell's Marketing Team has transformed from a small, supportive function into a commercially critical growth engine at the heart of the business. In just two years, the team has redefined what effective B2B marketing looks like, driving a 64% increase in sales opportunities, 62% more new client wins and a 165% uplift in wins from existing clients.

This transformation was powered by a clear and evidence-led brand strategy, relentless focus on ROI and strong alignment with sales. By embedding themselves within the commercial fabric of the organisation, marketing is now viewed internally as a driver of success rather than a cost centre.

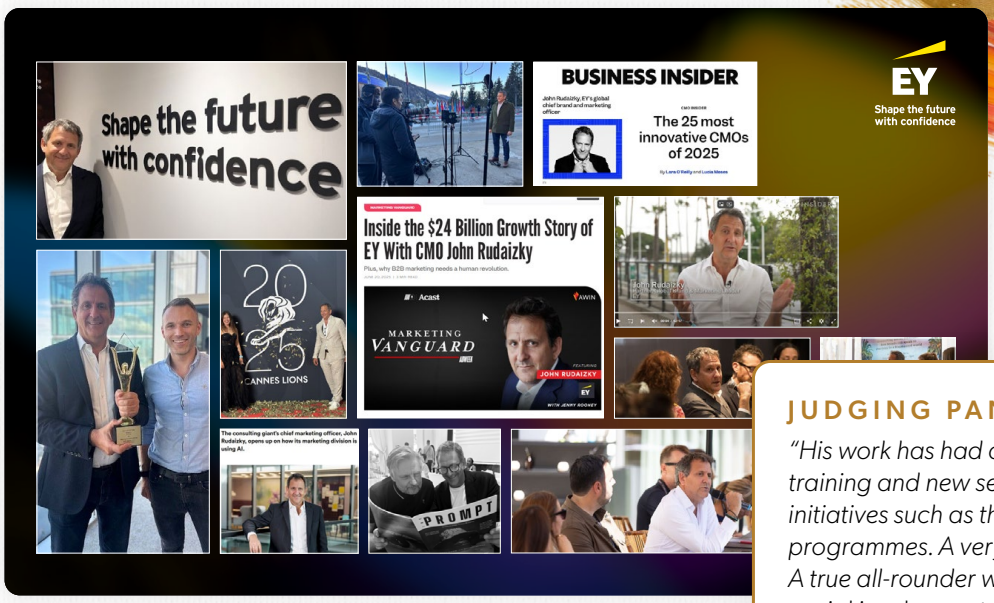
The team's ability to achieve this without expanding headcount demonstrates both efficiency and ingenuity. Innovation has been central to their progress: from introducing HubSpot to enhance lead nurturing and segmentation, to launching the CNI Cyber Security Summit, which generated £800,000 in pipeline and £525,000 in revenue.

The brand's repositioning has also paid dividends: Bridewell is now recognised among the UK's top five cyber security providers for critical national infrastructure. Built on a "One Team" ethos and a perfect employee NPS of 100, Bridewell's marketers have built a culture of accountability, creativity and commercial impact that continues to drive impressive results.

B2B MARKETER OF THE YEAR

GOLD:

John Rudaizky, *Global Brand and Marketing Officer*, **EY**



JUDGING PANEL COMMENT

"His work has had a broad impact on EY, including training and new services, and beyond through DEI initiatives such as the Ice Wall and sustainability programmes. A very impressive career in marketing! A true all-rounder with business impact, creativity, social involvement and a forward-looking approach to marketing."

In an industry often defined by rational narratives and technical proof points, John Rudaizky has transformed B2B marketing into something bolder, more human and commercially powerful. As EY's Global Brand and Marketing Officer, he has reimagined what a professional services brand can be.

Under John's leadership, EY has embedded emotion into its brand storytelling, humanised a complex global organisation and aligned purpose with performance. Campaigns such as Generations and Transformations exemplify this shift: cinematic storytelling fused with commercial clarity drove a measurable uplift in brand favourability.

The campaign also deepened engagement with senior decision-makers worldwide. Over the past decade, John has led a brand evolution that has fuelled extraordinary business impact. EY's brand value has grown by 281% and revenues have almost doubled, rising from $27 billion to over $50 billion.

