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The B2B Marketing UK Agencies Benchmarking Report

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The golden age of marketing?



David Rowlands,
head of content,
B2B Marketing

In last year's UK Agencies Benchmarking Report, I wrote that 'the future is bright,' referencing the fact that 89% of UK agencies were expecting growth or strong growth over the coming 12 months. Well, if the future was bright then, it's positively blinding now. In this year's report, every single UK agency we asked said they were expecting growth or strong growth over the next 12 months. Time to crack open the champagne.

As we emerge from the pandemic, it appears that UK agencies have – for the most part – made it through to the other side hardened and in a more robust position than previously. Evolution that was expected to happen over a matter of years has happened seemingly overnight, with digital marketing now dominating the landscape, and marketing's respect and status in businesses duly earned.

As I reference later in this report, Clive Armitage, the CEO of Agent3 (one of the highest performing agencies in this year's report), commented: "I'm tremendously excited about the future. It feels like we're entering a golden age for marketing. A time when we, as marketers, through intelligent, data-led strategies can add real, predictable, value to the brands we work for. For too long, marketing has cowered in sales' shadow, uncertain how we truly added value and at the mercy of the whim of a demanding, and often dismissive, sales function. That dynamic is shifting as sales and marketing leaders converge around account-centric growth strategies that require alignment and joint enterprise."

Of course, Clive is just one of a number of agency leaders who have reported a particularly strong year. If you want to see who our highest performers are, just head to the tables on pages 13 and 14. And if you want to hear more from Clive and his peers, just head to the feature on page 47.

Nonetheless, it's not all sunshine and rainbows. As we'll see in this report, the average UK gross income actually decreased (albeit only very, very slightly) – and perhaps this is to be expected given the restrictions imposed over the last two years. However, most agencies have still grown, and the facts don't lie – all UK agencies we spoke to are expecting to grow over the coming 12 months.

There will be challenges along the way. As we'll see, issues around staffing and short-termism remain key issues for agencies this year, and 2022 won't be an easy year by any stretch. Overall though, the UK agency marketplace is looking in good shape, and ready to continue to help marketing become the business driver it was always designed to be.

So, on that positive note, we hope you enjoy this year's report. We'll kick things off with our annual league tables, and then head into our features and agency commentaries. If you want to learn more about any of this year's sponsors (highlighted in the league tables), just head to their showcase pages, starting on page 73.

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League tables

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Top 81 UK B2B marcomms agencies

This table shows the largest UK B2B marketing agencies ranked by UK gross income (GI) in their most recently closed financial year.

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI in £m	YoY UK GI % change	UK headcount 2021	UK YoY headcount % change	Rank in 2021	Rank change
1	Edelman	61.4	4.2	7.4	561	14	1	—
2	**Merkle B2B** *(p.91)*	21.3	1.1	5.4	188	9.3	5	↑
3	**Gravity Global** *(p.89)*	18	1	5.9	150	7.1	7	↑
4	**Bray Leino** *(p.81)*	17.7	-1.9	-9.8	231	-4.6	6	↑
5	**Agent3** *(p.75)*	17.5	5.7	48.6	88	44.3	n/a	*
6	**Kingpin Communications** *(p.107)*	16.1	5.9	58.2	46	31.4	13	↑
7	Transmission	15	0.8	5.9	125	13.6	9	↑
8	**Twogether** *(p.113)*	14.5	1.1	8.5	182	30	12	↑
9	Brands2Life	14.1	-0.8	-5.7	162	27.6	n/a	*
10	**Radley Yeldar** *(p.105)*	13.6	-2.2	-13.9	184	7	8	↓
11	Hotwire (UK arm only)	11.4	2.8	33.3	79	27.4	n/a	*
12	**The Marketing Practice** *(p.107)*	10.4	0.6	5.8	138	6.2	15	↑
13	The Creation Agency	10.1	4.3	74.1	54	12.5	n/a	*
14	**MOI Global** *(p.95)*	8.5	0.7	9	78	52.9	16	↑
15	Omobono	8.1	-0.7	-8	64	-5.9	18	↑

Key: * New entry: Included in the survey for the first time ↑ Moved up rankings ↓ Moved down rankings — Stayed the same

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Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI in £m	YoY UK GI % change	UK headcount 2021	UK YoY headcount % change	Rank in 2021	Rank change
16	Teamspirit	7.9	-1.1	-12	90	4.7	17	↑
17	Harvard	7.6	0.2	2.4	95	17.3	20	↑
18	Stein IAS	6.6	0.8	13.8	70	-7.9	25	↑
19	Clevertouch Marketing	6.2	1.4	27.8	84	12	32	↑
20	Revere	6.1	0.7	13	61	29.8	29	↑
21	**Purple Agency** *(p.103)*	**5.8**	**-1**	**-15.2**	**122**	**4.3**	**22**	↑
22	Velocity	5.8	0.1	1.8	60	-4.8	26	↑
23	OMNE Agency	5.7	3.5	152.1	35	133.3	n/a	*
24	**Torpedo** *(p.111)*	**5.7**	**0.8**	**16**	**71**	**6**	**n/a**	*
25	MarketOne Europe	5.7	0.3	4.9	48	-14.3	27	↑
26	Octopus Group	5.1	0.1	2.4	60	17.6	30	↑
27	The Telemarketing Company	5.1	1.2	31.8	259	14.6	40	↑
28	Inside Global	4.8	0.7	16.3	95	21.8	37	↑
29	Clarify	4.8	-1.2	-19.6	109	55.7	24	↓
30	Cyber-Duck	4.8	1.6	49.5	64	42.2	65	↑
31	**TMW Business** *(p.109)*	**4.8**	**0.5**	**11.6**	**46**	**21.1**	**36**	↑
32	Earnest	4.5	1	28.6	51	34.2	43	↑
33	Wyatt International	4.4	-0.5	-9.7	33	-5.7	31	↓
34	Whiteoaks International	4	-0.4	-8.7	38	0	35	↑
35	Fox Agency	3.9	1.7	75.4	44	83.3	58	↑
36	**Gilroy** *(p.87)*	**3.7**	**2**	**119**	**31**	**47.6**	**n/a**	*
37	CCgroup	3.6	-0.1	-3.2	36	33.3	41	↑
38	Wavemaker Business	3.4	1.1	49.3	22	22.2	n/a	*

Key: * New entry: Included in the survey for the first time ↑ Moved up rankings ↓ Moved down rankings – Stayed the same

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Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI in £m	YoY UK GI % change	UK headcount 2021	UK YoY headcount % change	Rank in 2021	Rank change
39	**Armstrong** *(p.77)*	**3.2**	**1.7**	**111.2**	**38**	**111.1**	**n/a**	*
40	Red Lorry Yellow Lorry	3.2	0.2	6	23	21.1	52	↑
41	Wildfire	3.1	-0.02	-0.6	24	-7.7	55	↑
42	Jellybean Creative	2.9	0.9	45	23	4.5	59	↑
43	The Think Tank	2.9	0.8	37.3	35	34.6	63	↑
44	**Napier** *(p.99)*	**2.8**	**0.05**	**1.8**	**34**	**0**	**54**	↑
45	Punch!	2.6	0.7	39	49	32.4	64	↑
46	**Digital Radish** *(p.83)*	**2.5**	**1.5**	**141.1**	**37**	**76.2**	**69**	↑
47	CIB	2.5	0.2	6.7	31	3.3	56	↑
48	Coterie Marketing	2.4	1.2	90.5	12	33.3	70	↑
49	strategicabm	2	0.7	54.5	17	-19	74	↑
50	Tangent	2	-0.2	-9	57	-10.9	23	↓
51	AD Communication	2	-0.2	-11.2	18	0	n/a	*
52	Blend Marketing	1.9	0.5	38.8	36	28.6	n/a	*
53	Babel	1.9	-0.4	-16.3	19	5.6	n/a	*
54	LogicLogicMagic	1.8	1.7	2862	11	266.7	n/a	*
55	438 Marketing	1.7	0.04	2.3	22	4.8	67	↑
56	Velo	1.7	0.06	3.7	30	25	68	↑
57	Fifth Ring	1.6	-0.9	-36.7	30	15.4	n/a	*
58	Don't be shy	1.6	0.3	27.3	25	13.6	71	↑
59	Agency Inc	1.5	0.4	40.4	22	10	n/a	*
60	Rooster Punk	1.5	0.2	16.6	15	66.7	73	↑
61	93digital	1.5	0.5	49.6	33	73.7	n/a	*

Key: * New entry: Included in the survey for the first time ↑ Moved up rankings ↓ Moved down rankings – Stayed the same

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Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI in £m	YoY UK GI % change	UK headcount 2021	UK YoY headcount % change	Rank in 2021	Rank change
62	Generate UK	1.4	0.1	8.5	22	0	n/a	*
63	Forepoint	1.4	0.2	16.7	24	4.3	75	↑
64	Gripped	1.3	0.5	52.9	25	66.7	83	↑
65	Stream Loyalty	1.2	0.4	48.9	16	23.1	86	↑
66	Modern	1.2	0.3	29.5	32	128.6	57	↓
67	The Marketing Pod	1.1	0.3	33	24	33.3	79	↓
68	Lesniak Swann	1.1	0.2	28	10	-16.7	85	↑
69	Jargon PR	1	0.02	2.5	20	33.3	80	↑
70	Purechannels	0.9	0.4	76.5	20	185.7	n/a	*
71	Bright	0.8	-0.2	-20.4	22	100	81	↑
72	JTF Marketing	0.8	0.3	48.6	6	100	88	↑
73	Novacom	0.8	-0.01	-1.7	11	10	87	↑
74	Realia Marketing	0.7	0.1	21.1	9	28.6	n/a	*
75	**Move Marketing** *(p.97)*	**0.7**	**0.2**	**55.9**	**9**	**28.6**	**90**	↑
76	Fourth Day PR	0.6	-0.1	-14.8	11	-15.4	89	↑
77	Ice Blue Sky	0.6	0.2	66.5	10	100	91	↑
78	Ziggy Agency	0.5	0.5	1180.3	16	433.3	n/a	*
79	STM Group	0.2	-0.001	-0.8	5	400	94	↑
80	BCM Agency	0.1	-0.02	-10.3	9	200	95	↑
81	**POPcomms** *(p.101)*	**0.06**	**-0.09**	**-63.2**	**10**	**42.9**	**92**	↑

Key: * New entry: Included in the survey for the first time ↑ Moved up rankings ↓ Moved down rankings – Stayed the same

In this year's main league table, we have excluded all agency networks to ensure accurate comparison between all standalone agencies. The networks table can be found on page 12.

Agencies in bold are sponsors of this year's report. To hear more from them, head to page numbers listed.

**Kingpin and Omobono were acquired by The Marketing Practice Group after their most recent financial years ended. Therefore, the standalone figures of Kingpin, Omobono and The Marketing Practice are submitted in this table. The Marketing Practice Group's figures, however, which include those of The Marketing Practice, Kingpin and Omobono, can be found in the network table on page 12.*

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Top agency networks

Rank	Agency	UK GI in most recent financial year	Change in UK GI in £m	YoY UK GI % change	UK headcount 2021	UK YoY headcount % change
1	MSQ B2B	55.1	5.5	11.1	669	15.1
2	**The Marketing Practice Group** *(p.107)*	**34.6**	**5.8**	**20.1**	**252**	**8.2**
3	**Expandi Network** *(p.85)*	**27**	**15**	**125**	**150**	**328.6**
4	**VCCP Business** *(p.115)*	**24.7**	**-1.9**	-7.1	**207**	**-1.4**
5	CTI Digital	15.4	8.5	123.4	154	30.5
6	Selbey Anderson	9.4	4.6	93.9	76	68.9
7	Definition	5.6	1	20.7	52	-11.9
8	**BBN International** *(p.79)*	**5.4**	**-0.03**	**-0.6**	**996**	**0.4**

Agency networks have not been included in the main league table (page 7) in order to ensure that standalone agencies are accurately compared. This is not a reflection on the services/capabilities of the agencies listed above.

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Top 15 fastest growers

This table shows the UK agencies that reported the largest increase in UK gross income year-on-year.

Certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency	UK GI YoY change in £m	UK GI in £m in most recent finacial year	YoY UK GI % change	Rank in main league table	Rank in 2021 main league table	YoY head-count % change
1	**Kingpin Communications** *(p.107)*	5.9	16.1	58.2	6	13	31.4
2	**Agent3** *(p.75)*	5.7	17.5	48.6	5	n/a	44.3
3	The Creation Agency	4.3	10.1	74.1	13	n/a	12.5
4	Edelman	4.2	61.4	7.4	1	1	14
5	OMNE Agency	3.5	5.7	152.1	23	n/a	133.3
6	Hotwire (UK arm only)	2.8	11.4	33.3	11	n/a	27.4
7	**Gilroy** *(p.87)*	2.0	3.7	119	36	n/a	47.6
8	**Armstrong** *(p.77)*	1.7	3.2	111.2	39	n/a	111.1
9	Fox Agency	1.7	3.9	75.3	35	58	83.3
10	Cyber-Duck	1.6	4.8	49.5	30	65	42.2
11	**Digital Radish** *(p.83)*	1.5	2.5	141.1	46	69	76.2
12	Clevertouch Marketing	1.4	6.2	27.8	19	32	12
13	The Telemarketing Company	1.2	5.1	31.8	27	40	14.6
14	Coterie Marketing	1.2	2.4	90.5	48	70	33.3
15	**Twogether** *(p.113)*	1.1	14.5	8.5	8	12	30

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Top 15 rising stars

This table shows the UK agencies that reported the largest increase in UK gross income year-on-year as a percentage.

Certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency	UK YoY GI % change	UK GI in £m in most recent financial year	UK GI YoY change in £m	Rank in main league table	Rank in 2021 main league table	YoY head-count % change
1	OMNE Agency	152.1	5.7	3.5	23	n/a	133.3
2	**Digital Radish** *(p.83)*	**141.1**	**2.5**	**1.5**	**46**	**69**	**76.2**
3	**Gilroy** *(p.87)*	**119**	**3.7**	**2**	**36**	n/a	**47.6**
4	**Armstrong** *(p.77)*	**111.2**	**3.2**	**1.7**	**39**	n/a	**111.1**
5	Coterie Marketing	90.5	2.4	1.2	48	70	33.3
6	Purechannels	76.5	0.9	0.4	70	n/a	185.7
7	Fox Agency	75.4	3.9	1.7	35	58	83.3
8	The Creation Agency	74.1	10.1	4.3	13	n/a	12.5
9	Ice Blue Sky	66.5	0.6	0.2	77	91	100
10	**Kingpin Communications** *(p.107)*	**58.2**	**16.1**	**5.9**	**6**	**13**	**31.4**
11	**Move Marketing** *(p.97)*	**55.9**	**0.7**	**0.2**	**75**	**90**	**28.6**
12	strategicabm	54.5	2	0.7	49	74	-19
13	Gripped	52.9	1.3	0.5	64	83	66.7
14	Wavemaker Business	49.3	3.4	1.1	38	n/a	22.2
15	93digital	49.6	1.5	0.5	61	n/a	73.7

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>
> CAT DUTTON
> *global deputy CMO, Atos*

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Top 10 international B2B marcomms agencies and networks

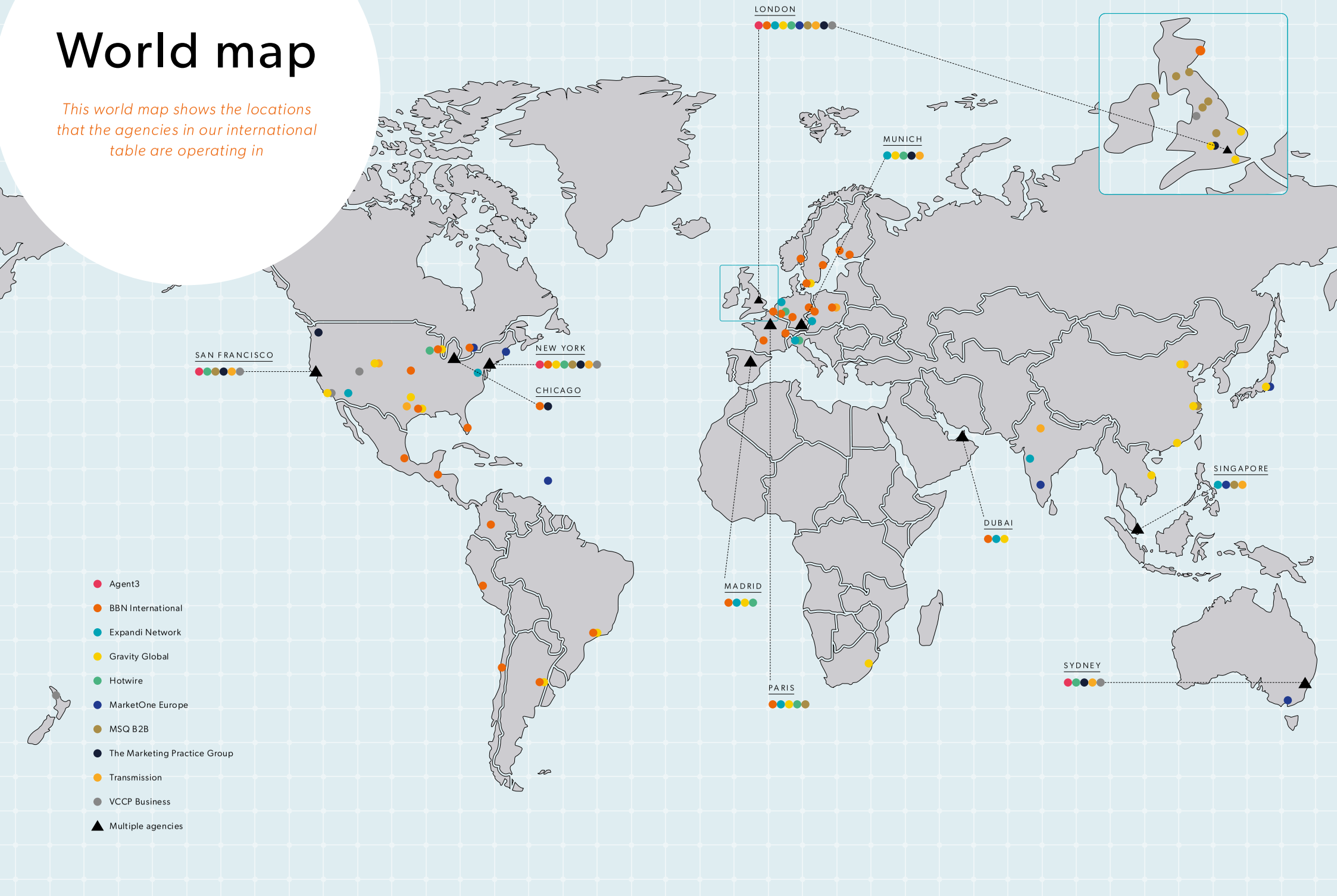
To appear in the international table, more than 20% of an agency's global gross income must come from outside the UK

Rank	Agency	Non-UK GI in £m in most recent financial year	Global GI in £m in most recent financial year	UK GI in £m in most recent financial year	Global GI YoY change in £m	YoY global GI % change	Global head-count 2021	Global head-count YoY % change	Global table rank 2021	UK GI as a % of global total
1	**BBN International** *(p.79)*	**67.5**	**72.9**	**5.4**	**-0.05**	**-0.06**	**1921**	**0.7**	**2**	**7.4**
2	**Gravity Global** *(p.89)*	**65**	**83**	**18**	**3**	3.75	**256**	**-49.5**	**3**	**21.7**
3	MSQ B2B	36.4	91.5	55.1	23.5	34.6	881	21.9	5	60.2
4	**Expandi Network** *(p.85)*	**25**	**52**	**27**	**26.5**	103.9	**650**	**116.7**	**6**	**51.9**
5	Hotwire	24.8	36.2	11.4	3.8	11.8	279	6.5	n/a	31.5
6	MarketOne Europe	21.5	27.2	5.7	-0.3	-1.3	282	-4.1	4	21
7	**VCCP Business** *(p.115)*	**19.6**	**44.3**	**24.7**	**-1**	-2.2	**359**	**16.6**	**n/a**	**55.8**
8	**The Marketing Practice Group** *(p.107)*	**15.3**	**49.9**	**34.6**	**9.2**	22.7	**355**	**19.5**	**10**	**69.3**
9	Transmission	14.8	29.8	15	9	43.7	294	38.7	8	50.3
10	**Agent3** *(p.75)*	**11.3**	**28.8**	**17.5**	**21.8**	315	**136**	**46.2**	**n/a**	**60.8**

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World map

This world map shows the locations that the agencies in our international table are operating in



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THE STATE OF THE AGENCY MARKETPLACE 2022

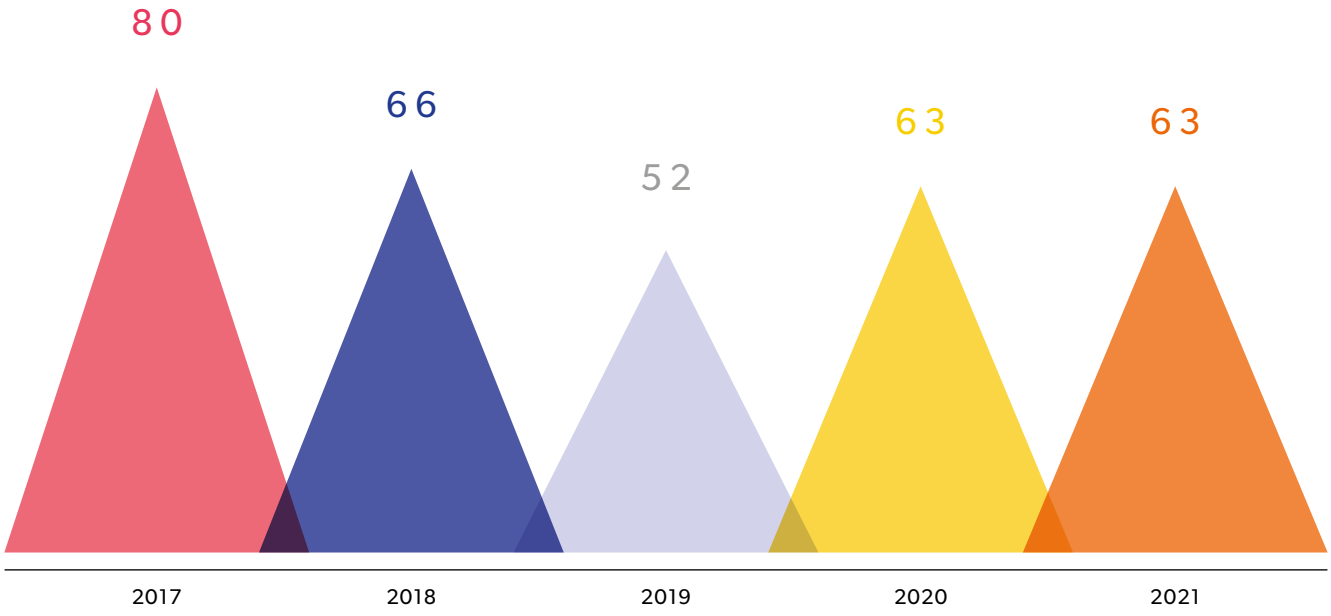
Each year, we survey UK B2B marketing agencies on their income and headcount, and present the findings in the league tables. But that's not all we ask. We also ask agencies about their expectations for the year ahead, how they're winning new business, the challenges they're facing, and more. With that in mind, what does the state of the UK agency marketplace look like currently? David Rowlands investigates



David Rowlands,
head of content,
B2B Marketing

The number of UK agencies expecting strong growth in the next 12 months has more than doubled

Average UK agency headcount over the past five years



Before we delve into it, the first thing to mention is that all agencies we surveyed entered financial data from their most recently closed financial year. Obviously, different companies operate according to different financial years, so, for full transparency, around 45% of agencies we surveyed entered data from their financial year closed between December 2020 and February 2021, and the remainder entered their data from the year that closed between March and June 2021. Only a handful entered data from a financial year that closed after those months.

So, whilst we may be nearly out of the Covid-infested woods, a large portion of the data we're looking at here comes from a much darker time. So, does that mean that headcounts were slashed across the board, and incomes dropped through the floor? Let's take a look.

Average UK headcount unchanged, but most... see growth?

Since 2017, there has been a trend towards agency headcounts decreasing in the UK, slowly reducing from an average of 80, down to 63 in this year's report. Interestingly, this is unchanged from last year's report, where the average number of UK-based full-time employees at agencies was also 63.

