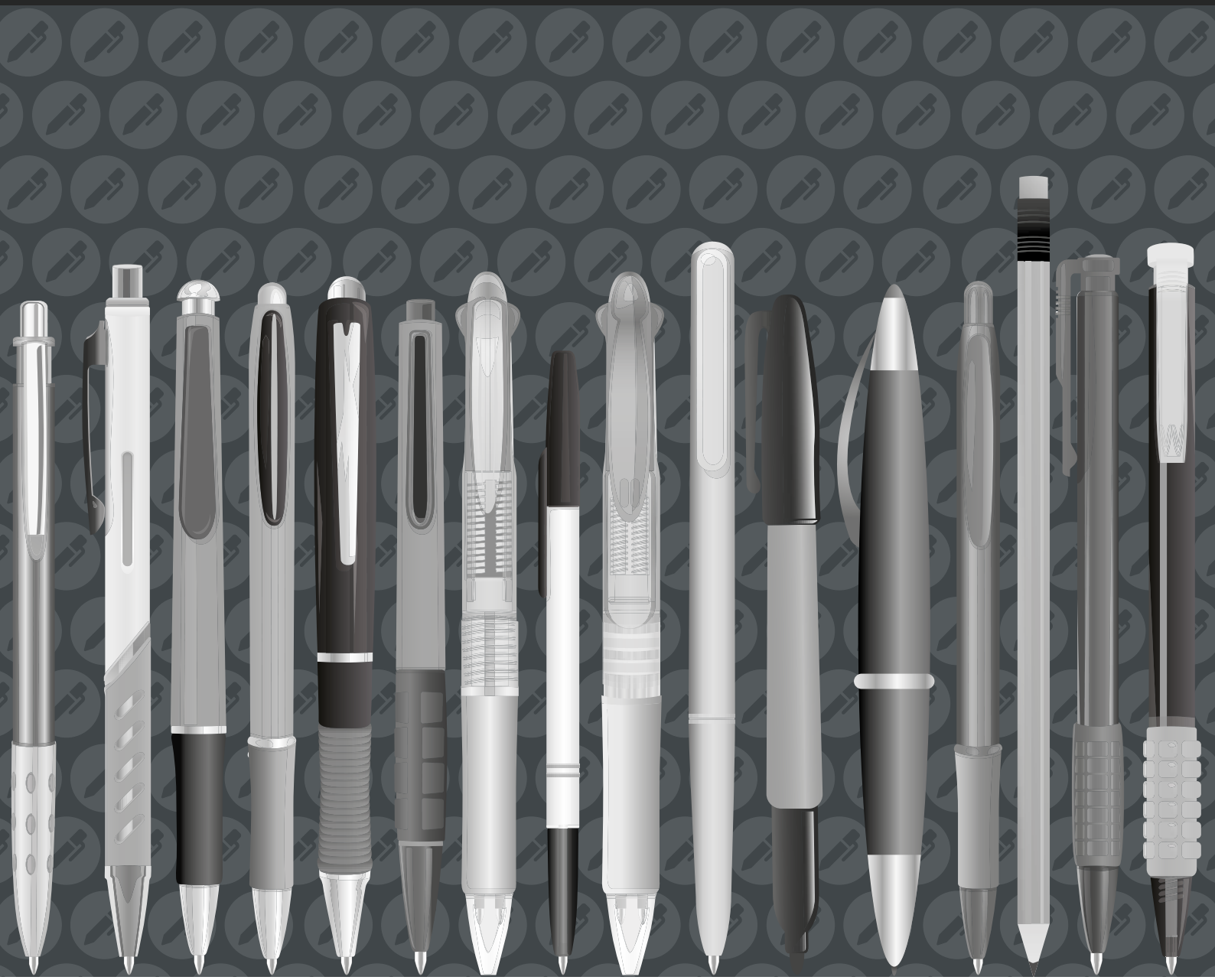
B2B Marketing™



BENCHMARKING REPORT

B2B Agencies 2014

PUBLISHED NOVEMBER 2014 | B2BMARKETING.NET

In association with

Circleresearch
FRESH PERSPECTIVE

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About B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as B2B Marketing magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

- Online community
- Magazine
- Awards
- Research and reports
- Training
- Events
- Membership

For more information on any of these products or services go to b2bmarketing.net or call +44(0)20 7014 4920

About Circle Research

Circle Research uses market research to help clients solve business issues, grasp opportunities and develop competitive advantage. The average client engages Circle Research on more than four projects, and counting. Here's why:

- The B2B market research experts – understanding your sector and seeing things other miss.
- Multi-award winning – benefit from extensive experience and best-in-class approach.
- Commercial acumen – receive commercially sound, engagingly presented recommendations that drive action.
- International – seamlessly covering your entire footprint.
- Delighted clients – you'll love the Circle experience.

Get in touch and let's talk about uncovering those Eureka! moments – insights that transform your view of the situation.

Call Andrew Dalglish, director at Circle, on +44 (0)20 7960 3802 or email him on andrew.dalglish@circle-research.com

About this report

Aims and objectives

The *B2B Agencies Benchmarking Report* 2014 is a comprehensive examination of the B2B marketing agency sector. It's an indispensable resource for B2B marketers seeking to evaluate and appoint specialist B2B agencies. It provides exclusive insights into key trends and detailed breakdowns of performance of the leading players. The report was produced by B2B Marketing, in association with Circle Research. Design and layout was by ICD.

Structure

This report is split into four main sections. Section one combines current trends and key findings in agency activity, along with articles penned by a select number of agencies on how the landscape is evolving. Section two contains league tables covering the top 70 marcomms agencies, fastest growing agencies and the top 20 global agencies. This section enables direct comparisons between agencies; where they rank, gross income for 2014, percentage of gross income from B2B work etc. Section three enables prospective clients to assess a select number of agencies in detail. The comprehensive agency directory includes profile information such as contact details, financial performance, industry sector specialists and accolades, plus much more. The final section provides a comparison of expertise and services of a select number of agencies.

Methodology

The questions for this report were devised by B2B Marketing and Circle Research. An online survey was conducted in September 2014. Analysis was written by Holly Alsop, production editor at B2B Marketing.

Membership

This benchmarking report is part of a regular programme of research and best practice reports produced by B2B Marketing on current issues and trends affecting B2B marketers in all sectors.

For more information about these reports, or to browse other recent publications, go to b2bmarketing.net/resources

Current trends in agency activity

1

People don't love B2B brands, do they?

ALLIE JOHNS
PLANNING DIRECTOR
CLOCK CREATIVE



Whenever I talk on the subject of emotional branding in B2B, I'm often asked, 'But people don't love B2B brands, do they?'

The simple answer is: yes, they do. They may even love B2B brands more, especially those that instil confidence and inspire them in equal measures. One explanation for this may be because buying a service or product involves our own personal risk. A 2013 B2B 'emotion study' by CEB Marketing and Google, revealed the more personal risk we associate with a purchase, the more emotional we feel, and consequently the more we will connect with brands that we perceive to give value and reduce risk.

As buyers and influencers, we want to be reassured and convinced we're making the right choice. Business brands can overcome any concerns we might have about losing time, money, credibility and, in certain circumstances, our job if an unsuccessful purchase is made, by embracing the concept of 'brand love.'

Not convinced?

We may like to think brands have little or no emotional effect on us, but numerous studies over the past 40 years demonstrate they do. And it's because brands have an emotional impact on us humans that presents savvy B2B brand owners with an opportunity to generate better quality leads, to close these leads more efficiently, and importantly, to achieve premium pricing for their products and services.

From a psychological perspective, researcher Petty and Cacioppo explored this emotional connection with products back in the early 1980s, developing the Elaboration Likelihood Model (ELM). Their model demonstrates that if we are deeply involved with a product, we will give more thought to the message, thus drawing us away from the product attributes by pulling us towards symbolic and narrative features and benefits instead.

Also, the extent to which an individual becomes involved in a brand experience is evidenced by the cognitive principle of construction, which identifies that we do not literally retrieve and store what we read, see or hear but modify the information in line with our existing beliefs and the environment in which we are processing it. Stored memories and experiences, therefore, have an impact on the extent to which we connect with or feel an affinity with a brand.

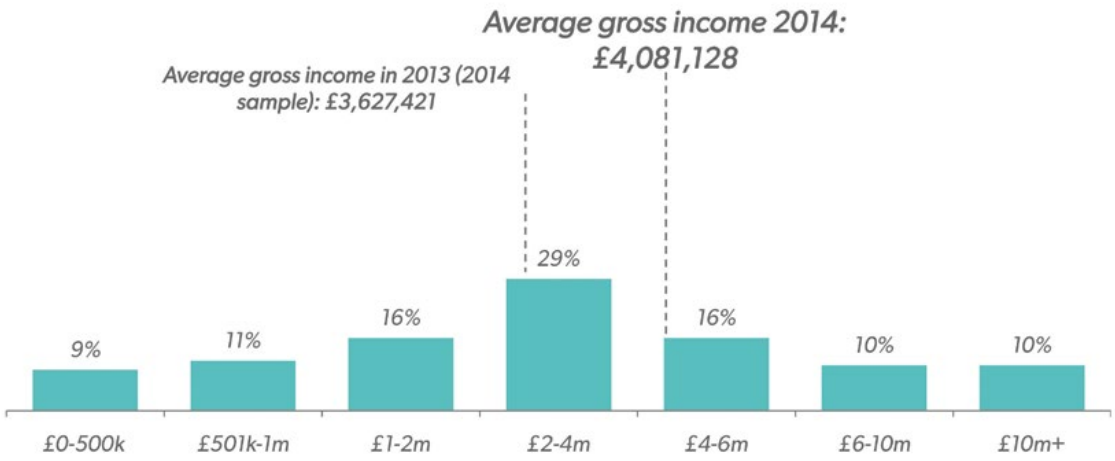
Show them some love

Practically translated, this means that to make a connection with your buyers and influencers, you need to not only say something relevant, but also to help them and be more like them. The better the impression and connection you make on a personal, as well as professional, level the more confident they will feel about you. This will make you distinctive and authentic.

Demonstrating personal value in B2B marketing is vital because we expect it. We want business brands to make our work life simpler, make us look good, ensure we get recognition from others, make us happy and to give us confidence that in buying into your brand we are making the right decision.

Whether you believe in the concept of B2B brand love or not, the scientific evidence to support the use of emotion in the way you present your brand, products and services is undeniable. Rather than looking at sales processes, look at inspiring messages and the extent to which you're meeting the needs of your customers. Understand their pain points, their motivations and, above all, be more human and proactive, than corporate and transactional.

FIGURE 1: Agency gross income in 2014



Question: Please provide the following financial information from your agency's activities: gross income in latest full financial year/ previous full financial year.

Stable agencies

The financial year 2013–2014 remained consistent with only a slight increase in average income reported in this year's top 70 agencies. On average, agencies experienced a 17 per cent growth in gross income over the past year, although this is significantly less than last year's average growth of 27 per cent.

For this year's agencies, only a small portion fit in the average bracket, with the majority (29 per cent) averaging a gross income between £2–4m. The diverse financial nature of this year's agencies provides us with an interesting sample to further comment on business priorities, average employee incomes, fastest growers and expertise.

Profitability

In terms of profitability, B2B agencies appear to be less profitable than previous years, as change in net profitability is -9 per cent, with an even sharper -23 per cent reported for the 10 biggest agencies.

While this may seem alarming, the boom from 2013 may, in fact, be contributing largely to these drastic changes.

Reality check

SALLY PRITCHETT
OWNER
SOMETHING BIG



With more channels and devices than we know what to do with, we barely get a chance to embrace a new social platform before some unknown teenager gathers millions of fans simply by blogging about their make-up and shopping habits.

It doesn't seem fair when us marketers put such huge thought and strategy, not to mention budget, into amassing such a fan base. How the hell do we keep up?

Put simply, it probably isn't fair but we can learn a lot from watching this new generation; their behaviour, the channels they use, what their fans like about their content. These golden answers are helping to shape what we do. They're paving the way for us, so let's run in their slipstream.

Necessity is the mother of invention

There aren't many ancient proverbs that can boast being so relevant to marketing today, but this one feels like it could have been written right now about what is happening in our sector.

The reality here is the rule book is well and truly in the bin. Forget how we used to do things, it's over, don't look back. The new ways have taken over the old ways. Online video viewing figures have now outpaced traditional TV, mobile and tablet has overtaken desktop and social is surpassing email. But it won't stop there, more new things will keep coming. And we don't want it to stop, this kind of change is welcome.

Because 'necessity is the mother of invention', it's under this kind of pressure that we find our best ideas. When there's no point in making a traditional TV ad, that's when we learn how to maximise these new channels. Let's face it, it's this kind of 'back against the wall' pressure that our industry thrives on.

Plan for the unplanned

All that marketing planning we do is sometimes rendered useless in a moment. Our new challenge is to strike the balance between the planned and the unplanned. We plan for what we can but we leave ourselves the headroom to be responsive and unplanned, to spot that vital opportunity and own a moment should it arise. That's when we truly win.

We need to be brave and go with our gut instinct in the moment.

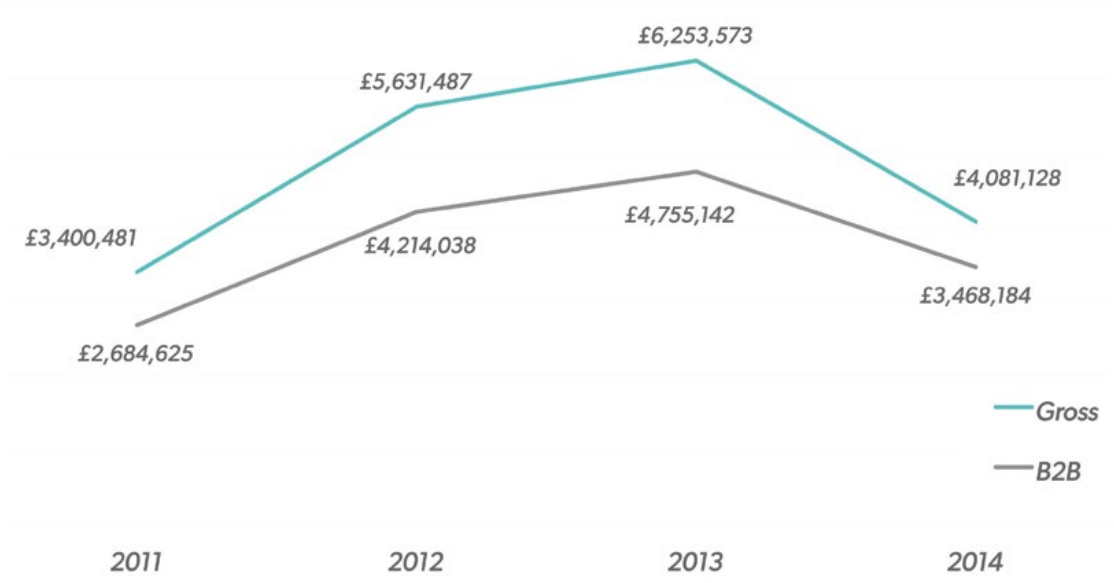
Take Oreo's Super Bowl 'Dunk in the dark' moment. Without social channels all their hard work would have literally been left in the dark. Instead, in an act of responsiveness and sheer genius, they owned the moment and reached audiences way beyond the Super Bowl. Slam dunk! (Or whatever you say in American football).