By anchoring EY's global purpose of "Building a better working world" in emotionally intelligent, purpose-driven campaigns, he has positioned the brand as an agent of change, not just a service provider.

His strategic vision has also shaped major initiatives such as the Better Questions platform, the All In global strategy and the introduction of the new brand promise "Shape the future with confidence". John's leadership blends creative excellence with commercial acumen, proving that B2B marketing can lead growth, not simply support it.

A respected industry voice, he's helped define the next chapter of marketing leadership, integrating AI thoughtfully, embedding sustainability and inclusion at the heart of campaigns, and inspiring teams across EY's 400,000-strong workforce. His work exemplifies how modern marketing can drive both brand distinctiveness and enterprise-scale growth.

B2B MARKETER OF THE YEAR

SILVER:

Stef Iacono, *EMEA Marketing Director*, 6sense

Stef Iacono, EMEA Marketing Director, 6sense, exemplifies what it means to be a modern B2B marketer: strategic, collaborative and relentlessly outcomes-focused. As the company's first marketing hire in the region, he built 6sense EMEA's go-to-market engine from the ground up, transforming it into one of the organisation's most consistent sources of growth.

Stef's success stems from his rare ability to operate at every level, from setting strategy and designing pipeline frameworks to getting hands-on with sales enablement and customer engagement.

He has created programmes now adopted globally, including Pipeline Tuesdays, a weekly sprint model uniting Sales and Marketing around shared commercial goals, and Market Makers, a community-led thought leadership initiative that fuses content, brand and ABM.

A builder by nature, Stef combines operational rigour with creativity and empathy. He's known for developing high-performing teams, championing culture and turning ideas into scalable systems that drive measurable impact. His initiatives have not only elevated 6sense's visibility across EMEA, but also reshaped how teams collaborate worldwide.

Through community-driven innovation and a deep understanding of the B2B buyer journey, Stef has set a new benchmark for what great marketing leadership looks like in a data-led, customer-centric world.

BRONZE:

Vanessa Schotes, *CMO*, Enfuce

Vanessa Schotes has redefined what growth marketing can achieve in fintech, transforming Enfuce's marketing function into a strategic revenue engine. As CMO, she has taken the company from a "best-kept secret" to a recognised leader, driving measurable commercial impact across multiple markets.

Under her leadership, Enfuce expanded into five new geographies, achieving 450% growth outside its core markets, while enterprise-level inbound opportunities surged 110% YoY and the average deal size doubled within a single year.

Vanessa's approach combines data-driven precision with bold storytelling. She spearheaded a full brand relaunch, embedding the Happiness Built-In ethos across campaigns, internal culture and customer experiences.

Experiential initiatives, such as Enfuce Island, created immersive ABM opportunities that resonated with enterprise audiences and elevated the company's profile in a competitive fintech landscape.

Her strategic vision is matched by operational excellence. She built a high-performing marketing team, aligned closely with Sales and Product, and delivered a compelling 5:1 Marketing ROI, proving marketing as a key driver of business growth.

Beyond results, Vanessa is a culture and community champion, fostering an 83% employee engagement score and Great Place to Work accreditation, while mentoring rising talent across the industry.

B2B MARKETING AGENCY OF THE YEAR (UK)

GOLD:
Omne



JUDGING PANEL COMMENT

"The commercial impact is clear and measurable, and the creative delivered results, showing a high standard across different mediums. Performance has allowed them to reinvest. Pitch win rate and client retention are very high, hitting the mark with both prospective and existing clients. Good benefits and support are in place for staff to keep skills up to date. The development of a data engine to improve the customer journey within the sector is an exciting initiative that will hold them in good stead."

In just two years, Omne has accelerated from 23rd to 10th place in the UK B2B Marketing Benchmarking Report, and 2025 has proved to be its strongest year yet. With 20% YoY growth, £11 million turnover, 100% client retention and an independent NPS of +95, the agency has positioned itself as the go-to B2B partner for the UK's food, drink and hospitality giants.