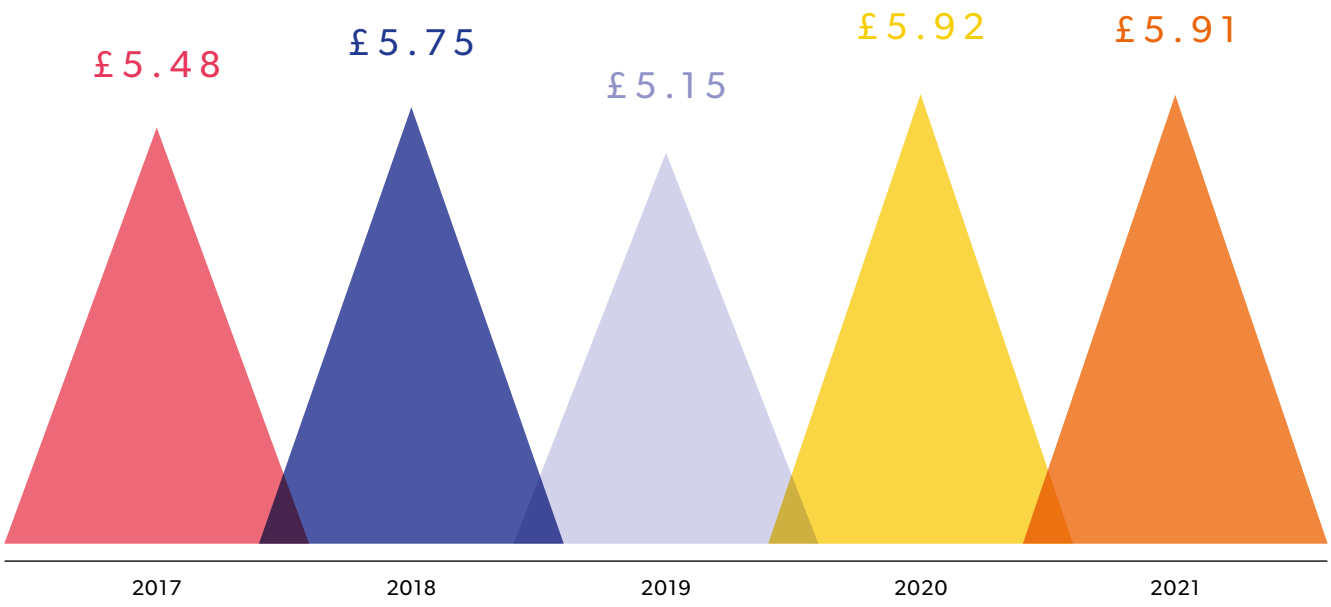
However, this average headcount doesn't tell the full story. While last year's report saw 38% of UK agencies reduce their headcount, in this year's report, this number is just 14.6%. Moreover, in last year's report, 57% of UK agencies saw their headcount increase. In this year's report, this number is a whopping 81.7%.

So, while we can only speculate as to whether the great resignation impacted these agencies over their most recently closed financial year, one thing that is clear is that, if it did, most of those newly-vacated roles were soon filled, as the average headcount for UK agencies remained, on average, unchanged.

In fact, while the average headcount remains the same, most agencies actually increased their headcount!

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Average UK gross income over the past five years (in million)



Gross income down, but things looking up

In last year's report, I wrote: "In their most recent financial year (for most agencies, this being the year ended December 2019 or March 2020), agencies' revenues grew once again. However, a hit in revenue could be expected in next year's report, as Covid-19 once again rears its ugly head." So, was my crystal ball correct, or was I completely wrong?

Well, it turns out that I'm more of a glass-half-empty kind of person, because the average UK agency reported a UK gross income (GI) in their most recent financial year of £5.91 million. Yes, this is marginally down from £5.92 million in the previous year, but I would argue that's a negligible difference given the events of 2020 and 2021.

In fact, whilst the average UK GI has slightly decreased, a whopping 74.3% of UK agencies reported an increase. Admittedly, this is down from the previous year, in which 79% of agencies reported an increase in UK GI, but with the vast majority showing growth, agencies have reason to be hopeful.

Huge growth expected

And this leads us on to our next point. What is the 'general feeling' amongst UK agencies when it comes to the state of the agency marketplace? Well, we asked UK agencies what their expectations were for their agency in the next 12 months, offering a list of four possible replies: reduction/contraction; flat; growth; strong growth.

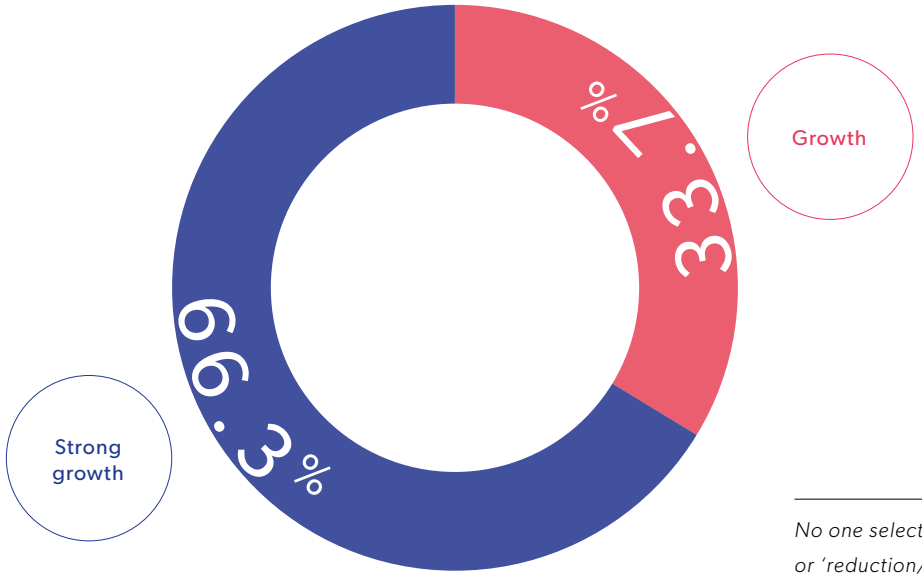
66.3% of agencies voted for 'strong growth,' whilst the remaining 33.7% voted for 'growth.' Not one single agency selected 'flat' or 'reduction/contraction.' This is a major change from last year's report, in which we saw 61% of agencies expecting 'growth,' 28% expecting 'strong growth,' 12% expecting to remain flat, and 1% expecting a reduction. This is probably not surprising given that last year's survey replies were mostly submitted during September 2020 in the heart of the pandemic, but it's encouraging to see that optimism is rife amongst agencies. The number of UK agencies expecting strong growth in the next 12 months has more than doubled.

As a natural follow-up question, we asked agencies how they would describe the current state of the market for B2B marketing services. Again, we offered a list of five possible replies: challenging; good; static; strong/very good; dire.

Luckily, no one said 'dire,' which is a strong start. Moreover, just 1.6% described the market as 'challenging,' down from 16% in last year's report. To really put the cherry on the cake, 97.60% of

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What are the expectations for your agency in the next 12 months?



No one selected 'flat' or 'reduction/contraction'

agencies described the current state of the marketing for B2B marketing services as good or strong/very good. In last year's report, this was just 71%. At the time, I argued this was quite encouraging, but, with the latest results in, perhaps this wasn't as positive as I thought.

New year, same old strategies

So, we've discussed headcount, income and expectations, but what about how strategies? Well, we asked UK agencies how they're winning new business, and provided a list of seven replies:

- Advertising.
- Direct referral.
- Media exposure (i.e. B2B Marketing).
- Pitch.
- Referral from an external individual (not the client).
- Specialist referral agency.
- Request for proposal (RFP).

By far and away the most popular method of winning business was direct referral, with 70.1% of UK agencies claiming this was 'very common.' We can then see a large gap to second place, with 'referral from an external individual (not the client)' cited as 'very common' amongst 42.9% of UK agencies.

Following closely behind was 'pitch,' which saw 31.2% of UK agencies claiming this is a very common method, and 'request for proposal (RFP),' at 26%.

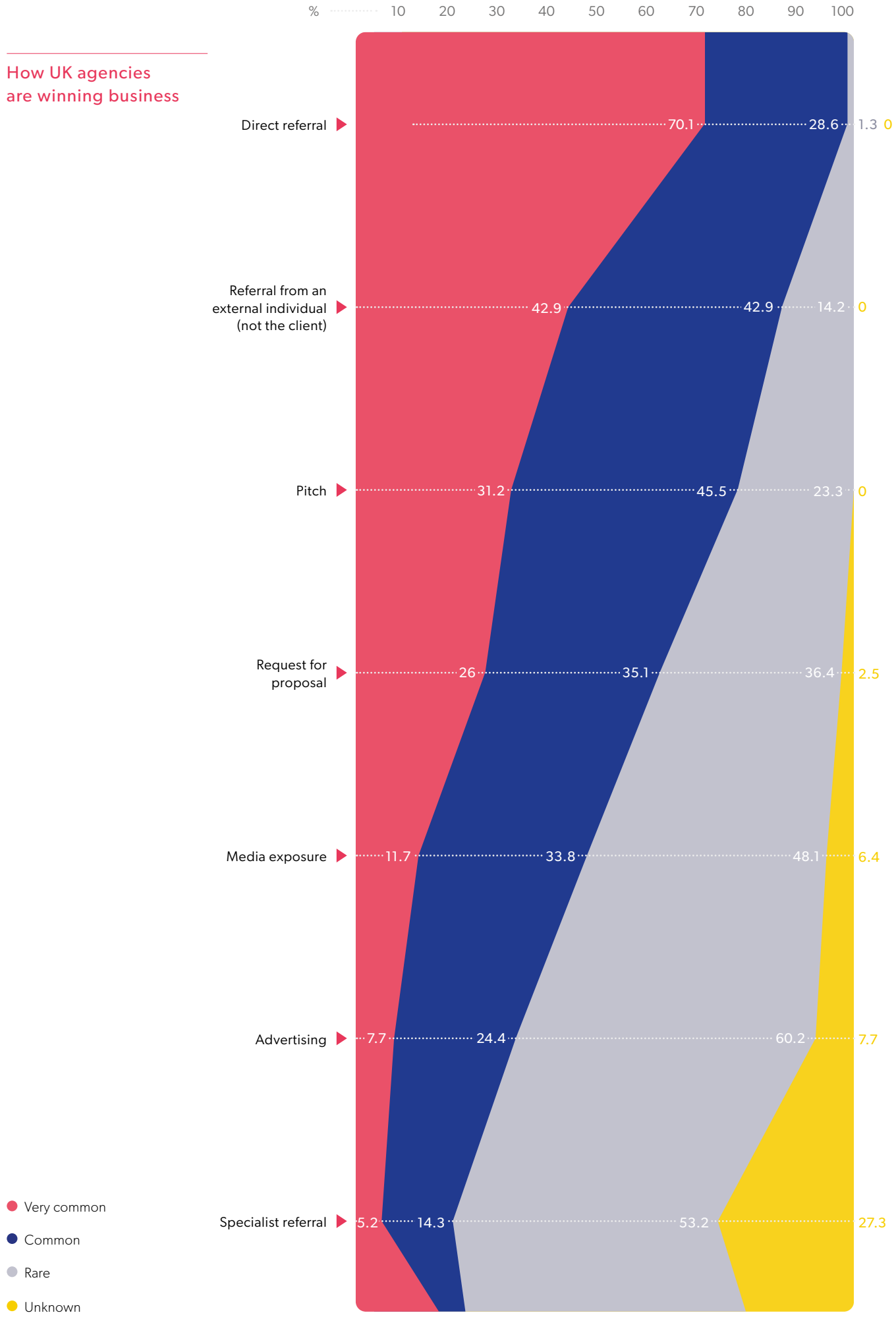
Trailing some way behind were 'media exposure (i.e. B2B Marketing),' 'advertising' and 'specialist referral agency.' This final option saw just 5.2% of UK agencies claiming it was a very common method of winning new business. 53.2% said it was a rare method, and 26% said it was unknown to them altogether.

This follows the pattern shown in last year's report, and indeed from the report the year before that. Clearly, whilst the discipline of marketing may be constantly evolving, with new channels, toys and expectations, the fundamental ways in which UK agencies are winning business, are not.

The fundamental ways in which UK agencies are winning new business are not changing

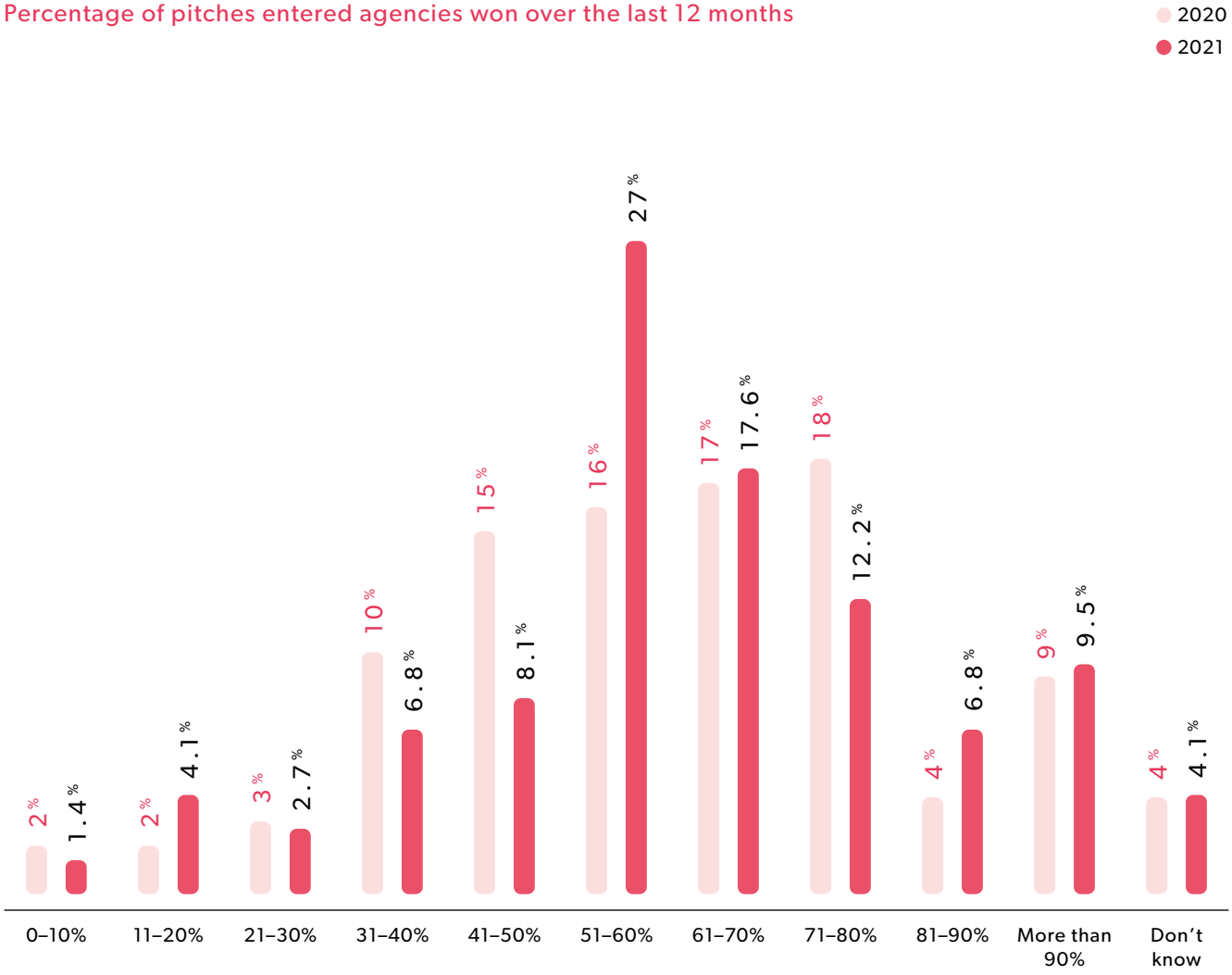
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How UK agencies are winning business



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Percentage of pitches entered agencies won over the last 12 months



Pitch perfect

But when it comes to pitching, just what percentage of these are UK agencies seeing success in? Well, as you can see in the graph, UK agencies saw greater success when it came to pitching than in the previous year.

Whilst in last year's report, 64% of UK agencies saw success in over half of their pitches, in this year's report, it was 72.9%.

This improvement could be Covid-related, or perhaps it's just indicative of the fact that the value marketing can deliver is increasingly appreciated across businesses.

Agencies are winning more of their pitches than in the previous year

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How marketers' biggest challenges are shifting YoY

YoY trend		Challenges	% ranking as 'very significant'	% ranking as 'significant'
↑	Up 5 places	Ability to attract/retain quality staff	37.8	47.6
↑	Up 3 places	Embracing and managing internal digital capability	12.2	52.4
↓	Down 1 place	Ability to measure campaign effectiveness	12.2	37.8
↓	Down 3 places	Pressure on clients' budgets	8.5	48.8
↓	Down 2 places	Clients' appreciation of creativity	8.5	35.4
↑	Up 5 places	Business model transformation	4.9	30.5
—	Same	Role of procurement and purchasing departments	4.9	29.3
↑	Up 5 places	Data governance*	3.7	32.9
↑	Up 1 place	Clients moving agency activity in-house/insourcing	3.7	24.4
↓	Down 6 places	New product/service developments	2.4	52.4
*	New entry	Digital fatigue impacting virtual events	2.4	37.8
*	New entry	Uncertainty around physical events	2.4	23.2
↓	Down 1 place	Brexit-related concerns	0	20.7

**Last year, we entered this as 'data privacy/GDPR'*

The people problem

As part of the survey, each year we ask UK agencies what their biggest challenges are, providing a list of possible challenges. We rank the challenges based on the percentage of survey respondents that said they were 'very significant.' **Where there was a tie, we relied on the ranking of respondents that said it was merely 'significant.'**

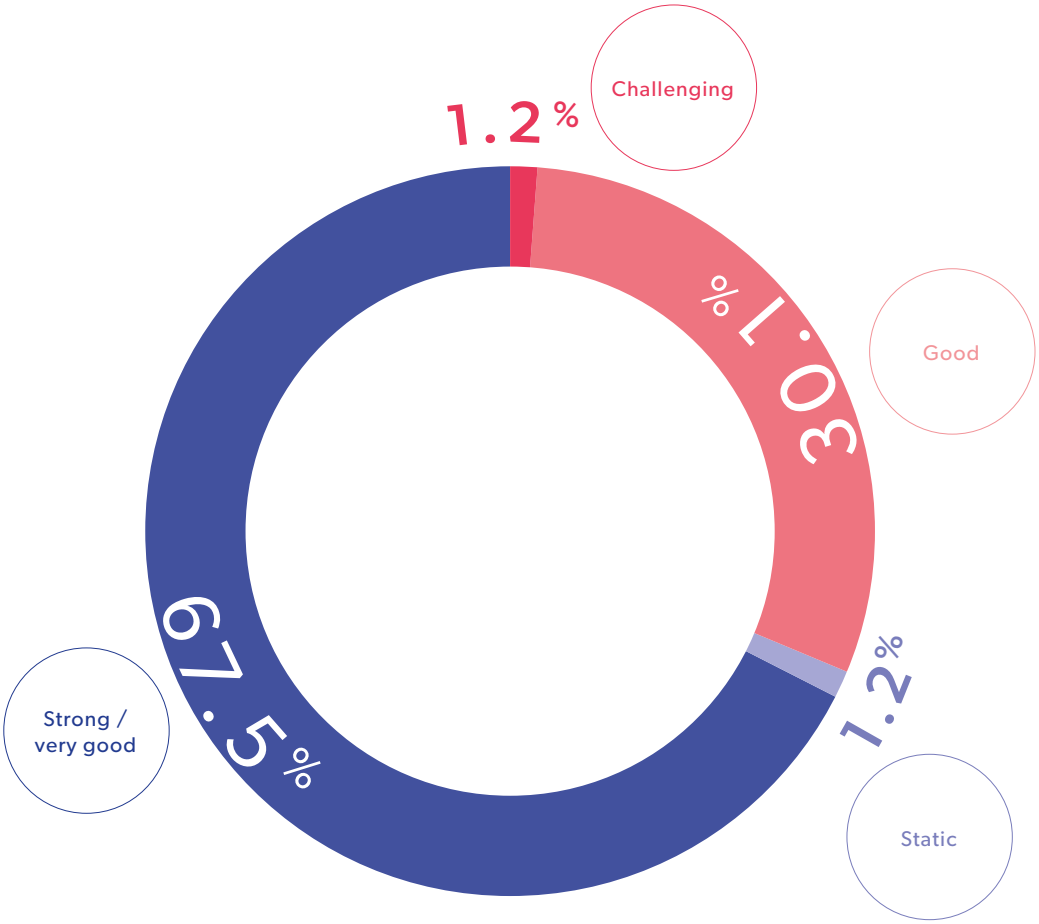
With that in mind, flying up the table by five places and into first place is 'ability to attract/retain quality staff.' So, while UK headcounts are looking quite stable, the numbers clearly don't tell the whole story. For instance, the headcount figures provided agencies' headcounts as of September 2021. Could it be that, as the pandemic begins to ease and everything starts to become more certain, agency staff become more comfortable with the idea of changing roles? Of course, this is just speculation, but regardless of what way you slice it, the fact is that the ability to attract and retain quality staff remains the number one challenge facing UK agencies this year.

Also rising up the table and into second place is 'embracing and managing internal digital capability,' but just 12.2% of UK agencies claimed this was a very significant challenge. That said, over half said it was a significant challenge nonetheless.

The fact that 37.8% of agencies said the ability to attract and retain quality staff was a very significant challenge perhaps demonstrates just how significant a problem this is.

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How would you describe the current state of the market for B2B marketing services?



Just as interestingly, 'pressure on clients' budgets' has fallen down the table from first place, into fourth. Business model transformation, meanwhile, has also seen huge growth, rising five places.

Perhaps most unsurprisingly, Brexit is now dead bottom, with zero agencies ranking this as a very significant challenge, and just 20.7% saying it's a challenge altogether.

Conclusion

So, what are the key themes we can take away from this year's survey? Well, it's clear to see that UK agencies are very optimistic going into 2022, with everyone expecting growth or strong growth. Moreover, agencies are also very pleased with the state of the market when it comes to B2B marketing services, with most agencies seeing it as good or strong/very good.

Of course, the average UK GI is down YoY, but only by a marginal sum. Combined with the fact that most agencies actually saw growth, and the fact most agencies are expecting growth this year, there is good reason to believe that this minor dip will rectify itself by the time of next year's report.

Headcounts meanwhile have remained stable, despite the disruption caused by the pandemic. Nonetheless, it appears that keeping onto these people (or, more specifically, good people) remains the number one challenge facing UK agencies this year.

So all in all, a year of moderate success, particularly given the (sorry) *uncertain times*.

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Agent 3

Turn chaos into clarity.

Today's marketers live in the hot seat, facing constant pressure to prove results amidst a climate of continual change and sky-high expectations: CMOs need big wins; sales teams demand more support and better leads; customers expect specialized treatment. Meanwhile, organizational structures shift in response to buzzy trends and budgets get stretched further and further.

The chaos of modern marketing is both terrifying and exhilarating to the people who choose this profession.

Agent3 brings clarity to this chaos using data, creativity and technology together to help our clients win and grow relationships with their most important accounts, at scale.

Find out how we deliver our insight-led, personalized marketing programs into key and named accounts:

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How do you solve a problem like scaling 'true' ABM?

GREG SALMON,
partner – customer strategy and success, Agent3



Greg Salmon introduces 'responsive ABM' as a solution to one of ABM's biggest challenges: scaling!

It's time for the debate to stop. ABM, powered by data, technology and creativity, and driven by the shifts in buyer-seller engagement over the last 18 months, has become the de facto, go-to strategy for organisations looking to drive sales and marketing alignment around their most significant revenue opportunities.

At Agent3, we've always been committed to 'true' ABM, i.e. helping our clients to market to high-value accounts, treating them as a market of one. Done right, ABM generates dramatic results, which is why, over the last eight years, we've seen ABM grow significantly in prominence, and the pandemic has only served to accelerate this growth.

Today, as we start to see light at the end of the Covid-19 tunnel, we find ourselves hurtling towards a 'never normal' world, in which almost every area of the organisation is being reinvented for a new world of speed, scale and intense competition, propelled by digital tools. The need for scale and innovation to meet this increased demand and remain competitive has never been more intense. For many organisations, this means that the issue they now face is how to truly scale ABM activity, while remaining loyal to the principles of what makes ABM such an effective strategy.

Many organisations considering this challenge turn to the deployment of programmatic platforms that can target accounts en masse. Scaling ABM to support multiple accounts can't just be about surrounding accounts with digital air cover, though. The process has to include highly intelligent propensity analysis, awareness plays and the capability to act quickly on accounts which show a likelihood to engage, followed up with account-specific touchpoints that support sales teams in actually closing business.

At Agent3, we believe the solution to scale lies in our 'responsive ABM' approach. This entails organisations pinning their investments to the emerging level of opportunity at any given account, rather than treating all accounts equally.