Get over yourself

And there's one more reality that hardly needs saying, but yes, it turns out that businesses are run by people. Apparently we don't need to talk in some robotic, formal language just because we're in the B2B sector. We can be human, we can be engaging and we can be authentic. In reality we can just be ourselves. That's a reality that we all need to take on board, creativity is demanded as much in the B2B sector as in the B2C world.

So, with these reality checks in mind, what does 2015 look like? Personally I think it looks exciting, creative, dynamic and a chance to think on our feet. Just the way we like it at Something Big.

FIGURE 2: Gross income and B2B income from 2011–2014



Question: Please provide the following financial information from your agency's activities: gross income in latest full financial year/previous full financial year, % of gross income from B2B activities in latest full financial year/previous full financial year.

B2B is on the up

While this year's average gross income has increased ever so slightly, the year-on-year change appears to be decreasing. Despite the apparent trend, this shift looks good for the B2B sector as we see the gap closing on income generated solely from B2B projects. Furthermore, agencies reported that 89 per cent of income was derived from B2B activity, up two per cent from 2013 and up four per cent from 2012, suggesting confidence in the sector is on the rise.

In terms of this year's sample, agencies are lagging in gross income and that generated from B2B work. While this may seem disheartening, the variation of agencies taking part this year compared to last, particularly the inclusion of new agencies, suggest trends in favour of a more stable B2B environment.

Business decisions lie in the heart, not the numbers

SIMON CALVERT
CHIEF STRATEGY, TECHNOLOGY & DATA OFFICER
GYRO



Businesses have never before had so much information about their customers. Rumour has it 80 per cent of all data that exists today didn't exist three years ago. So it is not surprising that playing with all this information on customers has become a business obsession.

An abundance of data manifests itself in companies mining server farms of data to find even more ways of communicating to ever-smaller groups of customers as precisely as possible. The obsession becomes tailoring a greater number of messages to mirror what the minutiae found in data cells tell them.

However, the pursuit of ultra-fine-tuned, hyper-targeted reflections of customers can quickly become a reductive, low-return endeavour. While it can drive important marginal improvements in performance, it can also blind marketers to the fact that business decisions are driven by the heart and not by rational data.

Fact – people make the decisions in businesses. As human beings, customers want authenticity, trust, respect and a sense of self-worth. In short, they want to feel an emotional connection with the people and the companies with whom they do business.

Our research study with the Fortune Knowledge Group, one of the global leaders in business journalism, found that in business decision-making, the emotional far outweighs the rational. Almost two-thirds (65 per cent) of 720 senior executives polled admitted that human factors (values, culture and reputation) are more important than analytical factors when making business decisions. Furthermore, 62 per cent said that when it's time to pull the trigger, they trust their gut more than anything else.

That's why finding ways to humanise business and to build emotional connections with business decision-makers is the key to success. You will know you have accomplished this goal when people move beyond just buying your product or service and into the special space of buying into your company, your brand and what it stands for.

Our report, *Only Human: The Emotional Logic of Business Decisions*, also found that businesses with strong, defined reputations and cultures win. When choosing a company to do business with, 70 per cent of respondents admitted that company reputation is the most influential factor. Company culture, according to 53 per cent of executives surveyed, is also cited as a key influencer.

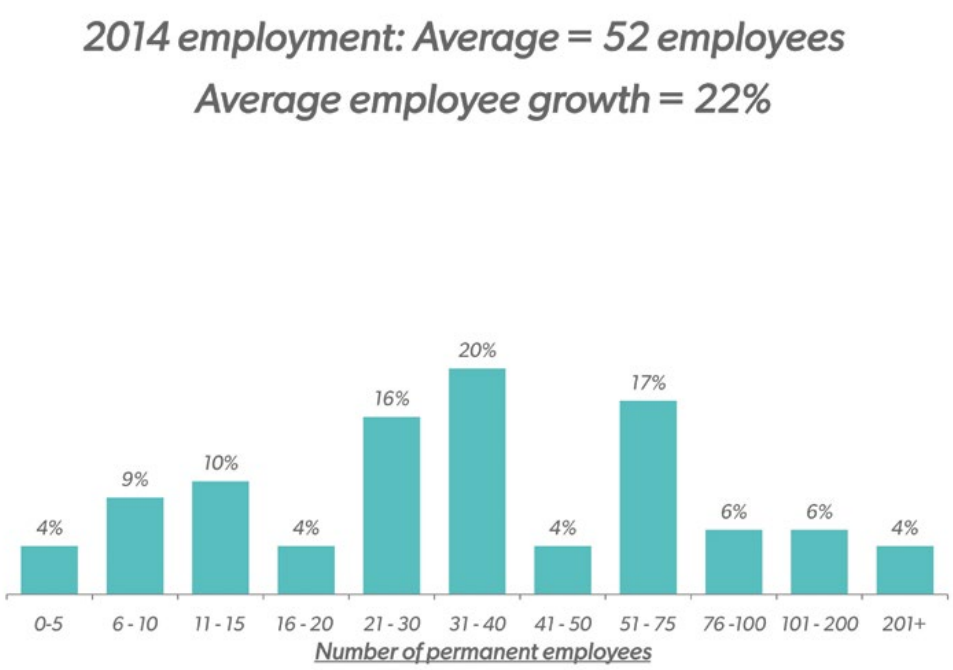
However, if you have to spend a lot of time explaining your brand reputation and your company culture, then you have a problem. People don't want to spend too much time understanding a company intellectually. They want to feel it. So, once the emotional truth behind a company connects with the emotional truth inside a customer, you've won, especially in the B2B space.

So, yes, data is very important for informing marketing decisions. But B2B marketers cannot allow it to become the be-all and end-all. They can't let themselves become blindsided by the obsession with big data. They should think big emotion and small data. They should remember that each strong and successful business has a powerful emotive story that drives it. That is where the transformational magic is, not in the data.

Business decisions are deeply personal. They are high-consideration, career-changing moments. Plenty of analysis and rational thinking is involved.

Consequently, as buyers, people are looking for a long-term partner with whom they can relate and collaborate. In many ways, they are seeking a small part of themselves and their hopes, dreams and ambitions in the businesses they buy into. That's why, ultimately, business decisions lie in the heart and not in the numbers.

FIGURE 3: Number of employees in 2014



Question: Please provide details of your agency's past and present employment levels.

It's all about business culture

Average agency employee growth has significantly increased this year, more than doubling last year's 10 per cent. While this might seem alarming given the state of average growth income for agencies, the knock-on effect of the 2013 boom means we are now experiencing a more stable market. The confidence in the market also means there has been a higher average staff turnover (11 per cent compared to eight per cent in 2013) as employees seek better working environments and attractive business cultures. Interestingly, it is the fastest growing agencies that see a lower than average staff turnover (seven per cent) and utilise more freelancers (double the average).

The big misperception: why safe is no longer safe

CHRIS WILSON
MANAGING DIRECTOR
EARNEST



In the last five years since we set up Earnest, B2B marketing has come a long way. And no, I'm not claiming credit for that!

But the more I look, the clearer it is that a fundamental problem hasn't been tackled yet.

Our marketing is pulling the wrong levers
Quite simply, we are basing so much of our marketing strategies and campaigns around a false premise: that businesses (or more correctly the human beings that drive them) base decisions on purely rational criteria.

The truth, however, is very different. They don't take the time to weigh up all the pros and cons. They often don't go with the best option. And often, they simply don't do anything at all – even when it's obvious they need to.

Do we react more rationally when we're at work and when we're making business decisions? Sadly, no.

This is where behavioural economics comes in
Behavioural economics mixes human psychology and neuro-science to scientifically test what people do under certain decision-making scenarios, and why. These scientific experiments measure brain activity and correlate this to the choices made by individuals.

And, behavioural economics unseats one fundamental long-held mantra in B2B: that we should campaign around business issues.

Issues-based marketing doesn't work that well
These often-mentioned issues are (do feel free to add to the list): cost saving, productivity, business agility, efficiency, transformation and so on.

The problem is that using this approach basically means in any given category you all end up campaigning around the same issues, to the same set of prospects. Ever wonder why campaigns don't deliver the return you predicted?

My assertion is that only by understanding the science behind why people really make decisions, and buy, can you ever hope to stand out in an increasingly noisy and undifferentiated world. And the more you look at the research, the more you realise that people make decisions using emotive criteria even when they think they're being rational.

Creating emotional resonance
Leveraging this fact and trying to create emotional resonance is genuinely hard to do, but creates real differentiation and stand-out.

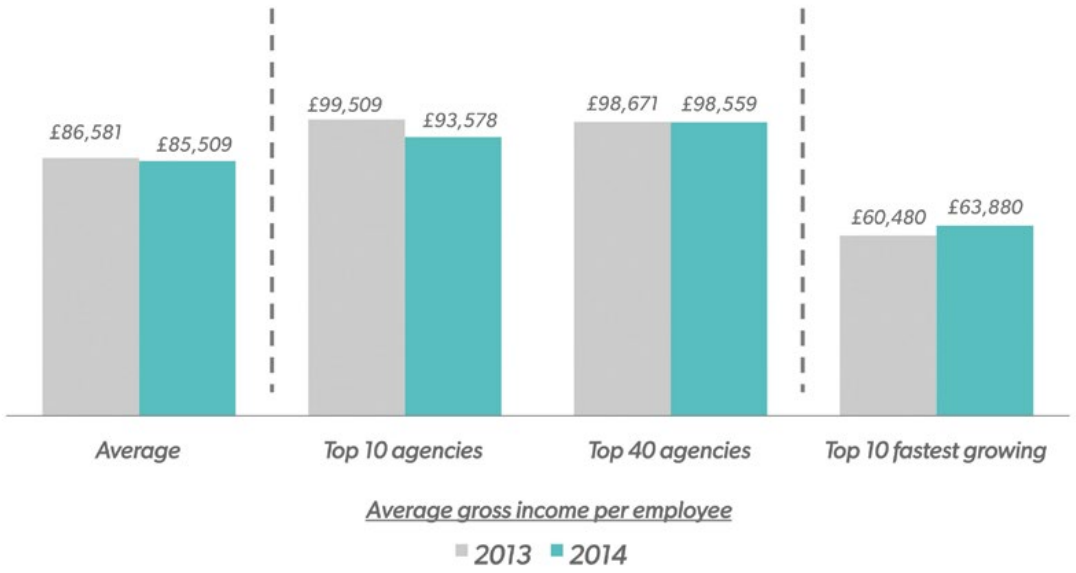
But it's not seen as safe by most marketers. There's a misperception that we in marketing need to fight against. We need to measure not just the 'what', but the 'why'. When we do this, we see that emotional resonance does two things:

1. It builds immediate higher response rates to campaigns – higher cut-through and greater impact on powerful subconscious decision-making processes.
2. It builds a much more differentiated and valued brand over time.

So to go the other way is worse; it's actually more risky. Being purely issues-based means we fade into the background and become ignored. We become commoditised.

And that is why safe is no longer safe. Quite the opposite in fact.

FIGURE 4: Average gross income per employee



Question: Please provide the following financial information from your agency's activities: gross income in latest full financial year/ previous full financial year, number of permanent staff at present.

Employee income

As shown in Figure 4, average gross income per employee varies considerably. While employees in the top 10 fastest growing agencies are seeing significantly less income than the overall top 10 agencies, or even the top 40, they have experienced a growth from 2013. Considering the continued trends for the fastest growing agencies, it seems they are the environments of least financial risk for employees and happier business cultures. It is interesting to note the decrease in average gross income per employee for the overall top 10 agencies as it was these agencies that experienced a loss in profitability (-9 per cent) and a growth in income of only half of that seen in 2013.

Is digital strategy dead?

JOE EDWARDS
DIGITAL &
SOCIAL DIRECTOR
MOI GLOBAL



Human behaviour online is such that our attention moves to the next thing before we've even had a chance to digest the last, and the latest digital trend has a similar shelf life. This means there's a real risk that if marketers spend too long strategising, their efforts will be wasted – in the three to six months you spend planning a campaign you'll miss the boat.

Now that I've grabbed your attention, let's get to the top reasons for believing that a digital marketing strategy is fast becoming surplus to requirements.

Testing is more important than strategy
While I'd suggest we still need to plan how we deliver communications into the digital space, I strongly believe we should be spending much more time failing fast and learning faster. Every single communication should have testing built in. Learn from it, refine it, optimise it and test it again – everything, from an email subject line to the content of video.

Better marketing will be defined by better data management
With strategy there are often too many assumptions based on information from reports and surveys that take a segment of a typical audience. Companies with joined up data management and analysis can discover far more truth about their audience, their behaviours and preferences, and with enough agility, can act on those insights in real time.

Everything is digital so nothing is digital
Latest prophecies suggest that all marketing will be digital, therefore the term digital itself will be redundant. While I think we are definitely closer to this and there is a definite shift in digital maturity of many businesses, digital will be ingrained in something physical — from direct mail, to events and experiences, a physical form of marketing is still a requirement.