From Unilever to Britvic, McCain Foods Limited and Mondelēz International, Omne's impact spans strategy, creative, content and demand generation. Always with a sharp focus on commercial outcomes, the agency specialises in a sector that fuels the UK economy yet demands nuanced, expert-led marketing.

Its campaigns don't just cut through; they drive growth where others can't. Highlights include relaunching Mondelēz's foodservice division with a 400% surge in lead generation, repositioning Unilever Food Solutions through thought leadership, and delivering purpose-led growth for Tilda.

With a 70-strong hybrid team and a new Manchester office, Omne's people-first culture underpins its success. Financial performance has been achieved organically, with no external funding or acquisitions, enabling reinvestment into innovation.

Omne's proprietary insight launches, including Brands such as Away from Home and The Next Big Thing, have set new standards in sector intelligence. Meanwhile, its Omne Streets Ahead initiative is driving lasting community impact and industry inclusivity.

Looking ahead, Omne is doubling down on data with the launch of Omne Connect: a new engine designed to transform sales and marketing effectiveness across one of the most fragmented B2B sectors. With bold ambitions, unrivalled sector expertise and a reputation for strategic clarity, Omne is shaping the future of B2B marketing in hospitality.

B2B MARKETING AGENCY OF THE YEAR (UK)

SILVER:
Differentiated

Differentiated has earned a reputation as a B2B marketing agency that consistently delivers for tech and professional services clients. Over the past year, the agency has played a pivotal role in high-profile wins, including supporting Mitie in a major public-sector deal, crafting story-led assets that guided decision-making at every stage.

Creativity lies at the heart of everything the agency does. From immersive storytelling for Avanade's Women in Leadership events to AI-generated cityscapes for Boldyn Networks, Differentiated's work sparks conversations, engages audiences and elevates brands.

Their approach is built on collaboration, working as partners with clients to co-create campaigns and programmes that deliver lasting impact. Culture and purpose are equally important. This year, Differentiated became a certified B Corporation, reinforcing its commitment to people, planet and purpose.

The agency continues to invest in team development, fosters innovation and champions social impact, ensuring their people are empowered to deliver exceptional work.

BRONZE:
Publicis Pro

Publicis Pro has established itself as the B2B centre of excellence within Publicis Groupe, combining creativity, strategy and commercial performance to help global brands move markets. In 2024, the agency rebranded boldly, won renowned clients including LinkedIn, PayPal and Vodafone, and expanded into new verticals from chemicals to travel.

Revenue rose by 26% YoY to £7.35 million, profit grew alongside, and revenue per head increased from £118,000 to £132,000, reflecting both financial strength and operational efficiency. New business growth reached 60%, while pitch win rates hit 65%, underpinning a robust, scalable model.

Creativity remains central to Publicis Pro's offering. From the Untrended editorial platform to award-winning campaigns for Twilio and Infor, the agency turns complex B2B stories into engaging narratives that resonate with audiences.

ABM programmes, thought leadership and media strategies combine to deliver measurable pipeline impact, including WEX's £30 million programme. Proprietary AI tools like Otto enhance efficiency and creative output, ensuring campaigns are both distinctive and commercially effective.

Culture and people are also important. Recognised as a Best Place to Work for the fifth year running, the agency invests in flexible working, career progression and wellbeing initiatives. With strong financial results, growing client retention, and industry accolades, Publicis Pro is delivering impact for both clients and employees.

Global B2B marketing agency of the year

GOLD:
Gravity Global



JUDGING PANEL COMMENT

"This agency has been a powerhouse for some time, and it's great to hear more about the focus on culture, team development and values that contribute to revenue success. Clearly, there are some long-term clients feeding the revenue model, but it's also good to see new focus emerging in the Innovation/AI space as well as the 'Fame. Admiration. Belief' (FAB) framework."

Gravity Global has built its reputation as a global force in B2B marketing by partnering with some of the world's largest and most disruptive businesses. It specialises in complex markets undergoing transformational change, from technology and financial services to healthcare, manufacturing and mobility.

The agency helps brands navigate long buying cycles, multi-layered stakeholder dynamics and regulatory complexity. With 456 employees across the US, Western Europe, South America and Asia, its "One Gravity" model delivers cohesive global solutions through interdisciplinary collaboration.

