B2B MARKETING AWARDS
FROM B2B MARKETING

Breakthrough Trends Report 2025

Highlighting the trends powering the future of B2B campaigns and creative – based on insights from entries to the B2B Marketing Awards



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About the B2B Marketing Awards

The B2B Marketing Awards has been the gold standard in excellence in B2B marketing for two decades and is designed to recognize those campaigns, brands and agencies who have achieved the extraordinary in terms of marketing success and impact.

The hundreds of entries received per year are subjected to a rigorous judging process by senior client-side B2B marketers, where they are evaluated first and foremost on results and marketing impact, and secondarily on criteria including creativity and customer insight.

Winning a B2B Marketing Award can be transformational for agencies, marketing teams and individual marketers, providing respected, authoritative validation of market-leading excellence from a highly respected group of leading practitioners, and in front of the great and the good of the B2B marketing industry. It regularly transforms careers and turbo-charges agency and team success.

About this report

This report is designed to highlight the breakthrough trends that are shaping the future of B2B marketing. In the long history of the B2B Marketing Awards, these insights have been buried in the mountain of unstructured data that constitute the 100s of entries received each year. This year, with the help of AI, we're able to make sense of this data mountain and extract potentially transformational intelligence. We've sought to demonstrate how these trends are already being deployed by campaigns that were entered into the B2B Marketing Awards, with the aim of bringing them alive and providing kudos where it's due.

We're excited to present these insights and give B2B marketers a new perspective on how the discipline is evolving.



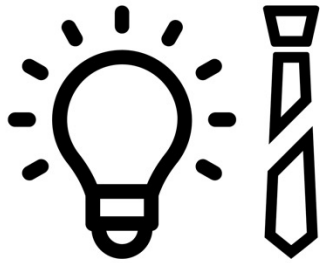




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Trend 1.

Anti-Corporate Creativity





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Trend 1.

Anti-Corporate Creativity

DEFINITION & CHARACTERISTICS

Anti-corporate creativity refers to marketing approaches that deliberately subvert traditional B2B corporate communications conventions, often by:

- Rejecting formal business language
- Challenging visual conventions
- Using unexpected creative approaches
- Embracing emotional or playful elements
- Breaking category norms

Visual Disruption

- Bold colours in conservative sectors
- Unexpected imagery
- Non-traditional design elements
- Breaking category visual codes

Tone shift

- Conversational language
- Humour and wit
- Human storytelling
- Emotional narrative

Format Innovation

- Unexpected channel usage
- Novel content formats
- Creative media combinations
- Experiential elements

MARKET CONTEXT & EMERGENCE

Market Saturation

- Overwhelming sameness in B2B communications
- Difficulty standing out with traditional approaches
- Reduced effectiveness of conventional methods

Audience Evolution

- Younger B2B decision-makers
- Consumer marketing influence
- Digital-first expectations
- Desire for authenticity

Cultural Shifts

- Post-pandemic emphasis on human connection
- Growing skepticism of corporate speak
- Increased value on transparency
- Desire for genuine relationships

NOTABLE EXAMPLES & RESULTS

Example 1:
Allica Bank "Get Your Money Hat On"

APPROACH

- Transformed corporate logo into orange bowler hat
- Playful messaging in conservative banking sector
- Bold visual identity

RESULTS

- Brand searches increased **14-fold**
- **61% increase** in interest among small business owners
- **33% unprompted** recall

Example 2:
KPMG "Consumer Advisory Collection"

APPROACH

- Created mock consumer product packaging for professional services
- Used retail-style creative in corporate context
- Playful take on serious services

RESULTS

- ROI of **746:1**
- Click-through rates **480% above benchmarks**
- Website traffic targets reached in **3 weeks of 5-month campaign**

Example 3:
Virgin Media O2's "Achieve Less"

APPROACH

- Subverted traditional 'more is better' messaging
- Minimalist creative approach
- Counterintuitive sustainability message

RESULTS

- **25.9M** impressions
- **65.5k** site visits
- ROI of **12.5:1**

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Trend 1.

Anti-Corporate Creativity

WHAT'S BEING LEFT BEHIND

Traditional Corporate Elements
- Dense technical language
- Formal business imagery
- Conservative color palettes
- Static presentations

Convention-Bound Content
- Product-focused messaging
- Feature-benefit lists
- Corporate jargon
- Impersonal tone

Traditional Formats
- Standard white papers
- Traditional case studies
- Corporate brochures
- Technical specifications

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MARKET CONTEXT & EMERGENCE

BUILDING THE BUSINESS CASE

Data-Driven Arguments
- Performance metrics from similar campaigns
- Competitor analysis
- Market research
- Audience insights

Risk Mitigation
- A/B testing plans
- Phased rollout approach
- Performance monitoring
- Clear success metrics

Stakeholder Management
- Executive alignment
- Cross-functional buy-in
- Clear objectives
- ROI projections

TACTICAL APPROACHES

Test & Learn
- Start with smaller initiatives
- Gather data
- Build case studies
- Scale successful elements

Internal Champions
- Identify supporters
- Build coalition
- Share successes
- Address concerns

Change Management
- Clear communication
- Stakeholder engagement
- Regular updates
- Success celebration

IMPLEMENTATION FRAMEWORK

Research & Analysis
- Market research
- Competitor analysis
- Audience insights
- Risk assessment

Strategy Development
- Market research
- Competitor analysis
- Audience insights
- Risk assessment

Stakeholder Engagement
- Executive briefings
- Team alignment
- Clear objectives
- Regular updates

EXECUTION PHASE

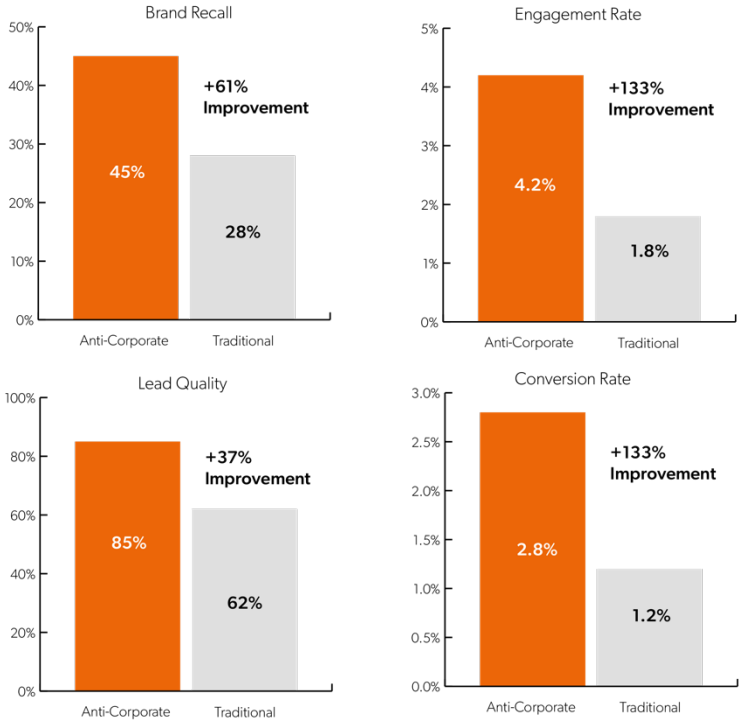
Creative Development
- Bold concepts
- Multiple options
- Testing plans
- Feedback loops

Implementation
- Phased rollout
- Performance monitoring
- Quick optimization
- Regular reporting

Trend 1.

Anti-Corporate Creativity

SUCCESS METRICS



MARKET CONTEXT & EMERGENCE

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CONCLUSIONS

Anti-corporate creativity represents a significant shift in B2B marketing, driven by market saturation, evolving audiences, and cultural changes. Success requires careful planning, strong stakeholder management, and balanced execution. When done well, it can deliver significantly better results than traditional approaches but requires careful navigation of internal stakeholders and clear demonstration of business value.