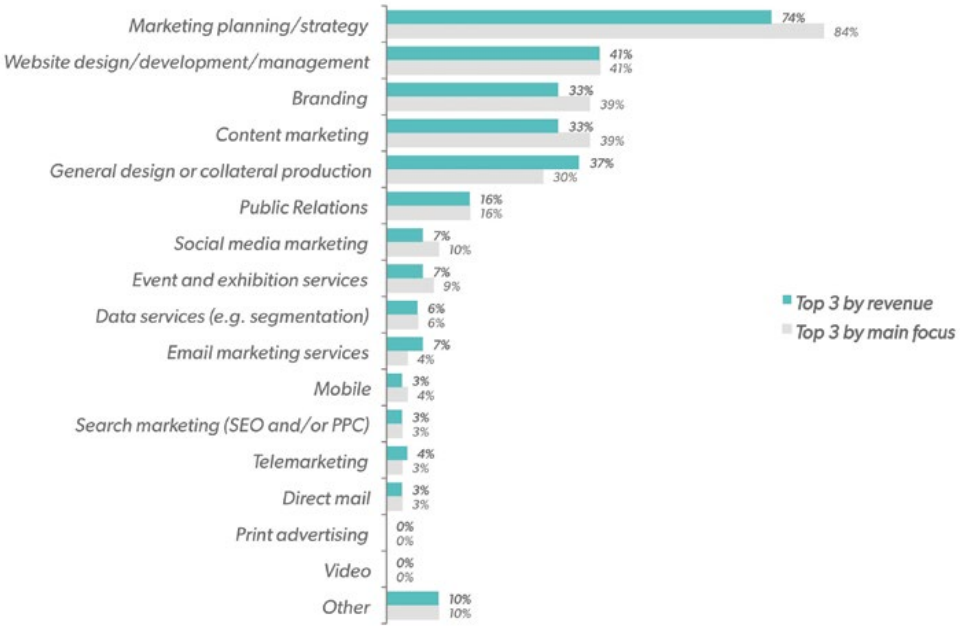
Digital is about the delivery
It's actually the content we should be more focused on. Get good at storytelling. Everyone loves a good story. We personify abstract shapes, we seek ourselves in objects around us, we make ourselves the main character of every story we hear. And that's just perfect for your brand. Tell a great brand story, and then use digital to spread it.

Budgets will shift from strategy to business intelligence
The data explosion has meant that marketers have become more focused on real-time data, on its analysis and on using the insight to inform business decisions. According to Gartner, big data spurred $34 billion in global IT spends in 2013. The key personnel focus will shift from strategists to analysts. So strategists may need to retrain – or rethink.

Digital will just disappear
While I'm not a fan of buzzwords or phrases, the 'frictionless digital experience' is probably a good way to describe where digital is going. People with diabetes could soon be managing their blood sugar via smart contact lenses that monitor the glucose levels in their tears. Digital technology that is, effectively, completely unnoticeable by the user.

Turning heads is tougher than ever before
All of this points to the fact that it's getting harder and harder to turn heads in a noisy, fragmented digital environment. Marketers need to think on their feet, using the latest technologies and the data at hand to deliver their message with conviction.

FIGURE 5: Top three revenue generating services vs top three focus areas



Question: Which three of these services generate the most revenue for your agency? Which three of the following services are the main focus areas of your agency?

Focus vs revenue

It seems agencies are hedging their bets on marketing planning and strategy this year as the focus shifts dramatically from last year's drive of website design and development. However, websites still come in second place with 41 per cent of agencies citing it as one of their top three revenue generating services. Coming in third is branding at 33 per cent, down six per cent from 2013.

Content marketing has taken more of a back seat and ties with branding at 33 per cent. Somewhat more significantly, social, email and video are low down on the priority list, with less than 10 per cent citing them as top revenue generators, if at all.

New tools, new rules

ADAM WOOFF
MANAGING DIRECTOR & FOUNDER
THE CROCODILE



Most people reading this will agree that there's never been a more exciting time to be in B2B marketing. The toolkit of technology and techniques at our disposal has never been richer; the scope for creativity (in every channel) never wider. And we have never been more capable of proving the strategic and monetary value of our work back to the business.

But that doesn't make it easy. With the excitement comes a set of big challenges.

The CMOs and marketing directors we talk to express a set of common themes. How do I balance the uncertainty of trying new techniques with the security of current practice? How do I get the biggest creative impact across different channels, each with their own limitations? How do I prove relevance and ROI? How do I allocate budgets in a way that balances risk and return?

In short, how do I develop B2B strategies that let me optimise, innovate and simplify to ultimately gain better efficiencies and results?

The take-out from conversations like these is that for all its power and potential, current marketing practice can be a complex business. For marketing professionals it's like playing a multi-layered computer game where you have a general idea of the objectives and the methodology, but there are no written instructions for how to play. You need to work out repeatable, reliable, trusted techniques to get to the next level. New tools demand new rules.

From my perspective, we're seeing a shift in the nature of the client/agency relationship. While we are still, fundamentally, hired to deliver effective creative campaigns, agencies are developing new operating models that recognise clients' need for more in-depth advice and support to help them meet the challenge of B2B marketing gameplay.

The nature of that advice is sometimes surprising and not what you would necessarily recognise in the conventional agency job description.

For example:

- Support in safely (and quickly, if possible) adapting to the technology curve.
- Making a business case to senior stakeholders, whether for additional investment in marketing, or support for a fundamental shift in marketing strategy.
- Challenging preconceptions and helping to better understand the what-ifs as part of the planning process.
- Understanding how to simplify and connect siloed technologies to create a unified marketing architecture.
- Challenging the team to be brave – creatively and strategically.
- Giving clients time to think, breathe and gain perspective – helping them to be excited and invigorated by what is possible, rather than buried by detail.

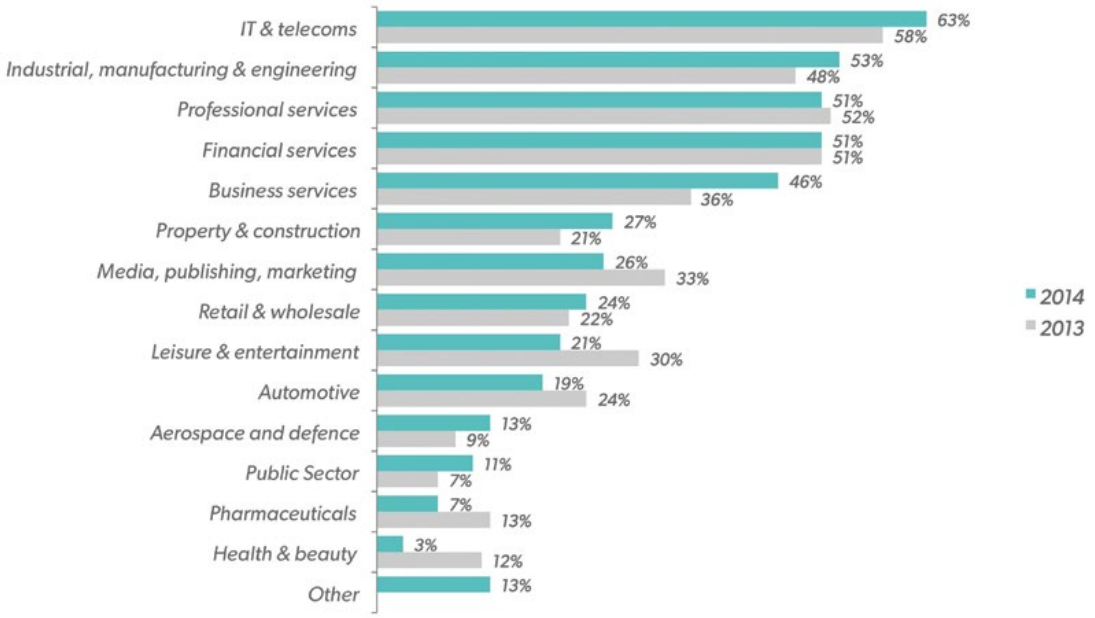
The new order of marketing requires a different approach to collaboration. Of course, companies need agencies that can produce fabulous content, stories and assets, but they also need to form coalitions with the intelligence, experience and nous to unlock the huge potential of technology, deliver customer-focused marketing and gain a winning advantage.

The kinds of agencies able to help companies succeed in B2B marketing are enabling this new order by bringing together creatives, analysts, planners and technologists in single teams that know how to converge technology, content and metrics into powerful weapons.

Bringing these skill sets into the B2B game enables client/agency teams to move quickly through the levels. They know the steps required, they can anticipate the traps and dead-ends, and they bring with them the dexterity and agility borne of experience working with other companies playing out similar strategies.

Form a team that works for you, and 2015 could be a game-changer.

FIGURE 6: Sector expertise



Question: Please indicate the sectors in which you feel your agency has the greatest expertise. Select up to five responses.

IT expertise

The technology sector remained in the top spot this year, as in previous years, with 63 per cent citing it as their main area of expertise. With a five per cent increase on last year, the sector continues to see growth. Industrial, manufacturing and engineering came in second and professional services tied with financial services in third place.

The dominance of the tech sector is further illustrated in the speed of growth per sector for the fastest growing agencies. Seventy per cent of these agencies cite IT and telecomms as their top area of expertise, with the same figure seen in 2013.

How to: create effective B2B buyer personas

KIRSTY DAWE
AGENCY DIRECTOR
REALLY B2B



Content continues to be a hot topic for B2B marketers, but utilising resources in the best way and emotionally engaging prospects can still be challenging. Thankfully though, there is a solution. Buyer personas are an ideal way to understand the mindset of prospects and identify their pain points, current solutions and buying process. Although it's initially a resource-intensive task, in-depth buyer personas will help shape future marketing and sales strategies and improve the creation of targeted messaging. The results will be a deeper emotional connection and understanding of prospects; better use of existing resources; and ultimately greater ROI.

1. Start with what's available
Organisations will typically have a great deal of information already available on their target market, so the best starting point is to gather data. Input from a varied selection of staff can help to map out typical buying targets such as instigators, influencers and decision makers. Speaking directly to sales teams can also help to identify the buying stages, such as discovery, consideration and decision.

2. Decide what else is needed
Having collated and analysed all existing data, it will now be easier to identify the knowledge gaps and the information that is still needed to complete the personas. Given that the next stage of the process is interviews and surveys, create approximately ten questions for prospects (relating to industry, business and role) to help clarify the current findings and inform the process going forward. Questions that will generate the best results/data include 'what are your biggest business challenges?' and 'what hurdles are preventing you from reaching your business goals?'

3. Gathering data
Using a small sample of the campaign database and a handful of current customers, carry out telephone surveys of as many contacts as possible, asking the questions chosen previously. A conversational approach to this research is likely to uncover the most valuable information. In addition to this, email prospects with a link to an online version of the survey to ensure the maximum amount of information is captured. Along with interviews and surveys, take advantage of desk research in the form of social media analysis, industry forum reviews and content investigation.

4. Analyse results
Start formulating personas by dividing the data into three clear categories and transcribe/extract all information relating to industry, business and role for each decision maker or contact type. Be sure to pay close attention to the discovery of patterns and trends within the data, as these will help to generate a clearer picture of the typical prospect.

5. Create and circulate
Once each of the personas has been created, make the prospects easier to identify by giving them names and job titles – for example, John the HR manager and Susan the managing director. To see the best results from persona creation, all areas of the business need to be given access to the final persona documents and be encouraged to embed them into everyday activity. Soon, John and Susan will become part of your sales and marketing team.

6. Keep researching
To make sure the persona information doesn't become stale and outdated, revisit the buyer personas every six months. Cross-reference their data with the latest marketing activity and ensure the industry, company and role information is still relevant. Once complete, re-circulate the new personas throughout the business so everyone has the latest insight on the target audience.

Content overload: why trust matters for B2B brands

IAIN LEWIS
DIRECTOR
TORPEDO



The buzz surrounding content marketing in the last few years has unfortunately led to an avalanche of low quality and poorly executed content saturating the web. The sheer volume of information available, originally intended to inform and better educate our customers, is now creating a battle for customer attention.

Content is undoubtedly the lifeblood of the web and there's no disputing its vital role in engaging, influencing and fostering relationships. But there is one major problem. With content supply exploding at such a rate, and beyond what any human is capable of consuming, the bar to engage has been raised as we look for shortcuts that help us make rational and educated decisions quickly. This presents a strategic challenge for brands as they seek to cut through the content clutter.

The importance of brand trust
Trusting a brand and the values it represents is the most fundamental shortcut that potential buyers will take. People buy from businesses they can identify with, who they like, and ultimately who they feel they can trust. A strategy based primarily on content generation will not build brand trust. Content is just one element of the marketing mix and needs to be considered as part of the bigger picture.

For your audience to engage with your content, they need to believe it is credible and has value. The perceived quality of content can be affected by the source, and positive recognition of your brand can help to achieve this.

Equally though, content that is not of high quality can potentially damage the trust in your brand. Trust takes a long time to build, and a very short time to destroy. I believe there are four key pillars that are essential to building brand trust in order to become a voice worth listening to:

1. Relevance and personalisation
We're all familiar with the importance of delivering a relevant and personal customer experience; customers expect it and technology makes it possible. Personalisation stretches further than contextual history, it's about using the customer data and analytics that we have available from any given touchpoint so we can tailor a relevant and timely message.

2. Make emotional connections
To build a valuable, sustainable relationship with customers brands don't sell themselves – they seduce an audience using emotional connection. We're seeing more of an emphasis on this with brands using storytelling to create memorable and impactful messages. Stories have the power to engage and influence an audience, and trigger strong emotions.

3. Be authentic
If you can be truly authentic, while never losing sight of the customer and still staying true to who you are, customers will respond positively and you will build trust. Today's buyers are looking for more than just those who can fulfil business value alone; they are looking for original thought and authenticity.

4. Align content with thought-leadership
When you align your content strategy with informed opinion leaders within your organisation you shape the space in which you operate – offering original insight and direction gives your audience more confidence in your brand.

There is no quick formula to creating trust, but in this age of content overload, it is now more important than ever for businesses to take a holistic view of their brand and content strategies. Reliance on content alone is not enough, the successful brands are those that unify their marketing channels to emotionally engage with their audience at every touchpoint, in order to build trust and ultimately win new business.

Brand, sales and balancing art with science

JON LONSDALE
MANAGING DIRECTOR
OCTOPUS GROUP



Life in B2B marketing and sales used to be super-sized. It was the land of milk and honey. Most decent B2B brands had big marketing teams, who spent big marketing dollars on big stuff. There was a general belief in big and that was fun to be part of.

We all knew where we stood. There was a natural order to things and everyone had their jobs. Michelle 'press release', Matt 'billboard', Melissa 'website' amd Mark 'trade show' were all in Miranda's marketing team. Sitting next to Miranda was Mike 'pipeline', who ran a huge sales team of people too numerous to mention. Miranda worried about PR, advertising, digital and ultimately, brand awareness. She went to lots of awards dinners. Mike worried about hitting his sales numbers and would be sacked if he didn't close enough deals. He wasn't interested in marketing. They were fluffy and about pictures, he was serious and about revenue. Marketing never spoke to sales.