The agency's mission is clear: to give brands the attention they need to grow. Its proprietary FAB framework benchmarks performance against competitors and orchestrates activity to drive disproportionate share of attention, converting visibility into measurable business impact.

This strategic approach has powered international growth for clients across multiple sectors, supported by an innovation function led by a dedicated Chief Innovation Officer. AI, technology and data are embedded into their model, enabling faster decision-making and smarter market activation.

Culture is at the core of Gravity's success. The company's values of Courage, Collaboration, Curiosity, Empathy and Accountability shape a people-first environment that retains top talent and fosters creative excellence.

An annual global summit, Gravity 101 Teach-Ins and 'Culture Club' initiatives strengthen team cohesion and empower individuals to thrive. It's no surprise they've been recognised as a Forbes "Great Place to Work" with 87% employee satisfaction.

Industry recognition matches their cultural strength: 558 awards in 2024, including 12 Agency of the Year titles and the world's most awarded B2B campaign for Embraer. Looking ahead, Gravity plans to deepen its presence in APAC, expand into energy and infrastructure, and build proprietary martech to secure long-term client partnerships.

Global B2B marketing agency of the year

SILVER:
Stein IAS Holdings Limited

Stein has cemented itself as a powerhouse in global B2B marketing by consistently delivering transformative results for leading brands across diverse sectors. Over the past year, the agency has partnered with names like Mack Trucks, Juniper Networks, Fellowes, and Elimini.

Stein creates campaigns that not only capture attention but drive measurable business outcomes. At the heart of Stein's approach is its mission to build the world's most demanded B2B brands, turning brand strength into a key engine of demand through its proprietary Brand-to-Demand Experience (BDX) Model.

This methodology has powered campaigns that are both creatively bold and commercially effective. From the "WorkLife Coach" influencer strategy for Fellowes to the iconic "By America's Side" campaign for Mack Trucks, Stein demonstrates a keen ability to blend storytelling with strategic insight, resonating across international markets.

Its work in emerging sectors, such as Elimini's carbon removal launch, showcases an agility and vision that positions clients as category leaders. Beyond campaigns, Stein's commitment to culture, innovation and community engagement sets it apart.

Its Culture Compass ensures values guide action globally, while initiatives like the BDX Playbook, the Most Valuable B2B Brands Index, and the documentary Everybody's Business highlight thought leadership that advances B2B marketing internationally.

BRONZE:
Fifth Ring

Fifth Ring has established itself as a global force in B2B marketing by combining deep sector expertise with creative impact. Serving complex industries such as energy, technology, maritime, and manufacturing, the agency helps clients "own their space," turning technical complexity into compelling brand stories that drive measurable business results.

Central to Fifth Ring's approach is its proprietary Predictive Revenue model, aligning marketing with sales forecasting to ensure every campaign is commercially accountable. From clarifying emissions reporting for Envana to delivering cinematic safety messaging for MRS Training & Rescue, Fifth Ring blends strategic insight with creative execution.

The agency produces campaigns that resonate across regions and generate tangible results: highly qualified leads, stakeholder engagement and measurable ROI. Operating through hubs in Aberdeen, Houston and Singapore, Fifth Ring combines globally integrated strategy with locally tailored execution.

