B2B Marketing

Intelligence • Connection • Development

Man Bites Dog.

How Man Bites Dog won Gold

for *Best corporate decision-maker targeted campaign*

for their work with Standard Chartered



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Contributors

We would like to thank the following individuals who generously gave their time in the creation of this report:



Claire Mason,
founder and CEO,
Man Bites Dog



Andrea Clatworthy,
global head of ABM,
Fujitsu, and judge at the
B2B Marketing Awards 2021

To get to grips with what made Man Bites Dog stand out from the crowd, David Rowlands recently sat down with Claire on The B2B Marketing Podcast to discuss their campaign for Standard Chartered. You'll find loads of great insight from Claire throughout this report, but if you want to listen to the full podcast, just click **here**.



Man Bites Dog and Standard Chartered Case Study © **B2B Marketing**

SECTION 1

Introducing the agency and their client

1.1. Man Bites Dog

Before we get into what it takes to make an award-winning campaign, let's go back to the start: Who are Man Bites Dog? And – perhaps just as importantly – why the name? On an episode of *The B2B Marketing Podcast*, Claire Mason, founder and CEO of Man Bites Dog, said: "Man Bites Dog is the definition of a news story. 'Dog bites man' happens all the time. 'Man bites dog' is a story," Claire states. "As a global thought leadership consultancy, we're all about finding that 'against the grain' idea that grabs attention and makes people take action."

The B2B marketing agency helps clients build reputation, deepen relationships and generate revenue through strategic positioning, thought leadership campaigns, bespoke research, content marketing, public relations and corporate communications, and sales enablement. Man Bites Dog works with global business brands to help them lead change on issues from sustainability and global trade to digital transformation and the future of work. It's certainly paid off – Man Bites Dog have won more than 90 awards, including a whopping 11 B2B Marketing Awards. Woof!

1.2. Standard Chartered

Man Bites Dog joined forces with Standard Chartered – an international bank focused on the emerging world. With climate change at the top of the business agenda, Standard Chartered challenged Man Bites Dog to create an integrated international campaign to promote their sustainable finance offer. "This campaign is part of the bank's core strategy to be a leader in sustainable finance through the stand it takes in its thought leadership, ESG behaviour and the products and services it offers," Claire added.

Enter Zeronomics.



SECTION 2

Strategy: The broader issues Man Bites Dog faced

Decarbonising the global economy is the challenge of our lifetime, and corporates have a critical role to play if we are to meet the aims of the Paris Agreement and limit global temperature rises.

With that in mind, Standard Chartered challenged Man Bites Dog to create an integrated international campaign that would enable them to highlight the critical role of finance in accelerating net zero, and champion those that need transition finance most to drive change: carbon-intensive industries in emerging markets.

To ensure that Standard Chartered really owned this space and to create a long-term campaign platform, Man Bites Dog invented a new term: Zeronomics.

As Claire puts it: "Zeronomics does what it says on the tin. It's the economics of the transition to net zero. How are we going to finance change? How are we going to make sure that companies' business models are still going to work? If companies aren't able to make profit, they're unlikely to make change. So, how can we really make net zero add up to ensure that it happens?"



2.1. Creating a standout story

As a UK-headquartered bank with a footprint in emerging markets, Standard Chartered is uniquely placed to speak to investors in the West about the urgent need to invest in emerging markets to successfully decarbonise the global economy. Man Bites Dog's hypothesis was that a simplistic approach to ESG investing would have the unintended consequence of depriving corporates of the capital needed to finance the radical transformation required for transition.

With the goal of engaging stakeholders in emerging markets and the West, Man Bites Dog needed a story that worked well within these territories. "I think this story did that perfectly by highlighting geographic markets' relative progress on their net zero transition journeys and revealing the huge transition finance gap in the emerging world which was going to impact everyone in terms of reaching the Paris goals," Claire adds. "A successful net zero transition must leave no nation, region or community behind."

"In terms of the rollout, we provided Standard Chartered's teams across the globe with data and content they could easily localise for a seamless global launch. Together they then sustained impact with a series of follow up campaigns including Carbon Dated – which examines the net zero supply chain – and Just in Time – which champions a just transition," she continues.

