Hello Earnest
Goodbye Humdrum

Category number: **27**

Category name: **B2B marketing communications agency of the year**

Agency: **Earnest**

Supporting material supplied: **1 x A2 presentation board**

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Earnest

Summary

Word count: 260

Earnest is an agency with a mission: to chase out the humdrum and bring a whole lot of love and passion to B2B marketing. And as the world grows ever noisier – with businesses battling for the attention of increasingly savvy buyers – we think it's a mission that's more important than ever.

We're here to help our clients find new ways to gain cut-through amidst all the shouting, and to win over the hearts, minds and budgets of their customers and prospects.

In the last 12 months:

- Our existing clients have stayed with us – and allowed us to do some pretty amazing things, from a global product launch for Kaspersky to helping Google celebrate its AdSense 10 anniversary in style, worldwide
- We've been fortunate to win 6 new clients, from a major rebrand and web development project for Iris to helping Misys put its Capital Markets software on the radar of investment firms globally
- The Earnest family has grown by 50% - as we've welcomed a heap more talented, passionate people to our ranks
- We've achieved 85% revenue growth and 65% increase in profitability in the last 12 months alone
- Over 15,000 B2B marketers have watched one of our Vital Statistics for B2B videos – and some have even enjoyed washing up with one of our infographic tea towels
- Introduced an innovative campaign dashboard – allowing us to measure, report and benchmark the effectiveness of our campaigns for clients
- And we've delivered some extraordinary results along the way – including a cumulative $60m+ worth of pipeline for our clients



EARNEST

The Earnest Manifesto

Chasing out the Humdrum

in B2B marketing

Strategic insight + Creative impact

= Extraordinary results

Call it a set of guiding principles or a call to arms, the Earnest manifesto is designed to help shape our business and bring a very distinct Earnest flavour to everything we do.

01 Be true to our values:
Disruptive / Respectable / Thoughtful / Relentless

02 Collaborate with the best to make things happen

03 Attract, grow and love our talent

04 Service the hell out of our clients

05 Help shape the industry and drive the reputation of B2B marketing forward

Thirsty work

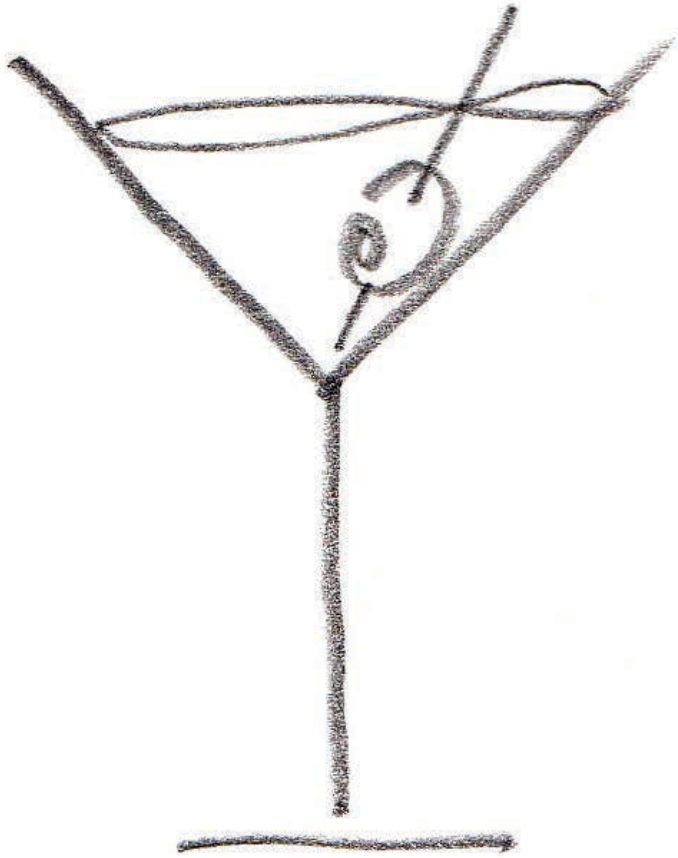
Have you ever been to a party that dragged a bit? The kind where everyone is nice enough, but frankly lacks the conversational sparkle that would normally tempt you away from a nice night in?

Sometimes, we think the world of marketing communications can be a bit too much like that party. And that being the sort of senior business person that agencies and their clients want to sell to can feel a bit like being the star guest.

Can you can imagine the scene? There she is, the CEO of a flourishing business, trapped in a corner by the mantelpiece. Everyone's crowding round her. But nobody notices that she's bored. That they're all saying the same things in the same old humdrum way, shouting over one another in their efforts to be heard. Worst of all, nobody's spotted that her glass is empty and she keeps missing the canapés.