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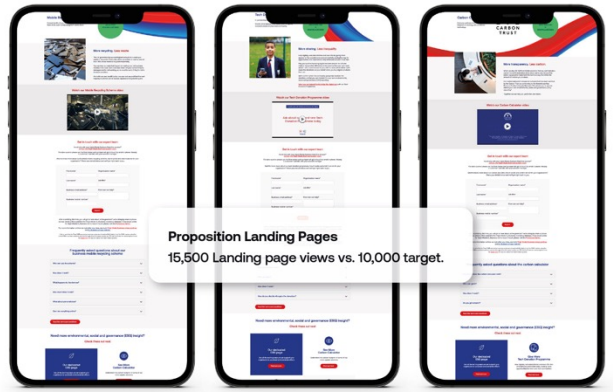
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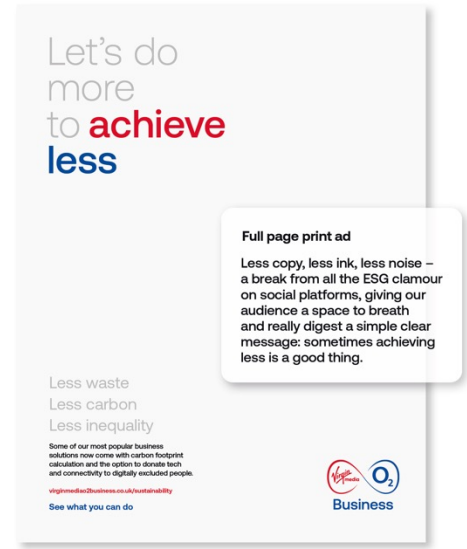
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- Counterintuitive sustainability message

Results:

- 25.9M impressions
- 65.5k site visits
- ROI of 12.5:1

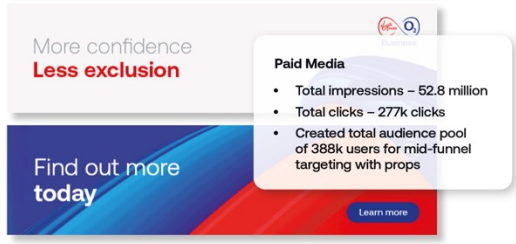


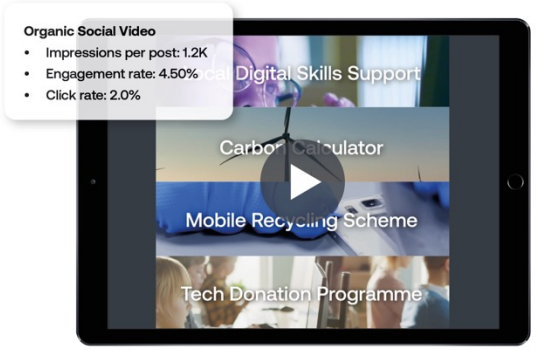












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Trend 2.

Physical & Digital Fusion





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Trend 2.
Physical & Digital Fusion

KEY FUSION APPROACHES

Lotlinx at NADA Las Vegas

PHYSICAL ELEMENTS

- RFID-enabled VIP cards for tracking interactions
- Interactive Scalextric race track installation
- Physical direct mail packs

DIGITAL INTERGRATION

- QR codes triggering AR experiences
- Real-time interaction tracking
- Digital lead capture

RESULTS

- 2,000% above target for YOY lead
- Generated 250+ sales demos
- Created $6M pipeline

Digital Investing Revolution

PHYSICAL ELEMENTS

- Experiential event space with digital integration
- Interactive demonstration areas
- Physical brand installations

DIGITAL INTERGRATION

- Real-time social media content creation
- Live digital engagement tracking
- Interactive mobile app

RESULTS

- NPS of 71.43 (beating internal benchmark of 43)
- 4.6/5 rating
- 20% post-event follow-up rate

GE Aerospace "Sound of Flight"

PHYSICAL ELEMENTS

- Airport installations
- Physical sound installations
- Traditional OOH placements

DIGITAL INTERGRATION

- 360° spatial audio on Spotify
- Interactive sound visualizations
- Social media integration

RESULTS

- 73.7M impressions
- 54.9M video plays
- 13.2M engagements

Sky Business "We're Here For You"

PHYSICAL ELEMENTS

- Traditional billboards
- Environmental installations
- Retail presence

DIGITAL INTERGRATION

- Digital screens with motion tracking
- Interactive content triggers
- Mobile engagement features

RESULTS

- 4.5% increase in brand familiarity
- 14% uplift in purchase consideration
- ROI of 12.5:1

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Trend 2.

Physical & Digital Fusion

INNOVATION TECHNIQUES

Sensory Integration (40% of implementations)

- GE Aerospace's engine sounds with visual equalizers
- Twilio's voice technology demonstrations
- EY's AI-enhanced face morphing with synchronized audio

Interactive Technologies (35% of implementations)

- RFID tracking
- AR triggers
- QR code integration
- Mobile app interaction
- Social media integration

Data Collection & Usage (25% of implementations)

- Footfall tracking
- Engagement metrics
- Cross-channel attribution
- Real-time analytics



SUCCESS FACTORS

Seamless Integration

- Consistent brand experience across touchpoints
- Smooth transition between physical and digital
- Unified data collection

Interactive Elements

- Real-time engagement features
- Personalization capabilities
- Immediate response mechanisms

Measurement Capabilities

- Cross-channel tracking
- Attribution modeling
- ROI analysis

COMMON CHALLENGES & SOLUTIONS

Technical Integration

- **Solution:** Phased implementation approach
- **Example:** Lotlinx's gradual rollout of RFID features

Interactive Elements

- **Solution:** Extensive testing and iteration
- **Example:** GE Aerospace's refinement of audio experience

Measurement Capabilities

- **Solution:** Unified measurement framework
- **Example:** BlackRock's integrated event analytics

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Trend 2.

Physical & Digital Fusion

ROI ANALYSIS

Cost-Benefit Comparison

Channel	Average ROI	Engagement Rate	Lead Quality
Full Physical-Digital	675%	4.2%	High
Partial Integration	3.9%	2.8%	Medium
Traditional Approach	4.2%	1.5%	Medium-Low

FUTURE TRENDS

Extended Reality

- Increased use of AR in physical spaces
- VR for remote participation
- Mixed reality experiences

IoT Integration

- Smart environmental controls
- Automated interaction tracking
- Real-time personalization

AI Enhancement

- Predictive engagement
- Personalized experiences
- Real-time optimization

BEST PRACTICES

Strategic Integration

- Start with clear objectives
- Map customer journey across touchpoints
- Ensure technology serves purpose

Experience Design

- Focus on seamless transitions
- Prioritize user experience
- Build in measurement capabilities

Execution Excellence

- Test thoroughly before launch
- Train staff comprehensively
- Monitor and optimize continuously

CONCLUSIONS

Physical-digital fusion represents a significant opportunity for B2B marketers to create more engaging, measurable, and effective campaigns. Success requires careful planning, seamless integration, and a focus on customer experience. The most effective implementations:

1. Prioritize seamless integration over technology showcasing
2. Focus on meaningful interaction rather than novelty
3. Build in comprehensive measurement capabilities
4. Maintain flexibility for optimization and iteration

The trend shows no signs of slowing, with future implementations likely to become more sophisticated as technology advances and audience expectations evolve.