SECTION 3

Objectives

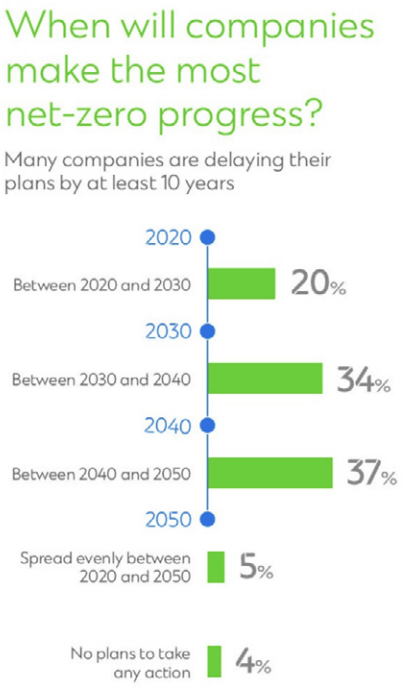
According to Andrea Clatworthy, head of ABM at Fujitsu, and a judge at the B2B Marketing Awards 2021, "Zeronomics had three very clear objectives around differentiation, reputation and engagement:"

1. **Differentiation**. Owning authentic communications green space across the bank's international footprint.
2. **Reputation**. Generating positive media coverage and reinforcing Standard Chartered's brand promise – 'Here for Good.'
3. **Engagement**. Delivering engaging signature content to support conversations between bankers and corporate customers on their net-zero transition pathways.

As Andrea puts it:

"Devising and coining a new term hit the mark rather than being a gimmick. Zeronomics was very strategic thought leadership on a complex topic, which was well planned and executed through an omnichannel approach."





Man Bites Dog and Standard Chartered Case Study © B2B Marketing

SECTION 4

Target audience

The clue's in the award title: corporate decision-makers. Whilst both investors and business leaders see ESG as a priority, that didn't necessarily make them an easy target.

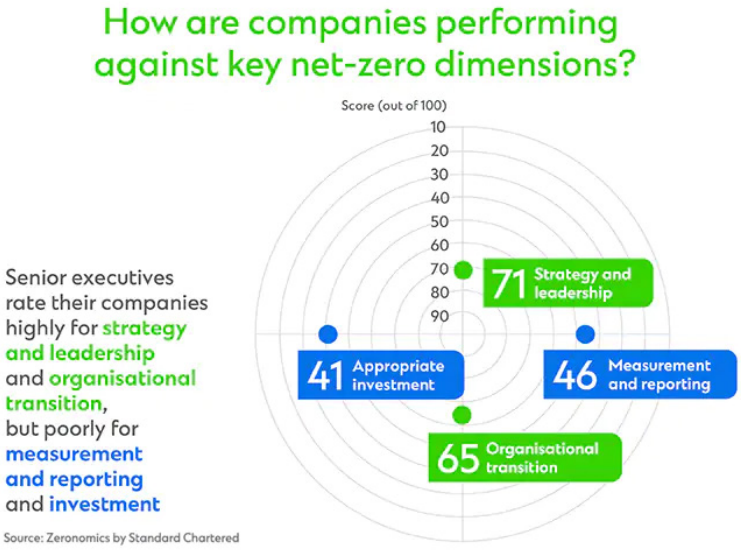
With busy schedules and the fact they're commonly targeted as financial keyholders, corporate decision-makers are not easy to reach. With that in mind, it's crucial to find a topic that both resonates with and engages them. If you don't, you risk being lost in the noise. "When it comes to crowded issues, it's more important than ever to produce something valuable and different," Claire adds. "Don't set out to ask a question or gauge what business leaders are thinking. Start with a strong, core idea – notice a trend and pull that thread. Don't jump on the bandwagon – you need a standout Man Bites dog story. Pick an emerging theme – something pre-topical that you can really own."

"People underestimate the scale of the transformation that net zero will require – and the investment that will be demanded, particularly for carbon-intensive companies. We wanted to capitalise on Standard Chartered's unique perspective by showing the critical role of finance in enabling transition in emerging markets, and share genuinely useful data so that corporates could benchmark their progress against their peers," she elaborates.

Through forward thinking, predictive insight and interactive benchmarking data, Man Bites Dog were able to reach their target audience.

In Andrea Clatworthy's words:

"Man Bites Dog clearly took the deep insight around the topic, understood how it was relevant to the decision-makers, incorporated what their client had to offer, and applied their trade brilliantly to devise this campaign. It's no mean feat to put all that complex stuff in the melting pot and pour out a winning formula. Very impressive."



SECTION 5

Activation

Man Bites Dog and Standard Chartered developed a sector transition model with key benchmarks and milestones to gauge how companies are performing currently against key net-zero transition dimensions. Man Bites Dog used this model to inform their design of a major global opinion research study comparing the views of the demand and supply side of the transition finance equation:

1. Business leaders in global multinationals and large emerging market companies that need capital to transition.

2. Global investors who are required to provide transition finance and engage with companies in their transition.

Zeronomics highlighted the risk of a "lost decade" as companies postpone action on climate change and revealed that 55% of corporates are not transitioning fast enough to reach net zero by 2050. Critically, the campaign also revealed that both investors and business leaders see a lack of finance as the greatest barrier to net-zero transition and expect the most significant net-zero transition capital shortfall to occur in carbon-intensive sectors in emerging markets.

Man Bites Dog enhanced the powerful research findings with expert insights from Standard Chartered, and the content was packaged as a suite of engaging digital-first assets, including a highly visual and interactive Turtl report, as well as video and infographics. Zeronomics was launched with a global campaign including media relations, social media and business development to support banker conversations with business leaders using tailored transition roadmaps.