We may not have met you yet. But we bet you'd never want your brand to act like a party bore. So when you talk to Earnest, we'll help you to be the opposite of humdrum in your marketing. Not by irrelevantly adding a pink and blue zebra to your ad to divert attention from a dull message. Or by writing you a few snappy one-liners and telling you they'll make you sound like The Economist. But by finding out what your prospects will truly find fascinating. By thinking hard and working hard to discover connections between your business and theirs that will make them want to meet you, today. And by approaching your prospects in a fresh, unexpected way that will make them feel like the crowd has parted and someone's brought them a blini and a glass of champagne at last.

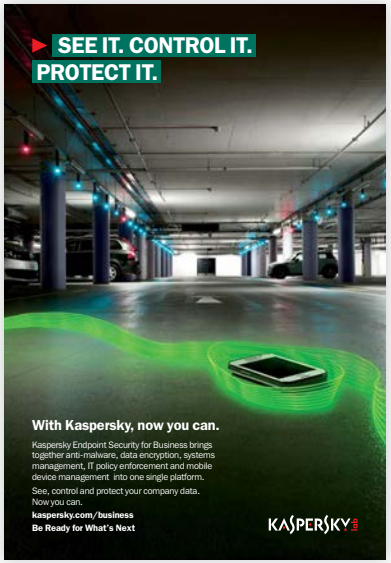
Simple stuff, really. But it takes discipline, determination and a whole lot of ideas to pull it off. At Earnest, we think it's worth the effort.

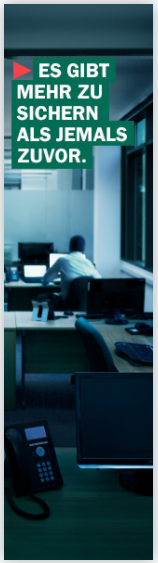


Brands that stand out from the crowd.



Long-term strategies that deliver.





Campaigns that surprise, engage and perform.



Content that really is king.













These are some of Earnest's favourite things.

The year in review

2012	July	Wins new client brief – integrated demand generation campaign for Deltek Earnest shuts up shop and heads to the Brighton seaside for our annual summer shindig	Earnest hires! 2
	Aug	Wins Google brief to target high potential advertisers in Germany & UK Wins Cognizant event management programme	
	Sep	Wins Kaspersky global campaign, against McCann Ericcson – the biggest win in the agency's history Wins new client – network provider Brocade	Earnest hires! 2
	Oct	Wins brief to create video for new Temenos Connect multi-channel banking platform	
	Nov	Engaged by new client Easily to advise on strategy and develop marketing plan Presents at B2B Summit on 'How to unlock the Content Dungeon' Delighted to win Best use of Creative for Google at B2B Marketing Awards 2012	
	Dec	Wins rebrand and website project for IRIS Software Earnest celebrates Christmas in style with SoHo treasure hunt, dinner and dance offs	
2013	Jan	After the launch in NYC, Kaspersky campaign goes live across the globe! Engaged to deliver business strategy project for financial services software provider Avelo	
	Feb	Wins client brief from Fujitsu to develop positioning for Mobile Business Solutions offering	Earnest hires! 1
	Mar	Wins Misys pitch to support global launch of new Capital Markets Fusion platform	
	Apr	Earnest launches the first B2B infographic tea towel. Wins 6 awards at the global B2 Awards	Earnest hires! 2
	May	Wins ACI pitch to deliver pan-EMEA lead generation campaign	
	Jun	Global campaign to celebrate 10 years of Google AdSense goes live	Earnest hires! 4

The good and the brave aka Earnest clients

Retained:

Google

KASPERSKY lab

FUJITSU

DX

EMC²

TEMENOS
The Banking Software Company

bigHand
Get more done

Arthur J. Gallagher International

ECB

New:

ACI
UNIVERSAL PAYMENTS

IRIS

BROCADE

Deltek Know more. Do more.™

NetNames NN
One step ahead

MISYS

What the folk who matter say



"As lead agency, Earnest did a fantastic job, not only creatively, but also by managing the cross-channel activity and agencies: PR, Media, Social Media, Lead automation, Content, Search and Production."

Andy Churley,
Global Head of Marketing,
NetNames

Georgina Gilmore
Senior Director,
Global B2B Customer and Partner Marketing,
Kaspersky Lab

"Earnest have really worked as an extended part of our team. They're a genuine partner, they care about our business and have delivered a campaign that has put B2B on the map for us."





