ELEVATION AWARDS
FROM B2B MARKETING

Elevation Awards 2026
Winners Report

In association with

PROPOLIS
FROM B2B MARKETING

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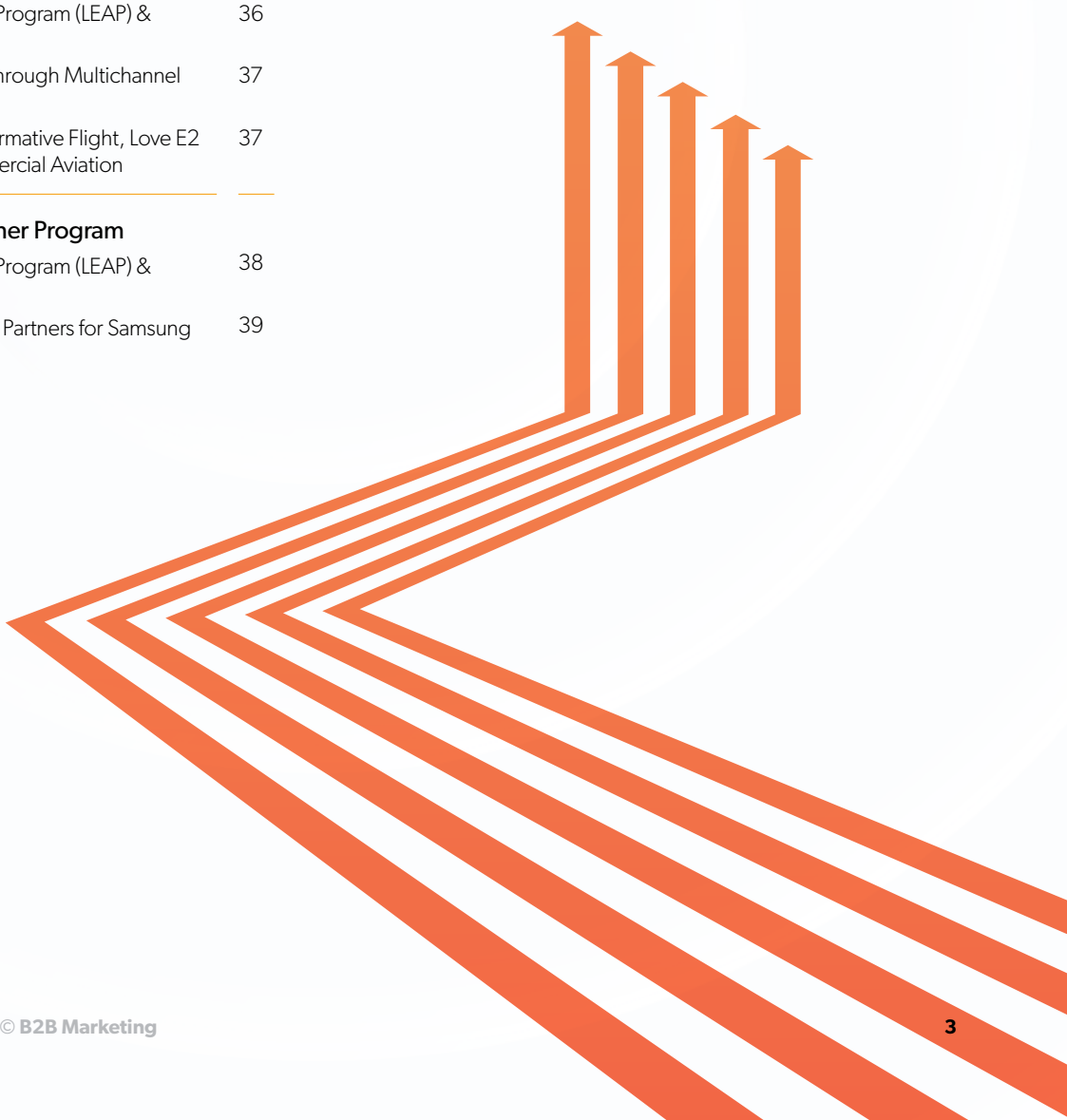
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How Strategic Narratives and Precision Shape Market Influence



Lina Vaz,
Senior Editor,
Propolis

This year's Elevation Awards winners reflect a broader evolution in B2B marketing across North America: the shift from visibility to influence. The strongest campaigns no longer rely on scale alone. They combine strategic narrative with precision execution to shape perception, accelerate demand and deliver measurable commercial impact.

Across categories, the winning work demonstrates a more sophisticated understanding of how B2B audiences engage, evaluate and buy. B2B marketing is increasingly expected to do more than generate awareness. It must create conviction, translating expertise, trust and differentiation into business momentum.

One defining trend is humanizing technical and operational complexity. Rather than overwhelming audiences with product functionality, leading marketers are reframing enterprise challenges through emotionally resonant storytelling.

Money in Harmony by Sid Lee for FIS exemplifies this approach, using cinematic storytelling to reveal the hidden friction and financial cost of fragmented systems. The winners also reflect the growing importance of partner ecosystems as drivers of commercial growth.

The Lenovo 360 Expert Achievers Program (LEAP) by reflects a broader industry recognition that influence in B2B is increasingly distributed across networks, channels and communities. Its incentive-led model generated 18 times more revenue from participating firms while strengthening channel engagement.

Experiential and integrated campaigns continue to evolve beyond brand-building exercises into measurable commercial drivers. **Civic's Innovation Sessions for Verizon Business Group** combined immersive demonstrations with targeted engagement around specific business challenges, generating $38 million in identified pipeline and $20 million in closed business.

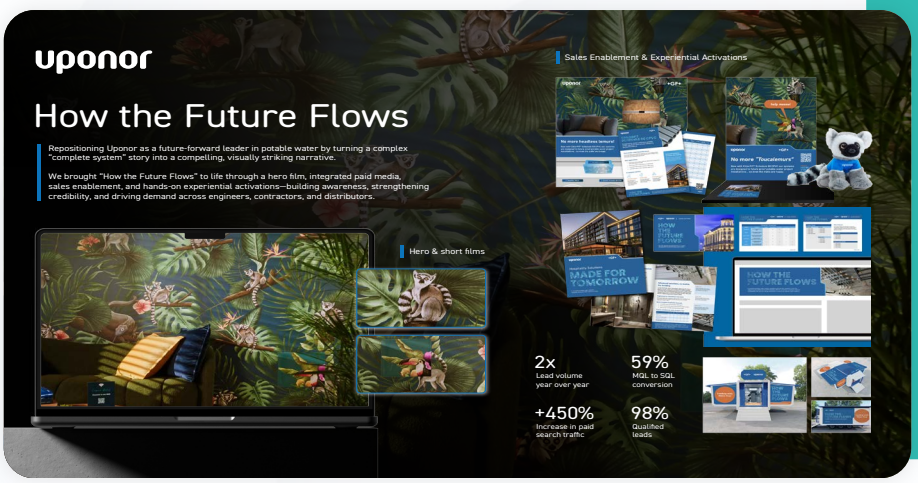
At the same time, data strategies are no longer differentiators in themselves. Their value lies in enabling relevance, timing and precision at scale. **Intel Precision ABM at Scale by dentsu** demonstrates how AI-enabled targeting and personalization are reshaping enterprise engagement.

Taken together, this year's winners signal a more mature era of B2B marketing, defined by narrative clarity, operational precision and measurable market influence. Explore the Elevation Awards 2026 report to discover the campaigns redefining commercial impact across North America.

Best Omnichannel or Multichannel Campaign

GOLD:

How the Future Flows
by Gravity Global for Uponor



JUDGE'S COMMENT

"This campaign is a strong example of how omnichannel thinking can elevate a highly technical B2B brand through clarity, creativity and cohesion. "How the Future Flows" successfully reframed complex system benefits into a compelling brand platform, differentiating Uponor in a crowded and spec-driven category. The creative execution is particularly distinctive, using humor and emotional storytelling in a way rarely seen in this space, while maintaining credibility with technical audiences."

Atul Mathews, *Marketing Head, North America*, Temenos

Uponor operates in a highly technical and competitive B2B market where product messaging is often complex and undifferentiated. Despite a strong portfolio, the company struggled to communicate its system-level innovations effectively to engineers, contractors and distributors.

The industry was evolving towards integrated sustainable solutions, but competitors primarily marketed individual components, leaving a gap for a brand that could articulate the broader value of a complete potable water system.

Uponor needed to simplify complex benefits, elevate its brand narrative beyond features, and firmly establish its leadership as a future-forward provider. The objective was to reposition Uponor as the singular provider of a complete, reliable, and sustainable potable water solution.

Grounded in market research that revealed a competitor gap in communicating full-system compatibility and sustainability, Gravity Global developed the "How the Future Flows" campaign.

This strategy prioritized emotional storytelling over technical specifications, using three core pillars: performance, reliability and sustainability. The aim was to resonate with both technical buyers and eco-conscious decision-makers by presenting a compelling and future-oriented brand narrative.

The campaign was brought to life through a bold multi-touchpoint approach. A memorable hero video featuring playful lemurs served as the creative centerpiece, deliberately using humor and visual storytelling to cut through category noise.

Experiential activations, including a branded mobile experience truck on the "Leading with Water" tour and strategic trade show presence, provided hands-on engagement. A comprehensive sales enablement suite ensured sales alignment and equipped teams for commercial conversations.

The "How the Future Flows" campaign delivered significant measurable impact: paid search traffic surged by 450%, dramatically increasing brand visibility. The MQL-to-SQL conversion rate reached 59%, with an impressive 98% of all generated leads being qualified. Overall lead volume doubled YoY, directly impacting pipeline generation.

Beyond quantitative metrics, the campaign successfully established Uponor as an industry thought leader, strengthened customer relationships through integrated storytelling and experience, while also creating a scalable brand platform for sustained future growth.

Best Omnichannel or Multichannel Campaign

SILVER:

"Why Not Unisys?": When a Client's Words Become a Storytelling Masterpiece **by Unisys**

Benjamin Moore faced an urgent 18-month cloud migration, requiring Unisys to differentiate in a saturated B2B tech market. Enterprise IT leaders were skeptical, demanding authentic peer validation and proof of solving complex, high-stakes problems, not generic vendor claims.

Unisys' strategy centered on authentic client storytelling to showcase its cloud expertise and connect with CIOs facing similar pressures. The "A Masterpiece of Cloud Innovation" narrative positioned Benjamin Moore's transformation from crisis to opportunity.

This distinctive content aimed to drive measurable demand by highlighting real-world success. The campaign featured a hero video with Benjamin Moore's CIO, Glenn Pinnel, and real painting contractors, grounding it in authenticity.

The campaign was deployed across a 360-degree media mix, including digital, social, streaming, broadcast, print and out-of-home (OOH) advertising, ensuring pervasive reach among technology decision-makers.

It achieved exceptional engagement, with social ads exceeding 16%, significantly above B2B benchmarks. Over 70,000 landing page sessions and nearly 4,000 asset downloads indicated strong demand. Qualitatively, it boosted market confidence and prompted direct inquiries, proving authentic client stories are highly effective.

BRONZE:

Do Data Differently: A Brand Turnaround that Fixed the Funnel **by Transmission for Qlik**

Qlik suffered from an outdated "legacy analytics" image and internal fragmentation following acquisitions. Facing major competitors, its expanded portfolio lacked a unified brand story, hindering demand conversion into pipeline.

Transmission's challenge was to redefine Qlik as a modern data solutions leader and ensure marketing efforts directly fueled measurable revenue. The agency repositioned Qlik with "Do Data Differently," a unifying campaign.

The strategy aimed to shed the "legacy" tag, emphasizing Qlik's unique advantage of offering "choice" across data environments. It built a scalable brand-to-demand architecture designed to translate market interest into measurable commercial outcomes.

The "Do Data Differently" messaging highlighted Qlik's Breadth, Flexibility and Guidance, using emotional, humorous creative. They deployed a connected system across premium publishers, programmatic and social channels for awareness and demand.

Conversion was refined post-launch through SDR feedback, consistent Qlik branding and localized assets. The campaign successfully modernized Qlik's brand, establishing it as a category leader beyond "legacy analytics."

It drove improved commercial outcomes, boosting mid-funnel momentum, brand affinity and pipeline. Qlik cemented its unique position offering critical data "choice," effectively linking media investment to pipeline conversion.

Best Use of Live Events

GOLD:

Ex Parte at NASDAQ
by Park & Battery for Esquire Bank



JUDGE'S COMMENT

"Ex Parte at NASDAQ delivered a powerful strategic brand moment, leveraging the "Champions of Social Justice" platform to position Esquire Bank as more than a financial institution, but a movement grounded in purpose. Personal recognition for honorees created an emotional, intimate and highly curated experience that was both memorable and shareable, underpinned by strong tangible business results while reinforcing a differentiated brand narrative."