Today – from where I'm sitting and talking to our clients – it all feels very different.

Goodbye big, hello lean

Out are the big marketing teams, the inhouse domain specialists and the spend-it-or-lose-it approach to budgets. Out are the sales bulldogs who relied on their contact book and golf club membership to climb the corporate ladder. In are leaner, younger, smarter entrepreneurial operators who start with the end in mind, aren't scared of new things and watch every penny. And guess what? They talk to each other. In fact, within most fast growth businesses, marketing and sales are now the same person.

This new breed is demanding a tight alignment of brand awareness with sales lead generation.

Brand awareness and sales

The new kids on the block want to see empirically that all of our PR campaigns not only get them known, but also help them hit their commercial goals and sales targets. In the good old days what was once delivered by all of Miranda's team, now can be achieved by one person with the right technology, structure, agency support and a big glug of clever content.

The consumption of content – helped by social, analytics, nurturing and automation – can signal buying intentions and ultimately turn interest into leads or awareness to sales. Mike 'pipeline' would have choked on his skinny cappuccino.

This newfound transparency is exciting and scary in equal measure. Getting this right requires fresh skills and approaches, experimentation and clients that will let you get closer to their sales crown jewels. It also requires the ability to mix creativity with data.

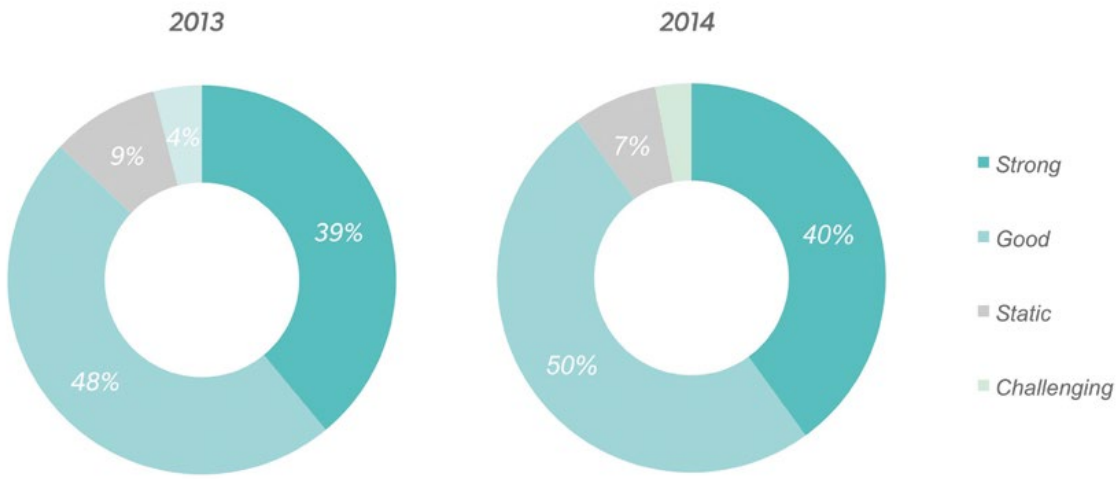
Science, art and dashboards

Of course, it's still about ideas and always will be. Creative concepts that build emotional connections are why we all got into marketing in the first place. But now buyers are demanding that these creative campaigns are underpinned with facts – the commercial goals, buying process, channels, sources and conversion rates. And if that's not enough, everybody needs a live dashboard to tell them what is working and what isn't.

In our campaigns, engagement specialists, content managers, developers, designers and analysts all work together to create, test, learn and prove ROI on the marketing spend. Not something you would have seen in Miranda's day.

So, the make-up of B2B marketing buyers is changing and our work as agencies is becoming as much about science as it is about art. But the most exciting thing – and the thing we must remember – is that technology has allowed us to finally prove the value of our creativity in commercial terms. And if it means that things get leaner as a result, that's fine by me.

FIGURE 7: State of the market



Question: How would you describe the current state of the market for B2B agencies?

Stable markets

It is fascinating to note that the perceptions of the B2B markets have remained, almost, consistent since 2013. This year, 90 per cent of agencies cited the B2B market as 'strong' or 'good', with the remaining 10 per cent saying it was more challenging, or simply, static.

Last year we saw huge shifts in attitudes as confidence grew with the upsurge of the market from 2012's less encouraging outlook. While this might initially seem like a stagnation in B2B, when we look at other factors, such as expertise and growth, it is promising for more stable marketing. What's more, this confidence boost is likely to result in greater appreciation of business cultures and working environments, and could potentially drive more creative projects.

Emotional marketing – the last refuge of the CMO

MARK LETHBRIDGE
CEO
GRAVITY GLOBAL



We have all read about the death of the CMO. So how widely held is this perception that marketing is not delivering at the strategic table, how can we take simple steps to change this belief and is the debate around emotional marketing a help or a hindrance?

Research indicates 80 per cent of CEOs claim they have lost trust in their marketers and have stopped imposing KPOs and KPIs as they don't see the CMO as a credible business growth generator. CMOs, they believe, are unable to demonstrate how cross channel marketing and campaigns grow value, customer demand, increased sales, more prospects, greater conversions or market share.

More than three quarters (77 per cent) of CEOs also believe that CMOs keep talking about brand – brand values, brand equity and other similar parameters – that the leadership have trouble understanding or relating to results that really matter: sales, revenue, EBIT or even market valuation. A similar number (74 per cent) of CEOs think that CMOs focus too much on the latest trends like social, but struggle to demonstrate how this will generate more business for the company. They suggest CMOs don't think like business people and focus on the creative, fluffy, 'artsy' side of marketing and not enough on the business science.

I can hear you say 'that's not right' but these findings are from research of some 1200 CEOs and CMOs in 11 countries across large, medium and small companies. Thank you for not including marketing agencies in this research but in my opinion agencies can't hide either. At the risk of sounding like a naysayer, emotional marketing won't help change the situation either. What we should be doing is focusing on the issues raised above and fixing them with some basic steps before unleashing the power of emotional marketing.

First, have comprehensive data analysis capabilities and a consolidated dashboard of metrics covering all channels. Technology now allows rigorous analysis and reporting on a broad range of deliverables: it can monitor brand and product sentiment down to city level, define where the opportunity and threats within customer sets exist and give a thorough analysis of the customer journey from initial contact, re-targeting and a direct link between marketing and sales. I would recommend you integrate a number of processes and analytical tools into a single portal giving the business and your CEO 24/7 access to one dashboard evidencing the tangible value marketing delivers.

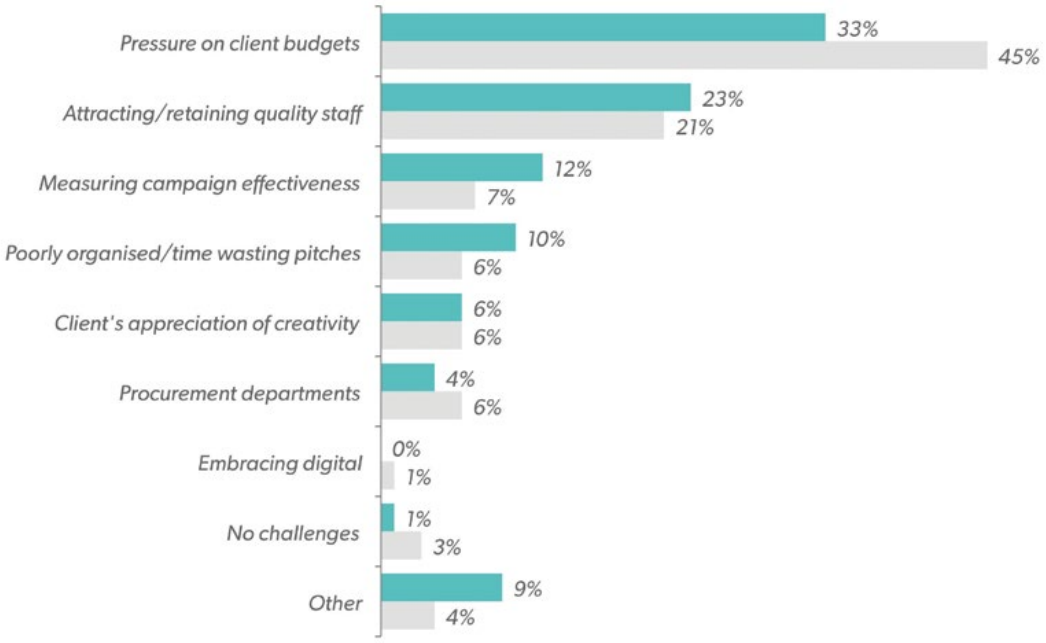
Second, make sure the business has a compelling and unequivocal value proposition that helps customers choose between providers, products and services. This appears to be increasingly difficult in B2B – most probably because true innovation is not always present. However, this is no excuse for marketers to focus on emotional territories as a means of delivering business value, It has its role but in our experience too much focus on this simply feeds into the view of the CEO that marketing is fluffy.

When we asked customers what they valued most about the businesses and offerings servicing this sector it could be summed up as quality, performance and value. As Steve Jobs said: 'A lot of times people don't know what they want until you show it to them.'

So when we looked at this example across other categories we found little difference. B2B is primarily focusing on the 'what' and this is what customers say they value most. However, it doesn't help customers choose. Creating a difference seems to be leading marketers to leverage the 'why'. Customers (CEOs included) are skeptical about the value of 'why' in B2B marketing. Our view is to make sure you also have a thorough understanding of the 'how'. It's a rich territory for differentiation.

Lastly, you may wish to point out to your CEO that Milward Brown calculates that the brand as a business asset accounts for 30 per cent of the total value of companies in the S&P 500.

FIGURE 8: Biggest challenge in 2014 vs 2013



Question: What is your single biggest challenge as an agency at present?

Client budgets remain a challenge

Compared with 2013, pressure on client budgets has decreased, although it still remains the biggest challenge facing agencies, with 33 per cent citing it as their greatest challenge.

Attracting and retaining quality staff remains the second biggest challenge, which is reflected in the average employee turnover (22 per cent) and growth as seen in this year's top 70 league table. Measuring campaign effectiveness, poorly organised and time consuming/wasting pitches, appreciation of creativity from clients and procurement are generally not considered as significant challenges, although they are a factor for some. Interestingly, embracing digital has not been highlighted as a challenge for any agency.

Other challenges cited included driving an entrepreneurial spirit and managing growth.

The art of client knowledge

MARTIN SIMCOCK
DIRECTOR
ENIGMA



A lot of our clients tell us one of the major issues they experience when dealing with agencies – usually the big ones – is a lack of understanding of the brand and business challenges. Much of this comes down to the amount of time agencies are able to commit to researching their clients' business outside of those endless pitches, big briefs and annual dinners.

If you don't put the time into the relationship, you just won't deliver, give yourself a chance of retaining and growing business organically or win new accounts off the back of this work.

Know your client

Every client is different, both in needs and in personality, so making sure the chemistry is right is key. Matching the right people in an agency to the best-fit accounts is a big deal, but no matter how much you wine and dine them, if the work isn't good enough the client won't be happy. This is why putting in the time to understand the business you are trying to partner with should always be the focus.

Marketing automation, project management and other technologies have made life so much easier for marketers today, but in using these tools there's a real risk of neglecting the relationship with that client. Email, IM and Basecamp make us faster and more efficient, but they can't replace a one-to-one chat with the client. That's why from the very start we want to spend as much time as possible discussing what is important to them and what their expectations of us are.

Once this is established you have a solid base to start from and deliver on the promises made in the pitch.

Loud and clear

Keeping the communications channels open throughout is a huge part of getting work out that nails the brief, so regular updates will help keep you on track. Whatever it is you are working on, from a total rebrand to a new visual or piece of content, doing the early work in learning your client's needs and challenges means you should have a much clearer idea of what you have to achieve for them.

The bigger picture

For Enigma, following this process has helped us to build a reputation as a great agency to work with, as we take the knowledge we gain from our clients and put that together with market insights to help give more than just a response to a brief. We make sure we are regularly updating our clients with newsletters, blogs and other comms and meetings that we use to look at new ideas that could improve their business.

There is limited value in only being able to talk about one or two areas of a client's marketing needs today. Everything is so closely related in the digital space that you have to understand that one small recommendation may have a big impact and time demand on someone you may not even have met client-side before. So making sure we have that skill-set inhouse is core to providing an excellent service.

We put a great deal of value in our teams having specific time every single week dedicated to developing skills via training and research. It isn't easy to find the time for this but our ethos is based on providing the best service by having the best, most knowledgeable staff. We also look to recruit people from a range of backgrounds and allow them the chance to share their skills internally. This enables a much more vibrant internal conversation on how we respond to brief, and allows us to add maximum value while getting the basics right first time.

Content is dead, long live experience

ROBERT AINGER
ASSOCIATE DIRECTOR
THE MARKETING PRACTICE



There's a common thread to great B2B marketing initiatives that have a lasting impact. It's to do with creating experiences that the audience can engage with.

For example, would you rather read a whitepaper about big data or watch IBM's Watson wipe the floor with Jeopardy champions?

IBM put its Watson supercomputer up against the champions of Jeopardy, "America's favourite quiz show". When it won, it created a lasting story that instantly – and believably – associated IBM with leading the way in big data and analytics, and the whole new category of cognitive computing.

Then again, how would you like to find out about flexible working? By wading through some research saying that it might save you money? Or looking under the bonnet at what O2 learned from closing its HQ for a day?

O2 picked a day for everyone based at its Slough HQ (over 2000 people) to work from home, on the road or at customer sites. The initiative created a year's worth of content, from the planning and build-up through to the lessons learned.

Less is more – concentrate your firepower

There's a big temptation in marketing today to test lots of different things, to get more 'stuff' into the market. But in a crowded market very little content cuts through, and even less cuts through that has a direct link to your core propositions. ROI on most content is negligible.

On the other hand, flagship activities of the kind we saw in the O2 and IBM examples become great focal points. They generate their own content.

What strikes me about those examples is the commitment they show from across the business – not just in marketing. These initiatives link directly to the DNA of the business and are not just marketing creations.

Someone in those organisations decided that it was time to stop talking about what they do, and start actually doing things that are worth talking about. They had the guts to open the doors to their businesses and show why they truly believe in what they are doing.