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Lotlinx at NADA Las Vegas

Key Elements:

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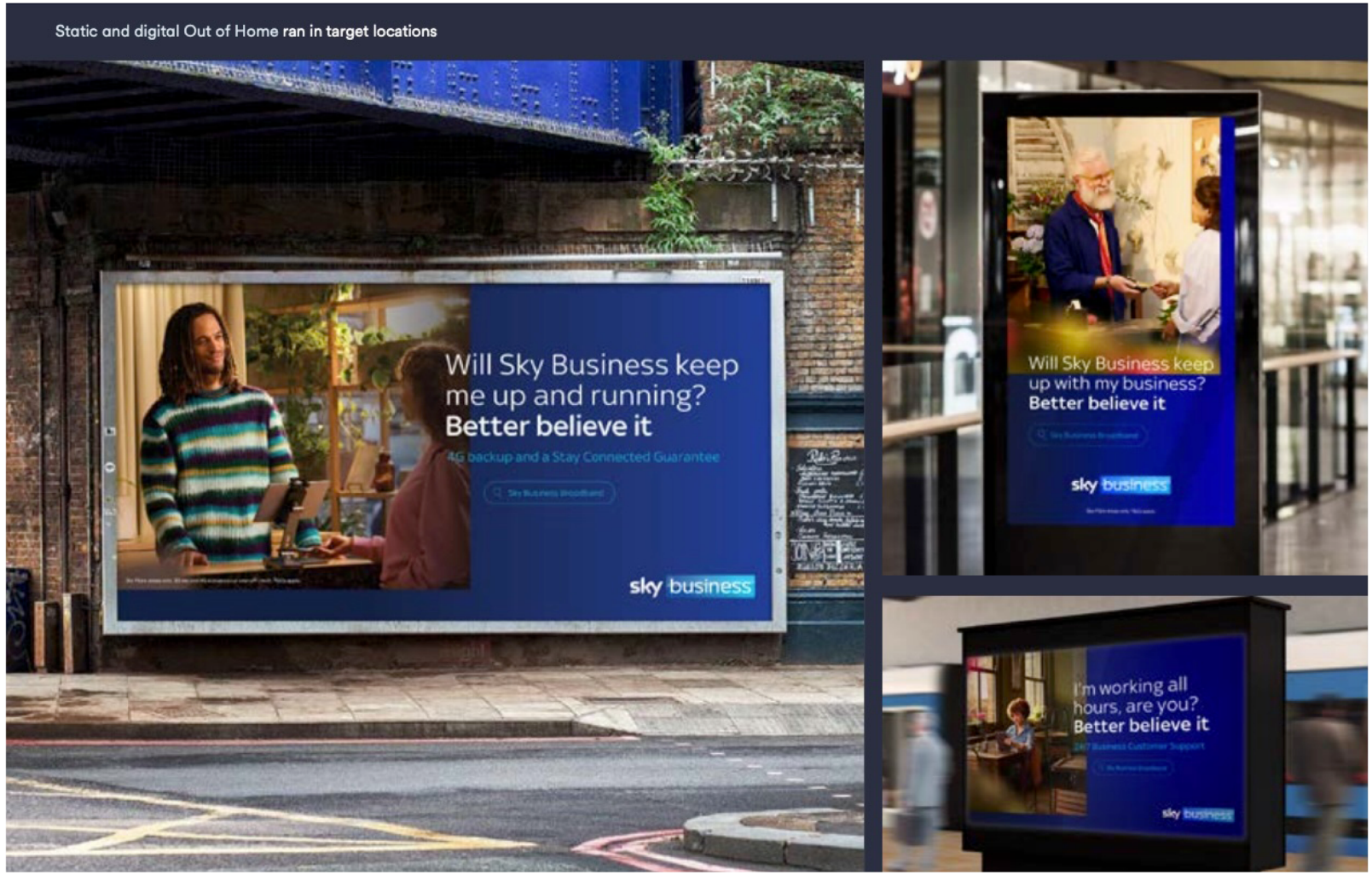
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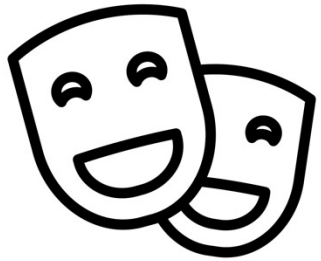
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Trend 3.

Entertainment Value trumping technical detail



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Trend 3.

Entertainment value trumping Technical detail

DEFINITION

A shift away from feature-focused, technical marketing toward content that prioritizes emotional engagement, storytelling, and entertainment value while weaving in technical information as a secondary element.

WHAT IT LOOKS LIKE

- Story-driven narratives
- High production value
- Consumer-grade entertainment quality
- Technical information integrated naturally rather than foregrounded
- Focus on human experience over product specifications

EXAMPLES FROM ENTRIES



GE Aerospace "Sound of Flight"

- Created ASMR-style engine sounds
- Turned technical product features into sensory experience
- Achieved 73.7M impressions vs typical technical content reaching 1-2M

Travelport "7 Wonders Challenge"

- Adventure-style documentary format
- Technical capabilities demonstrated through real-world challenge
- Generated 7.8M video views

Frontify "Spot the Brand"

- Game-based approach to brand management
- Technical features demonstrated through play
- 40,000+ game plays with average 15-minute engagement

WHY IT'S HAPPENING

Decision-maker Evolution

- B2B buyers increasingly expect B2C-grade experiences
- Growing fatigue with traditional technical marketing
- Rise of digital natives in decision-making positions

Market Conditions

- Increased competition driving need for differentiation
- Information overload making cut-through harder
- Technical parity making emotional connection more important

VALUE ADD

Engagement Metrics

- 3-4x higher view rates
- 2-3x longer engagement times
- 5x higher share rates

Business Impact

- Better message recall (typically, 40-50% higher)
- Improved brand preference scores
- Higher conversion rates from engaged audiences

IMPLICATIONS FOR MARKETERS

Skills & Resources

- Need for storytelling expertise
- Investment in higher production values
- Entertainment industry partnerships

Content Strategy

- Lead with story, support with technical detail
- Plan for multi-format content execution
- Build entertainment value into briefing process

Measurement Framework

- Include engagement quality metrics
- Measure emotional response
- Track long-term brand impact

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Trend 3.

Entertainment value trumping technical detail

KEY SUCCESS FACTORS ACROSS TRENDS

Traditional Corporate Elements

- Must be genuinely embedded in strategy
- Needs to align with company culture
- Requires consistent execution

Integration

- Align across channels
- Consistent through customer journey
- Connected to business strategy

Measurement

- Clear objectives
- Comprehensive metrics
- Long-term view

IMPLEMENTATION RECOMMENDATIONS



Start Small

- Test approaches in controlled environments
- Measure impact carefully
- Scale successful elements

Build Capability

- Develop internal skills
- Partner for specialist expertise
- Create supporting processes

Manage Change

- Secure stakeholder buy-in
- Communicate clear benefits
- Show early wins

FUTURE OUTLOOK

These trends suggest B2B marketing is moving toward:

Greater Sophistication

- More nuanced approaches
- Better integration
- Higher quality execution

Increased Authenticity

- More honest communication
- Better alignment with reality
- Stronger relationships

Higher Impact

- Better business results
- Stronger brand building
- More sustainable relationships

This evolution represents a fundamental shift in how B2B marketing engages audiences, suggesting a more mature and sophisticated approach is emerging.