Basia Borysewicz, *Fractional CMO and Board Member*

Esquire Bank, serving contingency-fee trial lawyers, faced the challenge of evolving its brand identity. While its products were strong, the bank needed to shift perception from a transactional lender to an emotional ally that championed social justice.

The target audience, trial attorneys, often faced public vilification and Esquire Bank sought to redefine this narrative and celebrate their crucial role in advocating for marginalized communities.

Park & Battery designed "Ex Parte at NASDAQ" as a bold, proprietary event to reinforce Esquire Bank's purpose-led brand positioning. The strategy aimed to expand the bank's reach beyond traditional marketing channels, drive new business opportunities, and unify brand and performance marketing.

It was envisioned as a brand platform brought to life, elevating awareness, deepening affinity and creating an unforgettable experience that honored the "Champions of Social Justice." The goal was to resonate with the legal community and establish Esquire Bank as more than a financial institution, but a movement.

For one night, Park & Battery transformed the NASDAQ in Times Square into a "cathedral of justice." The event celebrated attorneys reshaping civil rights and public advocacy through cinematic storytelling, live awards and immersive brand experiences.

Honorees were prominently featured on the 10-story NASDAQ tower, creating a massive, shareable moment. Every detail, including documentary-style video premieres and curated guest journeys, reinforced Esquire Bank's "Champions of Social Justice" messaging.

The experience fostered unity among clients, prospects, board members, media and employees, designed to inspire and convert. Post-event, video assets, photography and honoree stories were used across Esquire Bank's digital ecosystem to extend reach and engagement.

"Ex Parte at NASDAQ" delivered tangible business impact, generating tens of millions of dollars in both secured deposits and direct loan pipeline attributed to the event.

Qualitatively, the campaign redefined B2B financial events, proving that live experiences can build genuine movement, meaning and measurable commercial success in a typically conservative sector.

Best Use of Live Events

SILVER:

Innovation Sessions **by Civic for Verizon Business Group**

Verizon Business Group (VBG) aimed to shift its perception from a mobile connectivity provider to a strategic AI infrastructure partner. Faced with skeptical enterprise buyers overwhelmed by generic claims, VBG needed an event to directly demonstrate technology's relevance, bridging a credibility gap left by traditional marketing formats.

Civic designed the "Innovation Sessions" program with clear objectives: engage 750+ decision-makers, convert 50% into leads, generate 8,000 wireless accounts and secure $10M in closed pipeline.

The strategy used the insight that buyers invest in certainty, translating advanced tech demonstrations into tangible business value tailored for each attendee's specific needs.

Civic designed a two-part event structure: open technology showcases for free exploration, followed by targeted breakout sessions.

Subject matter experts connected demonstrations such as private 5G drones and Verizon Frontline assets to address attendees' industries and problems. Pre-event, VBG account teams invited high-value prospects. Demo engagement was tracked and sales responded to expressed buyer intent. Strategic partnerships further enriched the experience.

The program exceeded all objectives. VBG identified $38M in new wireline pipeline within 30 days, closing $20M in 90 days, twice the initial target.

BRONZE:

Those who Dream of Transformative Flight, Love E2 **by Gravity Global for Embraer Commercial Aviation**

In the competitive small narrowbody aircraft market, Embraer sought to differentiate the E2 by highlighting its operational efficiency and passenger experience. With airline purchasing cycles often spanning several years, maintaining visibility and relevance among key decision-makers was essential.

Gravity Global was tasked with renewing interest in Embraer's long-running Profit Hunter platform, ensuring the E2 remained prominent within a crowded air show environment.

The campaign aimed to position the E2 as a leading option for airlines by emphasizing efficiency, reliability, and passenger comfort in line with Embraer's "Accelerate Opportunity" brand platform.

The strategy focused on increasing awareness and strengthening brand recognition through a distinctive creative concept.

Flightless penguins were introduced as recurring characters, creating a contrast between their grounded nature and the capabilities of the E2. The creative highlighted key product attributes, including technology, fuel efficiency, and cabin design.

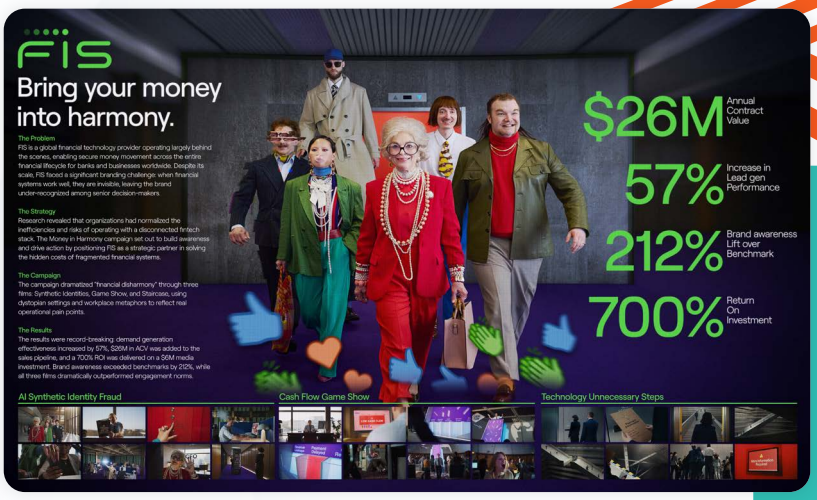
Execution included a 70-second launch film, shorter video assets, digital OOH placements, social media content, and on-site activations at the Paris Air Show, including themed aircraft wraps and merchandise. The penguin concept was also incorporated into sales enablement materials.

The campaign generated 1.44 million launch film views with an 84% completion rate, more than 2.18 million engagements, a 5.59% social engagement rate, and nearly one million digital OOH plays. The results helped sustain visibility for the E2 and extend engagement with the Profit Hunter platform.

Best Use of Creative

GOLD:

Money in Harmony
by Sid Lee for FIS



JUDGE'S COMMENT

"The creative is eye-catching, and it is clear to see that this is also a standout design and delivery. What landed the plane for me, was the way the team established the baseline data at the outset and then measured the impact on brand awareness and pipeline-driving demand. I was also curious to learn more about how the funnel was reversed and the effect of brand and demand exposure within a 30-day window. Excellent work!"

Amanda Thompson, *Senior Director, GTM Strategy and Solutions, AMER,* Pax8

FIS powers the infrastructure behind 95% of the world's banks and processes $40 trillion annually, yet its greatest challenge was visibility. By design, financial systems work best when they go unnoticed, leaving FIS largely invisible to the business leaders it serves.

In a fintech category crowded with buzzwords, celebrity endorsements and indistinguishable promises, FIS needed to build awareness and familiarity while establishing a clear point of difference: fragmented financial systems create hidden risk, inefficiency and lost growth opportunities.

Research revealed that finance leaders had normalized the daily friction caused by disconnected systems: manual workarounds, security vulnerabilities, approval bottlenecks and poor visibility. These issues were rarely viewed as crises, but simply accepted as "how things work."

Rather than promoting product features or technical superiority, the strategy was to make the cost of inaction impossible to ignore by turning familiar frustrations into emotionally resonant experiences. The campaign positioned FIS as the company that brings harmony to the entire money lifecycle.

The campaign "Money in Harmony" launched with three films depicting exaggerated workplace worlds where financial dysfunction had become normal. Security threats roamed offices unchecked, transactions required absurd effort, and accounting resembled games of chance.

Employees calmly accepted the chaos, reflecting how organizations become accustomed to inefficiency. Using dry humor, cinematic storytelling and insight-driven metaphors, the films transformed invisible operational pain points into memorable and relatable experiences.

Media strategy reversed the traditional B2B funnel, using brand-led creative in highly targeted lower-funnel placements to drive conversion. The campaign delivered record-breaking business and brand outcomes. Demand generation effectiveness increased by 57%, generating $26 million in annual contract value within the active sales pipeline.

On a $6 million media investment, the campaign achieved a 700% ROI. Brand awareness rose 212% above benchmark, while social engagement significantly exceeded performance targets across all three films, establishing new internal records and proving the commercial power of creativity in B2B marketing.

Best Use of Creative

SILVER:

Dangerous Foods **by Park & Battery for Thermo Fisher Scientific**

Thermo Fisher Scientific's Immunodiagnostics Division faced critical underutilization of its ImmunoCAP™ diagnostics by primary care physicians. Despite rising life-threatening food allergies, complacency and misperception led to low testing rates, allowing patients to fall through healthcare system gaps.

The client needed to compel earlier, guideline-based testing. Park & Battery's strategy was built on the insight that "the most dangerous foods don't look dangerous at all," aiming to make invisible dangers visible.

The campaign sought to increase HCP awareness of food allergy risks, drive earlier and more appropriate testing, and promote ImmunoCAP™ as a trusted diagnostic solution, reframing allergy testing as a critical safety intervention.

The agency used striking, hyperreal art direction, transforming innocent foods into "lurking predators", creating visually powerful and unsettling metaphors.

This unconventional creative, with the clear directive "Test, so you know," forced clinician reappraisal.

The "Dangerous Foods" campaign scaled seamlessly across endemic media, programmatic advertising, LinkedIn, conferences and sales enablement materials. It achieved a pivotal evolution in Thermo Fisher IDD's brand presence, repositioning allergy diagnostics as a frontline clinical imperative.

This led to energized commercial teams, enhanced Thermo Fisher's share of voice and solidified ImmunoCAP™'s position as the definitive solution for food allergy risk assessment. The Immunodiagnostics business led the Specialty Diagnostics segment's 5% Q4 revenue growth and 3% organic revenue growth.

BRONZE:

Knowing Changes Everything **by Stein for WCG**

WCG, a leader in clinical trial design, was perceived as a legacy partner, despite possessing advanced data and AI capabilities. In a market crowded with competitors making similar claims, WCG risked being overlooked.

The challenge was to reposition WCG as a predictive intelligence leader and simultaneously launch its ClinSphere® Trial IntelX™ platform, driving demo requests. Stein's strategy focused on a profound insight: clinical trial sponsors and CROs are making high-stakes decisions impacting patient outcomes.

The campaign's core message, "Knowing Changes Everything," connected WCG's rational data and AI capabilities to the emotional truth of accelerating access to life-changing treatments. This human dimension differentiated WCG from feature-led competitor claims.

The campaign featured photography and video of patients living full, active lives, a deliberate departure from typical clinical imagery. This emotionally resonant creative was deployed across LinkedIn, YouTube, programmatic display, email and a dedicated landing page.

Stein ensured all channels coordinated to deliver a consistent, coherent message from initial impression to sales conversation, including driving demo requests for ClinSphere® Trial IntelX™.

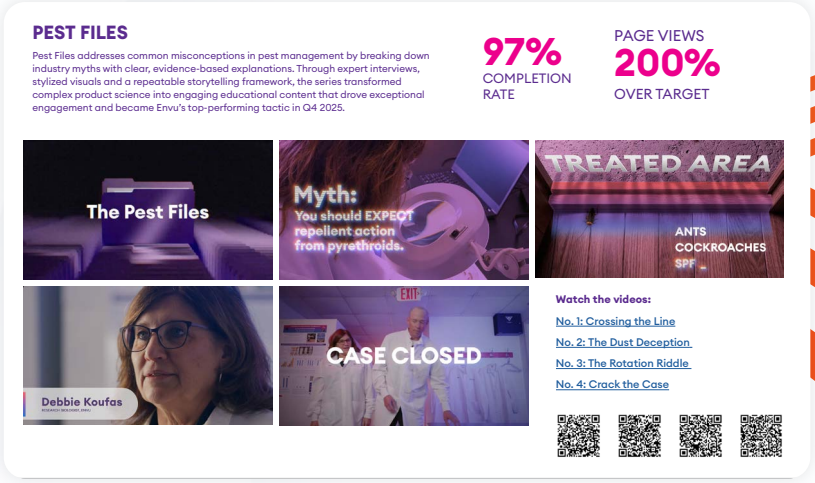
Launched in November 2025, the campaign generated over 400,000 paid media impressions and 17,000 video views within three months. Most critically, it secured 55+ new sales meetings to demo ClinSphere® Trial IntelX™.

The "Knowing Changes Everything" platform was ultimately adopted as WCG's company-wide tagline, demonstrating its profound impact on brand perception and commercial traction.

Best Use of Content

GOLD:

Pest Files **by HLK for Envu**



Envu faced a significant challenge: pest management professionals (PMPs) frequently made field decisions based on widespread industry misconceptions regarding pyrethroid performance, dust application, chemistry rotation and pest behavior.