I think that's both an exciting and a scary place for marketing to be. It's no longer enough simply to produce collateral. Instead, you need the commitment of the business to create an experience that customers can engage with.

Here are three things to consider when you're wondering what your content-generating experience might be:

1. Start by doing something that might be counterintuitive to many modern marketers: look inwards at your business. What is it that you do brilliantly? What is the true value that your business offers to the world?
2. Then think about your audience, and what they really need to know.
3. Finally, think about how you can demonstrate your core capability to the audience in a way that will be memorable, engaging, informative and exciting.

Becoming a marketing-led organisation

What we're seeing points to a redefinition of the role of marketing. The emphasis is moving from old-school ideas of marketing communication – talking at customers – to a form of behavioural marketing in which a company's activities engage the imaginations (and, in due course, the budgets) of customers.

It may even be that this evolution from content to experience heralds the dawning of a new era for B2B marketing and the advent of the long-discussed Holy Grail: the marketing-led organisation.

Respect – right from the start

ROGER PROCTOR MBE
MANAGING DIRECTOR
PROCTOR + STEVENSON



You can deliver the best ROI, the best lead generation – and you can still fail to maintain a client relationship. Metrics and the ability to validate them are vital, but often account teams are confused and unsettled when clients still haven't bought into them as a team, even if those results are great. And many people believe that it's down to engaging personalities, that people buy people, and that however good your product and service is, it's actually ultimately down to the relationship.

All of this is partly true and a combination of each facet is important. But you can have a great relationship, respond to all instructions and then still lose the client.

Are you a counsellor?
Building a truly great client relationship is much more complex. It's about creating a shared vision based on mutual respect and understanding. And much of that becomes established without even selling. In fact, selling can get in the way. Many of us will recognise that feeling of an early client meeting having gone well, when in fact, you haven't really said anything at all. All you've done is spent time listening, questioning, leading on salient points, listening again and then closing on actions. It's like being a counsellor.

In order to build this shared vision, you have to understand, but you also have to convince the client to tell you the truth. Often the skill is getting them to realise their 'truth' is not actually reality. That doesn't necessarily mean disabusing them directly but, by the careful use of questioning, they discover it for themselves. You have merely been the catalyst.

Taking the lead
Clients don't just want people who obey orders, they need people who will listen, question and have a view. Most importantly, they need experts who aren't afraid to tell them what they need to hear, when they need to hear it. Sometimes there is disagreement, but you will always be respected if your view is objective, based on an interpretation of facts and driven by experience and expertise.

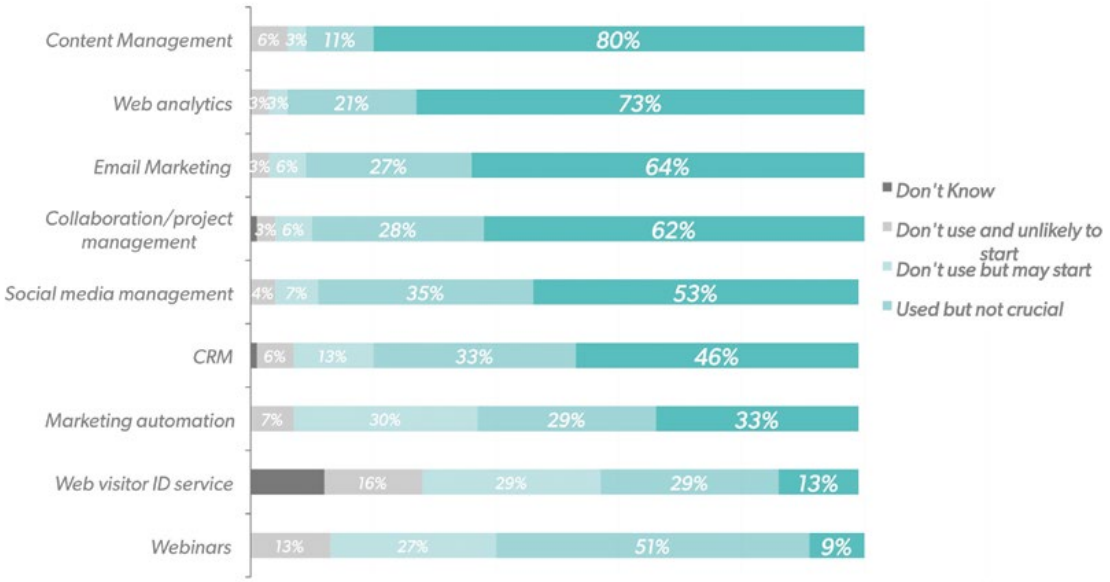
Establishing, at the very beginning, what success looks like is something that can be difficult to do, especially if a client has unrealistic expectations. However, managing those expectations to ensure achievable results is central.

Clients sometimes want to force you to agree to metrics and results that rely on elements that are only within their control, not yours. This will only work as long as you're able to include those elements into the reporting, so that you can both identify if the client team is delivering what it's supposed to. There's no point in having a project fail with the usual consequences if actually it was because they weren't doing something they should have been.

When it goes wrong
Things do go wrong, there's a mistake or something falls over. Strangely, even with the fiercest of clients, as long as the project and relationship have been set up correctly from the outset, and as long as you're honest in telling them before they find out (that's crucial), they will invariably work with you to resolve it together. In most cases, clients don't appreciate being taken by surprise, and want to know that you're taking on responsibility and that you have a plan.

Of course, there are still times when you just can't win, and there are ways of mitigating against this. It pays to be stronger, bolder and build respect right from the start, rather than having to change the 'personality' of the relationship later on, often when it's too late.

FIGURE 9: Important technologies



Question: How important are the following technologies to the work you do for clients?

Content is not king yet

Asking agencies what technologies are important to them often yields interesting results. Eighty per cent of agencies cited content management as 'used but not crucial', when, theoretically, this should be 100 per cent. In the year that proclaimed 'content was crowned king long ago', then surely agencies are maintaining it, and if they are not, then they should be. Further, web analytics was cited as important by only 73 per cent of agencies.

In an age where digital, data and engagement are a necessity, the top two really should be on the agency radar.

Even more interesting is the lack of participation in social and webinars. Perhaps with a more stable market, these trends will shift as the perceived risks are outweighed by the benefits and agencies will embrace and encourage these crucial technologies

Certainly a remarkable set of numbers here, particularly when the majority of respondents (63 per cent) cited IT and telecomms as their greatest area of expertise.

Great B2B campaigns need deep insight

MIKE MAYNARD
OWNER
NAPIER



Great campaigns are driven by insight: brands and agencies understanding the perceptions of potential customers and how to change them to help the client achieve their business goals. There has never been a better opportunity to gain this insight: before the advent of digital PR, data was a scarce resource, which meant that for many brands there was little difference between insight and inspired educated guesses. Today, however, brands and agencies have more opportunity to understand their customers and evaluate campaigns than ever before. The big question is whether brands translate this data into useful insight.

The importance and impact of digital, coupled with the emergence of a plethora of tools that generate data, means marketing tactics that were hard to measure only a few years ago are now brutally transparent. Digital campaigns can generate vast amounts of data. But it requires highly skilled people to take this data and transform it to information and then insight. There's a real danger of the industry allowing this opportunity to slip away. Setting naïve targets based on simple metrics such as likes or page views provides no insight, and frequently results in money being wasted on ill-conceived, ineffective campaigns.

At Napier we recognised that some marketers don't have the skills to interpret the data and create insight: some creative people simply choose to avoid the maths required. So we invested in a skilled team with the right analytical skills to analyse and understand the torrent of data, turning it into deep insight.

Data is abundant, but insight is incredibly valuable. Despite this, a surprising number of large brands have fallen victim to the 'reduce the metrics to one number and make that as big as possible' approach. Unfortunately these brands are usually the ones asking 'now what?', when they realise their large number of Twitter followers are from click farms in low-wage economies, and are going to do nothing to help the organisation achieve its objectives.

Insight means delving deeper to find meaning in the message. Insight is all about understanding cause and effect: how and why a campaign impacts the organisation's objectives. It's also about understanding what the target audience really cares about. In the technology sector in particular it's too easy to focus on the 'speeds and feeds' when almost every product is good enough, making other criteria far more important in the buying decision.

B2B companies are recognising the need to change. It's not unusual for us to review campaigns with clients that mash up data about website traffic, leads and other behaviour to produce insight and understanding about the needs of customers and the impact of PR and marketing tactics. Yet a willingness to define and commit to meaningful metrics or to expose great creative campaign concepts to impartial analysis of whether or not they were effective, seems to be conspicuously absent in many parts of the PR industry.

Perhaps the biggest challenge is overcoming the focus on specific tools as solutions. Many B2B companies are using marketing automation tools, yet with many companies making use of only a tiny fraction of what is possible, many users are disappointed with the results. It's not the tool, but how you use it that generates the return. We've made a conscious decision to focus on the skills required to extract maximum benefit from these tools, rather than to advocate a particular vendor as the panacea for all marketing ills.

With no hint of a slowdown in the data generated by today's campaigns, the ability to analyse and manipulate data to build insight will continue to grow in importance. Although it may not quite be true that 'the geeks will inherit the earth', it's pretty clear that brands, agencies and individuals must embrace data analysis if they are to produce the insights that ensure their campaigns are effective in helping an organisation achieve its goals.

The dynamic relationship between the CEO and the CDO

STEVE GROUT
CEO
TANGENT SNOWBALL



B2B marketing focuses on communicating time, money and resource savings. It is a relationship-building process and not a quick win based on emotion. B2B marketers therefore need to be wired differently to those in more consumer-based companies; they need to justify their role in the same terms – time, money and resource savings. This is particularly important for those marketers looking to step into the new chief digital officer (CDO) role.

Indeed, it is indisputable that the role of the CDO is on the rise. According to the CDO club, the number of CDO's should reach 1000 by the end of this year (up from 500 last year). With this set to rise exponentially over the next year, businesses need to take a look at how this new role is affecting the dynamic among the c-suite roles. In particular, it is time to explore what the relationship between the CDO and the CEO looks like.

Having sprung up as if from nowhere, there are many unanswered questions such as, 'should the CEO and CDO see eye-to-eye on everything?' 'What should they disagree on?' Here we seek to take a look at a few of these questions and explore the relationship between the two.

The role of a CDO

While the role of a CDO will change from company to company, we can look at the bigger picture to gain an insight into where this person has come from and how the role differs from that of the CIO and the CMO. CIOs will usually come from a more tech and data background and CMOs will come from communications, whereas CDOs come from the digital native generation. Increasingly, the CDO is taking over the role of the 'traditional' marketer.

What a healthy CEO-CDO relationship should look like

In a market driven by relationships it is imperative that the CEO and CDO are aligned on strategy and overall goals (or else they really shouldn't be working together), yet they should have a healthy debate on setting the overall strategy and agree to disagree in some areas. In tactical aspects the CEO and CDO can, and should, disagree on matters such as what channels to use and how budgets should be split. It is not necessary to always see eye-to-eye.

What is necessary, though, is the two must exercise a give-and-take relationship; they will have different strengths and experiences and need to combine these to ensure maximum benefit for the business. Once an agenda has been set, the CEO and CDO must leave any differences behind and take a unified approach, especially when it comes to their teams and shareholders. This is important, particularly for B2B, as purchase decisions are more rational than B2C and based on business value.

Is the role of the marketer becoming more challenging?

Conversations are had at great length about how difficult marketing has become. But the fact is that marketers have always faced change. Change typically comes slower in B2B, but those marketers willing to make the change ahead of the curve will be in prime place to take on the role of the CDO.

Share the love: don't leave your channel out in the cold

KIRSTY GILCHRIST
DIRECTOR
TWOGETHER



If you're a technology vendor of any size, you work with channel partners. Sometimes they complement your direct sales operation, sometimes they replace it. Either way, they're important to you.

As a technology agency, we work with vendors every day. Our clients suffer the constraints felt by marketers everywhere. There's always too much to do, not enough time to do it and nowhere near enough budget to do it properly.

And then comes the 'but' – as in, 'but at least I don't have to worry about the channel.' After all, the channel programme is in place (generally a variation on the gold, silver, bronze theme).

The more product value added resellers move, the greater their rewards. And all the boxes have been ticked on marketing funding, certifications, enablement and other sales incentives.

So what's missing?
The real reasons why your partners should put you first are trust, belief and confidence.

Where is all the time, budget and effort being expended? That's right, on your installed base and your prospects. They're the ones buying your product. But in many cases, they're not buying from you.

The channel owns the relationship with the end-customer. And unless you have genuine product differentiation, you're in a commodity space. This means that you're at the mercy of an indifferent partner ('what has X done for me lately?'). Or, just as bad, from a differently-motivated reseller ('wow! Look at the margin on that!'). In either case, you could find your widget being swapped out for one from another vendor.

Short-term thinking works for the channel salesperson that just wants the commission. But it's not good for you – or for the long-term health of your relationship with your partner.

Part of the problem lies in the way vendors communicate with their channel.
Too often, marketing materials aimed at prospects are lazily adapted to a channel audience. 'You will see savings of 40 per cent in the first year' becomes, 'your customers will see savings of 40 per cent in the first year'. I exaggerate to make a point, but we think the channel deserves better.

It's crucial that partners understand how a vendor's approach to technology, the market, and changing conditions can help them to improve sales, open new revenue streams and to build longer, deeper customer relationships.