"Our brand and website project has been highly complex. But Earnest have cracked it – under tough timescales, and always going that extra mile to make things happen."

Suhail Khan
CMO,
IRIS Software

Many happy returns

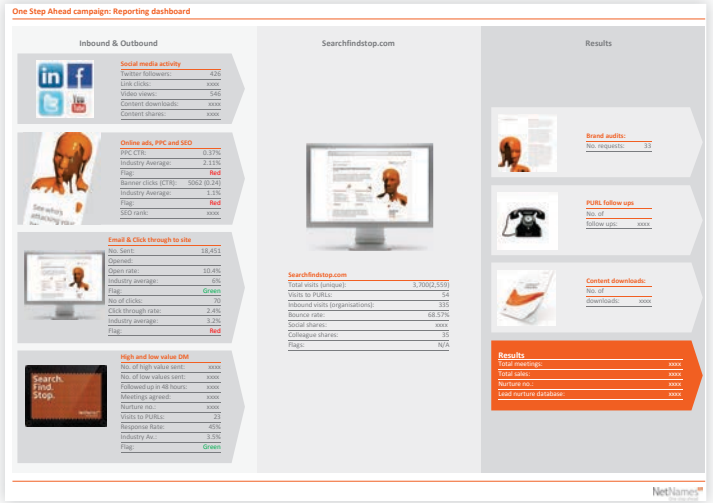
Doing things differently means diddly squat if your marketing doesn't deliver the desired returns. That's why a focus on maximising ROI is baked into everything we do.

Never losing sight of your objectives. Making sure marketing and sales are on the same side. Measuring outcomes not outputs. Constantly looking at ways we can optimise what we're doing to get better results every time.

Earnest has…

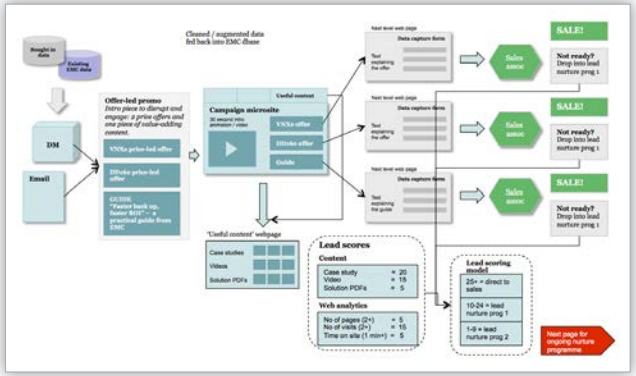
Developed a unique campaign dashboard

to help clients keep track of the performance of their campaign



Established a lead nurturing planning model

to help clients better manage leads and accelerate the sales process

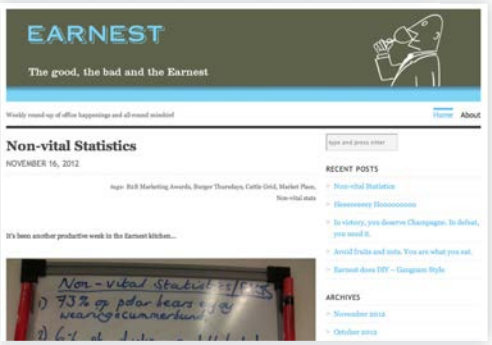


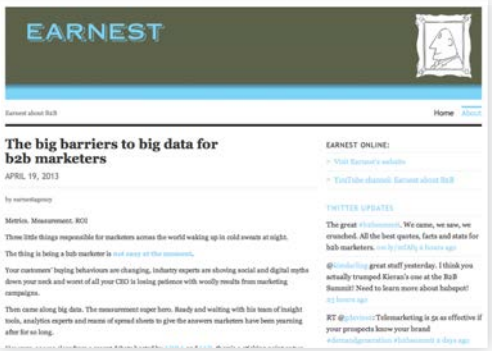
Modelled every campaign using a proven ROI model