These misunderstandings hindered optimal product performance and led to inconsistent results for Envu's products, Temprid® FX and Temprid® Dust. Envu needed a structured, evidence-backed approach to correct these persistent myths and translate complex entomology into actionable, visually engaging content that PMPs would trust and apply.

HLK developed "The Pest Files," a unified content series designed to address common industry myths with clear evidence-based explanations. The strategy centered on creating a repeatable storytelling framework, where each installment followed a consistent narrative structure: Myth ⇢ Expert explanation ⇢ Visual demonstration ⇢ Practical takeaway.

By framing each topic as a "case file," the agency created a recognizable, investigative format that aligned with how PMPs prefer to learn, reinforcing retention and allowing the content to scale effectively.

The Pest Files program included four myth-focused installments, each anchored by a long-form educational video. Creative elements featured expert interviews, lab and field application footage, stylized pest visuals, motion graphics and AI-assisted frames, transforming technical science into repeatable storytelling.

The videos were supported by social, digital and print assets, and deployed across multiple channels, including long-form educational video distribution, social media promotion, digital landing pages, display advertising and print.

This ensured consistent messaging across both digital and offline industry touchpoints, reaching PMPs where they sought information. The Pest Files program significantly exceeded engagement benchmarks and became Envu PPM's top-performing Q4 tactic.

Key results included an outstanding 97% video completion rate, far surpassing the 70% target, over 200% pageviews above target, and a 20.45% click-through rate. Envu is now considering The Pest Files for global replication, validating its effectiveness as a scalable content model for professional education and product promotion.

Best Use of Content

SILVER:

"Why Not Unisys?": When a Client's Words Become a Storytelling Masterpiece **by Unisys**

Benjamin Moore faced an urgent 18-month cloud migration, requiring Unisys to differentiate in a saturated B2B tech market. Enterprise IT leaders were skeptical, demanding authentic peer validation and proof of solving complex, high-stakes problems, not generic vendor claims.

Unisys' strategy centered on authentic client storytelling to showcase its cloud expertise and connect with CIOs facing similar pressures. The "A Masterpiece of Cloud Innovation" narrative positioned Benjamin Moore's transformation from crisis to opportunity.

This distinctive, unified content aimed to drive measurable demand by highlighting real-world success. The campaign featured a hero video with Benjamin Moore's CIO, Glenn Pinnel, and real painting contractors, grounding it in authenticity.

This core content was deployed across a 360-degree media mix, including digital, social, streaming, broadcast, print and OOH advertising, ensuring pervasive reach among technology decision-makers.

The campaign achieved exceptional engagement, with social ads exceeding 16%, significantly above B2B benchmarks. Over 70,000 landing page sessions and nearly 4,000 asset downloads indicated strong demand. Qualitatively, it boosted Unisys' market confidence and prompted direct inquiries, proving authentic client stories are highly effective.

BRONZE:

Fintech Insights **by FIS & Marketbridge**

FIS, a global financial technology leader, needed to make its new brand positioning, "Bringing the World's Money into Harmony," unmissable to C-suite decision-makers across eight global markets.

The core challenge was to build foundational brand equity and shift perceptions at the market's highest level amid intense competition and noise. Marketbridge developed a strategy to make FIS unavoidable by embedding executive thought leadership in the world's most trusted business media.

Objectives included engineering significant brand lift, especially in trust, driving engagement with FIS executive voices on innovation and AI, and establishing FIS as the go-to financial tech brand for senior leaders. This aimed to leverage premium editorial environments where C-suite audiences seek insights.

FIS, in partnership with Marketbridge, avoided product-heavy content, instead leading with twelve original and executive-authored articles on finance's future. These were placed across seven premium publishers and platforms including LinkedIn, AdDaptive, Bloomberg, WSJ, FT, The Economist and Forbes.

Assets were carefully sequenced with digital video, programmatic placements and sponsored content driving to a dedicated landing page, maximizing reach and reinforcing messaging.

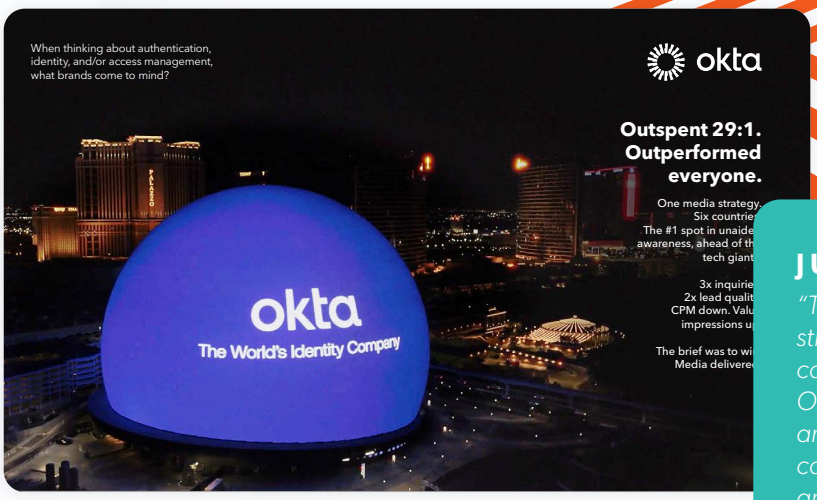
The campaign delivered great results: a LinkedIn Kantar study confirmed major brand lift for FIS: awareness up 13.5%, consideration up 12.9% and trust up 16.4%.

AI and Digital Transformation content achieved a 1.17% click-through rate, four times higher than the benchmark. This demonstrated the power of trusted thought leadership in driving brand perception and engagement.

Best Use of Media

GOLD:

Okta – It's Possible.
by The MX Group for Okta



JUDGE'S COMMENT

"This campaign showcases disciplined and highly strategic media execution in a fiercely competitive category. By prioritizing precision over scale, Okta used media to drive both brand leadership and measurable business growth, achieving category-leading awareness, standout engagement, and significant pipeline acceleration while reducing CPM. A compelling example of how smart media strategy, not spend, delivers outsized impact."

Samir Bagga, *CMO*, L&T Technology Services

Okta faced a dual challenge in the cybersecurity market: being dramatically outspent (29:1 by Microsoft, 10:1 by IBM) and operating in a category saturated with fear-based messaging.

The brand was perceived as a tactical "IT login tool" rather than a strategic enabler, resulting in low unaided awareness among business leaders, despite being a Gartner Magic Quadrant leader.

The campaign's objective was to reposition Okta as a brand that frees businesses to innovate with confidence, reframing identity security as a growth catalyst. The MX Group engineered the "It's Possible" campaign with a "precision over volume" strategy.

They set out to drive significant growth across pipeline, inquiries and qualified leads, while establishing the brand as the leading unaided awareness choice in the identity category. Central to the strategy was a "Desk-to-Door" model that aligned marketing activity with sales engagement.

The campaign focused on reaching Director-level and C-suite decision-makers across both professional and personal environments, maximizing message frequency and visibility within a constrained budget. Creative execution centred on "Jenny," a relatable character used to humanize identity security and make a complex category more accessible to audiences.

The creative platform was deployed through a multichannel media strategy spanning connected TV, premium streaming, LinkedIn, podcast audio, airport OOH placements and a partnership with McLaren Formula 1.

This approach extended reach across high-attention environments while maintaining a consistent brand presence among priority audiences. The media plan was designed to reach key decision-makers and buying committees throughout the purchase journey.

Creative assets, including the hero films, were rigorously tested using System1, where they achieved top-tier performance scores. The campaign demonstrated the effectiveness of combining targeted media investment with a distinctive creative approach.

Additionally, it delivered strong commercial and brand outcomes. Okta achieved the leading position in unaided identity awareness, while qualified leads doubled and marketing-sourced opportunity value increased by 48%. System1 testing further validated the effectiveness of the creative, with the hero films receiving a score of 5.4 out of 5.

Together, these outcomes highlighted the effectiveness of a precision-led media strategy in reaching key decision-makers and converting attention into measurable business results.

Best Use of Media

SILVER:

Do Data Differently: A Brand Turnaround that Fixed the Funnel **by Transmission for Qlik**

Qlik suffered from an outdated "legacy analytics" image and internal fragmentation following acquisitions. Facing major competitors, its expanded portfolio lacked a unified brand story, hindering demand conversion into pipeline.

Transmission's challenge was to redefine Qlik as a modern data solutions leader and ensure marketing efforts directly fueled measurable revenue. The agency repositioned Qlik with "Do Data Differently," a unifying campaign.

The strategy aimed to shed the "legacy" tag, emphasizing Qlik's unique advantage of offering "choice" across data environments. It built a scalable brand-to-demand architecture designed to translate market interest into measurable commercial outcomes.

The "Do Data Differently" messaging highlighted Qlik's Breadth, Flexibility and Guidance, using emotional, humorous creative. They deployed a connected system across premium publishers, programmatic and social channels for awareness and demand.

Conversion was refined post-launch through SDR feedback, consistent Qlik branding and localized assets. The campaign successfully modernized Qlik's brand, establishing it as a category leader beyond "legacy analytics."

It drove improved commercial outcomes, boosting mid-funnel momentum, brand affinity and pipeline. Qlik cemented its unique position offering critical data "choice," effectively linking media investment to pipeline conversion.

SILVER:

Brand to Demand for MongoDB **by Transmission for MongoDB**

MongoDB's product-led growth model generated strong top-funnel volume but lacked consistent paid tier revenue conversion across global regions. Easy-to-move metrics didn't reliably predict actual business value, meaning media spend wasn't optimally driving revenue growth.

Transmission aimed to grow paid tier revenue, not just funnel volume, by evolving investment logic from cost-efficiency to business outcomes. The strategy involved a revenue-first investment framework, a bespoke country-tier model ranking markets by revenue contribution.

It also required building a custom Marketing Mix Model (MMM) for defensible, portfolio-level budget decisions. Brand investment was also made to foster long-term demand. They operationalized the revenue-first framework across all global paid channels, reallocating budget to higher-value regions, despite potentially higher cost-per-registration.

Brand investment was layered across channels to generate demand captured organically. The in-house MMM was built and validated within the fiscal year, providing robust portfolio-level budget intelligence and guiding real-time investment decisions.

This revamped approach led to a 15% rise in average revenue per paid tier YoY. MongoDB also achieved a quarterly all-time high for non-paid paid tier volume. The campaign successfully shifted MongoDB's global media program from high-performing to best-in-class, demonstrating measurable, revenue-weighted portfolio management at scale.

Best Use of Media

BRONZE:

Ex Parte at NASDAQ
by Park & Battery for Esquire Bank

Esquire Bank, serving contingency-fee trial lawyers, aimed to evolve its brand from a transactional lender to an emotional ally for social justice. The target audience, often facing public vilification, needed their crucial advocacy celebrated, not just served, by their financial partner.

Park & Battery designed "Ex Parte at NASDAQ," a proprietary event to reinforce Esquire Bank's purpose-led brand, "Champions of Social Justice." The strategy focused on expanding reach, driving new business, and unifying brand/performance marketing through an unforgettable experience.

The goal was to electrify the legal community and establish Esquire Bank as a movement, not merely a bank. For one night, Park & Battery transformed the NASDAQ in Times Square into a "cathedral of justice."

The event celebrated attorneys through cinematic storytelling, live awards broadcast on the 10-story NASDAQ tower, and immersive brand experiences. Every detail reinforced Esquire's platform, uniting clients, prospects and stakeholders in an emotionally charged environment designed to inspire and convert.

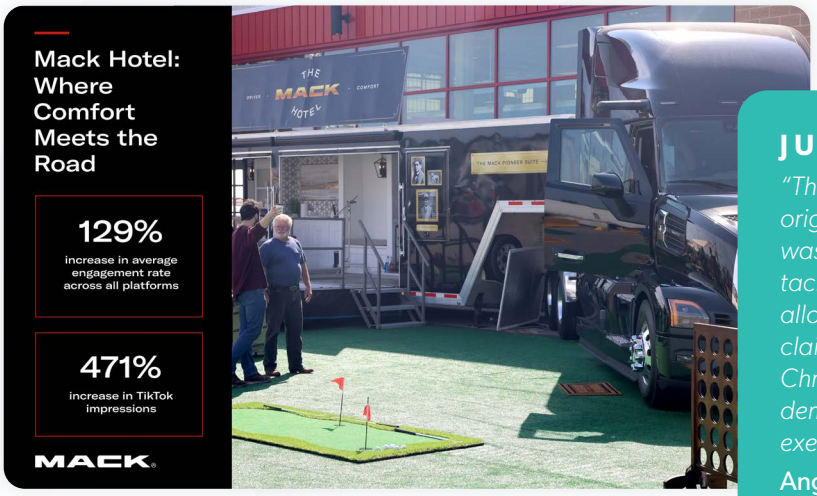
Post-event, video and stories fueled owned and earned media. "Ex Parte at NASDAQ" delivered significant business impact, generating tens of millions in secured deposits and a substantial pipeline of lending opportunities directly attributed to the event.