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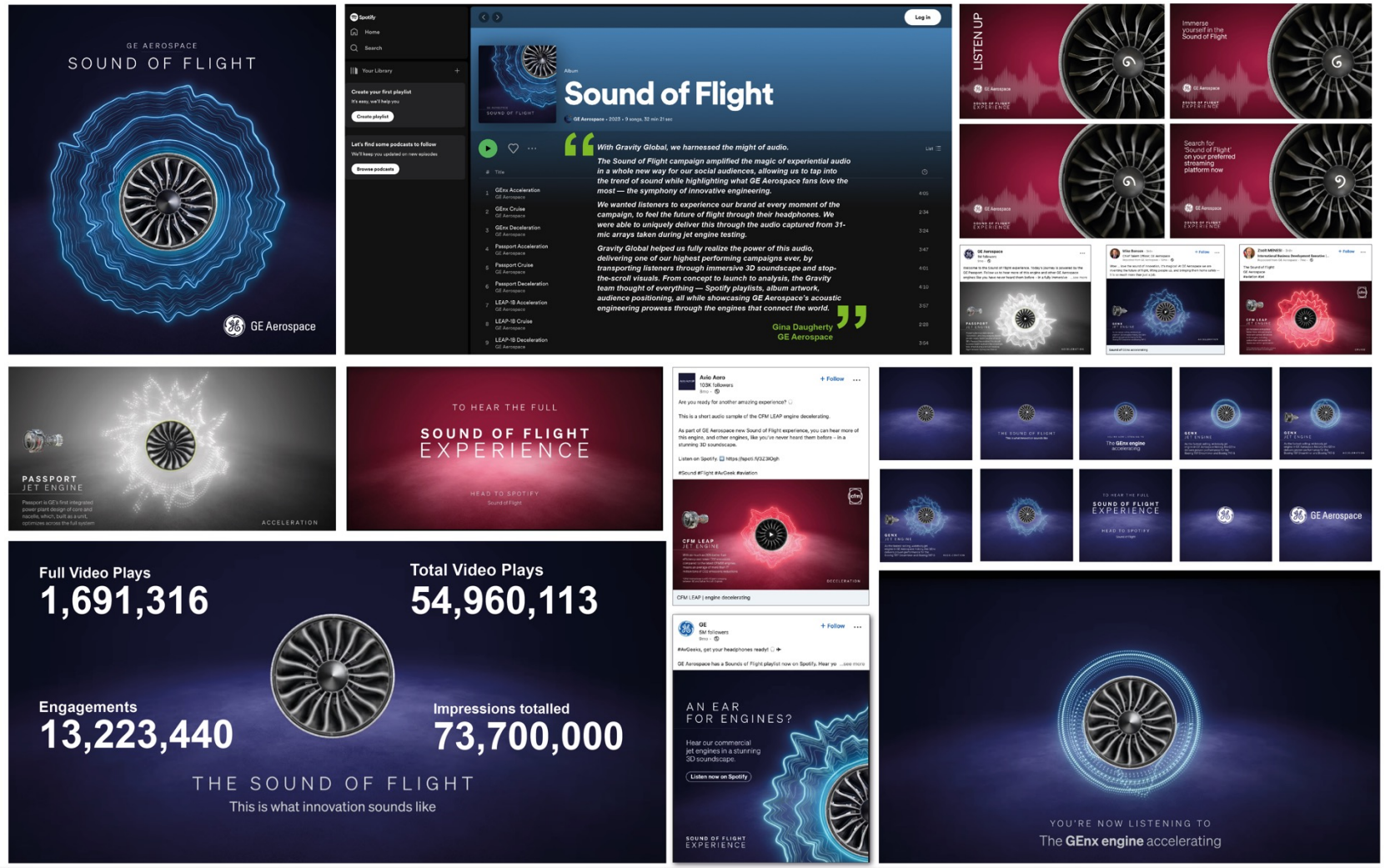
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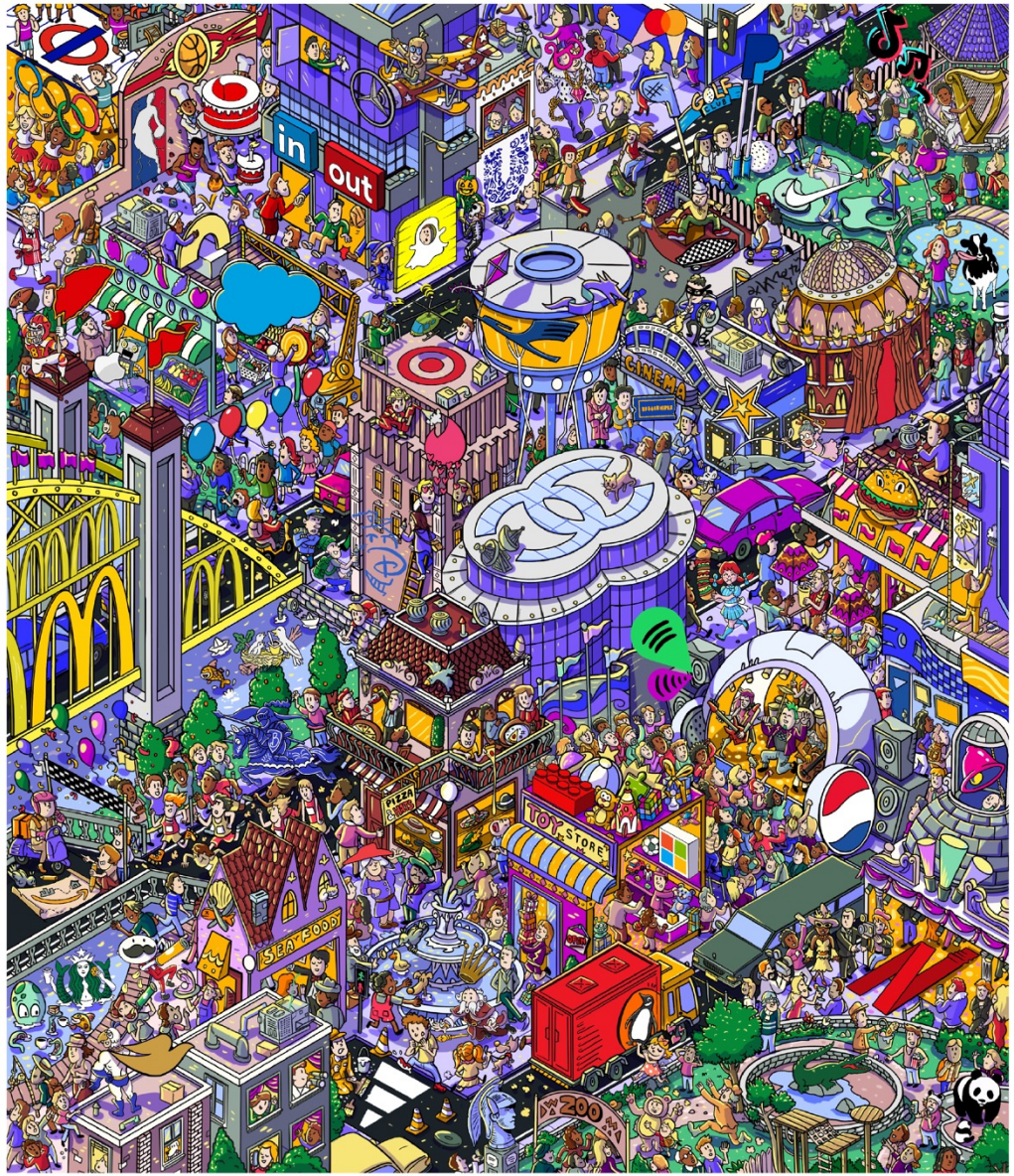
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Results:

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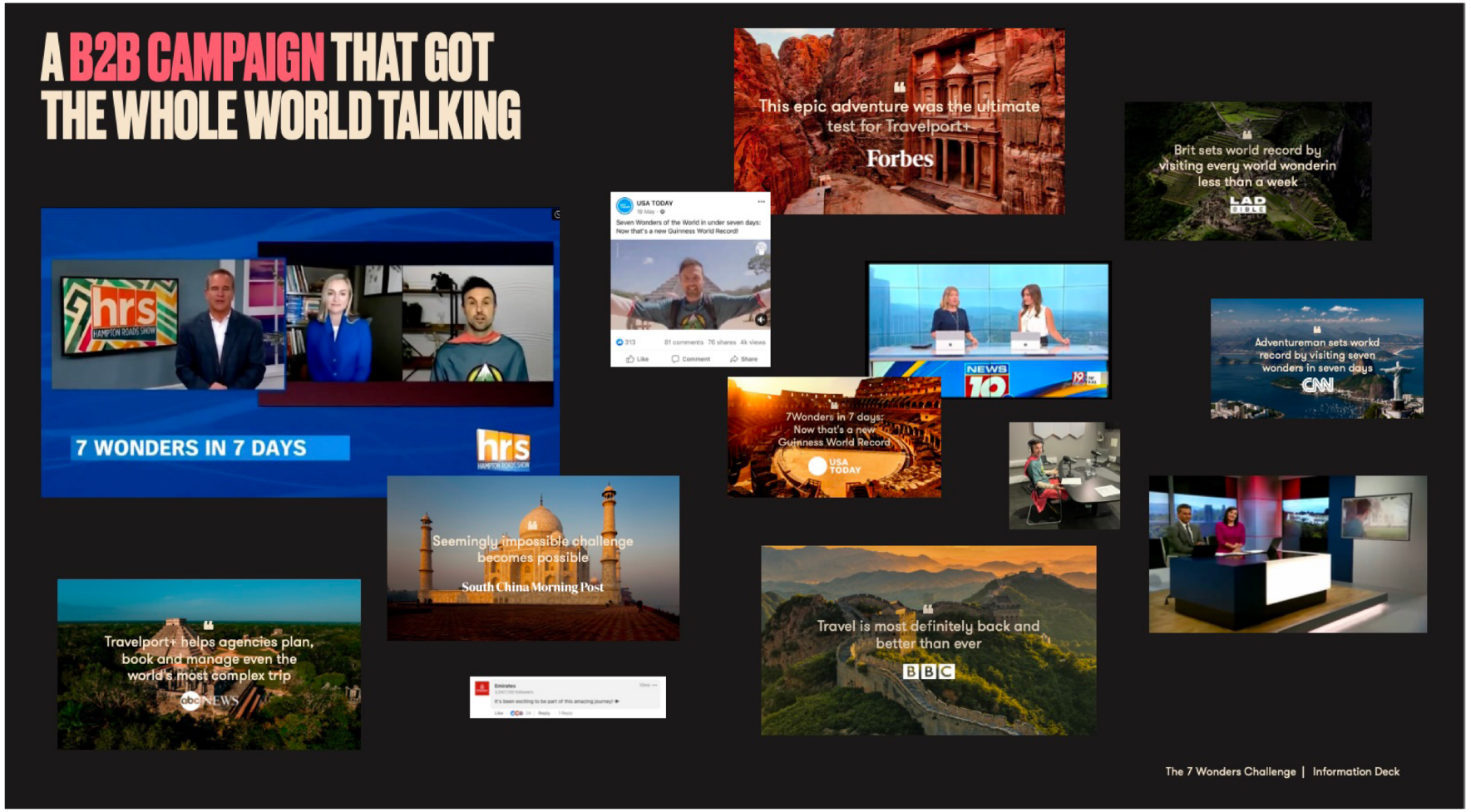
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Trend 4.

Employee-Centric Messaging



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Trend 4.

Employee-Centric Messaging

STRATEGIC APPROACHES

Real Stories (65% of campaigns)

- Unscripted testimonials
- Day-in-the-life content
- Personal impact narratives

Visual Authenticity (55% of campaigns)

- Candid photography
- Natural environments
- Minimal staging

Voice Integration (45% of campaigns)

- Direct employee quotes
- Personal perspectives
- Team collaboration stories

IMPACT ANALYSIS

Market Adoption Rate

Of the awards submissions analyzed:

- 32% featured significant employee-centric messaging
- 15% used employees as primary campaign focus
- 25% incorporated employee stories as supporting elements

Total adoption rate: 72% showed some form of employee inclusion

Why Employee-Centric Messaging is Growing

Authenticity in B2B

- 83% of B2B buyers value authenticity over polished corporate messaging
- Employee stories viewed as 4x more credible than executive communications
- Real staff experiences create stronger emotional connections

Market Context

- Post-pandemic emphasis on human connection
- Growing skepticism toward traditional corporate messaging
- Increased value placed on transparency

Business Impact

- 35% higher engagement rates vs traditional corporate messaging
- 42% increase in content sharing
- 28% higher conversion rates

Industry Adoption Analysis

High Adoption Industries (>60% of submissions)

Professional Services

- EY (AI face morphing)
- KPMG (consumer-style employee stories)
- Capgemini (TechnoVision human stories)

Technology

- Zonal (staff body painting)
- Amazon Ads (employee narratives)
- Twilio (voice technology demonstrations)

Medium Adoption Industries (30-60% of submissions)

Financial Services

- Allica Bank (staff in brand story)
- M&G Investments (employee expertise)

Telecommunications

- Virgin Media O2 (staff sustainability stories)
- BT (employee technical expertise)

Lower Adoption Industries (<30% of submissions)

Manufacturing

- Limited employee focus
- Product-centric messaging dominates

Industrial

- Traditional approach preferred
- Technical specifications prioritized

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Trend 4.

Employee-Centric Messaging

CHANNEL EFFECTIVENESS BY INDUSTRY

Professional Services

Channel	Engagement Rate	Cost per Engagement
LinkedIn	4.8%	£2.20
Instagram	3.9%	£3.40
YouTube	4.2%	£2.80
Corporate Blog	3.1%	£1.90

Technology

Channel	Engagement Rate	Cost per Engagement
YouTube	5.1%	£2.40
LinkedIn	4.5%	£2.60
Twitter	3.2%	£3.80
TikTok	4.8%	£2.90

Financial Services

Channel	Engagement Rate	Cost per Engagement
LinkedIn	3.9%	£2.90
Corporate Blog	3.4%	£2.20
Instagram	2.8%	£3.60
YouTube	3.5%	£3.10

MOST EFFECTIVE CHANNEL COMBINATIONS

High-Impact Channel Mix

Primary Channels

- LinkedIn (professional storytelling)
- YouTube (long-form narratives)
- Instagram (behind-the-scenes content)

Supporting Channels

- Corporate blog (detailed stories)
- Email (personal narratives)
- Internal communications (employee engagement)

Success Rates by Content Type

Content Type	Engagement	Share Rate	Trust Score
Employee Video Stories	4.8%	3.2%	8.4/10
Written Testimonials	3.2%	2.1%	7.6/10
Behind-the-Scenes	4.1%	3.8%	8.2/10
Day-in-Life Content	4.5%	3.5%	8.5/10

STRATEGIC CONSIDERATIONS BY INDUSTRY

Professional Services

- **Key Focus:** Expertise demonstration
- **Best Channels:** LinkedIn, YouTube
- **Content Type:** Thought leadership with personal elements

Technology

- **Key Focus:** Innovation & human impact
- **Best Channels:** YouTube, Instagram
- **Content Type:** Product demos with employee stories

Financial Services

- **Key Focus:** Trust building
- **Best Channels:** LinkedIn, Corporate Blog
- **Content Type:** Expert insights with personal context

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Trend 4.

Employee-Centric Messaging

SUCCESS METRICS BY INDUSTRY

Professional Services

- Average engagement increase: +45%
- Lead quality improvement: +38%
- Brand trust lift: +32%

Technology

- Average engagement increase: +52%
- Lead quality improvement: +41%
- Brand trust lift: +35%

Financial Services

- Average engagement increase: +28%
- Lead quality improvement: +25%
- Brand trust lift: +30%

KEY LEARNINGS

Channel Selection

- Match channels to industry expectations
- Align with employee comfort levels
- Consider audience preferences

Content Strategy

- Balance professional with personal
- Maintain consistent quality
- Enable cross-channel adaptation

Implementation

- Provide employee support
- Ensure brand alignment
- Monitor and optimize performance

CONCLUSIONS

Employee-centric messaging has become a significant trend in B2B marketing, with 72% of analyzed campaigns incorporating some form of employee storytelling. Its effectiveness varies by industry and channel, but, when properly executed, it consistently outperforms traditional corporate messaging across key metrics.