"Shoehorning a topic to create a business conversation that lacks authenticity is something that most executives can spot a mile away, and this campaign completely avoided that by being insight led," Andrea continues.

Andrea adds:

"Finding the right relevant topic or angle that will cut through the noise is the first challenge. Man Bites Dog achieved this. They then linked that angle beautifully into something Standard Chartered could help their customers with,"

"The omnichannel approach with multiple asset types played to the concept that different people consume content in different formats and from different channels – they executed this with aplomb."



SECTION 6

Results

Man Bites Dog isn't all bark. The results clearly speak for themselves, with all three objectives achieved:

1. **Differentiation.** By creating a distinctive, creative platform and focusing on the transition capital gap in emerging markets, the campaign positioned Standard Chartered as a thought leader in the sustainability space and a driving force in the race to net zero.

2. **Reputation.** Zeronomics increased visibility and reputation, generating 246 pieces of positive media coverage in 21 countries which championed the key message that carbon intensive companies need capital to finance decarbonisation. This included more than 25 tier one media hits, including The Guardian, Bloomberg, two Financial Times articles and Reuters news, as well as national media hits across key footprint markets. Independent CoverageBook analysis calculated 2.11 billion online readership, 5.32 million coverage views and over 4000 shares.

3. **Engagement.** In its first few months, this campaign has powered hundreds of conversations between Standard Chartered bankers and business leaders and the study has been referenced in industry roundtables, webinars and online conferences. The report findings were viewed 2.4 million times and the video was watched more than 378,000 times.

But it doesn't stop there. By highlighting the immediate need for corporate action on net zero and the critical role of transition finance in driving change, Zeronomics helps corporates move closer to the global goal of decarbonisation. Having trademarked the name Zeronomics, Standard Chartered are able to invest long-term and make a difference that goes far beyond one campaign.

But don't just take our word for it! Heidi Amsinck, global head, corporate content at Standard Chartered, said:

"Man Bites Dog has played a key role in reinforcing Standard Chartered's brand promise, 'Here for Good', by focusing on areas where the bank can and is making a positive global impact socially, environmentally and economically. Zeronomics goes beyond strategic marketing and communications to driving actual change in the real world."

Man Bites Dog celebrated this standout success at the B2B Marketing Awards 2021. As Claire puts it: "It's always so exciting to win an award. The B2B Marketing Awards are so high quality, and showcasing such great work across the industry. It's a huge compliment to be recognised for outstanding work and it means a lot to the team."

"As an independent consultancy, we grow through word of mouth, recognition and awards. So this is important to us from that perspective," she continues.

"B2B is often seen as the poor cousin of marketing. B2B Marketing plays a huge role in attracting talent into the industry – showing that B2B is all about high impact, strategic, exciting, meaningful work on some of these big challenges like decarbonisation. We really value the fact that it's a B2B Marketing award."

A great campaign with great results that continued past the campaign. What more could you want? If you would like to read the full case study, check out the full report here.





Want to show off your own marketing campaign to your B2B peers and prospective customers? Well then, why not submit an entry for this year's B2B Marketing Awards?

Your entry will be reviewed by our hand-picked line-up of judges, culminating in one incredible black-tie awards dinner in late 2022. Don't miss out, and find out more about how to enter by clicking here. Submissions open May 2022!

b2bawards.net

About

B2B Marketing

Powered by the community, for the community. Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe. Right from the start, B2B Marketing had a clear mission that remains as strong and clear today: to provide marketers at business brands with the tools, insight and inspiration they need to grow and succeed – as both individuals and businesses. To do this, B2B Marketing needs to continually evolve to make sure it's delivering what you need. This is why Propolis was born – the community for B2B marketers. B2B Marketing is proud to serve as the focal point for the B2B marketing sector, and to be a force for greater connectivity, enabling marketers and leaders to share experiences and learn from one another.

b2bmarketing.net
propolis.b2bmarketing.net

info@b2bmarketing.net
+44 (0)20 7014 4920

Man Bites Dog

Man Bites Dog creates stand-out c-suite thought leadership. We are an award-winning global strategic marketing consultancy specialising in compelling content, campaigns and communications to tell your story. We develop future thinking for intelligent brands to position them as leaders in the next economy.

We help our clients build reputation, deepen relationships and generate revenue through strategic positioning, thought leadership campaigns, bespoke research, content marketing, public relations and corporate communications, and sales enablement.

Winners of more than 80 awards, we work with exciting global business brands to help them lead change on issues from sustainability and global trade to digital transformation and the future of work.

manbitesdog.com
hello@manbitesdog.com
+44(0)1273 716 820

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Contact us

B2B Marketing
Westgate House
9 Hoborn
London
EC1N 2LL

b2bmarketing.net
info@b2bmarketing.net
Tel: +44 (0)20 7014 4920