Built on the foundations of 'traditional' one-to-one and one-to-few ABM, responsive ABM takes a more dynamic approach to account selection, enabling accounts to move into, and out of, one-to-one-style activity for fluid periods of time, supporting the accounts showing the highest propensity, or those with the biggest upcoming opportunities.

We believe the solution to scale lies in our 'responsive ABM' approach. This entails organisations pinning their investments to the emerging level of opportunity at any given account, rather than treating all accounts equally

To ensure success with responsive ABM, we do significant upfront work to segment and prioritise accounts before we push the button on a content-driven, multichannel one-to-many activation. As individual accounts respond to those overarching campaigns, we then deliver timely, hyper-personalised content through a blend of online, offline and sales-led channels to help sales teams close business faster.

For organisations looking to ride the wave of the 'never normal' world, our responsive ABM solution is enabling a scalable approach to one-to-one engagement, reserving resource and budget for the biggest incoming opportunities. In doing so, we're hoping to help turn one of ABM's biggest challenges in the current climate into one of its biggest opportunities!

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How industrial brands can market new and emerging technology

DANIEL OWEN,
CEO, The Armstrong Partnership



Daniel Owen shares his insights on how industrial brands can rise to the challenge, both creatively and commercially, to market new technology

The ever-increasing developments in technology and automation have presented a challenge for industrial brands seeking better ways to showcase new products and services that will not only drive revenue, but also establish a leading presence in an increasingly crowded marketplace.

Demand for innovation shows no signs of abating. With industrial brands coming under increasing pressure to drastically improve sustainability and reduce their environmental impact – how businesses communicate innovation will be key to delivering on these objectives and meeting customers' needs.

Digital-first approach

The most significant impact of the pandemic for industrial brands has been the shift to a digital-first approach. When all face-to-face meetings were cancelled indefinitely, B2B brands were forced to look at other channels and mediums to deliver sales presentations, remote demonstrations and product overviews.

This process forced brands to scrutinise their marketing materials and assets and, for many, these were severely lacking. What happened next was a race to equip sales and technical teams with animations, 3D visualisations, presentations and interactive product guides that could transcend Zoom and Teams to make virtual sales calls engaging, efficient and effective.

The increasing drive towards digital means that we're seeing many industrial brands and their audiences share the same space as consumer brands. It's vital for businesses to get to grips with a multichannel approach to present their messages well and engage target audiences effectively.

Visualising technology

Most of the businesses we work with produce very technical pieces of equipment, so real-life demonstrations can take several hours. Increasingly, new technologies that businesses are bringing to market involve automation, which can't always be seen or easily demonstrated. Brands must find ways to display the benefits of something that's effectively invisible.

With video and animation, we can share the same information in a matter of minutes. The time saved on demonstrations alone is vast, but when you consider the repeatability of that animation and the ability to control a very specific message, this becomes incredibly beneficial for B2B brands.

For many industrial brands, business is conducted internationally – bringing time differences and language barriers into the marketing equation. The right marketing assets can bridge these gaps. Videos, downloadable guides, interactive sales tools, even 3D animation are all important parts of the brand activity.

Where next?

The circular economy is exceptionally high on the agenda for industrial brands – focusing R&D efforts on sustainability. This is the most significant trend in B2B storytelling, and it will continue to be substantial as we move towards a post-pandemic world.

Secondly, skills and knowledge protection will remain a top priority when it comes to harnessing innovation. Lots of industries have been propped up by new generations learning their craft from the older generation. Workforce demands are changing and finding a way to protect knowledge sharing is vital. We're working with several industrial clients to look at how we can capture that knowledge to create interactive collateral that can be used to engage and develop new talent.

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Jane from Sales thinks all marketers are an asset.

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BBN THE WORLD'S B2B AGENCY

Why 'NO' is a good thing to hear from your agency

ED DAVIS,
international business development manager, BBN International



Ed Davis explains why honesty from your agency should be valued, as opposed to them overselling themselves in an effort to please

Agencies, in particular your account handler, are geared to say 'yes.' They have, by nature, a can-do attitude. But, in their efforts to put their client's interests ahead of their own, sometimes they misinterpret conversations and commit to things they shouldn't and find themselves in the dreaded position of over-promising and under-delivering.

There are lots of reasons why this might happen. The most common being that the account handler has a boss, owner or managing director constantly asking about revenue and whether they're hitting their numbers for the account, month or year.

It stands to reason that no one agency can do anything and everything to a high level. Chances are, your agency is excellent at a handful of things, good at a few others, better than most for a couple, and everything else is debatable.

Some agency folks might say: "That's not true. We have a programme, blah, blah, blah. We train our staff to blah, blah, blah. We have this partnership, blah, blah, blah." But, after more than 20 years working within and hiring agencies, I believe we need to expose those who are pretenders, hacks and yes-men. Genuine agencies, most of whom are in this report, operate at a very high level and provide genuinely valuable counsel and service to their clients.

You should expect your agency and relationship manager to tell you 'no' occasionally. Get used to hearing 'That's not a good idea,' or 'That's not going to give you the results you want,' or 'X is a waste of money. Try Y instead.' In these instances, they should offer an alternative with an explanation to demonstrate they know their stuff. After all, you are hiring them for their skills, expertise and years of experience.

So, how can you avoid a 'yes' relationship, and what should you expect from your agency?

First, when you're looking for a new agency, inquire about the style and mentality of the agency. Chemistry is fundamental for a successful relationship. Ask questions that help shine a light on how they provide counsel and what their culture is. Do they challenge you, your strategy, or your brief? That is a sign that this agency is interested in actual results and not just winning a piece of business by being accommodating.

Chemistry is fundamental for a successful relationship. Ask questions that help shine a light on how they provide counsel and what their culture is

Second, at the outset of your engagement with an agency, reinforce that you want honest feedback, and it is OK to disagree respectfully. You can even take it a step further and establish that disagreement leads to healthy debate, which leads to stress-testing ideas. This approach sounds simple, but often, clients look to their agencies for validation of internally generated ideas (good, bad and otherwise).

Lastly, set up regular review/feedback sessions and make it a point to discuss the decision-making process associated with critical projects. Keep track and acknowledge when you were told 'no' versus 'yes' and the impact those decisions have on the account, how the team communicates and the client's business.

Finding and working with an agency that is a true partner is hard to find, but the real work begins once you do. A good relationship excels on trust and open dialogue, and where you're both invested in each other's success and are willing to be challenged to do better for each other.

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Brand strength through dynamic expressions of your mission and values. **Inner drive** through a workforce motivated by your vision. **Profitability** through a full toolbox of sales assets. **Inspiration** through impactful live events. **Engagement** through imaginative digital content. **Innovation** through new digital tools and realities. **Success** through partnership with a truly integrated agency.

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To the metaverse and beyond: The rise of the future-ready agency

PETE JAMES,
creative lead,
Bray Leino



Pete James explains why agencies of tomorrow need to be prepared for an entirely new kind of marketing landscape: the metaverse

It seems that the fast-evolving marketing world will have to get to grips with yet another new concept: the metaverse. Its advent brings into focus just how multi-dimensional marketing is becoming for B2B businesses and brands.

The challenge will be to create balanced, joined-up marketing plans that work budgets hard and target the right audiences in the right ways at the right times. And it's a challenge that any agency claiming to be future-ready will need to be fully prepared to meet.

Finding the right blend and balance

While the availability of a virtual world in which to do business is exciting, we shouldn't expect it to make the more traditional marketing methods redundant. It will simply extend the list of marketing options.

Salespeople will still need selling tools to persuade customers and distributors to choose and buy. Businesses will still need to be able to forge a vision for their business and unite their internal audiences behind it. Advertising both on and offline will continue to be a powerful way to alert people to brands, products, services and solutions. Thought-leadership will still matter. Storytelling will still be compelling. Content will continue to be king.

The challenge for businesses and their agencies will be to blend and balance this multiplicity of marketing choices in smart, layered, effective ways.

Opportunity proliferation means B2B brands will need to depend increasingly on future-ready agency partners where 'integrated' is a truth, not just a good intention. Agencies at home both in today's and tomorrow's marketing worlds, with the ability to provide panoramic thinking, look at their clients' needs holistically and make smart, big-picture-led choices for each project and goal.

The sustainability factor

With ESG at the heart of B2B business missions, there's another component to the future-ready agency – the ability to help their clients apply responsibility thinking to the entire process of marketing and comms. Ethics and the carbon footprint of communication choices will all become part of an agency's role.

At Bray Leino, we are already working with clients to understand and harness these growing opportunities so they can be best-placed for the future.

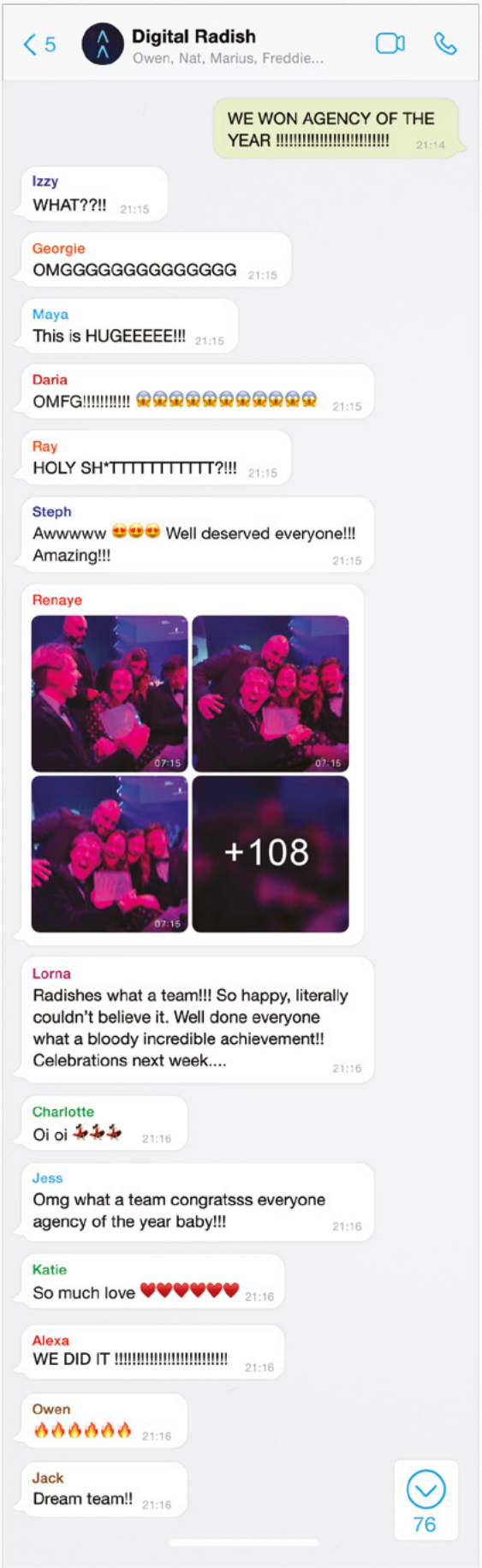
Ethics and the carbon footprint of communication choices will all become part of an agency's role

Yet with all these new skillsets to master, one element of agency capability remains blissfully unchanged – the power of imagination and good ideas.

Indeed, as communications and the budgets behind them become diluted across an ever-widening portfolio of marketing channels and choices, simple, vivid ideas will matter more than ever to provide cut-through and cohesion, the glue that binds all this marketing effort together.

From a salesperson's handshake to meetings in the metaverse, there are worlds of growth opportunity out there for the future-ready agency and its clients.

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We're still buzzing

Digital Radish is B2B Marketing's Agency of the Year, and that's something we're not going to get bored of saying.

We're looking for more Radishes as we continue to break new ground through brand and ABM, so we'd love you to join the team (and the group chat).

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B2B AGENCY OF THE YEAR 2021

The unlikely ABM lessons you can learn from Bhutan

LORNA CHARLISH,
managing director, Digital Radish



A small country tucked behind the Himalayas may not seem like an obvious source of inspiration for account-based marketers, but it should be. Lorna Charlish explains

Bhutan is the only country in the world to measure itself in gross national happiness rather than GDP, and only implements policies that impact that metric. "Why is this important?" you ask.

As Tshoki Zangmo from the Centre for Bhutan and GNH studies explains, "What sets Bhutan apart… is that our vision is clear." This is Bhutan's first lesson for marketers: that success stems from a clear vision, engaged individuals and reframing what's important.

Let's face it, everyone had to reframe their priorities during the pandemic. That's why at Digital Radish, we changed the success criteria for the entire agency in 2021. No meetings were had about revenue or profit. Instead, every decision was guided by what was best for our clients and the team. We used 'Bhutan-inspired' happiness analytics to identify key areas to focus on, including a granular audit exploring areas like innovation, team development, CSR and work-life balance. With a more empowered team, we influenced over £1 billion of pipeline revenue for our clients and grew 137%. It also underpinned our 'Agency of the Year' award.

"Culture eats strategy for breakfast"
– Peter Drucker

Lesson number two is rooted in Bhutan's philosophy. Their focus on happiness and wellbeing grounds their citizens and brings them together through shared values. As we all know, this alignment is an essential component to ABM success.

But when it comes to delivering a great ABM or ABX programme, your client-side teams need to be more than just aligned on metrics. A shared vision and cultural platform that's meaningful to both internal teams and prospects is vital for building lasting relationships, and creating new ones. After all, buyers are going to see right through you if you're not passionate about what you're selling.

But when it comes to delivering a great ABM or ABX programme, your client-side teams need to be more than just aligned on metrics

Account-based meaning is where we're headed next

Our third lesson from Bhutan is this: it's about people not profit.

Today's B2B buyers want to know what you stand for and why. It's authenticity that builds trust. We're increasingly seeing clients put their sustainability credentials and CSR initiatives at the forefront of their ABM programmes to show what principles they share with prospects. This is where we see ABX evolving. It's not just about experiences, it's about creating meaningful conversations that align with the buyer's values.

The same applies to winning over new talent. Wellbeing, culture and purpose will be defining factors of attractiveness, not just high salaries. Monetary reward is important of course, but empowering your team and giving them opportunities to work on projects they're really passionate about is what keeps them engaged for longer.

So there you have it - an unexpected lesson in why meaning and happiness analytics could be new metrics for your ABM programmes. Thanks, Bhutan.

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Hypertargeting in a cookieless world

RAFFAELE APOSTOLITI,
president and CEO, Expandi



Raffaele Apostoliti takes a look at what hypertargeting will look like once marketers' hands have been removed from the cookie jar once and for all

Over the last two years, digital advertising in B2B has replaced more traditional tactics. Although this trend is expected to continue even after the pandemic, companies using digital advertising will face some challenges in the future:

- 95% of decision-maker prospects continue to remain entirely anonymous throughout their digital journey, and brands have no plans on how to engage with them.
- Digital media is used to target individuals via cookies, but, as yet, there are no solutions regarding how to target companies based on the different and sophisticated customer segmentation criteria requested by clients.
- LinkedIn allows segmentation, but not without limitations: the audience volume is much lower than the other key competitors; prices rose significantly in the last year or so; their main segmentation criteria rely on employee size - information that is strongly 'inflated' by companies when profiling themselves online
- Cookie usage is becoming increasingly restricted to the point that, by 2023, all key browsers will only allow native cookies or 'clustered' third-party cookies based on similar behaviour or profiles.

Data and technology will save the B2B world

With the right adtech platform and a comprehensive data set, you'll be able to overcome these challenges, and start hypertargeting.

Data needs to come from multiple sources. On top of good quality firmographic, technographic and financial data, all at company level, you should also integrate digital addresses, including IPs, user IDs and device IDs. You should also integrate decision-makers' purchase-intent data obtained via their interactions with digital and social channels, along with more traditional channels.

IP tracking and mapping: The new enabler

Integrating IP tracking and mapping with your or your agency martech stack will allow you to transform anonymous traffic into known traffic. Using both direct and IP-predicted matching using device IDs, you can track the behaviours of individuals no matter where they are.

What's more, all the individual-level intent data can be mapped together with company-level information, giving you a broader picture of the customer journey.

Collecting and integrating this data and using the right data-management platform will enable you to create hypertargeted lists of companies, along with personalising and precisely timing your messages. Using the right marketing tactics at the right time will boost the results of your demand generation and branding campaigns. Hypertargeting ensures you reach and target only:

- Accounts that matter to you (account-based).
- Segments identified as being more relevant to you (by industry, by size, etc).
- Sets of companies emanating strong purchasing signals (intent-based).
- Individuals currently reading or talking about topics relevant to you (contextual advertising) or joining an event (geo-location-based).

Technology develops so rapidly that constantly generating the level of innovation needed to keep pace isn't easy. From awareness campaigns to lead-generation programmes, you'll be more effective working with the right data, the right adtech platform, and the right delivery partner.

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So, if you're ever on the lookout for a team of ABX experts, with a 40-year track record in B2B; a digital toolbox that's full to bursting; and a proven framework for global success, we'd love to hear from you.

In the meantime, it's probably best that we keep this to ourselves.

GILROY

hello@gilroy.co.uk

Hold the phone: Are you making the right calls on B2B lead-gen?

KEVIN SLEAP,
senior partner, Gilroy



Despite huge advances in martech, a technology invented in 1876 remains crucial. So, just how can marketers continue to ensure they're making the best use of their telephones? Kevin Sleap discusses

We're all looking for the same thing: better quality leads that are more likely to convert. The good news is we're getting there, as new data platforms, tactics and tools add precision to our efforts. The bad news is that there are still no shortcuts. Let's think back to where we began.

In the bad old days, marketers would dump 100-long lists of unqualified prospects on desks and then urge sales to hit the phones and make some money. It didn't work. Studies suggest that it takes an average of seven dial-outs to reach a prospect, but also that nearly half of salespeople stop dialling after the third unsuccessful attempt. This isn't laziness. Sales just don't have the bandwidth to deal with enormous lists. And if a prospect has little or no knowledge of who they are and what they're selling, they may as well save their breath.

All too often, campaigns like these were seen to have failed, creating mutual distrust between sales and marketing – some of which still lingers today. Then came nirvana – or so we thought. Content syndication promised a new way to play. Agencies could generate qualified enquiries, with demonstrable engagement.

But while these prospects were part-qualified, their interactions – such as downloading content, submitting contact details or even agreeing to a follow-up – weren't necessarily a clear statement of intent to buy. Under pressure, sales once again picked up the phones, but made calls based on too many assumptions. Prospects weren't yet sales-ready. The deluge of orders never arrived. Conversion results improved, but only marginally.

More recently, telemarketing was cited by some as a silver bullet, the thinking being that if sales teams can't commit to closing leads, let's hand the task to someone else. But the average agent, however skilful, just doesn't have the deep technical knowledge to lead a customer's advisory buying journey, even in the early stages. Ill-informed, but expected to deliver meetings in volume right now, they picked up the phone far too early, and annoyed prospects rather than persuading them.

Today, we can do things differently. The abundance of martech coming online brings the prospect of rich, detailed, contextual customer conversations. We can track multichannel engagements and cross-check against first, second and third-party sources. We can psychometrically profile individuals and access a wealth of information about their organisations. Crucially, we can re-target, nurture and re-qualify, so we're much more certain about attitudes and intentions.

There's still a place for content syndication. There's still a place for emails and picking up the phone, but let's hold the calls until the timing's perfect and we've properly qualified with multiple engagements around a consistent theme, rather than single-click interactions. Let's think: less high-volume, more high-quality leads. Tele-verification rather than telemarketing. Realistic commitments to faster follow-ups. Smaller lists with more chance of success.

We have a common goal. We all have a part to play. Together, let's build ecosystems of shared success based on truly-qualified prospects approached at exactly the right stage of the buying journey. The technology exists, we just need to be willing to do the hard work. Let's make that first phone call count – every time.

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Sir David Attenborough

While the last 12 months have been some of the most challenging on record for business, they have been even more challenging for our planet. At Gravity Global, we have been working with our clients to put sustainability and responsibility at the heart of their brands – launching global programmes that deliver against their ESG goals and shared ambition of achieving Net Zero. **gravityglobal.com**



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Have we got your attention?

MARK LETHBRIDGE,
CEO, Gravity Global



Attention is at a premium, so how do you get it? Mark Lethbridge outlines Gravity Global's approach to this challenge, centered around three key words: fame, admiration and belief

It's a well-established fact that a company's market share is directly related to the attention its brand receives. There is an abundance of empirical evidence to be found that proves this with a quick search on Google or YouTube.

The simple rule of thumb is that the more attention its brand receives in comparison to rival brands, the more and faster a company will grow. So, as most of us in the marketing community are judged on our success as growth seekers, why is it that we typically micro-measure the tactical performance of every single marketing activity, but aren't able to say how the brand is performing overall in this crucial battle for attention?

The simple answer is that the macro impact on attention is not measured, in part, because the means of measuring attention effectively are not available. As if that wasn't enough, there is also a lack of clarity on what aspects of attention drive growth.

Attention – the world's most valuable commodity

In the 2000s, consumer markets experienced the start of what came to be known as the attention economy – where brands engage in a digital and social media battle for the finite attention of their consumers.

It took longer to emerge in B2B markets, but more recently it has completely rewritten the rules of business marketing. No longer is the solution as simple as increasing the budget to buy share of voice in trade media, or recruit to increase the strength of the sales team.

In the B2B attention economy, the complex nature of maintaining brand attention through extended buying cycles and across diverse decision-making persona groups has left many business brands struggling to adapt to the new criteria for success. In addition to this, with attention being the key to achieving growth in market share, many are failing to realise their commercial ambitions.

Capturing that growth-critical attention needs a new way of looking at B2B and complex market challenges. Marketers need a new model to work to, and the tools and measures to help them seek out where the opportunities lie to capture a disproportionate share of attention, thus enabling brands to fulfil their growth potential.

Fame, admiration and belief

Fame, admiration and belief (FAB) is Gravity Global's unique approach to creating, optimising and measuring brand attention. It's based on research and observations of fast-growing businesses that shows fame, admiration and belief to be the three crucial drivers of the attention that accelerates market performance and growth in any B2B or complex market sector.

In this all-important competitive battle, optimising and applying these three drivers against your rivals will enable you to grab a disproportionate share of market attention and drive your quest for growth.

Through the lens of FAB, you can see how your marketing effectiveness compares to that of your competitors; how to reshape your brand and competitive positioning for growth; deploy disruptive market share-winning creative strategies; and how to optimise and track your brand to demand-generation programmes, end to end.

Now, have we got your attention?!

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Creativity strikes like a lightning bolt but without research & insights, data & technology and performance media behind it? Its impact would be fleeting. That's why we purpose-built our agency to help B2B brands create experiences that matter to the people who matter most. See how we're creating B2B like never before at merkleb2b.com.

Which emerging or 'fringe' channels will break through in B2B in 2022?

ROB GOLD,
UK CEO, Merkle B2B



Rob Gold takes a look at which channels are set for a breakthrough this year

Disruptive changes in business operations, remote work and digital workflows have left an indelible mark on B2B customers worldwide. We are now relying on online engagement to a much greater extent than we used to, which means new channels are constantly being added to the marketing mix.

With more customers conducting in-depth research before making a final purchase decision, they are bound to come into contact with a vast amount of content during the purchasing process.

As a result, rich content marketing will continue to explode. Buyers need high-quality content that is more personalised and interactive than ever before.

Another channel that has picked up steam over the last year is B2B social. The reliance on social media, particularly LinkedIn and Facebook, to create informal communication channels among peers in other businesses and industries has made them a go-to for information-seeking decision-makers.

With the rising number of people doing their own homework on companies, search engine optimisation (SEO) has become a powerful tool by bringing people relevant content based on their organic search. It is imperative that you fine-tune your existing content and make it discoverable through search engines.

With new online opportunities emerging daily, today's B2B buyers are now completely immersed in a self-serve environment. They can make decisions, conduct all necessary research, and even carry out transactions on their own time, at their convenience.

A study by WARC found two-thirds of B2B marketers globally in the tech and telco sectors have increased their digital audio budgets in 2021, and will continue this into 2022.[1]

With so many people setting up home offices, B2B buyers are soon going to expect to be able to engage with prospective businesses through voice search and personalised voice experiences that redefine the way employees get work done.[2]

Video is also poised to become a game-changer for many B2B organisations. According to a Cisco study, in 2021, video will make up 82% of consumer internet traffic, making it by far the dominant media of choice for audiences in the digital ecosystem, and yet so few B2B companies truly understand how video can be better used to tell their message.

Smart agents, or chatbots, are expected to become standard on websites, with the goal of directing customers to the content that's going to be the most valuable to them in the least amount of time. From scheduling virtual demo appointments to resolving tech issues, the opportunities for B2B brands using chatbots to accelerate the B2B sales and marketing process are plentiful.

Finally, virtual events will become a mainstay of our working lives. As we return to meeting in person again, it is incumbent on us to make virtual events consumable in an entertaining way by focusing on connection, emotional engagement, and user interaction through features such as one-on-one videos, breakout rooms, roundtables, and other tactics.