The trend is most successful when:
1. Channel selection aligns with industry norms
2. Content strategy balances professional and personal elements
3. Implementation includes proper employee support and brand alignment
4. Measurement focuses on both engagement and business impact

This approach shows no signs of slowing, with increasing adoption rates across industries and continuing evolution in content formats and channel usage.

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EY "Face of the Future"

Core Approach:
Combined 200+ employee faces using AI

Key Elements:

- Real employee participation and stories
- AI-enhanced visualization
- Personal narratives merged with technology message

Results:

- 300+ media mentions
- 600+ articles
- 260M estimated reach
- 43% Share-of-Voice on LinkedIn



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Zonal "We're Here For You"

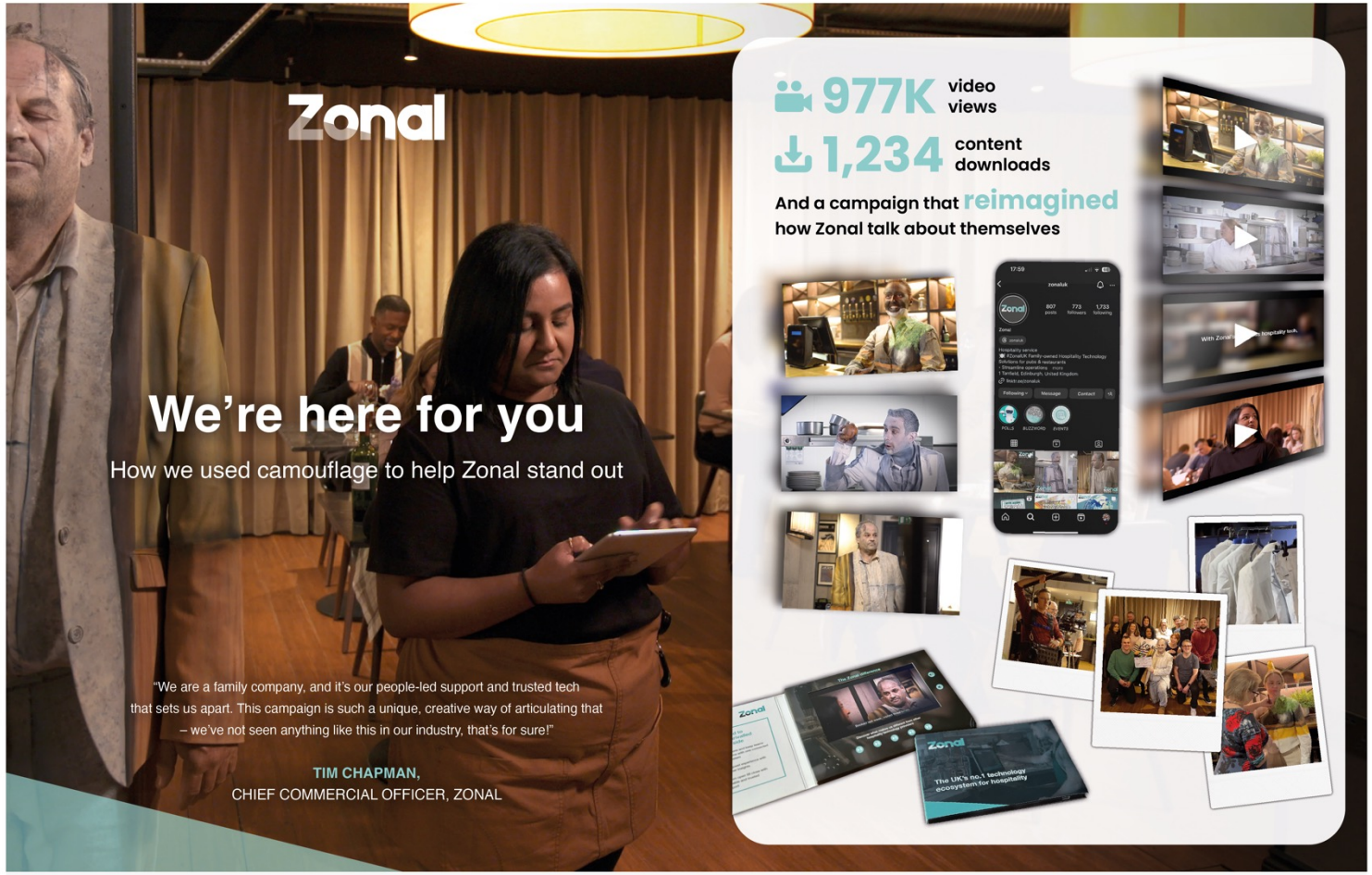
Core Approach:
Body-painted staff into hospitality scenes

Key Elements:

- Actual support staff as creative focus
- Innovative body art technique
- Integration of staff into customer environments

Results:

- 977,196 video views
- 14% uplift in purchase consideration
- 22% uplift in brand preference
- ROI of 12.5:1



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Reward Gateway Edenred "The Power of Appreciation"

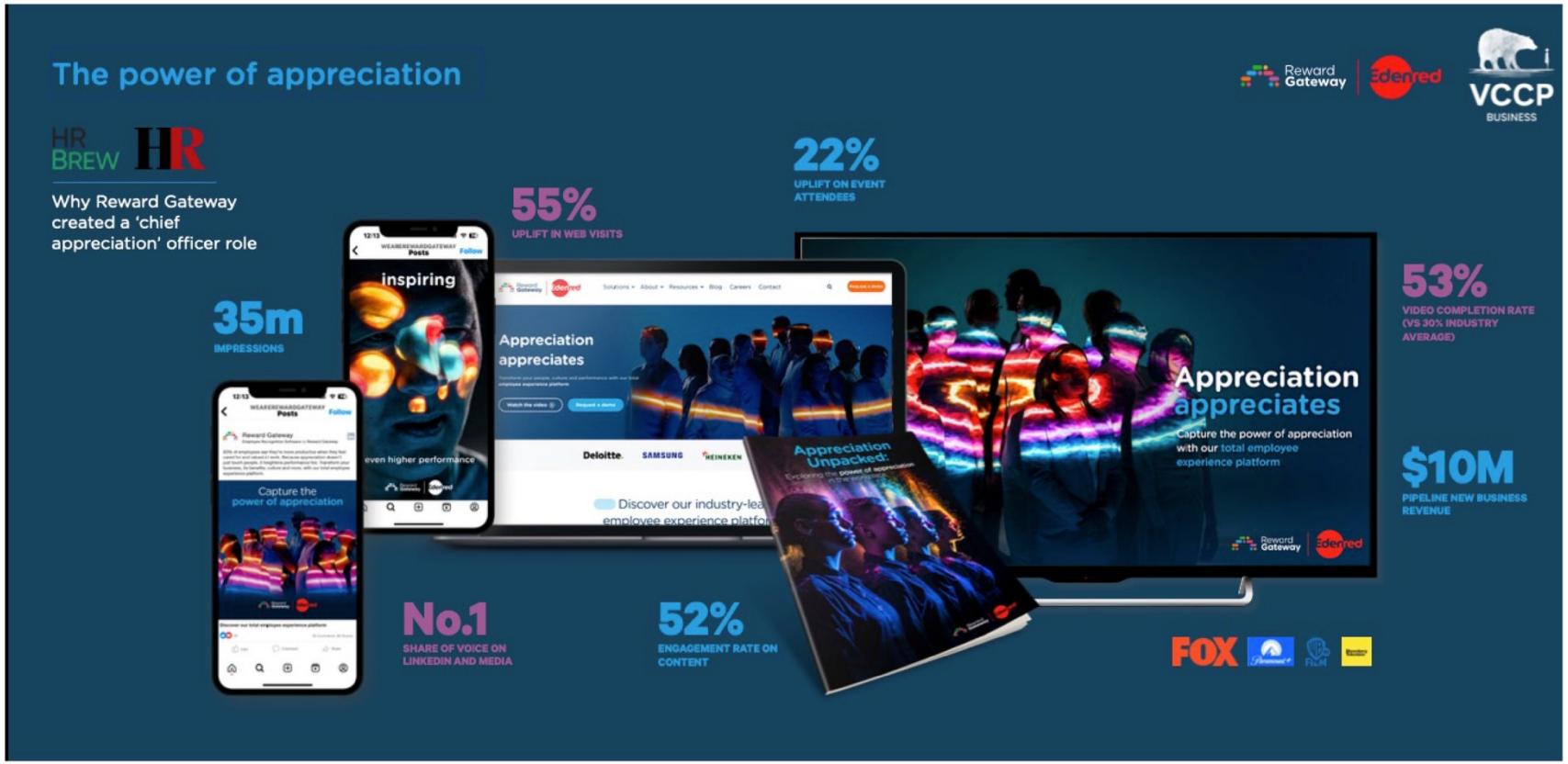
Core Approach:
Light projection on employees showing transformation