Qualitatively, it redefined B2B financial events, demonstrating that live experiences can build genuine movement and measurable commercial success in a traditionally conservative sector.

Best Use of Influencer or Advocacy Marketing

GOLD:

Mack Hotel **by Stein for Mack Trucks**



JUDGE'S COMMENT

"This campaign is incredibly strong due to its highly original "Mack Hotel" experiential activation, which was a "first-of-its-kind" for the industry. It effectively tackled a deep-seated perception problem by allowing direct experience, rather than relying on claims. The authentic influencer partnership with Chris Kuna and the impressive business impact demonstrate excellent strategic thinking, creative execution and measurable success."

Angela Culver-Gleason, *CMO, Global Head of Services Marketing*, Citi

Mack Trucks faced a perception gap: despite its strengths in safety, the brand was not recognized for driver comfort, a crucial factor for long-haul drivers and fleets. Established competitors like Freightliner dominated this perception.

The launch of the new Mack Pioneer presented an opportunity, but traditional advertising was deemed insufficient to overcome driver skepticism and prove comfort in a believable way. They needed to "show, not tell."

The strategy was built on the core insight that driver comfort is a statement of respect. Instead of advertising, the campaign aimed to provide drivers with a direct, tangible experience of the Pioneer's comfort.

This was designed to build authentic engagement, drive social media activity, especially on emerging platforms like TikTok, and support broader brand-to-demand goals for the Pioneer launch. A key component was partnering with a trusted influencer to lend peer credibility.

They created the "Mack Hotel," transforming a Pioneer truck into a luxury hotel experience at Kenly 95, a major North American truck stop. This activation offered premium bedding, a salon and gourmet food inside the truck, allowing drivers to experience comfort firsthand.

To extend reach, Stein partnered with Chris Kuna, a trusted creator with 948K+ followers, who authentically documented his stay across social channels. Launched in November 2025, the campaign used a combination of organic storytelling and paid amplification to expand visibility.

Strong engagement and business performance were recorded across all platforms, driven by notable gains across Facebook and TikTok. Mack Hotel content also outperformed broader brand content during the same period, reinforcing its effectiveness in driving audience engagement.

Crucially, this contributed to a 28% YoY market share gain for Mack, its highest in over two decades, stressing how authentic influencer partnerships can help shift brand perception and drive commercial growth.

Best Use of Influencer or Advocacy Marketing

SILVER:

Kitchen Confessions **by The Food Group for Unilever Food Solutions**

Hellmann's faced a critical market share threat as foodservice operators, under pressure from 2025 inflation, increasingly downgraded to cheaper mayonnaise. This jeopardized Hellmann's premium positioning in a traditionally conservative B2B sector.

Unilever Food Solutions needed to reframe mayonnaise from a commodity to a reputation-protecting ingredient and engage operators in a compelling new way. The Food Group's strategy was to increase Hellmann's market share, building awareness and confidence in its superior quality.

This involved a bold and influencer-led "Kitchen Confessions" approach featuring celebrity chef Matty Matheson. His humorous, relatable "confessions" aimed to create an emotional connection, repositioning mayonnaise as essential for a chef's reputation, and using the insight that chefs trust peer advice.

Matty Matheson's authentic chef-centric content directly challenged cost-cutting mindsets. The multichannel strategy integrated influencer content across paid social, CTV, YouTube and programmatic display, reaching busy B2B operators during their downtime.

The Food Group optimized Matty's social content and used AI creative testing for maximum impact, strategically introducing a consumer-loved influencer into B2B. The "Kitchen Confessions" campaign profoundly impacted objectives, achieving Hellmann's market share goal and value growth, making it the branded volume leader at 32.4%.

Engagement metrics outperformed benchmarks, indicating that human-centric and influencer-driven storytelling can enhance B2B marketing effectiveness and contribute to measurable business outcomes.

BRONZE:

AI Under the Influence **by Intercept for Microsoft**

Microsoft Copilot faced a significant adoption gap, with licensed users showing limited engagement. Dense tutorials and inaccessible documentation contributed to underuse, increasing the risk of 'shelfware' and constraining the return on Microsoft's AI investment.

The lifecycle marketing team needed to drive a behavioral shift, with objectives to guide users to Copilot Labs and training modules, growing user contacts. Microsoft's strategy, developed with Intercept, was to "show, don't sell," replacing corporate enablement with creator-led instruction.

The "Big Idea" was to make Copilot easier to adopt by teaching it through short and practical real-world scenarios, using a trusted voice on YouTube. This aimed to convert licensed employees from passive access to confident use via utility.

Microsoft partnered with tech creator Kevin Stratvert to deliver a YouTube-first series featuring hands-on, scenario-based content. The format adopted a peer-to-peer tone while remaining aligned with enterprise requirements.

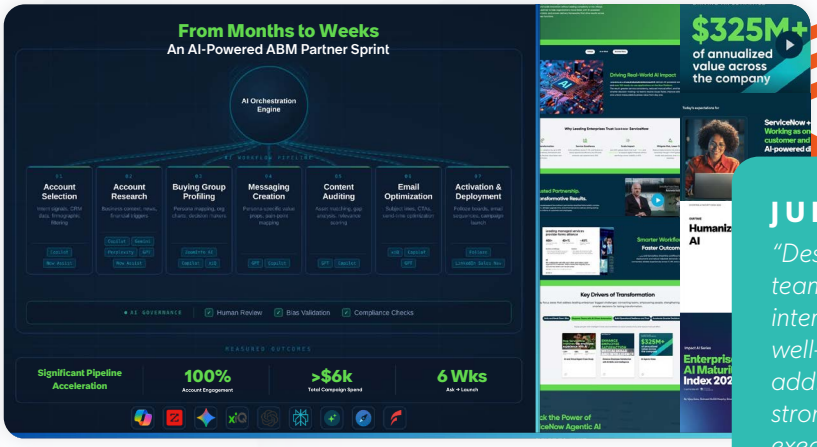
The content, amplified organically across Kevin's and Microsoft's channels, focused on practical value. Videos included embedded links to Copilot Labs and training modules for measurable adoption.

The campaign achieved remarkable results without paid media. The videos generated over 2.5 million organic views, 37,000+ click-throughs to Copilot Labs, and an over 15% increase in training attendance. This demonstrated effective engagement and a clear behavioral shift among licensed users, successfully driving Copilot adoption.

Best AI-Powered Marketing Transformation

GOLD:

From Months to Weeks: How AI Powered a Partner Burn Down ABM Sprint Campaign **by ServiceNow**



JUDGE'S COMMENT

"Despite working with very limited resources, the team delivered an impressive effort. They identified an interesting challenge and proposed a thoughtful and well-structured solution approach. Their use of AI to address the problem was effective and demonstrated strong technical awareness, while the overall execution stood out for its creativity and originality."

Vito Labate, *Vice President and Global Industry Marketing Leader*, **Capgemini**

ServiceNow's Partner Channel leader faced a critical challenge: a Global Elite Partner had pre-purchased ServiceNow licenses that remained unactivated across multiple end-customer accounts. This represented committed revenue tied to contractual timelines, creating risk of unrealised opportunity for both organizations.

The request, made in July, required a live program by September, giving Emily Brandt, responsible for the initiative, six weeks to deliver, significantly less than the typical three to six months required for ABM programs of this scale. With limited resources, the strategic foundations for the accounts had to be built from the ground up.

The objectives focused on accelerating license activation across priority accounts, driving opportunity conversion to support Q3–Q4 revenue, and increasing platform visibility within target organizations.

Rather than building net-new campaigns, the approach focused on activating and repurposing existing assets supported by an AI-enabled workflow designed to compress planning, research and execution timelines.

The workflow reduced an initial list of 25 accounts to 11 priority targets by consolidating internal and external data inputs. It aligned product priorities to business needs, developed a unified narrative, reviewed existing content for relevance, identified buying groups and structured multi-touch outreach.

This four-stage methodology - Sales Intelligence, Business Challenges, Strategic Imperatives and Activation - replaced traditional workshop cycles while retaining human oversight.

The program launched in September 2025 via a Folloze microsite and partner-led outreach, supported by coordinated digital touchpoints and LinkedIn engagement, with a total spend of $5,000.

By November 2025, the program achieved full engagement across all 11 target accounts, with 33 of 48 priority contacts engaging with the microsite. Meetings were secured across multiple accounts, with several Proofs of Concept initiated and pipeline influenced across Q3 activity.

The results indicated that AI-enabled workflows, combined with structured human oversight, can compress ABM execution timelines while maintaining strategic alignment and commercial impact.

Best AI-Powered Marketing Transformation

SILVER:

Lights, Camera, Avatars **by Intercept for SAP**

SAP faced spiraling video production costs and content fragmentation across global teams. Leadership asked for a 25% reduction in cost and a 25% increase in speed for video creation without sacrificing quality.

The core challenge was to modernize video production globally, unify SAP's brand voice and transform video from a cost center into a scalable asset. The strategy was to redesign video production as a repeatable storytelling system, using photorealistic AI avatars.

This aimed to remove bottlenecks of traditional shoots, enabling on-demand, instantly updatable and rapidly localizable content, while maintaining a consistent brand voice. Transparency was key, with an "AI-generated video" disclosure and diverse avatars to foster trust.

Intercept replaced traditional production with AI avatars capable of generating studio-quality, multilingual videos. This involved building a structured intake workflow, a global playbook and a five-part storytelling framework to guide narrative-driven content.

Videos featuring AI avatars, animated transition ads and screen recordings were deployed across SAP's digital ecosystem and regional channels. The pilot delivered a significant 50%+ reduction in production costs and improved delivery timelines by over 20%, exceeding targets.

This new model is now scaling to over 100 videos, transforming video from a cost center into a strategic asset for SAP. The approach successfully unified SAP's brand voice globally, enhancing efficiency and consistency in content production.

BRONZE:

Agents of Change **by Intercept for HP**

HP faced a critical challenge with over 90% of its commercial tech revenue flowing through channel partners. Many lacked the capacity to effectively qualify and follow up on leads, which left HP's co-marketing investments underperforming.

Countless leads were sitting dormant and millions in potential pipeline unaddressed due to limited partner sales and marketing bandwidth. To overcome this, HP partnered with Intercept to launch a net-new AI-powered pilot. The strategy focused on modernizing partner lead conversion without increasing headcount.

The core objective was to swiftly re-engage aging leads with relevance and generate net-new pipeline through automated outreach, testing AI's ability to credibly represent the HP brand.

The campaign centered on an AI sales agent built on Claude's large language models, which acted as an always-on business development representative. This agent performed outbound calls, handling qualification, re-engagement and objection handling with context-aware precision.

Intercept tested two agent personas, optimizing for an empathetic tone with "Stacey", that built trust. Agile sprints, informed by AI-powered call analysis, continuously refined the agent's effectiveness, targeting both dormant partner leads and new accounts identified by an AI model.

In just one quarter, the pilot delivered exceptional results: over 10,000 calls were made, millions in new pipeline surfaced, all at a third of the cost of traditional methods. The initiative successfully qualified and re-engaged aging leads while generating net-new opportunities.

This demonstrated that AI can credibly represent the HP brand, scale lead conversion efficiently and support channel partners in accelerating pipeline growth.

Best Use of Thought Leadership

GOLD:

Outlook and the Voice of the Buyer & Marketer Research: Six Years of B2B Thought Leadership **by INFUSE**



JUDGE'S COMMENT

"Outlook 2026 is a strong, strategically grounded thought leadership initiative that clearly demonstrates INFUSE's understanding of modern B2B buying dynamics. Anchored in original research and framed around a compelling "trust gap" narrative, the work effectively positions INFUSE as a credible authority on buyer confidence, AI-enabled discovery and GTM execution."

Koley Corte, *Senior Vice President & Chief Marketing Officer*, **Metlife**

INFUSE's Outlook 2026 report addressed a critical industry challenge identified through analysis of more than 2,300 B2B go-to-market leaders: a widening "Trust Gap" in which increased access to information has not translated into greater buyer confidence.

Despite rising content consumption, decision-makers continue to struggle with trust in what they consume, while static research reports risk being lost in an increasingly saturated landscape. At the same time, competing industry studies typically lack depth of data and practical application, limiting their usefulness for revenue teams.

To address this, INFUSE set out to transform Outlook from a static thought leadership report into an interactive enablement platform. The strategy centred on translating proprietary Voice of the Buyer and Voice of the Marketer research into actionable frameworks, while introducing tools that would enable real-time application of insights.