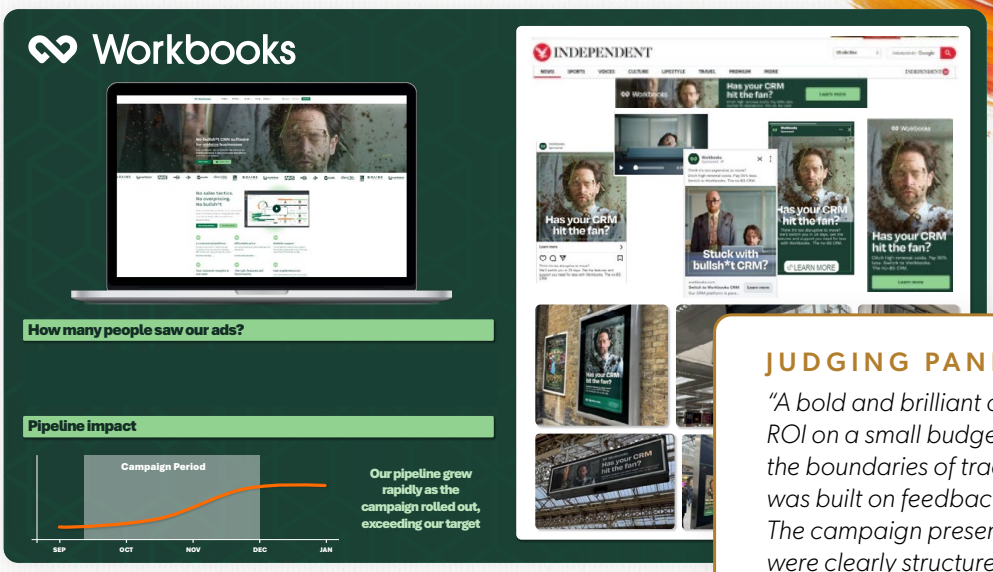
Its teams collaborate across time zones and disciplines to deliver seamless campaigns for clients including Siemens, Alleima, Trimble, ACCA and DuPont, helping them enter new markets, reposition globally and scale with confidence.

The company's culture of values-driven leadership, structured career progression and international collaboration fosters a high-performing, motivated team, and it's also reflected in strong retention and long-tenured staff.

Combining creativity, strategy and commercial rigor, Fifth Ring empowers clients to dominate their niche, consistently translating insight into impact across global B2B markets.

Grand Prix Winner

No Bullsh*t CRM by Workbooks



JUDGING PANEL COMMENT

"A bold and brilliant campaign delivering incredible ROI on a small budget. The strategy stretched the boundaries of traditional B2B marketing and was built on feedback from customer interviews. The campaign presentation and internal roll-out were clearly structured, supported by a strong CEO testimonial. Creativity and boldness were exceptional, combining a disruptive message with humour, a clear and simple value proposition, and brave direct comparison with competitors."

In one of the most competitive B2B marketplaces, Workbooks set out to make a bold statement. No Bullsh*t CRM challenged the conventions of CRM marketing, cutting through jargon, hidden fees and bland campaigns with humour, irreverence and a little provocation.

Faced with over 1,000 CRM providers and two dominant market leaders, Workbooks needed to be seen and remembered to secure a place on the crucial 'Day-1 list' of brands invited to pitch.

Conventional marketing wisdom suggested low-risk digital campaigns, but Workbooks broke the rules: low-tech OOH posters in London featured office workers literally hit in the face with bullsh*t, alongside complementary video, social and display channels.

The visuals were confrontational, humorous and unmistakably human, reflecting both customer frustration with the CRM market and Workbooks' honesty and clarity. Research informed the campaign at every stage.

Surveys with 300+ mid-market CRM decision-makers confirmed Workbooks' strength in transparency, fair pricing, and support, while highlighting competitors' weaknesses. This insight gave the team the confidence to embrace risk and create messaging that resonated with both emotions and logic.

The integrated campaign spanned digital, social and OOH channels, delivering over 50M impressions and a reach of 2M. It also spawned thought leadership spin-offs: on-demand webinars and an interactive tool for buyers to assess their CRM 'bull-o-meter', further positioning Workbooks as a challenger brand with authority and personality.

Results exceeded expectations. The campaign steadily grew the sales pipeline, achieving ambitious growth targets and earned sector-wide recognition, including Marketing Week's 'Campaign of the Year'.

Internally, it united teams across marketing, sales and product, while externally it repositioned Workbooks as a distinctive, credible and confident force in the mid-market CRM space.

This campaign clearly demonstrates how bold creative risk, grounded in customer insight and executed with precision, can deliver both brand impact and commercial growth, even on a modest budget.

B2B MARKETING AWARDS
FROM B2B MARKETING

B2B Marketing
Westgate House
9 Holborn London
EC1N 2LL

info@b2bmarketing.net
b2bmarketing.net