To reach your sales goals in a truly connected world requires ecommerce-enabled digital business platforms. Ecommerce can help companies facilitate smarter buyer decisions through an enablement track without relying on a physical, linear buying process.

The dominance of digital and the need to reach more diverse audiences have triggered the need for new approaches to channel planning. Now is the time to experiment and embrace the ubiquity of these real-time platforms.

[1] *WARC, 'B2B comes of age as marketers find new opportunities', (03 February 2021).*

[2] *Cisco, 'Cisco Annual Internet Report (2018-2023)', (09 March 2020).*

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Prove it: Showing value through data, research and results

CRAIG BOWERS,
managing director, Miramar



Craig Bowers explains why Covid-19 has caused a sea change away from 'pretty marketing' and towards results-driven, objective strategies

Let's start with a harsh truth. According to Gartner research, marketing budgets as a percentage of company revenue plummeted from 11% to 6.4% between 2020 and 2021.[1]

That's a sobering statistic, for in-house marketers and agencies alike. Even as businesses recover from the tumult of 2020, one thing is likely to remain clear: it's vital to show that marketing holds real value.

So, how can we prove that marketing isn't just an optional bolt-on, but a reliable route to delivering ROI? The answer lies in keeping a laser-focus on the tangible, the concrete – the objective.

No more guess who

Last year, I wrote about what I called "the end of pretty marketing" in the wake of Covid-19. I argued that, amidst growing pressure to justify any amount of marketing spend, agencies will have to substantiate everything they're proposing and producing.

Nothing has changed. If marketers want to meet their campaign and business objectives, the answer's there in the name: their approach needs to be objective. Every campaign needs a strategy in place informed by in-depth research and data. There's no more room for guesswork, no matter how educated.

A quick glance at the list of B2B marketers' biggest priorities in 2021 shows a reliance on insight and data-driven initiatives.[2] Seemingly everybody is focused on personalisation, sales enablement and CX. But they all require an objective understanding of prospects and customers to be provably effective.

Developing data, reforming research

Without getting too philosophical, the notion of objectivity itself is ever-evolving. Agencies must adopt a more agile approach to both research and data if they want their methodologies to continually provide valuable insights into prospects' needs.

Creating buyer personas from anecdotal evidence and annual reports may have once been the pinnacle of marketing research. Now, prospecting databases provide us with account and contact-level information. Statistics platforms offer previously unheard-of levels of insight into consumer behaviour and trends. As the notion of what constitutes good research and even data evolve, so must our approaches.

Then there's data's role in verifying we've met our objectives. As well as having data to inform our strategies and outputs, we should have metrics in place to evidence their results. Using data end-to-end helps marketers achieve and prove ROI.

The human element

We can't forget about the role of human expertise amidst the tech. Sure, we're in an age where we can get buyer intent data by leveraging artificial intelligence. But what we then do with that data to achieve marketing ROI is up to us. We must connect intent to action via our skilled use of more traditional initiatives, like starting the sales conversation or creating ABM strategies. Results require talented marketers behind the insights.

This is where we can resolve the seeming contradiction between objectivity and creativity, too. As a creative agency, we use data-driven insights to inform the brief in a way that produces guidelines rather than imposes restrictions on creativity. Ultimately, we work from a shared belief that good creative is the kind that creates ROI.

[1] *gartner.com/marketing/research/annual-cmo-spend-survey-research*
[2] *b2bmarketing.net/resources/features/2021-b2b-marketing-trend-tracker-b2b-mind*

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INSIGHTS FROM THE UK'S HIGHEST PERFORMING AGENCIES



David Rowlands,
head of content,
B2B Marketing

The goliaths of B2B marketing will always hold the top spots in our annual league table – and deservedly so. However, plenty of other agencies, big and small, have had a year worth celebrating. With that in mind, David Rowlands spoke with some of the UK's highest performing agencies to understand just how they've performed so well, and what they're expecting next for the agency marketplace

Let's cut to the chase. What is a 'high performer'? Well, for the purposes of this feature, we defined high performers as those agencies included in the 'fastest growers' table or the 'rising stars' table. As a friendly reminder, the fastest growers are those agencies that reported the largest increase in UK gross income (GI) year-on-year, while the rising stars are those agencies that reported the largest percentage increase in UK GI year-on-year.

It's worth noting that we excluded any agencies that were founded within the last couple of years, due to the fact their growth isn't necessarily representative of an outstanding year! After all, a 100% increase in gross income might not be of that much interest to anyone if the previous year's gross income was £1000.

With that in mind, I spoke to a selection of rising stars and fastest growers to learn more about the drivers of their growth, the challenges they face, their hopes for the coming 12 months, and their expectations for the evolution of the agency landscape.

Demand for ABM and requirement to demonstrate marketing attribution driving growth

For Charlotte Graham-Cunning, the CEO of Ice Blue Sky, which reported a 66.5% increase in UK gross income, their growth can be attributed to "an increased focus on ABM in the technology sector."

"Lead generation is getting more difficult and requires many more touchpoints, meaning personalisation and tailored content is playing a much larger role," Charlotte continued, also noting that increased interest in sales enablement has also been a driver of success.

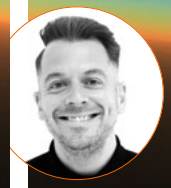
And ABM is certainly a common theme here, with

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The contributors are as follows:



Clive Armitage,
CEO,
Agent3



Alex Cairns,
managing director,
Move Marketing



Renaye Edwards,
director,
Digital Radish



Stephen Eveleigh,
co-founder,
Gripped

Renaye Edwards, director at Digital Radish, claiming: "It seems both ABM and branding – our core services – have been at the forefront of marketeers' priorities this year. It's nice to see more companies recognising the importance of brand alongside ABM – the two go hand in hand when you're crafting compelling propositions into accounts. For us, there's been a big shift from smaller ABM pilots into full-scale ABM roll-outs. As confidence and success has grown within ABM, so has the need to accelerate those programmes globally."

Declan Mulkeen, the CMO of strategicabm, agrees (perhaps unsurprisingly given the name of the agency). strategicabm reported a 54.5% increase in UK GI year-on-year, with Declan putting his agency's success down to a number of things, ranging from "absolute clarity on how we can help our B2B tech clients achieve their strategic short, medium and long-term growth objectives with ABM," through to unique ABM operating frameworks, and a "clearly defined client engagement process that helps future customers visualise how ABM can help them."

Clive Armitage, CEO of Agent3, also argues that growth can be partially attributed to a growing demand for ABM. Another dominant driver for Agent3, which reported an increase of £5.7 million year-on-year, was the agency's strategy of combining data, technology and content to drive more thoughtful and predictable engagement into key accounts for their clients.

Whether you call it ABM or not, it's clear that clients have been forced into taking a more personalised, targeted approach with their customers, leading to an increased desire to work with marketing agencies that can help deliver such strategies.

For Stephen Eveleigh, co-founder of Gripped, "We always feel that our focused target

There is no doubt that macro-environmental factors, particularly Covid, have led people to want to transform the way they go to market, moving towards a fully digital sales and marketing strategy

Stephen Eveleigh,
co-founder, Gripped

market expertise in B2B SaaS and tech means we stay current and relevant to prospects and existing customers. We think that focus is a continuing yet significant driver. There is no doubt that macro-environmental factors, particularly Covid, have led people to want to transform the way they go to market, moving towards a fully digital sales and marketing strategy. Combine that with digital marketing skills being challenging to recruit, you have a perfect storm of people who haven't traditionally seen agency as a viable option, looking to explore agencies who offer more of an 'as-a-service' model over traditional agency services."

As you may have noticed, another theme that is emerging in this feature is that those working in the tech sector are seeing a lot of growth, with a number of high performers referencing their work in that sector. Ben Fox, co-director of Fox Agency, for instance, claims: "Our agency repositioning, with a complete focus on global B2B tech has driven huge rewards, leading to notable client wins, including Sony Europe, Delphi Technologies, Manx Telecom and Beyond Now. Our clear global B2B tech proposition allows us to be uber-focused when targeting and qualifying new client opportunities and our strict criteria ensures we only consider the opportunities that are 'right' for us. For global B2B tech clients, our integrated proposition across strategy, brand, awareness, and demand generation resonates well and provides clients with a complete solution."

Ben also commented on how the changing work landscape towards a hybrid model has also helped them to expand their horizons when it comes to talent acquisition. "With location no longer a restriction," Ben claims, "we are able to increase our strategic, creative, PR, content, events, digital and marketing automation expertise and capabilities, whilst also expanding our global footprint."

For Olly Ruff, head of new business & marketing at 93digital, meanwhile, there were three key drivers for their success in their mostly recently closed financial year: "our focus on working for B2B tech and SaaS companies as a target has ensured we've been able to deliver a bespoke digital marketing service, tailored to the needs of companies in that sector [...] Secondly, all of our work for clients is focused on delivering against their business objectives, ultimately growing pipeline and revenue [...] And finally, a core pillar of our success has been developing and growing our team."

Further growth expected, but transformation and resignation remain key hurdles

As we discussed in our 'State of the Agency Marketplace' feature earlier in this report, 66.3% of all agencies surveyed are expecting strong growth this year, while the remainder claim they are expecting growth. The other multiple-choice options we offered were 'flat' and 'reduction/contraction,' with zero agencies in our survey selecting either of these options. In addition to this, 97.6% of agencies we surveyed described the current state of B2B marketing services as 'good' or 'strong/very good' – an increase from 71% in the previous year's report. So, the glass isn't half full; it's positively overflowing.

That said, even the UK's highest performers are aware that this year won't be without its challenges. For Alex Cairns, the founder and managing director of Move Marketing, "There's still an industry-wide issue in B2B, which is basically an addiction to tactical, short term and often martech-based hits. As a sector, we as agencies

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need to take more responsibility for advocating the vital role of research, strategy and long-term planning in the marketing cycle. If marketing is truly to be seen as a growth engine rather than a support function in B2B businesses, then it must first be seen through a strategic rather than a tactical lens."

It's regrettable, but this challenge was one of the main challenges cited by the highest performers in last year's report, so it appears there is still work to be done on this front.

For Declan Mulkeen, despite the fact he put strategicabm's success down to their great work in ABM, there exists a challenge around helping the market understand what 'good ABM' looks like. He also points to the same strategic issues raised by Alex Cairns when it comes to technology.

"There is a real need to promote the importance of a strategy-first approach to ABM (rather than technology-first)," Declan claims, "with everything that entails – confirming ICP, a rigorous data-backed approach to account selection, personalised account experiences, what technology to use, when and how."

Renaye Edwards also points out that there is a challenge around ABM, claiming: "there's a real danger that ABM is seen as a silver bullet; that we'll execute seven touchpoints and the business is expecting a sale to come through. I'm hoping that the rise of ABX will help shift that perception and eradicate both the silver-bullet theory and the vanity metrics altogether, replaced with a focus on building long-term, meaningful relationships with customers and using purposeful KPIs that move the dial.

"Lastly," Renaye continues, "ABM is still more often than not failing at the last hurdle – meetings booked, opportunities created and sales closed. The age-old problem of sales and marketing alignment is something we've spoken about for years, and something radical needs to be done. To me, it's the reporting structure that needs to change once and for all. At least in the initial stages, that means a small, agile team purely focused on ABM, rather than trying to corral 10 different salespeople into playing the political game of trying to please everyone."

This leads us onto the next challenge that is raised by a number of our highest performers: the need for transformation. While transformation may very well have been a key theme of last year (in fact, our Hive report for the Strategy & Evolution within Propolis focused entirely on this concept), it's not going away any time soon. Take Charlotte Graham-Cumming, for example, who claims: "Technology companies (our specialism) are under enormous pressure to deliver leads and growth, and are turning to agencies to help them deliver that growth as traditional methods are less and less successful." Clive Armitage, meanwhile, claims: "The challenge for many agencies therefore is how to transform themselves into a business that is capable of matching today's client needs. I think many established agencies are still paying lip service here and simply rebadging themselves, rather than going through an internal transformation process, isn't going to cut it. Being successful obviously requires new/different skills, though, and those skills are in short supply. And when they are available, they're priced at a premium."

And this is a theme that is brought up throughout our interviews. Stephen Eveleigh, however, points out the positive news, saying: "The upside is that clients are also struggling with the

The contributors are as follows:



Ben Fox, co-director, Fox Agency



Charlotte Graham Cumming, CEO, Ice Blue Sky



Declan Mulkeen, CMO, strategicabm



Olly Ruff, head of new business and marketing, 93digital

same challenges. If agencies like Gripped stay one step ahead of the curve, then we remain relevant and find significant opportunities."

So, evolving client requirements, and the rush to meet those requirements in a tumultuous world, remains a key challenge. And we haven't even touched upon the issue of staff turnover yet (you knew it was coming).

For Olly Ruff, 93digital's rapid growth has meant a need to attract new team members to match the demand from both new and existing clients. "The general skills shortage in the UK," Olly claims, "is definitely something we've felt in the digital marketing industry, making rapid recruitment a challenge, but we're fortunate to have a strong culture and be able to offer benefits that help to attract talent."

Ben Fox agrees, claiming that, although the changing work environment has opened up huge opportunities to recruit from anywhere, it also comes with "new challenges of building and maintaining a strong culture, without the traditional 'office moments' that are synonymous with agency life."

For Stephen, "The continued growth of SaaS and tech businesses coming to market and coming of age means no shortage of opportunities for Gripped. The challenge would be how do you continually ensure you're retaining your existing talent and have a pipeline of future talent to serve the opportunity. Over the coming 12 months, we'll continue to see finding and retaining talent as a primary challenge for every agency – large and small."

For Renaye, the buoyant market leads to a challenge in retaining and developing their talent, "and to continue to stay innovative and agile enough so that we can keep pushing creative boundaries to win more B2B Marketing Awards!"

A golden age of marketing?

So, what are agencies' expectations for the coming months? Clive Armitage says: "I'm tremendously excited about the future; it feels like we're entering a golden age for marketing. A time when we, as marketers, through intelligent, data-led strategies can add real, predictable, value to the brands we work for. For too long, marketing has cowered in sales' shadow, uncertain how we truly added value and at the mercy of the whim of a demanding, and often dismissive, sales function. That dynamic is shifting as sales and marketing leaders converge around account-centric growth strategies that require alignment and joint enterprise. So, big themes for next year will be the continued fracturing of traditional marketing structures internally and the shift towards more account-centric GTM.

"If agencies stay one step ahead of the curve, then we remain relevant and find significant opportunities"

Additionally, the fight for talent is about to get even more frantic. Creating inclusive, supportive and diverse cultures which allow individuals to thrive and be rewarded for success will need to be paramount for every agency if they want to keep talent."

For Renaye Edwards, "I expect we'll see the ever-growing preference for B2B buyers to self-serve with information starting to have an impact on how large sales teams operate. A greater understanding is needed of how buyers want to engage with sales – buyers often want to speak to sales to inform research, but may not be ready to buy. At the extreme end of this, I think we'll see more B2B companies trialling ecommerce models. There's huge potential there, and I'm really intrigued about how ABM can be used to grow self-service models."

There are of course tonnes of other things that UK agencies are expecting for the next year or so, including a return of some elements of B2B marketing that have gone quiet for the last two years (direct mail and physical events, we're looking at you). In addition to this, some UK agencies are anticipating a growth in focus around sustainability initiatives.

For Olly Ruff, he claims: "With regard to the big themes and issues, one of the main ones for us – and I think for many agencies – will be balancing diversification of services against delivering expertise in our niche"

Of course, it almost goes without saying at this stage that recruitment and retention of staff will continue to be a major theme in 2022 (and possibly beyond). After all, agencies are nothing without the right people in place.

How might we see the agency landscape evolve in this period?

We've discussed the expectations, the challenges and the drivers, but what changes do the UK's highest performing agencies expect in terms of the agency landscape?

For Charlotte Graham-Cumming, she feels there's a "trend towards specialisms – those agencies that are really good at what they do, and focus in that area can deliver significantly more value to clients. That's one reason we favour collaboration, as we can't all be experts at everything. There tends to be an aversion to collaboration between agencies, but, if that can be overcome, it could be very powerful for the industry as a whole."

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"The need for deep specialisation and expertise will likely become even more pronounced, as clients try to find agencies who best understand their business models and marketing challenges"

Olly Ruff,
head of new business
and marketing, 93digital

This follows a trend we saw in last year's report, where we discovered that the UK's highest performers were looking forward to 'sharing the load,' clearly laying out what their specialities are, and working alongside other agencies who specialise in different areas.

Olly Ruff supports the idea that greater specialisation is needed, claiming: "The need for deep specialisation and expertise will likely become even more pronounced, as clients try to find agencies who best understand their business models and marketing challenges. Many of the tech and SaaS companies we work with have found success in specialist niches, and we think this approach applies to agencies as well, particularly in digital marketing."

Clive Armitage claims: "I'm not sure growth is going to be shared equally. The more long-term, established agencies that have not used the last two years to sharpen up or redesign their offer will run ever harder to stand still. And then will start to trip up. I expect we'll therefore see some agencies excel from a growth perspective as they are rewarded for positioning themselves correctly, while others will see revenues remain flat or even decline. Consequently, we're also likely to see consolidation in the agency world as some larger agencies seek to buy their way to growth by picking up smaller, more laser focused agencies that are enjoying rapid growth. I also predict a slew of agency rebrands; some will be overt while others will quietly seek to reposition themselves to appear more relevant to today's landscape."

Ben Fox supports Clive's assertion, claiming that: "The global B2B agency scene is seeing a period of consolidation – with PE-backed networks or groups acquiring independents either to fill capability gaps, or to accelerate expansion into new geographical or vertical markets. We expect this trend to continue over the next 12–24 months, simply due to the amount of PE capital sloshing around. Strategic partnerships between agencies are a growing trend also – primarily to enable joined up activity across multiple territories allowing independents to better compete with the global networks."

Alex Cairns at Move Marketing, meanwhile, claims: "B2B agencies are no longer seen as the poor relation and the amount of M&A activity and mainstream agencies branching out into B2B specialisms has been an interesting trend since the start of the pandemic. This is likely to continue and I can also see the fundamental need to understand the customer better, driven by better research, coming more and more to the forefront. The main reason for this is that the burden of trust is much higher with digital and so the brands that know their prospects the best will be the ones that succeed."

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If you want to get creative about business success, it's time to reframe creativity

MATTHEW STEVENS,
managing director, MOI Global



Often when we think of creativity in marketing, we think about visual design. But it's so much more powerful than that. Matthew Stevens explains why creativity must influence every aspect of marketing

Here's a scenario: you've received an invitation to a creative showcase. It's beautifully designed. The proposition is intriguing, and you're going to make time in your diary to attend. So, what are your expectations? Do you imagine a well-considered 'curated' display of outstanding creative work, largely made up of examples of eye-catching art and design?

If that's the case, what does that say about creative and creativity? That it's just about visual or textual expression?

In a recent article titled 'How the hell have we allowed this to happen?', Rory Sutherland highlighted the need for agencies to elevate the role of creativity if they want to reverse their fortunes.* Conversely, there's an alternative narrative that agencies should stop using the term 'creativity' altogether.

Yet creative is core to so much of what we do. It's a big part of how we're judged. It's the 'sexy' part of our offering. It's the focus when award season comes around. And – most importantly – it's the dimension that very often answers the client's burning question: "OK, I get the strategy and plan, now show us what it looks like!" It's perfectly natural. Creative is the sizzle. But the truth is, it has to be so much more.

At MOI, we have a distinct point of view on what creative means, and why it matters.

Back in 1962, the psychologist Jerome Bruner made a prescient comment that "creativity would be the last bastion of human mental sovereignty", a notion that has greater relevance in a world where so many tasks and processes can be automated and optimised, using ML and AI.

Creativity is what sets us apart. Our ability to not only solve complex problems, but to develop previously unimagined experiences and outcomes, is how we add value and stay relevant in a world where change is constantly accelerating.

We believe that creativity, the creative act, and creative outputs are not limited to what happens within our creative departments and teams. MOI is in the business of creativity.

This isn't just something we say, it's something we live. We encourage everyone we work with to embrace being a creative thinker, even if they don't necessarily consider themselves a creative in a traditional sense. Our Turning Heads™ methodology empowers anyone and everyone within our agency – and our clients – to be creative.

Because creativity and the creative act involve more than just visual output, inspiring storytelling, engaging content, and impactful campaigns. And they're not limited to simply answering a marketing need or brief.

Creativity is how we arrive at intelligent solutions to our clients' business challenges, whether that's through an ABM transformation programme, a creative approach to a disruptive media strategy, or a radical reimagining of a client's product offering.

So, if like us, you believe creativity and creative thinking can create better business experiences and outcomes, beyond just marketing solutions, maybe it's time to turn your head in our direction.

* *campaignlive.co.uk/article/how-hell-allowed-happen-rory-sutherland-creative-devaluation/1718738*

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Has B2B marketing overtaken B2B sales post-Covid?

ALEX CAIRNS,
managing director, Move Marketing



In a landscape where even complex products and services are bought in a completely different, more remote and independently researched style than years gone by, Alex Cairns argues that sales needs to strategically align itself with marketing more than ever before

The pandemic has completely shifted the communications focus for manufacturers, accelerating the switch to digital and, with it, the ability to trust in a brand. On average, this acceleration is widely reckoned to have compressed five years' worth of digital transformation into a period of just weeks and months. From a marketing perspective, 'seeking new ways of engaging customers' and 'expanding digital communications channels usage' have both now become business-critical issues.

Even before Covid-19, 80% of the B2B sales cycle was happening in digital settings. Traditional purchasing cycles that would have initially been handled by a local salesperson on the ground have either moved to online platforms, such as Zoom or email, or, in some cases, completely bypassed these initial steps by skipping straight to different forms of digital content for prequalification purposes. These days, even for a complex industrial purchase, the salesperson is not even likely to be contacted until the purchaser is several steps into the research and evaluation phases of the buying cycle. Consequently, digital content has transcended wider marketing and sales efforts as a whole to become the ultimate end-game for customer engagement. Having content that's easily absorbed in terms of format and also easy to find across digital touchpoints is just as vital a prerequisite for all types of B2B sales, from industrial bearings through software, technology and services, right through to million-pound pieces of capital equipment.

The move to digital in terms of selecting suppliers has become much more demanding of trust as there is still an implicit lack of confidence amongst B2B buyers in ordering products and services online. Trust in a brand they don't know about has become dramatically more important than it was 18 months ago, meaning that B2B brands need to master the ability to tell their full story, in a clear and concise way, across multiple touchpoints. A void has been left by salespeople no longer being able to visit face-to-face in this new and virtual post-Covid world. Confidence and trust in a brand therefore needs to be built in a different way from before.

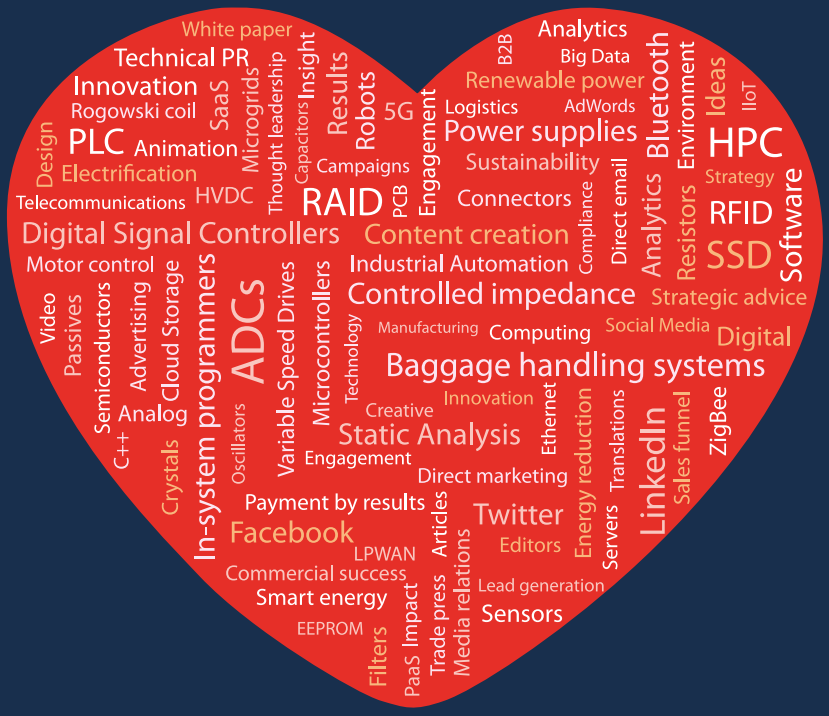
Building trust digitally is done through the incremental benefit of three core actions: creating a greater volume of quality content; pivoting that content towards clearly defined thought leadership angles; and integrating multiple digital channels to reinforce recall along the different stages of the buyer journey.