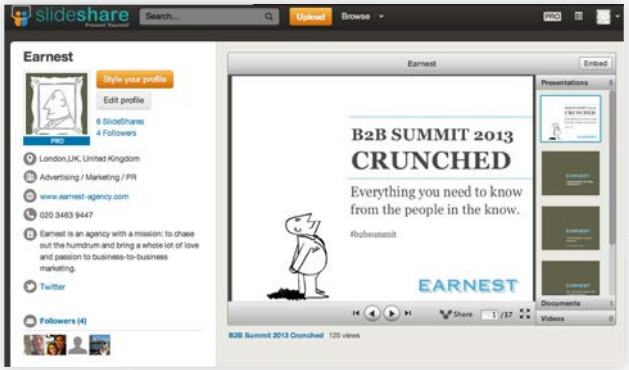
– leveraging industry benchmarks



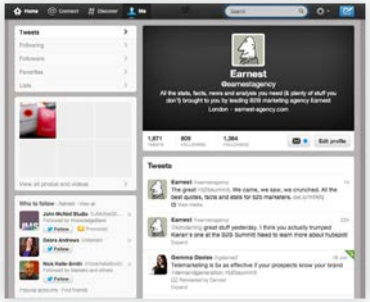
















Like and share

We don't just want to respond to the changes in B2B marketing, we want to drive them.

We've always been firm believers in developing and distributing valuable content to the B2B community. Whether it's creating our Vital Statistics for B2B Marketers series of videos, contributing to IDM's B2B marketing course or speaking at industry events, our aim is to help client and agency side marketers make sense of what's going on.

We practice what we preach to our clients: be useful, be valuable, be relevant.

They're Earnest through and through

We're nothing without our people. That's why we set the bar high. Talented folk who are curious about everything, who tirelessly care about pushing the boundaries - and doing it better each and every time.

Plus people who want a little fun along the way. Are they very Earnest? You bet they are.





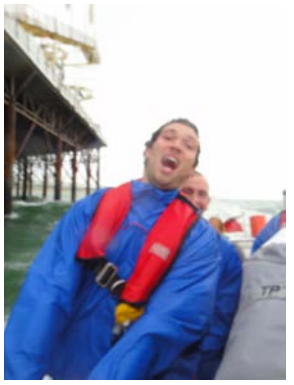






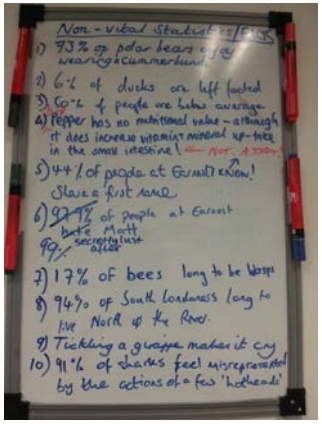














Positive

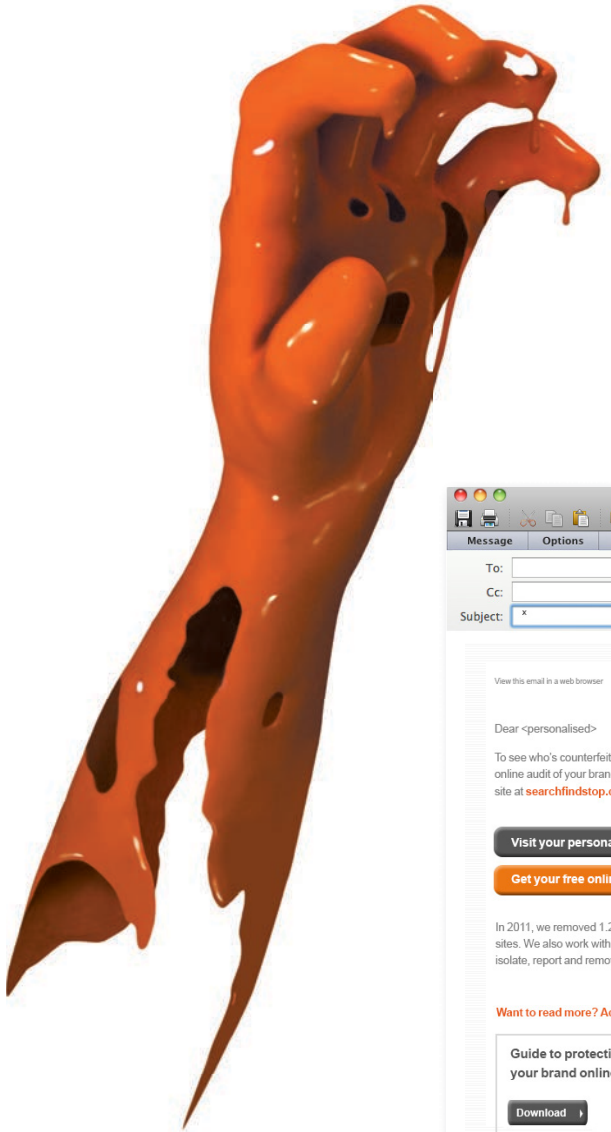
- Performance bonuses
- Company pensions for all
- Childcare vouchers
- Cycle scheme
- Private healthcare for all
- Free lunch Fridays