A dual-audience model ensured external thought leadership and internal enablement were aligned, allowing the same research to inform both market positioning and client delivery. The 2026 edition introduced three structured frameworks under a "Trust Architecture" model, focused on discoverability, buyer-led go-to-market strategy and AI implementation.

These were supported by interactive elements including an AI-powered chatbot with LinkedIn personalisation and diagnostic assessments that generated tailored implementation roadmaps. The content was delivered through a modular 116-page digital hub, supported by organic, paid and earned media across LinkedIn, email and industry partnerships.

In the first 30 days following launch, Outlook 2026 recorded 14,156 page views and engaged 779 accounts. Purchase-stage accounts increased 12.8x, while cost per lead declined by nearly 50%, indicating strong commercial and engagement impact from the framework-led content.

The results demonstrate how combining proprietary research with interactive enablement tools can extend the impact of thought leadership beyond awareness, translating insight into measurable engagement and commercial intent.

Best Use of Thought Leadership

SILVER:

Envu–USGS Soil Carbon Study **by HLK for Envu**

Envu faced a critical challenge following a peer-reviewed study showing that invasive annual grasses accelerate deep-soil carbon loss across western US rangelands, with findings indicating 42-49% soil carbon depletion.

The research needed to be translated from an academic publication into actionable insight for ranchers, policymakers and sustainability stakeholders, while maintaining scientific credibility and avoiding commercial overstatement.

HLK developed a thought leadership campaign positioning Envu as a science-led partner in rangeland stewardship. The strategy treated the study's publication as a timely media moment, aligning its release with key industry opportunities to maximise visibility and avoid competing news cycles.

Objectives focused on translating complex findings, extending their reach beyond academia, and establishing long-term authority in rangeland carbon and wildfire resilience.

A multichannel content ecosystem supported execution, including embargoed media outreach, trade press engagement, LinkedIn thought leadership, a Springer Nature "Behind the Paper" feature and podcast placements.

Messaging centred on the instability of rangeland soil carbon and the importance of proactive land management, structured around three narrative pillars designed to simplify complex scientific data for applied audiences.

Within 30 days, the campaign generated 511 media placements and a potential reach of 158.4 million. The study also achieved over 7,100 article accesses, multiple citations, and sustained trade media engagement, reinforcing Envu's position as a credible authority in rangeland stewardship and climate resilience.

BRONZE:

Fintech Insights by **FIS & Marketbridge**

FIS, a global financial technology leader, needed to make its new brand positioning, "Bringing the World's Money into Harmony," unmissable to C-suite decision-makers across eight global markets.

The core challenge was to build foundational brand equity and shift perceptions at the market's highest level amid intense competition and noise. Marketbridge developed a strategy to make FIS unavoidable by embedding executive thought leadership in the world's most trusted business media.

Objectives included engineering significant brand lift, especially in trust, driving engagement with FIS executive voices on innovation and AI, and establishing FIS as the go-to financial tech brand for senior leaders. This aimed to leverage premium editorial environments where C-suite audiences seek insights.

FIS, in partnership with Marketbridge, avoided product-heavy content, instead leading with twelve original and executive-authored articles on finance's future.

These were placed across seven premium publishers and platforms including LinkedIn, AdDaptive, Bloomberg, WSJ, FT, The Economist and Forbes.

Assets were carefully sequenced with digital video, programmatic placements and sponsored content driving to a dedicated landing page, maximizing reach and reinforcing messaging.

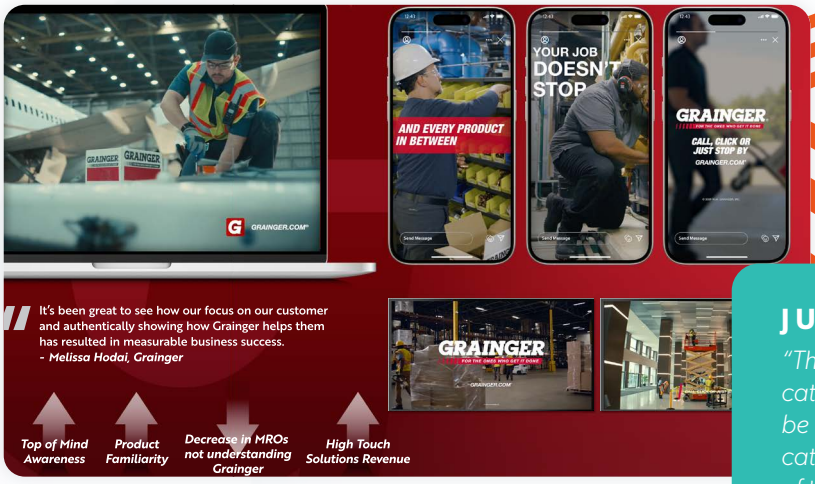
The campaign delivered great results: a LinkedIn Kantar study confirmed major brand lift for FIS: awareness up 13.5%, consideration up 12.9% and trust up 16.4%.

AI and Digital Transformation content achieved a 1.17% click-through rate, four times higher than the benchmark. This demonstrated the power of trusted thought leadership in driving brand perception and engagement.

Best Brand Initiative

GOLD:

The Ones **by Dentsu Creative for Grainger**



JUDGE'S COMMENT

"This was a strong showing. The competition in this category was extremely high. The applicants should be very proud that they have been selected for the category and are being measured against the best of the best. Dentsu Creative worked with Grainger to tell the story of why they mattered through the eyes of their MRO target buyers. The inter-connection between differing elements of this brand story was extremely strong."

Conor Coughlan, *CMO and GTM Advisor*

Grainger, a century-old leader in Maintenance, Repair and Operations (MRO) supply, partnered with Dentsu Creative to address a growing business challenge. As mass retailers and digital-first competitors entered the category, Grainger's specialist expertise was becoming less distinct.

While awareness remained high, research revealed that many buyers recognized the Grainger name but lacked understanding of its products, services and unique value, limiting consideration and future growth.

Dentsu Creative developed "The Ones," a brand platform designed to move beyond product claims and demonstrate Grainger's value through authentic, human-centered storytelling. The strategy was informed by 48 in-depth interviews with customers and sales teams.

It uncovered a key insight: MRO professionals see themselves as the people responsible for keeping operations running, preventing failures and solving critical problems under pressure. They wanted a partner that truly understood their world.

The campaign brought this insight to life through a series of stories featuring individual MRO professionals facing high-stakes challenges. Each execution showed how Grainger's expertise, extensive product range and rapid delivery help solve problems and minimize downtime.

By focusing on real operational scenarios, the campaign educated buyers about Grainger's capabilities while creating a stronger emotional connection with the brand. The integrated campaign combined national TV, CTV, streaming audio, programmatic video and display, and paid social.

Broad-reach media built awareness and familiarity, while targeted placements delivered industry-specific relevance. Continuous testing and optimization ensured creative and messaging remained effective throughout the campaign.

The partnership delivered strong business and brand outcomes. "The Ones" generated double-digit lifts in awareness, familiarity and product understanding, helping close critical perception gaps among MRO buyers.

The campaign also contributed to significant revenue growth in Grainger's $13.7 billion High Touch Solutions business, reinforcing Grainger's market leadership and demonstrating the power of combining strategic insight, creative storytelling, and integrated media execution.

Best Brand Initiative

SILVER:

Love The Solve **by Park & Battery for Acxiom**

Acxiom, a foundational data powerhouse, was perceived as a powerful but invisible back-end implementer, limiting its strategic value despite its centrality to Omnicom's structure. It needed to transform from a legacy data vendor into a dynamic and strategic leader, relevant to C-suite decision-makers in an AI-powered marketing future.

Park & Battery spearheaded Acxiom's brand transformation with the rallying cry "Love the Solve." The strategy aimed to reframe perceptions from "data provider" to "full-stack strategic partner," increasing visibility, improving competitive share of voice and driving qualified pipeline.

The core insight highlighted Acxiom's unique dedication to solving complex challenges with grit and humanity. The rebrand introduced a bold visual identity, featuring dynamic "light trails" and an electric magenta palette, reflecting energy and intelligent illumination.

New persona-driven experiences were created for key global events like CES, Cannes Lions and Adweek's Future of Brand Summit. A multichannel platform integrated thought leadership, digital display, LinkedIn, PR and sales enablement, connecting brand storytelling with product proof.

The rebrand and subsequent campaigns delivered record-breaking engagement and media amplification. This transformation proved that combining data and creativity is a powerful competitive weapon.

It successfully elevated Acxiom from a back-end player to a strategic leader, while significantly boosting its relevance and visibility among critical enterprise audiences.

BRONZE:

Building a Hero-Grade Brand for CentralSquare **by MBLM for CentralSquare**

CentralSquare, a leading public sector software provider, faced a brand identity challenge. Having grown through multiple acquisitions, its brand no longer reflected its scale, leadership position or breadth of offerings.

Internally, employees sought greater unity and purpose. Externally, the brand needed to resonate with diverse audiences including city managers, IT directors and frontline responders, while building trust and demonstrating leadership.

MBLM conducted quantitative research and customer interviews, revealing a need for CentralSquare to project greater confidence and leadership. This led to the development of "Hero-Grade," a brand strategy celebrating both public servants and the CentralSquare technology that supports them.

The strategy aimed to unify internal teams, differentiate CentralSquare in a complex market and balance product excellence with purpose. MBLM brought the concept to life through a bold brand voice, refreshed messaging and a visual identity featuring a strong wordmark, an orange-and-black palette and photography of real public servants.

The rebrand launched with a redesigned, audience-centric website and updated materials across digital and physical channels.

The results were significant: marketing-sourced bookings surging by 85%, employee pride and alignment improved, and stronger positioning reinforced customer trust. CentralSquare emerged as a more confident and forward-thinking leader in public sector technology.

Best Demand or Lead Generation Program

GOLD:

Innovation Sessions
by Civic for Verizon Business Group



JUDGE'S COMMENT

"The Verizon Business Innovation Sessions are a highly disciplined and well-executed approach to experiential marketing. Strong strategic partnerships underpinned the program, driving meaningful co-investment and active participation to extend reach and value. A lockstep alignment with sales throughout ensured tight integration from engagement through to conversion, reinforcing commercial outcomes."

Basia Borysewicz, *Fractional CMO and Board Member*

Verizon Business Group's Innovation Sessions program was designed to convert immersive technology demonstrations into qualified enterprise pipeline. The core challenge was that while buyers are inspired by innovation, they ultimately invest in certainty.

Traditional event formats often failed to translate high-impact demonstrations into clear, business-relevant value, leaving a credibility gap between experience and purchase intent. To address this, the program introduced a structured two-part format combining live technology showcases with industry-specific breakout sessions.

This ensured that every demonstration was immediately translated into relevant use cases for enterprise, public sector and SMB audiences. The approach positioned Verizon Business Group as the infrastructure partner enabling the AI economy, rather than simply a connectivity provider.

Across four US markets and Paris, the program engaged 896 registrants and 404 attendees, generating 566 demo interactions. Strategic targeting and account-based invitations ensured audience quality, while post-event sales integration converted engagement into action.

Breakout sessions led by subject matter experts reinforced relevance by mapping each capability to specific industry challenges in sectors including healthcare, manufacturing, logistics and public services.

The program was tightly integrated with sales systems, with demo engagement tracked and passed into CRM for immediate follow-up. As a result, 56% of attendees requested direct sales engagement. Within 30 days, $38 million in new wireline pipeline was identified, with $20 million closed and won within 90 days.

International expansion in Paris delivered $1.8 million in pipeline and 22 active leads across eight multinational accounts. These results were achieved while reducing budget YoY, demonstrating improved efficiency alongside revenue performance.

Innovation Sessions established experiential marketing as a measurable revenue engine, converting live demonstrations into validated pipeline and closed business across multiple markets.

Best Demand or Lead Generation Program

SILVER:

Money in Harmony **by Sid Lee for FIS**

FIS powers the infrastructure behind 95% of global banks and processes $40 trillion annually, yet its biggest challenge was visibility. Because financial systems are most effective when they operate seamlessly, FIS had become largely invisible to the business leaders it serves.

In a fintech market crowded with similar claims and messaging, FIS needed a distinctive position. Research revealed that finance leaders had normalized the friction caused by disconnected systems: manual workarounds, security risks, approval delays and poor visibility. They accepted them as unavoidable rather than costly barriers to growth.

Rather than focusing on product features, the strategy highlighted the hidden cost of inaction. The campaign positioned FIS as the company that brings harmony to the money lifecycle.

"Money in Harmony" launched with three films depicting exaggerated workplace worlds where financial dysfunction was treated as normal. Security threats wandered offices unchecked, transactions required absurd effort, and accounting resembled games of chance.