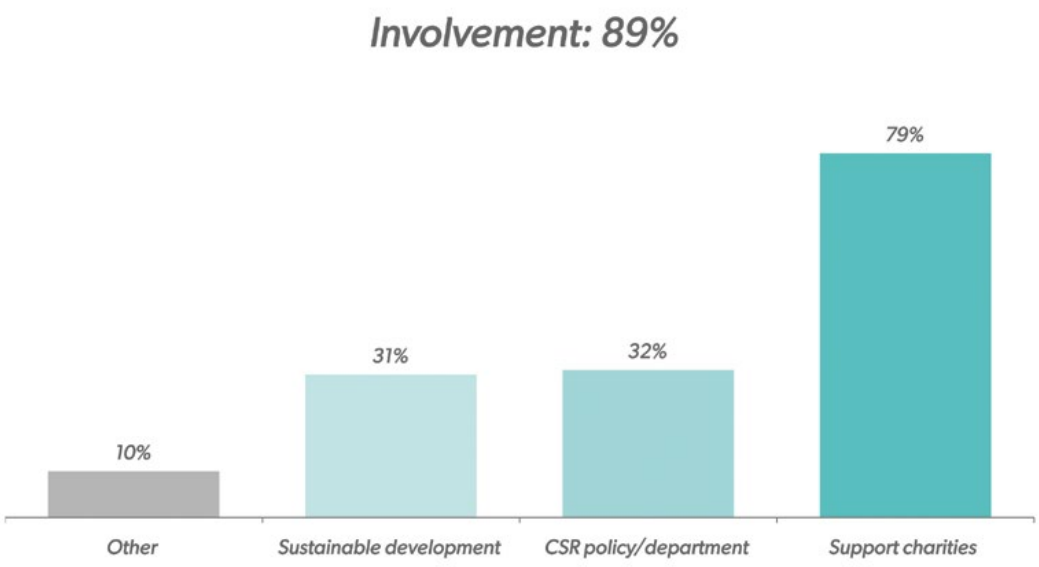
Our advice is simple
Engage your partners emotionally as well as rationally. Don't bombard them with one-way, vendor-centric communications. To win hearts as well as minds, you have to keep them up to speed with your vision and messaging.

The stories around your brand that you lovingly craft for your customers can be applied to your channel, but from their perspective. Don't just repackage the content you created for prospects.

Instead, talk about your partner's relationships, their aspirations, their future and how you can help them get there. Share market and corporate insights to keep them in the loop. Pre-release new products and services to partners, to give them a chance to marshal their arguments before seeing customers. And by highlighting emerging threats, ensure they can make informed decisions about direction and pace of change.

Most of all, remember your partners can't and won't second-guess your intentions. Unless you reach out and embrace your channel, you're just another vendor on their roster.

FIGURE 10: CSR and voluntary activities



Question: What type of CSR and voluntary work is your agency involved in?

Sustainable and charitable working

We have talked a little this year about the importance of CSR, but it seems agencies are yet to embed CSR policies in their businesses. Still, it's encouraging to see that nearly a third of agencies (32 per cent) do in fact have a CSR policy or department.

What is wonderful to see is the support for charities (79 per cent). No doubt, many of us work in environments where there is often a colleague putting themselves through some type of grueling experience, be it an endurance race or obstacle course, in aid of a charity. Hopefully this charitable thinking will evolve into the further development of sustainable business practices, and eventually policies in the future.

League tables

2

2.1 TOP 70 UK B2B marcomms agencies

Rank	Agency	2013 rank	GI in £m latest financial year	% of GI from B2B work	GI in £m previous financial year	% year-on-year growth	Headcount	Ranking based on B2B GI
1	Bray Leino	2	19.9	71%	21.7	-8%	375	2
2	Amaze	3	19.4	55%	17	14%	230	4
3	OgilvyOne dnx	n/a	18.7*	96%	n/a	n/a	150	1
4	Gravity Global	5	12.9	100%	12.2	6%	61	3
5	OLIVER	15	10.9*	61%	5.7	89%	314	10
6	Rufus Leonard	9	10.3	67%	9.8	5%	101	8
7	gyro	4	10	75%	12.3	-19%	98	5
8	Reading Room	11	9.2	76%	9.7	-6%	119	7
9	The Marketing Practice	14	7.4	100%	6.1	21%	101	6
10	Refinery	13	6.9	58%	6.5	5%	96	20
11	Stein IAS	16	6.9	100%	5.8	19%	65	9
12	Tangent Snowball	7	6.4	75%	6.7	-4%	85	15
13	IDG Global Solutions	21	6.2*	91%	4.5	40%	48	11
14	Octopus Group	n/a	6	93%	5.5	9%	63	12
15	Dragon Rouge	14	5.5*	58%	5.1	8%	57	29
16	Kingpin	18	5.4	100%	5.5	-2%	18	13
17	McDonald Butler Associates	26	5.2	100%	3.5	49%	40	14
18	balloon dog	17	5	78%	5.7	-12%	68	22
19	Omobono	32	4.5	100%	3.1	41%	62	16
20	Ledger Bennett DGA	23	4.4	100%	4.1	7%	45	17
21	Wyatt International	24	4.2	90%	3.9	6%	40	24
22	Technical Associates	34	4	100%	3.1	27%	30	18
23	MOI Global	20	4	100%	5.2	-23%	40	19
24	Twogether	25	4	100%	3.8	5%	61	21
25	Earnest	30	4	90%	3.2	25%	40	25
26	Proctor + Stevenson	44	3.9	80%	3.1	27%	54	28
27	Purple Agency	27	3.9	65%	3.5	12%	76	33
28	April Six	n/a	3.9	100%	3.2	22%	68	23
29	brandformula	28	3.5	100%	2.9	20%	31	26
30	Freestyle Interactive	22	3.5	64%	4.2	-17%	48	41
31	BDB	33	3.3	100%	2.8	14%	27	27
32	BiteDA	41	3.2	94%	2.2	44%	37	31
33	Torch	29	3.1*	100%	3	5%	13	30
34	Torpedo	35	3	95%	2.8	7%	39	32
35	Oakwood	n/a	2.8	50%	2.9	-1%	38	47

Rank	Agency	2013 rank	GI in £m latest financial year	% of GI from B2B work	GI in £m previous financial year	% year-on-year growth	Headcount	Ranking based on B2B GI
36	Something Big	38	2.8	80%	2.4	19%	37	39
37	Fifth Ring	37	2.6	95%	2.4	8%	65	37
38	4Ps Marketing	n/a	2.5	52%	1.7	44%	54	51
39	The Crocodile	36	2.5	98%	2.4	3%	32	34
40	Base One	40	2.5	100%	2.6	-5%	26	35
41	onebite	n/a	2.5	100%	2.5	0%	23	36
42	CleverTouch Marketing	50	2.4	100%	1.9	29%	58	38
43	Ambition Communications	57	2.3	60%	2.2	6%	14	49
44	Enigma Marketing	n/a	2.2	100%	2.2	0%	24	40
45	Jellybean	43	2.2	100%	1.9	12%	25	42
46	JJ Marketing	n/a	1.9	84%	1	81%	35	43
47	Decibel Digital	n/a	1.8*	89%	1.5	18%	30	44
48	Man Bites Dog	n/a	1.5	100%	1.1	39%	28	45
49	Rawnet	n/a	1.5	50%	1	44%	36	59
50	CIB	49	1.4	100%	1.5	0%	30	46
51	Velocity	n/a	1.4	100%	1.2	12%	26	48
52	Miramar	56	1.4	100%	1	40%	11	50
53	Cyber-Duck	53	1.3	100%	1	23%	30	52
54	Really B2B	58	1.3	100%	0.9	43%	32	53
55	Workbrands	59	1.1	100%	0.8	34%	14	54
56	Tomorrow People	62	1.1*	100%	0.6	77%	36	55
57	oomph	60	0.9	60%	0.6	46%	10	63
58	Napier Partnership	n/a	0.9	100%	0.7	21%	12	56
59	MGA	n/a	0.8	100%	0.7	16%	13	57
60	Clock Creative	55	0.8	85%	0.9	-12%	11	60
61	Axon Garside and Company	n/a	0.7	100%	0.8	-9%	10	58
62	Prospect Research	n/a	0.6	100%	0.6	10%	16	61
63	Jargon PR	n/a	0.6	100%	0.4	37%	10	62
64	4CM	64	0.5*	100%	0.5	3%	9	64
65	asabell	65	0.4*	100%	0.3	30%	16	65
66	Forever Creative	63	0.3	90%	0.3	-3%	8	68
67	Realia Marketing	n/a	0.3	100%	0.4	-13%	5	66
68	Amberjackb2b	n/a	0.3*	100%	n/a	n/a	n/a	67
69	Moreish	67	0.2	100%	0.2	39%	4	69
70	The IT Marketing Agency	n/a	0.2	100%	n/a	n/a	9	70

All figures presented to one decimal place **Financial verification not provided*

2.2 TOP 20 fastest growing B2B agencies

Rank	Agency	% year-on-year growth	UK league table position	GI in £m latest financial year	GI in £m previous financial year	% of GI from B2B work	Headcount	Last year's fastest grower rank
1	OLIVER	89%	5	10.9*	5.7	61%	314	10
2	JJ Marketing	81%	46	1.9	1.0	84%	35	n/a
3	Tomorrow People	77%	56	1.1*	0.6	100%	36	1
4	McDonald Butler Associates	49%	17	5.2	3.5	100%	40	20
5	oomph	46%	57	0.9	0.6	60%	10	13
6	4Ps Marketing	44%	38	2.5	1.7	52%	54	n/a
7	BiteDA	44%	32	3.2	2.2	94%	37	n/a
8	Rawnet	44%	49	1.5	1.0	49%	36	n/a
9	Really B2B	43%	54	1.3	0.9	100%	32	n/a
10	Omobono	41%	19	4.5	3.1	100%	62	n/a
11	Miramar	40%	52	1.4	1.0	100%	11	7
12	IDG Global Solutions	40%	13	6.2*	4.5	91%	48	8
13	Man Bites Dog	39%	48	1.5	1.1	100%	28	n/a
14	Moreish	39%	69	0.2	0.2	100%	4	n/a
15	Jargon PR	37%	63	0.6	0.4	100%	10	n/a
16	Workbrands	34%	55	1.1	0.8	100%	14	n/a
17	asabell	30%	65	0.4*	0.3	100%	16	n/a
18	CleverTouch Marketing	29%	42	2.4	1.9	100%	58	n/a
19	Technical Associates	27%	22	4	3.1	100%	30	n/a
20	Proctor + Stevenson	27%	26	3.9	3.1	80%	54	n/a

2.3 TOP 20 B2B global agencies

Rank	Agency	2013 rank	GI in £m latest financial year	% of GI from B2B work	GI in £m previous financial year	% year-on-year growth	Headcount	Ranking based on B2B GI
1	Bray Leino	n/a	19.9	71%	21.7	-8%	375	2
2	Amaze	n/a	19.4	55%	17.0	14%	230	4
3	OgilvyOne dnx	n/a	18.7*	96%	N/A	n/a	150	1
4	Gravity Global	5	12.9	100%	12.2	6%	61	3
5	OLIVER	n/a	10.9*	61%	5.7	89%	314	10
6	gyro	1	10.	75%	12.3	-19%	98	5
7	Reading Room	4	9.2	76%	9.7	-6%	119	7
8	Stein IAS	6	6.9	100%	5.8	19%	65	9
9	Tangent Snowball	n/a	6.4	75%	6.7	-4%	85	15
10	IDG Global Solutions	7	6.2*	91%	4.5	40%	48	11
11	Dragon Rouge	2	5.5*	58%	5.1	8%	57	29
12	McDonald Butler Associates	n/a	5.2	100%	3.5	49%	40	14
13	Technical Associates	n/a	4	100%	3.1	27%	30	18
14	MOI Global	8	4	100%	5.2	-23%	40	19
15	Purple Agency	n/a	3.9	65%	3.5	12%	76	33
16	April Six	n/a	3.9	100%	3.2	22%	68	23
17	Freestyle Interactive	n/a	3.5	64%	4.2	-17%	48	41
18	BDB	n/a	3.3	100%	2.8	14%	27	27
19	BiteDA	n/a	3.2	94%	2.2	44%	37	31
20	Fifth Ring	9	2.6	95%	2.4	8%	65	37

B2B agencies flying high



*All statistics are based on results from the last financial year

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Agencies in detail

3

Agency listings

Agencies

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3.14 Tangent Snowball 80
3.15 Torpedo 83
3.16 Twogether 86

3.1 Clock Creative

Date founded	1999
HQ address	The Former Working Mens Club 60 Square St Ramsbottom, BL0 9AZ United Kingdom
Website	www.clockcreative.co.uk
Telephone number	01706 822 888
Contact email address	ann.rimmer@clockcreative.co.uk

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Personnel

Number of permanent staff 2014	11
Number of permanent staff 2013	11

Financial performance

GI in £m latest financial year	£830,693
Percentage of income from B2B activities	85%
GI in £m in previous financial year	£940,285
Percentage of income from previous B2B activities	80%
Growth in income	-12%
Month financial year ends	March
Verification of financial data	Yes

Trade body membership

Chartered Institute of Marketing
Design Business Association
Manchester Digital
Pro Manchester

Want to grow your business?

BE MORE CONSUMER

We're encouraging business brands to Be More Consumer.

Why?