Content creation alone is not sufficient. Quality content that tells part of the story and adds value to the buyer in terms of answering core requirements cuts through the marketing noise and establishes engagement. Content that either educates the buyer or persuades them to think about their problem in a different way demonstrates thought leadership and goes a step further by establishing recall. Integrating all this content across multiple digital channels ensures that the buyer is reminded of a particular supplier's solution at every stage of the buyer journey, thereby maximising the supplier's potential of being in the mix when it comes down to the final purchase decision.

Companies that are quickest to act on this seismic shift in the way B2B products and services are purchased will be the biggest beneficiaries post-Covid. There is still a huge role for sales to play in getting purchases over the line, but a more flexible approach and more dynamic alignment between sales and marketing has become more important than ever.

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It's the message, not the medium, that counts

MIKE MAYNARD,
owner, Napier



These days, it seems like every channel has its own dedicated strategy. Mike Maynard says it's time to switch the focus, putting content first, not the channel

They say content is king. When Bill Gates coined this phrase in 1996, he was mainly thinking of consumers looking for video and audio to make screen-based text more appealing, but in today's B2B marketing world, the sentiments remain the same.

Yet, this message is often lost among the noise. With so many channels to choose from, we think about reaching an audience and become transfixed by the huge variety of ways to connect. This leads to a tunnel vision where people define their job roles by the channel they specialise in – PR specialists, content marketers, digital gurus, SEO optimisation experts, etc.

With specialists living in silos and sticking to particular marketing tactics, it's no surprise that campaigns can become unfocused, with marketing team members often duplicating the work of others in different specialisations.

Getting around this means putting content back on its throne. Content is the pull factor that grabs attention and makes people take notice of your product or service. In fact, it can be contended that marketing is about two simple things: creating content and then distributing it to the target audience.

A typical campaign might start with a whitepaper and spin-off articles, case studies and blogs to get the attention of people at different stages of the marketing funnel, as well as targeting different personas with content that addresses their needs and challenges. And it's not just written material – some people may respond more to a short video or want general 'how to' guides before they even start looking at the different solution possibilities.

However, thinking about campaigns in terms of the distribution channels can lead to creating content unnecessarily. If you have access to several channels, the logic says, get the most out of your content and adapt it to fit. The risk here is that limited budgets might lead to content being stretched too far, too quickly, producing poor quality results.

The solution is a radical rethink of what the marketing team does – instead of focusing on marketing tactics, companies need to think in terms of content creation and content distribution.

In today's complex marketing environment, thinking holistically, rather than having a siloed view, is the route to more effective campaigns.

With specialists living in silos and sticking to particular marketing tactics, it's no surprise that campaigns can become unfocused

Take Napier – our approach is to develop the right strategy, then manage the generation of the content separately from distribution. This means we create the best possible content and then re-use it across the most effective marketing tactics and channels.

When we plan a campaign, we don't start by thinking about how we can use the latest 'cool' social media platform or other trendy channel. We put content top of the list and think about what content will persuade the target audience to become customers. Only when we have the right content do we consider the best way to distribute the content – which channels would be most effective to both reach the target audience and most effectively put the content in front of them?

This approach ensures that the campaign delivers measurable results, getting prospects from awareness to opportunity faster. Making sure content is king means the customer always comes first.

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"Your job as sales leaders today in digital, virtual, and in person is to help your customers feel more confident in their ability to make bigger and broader decisions on behalf of their organisation, that's...

YOUR NUMBER ONE COMPETITOR TODAY

...your customers lack of confidence."

Brent Adamson,
Distinguished VP, Gartner

How to use salestech to build confidence in buyers

DAMJAN HAYLOR,
managing director, POPcomms



As buyer options and seller solutions become ever more complex, a seller's biggest competitor is their buyer's lack of confidence in their decision-making, and it's only getting worse. Damjan Haylor explains

We know that the number of people in a buying group is growing. This puts more pressure on each of them to make the right decision, or risk being culpable for an expensive mistake.

In addition, many buyers will have done their own extensive research before they even meet a sales rep, but, far from making them more confident about their decisions, it serves to create more confusion and inertia. Confused buyers don't buy.

So how do you empower buyers in their decision-making? In those initial meetings, between the sales rep and the buyer, it's crucial to create a consultative environment that supports the buyer.

Uncovering value

The first step is to ensure the buyer understands the value they will get from the seller. But this isn't always that easy, as many buyers aren't aware of exactly what they need or how to articulate what the true value is that they are looking for.

Clarity and speed of information, a single source of truth

A rep must be able to instantly access any information they and the buyer needs in the moment. It must be current and relevant with consistent messaging, whether it be live data, video, interactive content, insights, or compliance information. There's no excuse. If the buyer needs to see something to reassure themselves, then it must be available when they want it.

Simplify the complex

This is no time for ambiguity. The seller must cut through noise and create an environment of simple, clear and concise conversations. Similarly, content shared should be succinct and visually articulate where value lies to create a visually persuasive and memorable experience.

Personalisation

Everything must be directly relevant to the buyer. If the rep's dealing with 10 different people from different departments, they must be able to address each person's needs and concerns directly, as well as those of the wider business and its operational sectors. This level of personalisation is crucial, but challenging.

Keep your buyers close

Once a seller has helped the buyer to get clarity and confidence over their decisions, they don't want to lose them in the time it takes to conclude a deal. This is where a virtual sales room gives buyers anytime access to all the valuable, personalised content they've been discussing. A place they can share amongst the wider team to help build consensus.

And the enabler that underpins all the above?

Technology. The buyer and seller need a single platform that connects them to all this valuable information across all touchpoints – a laptop at a meeting, a tablet off-site (and offline), or on a touchscreen at an event. It must track and analyse every interaction and be constantly updating CRMs to provide up to the minute actionable insights. Creating an integrated, omnichannel sales experience for the buyer.

So, what is this universal confidence booster? This is digital sales enablement. This is what we do at POP, and we do it brilliantly.

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Pitch perfect? Why it's time to reconsider the pitch process

KELLY WRIGHT,
associate account director, Purple Agency



Kelly Wright asks whether or not inviting multiple agencies to pitch is the best way of choosing a new partner

You wouldn't fill up your trolley in Sainsburys, ask the cashier to give you Michelin star quality recipes within five minutes, and then ask for 20% off your bill or you'll go to Tesco instead, would you? It sounds ridiculous, but that's what pitching can be like for agencies.

Research suggests that agencies could invest up to £43,500 on a single pitch, while only 30% of clients believe that number is over £15,000.* That has to come from somewhere, diverting valuable resource away from existing paying clients. As successful pitches ultimately become paying clients, engaging in the process only perpetuates the vicious cycle.

Standing out in a pitch largely relies on chemistry, and creating chemistry through faceless RFI questions or a one-hour virtual presentation is tough. Building rapport is arguably the most important factor in choosing the right agency partner, and the pressure-cooker environment of a pitch isn't the best way to judge that. A better approach would be to engage two or three agencies to work with you for a few months, paying them to work on a real project, and seeing how they work and communicate. You'll learn so much more about each other, and be able to judge whether you're truly a good fit. Remember, it's a two-way evaluation of chemistry and opportunity – we want to know that you're right for us, just as much as us for you.

Some brands expect the pitch process to show them the right answer rather than the right agency. In reality, well-considered work takes time. No good agency should profess to have the answer within a two-week pitch timeframe. Some clients want to get straight to the shiny creative without consideration for research or strategy. But creative without insight is just a pretty picture. Agencies should be remunerated for the skills that come up with those ideas, not expected to give them away for free.

The success of any agency-client relationship relies on transparency on both sides. You will get more from an agency by having open conversations up front about expectations, timeframes, contract terms and budget (we know you know). This enables both sides to assess whether it's a viable partnership and, if not, politely decline before too much time is invested.

A better approach would be to engage two or three agencies to work with you for a few months, paying them to work on a real project, and seeing how they work and communicate

Brands should understand what it costs agencies to pitch, not just financially, but also emotionally. No one can win them all, and that's okay, but you hope for a mutual respect that offers constructive feedback even if you're unsuccessful. That's not always the case. Some brands are guilty of 'ghosting', leaving agencies to assume they've been unsuccessful and speculate why. It took 18 months for us to get a decision on one £800,000 pitch. We'd got the hint by then, but it left a sour taste in the mouth and isn't great for brand advocacy.

By being part of the pitch process, brands and agencies are enabling the problem to continue. The onus is on us all to set new rules of engagement and ensure a level playing field for everyone.

* *pmsociety.org.uk/the-cost-of-pitching-and-the-size-of-the-prize/*

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Want people to believe your business is becoming more sustainable?



telling them.

The word 'sustainability' is repeated 10x on each of the Forbes top 50 brands' sustainability webpages.

Want to know how to cut through? Read *Words that work*.
Radley Yeldar's guide to sustainability comms that connect.

Download the report at **ry.com**

radley yeldar.

Is your sustainability story working against you? You can fix that

JONATHAN SHANAHAN,
sustainability campaigns director, Radley Yeldar

EILEEN CHEN,
senior sustainability campaigns strategist, Radley Yeldar



Jonathan Shanahan and Eileen Chen explain what B2B brands are getting wrong with their sustainability communications, and how to fix it

Well before the fury and fanfare of COP26, the focus on climate change had reached a fever pitch. With the proliferation of weather disasters and apocalyptic headlines everywhere, sustainability is now a visceral and immediate concern for all stakeholders. B2B businesses are not exempt. All businesses are under tremendous pressure to respond.* But most are just getting started, setting commitments and declaring their direction of travel.

This is a critical juncture. The way you frame sustainability at this stage can make the difference between energising stakeholders or undercutting belief. Most get it wrong.

Worryingly, sustainability is still communicated by corporates in a way that is empty and ineffective. Corporate brands abandon their carefully honed voice, and resort to what we call stock sustainability: strings of unconvincing vague sentiments like 'we are committed!', 'for the future!' and 'together for our planet!'

After analysing the Forbes 50 Most Valuable Brands' sustainability webpages, our team has identified eight clusters of clichés that plague stock sustainability:

1. We are committed.
2. The future/a better tomorrow/future generations.
3. Protect the planet/people.
4. World's biggest challenge.
5. Our sustainability journey.
6. Together, we can/in this together/work together.
7. Building a better/creating a better.
8. Good for business/win all around.

98% of the brands fell prey to at least one cliché. Many strung multiple clichés together in long, airy, unconvincing sentences. If the world's most well-resourced brands are adopting stock sustainability language, it sets a bad precedent. Let's fix this.

Principles for fixing sustainability writing for B2B brands:

- **Put your audience first.** Too many brands think about what they want to say before considering what audiences want to hear. Use an 'outside-in' approach and form a deep understanding of your stakeholders, before you put pen to paper.
- **Get specific.** Move away from macro-level sustainability statements like 'better for the planet.' What part of the planet does your product improve? Carbon emissions? Water usage? Deforestation? Research shows that people better understand sustainability when it's narrowed down to a specific impact area.
- **Honesty is the best policy.** Greenwashing scrutiny is on the rise. While future visions are key, painting an overly rosy story sows distrust. It's okay to address shortcomings and challenges – doing so builds belief with your customers.

There's no time to lose. The corporate sector has (we think) the most significant role to play in reducing humanity's impact on the environment. By moving past clichés and making your sustainability story captivating, clear and honest, you powerfully signal your part in solving the issue, and raise your company's profile as a credible driver of decisive change.

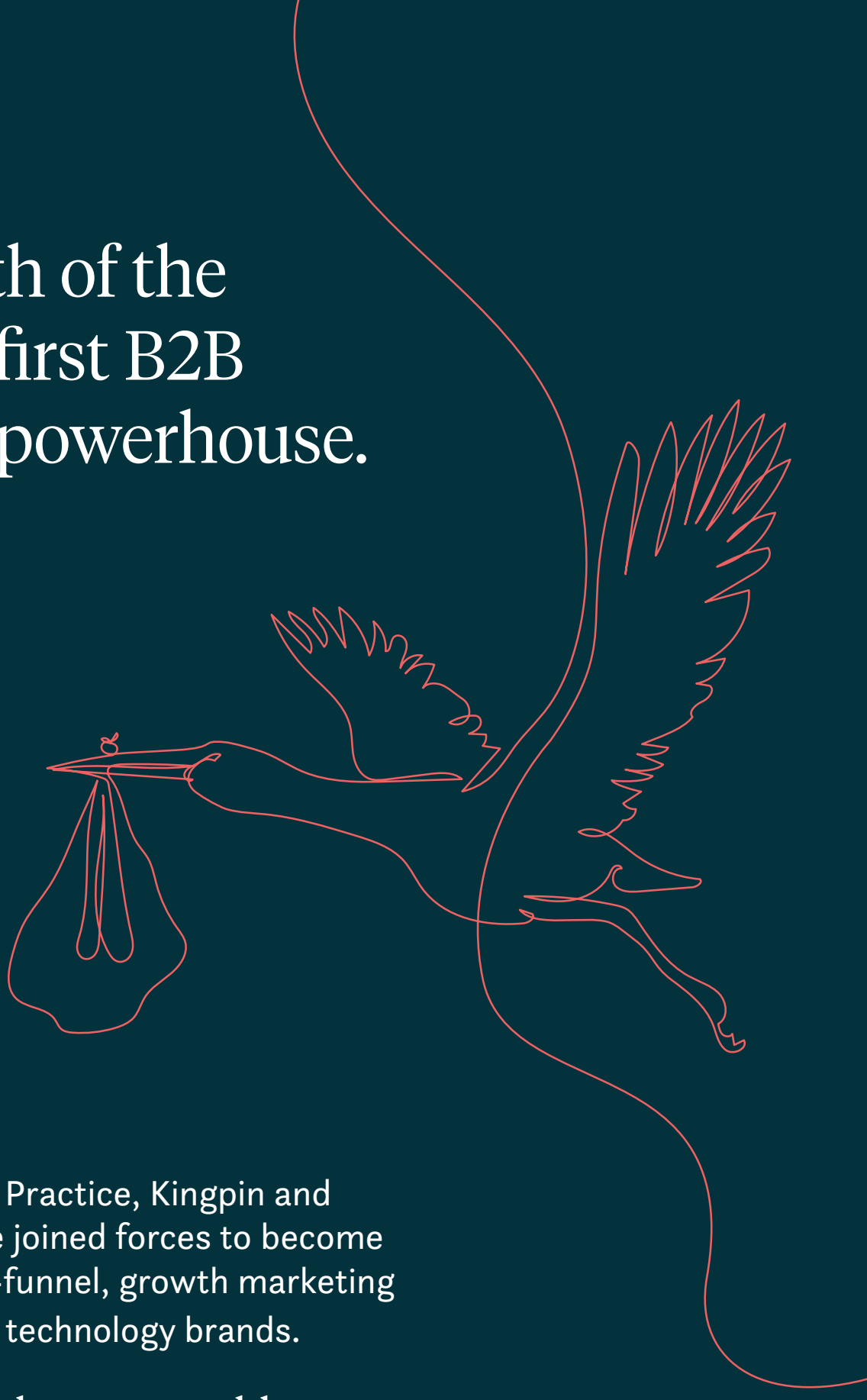
Our report, *Words that Work – Effective Language in Sustainability Communications*, explores what is wrong with how sustainability is written, principles to fix it, and creative examples of what great looks like.

Download the full report here: https://fal.cn/3l5Vx

* *www2.deloitte.com/us/en/insights/topics/strategy/sustainable-transformation-in-business.html*

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The birth of the world's first B2B growth powerhouse.



The Marketing Practice, Kingpin and Omobono have joined forces to become the global, full-funnel, growth marketing engine for B2B technology brands.

Welcome to the new world.

It's B2B's chance to shine. Let's grasp it with both hands

DAVID VAN SCHAICK,
CMO, The Marketing Practice Group (including The Marketing Practice, Kingpin and Omobono)



David van Schaick outlines the four key areas that are driving marketing's evolution into a true business driver

B2B marketing is stepping proudly and triumphantly into its maturity. No longer the colouring-in department of yesteryear, it is a commercial function accountable for revenue and market share. What has been recognised for many years in B2C industries – that marketing can be the engine room for growth in a business – is finally establishing itself in B2B.

There are four trends driving this change:

1. **Growth investment.** B2B industries, particularly tech, have been resilient through the pandemic and continue to attract significant investment – $200 billion from venture capital alone last year. This investment comes with ambitious targets for market share and penetration, and attention is turning to marketing as having the keys to unlock the sought-after growth.

2. **Consolidation.** The B2B agency market is consolidating. Previously discrete services are being brought together providing clients with new approaches that put less emphasis on tactical outputs and more emphasis on commercial outcomes.

3. **ABX.** The growth of ABM in recent years has been the catalyst for greater collaboration across the front office. Growing your top accounts requires coordinated efforts from marketing, sales, customer success and others. The next trend, ABX, arguably puts another label on what is already happening in the best cases: an approach that puts the customer first and prioritises an integrated multi-channel experience. But whatever you call it, an insight-led, coordinated approach to tackling your biggest revenue opportunities is at the heart of commercially effective B2B marketing

4. **Talent.** Diversity and inclusion are rightly getting greater focus on both client and agency side. There's a lot more to be done here, but if we can get it right and attract more diverse talent to the industry, creativity will benefit and we will see better work for it.

These trends are creating a buzz about B2B. It feels like a moment in time, ours to grasp.

But if we are to do so, we must move beyond the siloed thinking of the past. We have become great at producing high volumes of content and leads, but are ineffective at turning those leads into real growth.

We must also leave behind the old dualistic views of brand versus demand, digital versus traditional, emotional versus rational, and recognise that it's not a case of either/or, but both together, in the right mix.

Those who have the most success in creating growth will put the customer at the heart of integrated, full-funnel approaches. We think the combination of skills we've brought together at The Marketing Practice, blending our expertise in ABM and track record of commercial results with Kingpin's data, technology and media excellence and Omobono's eye-catching brand and digital experiences, offers our clients a breadth of talent fit for this new era of B2B marketing.

As we look forward to B2B's bright future, we can't wait to see what it brings.

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tmwbusiness.com

The creativity confidence crisis in B2B (and how science can help us crack it)

EOIN RODGERS,
managing partner, TMW Business



Standing out. The struggle is real. You only have to look around to see that. The expected B2B visuals that lack punch. The commoditised offerings that are hard to tell apart. When it feels like everyone's saying the same thing, why are people still reluctant to try something different? Eoin Rodgers explains

Could it be that, while we want to do something different, we're stuck in old habits? After all, it's easier to go with the flow than challenge the status quo. I get it. It's hard to do something different, but it amounts to a crisis of confidence in B2B creativity.

No doubt you'll recognise the challenges. The abundance of micro differentiators makes it hard to identify a USP. The broadness of audiences makes it difficult to find real insights. And many marketers feel more comfortable reverting to product and service messages. Yes – that's still a thing.

But one of the biggest issues is process. Getting stakeholders together, aligned and contributing, for one, and getting them to contribute at the right time. Some stakeholders – technical or product experts – are not experts in communication. Their contribution is most important in the beginning and, arguably, less important when judging the work.

To round off these challenges, there's also the cultural aspect. Some organisations prefer safe and comfortable. Even their marketers see a departure from the norm, or any talk of creativity, as fluffy.

So, how do you give people the confidence to do something different, or, to be more accurate, something more effective? For us, the answer lies in human understanding. And the recognition that most human behaviour operates outside of our consciousness.

Science has shown us that human behaviour is not just rational. Buying behaviour is influenced by emotion, memory retrieval and perception. So, if we want to connect with people, it makes sense to get some help from neuroscience.

For example, if you want to understand what someone will do, just ask them. Right? The problem is, people tell you what they think they will do (or what they think you want to hear), but that's not necessarily a true reflection of how they actually feel.

Implicit time response testing goes beyond what people say to understand the strength of their emotional conviction. At the simplest level, the faster the response, the easier it was to access from memory – making it more authentic.

We've been using this type of creative testing to give our clients confidence that their campaign is going to both stand out and drive action. The road to getting there has been smoother too. There's less subjectivity. And more focus on what's working for the audience.

Creative testing with implicit research techniques helps brands understand what truly drives customers. It can help measure how the brain is responding, what people like and how they make complex decisions.

At TMW Business, we build our research methodologies to deliver on our brand promise: ideas that move people. This means emotion, motivation and action are all measures of effectiveness. Because if you can win heads and hearts, you can win business.

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Humanising business complexity

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Talking 'bout your generation!

ANDREW SINCLAIR-PEARSON,
CEO, Torpedo



Andrew Sinclair-Pearson explains why a better understanding of 'generation' should be taking centre stage in the world of marketing

As marketers, we know that generating leads is not the same as generating demand. They're two separate stages of your sales funnel. Knowing the difference can have a big impact on the way you create opportunities and ensure that leads don't fade away.

Demand generation means turning strangers into prospects – a process that creates awareness and interest for your product or service by generating buzz through content creation. The ultimate goal being to drive traffic and turn interest into action.

Lead generation, however, is the process of turning prospects, who've expressed interested in your brand, into sales leads. They have specific needs to meet or a task they must accomplish. Some of them may already be familiar with your brand – drawn in by your demand generation strategy. Others may have come to you directly. But, when generating leads, your focus should be to convert their interest into sales.

What different generations mean to the success of your campaigns

So, why does it matter how (or even if) you distinguish between different stages in your funnel? Simply put, they accomplish different things. By knowing they are unique tactics, you'll be able to use them more effectively – targeting more prospects at different stages in their journeys.

Think of articles or thought-leadership pieces that get around on social media. When prospective consumers interact with them, they don't necessarily end up converting. But now they've heard of your brand, you've sparked some interest, and you're in the conversation – you're generating demand.

Digging what you say

Then, when prospects trust your brand enough to convert, they'll come across your targeted content. This could be anything, from websites to lead-nurturing emails, or targeted videos on social media. But, most importantly, it'll encourage sales leads to take action – whether it's to subscribe to a mailing list, purchase a product or share contact information.

How to generate the best leads for your sales team

It all comes down to planning and measuring. Probing your KPIs is an excellent way to monitor your campaign. And you can use lead and demand generation performance indicators to cause a big sensation.

Think of demand generation as your go-to-market strategy. You can use it to prime your target audience and measure your success through organic traffic to your online presence. Enabling you to plan, test and find your most compelling content.

Meanwhile, checking your marketing ROI, customer acquisition costs and conversion rates will help nail down the overall success of your lead generation. By gauging your success, you'll be able to pick the perfect moment to nurture your leads and guide them to conversion.

In our experience, a joined-up, integrated generation journey through the sales funnel can create higher-quality leads and a stronger demand for your brand. And ensure a lead doesn't die before it gets old.

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Marketing's three levers for revenue

CLAIRE DAVIDSON,
strategy and planning director, twogether



Claire Davidson discusses how to get the board on side once and for all

Marketing is a revenue driver, not a cost centre. And these days, it's not just marketers who understand that. Last year, 83% of CEOs agreed: they increasingly expect marketing to operate as an engine for growth.[1]

This means marketing is not only attracting more budget, but also added pressure to demonstrate value in the boardroom. Often, the board wants to see investment correlated with quick revenue growth. The next challenge for marketers is to show that a more balanced, longer-term view is required to realise the true value that marketing is delivering.

Three strategic levers for long-term revenue

If we're presenting marketing's impact on revenue for the board level mindset, we can focus on three strategic levers: brand, customer experience (CX) and efficient demand.

All three need the right investment over a sustained time period to allow their combined impact to create exponential revenue growth. In particular, marketers can show that brand spend and improved customer experience will feed demand and make revenue-driving activities more efficient.

1) Strengthen brand. Develop authenticity

Brand has become critical as price and product differentiation have become increasingly difficult to achieve. Brand is where trust is built – the foundation of all loyal customer relationships.

It may sound obvious, but too often we see companies investing very little in brand as part of their overarching revenue campaign strategies.

However, brand is the platform on which the organisation's values are articulated, providing a narrative that the customer can align with their own priorities. Demand generation and CX are shaped by the brand, building on the trust it has established to create more authentic, personalised communications and experiences.

2) Tailor CX. Build loyalty

Marketing must take the lead in cultivating one-to-one relationships – relying on insight from data that's collected throughout the entire customer lifecycle.

The goal is to achieve a unified view that shows what each customer really cares about, also enabling a business to offer personalised solutions or support at exactly the moments that matter. This will cement the relationship between customer and brand.

3) Cultivate demand, grow sustainably

As marketers gain richer insight from deeper customer relationships, demand generation activities can be refined to ensure closer alignment with customer needs. Gaining a single view of the customer within the organisation is a challenge, but essential to drive efficient demand.

For us, it's crucial that all teams are working towards one shared revenue goal. So, no matter what touchpoint a customer engages with, marketing should be working alongside every department to support that interaction. This allows demand generation activities to be measured both in terms of their immediate impact – leads or opportunities created – and their long-term contribution to brand value, growth and share price.