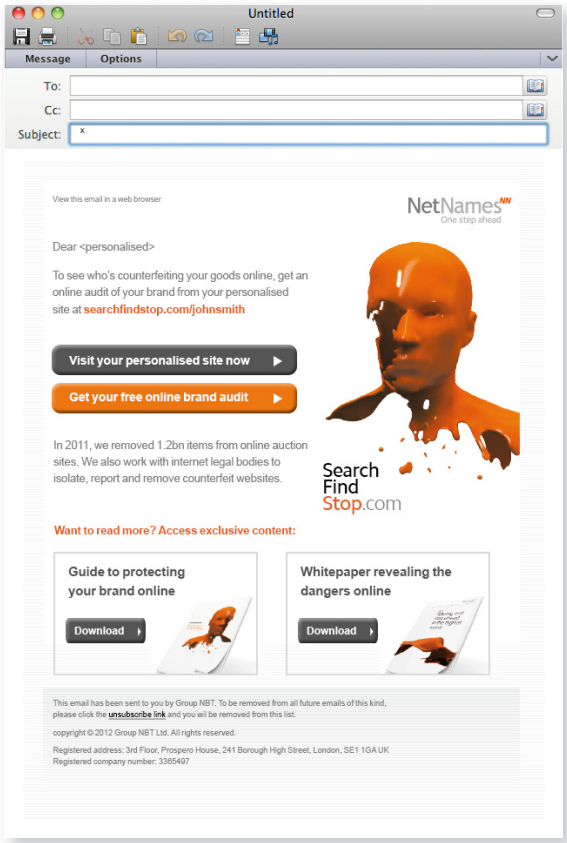
Learning

- Earnest Planning Academy
- Show & Tells
- Account Management bootcamp
- D&AD lectures
- Tailor your Training budgets

Experience

- Sponsored cultural excursions
- The coveted Earnies awards for those who go above and beyond
- Give a Day Back – paid day off to support a charitable cause
- Spartan Challenge – extreme sports action
- Coins for Cakes – fund raising baking















NetNames

Keeping global brands one step ahead of cyber crime

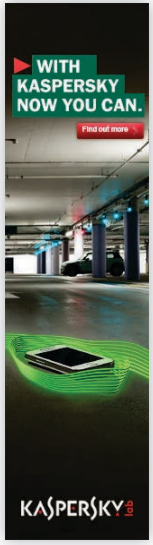
Integrated through the line programme

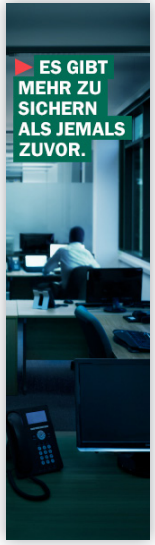
All highly personalised - online and offline

Highly successful campaign: $4.4m pipeline

















Kaspersky

Giving the audience what they need, when they need it

Major global product launch to the business market

18 languages, 40 countries, 4 continents

Now serves as the B2B marketing platform for all campaigns, globally

















Getting a logistics brand on the road

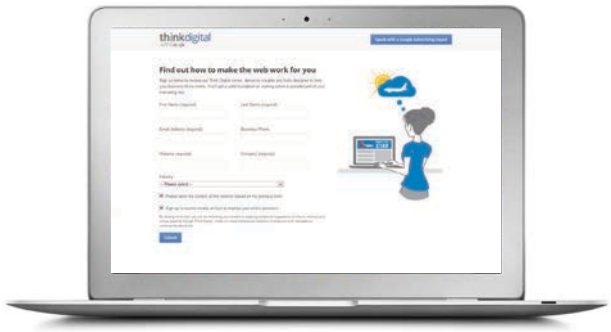
Major brand overhaul for the UK's largest independent logistics company

Proposition resonated with customers, partners and staff

Online, offline, and vans!

















Google

Helping SMBs understand how Google could help them

Highly targeted and personalised offline direct activity, supporting online

6:1 ROI in the first TWO weeks!

Making B2B beautiful

Enterprise software for capital markets may not sound like there's room for artistic flair and creativity. But we disagree. And so did Misys. The film captures the essense of their amazing product story - in a beautiful, sophisticated and engaging way.









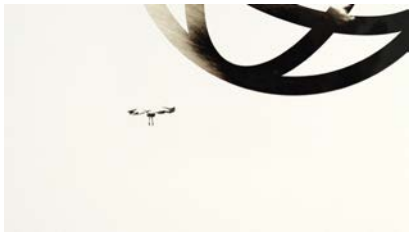














Misys