Through dry humor and cinematic storytelling, the films transformed everyday operational frustrations into memorable, emotionally resonant experiences. The media strategy inverted the traditional B2B funnel, using brand-led creative in targeted lower-funnel placements to drive conversion.

Results were exceptional: demand generation effectiveness increased 57%, generating $26 million in annual contract value. On a $6 million media investment, the campaign delivered 700% ROI and increased brand awareness by 212% above benchmark.

BRONZE:

Those who Dream of Transformative Flight, Love E2
by Gravity Global for Embraer Commercial Aviation

In the competitive small narrowbody aircraft market, Embraer sought to differentiate the E2 by highlighting its operational efficiency and passenger experience. With airline purchasing cycles often spanning several years, maintaining visibility and relevance among key decision-makers was essential.

Gravity Global was tasked with renewing interest in Embraer's long-running Profit Hunter platform, ensuring the E2 remained prominent within a crowded air show environment.

The campaign aimed to position the E2 as a leading option for airlines by emphasizing efficiency, reliability, and passenger comfort in line with Embraer's "Accelerate Opportunity" brand platform.

The strategy focused on increasing awareness and strengthening brand recognition through a distinctive creative concept.

Flightless penguins were introduced as recurring characters, creating a contrast between their grounded nature and the capabilities of the E2. The creative highlighted key product attributes, including technology, fuel efficiency, and cabin design.

Execution included a 70-second launch film, shorter video assets, digital OOH placements, social media content, and on-site activations at the Paris Air Show, including themed aircraft wraps and merchandise. The penguin concept was also incorporated into sales enablement materials.

The campaign generated 1.44 million launch film views with an 84% completion rate, more than 2.18 million engagements, a 5.59% social engagement rate, and nearly one million digital OOH plays. The results helped sustain visibility for the E2 and extend engagement with the Profit Hunter platform.

Best ABM or BGM Program

GOLD:

Precision ABM at Scale: Reinventing Enterprise AI Engagement **by dentsu for Intel**



JUDGE'S COMMENT

"This is what best-in-class ABM looks like. Many agencies go straight to creative. This team audited the martech stack and did primary research first. The insights didn't just inform the strategy; they gave the client perspectives they couldn't have gotten on their own. The tiered account strategy was executed with real precision, and thanks to the insights, the program orchestration to move accounts through AI readiness stages shows a sophisticated understanding of how enterprise buying actually works. The metrics back it up."

Bonnie Sparkman, *US ABM/ABX Leader,* Fortinet

As AI became the defining battleground in enterprise technology, Intel faced increasing pressure from competitors that were capturing market momentum, mindshare and leadership perceptions.

Traditional demand-generation programs were fragmented, product-centric and disconnected from the complex buying groups driving enterprise AI adoption.

To strengthen its position and influence high-value enterprise decisions, Intel partnered with dentsu to launch its first enterprise-wide Account-Based Marketing (ABM) transformation: Precision ABM at Scale: All In on AI.

The strategy centered on aligning marketing and sales around a unified ABM operating model focused on the accounts with the greatest strategic and commercial value. They prioritized more than 200 target accounts across Financial Services, Manufacturing, Public Sector and Global Systems Integrators.

They also engaged over 3,000 additional enterprise organizations through a scalable 1:many program. Insights from primary research, intent data, sales intelligence, and dentsu's B2B Superpowers Index revealed that enterprises were struggling to move AI beyond pilot projects and needed trusted partners, not just technology vendors.

To address this, dentsu developed "All In on AI," a personalized engagement platform designed to position Intel as a partner in enterprise AI transformation.

The program delivered tailored experiences across 22 coordinated channels, including programmatic media, LinkedIn, content syndication, webinars, email nurture, events, sales enablement, and account-specific landing pages.

More than 223 custom assets were created, with personalization scaled across 1:1, 1:few, and 1:many ABM motions. A connected martech ecosystem, including Salesforce, Eloqua, 6sense, Adobe Analytics, and dentsu.connect, enabled real-time optimization and coordinated sales and marketing engagement.

The program increased pipeline by 54%, generated a 27% uplift in marketing-influenced revenue within four months and doubled deal velocity. Beyond immediate business impact, the initiative established a scalable global ABM model that repositioned Intel as a trusted partner in enterprise AI.

Best ABM or BGM Program

SILVER:

Dynatrace ABM Program supported **by Silver Agency**

Dynatrace faced the imperative to clearly demonstrate the value of its unified observability solutions to global enterprise brands. The critical challenge was gaining mindshare and face time with elusive executives in key accounts and driving sales win rates, as building individualized strategies for unique global brands is paramount.

Silver Agency developed Dynatrace's ABM strategy, prioritizing bespoke 1:1 content for 12 global accounts and nurturing future opportunities with 1:few. The core objective was three-fold: net new deals, incremental growth and executive engagement.

This approach used digital surround tactics and a range of assets from thought leadership to interactive experiences. Message testing against AI-generated synthetic buyers optimized creative performance.

Dynatrace, in partnership with Silver Agency, delivered a targeted multichannel campaign spanning 6sense ABM display advertising, LinkedIn, email, direct mail, and event marketing.

Personalized content hubs provided tailored resources for individual target accounts, while creative assets incorporated visualizations of relevant business units to clearly demonstrate technology value and business impact.

Campaigns were ongoing, with individual 1:1 and 1:few initiatives tailored and phased out as accounts progressed. The ABM program generated measurable business impact across targeted accounts.

Among 1:1 accounts, average deal size doubled, executive engagement increased by 150%, and sales win rates improved by 159%. Similarly, 1:few accounts achieved a 26% increase in average deal size. These results demonstrate the effectiveness of a targeted ABM strategy in driving deeper engagement and improving commercial outcomes.

BRONZE:

Money Lifecycle **by FIS & Marketbridge**

FIS, a global financial technology leader, struggled to break through a cluttered B2B fintech market dominated by jargon-heavy content. The challenge was to strengthen brand affinity and achieve standout among senior decision-makers at 53 strategic financial institutions.

FIS needed a differentiated approach to engage executives with its "Money Lifecycle" narrative in a fresh, compelling way that transcended typical white papers. In partnership with Marketbridge, they developed an ABM strategy centered on cinematic storytelling to make the money lifecycle tangible, human and memorable.

The goal was to engage all strategic accounts, create shareable executive content and position the money lifecycle as a unifying framework for financial innovation. The campaign involved producing a three-part video series using high-quality production, animation and AI-assisted design, specifically targeted at key accounts.

Each short film opened a metaphorical "door" into a distinct phase of the money lifecycle: at rest, in motion and at work. The films used cinematic live-action, stylized animation and immersive sound, featuring a single on-camera actor delivering personal monologues.

Episodes were rotated within campaigns to encourage repeat visits and deeper engagement. The "Money Lifecycle" campaign successfully engaged all targeted strategic accounts.

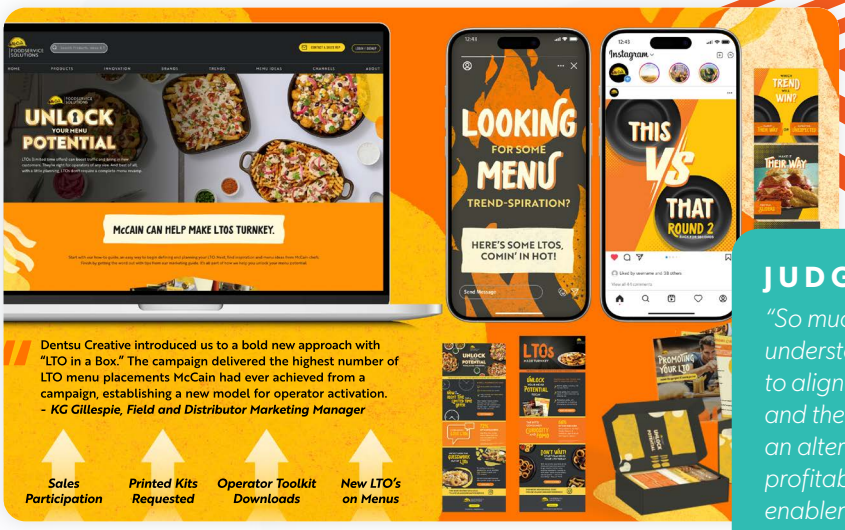
The series demonstrated that cinematic storytelling and thoughtful orchestration drive not only engagement, but also deeper brand consideration and preference among high-value decision-makers.

Qualitative feedback confirmed increased interest and positive pipeline movement, proving that educational and entertainment-driven content and creative production can yield significant business results in B2B fintech.

Best Sales Enablement Initiative

GOLD:

Unlock Your Menu Potential
by Dentsu Creative for McCain



JUDGE'S COMMENT

"So much to like in this submission. They really understood the brief that sales enablement needed to align with a very challenging supply chain issue and therefore the job for marketing was to introduce an alternative pov and shift discussions into a more profitable swim lane. Great use of a wider range of sales enablement media types. Great metrics and qualitative feedback/quotes. Nice creative. A very rounded sales enablement campaign that had to step up and deliver and did."

Graeme Stoker, Director of Global Marketing Programs, **Nutanix**

McCain Foods faced one of the most challenging operating environments in recent years. A poor potato crop constrained supply at the same time restaurant operators were struggling with shrinking margins and declining guest traffic.

Rather than allowing conversations to focus on shortages, McCain partnered with Dentsu Creative to help sales teams shift the narrative toward growth opportunities and strengthen relationships with operators during a difficult period. The strategy was built on a simple but powerful insight: "new" menu items continue to drive restaurant visits even in down markets. McCain and Dentsu Creative identified Limited Time Offers (LTOs) as a fast, low-investment way for operators to generate excitement, increase traffic, and maximize products already in their kitchens.

The goal was to reposition LTOs from an operational challenge into a practical business-growth tool while equipping sales teams with resources that made operator conversations easier and more productive.

To bring the strategy to life, Dentsu Creative created the "Unlock Your Menu Potential" platform. The campaign combined trend-driven culinary inspiration with a comprehensive sales enablement ecosystem, including selling stories, trend guides, chef-inspired recipes, operator playbooks, customizable promotional materials and a dedicated digital LTO hub.

Creative was built around four consumer-driven menu trends and featured crave-worthy photography and optimistic messaging designed to inspire action. The program was supported by McCain University training, targeted email outreach, paid social campaigns and integrated digital experiences that guided operators from inspiration to implementation.

95% of sales representatives used the program materials, and a significant number reported account wins. Most importantly, the campaign produced the highest number of LTO menu placements of any McCain initiative to date, helping operators grow traffic while establishing a new, scalable model for future operator activation.

Best Sales Enablement Initiative

SILVER:

Lenovo 360 Expert Achievers Program (LEAP) & Motivforce

Lenovo, heavily reliant on its channel partners, needed to reposition itself as an end-to-end solutions provider. The challenge was educating and incentivizing Tier 2 resellers on the comprehensive "Lenovo 360" portfolio in a highly competitive market, where they often lacked direct Lenovo support.

The program needed to drive engagement and demonstrate clear ROI to stand out. Motivforce designed the global LEAP program, tailored regionally, to educate and incentivize resellers.

The strategy focused on "Learn & Earn" (product training) and "Sell & Earn" (eligible product sales), with the objective of increasing awareness of Lenovo as an end-to-end solution provider, driving sales uplift, and generating at least five times higher revenue from participants compared to non-participants.

LEAP was delivered via a user-friendly website within the Lenovo Partner Hub, offering 24/7 access to educational modules and sales incentives tailored for North America. These included Intel Premium Rewards, a Summer Learning Challenge, gamified "Sell & Spin to Win," and a "Solutions Hub Challenge."

Motivforce managed targeted eDM communications, rewards fulfillment and help desk support to deliver a seamless, integrated participant experience. In 2025, North America LEAP participants generated an average of 18x more revenue than like-for-like non-participants on incentivized products, significantly exceeding the program target.

Total revenue from participants increased by 35% YoY. Participants who engaged in learning activities generated 28x more revenue than non-learners, highlighting the program's effectiveness in driving sales performance.

HIGHLY COMMENDED:

AutoFi Showroom Sales Deck **by Keys & Kites**

AutoFi's Showroom product, designed to optimize in-store vehicle deal processes, faced a significant sales challenge. Despite strong early adopter results, sales teams struggled to position a product that didn't fit existing dealership tech categories.

Sales conversations often started with product demonstrations before dealers understood the core problem Showroom solved, resulting in lengthy explanations and delayed value perception. Keys & Kites partnered with AutoFi to develop a structured sales narrative that reframed discussions around the Showroom deal process.

The strategy focused on helping AutoFi's sales team establish the operational realities of dealerships first, then positioning Showroom as the solution. This aligned brand strategy with the sales process, ensuring consistency across marketing and sales touchpoints.