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Expertise

- Business services
- Financial services
- Industrial/manufacturing/engineering
- Professional services
- Public sector

Top three services offered

- Branding
- Marketing planning/strategy
- Website design/development/management

Accreditations

- Investors in People (IIP)

Awards success Awards received over the last 12 months

Transform Awards	
Category	Gold
Roses Creative Awards	
Category	Winner
Design Week Awards	
Category	Highly commended
Northern Marketing Awards	
Category	Nomination
B2B Marketing Awards	
Category	Best limited-budget campaign (winner)
Prolific North	
Category	Shortlisted
Entrepreneur	
Category	Winner

3.2 The Crocodile

Date founded	1990
HQ address	The Lux Building 2–4 Hoxton Square London N1 6NU United Kingdom
Website	www.thecroc.com
Telephone number	020 7749 4400
Contact email address	adam.wooff@thecroc.com



Personnel

Number of permanent staff 2014	32
Number of permanent staff 2013	30

Financial performance

GI in £m latest financial year	£2,556,362
Percentage of income from B2B activities	98%
GI in £m in previous financial year	£2,489,294
Percentage of income from previous B2B activities	100%
Growth in income	3%
Month financial year ends	September
Verification of financial data	Yes

Trade body membership

Business Marketing Association
Business Marketing Collective
Direct Marketing Association (UK)
Institute of Direct and Digital Marketing

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Expertise

- Business services
- Financial services
- IT and telecomms
- Loyalty
- Professional services

Top three services offered

- Integrated campaigns
- Marketing planning/strategy
- Website design/development/management

Awards success Awards received over the last 12 months

B2B Marketing Awards	
Category	Best international audience campaign (finalist)
Social Buzz Awards*	
Category	Best integrated campaign (finalist)
Social Buzz Awards*	
Category	Best blog (finalist)
Social Buzz Awards*	
Category	Best professional sector campaign (finalist)
UK Social Media Communication Awards	
Category	Best business blog (finalist)
UK Social Media Communication Awards	
Category	Best limited budget campaign (finalist)
UK Social Media Communication Awards	
Category	Best private sector campaign (finalist)
DADI Awards	
Category	Best professional services website, app or campaign (Finalist)

**Results were still to be announced at time of press*

3.3 Earnest

Date founded	2009
HQ address	12 Great Titchfield St London W1W 8BZ United Kingdom
Website	www.earnest-agency.com
Telephone number	020 3463 9447
Contact email address	info@earnest-agency.com

Personnel

Number of permanent staff 2014	40
Number of permanent staff 2013	32

Financial performance

GI in £m latest financial year	£4,000,000
Percentage of income from B2B activities	90%
GI in £m in previous financial year	£3,200,000
Percentage of income from previous B2B activities	80%
Growth in income	25%
Month financial year ends	September
Verification of financial data	Yes

Trade body membership

Business Marketing Association
Business Marketing Collective
Direct Marketing Association (UK)
Institute of Direct and Digital Marketing





To get your copy of **'How B2B buyers REALLY decide:** the hidden truths revealed by behavioural economics', email: **chris.wilson@earnest-agency.com**

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EARNEST

Expertise

- Automotive
- Business services
- Financial services
- IT and telecomms
- Property and construction

Top three services offered

- Branding
- Content marketing
- Marketing planning/strategy

Awards success Awards received over the last 12 months

B2B Marketing Awards	
Category	Best multichannel campaign (winner)
B2B Marketing Awards	
Category	Best website (winner)
B2B Marketing Awards	
Category	Best channel marketing initiative (shortlisted)
B2B Marketing Awards	
Category	B2B marketing communications agency of the year (winner)
B2 Awards (US)	
Category	Direct response (super category winner)
B2 Awards (US)	
Category	Best video
B2 Awards (US)	
Category	Best integrated campaign
Global ACE Awards (US)	
Category	Best microsite
MI Awards (UK)	
Category	Best technology
MI Awards (UK)	
Category	B2B agency of the year

3.4 Enigma Marketing

Date founded	1994
HQ address	The New Boat House Mill Lane Maidenhead Berkshire SL6 0AA United Kingdom
Website	www.enigma-marketing.co.uk
Telephone number	01628 580058
Contact email address	martin@enigma-marketing.co.uk

Personnel

Number of permanent staff 2014	24
Number of permanent staff 2013	24

Financial performance

GI in £m latest financial year	£2,257,200
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£2,246,900
Percentage of income from previous B2B activities	100%
Growth in income	0.005%
Month financial year ends	February
Verification of financial data	Yes

enigma



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enigma

Expertise

- Business services
- Financial services
- IT and telecomms
- Media, publishing and marketing
- Professional services

Top three services offered

- Content marketing
- Email marketing services
- Marketing planning/strategy

3.5 Gravity Global

Date founded	1989
HQ address	69 Wilson St London EC2A 2BB United Kingdom
Website	www.gravityglobal.com
Telephone number	0207 330 8810
Contact email address	mlethbridge@gravitylondon.com

Personnel

Number of permanent staff 2014	61
Number of permanent staff 2013	50

International operations

Location of additional global offices	USA, France, South Africa, Germany, Denmark, United Arab Emirates, China, Japan.

Financial performance

GI in £m latest financial year	£12,900,000
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£12,200,000
Percentage of income from previous B2B activities	99%
Growth in income	6%
Month financial year ends	May
Verification of financial data	Yes

Trade body membership

Direct Marketing Association (UK)
Public Relations Consultants Association (PRCA)

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David Walsh

Marketing Director

Intuit

intuit QuickBooks.

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FINALIST 2014 B2B AWARDS

gravity GLOBAL

Expertise

- Automotive
- Aerospace and defence
- Financial services
- Industrial/manufacturing/engineering
- Professional services

Top three services offered

- Branding
- Digital communications
- Marketing planning/strategy

Accreditations

- ISO 9001 Quality management
- ISO 14001 Environment

Awards success Awards received over the last 12 months

Golden Hedgehog PR Awards	
Category	Best financial PR campaign (winner)
Internet Advertising Competition	
Category	Best investment rich media online ad (winner)
B2B Marketing Awards	
Category	Most commercially successful campaign (winner)
B2B Marketing Awards	
Category	Best international audience campaign (runner-up)
B2B Marketing Awards	
Category	Best brand initiative (runner-up)
B2B Marketing Awards	
Category	Best lead nurturing campaign (runner-up)
Money Marketing Awards	
Category	Best online advertisement (shortlisted)

3.6 gyro

Date founded	1981
HQ address	15 Macklin St London WC2B 5NG United Kingdom
Website	www.gyro.com
Telephone number	347-501-2591
Contact email address	Paul.Neal@gyro.com

Personnel

Number of permanent staff 2014	98
Number of permanent staff 2013	130

International operations

Location of additional global offices	United States, United Arab Emirates, Spain, France, Germany, Singapore, Netherlands.
Affiliated network	Gyro

Financial performance

GI in £m latest financial year	£10,000,000
Percentage of income from B2B activities	75%
GI in £m in previous financial year	£12,300,000
Percentage of income from previous B2B activities	75%
Growth in income	-19%
Month financial year ends	December
Verification of financial data	Yes

Trade body membership

Business Marketing Association

Business Marketing Collective

Direct Marketing Association (UK)

Institute of Practitioners in Advertising

Marketing Agencies Association

The Marketing Society



gyro:

gyro is the International Business Marketing Association's 2014 Global B2B Agency of the Year.

To learn more about "Only Human: The Emotional Logic of Business Decisions," please visit gyro.com/onlyhuman

gyro:

Expertise

- Financial services
- Health and beauty
- Hospitality, leisure, entertainment
- Industrial/manufacturing/engineering
- IT and telecomms
- Pharmaceuticals

Top three services offered

- Branding
- Creative development
- Marketing planning/strategy

Awards success Awards received over the past 12 months

International Business Marketing Association	
Category	Global B2B agency of the year
IPA	
Category	CPD (platinum)
IPA	
Category	CPD (gold)
Ad Age	
Category	Agency of the year (runner-up)
39 International B2 Awards	
Category	Awards of excellence
Pharmaceutical Marketing Society	
Category	Gold
B2B Marketing Awards	
Category	Agency of the year (shortlist)
B2B Marketing Awards	
Category	Marketer of the year (shortlist)

3.7 The Marketing Practice

Date founded	2002
HQ address	The Great Barn East Hendred, Wantage Oxfordshire OX12 8JY United Kingdom
Website	www.themarketingpractice.com
Telephone number	01235 833233
Contact email address	info@themarketingpractice.com



Personnel

Number of permanent staff 2014	101
Number of permanent staff 2013	91

Financial performance

GI in £m latest financial year	£7,432,203
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£6,144,282
Percentage of income from previous B2B activities	100%
Growth in income	21%
Month financial year ends	September
Verification of financial data	Yes

Trade body membership

Business Marketing Collective

The most shortlisted agency
B2B Awards 2014



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Expertise

- Business services
- Financial services
- IT and telecomms
- Media, publishing and marketing
- Professional services

Top three services offered

- Branding
- Integrated demand generation
- Marketing planning/strategy

Awards success Awards received over the last 12 months

B2B Marketing Awards	
Category	Best use of direct mail (winner)
B2B Marketing Awards	
Category	Best use of live event marketing (winner)
B2B Marketing Awards	
Category	Best corporate decision maker-targeted campaign (winner)
B2B Marketing Awards	
Category	Best lead generation campaign (winner)
B2B Marketing Awards	
Category	Best lead nurturing campaign (winner)
B2B Marketing Awards	
Category	B2B marketing communications agency of the year (runner-up)
DMA Awards	
Category	Best IT/telecommunications campaign (silver)

3.8 MOI Global

Former agency name	Marketing Operations International
Date founded	1987
HQ address	Waterloo House 40 Baker St Weybridge KT13 8AR United Kingdom
Website	www.moi-global.com
Telephone number	01932 826600
Contact email address	matthew.stevens@moi-global.com



Personnel

Number of permanent staff 2014	40
Number of permanent staff 2013	50

International operations

Location of additional global offices	Sydney, San Francisco, Singapore

Financial performance

GI in £m latest financial year	£4,059,528
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£5,265,583
Percentage of income from previous B2B activities	100%
Growth in income	-23%
Month financial year ends	December
Verification of financial data	Yes

Trade body membership

Business Marketing Collective

Institute of Direct and Digital Marketing

Institute of Practitioners in Advertising

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\turning the heads that count

Expertise

- Business services
- Financial services
- IT and telecomms
- Professional services
- Public sector

Top three services offered

- Digital and social
- Event and exhibition services
- Marketing planning/strategy

Accreditations

- Recommended Agency Status

3.9 Napier Partnership Limited

Date founded	1984
HQ address	Donnington Park, Birdham Rd, Chichester PO20 7DU United Kingdom
Website	www.napier.co.uk
Telephone number	01243531123
Contact email address	mike@napier.co.uk

Personnel

Number of permanent staff 2014	14
Number of permanent staff 2013	13

Financial performance

GI in £m latest financial year	£915,771
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£756,416
Percentage of income from previous B2B activities	100%
Growth in income	21%
Month financial year ends	April
Verification of financial data	Yes

Trade body membership

Public Relations Consultants Association (PRCA)

WE



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www.napier.co.uk

Napier

Napier

Expertise

- Aerospace and defence
- Business services
- Electronics
- Industrial, manufacturing, engineering
- IT and telecomms

Top three services offered

- Content marketing
- Email marketing services
- Public relations

Accreditations

- CMS (PRCA)

Awards success Awards received over the 12 months

UK Digital Experience Awards

Category	Nominated

3.10 Octopus Group

Date founded	2001
HQ address	222 Gray's Inn Rd 7th Floor London, WC1X 8HB United Kingdom
Website	www.weareoctopusgroup.net
Telephone number	08453 707 024
Contact email address	sandy@weareoctopusgroup.net

Personnel

Number of permanent staff 2014	63
Number of permanent staff 2013	61

Financial performance

GI in £m latest financial year	£6,075,000
Percentage of income from B2B activities	93%
GI in £m in previous financial year	£5,562,000
Percentage of income from previous B2B activities	90%
Growth in income	9%
Month financial year ends	December
Verification of financial data	Yes

Trade body membership

Public Relations Consultants Association (PRCA)

THE BRAND TO SALES AGENCY

READY FOR THE REVOLUTION?

The relationship between Sales and Marketing is evolving. Are you ready for the inbound content marketing shift?

We are Octopus Group. Connectors of award winning brand awareness to qualified leads. We deliver for some of the worlds biggest, fastest growing and most disruptive B2B tech brands. We're writing the new marketing rulebook – the one that's redefining the Sales-Marketing relationship.

If you want to attract new customers, faster, then we should talk.

08453 707 024
WEAREOCTOPUSGROUP.NET
@WEAREOCTOPUSGRP

OCTOPUS GROUP

#brandtosales



Expertise

- Financial services
- IT and telecomms
- Media, publishing, marketing

Top three services offered

- Content marketing
- Public relations
- Social media marketing

Awards success Awards received over the last 12 months

Holmes Report	
Category	EMEA tech consultancy of the year 2014 (finalist)
Holmes Report Sabres	
Category	Winner
PR Moment Golden Hedgehog	
Category	Winner
CIPR Awards	
Category	Finalist
Marketing Week Engage Awards	
Category	Finalist

3.11 Proctor + Stevenson

Date founded	1979
HQ address	10–12 Cave St Bristol BS2 8RU United Kingdom
Website	www.proctors.co.uk
Telephone number	01179 232282
Contact email address	jessica@proctors.co.uk

PROCTOR + STEVENSON

Personnel

Number of permanent staff 2014	54
Number of permanent staff 2013	46

Financial performance

GI in £m latest financial year	£3,999,059
Percentage of income from B2B activities	80%
GI in £m in previous financial year	£3,142,811
Percentage of income from previous B2B activities	75%
Growth in income	27%
Month financial year ends	December
Verification of financial data	Yes

Trade body membership

Direct Marketing Association (UK)

PROCTOR +
STEVENSON



ART+SCIENCE

Measurably different marketing built on a passion for communication and a reputation for results.

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PROCTOR + STEVENSON

Expertise

- Automotive
- Aerospace and defence
- Financial services
- Industrial/manufacturing/engineering
- IT and telecomms

Top three services offered

- Content marketing
- Marketing planning/strategy
- Website design/development/management

Awards success Awards received over the last 12 months

B2B Marketing Awards

Category	Best international launch campaign (nominated)

3.12 Really B2B

Name	Really B2B
Date founded	2004
HQ address	1000 Lakeside North Harbour Western Road Portsmouth PO6 3EN United Kingdom
Website	www.reallyb2b.com
Telephone number	+44 (0)23 9231 4498
Contact email address	info@reallyb2b.com

Personnel

Number of permanent staff 2014	32
Number of permanent staff 2013	26

Financial performance

GI in £m latest financial year	£1,335,000
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£932,000
Percentage of income from previous B2B activities	100%
Growth in income	43%
Month financial year ends	December
Verification of financial data	Yes

Trade body membership

Business Marketing Collective

Institute of Direct and Digital Marketing

Financial Conduct Authority

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It's all about the numbers

Integrated B2B Marketing. So what? Nothing new there then. But here's the thing; with an ever increasing range of channels and new marketing technologies it's even more essential that you drive ROI in terms of sales value from your marketing campaigns. After all, this is what will make the board sit up and pay attention.

We combine expertise in data, digital and direct with social, content and creativity to deliver the optimum result for clients and a steady flow of sales-ready leads. It's B2B marketing but it's all about the numbers.

Talk to us today about increasing your B2B marketing ROI

Really.
MARKETING MEASURED BY SALES

Call us
+44 (0)23 9231 4498

Email us
Hello@reallyb2b.com

Visit us
www.reallyb2b.com

Really.
MARKETING MEASURED BY SALES

Expertise

- Business services
- Financial services
- Industrial/manufacturing/engineering
- IT and telecomms
- Professional services

Top three services offered

- Content marketing
- Marketing planning/strategy
- Social media marketing

Accreditations

- ISO 9001 Quality management
- Investors in People (IIP)
- Institute of Sales and Marketing Management (accredited training courses devised and delivered by our inhouse business school)
- Great Place to Work Institute Best Workplace in the UK – 34th place

Awards success Awards received over the last 12 months

B2B Marketing Awards	
Category	B2B marketing communications agency of the year (finalist)
B2B Marketing Awards	
Category	Best SME-targeted campaign (winner)
B2B Marketing Awards	
Category	Best use of content marketing (winner)
ISMM Learning Awards	
Category	Staff development programme of the year (winner)

3.13 Something Big

Date founded	1998
HQ address	Unit 4, Woking 8 Forsyth Rd Woking, Surrey GU21 5SB United Kingdom
Website	www.somethingbig.co.uk
Telephone number	01483 746650
Contact email address	sally@somethingbig.co.uk

Personnel

Number of permanent staff 2014	37
Number of permanent staff 2013	29

Financial performance

GI in £m latest financial year	£2,861,123
Percentage of income from B2B activities	80%
GI in £m in previous financial year	£2,412,173
Percentage of income from previous B2B activities	80%
Growth in income	19%
Month financial year ends	February
Verification of financial data	Yes

Trade body membership

Business Marketing Collective
Direct Marketing Association (UK)

Looking for an agency that's

CREATIVE RESPONSIVE & UNDERSTANDS YOUR BUSINESS?