Technology brands must have a single view of success. That's why it is imperative to integrate and monitor the KPIs across all three levers. They are interlinked, with investment in one often reflected in another. Presenting to the board in these terms will provide a holistic measure of marketing's impact on revenue.

[1] *McKinsey & Co., (2021), https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/why-every-business needs-a-full-funnel-marketing-strategy*

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THE CHALLENGER AGENCY FOR CHALLENGER BRANDS



VCCP

BUSINESS

Transforming the fortunes of our clients by challenging
and disrupting the categories they operate in.

Brand Challenges I Demand Challenges I Cultural Challenges I Transformation Challenges

vccp.com/capabilities/business hello@vccpbusiness.com

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PRAGUE SYDNEY AUCKLAND SINGAPORE SHANGHAI HONG KONG

Why B2B experiences need to be as powerful as consumer experiences

JO PARKER,
group CEO, VCCP Business



Jo Parker explains why B2B experiences need to be as powerful as consumer experiences, and how to do it

Contemplating what 2022 will herald for clients and our teams, I'm struck by the juxtaposition of our need to consume less, with increasing pressure on businesses to do more. Expectations of businesses to have greater impact while treading ever lightly, are the result of the unparalleled headwinds we will continue to navigate for the foreseeable future. These include the new porousness between personal and work worlds, which has heightened expectations of the B2B brand experience and is having a profound effect on how businesses behave and communicate. At the heart of this change are two key drivers – the purpose of business and the need for direct, meaningful relationships.

Purpose as the start and end point

I'd argue that, for B2B, the articulation of a business's purpose, delivery of its ambition and evidence of its impact, is the starting point for all communications. B2B companies need a brand rooted in their purpose that punctures public consciousness to support their reputation and front-end of the funnel consideration.

Purpose must also come from within. External articulation will fail if internal culture is out of tune. Empowering the internal brand secures genuine engagement and ensures whole brand coherence.

And for proof of the spotlight on purpose, consider why you know that the corporate name change to Meta for Facebook has to be more than just a new name. It needs to be a fundamental shift in the definition of the business and how it operates culturally. The current silence around Meta's purpose is a void screaming to be filled.

Accelerated shift to direct

The second key driver of change is the accelerated shift to creating direct relationships. Even for heavily intermediated sectors, such as financial services and health, the headwinds have catapulted D2C ecommerce forays to the fore.

Consent strategies remain the critical first step that businesses continue to grapple with. For our clients, our tech-agnostic approach allows us to provide extra arms and legs to ensure the middle and bottom of the funnel can be properly harnessed. But here's my biggest caveat for getting direct relationships right – just because the tech stack makes the science of the personal, frequent interaction possible, does not mean that it is the right thing to do.

Long-term marketing growth requires nurturing meaningful relationships that recognise the moments for brand interaction, ensure relevance and respond individually.

Dynamic experiences

These individual interactions, the crux of ABM and the mission for mid and bottom funnel activity, require the brand to be proactive throughout its journey, in all channels and touchpoints. We call it dynamic brand experiences, providing seamless and iterative campaigning through integration across data, media and creative. Completely measurable, this responsiveness never forgets that brand integrity trumps personalisation.

I'm incredibly optimistic about what B2B is going to achieve. With clarity of purpose and in collaboration with new partners and technology, we're going to see B2B experiences every bit as powerful as consumer experiences.

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SECTION 3:

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Services selector

Agencies were asked to select three options that best reflect their primary services

	Agent3	Armstrong	BBN International	Bray Leino	Digital Radish	Expandi	Gilroy	Gravity Global	Merkle B2B	Miramar	MOI Global	Move Marketing	Napier	POPcomms	Purple Agency	Radley Yeldar	The Marketing Practice	TMW Limited	Torpedo	Twogether	VCCP Business
ABM	•				•		•		•		•						•				
Branding			•	•	•			•								•					
Campaign and creative execution		•	•	•	•				•		•	•			•	•		•	•	•	•
Channel marketing										•									•		
Content marketing services *(including video)*		•											•		•			•			
Data services *(e.g. analytics, insight)*						•											•				•
Demand generation *(including telemarketing)*	•		•			•				•											
Digital *(e.g. mobile, social media, SEO/PPC, web design/ development, etc)*		•		•			•	•			•	•	•	•	•	•	•		•		
Marketing planning/ strategy							•	•		•		•		•				•		•	
Media planning/ buying									•											•	
Programmatic advertising						•															
PR													•								•
Sales enablement	•													•							

Agent3

PHILOSOPHY

B2B marketing needed a hard reboot.

For a long time, marketers got by with campaigns, a bit of target data, and a general strategy of shouting loud into every channel and seeing what stuck. It was chaos, but it kind of worked. Until it didn't. Until marketing folk needed clarity and focus to survive and thrive.

Into this emerged Agent3, a relative newcomer built on the premise that modern marketing had to be based on the combination of data, technology and creativity, to deliver true commercial value. Agent3 has flipped the script on the traditional B2B sales playbook, and changed the way people engage with prospects and customers by delivering successful ABM programmes founded on the ability to drive insight-powered, custom-built campaigns to develop reputation, build relationships and deliver revenue. And this relies upon the alignment of marketing and sales teams to drive that insight.

We put data at the heart of our campaigns, attached to world-class creative, to help our clients sell more to their key accounts. And we do so from seven offices, operating across three continents, working for the globe's most respected B2B technology brands.

AWARDS

Best use of account-based marketing	*B2B Marketing Elevation Awards 2021*
Best use of account-based marketing	*B2 ANA Awards 2021*
Optimising ABM campaigns	*ITSMA MEA Awards 2021*

CLIENTS

- Citrix
- Intel
- LinkedIn
- Salesforce
- ServiceNow
- Sony

SECTORS

- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2013

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Agent3 harnesses the power of data, creativity and technology to develop award-winning and impactful ABM programmes for clients such as Intel, Splunk, Salesforce and many other global brands.

 © B2B Marketing

Armstrong

PHILOSOPHY

The Armstrong Partnership is an independent, full service B2B agency trusted by the world's leading industrial brands.

We deliver creativity and strategy in equal measure that enables the brands we work for to convey a concise, consistent, and powerful message with an unrivalled brand image in their market.

We understand industrial supply chains across different markets and know which channels will resonate with your target audience and what messages will positively affect behaviour.

Our 45-strong multi-disciplinary team deliver exceptional ROI for clients through inventive multi-layered campaigns that places the most technical products and processes in an unparalleled position. Everything from strategy, branding and positioning, product launches and digital platforms, through to 3D animation, sales tools, videography, photography and digital marketing.

We share a common belief with our clients – to evoke change and challenge what has always been done, to change the course of their industry. For the good. We are proud to be manufacturing specialists. Fully integrated and fully prepared. We are Armstrong. An agency like no other.

AWARDS

Winner: Logo design, single ad, art direction, copywriting	*Global Ace Awards 2021*
Winner: Brand effect of the year	*German Brand Award 2019*
Gold: Best B2B	*DMA Awards 2018*

CLIENTS

- Bosch Rexroth
- Dennis Eagle
- Knauf
- Nikolaus SORG
- Vidrala
- Zeiss

SECTORS

- Automotive
- Glass
- Industrial, manufacturing, engineering
- Property and construction

YEAR FOUNDED:
1991

WEBSITE:
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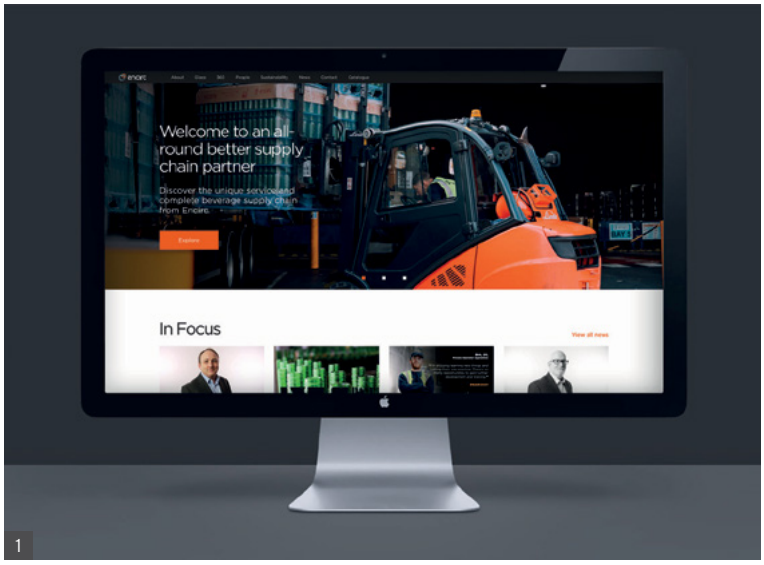
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1



2


3

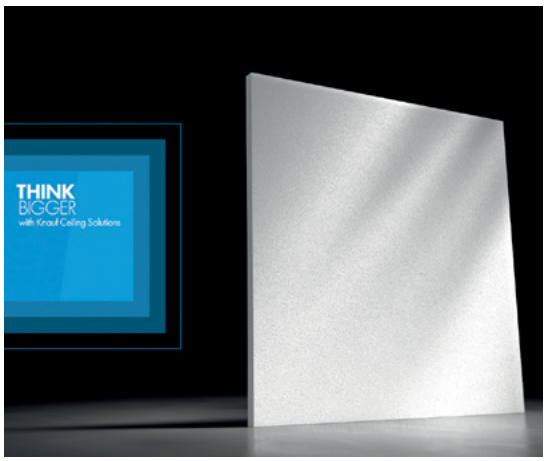


4



5









6

Encirc website, Kuhn campaign visual, Electric road sweeper 3D beauty shot, Dennis Eagle product brochure, SORG Hybrid Melter 3D visual, Knauf materials portfolio campaign.

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BBN International

PHILOSOPHY

A different global agency model – powered by humans and enhanced by innovation, BBN is different. As business owners ourselves, we are opportunity-over-problem thinkers. This thinking and the same mindset is then applied to your business. Yes, we have robust systems and some neat marketing tools, but our real strength is in the humans that deliver them.

Like many B2B businesses in today's technology-driven world, for the owner-managed companies that compose BBN, agility is not just a theory. Instead, it's how we think, act, and perform in practice – every day. We've survived and succeeded in this shifting environment not only by responding to change but by embracing it, so we'll apply that same thinking to your global marketing challenges. We understand that you need full alignment of your business to your marketing and sales strategy and the provision of seasoned strategic counsel forms a core part of our philosophy and our success. As a result, your marketing gets a strategic, creative, data-driven solution, that delivers global relevance with local impact.

BBN is a global partnership with over a 1200 B2B marketing specialists working in over 30 countries. These numbers are only 'play factors', and while it secures us top 10 rankings, we know you expect more than that!

AWARDS

Creative agency of the year	*ANA Global Ace Awards 2020*
Gold: Best integrated marketing campaign: large enterprise	*B2 Awards 2021*
Gold: Best B2B	*Brand Film Awards 2021*

CLIENTS

- Adobe
- EY
- Microsoft
- Shell Eastern Petroleum (Pte) Ltd
- MasterCard Merck

SECTORS

- Energy and utilities
- Financial services
- Pharmaceuticals and life sciences
- Technology and telecoms

YEAR FOUNDED:
1987

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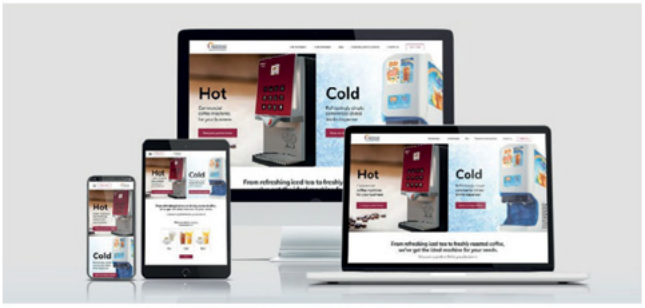
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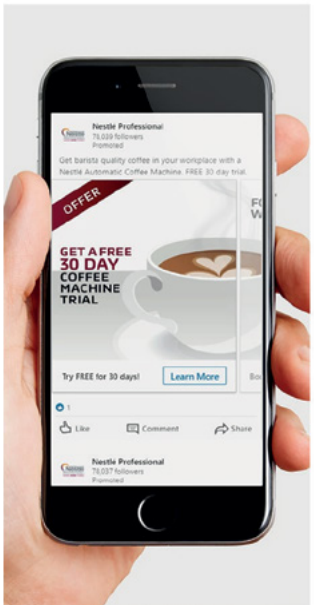
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Nestlé PROFESSIONAL







Clockwise from top: Rockwool – Integrated campaign and video (UK); Nestle Professional – Integrated digital marketing (APAC); Outokumpu – Digital transformation (Finland); Zoetis – Brand campaign (US); Mondi – Brand and product campaign (UK/Europe).

 © B2B Marketing

Bray Leino

PHILOSOPHY

The size of your business. The strength of your brand. The scale of your influence.

Whatever your ambitions, growth is the key. And helping you achieve it is what we do best. We're Bray Leino. We've spent the best part of 50 years applying deep insight and disruptive ideas to the special challenges of B2B businesses to help them thrive and evolve.

To solve their problems and propel their progress, we've assembled a huge box of brand and business-building tools, and acquired a tireless drive to make the difference.

It's that drive that fuels our determination to help our clients succeed. It's why year after year, we're one of the UK's highest ranked B2B agencies. It's how we achieve so much for so many different businesses, in the real world and the digital.

And whether you're launching new products, rebuilding your strategy, reigniting your brand, exciting your distributors, empowering your salesforce or inspiring your people, the promise we make is the same. Growth through creative energy.

AWARDS

Bronze: Best use of direct mail	*B2B Marketing Awards 2021*
Gold: Best use of digital from the transport and logistics sector	*Digital Impact Awards 2021*

CLIENTS

- Cummins
- DNV
- mfldirect
- Olam
- Spirax Sarco
- WorldFirst

SECTORS

- Financial services
- Food, drink and ingredients
- Industrial, manufacturing, engineering
- Marine

YEAR FOUNDED:
1974

WEBSITE:
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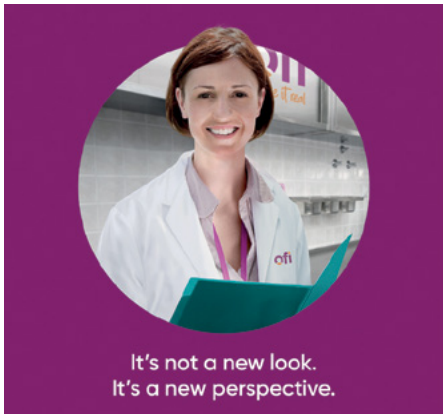
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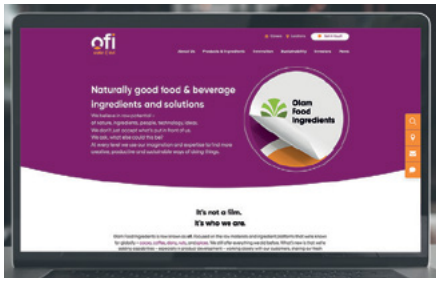
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ofi
make it real





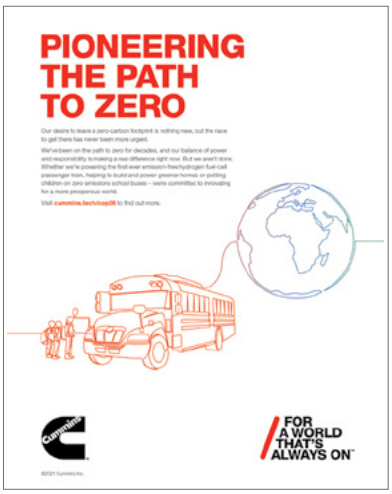












Global brand launch materials for ofi; Spirax Sarco's Natural Technology rebrand; creative platform for Viridor's ESG strategy; brand campaign for DNV; COP26- aligned brand campaign for Cummins Inc.

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Digital Radish

PHILOSOPHY

Digital Radish is the award-winning brand and ABM agency for high-growth technology businesses. We work with change-making clients at moments of strategic transition, helping them to take advantage of business opportunities and break new ground.

Our B2B brand and ABM specialism means we uniquely understand how to create brands that commercially deliver. We work best with clients who are looking to differentiate through distinctive creative that starts the right conversations, whether you're wanting to change perception, drive awareness, or create pipeline. It's this balance between creativity and commerciality that helped us influence over £1 billion of pipeline revenue for our clients last year, and saw Digital Radish grow by 137%.

In 2021, we won 'Agency of the year' at the B2B Marketing Awards for our decision to prioritise what was best for our clients and employees, instead of focusing on metrics like profit and revenue. This revolutionary move resulted in exponential growth for the agency, some of the most successful campaigns we've seen to date and industry awards including 'Best use of ABM', 'Best use of content marketing' and 'Best sales enablement Initiative.'

AWARDS

Gold: B2B marketing communications agency of the year	*The B2B Marketing Awards 2021*
Gold: Best use of content marketing	*The B2B Marketing Awards 2021*
Gold: Best sales enablement initiative	*The B2B Marketing Awards 2021*

CLIENTS

- Citrix
- Exasol
- Infosys
- Oracle
- PRGX
- Zonal

SECTORS

Financial services

Technology and telecoms

YEAR FOUNDED:
2013

WEBSITE:
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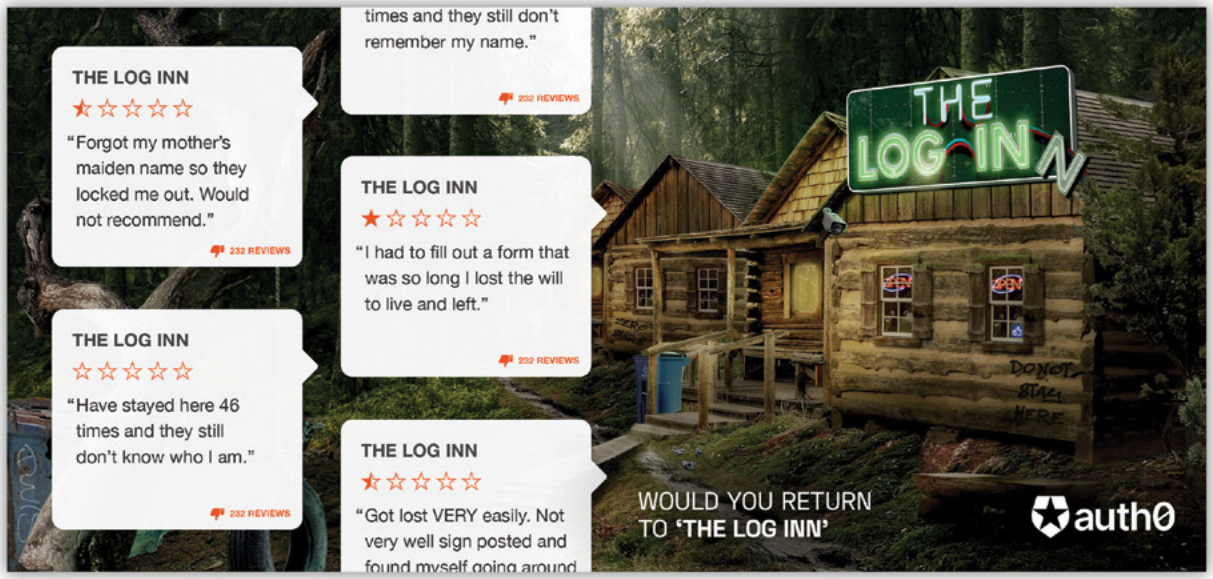
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A collection of creative ABM campaigns developed by Digital Radish in 2021.

 © B2B Marketing

Expandi

PHILOSOPHY

Delivering industry experience, cutting edge data platforms and creative expertise, our team ensures businesses reach their objectives, bridging the gap between marketing and sales while supporting international enterprises throughout their 'last mile'.

With offices covering four continents, we can also apply our 'glocal' approach, combining globally oriented strategies and programme frameworks with equally imperative local insights, cultural differences, and any other geographically specific requirements.

We're uniquely positioned to support large and mid-size organisations in their sales and marketing digital transformations, thanks to industry knowhow, a fully integrated set of services, a fully compliant GDPR database, and award-winning account-based advertising platforms.

This all enables the building of enhanced ecosystems of partners and alliances, optimising product offering, distribution coverage, and digitally driven, ROI-based marketing and sales.

AWARDS

Winner: Emerging vendor of the year	*B2B Martech Awards 2021*

CLIENTS

- Google
- HP Inc
- IBM
- Kaspersky
- Lenovo
- Schneider

SECTORS

- Business services
- Industrial, manufacturing, engineering
- Technology and telecoms

YEAR FOUNDED:
2000

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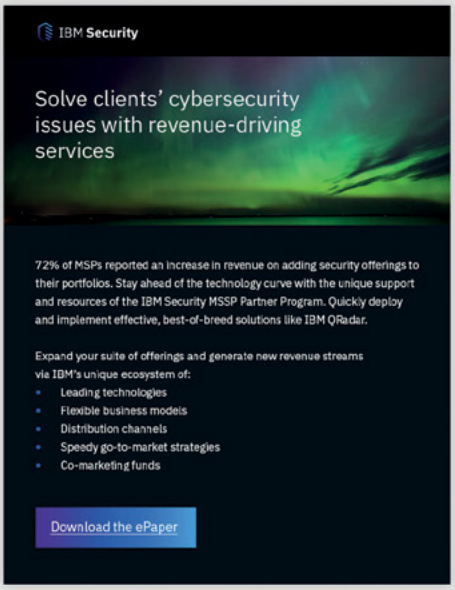
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38 Craven Street,
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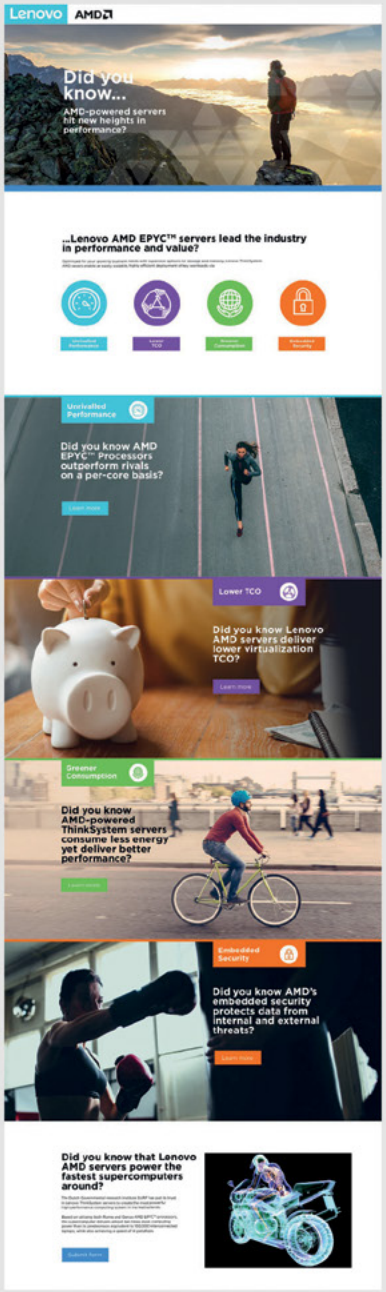
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Examples of creative work, including banner advertising, landing pages, EDMs and websites.

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Gilroy

PHILOSOPHY

Gilroy is a leading enterprise B2B agency, and the brains behind SMART ABX. With a heritage spanning over 40 years, we work directly or in partnership with many of the world's leading technology and B2B brands.

Through ABX, pretty much all our billings come from repeat business or recommendation, and many of our client relationships span over 10 plus years. Through SMART ABX, we address the entire sales funnel, from awareness and engagement, through nurture, and on to winning major bids and deals. We are experts at working alongside your sales and marketing teams, to a set of common objectives, within our proven framework for success. Our insights-led, customer-centric methodology applies the strategic intent of ABM to a digitally-led, multichannel approach. By bringing together first, second- and third-party data with contextual research by our in-house analysts, we can effectively respond to the challenges and opportunities customers face, informing, influencing and inspiring them at every stage of their buying journey.