Keys & Kites developed a sales enablement deck translating the Showroom narrative into a clear, repeatable story. This presentation began by outlining the realities of in-store vehicle purchases and guided stakeholders through the various roles involved in the deal process.

Using visual storytelling, simplified diagrams and real dealership data, the materials demonstrated Showroom's value, while integrating updated brand visuals and messaging. This enablement deck quickly became a standard tool for AutoFi's sales team.

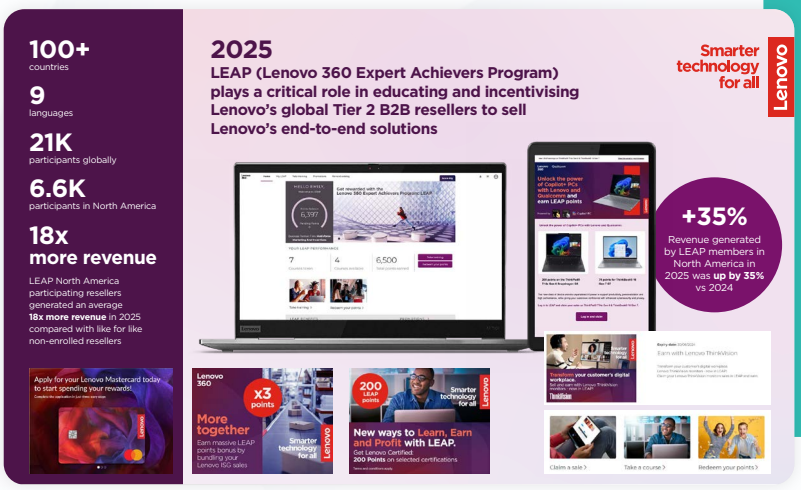
By addressing operational challenges before introducing the product, the presentation helped dealers grasp Showroom's value more quickly and reduced the need for lengthy explanations.

This initiative aligned sales conversations with AutoFi's broader brand narrative, ensuring consistent messaging and more effective dealership engagement.

Most Commercially Successful Program (Enterprise)

GOLD:

Lenovo 360 Expert Achievers Program (LEAP) & Motivforce



JUDGE'S COMMENT

"The aptly named LEAP campaign demonstrates a high level of strategic thought and is beautifully orchestrated. Exceptional tangible business results are a testament to a world-class campaign strategy and execution. This is a standout full-funnel, multichannel campaign of the highest standard, executed seamlessly while placing the reseller experience at the forefront. The reseller experience created is of the highest calibre, with significant global scale and complexity clearly evidenced throughout the campaign."

Basia Borysewicz, *Fractional CMO and Board Member*

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Most Commercially Successful Program (Enterprise)

SILVER:

Go BIG with BigQuery: Maximized Marketing Impact on a Lean Budget **by Google Cloud**

Google Cloud addressed a perception gap for BigQuery, its flagship analytics and AI platform, among enterprise data leaders. With a fractional budget compared to similar initiatives, the campaign aimed to expand reach, reshape category perceptions and accelerate qualified pipeline growth.

"Go BIG with BigQuery" repositioned the product as an autonomous, end-to-end data-to-AI platform rather than a traditional analytics tool, strengthening consideration and reinforcing its role as a strategic enterprise foundation.

Execution varied by region: North America focused on differentiation in a saturated market, EMEA on targeted executive engagement, and APAC on foundational education. Google Cloud enabled localized investment while maintaining a consistent global narrative.

The campaign combined brand and demand tactics, including bespoke creative activations such as a chess set mailer for UK Chief Data Officers, "Spark Sessions" executive interviews, and a BigQuery Hub partnership with The Register, alongside LinkedIn advertising, sponsored content and ongoing creative testing.

High-touch programs like executive MasterClasses and industry roundtables deepened engagement and advanced key accounts. The creative use of a heavily constrained budget delivered phenomenal ROI, proving that strategic, region-specific allocation can compete with massive brand media spends.

The localized, multi-channel B2B strategy successfully engaged and converted the target audience, driving phenomenal business outcomes that rivaled the impact of massive global brand campaigns.

SILVER:

Champions of Social Justice **by Park & Battery for Esquire Bank**

Esquire Bank sought to drive sustained commercial growth within the contingency-fee trial lawyer segment, focusing on expanding loan and deposit portfolios while strengthening existing client relationships.

Traditional financial services marketing failed to differentiate the bank in this niche, as messaging lacked emotional relevance and did not reflect the mission-driven identity of trial lawyers, who are often publicly misunderstood.

The "Champions of Social Justice" platform repositioned Esquire Bank as a purpose-led financial partner to trial lawyers engaged in justice-driven litigation. The campaign replaced transactional messaging with emotionally resonant storytelling, featuring documentary-style films, written attorney profiles, and a dedicated microsite.

A data-informed media strategy distributed content across LinkedIn, digital display, streaming audio, connected TV, YouTube, and native advertising, while an exclusive NASDAQ "Ex Parte" event launched a documentary and reinforced cultural credibility.

It delivered 35.2% YoY loan portfolio growth, with engagement data indicating increased interaction and a measurable correlation between campaign exposure and funded business. Senior leadership attributed improvements in retention, lifetime value, and overall positioning strength within the niche market.

It demonstrates that purpose-led B2B branding, when paired with data-driven media execution, can directly contribute to sustained financial performance and accelerated client conversion cycles over time.

Best Growth Marketing Program

GOLD:

Driving Measurable Growth Through Multichannel Marketing **by Causal for WEX**



JUDGE'S COMMENT

"This is a strong example of growth marketing executed as a long-term commercial system rather than a short-term campaign. WEX and Causal demonstrate how disciplined experimentation, advanced measurement and multichannel integration can unlock sustainable revenue growth and higher lifetime value. The strength of this entry lies in its strategic clarity, data rigor and demonstrable business impact over time."

Atul Mathews, *Marketing Head, North America,* **Temenos**

WEX's growth was primarily driven by efficient partner-led acquisition programs, which delivered short-term volume but yielded lower Lifetime Value (LTV) for WEX-branded accounts. The WEX brand, being relatively unknown as a standalone solution, faced a "profitability ceiling."

Marketing was historically performance-led, leading to structural underinvestment in the WEX brand, despite WEX-branded accounts generating the highest margins. The core challenge was to pivot from a partner-dependent acquisition model to a full-funnel growth engine.

Developing a marketing system capable of both immediate conversion and sustained lifetime value expansion required repositioning WEX from a behind-the-scenes payments provider into a recognized category-leading brand. It was important to show that they could own the customer relationship from first touch through to long-term retention and expansion.

To achieve this, WEX implemented a balanced growth strategy that preserved near-term sales activation while systematically building brand equity.

A key component was a structured industry testing framework using SIC-code-based audience segmentation, enabling WEX to isolate performance across verticals and progressively expand into additional skilled trade segments as insights emerged.

This approach allowed for more precise demand targeting and scalable learning across industries. From 2024 to 2026, in partnership with Causal, WEX executed a significant transformation of its media and measurement infrastructure. Investment increased materially in 2024, with expansion across Display, Video, Audio and CTV, alongside diversification of DSP usage.

Order ID tracking was introduced to directly connect media exposure to downstream applications, improving attribution clarity. Creative strategy evolved from tactical performance messaging to a true full-funnel approach combining product benefits with increasingly brand-led storytelling.

The results were substantial. WEX exceeded its 2025 revenue targets, and by January 2026 surpassed earnings expectations by 12%. Long-term marketing effects reached 61.6% in 2025, exceeding the 60% threshold for the first time.

Marketing became the primary driver of in-year revenue growth, contributing 50% of incremental sales, establishing a durable and scalable growth model anchored in both brand and performance.

Best Growth Marketing Program

SILVER:

Those who Dream of Transformative Flight, Love E2
by Gravity Global for Embraer Commercial Aviation

In the competitive small narrowbody aircraft market, Embraer sought to differentiate the E2 by highlighting its operational efficiency and passenger experience. With airline purchasing cycles often spanning several years, maintaining visibility and relevance among key decision-makers was essential.

Gravity Global was tasked with renewing interest in Embraer's long-running Profit Hunter platform, ensuring the E2 remained prominent within a crowded air show environment.

The campaign aimed to position the E2 as a leading option for airlines by emphasizing efficiency, reliability, and passenger comfort in line with Embraer's "Accelerate Opportunity" brand platform.

The strategy focused on increasing awareness and strengthening brand recognition through a distinctive creative concept. Flightless penguins were introduced as recurring characters, creating a contrast between their grounded nature and the capabilities of the E2. The creative highlighted key product attributes, including technology, fuel efficiency, and cabin design.

Execution included a 70-second launch film, shorter video assets, digital OOH placements, social media content, and on-site activations at the Paris Air Show, including themed aircraft wraps and merchandise. The penguin concept was also incorporated into sales enablement materials.

The campaign generated 1.44 million launch film views with an 84% completion rate, more than 2.18 million engagements, a 5.59% social engagement rate, and nearly one million digital OOH plays. The results helped sustain visibility for the E2 and extend engagement with the Profit Hunter platform.

Best Data-Driven Strategy

GOLD:

From Calls to Closed Revenue: Building a True Closed-Loop B2B Growth Engine **by Marcel Digital for LightMart**



JUDGE'S COMMENT

"Solid approach and a perfect use case on how to leverage business data to improve the marketing impact and measurement. A simple, yet effective approach. Nice job!"

Ricardo Rocha, *Global Head of Marketing,* **Noesis**

Lightmart, a national B2B lighting supplier, hit a growth ceiling. While paid media and SEO drove significant traffic and call volume, the majority of high-value revenue closed offline through phone-based quote orders. Critically, attribution stopped at the call, creating a blind spot for most revenue-driving activity.

Paid media budgets increased without proportional revenue scaling, as optimization relied on proxy metrics like call volume rather than confirmed revenue and call quality. Lightmart urgently needed to connect marketing efforts to call quality, closed revenue from quotes, and keyword-level profitability to unlock scalable growth.

Marcel Digital developed a closed-loop data strategy to connect marketing activity directly to booked revenue. The primary objective was to drive sustainable YoY revenue growth by increasing high-quality, revenue-generating phone calls.

Key strategic pillars included optimizing for call quality (not just quantity), linking offline revenue back to campaign and keyword levels, enabling value-based bidding using real revenue data, and improving budget allocation efficiency across paid search and SEO.

This involved manually reviewing and categorizing every inbound call (MQLs, purchases, etc.) and feeding these quality signals back into Google Ads.Marcel Digital built a robust data infrastructure connecting Google Ads, CallRail, NetSuite, and BigQuery, enabling granular revenue attribution.

Offline revenue data, combined with MQL classifications from CallRail, was imported into Google Ads to facilitate value-based bidding strategies, particularly within Performance Max. Creative messaging for paid campaigns emphasized "Direct Ship. No Middleman.

No Tariffs – Big Savings," which outperformed legacy product-led copy. The organic strategy evolved to include Answer Engine Optimization (AEO) and AI Optimization (AIO), proactively creating persona-driven content aligned with procurement challenges and high-intent project needs to secure visibility in AI-driven results.

The transformed strategy yielded significant results in 2025: overall revenue increased by 12%, with phone-driven revenue notably rising by 11.4%. Despite a decrease in total call volume, the average phone order value increased by 31%, confirming improved lead quality and revenue impact per interaction.

Lightmart also saw substantial organic gains, increasing keywords ranking #1 by 53% YoY to 289, and appearing in 179 AI overview results. This demonstrates how advanced data integration and strategic optimization unlocked measurable B2B growth and positioned Lightmart for leadership in the next generation of search.

Best Data-Driven Strategy

SILVER:

Driving Measurable Growth Through Multichannel Marketing **by Causal for WEX**

WEX's growth had historically been driven by partner-led acquisition programs that delivered strong short-term volume but lower Lifetime Value (LTV). While effective for scale, this approach limited profitability, as WEX-branded customers generated the highest margins yet received comparatively little marketing investment.

The business faced a profitability ceiling created by an overreliance on performance marketing and limited brand development. The challenge was to transform WEX from a partner-dependent acquisition model into a full-funnel growth engine that could drive both immediate demand and long-term value.

The objective was to build direct customer relationships from first touch, strengthen brand recognition, and create a more sustainable path to growth. Working with Causal between 2024 and 2026, WEX implemented a strategy that balanced sales activation with brand building.

A structured SIC-code audience testing framework identified the highest-performing verticals and uncovered new growth opportunities in skilled trades.

Media investment expanded across Display, Video, Audio, CTV, YouTube and GSTV, while Order ID tracking connected media exposure directly to applications, improving measurement and optimization.