Key Elements:

- Emotional storytelling through staff experiences
- Visual metaphor of light representing appreciation
- Real employee testimonials

Results:

- 55% year-on-year uplift in web visits
- Ranked #1 for SOV vs competitors
- 21% uplift in employer attendance



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Trend 5.

Radical Transparency



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Radical Transparency

DEFINITION

A deliberate strategy of openly discussing industry challenges, company limitations, and market problems, moving away from the traditional "everything is perfect" corporate narrative.

WHAT IT LOOKS LIKE

- Open acknowledgment of industry problems
- Sharing of real challenges and failures
- Authentic discussion of limitations
- Clear articulation of improvement plans

EXAMPLES FROM ENTRIES



WUN
"Unconscious Bias Report"

- Direct confrontation of industry gender bias
- Raw data sharing showing negative trends
- Unfiltered employee testimonials
- 112 pieces of media coverage

Oscar Acoustics
"Noise Annoys"

- Direct challenge to industry practices
- Open discussion of workplace problems
- Sharing of negative customer experiences
- 637% increase in completed forms

ServiceNOW
"EMEA Consumer Voice"

- Transparent sharing of customer dissatisfaction
- Open discussion of service gaps
- Clear acknowledgment of industry shortcomings

WHY IT'S HAPPENING

Market Evolution

- Growing distrust of corporate messaging
- Increased value placed on authenticity
- Social media driving transparency expectations

Buyer Behavior

- Sophisticated research capabilities
- Peer review importance
- Value placed on honest communication

VALUE ADD

Trust Metrics

- Higher credibility scores
- Improved brand trust
- Better customer relationships

Commercial Impact

- Faster sales cycles
- Higher quality leads
- Improved customer retention

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IMPLICATIONS FOR MARKETERS

Content Strategy

- Build transparency into messaging framework
- Create safe spaces for honest discussion
- Develop crisis management protocols

Stakeholder Management

- Secure senior leadership buy-in
- Align legal and compliance teams
- Prepare internal teams for transparency

Measurement Approach

- Track trust metrics
- Monitor sentiment analysis
- Measure long-term relationship strength

Trend 5.

Radical Transparency

EXECUTIVE SUMMARY

Traditional B2B marketing typically presents a polished, problem-free narrative focusing on solutions rather than challenges. However, analysis of 2024's B2B Marketing Awards entries reveals an emerging counter-trend: companies actively choosing to be transparent about industry challenges, organizational limitations, and uncomfortable truths.

DEFINITION & DISTINCTION

Radical transparency in B2B marketing represents a deliberate strategy to openly acknowledge and discuss industry problems, organizational challenges, and market limitations. This contrasts with traditional B2B approaches in several key ways:

Traditional B2B Approach

- Focus on solutions and capabilities
- Present perfect case studies
- Minimize discussion of challenges
- Corporate, formal tone
- Controlled messaging

Radical Transparency Approach

- Acknowledge industry problems
- Share real challenges and limitations
- Present authentic customer experiences
- More conversational, direct tone
- Open dialogue about difficulties

CONTEXT & EMERGENCE

Several factors have driven this trend:

Trust Deficit

- Growing skepticism toward traditional corporate messaging
- Increased value placed on authenticity
- Social media driving transparency expectations

Market Evolution

- Better-informed buyers conducting deeper research
- Increased access to peer reviews and experiences
- Rise of social proof in B2B decision-making

Cultural Shifts

- Younger decision-makers expecting authenticity
- Growing importance of purpose and values
- Desire for honest, direct communication

COMMON CHARACTERISTICS

Campaigns exhibiting radical transparency typically share these elements:

Content Approach

- Direct acknowledgment of problems
- Use of real, unfiltered customer voices
- Sharing of negative experiences alongside positive
- Clear articulation of limitations

Tone & Style

- More conversational, less corporate
- Willingness to show vulnerability
- Focus on authentic experiences
- Open discussion of challenges

Channel Strategy

- Multi-channel approach
- Strong social media presence
- Direct customer engagement
- Open feedback forums

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Trend 5.

Radical Transparency

GUIDANCE FOR MARKETERS

Strategic Alignment

- Ensure approach aligns with company values
- Secure senior leadership buy-in
- Prepare for potential negative reactions

Risk Assessment

- Evaluate competitive impact
- Consider legal implications
- Assess stakeholder reactions

Resource Requirements

- Build internal capability for authentic communication
- Develop crisis management protocols
- Create support systems for transparency

COMMON OBSTACLES

Internal Resistance

- Legal department concerns
- Marketing team discomfort
- Sales team skepticism

Implementation Challenges

- Maintaining consistency
- Managing negative feedback
- Balancing transparency with discretion

Measurement Difficulties

- Defining success metrics
- Tracking long-term impact
- Attributing business results

RECOMMENDATIONS

Start Small

- Begin with pilot programs
- Test approaches in controlled environments
- Build on successful elements

Build Support

- Develop strong internal communications
- Create stakeholder engagement plan
- Demonstrate early wins

Measure Effectively

- Define clear metrics
- Track both short and long-term impact
- Monitor customer response

CONCLUSION

Radical transparency represents a significant shift in B2B marketing approach. While challenging to implement, evidence from the 2024 B2B Marketing Awards suggests it can deliver strong results when executed well. Success requires careful planning, strong organizational support, and commitment to authentic communication.

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EXAMPLES FROM 2024 AWARDS

Women's Utilities Network (WUN) - "Unconscious Bias Report"

Approach:

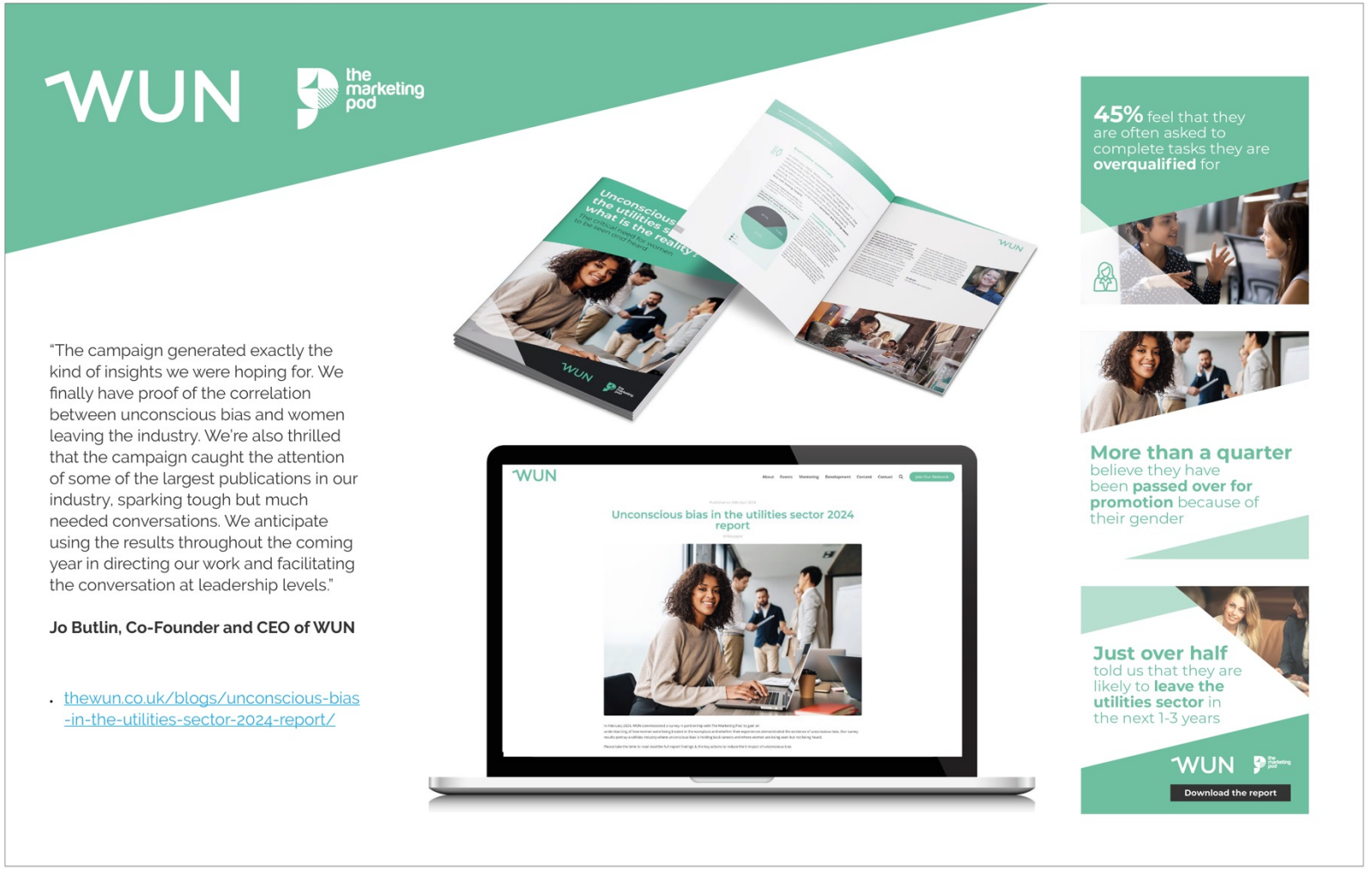
- Direct confrontation of gender bias in utilities sector
- Shared uncomfortable statistics about women leaving industry
- Used unfiltered testimonials from affected employees

Why It Worked:

- Addressed a critical industry issue others avoided
- Created platform for authentic dialogue
- Generated trust through honesty

Results:

- 112 pieces of media coverage
- 8 pieces of thought leadership content published
- Created new industry conversations
- Sparked organizational change initiatives



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EXAMPLES FROM 2024 AWARDS

Oscar Acoustics - "Noise Annoys"

Approach:

- Openly discussed negative impact of poor office acoustics
- Shared real customer frustrations and challenges
- Acknowledged industry's slow response to problem

Why It Worked:

- Resonated with real customer experiences
- Built credibility through honesty
- Created urgency for change

Results:

- 637% increase in completed forms
- 155% increase in organic traffic
- Significant revenue growth attributed to campaign



Target	Result
30 articles	53 articles and 21 back links
1m reach	1.58m reach
50 downloads	118 downloads
Increase new organic website visitors by 30% from 8,500 to 11,000	Increased by 55% to 13,250
Increase website completed forms by 100% from 563 to 1,125	Increased by 538% to 3,591

Testimonial:

"I'm happy, the business has grown by a third, of which 70% is down to Noise Annoys. The Think Tank got behind our brief and really grasped what we were trying to achieve. They've secured us consistent visibility, and brought us sales leads in abundance, while helping us demonstrate the true cost of excess noise."

Ben Hancock, Managing Director, Oscar Acoustics

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EXAMPLES FROM 2024 AWARDS

ServiceNow - "EMEA Consumer Voice"

Approach:

- Transparent sharing of customer dissatisfaction data
- Open discussion of service gaps
- Clear acknowledgment of industry shortcomings

Why It Worked:

- Built trust through honest assessment
- Demonstrated understanding of customer challenges
- Positioned company as change leader

Results:

- 339 new leads generated
- 112 pieces of media coverage
- Significant improvement in brand trust metrics

servicenow

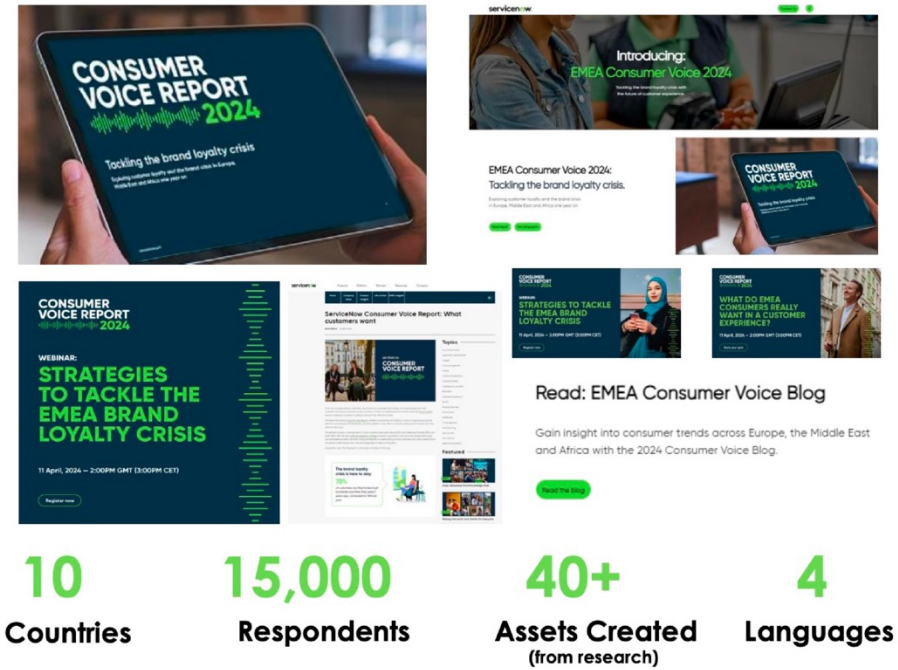
EMEA Consumer Voice performance to date*:

*Campaign live 24Q2 to 24Q4

112 (incl. 19 National pieces)
Media Coverage

339
LeadGen td

$1.64M
Whitepaper PipeGen td



10 Countries
15,000 Respondents
40+ Assets Created (from research)
4 Languages

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B2B MARKETING AWARDS
FROM B2B MARKETING

Channels and techniques to watch

- Long-form content
- Gamification
- Dynamic visualization
- Influencer marketing
- Multi-format content ecosystems



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B2B MARKETING AWARDS
FROM B2B MARKETING

Where can I find out more about what's shaping B2B marketing?

There's an incredible wealth of insight which we're curating and collating from the B2B Marketing Awards, and we'll make available to our Propolis community as a priority.

Propolis is the community intelligence platform which helps B2B marketers to shape their marketing strategy, while honing the skills and effectiveness of the whole team; all with the express goal of delivering business growth. If you'd like to know more about Propolis, please contact harry.williams@b2bmarketing.net

The B2B Marketing Awards will open again in spring 2025, when we will announce the categories and open for entries. Judging will take place in the summer and winners announced in November. If you'd like more information please contact louise.edkins@b2bmarketing.net







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B2B MARKETING AWARDS
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Want to know more about the award-winning campaigns?

DOWNLOAD REPORT HERE

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