Something Big is a creative communications agency that prides itself on those three things.

We're a diverse team of individuals and experts dedicated to producing engaging and impactful multi-channel campaigns that deliver strategically, creatively and responsibly. Our results focused approach helps drive our clients' businesses forward whilst both championing and challenging the worlds of design, digital, social media and marketing.

somethingbig

So if you're looking for an agency that's creative, responsive and understands your business needs, contact us on **01483 746650** or visit **www.somethingbig.co.uk**



Expertise

- Business services
- Industrial/manufacturing/engineering
- Leisure and entertainment
- Media, publishing and marketing
- Professional services

Top three services offered

- General design or collateral production
- Marketing planning/strategy
- Website design/development/management

Accreditations

- ISO 9001 Quality management
- DMA Compliance to code of practice
- RAR Customer recommendation

Awards success Awards received over the last 12 months

B2B Marketing Awards	
Category	Best SME-targeted campaign (finalist)
B2B Marketing Awards	
Category	Best use of social media (winner)

3.14 Tangent Snowball

Date founded	2001
HQ address	Three Ways House, 4th Floor 40-44 Clipstone St London, W1W 5DW United Kingdom
Website	www.tangentsnowball.com
Telephone number	0207 462 6100
Contact email address	steve.grout@tangentsnowball.com

Personnel

Number of permanent staff 2014	85
Number of permanent staff 2013	85

International operations

Location of additional global offices	Australia

Financial performance

GI in £m latest financial year	£6,407,012
Percentage of income from B2B activities	75%
GI in £m in previous financial year	£6,702,008
Percentage of income from previous B2B activities	100%
Growth in income	-4%
Month financial year ends	February
Verification of financial data	Yes


TANGENT
SNOWBALL
WE'RE
ONLY
HUMAN
B2B buyers are human, believe it or not. The most effective way to engage them is to connect on a human level by through truly relevant personalisation and engaging creative.
We've been helping the likes of Carlsberg, SAP, and Wolseley form closer connections with their business customers for years.
We've helped them understand who their customers are, how they want to be communicated with, and which messages truly resonate.
Our marketing platforms then put that information in the hands of the people that can do the most with it – the ones who hold the human relationships. This empowers the branch managers, sales teams, and trade partners to connect directly with customers on a more human level through the most relevant channels.
If you'd like to know more about our approach to building real connections with your customers visit tangentsnowball.com or call 020 7462 6100.

TANGENT SNOWBALL

Expertise

- Automotive
- IT and telecomms
- Media, publishing and marketing
- Property and construction
- Retail and wholesale

Top three services offered

- Data services
- Marketing planning/strategy
- Website design/development/management

3.15 Torpedo

Date founded	2003
HQ address	The Long Barn Worton Park, Cassington Oxon OX29 4SX United Kingdom
Website	www.torpedogroup.com
Telephone number	01865 733710
Contact email address	theteam@torpedogroup.com

Personnel

Number of permanent staff 2014	39
Number of permanent staff 2013	34

Financial performance

GI in £m latest financial year	£3,015,572
Percentage of income from B2B activities	95%
GI in £m in previous financial year	£2,806,553
Percentage of income from previous B2B activities	92%
Growth in income	7%
Month financial year ends	December
Verification of financial data	Yes

Trade body membership

Business Marketing Collective

We're the smart thinking b2b marketing agency...



...that's not short on ideas.

torpedo®

If you're looking for a fresh approach to your marketing,
get in touch and let's pencil something in.

torpedogroup.com

torpedo®

Expertise

- Aerospace and defence
- Business services
- Industrial manufacturing
- IT and telecomms
- Pharmaceuticals

Top three services offered

- Content marketing
- Integrated campaign creation
- Website design/development/management

Accreditations

- Design Week Top 100 2014 – 62nd place
- Business Marketing Collective
- Recommended Agency Register

Awards success Awards received over the last 12 months

B2B Marketing Awards	
Category	Best use of live event marketing (runner-up)
B2B Marketing Awards	
Category	Best SME-targeted campaign (runner-up)
B2B Marketing Awards	
Category	B2B marketing communications agency of the year (finalist)
RAR Awards	
Category	Direct marketing (finalist)
RAR Awards	
Category	Advertising (finalist)
RAR Awards	
Category	On budget (finalist)

3.16 Twogether

Previous name	Second2
Date founded	2012
HQ address	Marlow Place Station Rd Marlow, SL7 1NB Buckinghamshire United Kingdom
Website	www.wearetwogether.com
Telephone number	01628 894620
Contact email address	hello@wearetwogether.com

Personnel

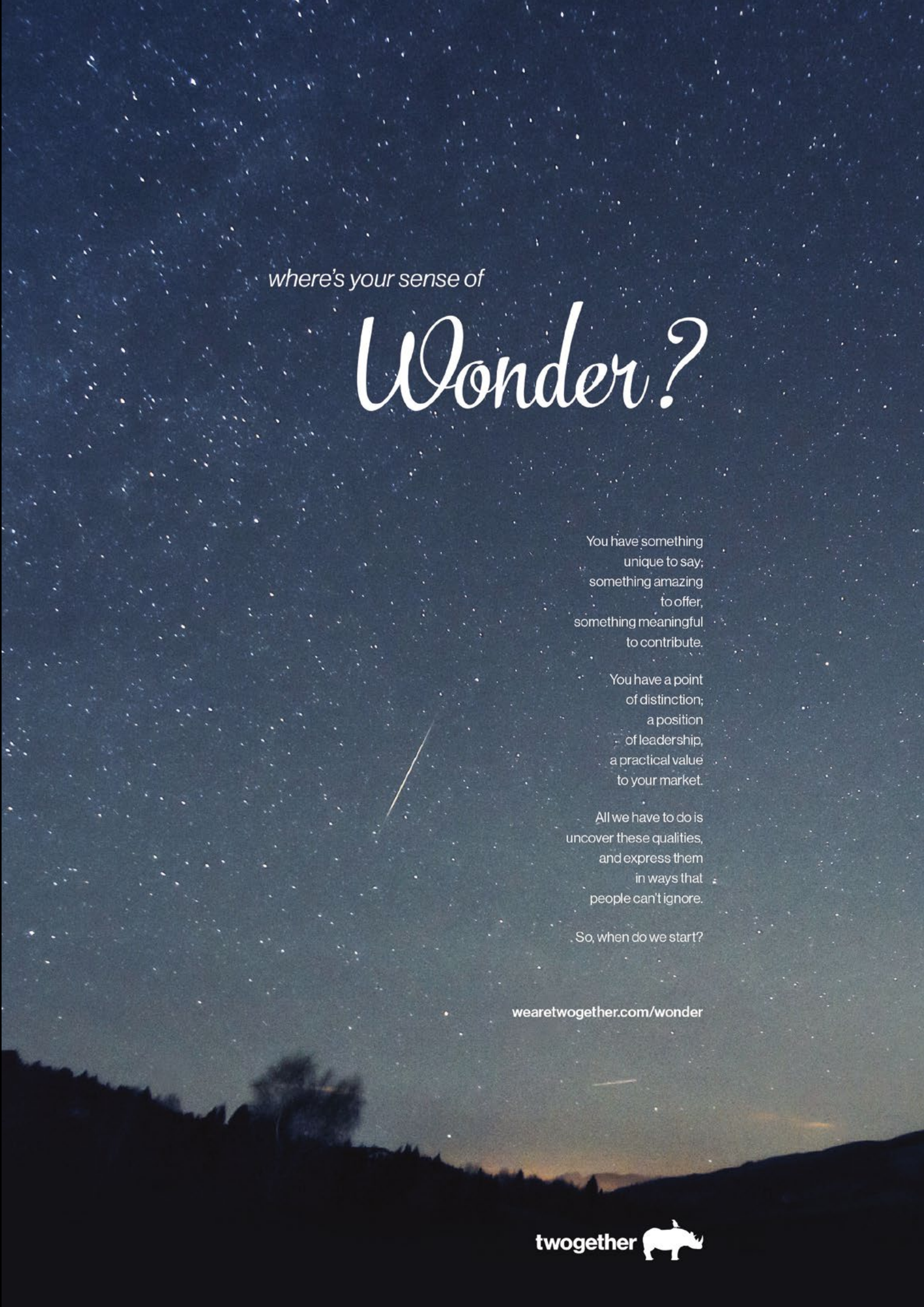
Number of permanent staff 2014	61
Number of permanent staff 2013	55

Financial performance

GI in £m latest financial year	£4,000,000
Percentage of income from B2B activities	100%
GI in £m in previous financial year	£3,800,000
Percentage of income from previous B2B activities	100%
Growth in income	5%
Month financial year ends	June
Verification of financial data	Yes

Trade body membership

Chartered Institute of Marketing (CIM)


where's your sense of
Wonder?
You have something
unique to say;
something amazing
to offer,
something meaningful
to contribute.
You have a point
of distinction;
a position
of leadership,
a practical value
to your market.
All we have to do is
uncover these qualities,
and express them
in ways that
people can't ignore.
So, when do we start?
wearetwogether.com/wonder
twogether



Expertise

- IT and telecomms
- Professional services
- Technology

Top three services offered

- General design or collateral production
- Marketing planning/strategy
- Website design/development/management

Agency comparison tables

4

4.1 Expertise

Agency	Automotive	Aerospace and defence	Business services	Financial services	Health and beauty	Industrial/manufacturing/engineering	IT and telecoms	Leisure and entertainment	Media/publishing/marketing	Pharmaceuticals	Professional services	Property and construction	Public sector	Other
Clock Creative			•	•		•					•		•	
The Crocodile			•	•			•				•			•
Earnest	•		•	•			•					•		
Enigma Marketing			•	•			•		•		•			
Gravity Global	•	•		•		•					•			
gyro				•	•	•	•			•				
The Marketing Practice			•	•			•		•		•			
MOI Global			•	•			•				•		•	
Napier Partnership		•	•			•	•							•
Octopus Group				•			•		•					
Proctor + Stevenson	•	•		•		•	•							
Really B2B			•	•		•	•				•			
Something Big			•			•		•	•		•			
Tangent Snowball	•						•		•			•		•
Torpedo		•	•			•	•			•				
Twogether							•				•			•

4.2 Top three services offered

Agency	Branding	Content marketing	Data	Email marketing	Events and exhibitions	General design or collateral	Marketing planning/strategy	Public relations	Social media	Website design/development/management	Other
Clock Creative	•						•			•	
The Crocodile							•			•	•
Earnest	•	•					•				
Enigma Marketing		•		•			•				
Gravity Global	•						•				•
gyro	•						•				•
The Marketing Practice	•						•				•
MOI Global					•		•				•
Napier Partnership		•		•				•			
Octopus Group		•						•	•		
Proctor + Stevenson		•					•			•	
Really B2B		•					•		•		
Something Big						•	•			•	
Tangent Snowball			•				•			•	
Torpedo		•								•	•
Twogether						•	•			•	

STAY ON TOP OF THE MARKETING EVOLUTION

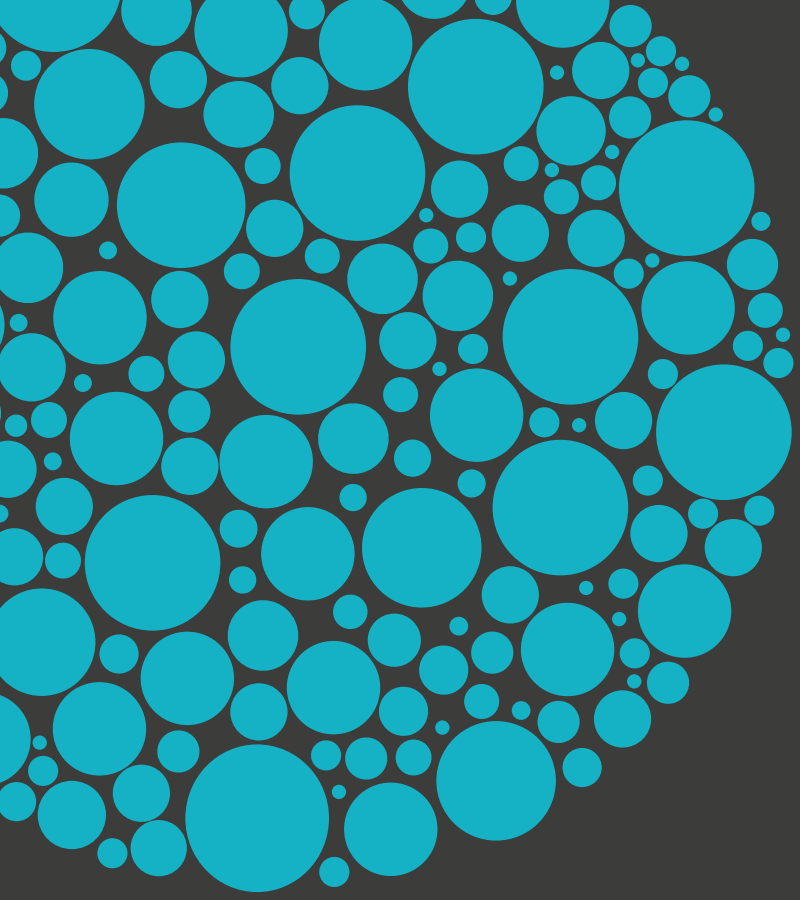
Premium membership

B2B marketers have never had to be so multi-skilled and accountable to business objectives. Marketers need up-to-the-minute research, knowledge and insight to ensure they are not left behind.



Join us today

To find out more, contact our membership team:
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Online b2bmarketing.net/membership
Email membership@b2bmarketing.net





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