AWARDS

Bronze: Best use of digital techniques or technologies	*B2B Marketing Awards 2021*
Shortlisted: Best use of content marketing	*B2B Marketing Awards 2021*

CLIENTS

- Arqiva
- AWS
- Computacenter
- Fujitsu
- Orange Business Services
- Thales

SECTORS

- Energy and utilities
- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
1978

WEBSITE:
gilroy.co.uk

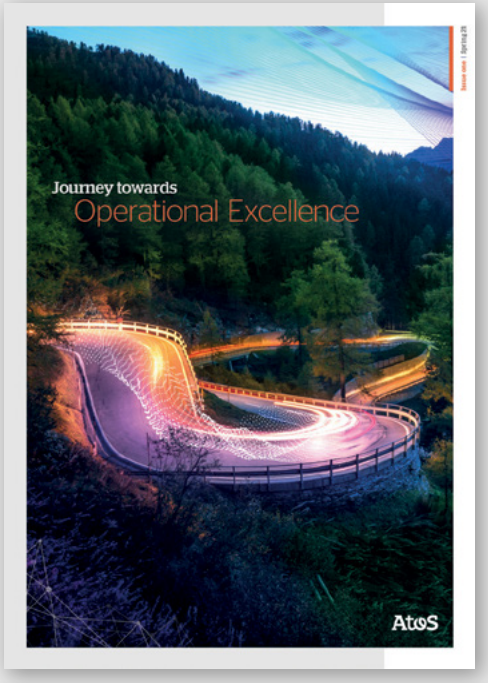
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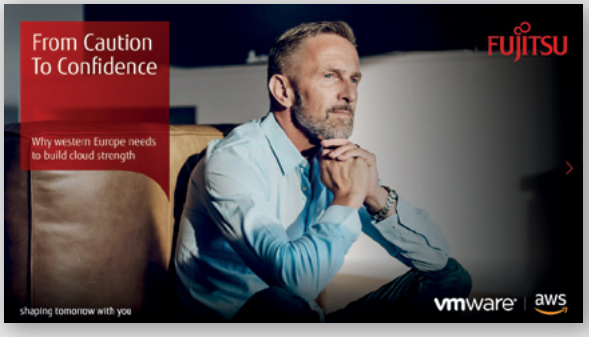
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RG21 4RG

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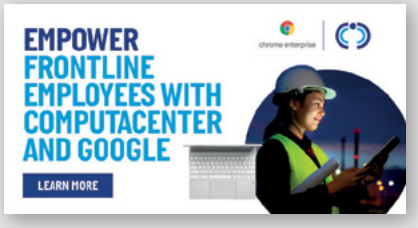


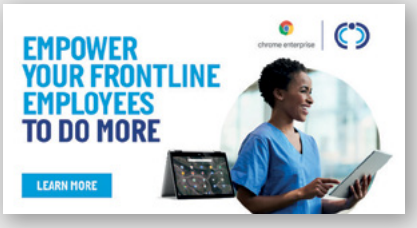


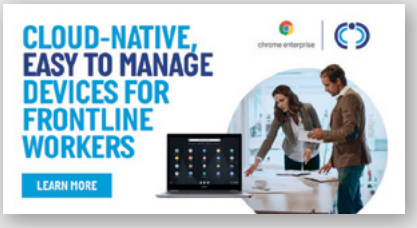




















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Gravity Global

PHILOSOPHY

Gravity Global is a brand-to-demand consultancy that works with B2B businesses on a global scale. As the world's most awarded B2B network, Gravity Global is recognised for making a transformational impact on brand strength that creatively disrupts how businesses go to market and sell through digitally-focused channels.

We help build successful brands through our data-driven brand-to-demand performance methodology: fame, admiration and belief (FAB).

Applying FAB enables us to benchmark our clients' current brand and market performance, define their future go-to-market programmes, and measure, track and optimise marketing activities across all the critical factors for their success.

Gravity Global takes an integrated approach when creating global brand-to-demand programmes that enable brands to outperform their rivals. We have demonstrated that using FAB optimises the critical performance levers to deliver a 'disproportionate share of attention' for brands – compared to their actual market share and marketing investment – ultimately accelerating their market growth.

AWARDS

Gold: Best use of digital techniques or technologies	*The B2B Marketing Awards 2021*
Category winner of the year: Marketing 2021	*Titan Business Awards 2021*
Winner: Advertising agency of the year	*Don't Panic US Agency Awards 2021*

CLIENTS

- Airbus
- CFM
- Embraer
- MAN Truck & Bus
- Sage
- Santander

SECTORS

- Financial and fintech
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Technology and SaaS

YEAR FOUNDED:
2010

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A quick glance at just some of Gravity Global's world-class campaigns.

 © B2B Marketing

Merkle B2B

PHILOSOPHY

B2B marketing is undergoing a fundamental transformation. Today's buyers and influencers expect a consumer-like experience. Personal, relevant, convenient, and more valuable than ever before — all delivered at the right time and on the platform and channel of their choice. Their expectations are non-negotiable and, for most businesses, impossible to meet. Merkle B2B is uniquely positioned to help marketers to not only survive, but also to win. To redefine the relationship brands have with customers. To architect experiences that surprise and delight. That educate and entertain. That enrich and inspire.

And we deliver this expertise seamlessly, at scale, from local market activations to regional or global programmes. Merkle B2B is a global, purpose-built agency delivering the world's first end-to-end, fully integrated B2B solution, Merkle B2B combines the strengths of Merkle, DWA, gyro, B2B international and Digital Pi, uniting capabilities across data, technology, research, media, creative and marketing automation. Our vision is to architect the ultimate B2B customer experience and be an indispensable growth partner to the world's leading B2B brands.

AWARDS

Winner: Agency of the year	*The Drum Awards B2B 2021*
Winner: Agency of the year	*ANA B2 Awards 2021*
Winner: B2B customer experience for Brenntag	*UK CX Awards 2021*

CLIENTS

- Cisco
- Intel
- Irwin Mitchell
- Salesforce
- Sky Connect
- Vodafone

SECTORS

- Financial services
- Professional services
- Property and construction
- Technology and telecoms

YEAR FOUNDED:
2020

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Merkle B2B's integrated brand campaign for Irwin Mitchell. Is this the most inclusive production team ever? Take a closer look.

© B2B Marketing

Miramar

PHILOSOPHY

Here at Miramar, we're passionate about putting our clients ahead. Because we maintain a razor-sharp focus on your ROI, our digital and creative prowess always serves a clear purpose. Results come first.

We get those results by taking an insight-driven, client-first approach to every campaign. That starts with strategy. We harness data, research and our expert knowledge of B2B audiences to pinpoint the best approach for every client and project.

It's not about rushing into whatever's trendy or pitching the same tactics ad nauseam. We're unafraid to push boundaries for the best returns. And our proactive, can-do attitude allows us to keep adapting to an ever-evolving world.

We're also committed to our clients. We've built our success on forging strong connections with the people we work with, because the greatest partnerships yield the best results. It's the same way we connect in-house. All our people share a passion for what we do. Life's too short not to.

Finally, we're proud to be independently owned. It means we don't compromise on our belief that good work leads to more work.

AWARDS

Silver: Best use of direct mail	*The B2B Marketing Awards 2019*
Finalist: Client services	*The Drum Agency Business Awards 2019*
Finalist: Best ROI campaign	*The Drum B2B Awards 2020*

CLIENTS

- Broadcom
- Hiscox
- MEPC
- Panasonic Business
- SAP Concur
- Snow

SECTORS

- Financial services
- Pharmaceuticals and life sciences
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2008

WEBSITE:
miramar-group.co.uk

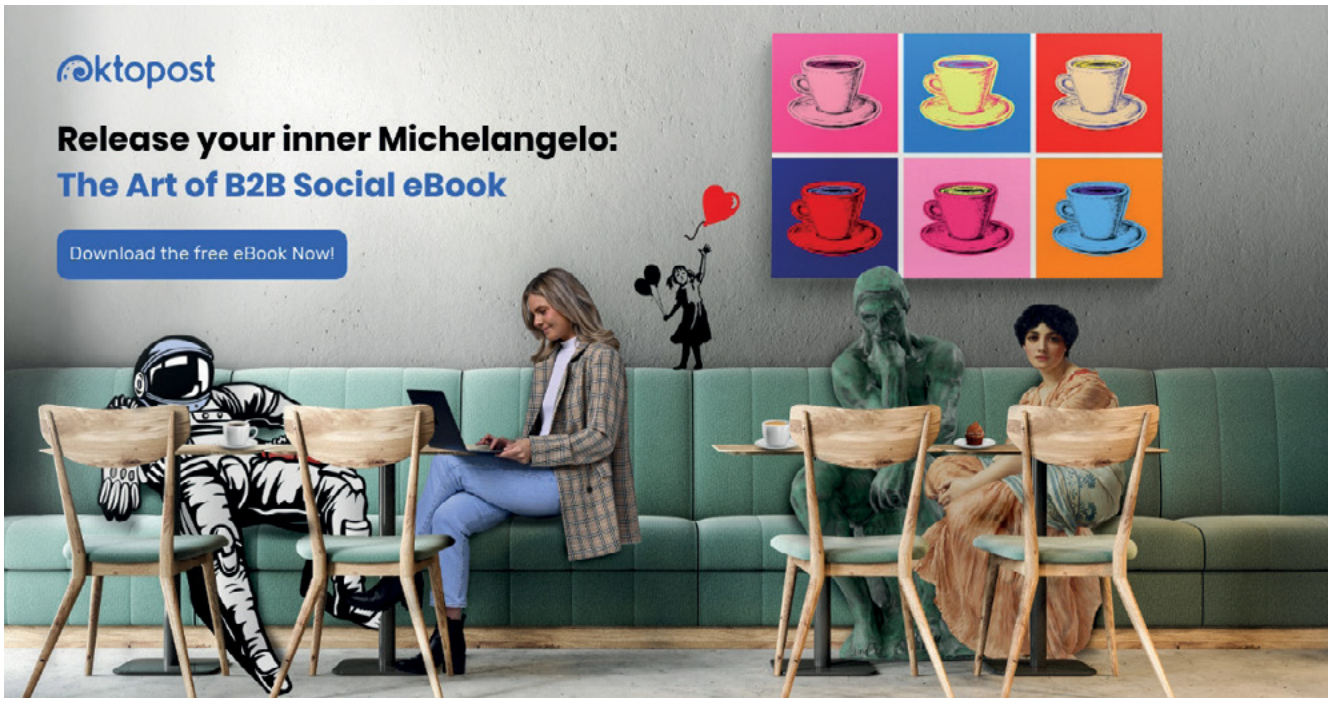
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© B2B Marketing









Check out some highlights from Miramar's recent campaigns for Oktopost, SAP Concur, Panasonic Business and Westbase.io.

 © B2B Marketing

MOI Global

PHILOSOPHY

MOI is the world's leading global multi-specialist agency, and we're committed to redefining the business of creativity as the catalyst for B2B growth. Why? Because we believe B2B experiences can be so much better.

We deliver on our vision through our proprietary approach to strategy-informed creative thinking. Our Turning Heads™ methodology combines the best of strategic consulting, creative thinking, media, technology, and sales expertise to develop head-turning and intelligent solutions which empower our clients to differentiate, transform and grow.

So, if you want to achieve real, tangible growth, build value, and affect long-lasting change across your organisation, MOI can help. Together, let's embrace creative and intelligent thinking to design and build stronger brands, produce superior experiences, and open up brand-new possibilities.

AWARDS

Gold: Marketing agency of the year	*UK Agency Awards 2021*
Silver: B2B agency of the year	*UK Agency Awards 2021*
Silver: Best evaluation strategy	*Digital Impact Awards, Asia 2021*

CLIENTS

- Adobe
- Dropbox
- Proofpoint
- ServiceNow
- Veritas
- Zscaler

SECTORS

Technology and telecoms

YEAR FOUNDED:
1987

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© B2B Marketing



 © B2B Marketing

Move Marketing

PHILOSOPHY

Move is a young, integrated B2B marketing agency focused on marketing for complex industries and with big ambitions to change perceptions of B2B. Our unique '8 moves of B2B' eBook offers a world class strategic planning framework that's been specifically engineered for B2B and ensures an objective solution every time. We use this to help industrial, science and technology companies communicate better across a variety of channels with clients as far afield as France, New Zealand and the US.

We're the people that get excited by B2B and by bringing what are traditionally considered as dull sectors to life. We are driven by a deep sector focus and an almost unhealthy passion for B2B. Acting as an extension of your marketing team, we build trust digitally in your brand by helping you to understand your audience and buyer persona better and using that knowledge to deliver transformational integrated marketing campaigns.

Our clients, often challenger brands rather than household names, typically export 80% of their product and service sales so cross-border fluency is a key element of the global expertise we provide.

AWARDS

Winner: Small global marketing agency of the year	*Global Marketing Awards 2021*
Winner: Most impressive small agency growth	*UK Agency Awards 2021*
Highly commended: Agency of the year	*The Drum B2B Awards 2020*

CLIENTS

- Eintech
- EIZO
- Firemane
- Goodfellow
- Hitachi High-Tech Analytical Science
- OVO Energy

SECTORS

- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Technology and telecoms

YEAR FOUNDED:
2017

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© B2B Marketing



Examples of Move's creative work, including digital advertising, animation and websites.

© B2B Marketing

Napier

PHILOSOPHY

Napier is a B2B technology PR and marketing agency based in Chichester. Having been at the heart of marketing technology in Europe since 1984, we help our clients, some of the most innovative and fastest growing companies, achieve their business goals sooner.

Our unique four-step process means we have the ability to identify what's important and strip away the irrelevant. Our campaigns are built based on content generation and content distribution, ensuring we optimise content reuse and build campaigns that deliver the best possible ROI. Napier helps clients in a range of B2B technology sectors. From electronics and IT to industrial technology, we are specialists in the markets that we target. We pride ourselves on planning and executing campaigns that excite, engage and enthral, using our proven expertise to focus on speed through the funnel, helping our clients move their customers quickly from awareness to opportunity. By combining extensive experience with a vast amount of market intelligence and an energetic, creative and responsive team, our clients value our focus on delivering results that have a tangible impact on their business.

AWARDS

Most outstanding PR agency	*The Electronics Industry Awards 2021*
PRCA communications management standard	*PRCA 2020*
Most outstanding PR Agency	*The Electronics Industry Awards 2020*

CLIENTS

- ABB
- Farnell
- Microchip
- Nokia
- NTT Data
- Semtech

SECTORS

- Automotive
- Aerospace and defence
- Industrial, manufacturing, engineering
- Technology and telecoms

YEAR FOUNDED:
1984

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The awareness to opportunity agency: increasing speed through the funnel.

 © B2B Marketing

POPcomms

PHILOSOPHY

At POP, we believe if you want to win customers, you have to WOW them.

How? Simplify the complex, demonstrate value and focus on your customers' needs with visually persuasive, content-rich, data-driven interactive sales tools, which help to create consultative sales conversations that support customers through complex buying processes.

For 20 years, we've been creating omnichannel digital sales experiences – touchscreen experiences, and sales enablement tools – that help marketing and sales put their customers at the heart of their story.

Making the complex simple is key. Our clients in construction, manufacturing, healthcare and technology have complex products and portfolios, who sell globally across multiple industries. They all share a key challenge: how to clearly articulate the value, benefits and opportunities they create for prospective customers in order to win their confidence and business.

Digital sales tools help them do this.

Chat to us to find out how we can help you navigate the future of sales technology and really WOW your customers.

AWARDS

Winner: Best application of marketing technology	*Construction Marketing Awards 2021*
Shortlisted: Best sales enablement initiative	*The B2B Marketing Awards 2021*
Shortlisted: Best use of martech for sales enablement	*B2B Martech Awards 2021*

CLIENTS

- Arm
- Bacardi
- Bosch
- Boston Scientific
- Coloplast
- Wienerberger

SECTORS

- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Property and construction
- Technology and telecoms

YEAR FOUNDED:
2004

WEBSITE:
popcomms.com

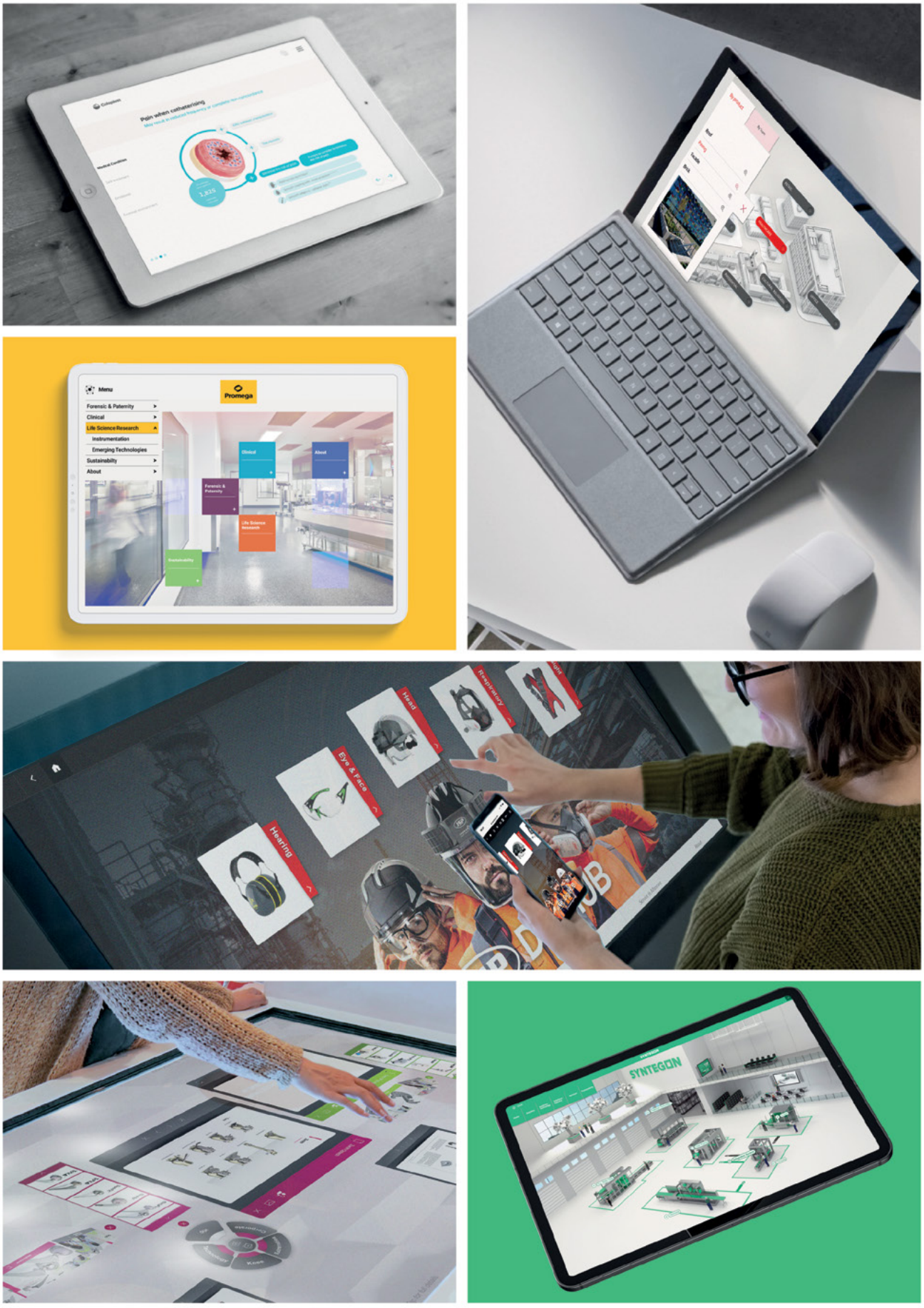
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© B2B Marketing



Interactive sales tools for healthcare, advanced manufacturing, construction and technology.

 © B2B Marketing

Purple Agency

PHILOSOPHY

Purple Agency is a global full-service creative marketing agency that believes in creating marketing communications that actually work. That's why we've built our business around imagining big, bold ideas that can actually get made and deliver results, so that the brands, and the people who champion them, can make the impact they deserve to make. With over 130 people in 10 countries, Purple offers end-to-end creative marketing solutions from strategy and creative through to campaign development and delivery. Our strong European presence enables us to work with some of the world's largest brands and businesses and our global connection to HH Global gives us the ability to support customers in over 90 countries around the world.

"Purple are a creative, responsive and agile company," said one marketing lead at IBM. We work in true partnership with our clients, and have served many of them for over a decade including IBM, Resideo and Wiley, accumulating awards and recognition for the work we do with them.

With Purple Agency, it doesn't have to be business as usual.

AWARDS

Best use of martech for live events	*B2B Martech 2020*
Best content strategy and creation 2021	*Drum Awards 2021*
Best content strategy and creation 2020	*Drum Awards 2020*

CLIENTS

- Croda
- Honeywell
- IBM
- Körber
- Redhat
- Resideo

SECTORS

- Business services (post, logistics, etc)
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Technology and telecoms

YEAR FOUNDED:
2008

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Examples of Purple's award winning and results-driven work.

 © B2B Marketing

Radley Yeldar

PHILOSOPHY

Radley Yeldar is an award-winning creative consultancy. Our 200-strong team of specialists has been helping to create a world that believes in business for 35 years. We know that it takes both evidence and inspiration to build belief.

- We help clients to define their challenge, working to uncover the right brand, purpose and sustainability strategy, setting them up for success.
- We create cultures and experiences that motivate employees and partners, getting everyone on the same page.
- We deliver persuasive content through cross-channel campaigns that engage customers, building awareness and changing perceptions.
- We help businesses influence the stakeholders that matter, sharing complex information openly and compellingly through their reporting suite, their corporate films or their website.

The evidence suggests Britons don't want to use, work for, or invest in businesses they don't believe in. As the agency that identified 'evidence x inspiration' as the new formula for success, we help set up our clients for success.

AWARDS

Silver: PR and social engagement	*New York Festivals TV & Film Awards*
Bronze: Best corporate viral campaign	*Digital Impact Awards*
Silver: Best visual identity: Education	*Transform Awards*

CLIENTS

- ArcelorMittal
- BP
- GSK
- Microsoft
- Tesco
- Zurich

SECTORS

- Energy and utilities
- Financial services
- Pharmaceuticals and life sciences
- Retail and wholesale

YEAR FOUNDED:
1986

WEBSITE:
ry.com

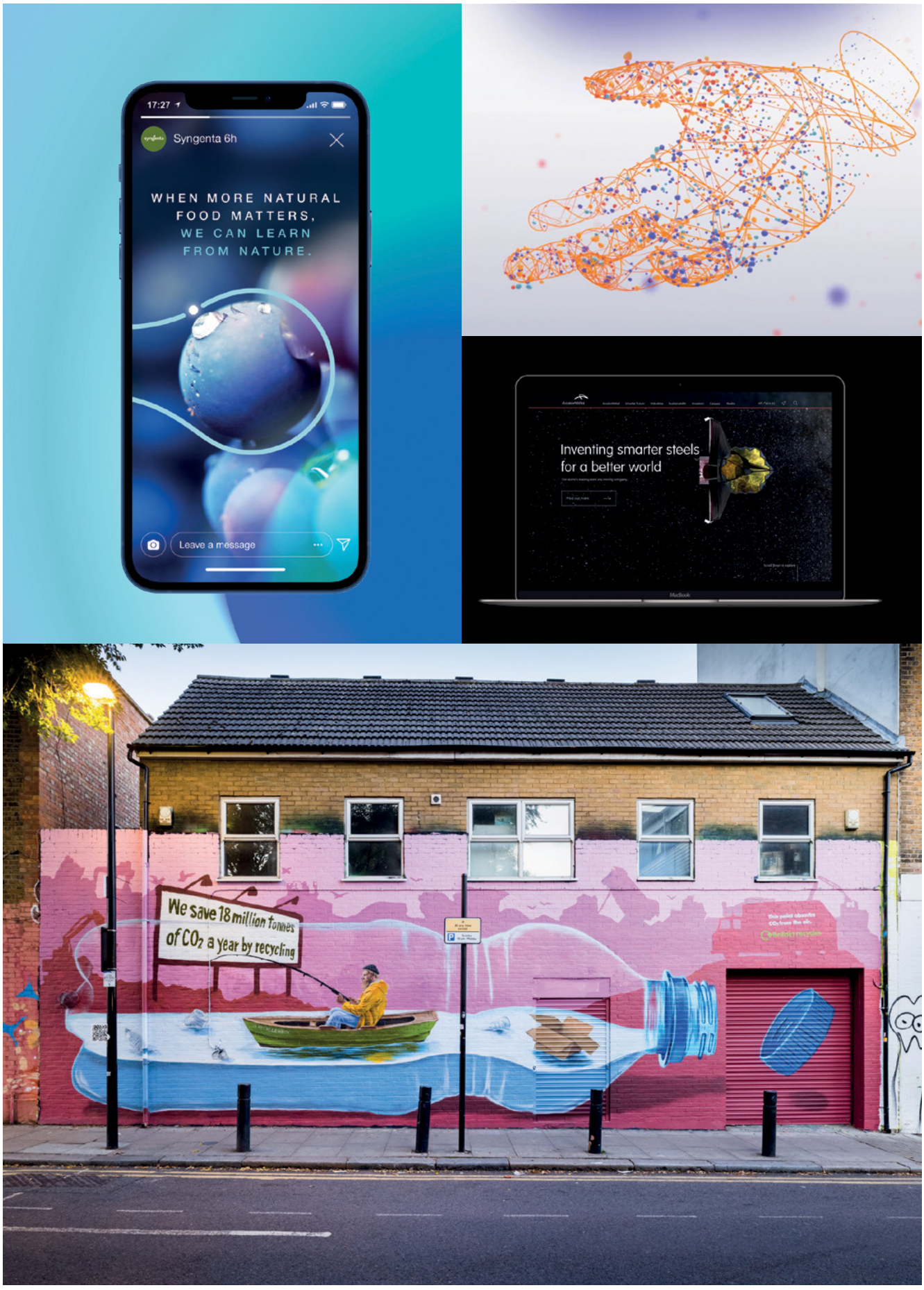
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Clockwise from top left: recent work for Sygenta 'Biologicals', GSK ' Science Photography', ArcelorMittal 'Corporate website', and WRAP 'Recycle Week 2021'.

 © B2B Marketing

The Marketing Practice

PHILOSOPHY

We believe there's a better way to do B2B marketing, and we're building a growth platform to deliver it. In 2021, we acquired brand and digital experience agency Omobono and media, data and audience insight agency Kingpin. Together, we're helping clients join up customer experience through the channels to deliver commercial outcomes. Our 350 staff work from eight global offices in the UK, Europe, US and Asia-Pacific. Our clients are some of the world's biggest brands and fast-growth challenger firms. We work with them right across the funnel to deliver the type of growth that defines careers and wins awards. A full-funnel, integrated approach is key if marketing is to be accountable for revenue and market share. Our expertise in ABM and track record of commercial results, blended with Kingpin's data, technology and media excellence and Omobono's eye-catching brand and digital experiences, offers our clients a single, agile agency fit for a new era of B2B marketing.

AWARDS

Best ROI campaign	*The Drum B2B Awards, 2020*
Gold: Most commercially successful campaign	*The B2B Marketing Awards 2021*
Silver: Best digital rebrand	*Digital Impact Awards, 2021*

CLIENTS

- Lenovo
- Microsoft
- Mitsubishi Chemical Advanced Materials
- O2 Business
- Quest
- Thomson Reuters

SECTORS

- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2002

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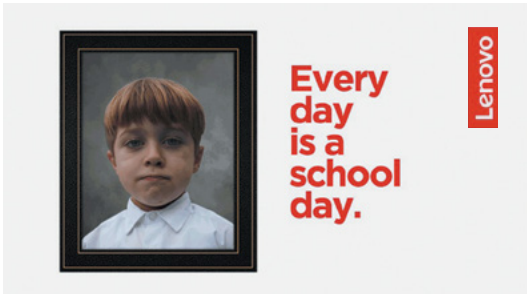
TWITTER: @TMPtweets

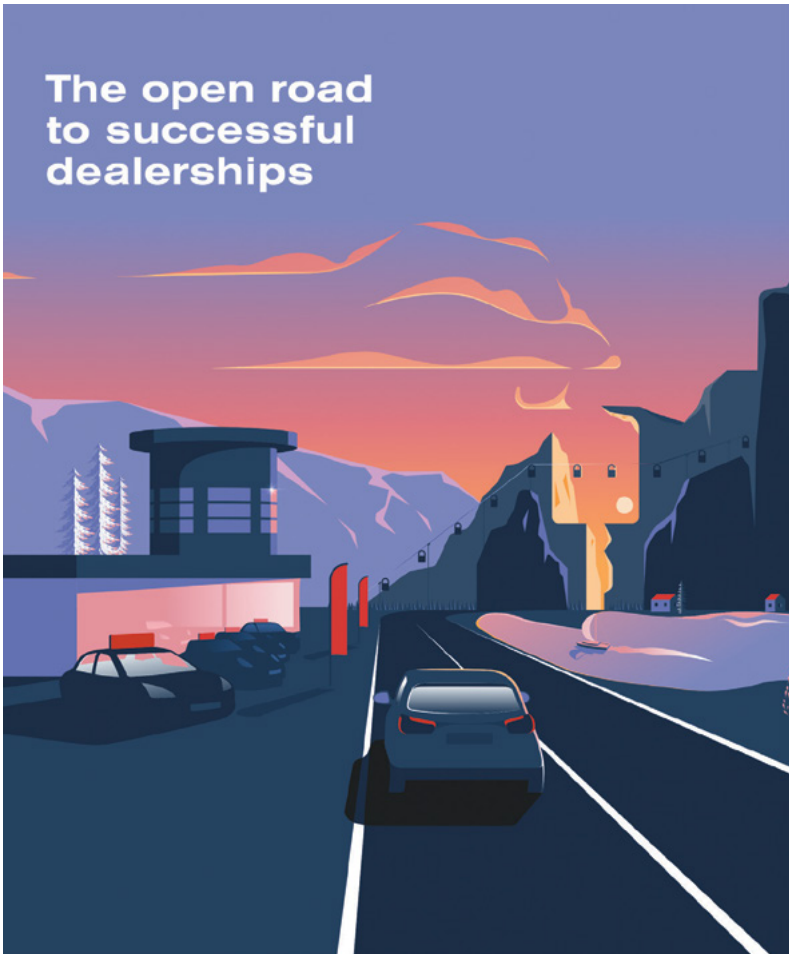
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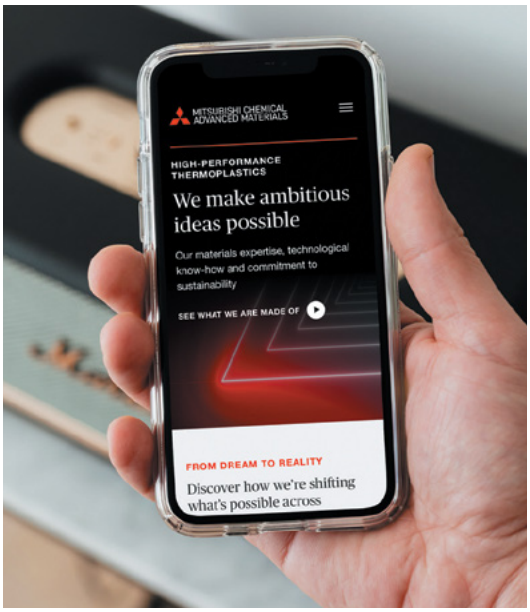
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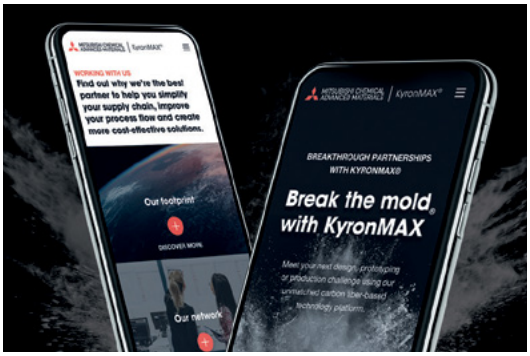












The Marketing Practice, Omobono and Kingpin work with clients to create competitive advantage, using cut-through creative within integrated campaigns.

 © B2B Marketing

TMW Business

PHILOSOPHY

In the beginning... B2B marketing was stuffy, impersonal and, a lot of the time, pretty ineffective. It got better though – in places. We were one of those places. Like many marketers, we started with the premise that we were talking to real people – not a suit and tie, or a job title. Then came 'humanising B2B.' Lots of great thinking on how to be better (even if it was packaged up in a phrase that felt a little bit...well...B2B). But that wasn't enough for us.

Here comes the science bit. We didn't just want a new buzzword for things we'd been doing for a while. We wanted something with a little more substance. That would give us an edge. And we found it – a team of neuro and behavioural scientists with the tools to help us really understand people.

We're all about ideas that move people, and we move people to do all kinds of things. Click. Buy. Sell. Change. Stay the same. Tell their colleagues. Make a noise. Get behind something. Whatever it is, we can measure it and prove it works. But the formula's simple: Win hearts; win minds; win business.

AWARDS

Highly commended: B2B agency of the year (small)	*The Drum Awards for B2B 2021*
Shortlist: Best limited budget campaign	*The Drum Awards for B2B 2021*
Silver: Best use of martech for demand generation	*B2B Marketing Martech Awards 2021*

CLIENTS

- Canon
- Capita
- Fujitsu
- Poly
- Sony
- Vodafone

SECTORS

- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
1980

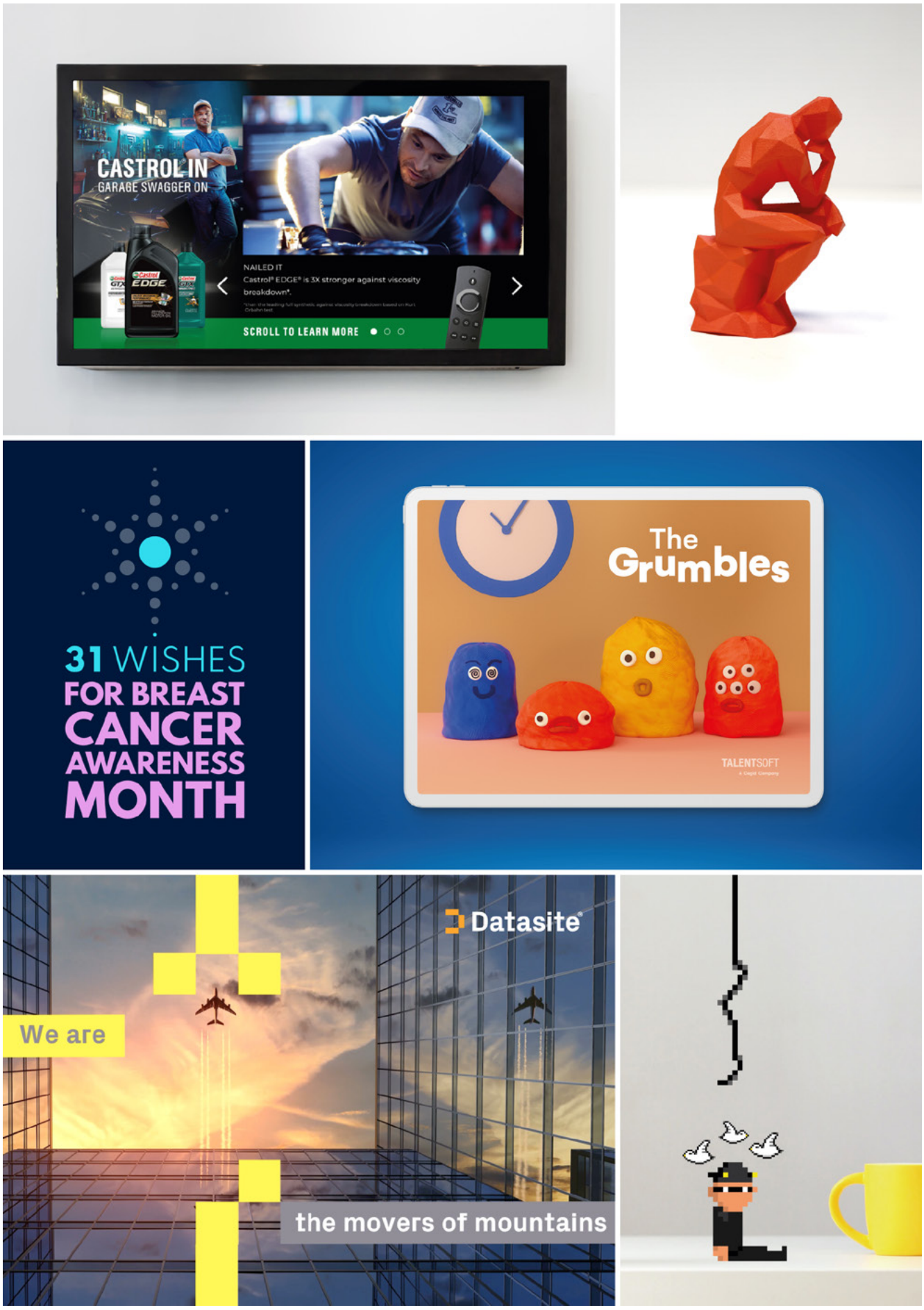
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© B2B Marketing



Ideas that move people: creative executions for a variety of clients across multiple channels from brand to demand – TV advertising, direct mail, video, web and interactive.

© B2B Marketing

Torpedo

PHILOSOPHY

Torpedo is a full-service B2B marketing agency. We help companies with advanced technology, software and industrial product solutions to win and retain their best customers.

We specialise in humanising business complexity, engaging customers at every touchpoint to accelerate brand awareness, build long-term relationships and, ultimately, drive business success.

Our extensive in-house team creates high-performing, connected experiences. We assimilate complex propositions and blend creativity, experience design and technology to bring them to life in a way that reaches audiences on a rational and emotional level through compelling content, marketing campaigns, ABM, websites, video and brand activation.

AWARDS

Winner: Corporate communications	*The Drum Recommends Awards for Marketing and Advertising 2021*
Winner: Email marketing and web design	*The Drum Recommends Awards for Digital 2021*
Shortlisted: Best use of direct mail	*B2B Marketing Awards 2021*

CLIENTS

- Adobe
- Autodesk
- Epson
- NTT Data
- PETRONAS
- Kantar

SECTORS

Industrial, manufacturing, engineering

Technology and telecoms

YEAR FOUNDED:
2003

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Torpedo blends creativity, technology and strategic thinking to solve business problems and grow brands. It creates marketing campaigns and digital experiences that captivate customers at every touchpoint.

 © B2B Marketing

Twogether

PHILOSOPHY

We're 100% focused on technology. We're passionate about the difference it can make to people's lives, and our immersion and investment in all things B2B tech means that we already speak your language.

Our expertise translates into high performance marketing and revenue campaigns for our clients. As a fully integrated, global agency, we look way beyond how your technology works – we bring it to life with imaginative, multi award-winning campaign experience.

And it all starts with where you're aiming, not what we offer. You'll get the resource you need precisely where you need it. That means no silos. Only joined up thinking and delivery.

So whether you choose just one or two of our specialisms or the whole lot, you'll get the experience and expertise of the entire agency delivering on your objectives. twogether, bringing technology to life.

AWARDS

Gold: Best lead generation campaign	*The B2B Marketing Awards 2021*
Gold: Best use of martech for brand building	*The B2B Marketing Martech Awards 2021*
Gold: Best use of martech for demand generation	*The B2B Marketing Martech Awards 2021*

CLIENTS

- Cybereason
- Dell Technologies
- Hitachi Vantara
- KPMG
- Lenovo
- Salesforce

SECTORS

Technology and telecoms

YEAR FOUNDED:
2012

WEBSITE:
wearetwogether.com

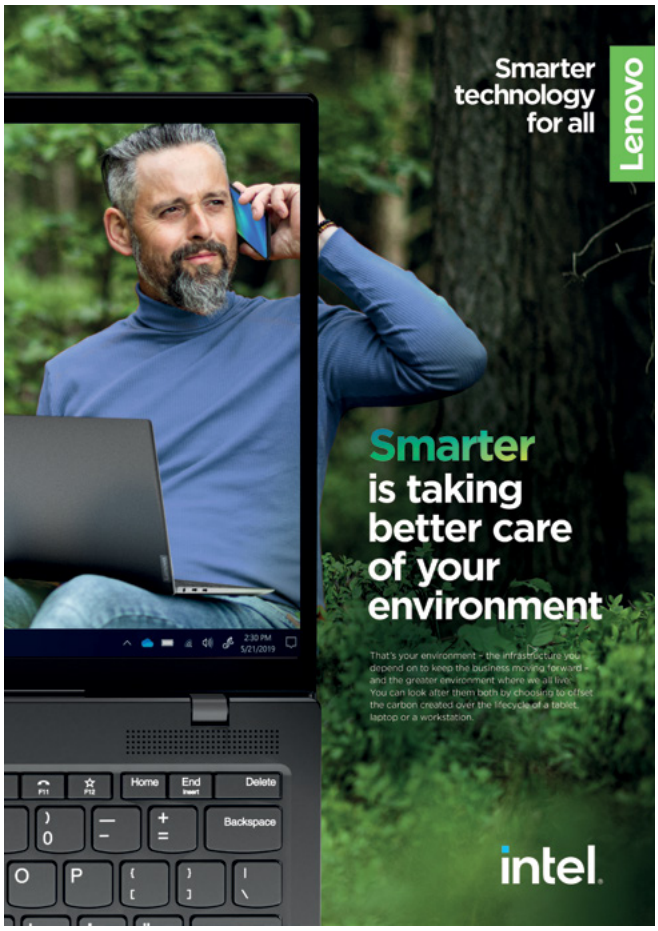
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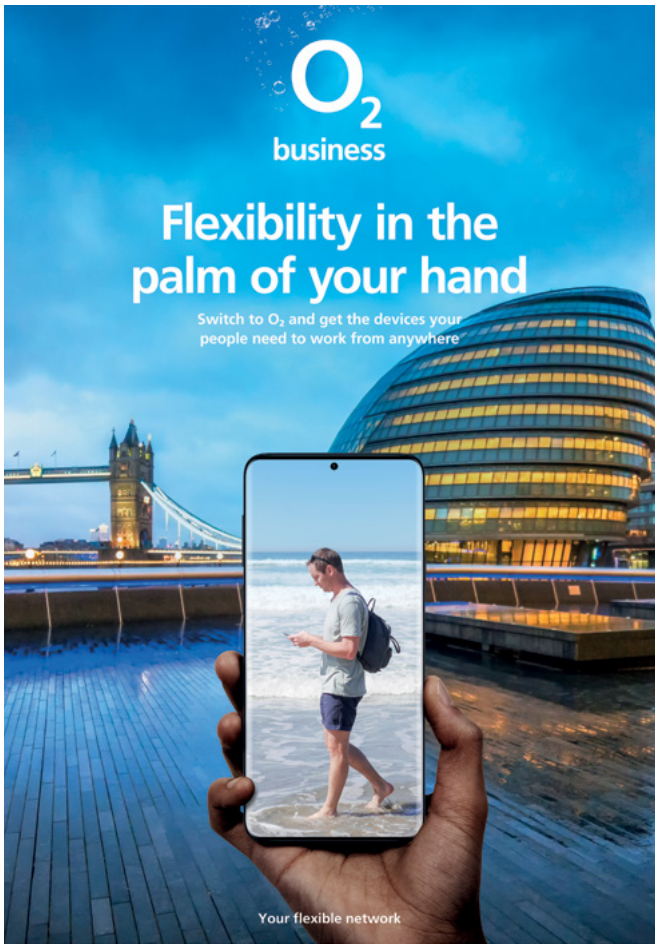
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Twogether's passion for technology is matched by its passion for creativity. Every one of Twogether's projects is unique in its objectives, and so is the creative approach.

 © B2B Marketing

VCCP Business

PHILOSOPHY

The challenger B2B agency for B2B clients. Transforming the fortunes of our clients by challenging and disrupting the categories they operate in.

At VCCP Business, we combine world class creative, backed by a global team of sector specialists, to create big, bold ideas that challenge back, and to deliver transformative experiences that change perspectives and behaviour.

Because business as usual is not an option, industries are being reshaped. New ideas spread quickly, disruption is swift and reputation is critical. Purpose and profit go hand in hand. Companies who succeed are those who embrace the opportunities with vision and creativity, reinventing themselves to authentically engage with audiences and helping to solve some of society's most challenging problems. They lead where others follow.

We exist to challenge the sector bear to make the B2B experiences as powerful as consumer experiences. Driven by one measure – effectiveness – our 377 business experts in eight international offices work as one team.

Come talk to us about what can be achieved with a global mindset and local understanding.

AWARDS

Integrated Agency of the Year 2020	*Campaign Magazine 2020*
OOH campaign of the decade for O2	*The Drum 2021*
Transforming corporate culture, Nationwide, grand prix	*The Marketing Society Brave Awards 2019*

CLIENTS

- Canon
- Capita
- Car Trawler
- Go Daddy
- LinkedIn
- O2 Business

SECTORS

- Financial services
- Health and beauty
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2002

WEBSITE:
vccp.com/capabilities/business

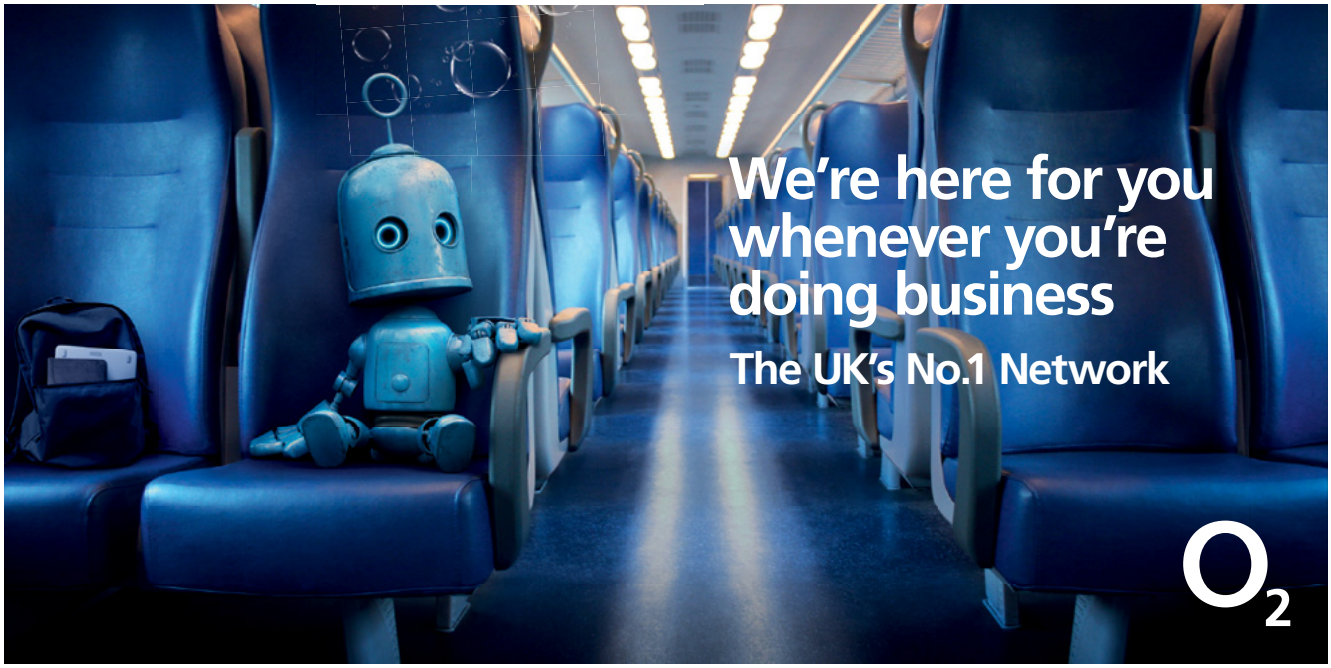
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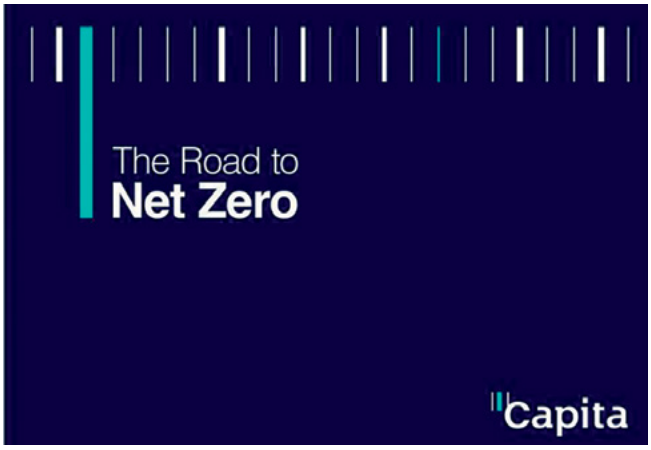
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Examples of VCCP Business meeting its clients' challenges: thought leadership driving ABM for Capita; creating a business brand for O2; brand and performance for GoDaddy and meaningful connections for LinkedIn.

 © B2B Marketing

ABOUT

B2B Marketing and Propolis

B2B Marketing was founded in 2004, starting life as a print magazine. It has since evolved into the world's go-to resource for B2B marketers looking to become best-in-class at what they do, and place themselves at the forefront of marketing evolution.

B2B Marketing produces a number of products, including: insight reports; interviews with the best minds in the business; *The B2B Marketing Podcast*; webinars; conferences; and even Awards programmes.

The latest product in B2B Marketing's extensive portfolio is Propolis – an exclusive community for B2B marketers. Propolis gives you instant access to unbiased experts, training, technical resources, research and peer-to-peer learning, all supported by a dedicated customer success manager.

Want to learn more about B2B Marketing or Propolis specifically? Just get in touch using the contact details below and start your journey with us today.

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B2B Marketing | PROPOLIS

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ABOUT

Digital Radish

Digital Radish is the brand and ABM agency for high-growth B2B businesses. It works with clients at moments of transition, helping them to take hold of business opportunities and break new ground. Awarded Agency of the Year 2021, Digital Radish creates true differentiation in the market, and its standout work has won the B2B Marketing Awards every year since Digital Radish was formed.

digitalradish.co.uk

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Intelligence • Connection • Development

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