The program delivered significant business impact. WEX exceeded its 2025 revenue targets and beat earnings expectations by 12% in January 2026. Marketing became the largest driver of in-year revenue growth, generating 50% of incremental sales and establishing a scalable and long-term growth model.

Best Scale B2B Program

GOLD:

Lenovo 360 Expert Achievers Program (LEAP) & Motivforce



JUDGE'S COMMENT

"An exceptional example of scale, consistency, and commercial impact in B2B channel marketing. The Lenovo 360 Expert Achievers Program demonstrates how a unified, globally scalable framework can transform reseller behavior at scale. With strong local relevance layered onto a consistent global backbone, LEAP stands out as a best-in-class program that aligns education, incentives, and measurable business growth across a vast partner ecosystem."

Samir Bagga, *CMO*, L&T Technology Services

Lenovo, heavily dependent on its B2B channel for 90% of sales, faced a significant challenge: repositioning itself as an end-to-end solutions provider. Historically fragmented, the shift to a unified "Lenovo 360" offering required educating Tier 2 resellers, who often lacked direct Lenovo account managers on the entire portfolio.

This was crucial in a competitive market where other vendors actively pushed similar content and resellers prioritized ease of access, compelling incentives and worthwhile rewards to drive engagement and ROI.

Motivforce created and managed the Lenovo 360 Expert Achievers Program (LEAP) as the primary mechanism to educate and incentivize resellers globally, ensuring local relevance. The strategy aimed to drive awareness of Lenovo as an end-to-end solution provider, ultimately boosting sales and revenue.

LEAP was structured around two core components: " Learn & Earn," rewarding participants for completing product training and certifications, and "Sell & Earn," incentivizing sales of eligible products.

The program's overall goals included educating resellers on the Lenovo 360 portfolio, maintaining global consistency with regional tailoring, and generating at least five times more revenue from participants than non-participating firms.

LEAP was delivered via a bespoke, user-friendly website within the Lenovo Partner Hub, featuring a regionalized version for North America with tailored content and incentives.

These included the Intel Premium Rewards incentive, the Summer Learning Challenge for infrastructure solutions, and the gamified "Lenovo 360 Sell & Spin to Win" for product sales. Motivforce also implemented a "Solutions Hub Challenge" rewarding proposals.

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In 2025, the North America LEAP program delivered exceptional results for Lenovo. Participating reseller firms generated an average of 18X more revenue than like-for-like non-participants on incentivized products across all Lenovo 360 business divisions, significantly exceeding the target.

North America participant revenue increased by 35% YoY, reflecting strong overall program growth. Participants who engaged in training programs generated 28x more revenue than those who did not. This demonstrates the effectiveness of "Learn & Earn" in driving sales performance and reinforces LEAP's role within Lenovo's channel strategy.

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Best Channel or Ecosystem Partner Program

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JUDGE'S COMMENT

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Best Channel or Ecosystem Partner Program

SILVER:

Samsung Summit
by Blueprint Partners for Samsung

Samsung needed to enhance its US reseller network's product knowledge and engagement. With a vast array of products, the challenge was to move beyond traditional, one-way training, which often lacked sustained engagement, to a more strategic and data-driven digital experience that truly incentivized learning and improved partner capability.

Blueprint Partners developed Samsung Summit, a partner training and incentive program aligned with Samsung's "Ascend" PRM portal, embracing a "mountain" theme. The strategy transformed training into an engagement-led journey, where partners "climbed higher" by completing tailored modules to unlock instant-win reward codes.

This approach directly tied education to exciting incentives, aiming to accelerate training completion and increase partner-led pipeline, featuring creative on-brand visuals.

The program was developed and launched in just three months, engaging with training "routes" of varying difficulty, earning codes redeemable on "The Mountain," a custom-built digital platform offering prizes like Amazon gift cards.

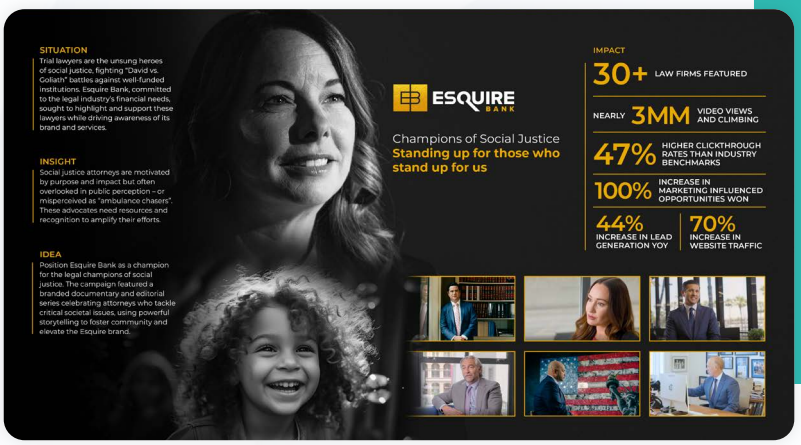
Ongoing email communications informed partners about new incentives, and annual feedback surveys shaped program improvements. Samsung Summit delivered impressive results with over one hundred partners participating and more than 700 codes issued annually, with a 76% redemption rate.

Between H2 2024 and H2 2025, training completion increased by 93%, with email open rates up 19% and partner feedback was really positive. The program proved that an incentive-driven, creatively branded digital platform meaningfully elevates partner capability, motivation and ultimately sales performance.

Best Agency-Client Collaboration

GOLD:

Champions of Social Justice:
Park & Battery + Esquire Bank



JUDGE'S COMMENT

"This is an exceptional example of true agency-client collaboration, where both parties operate as a unified growth engine rather than separate entities. The long-term commitment to a single, differentiated platform, combined with disciplined execution and continuous optimization, sets this entry apart. The integration of brand storytelling with sophisticated martech and demand generation is particularly strong, resulting in clear, measurable business impact."

Atul Mathews, *Marketing Head, North America,* **Temenos**

Esquire Bank sought to accelerate growth within the specialized market of contingency-fee plaintiff law firms by increasing share of wallet among existing clients, acquiring new relationships and expanding its loan and deposit portfolios.

Operating in a competitive, relationship-driven category, the bank recognized that traditional financial-services marketing offered limited differentiation and relied heavily on referrals for growth. Research revealed an opportunity to strengthen relevance by aligning Esquire's brand with the professional purpose of plaintiff attorneys.

To address this, the "Champions of Social Justice" platform repositioned Esquire Bank from a transactional financial provider to a partner that understood and supported the work of attorneys pursuing legal accountability and consumer protection.

The strategy focused on building awareness, generating marketing-sourced leads, increasing engagement, strengthening client loyalty and creating a distinctive brand position within the legal sector. Rather than prioritizing broad reach, investment was concentrated on high-value audience engagement and relationship development.

Execution centered on authentic storytelling. Documentary-style video, editorial content, and a dedicated microsite highlighted real attorneys and the impact of their work.

These assets were amplified through a data-driven omnichannel campaign and AI-powered email marketing, with audience targeting and optimization guided by market insights and proprietary attribution modeling.

The platform culminated with "Ex Parte," an exclusive NASDAQ event that honored leading trial attorneys and premiered a feature documentary, extending the campaign beyond traditional financial marketing into a high-profile industry engagement initiative.

The campaign delivered significant business results. In 2025, Esquire Bank achieved 35.2% YoY growth in its loan portfolio and sustained approximately 30% annual growth across consecutive years.

According to bank leadership, the platform contributed to stronger client retention, increased client lifetime value and expanded lending relationships.

Esquire's loan portfolio growth exceeded five times the industry average while maintaining a net interest margin nearly twice the sector benchmark, demonstrating the commercial impact of purpose-led B2B brand strategy.

Best Agency-Client Collaboration

SILVER:

TrueVoice + Humana: A Partnership for Growth

Following its exit from the commercial medical market, Humana faced the strategic challenge of offsetting revenue loss by accelerating growth within its Group Benefits division.

The business operated in a highly competitive category characterized by limited brand awareness, internal misalignment across commercial functions, and legacy systems that constrained scalable growth.

To address these challenges, Humana partnered with TrueVoice to deliver an end-to-end marketing and growth transformation. The objective was to align marketing, sales, data, and leadership around shared commercial outcomes while increasing marketing's contribution to measurable revenue growth.

The program implemented an integrated growth model combining proprietary audience data, advanced analytics, and a structured test-and-learn approach to improve targeting, strengthen demand generation, and support continuous optimization.

Rather than relying on isolated campaigns, activity was managed as an ongoing system of measurement, learning, and refinement, with insights continuously informing strategy and execution. Targeted growth initiatives were deployed across key priorities, including broker recruitment, employer awareness, and provider network expansion.

This approach enabled decisions to be guided by performance data rather than fixed planning cycles. As a result, Humana achieved a 6.2% increase in book of business, a 578% increase in qualified lead volume, and a 92% reduction in cost per lead.

Enhanced measurement and attribution capabilities also improved visibility into the relationship between marketing investment and commercial performance, supporting more effective decision-making across the business.

BRONZE:

From Hidden Gem to National Growth Engine: The **Express 4X4 Truck Rental** and **Magnetude Consulting** Partnership

Express 4X4 Truck Rental had built a strong operational reputation but lacked a formal marketing infrastructure, relying primarily on trade shows and sales relationships. This limited its ability to generate awareness and demand at a national scale, despite significant growth opportunities.

To support fleet expansion and broader market penetration, Express 4X4 partnered with Magnetude Consulting to establish a scalable marketing function. Acting as an outsourced marketing team, Magnetude developed a comprehensive go-to-market strategy aligned with the company's growth objectives.

The approach focused on building a structured demand generation program supported by improved brand visibility, increased lead acquisition, and performance measurement tied directly to business outcomes. Marketing activity was guided by sales insights and continuously refined through data and performance feedback.

An integrated mix of programs was deployed to reach high-value industry segments and support expansion beyond the company's traditional regional footprint. As the business grew, Magnetude continued to work alongside Express 4X4's internal marketing leadership to maintain alignment and optimize performance.

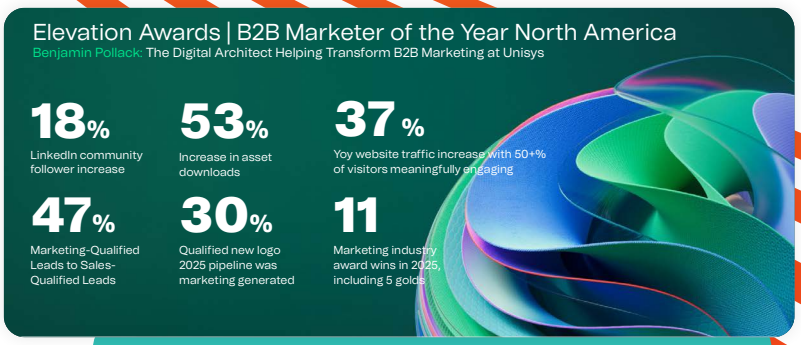
The partnership delivered measurable results. Express 4X4 achieved a 15-fold increase in record monthly lead volume, converting previously inconsistent demand into a more predictable pipeline. Paid media became a significant source of inbound inquiries, while increased market visibility supported continued geographic expansion and future fleet growth.

The results demonstrate the impact of establishing a structured, data-driven marketing function to support long-term business growth.

B2B Marketer of the Year 2026 (North America)



Benjamin Pollack, *Vice President of Digital Marketing*, **Unisys**



JUDGE'S COMMENT

"Ben Pollack is a worthy winner of B2B Marketer of the Year North America. His leadership has delivered impressive commercial results demonstrating how a CMO can be a true partner to the business, driving both effectiveness and efficiency through empowering talent, enabling tech and challenging the norms. We can all learn from Ben!"

Shane Redding, *Head Judge, and Strategy and Evolution Expert*, Propolis

Benjamin Pollack, Vice President of Digital Marketing, Unisys, has designed an in-depth transformation within the company's marketing operations. Unisys's B2B marketing previously focused on volume, leading to inefficient spend and fragmented customer data across disparate platforms.

This created a "volume over value" problem, with marketing efforts often filling the top of the funnel with unqualified leads. Ben's strategic vision was to pivot Unisys towards engineering "better" outcomes by moving from this manual and fragmented state to an automated, unified one.

The core of his strategy was to build a Customer Data Platform (CDP), a centralized system designed to ingest, harmonize and activate Unisys's data in real-time. This ambitious undertaking, pursued when only about 30% of B2B marketers had deployed a CDP, positioned Unisys ahead of the market, enabling a new approach to marketing using AI.

Under Ben's leadership, his digital marketing team grew 42% on a flat budget through strategic talent optimization. He spearheaded AI-driven efficiency initiatives, such as onboarding copy.ai, which over 50% of the broader marketing team now uses daily.

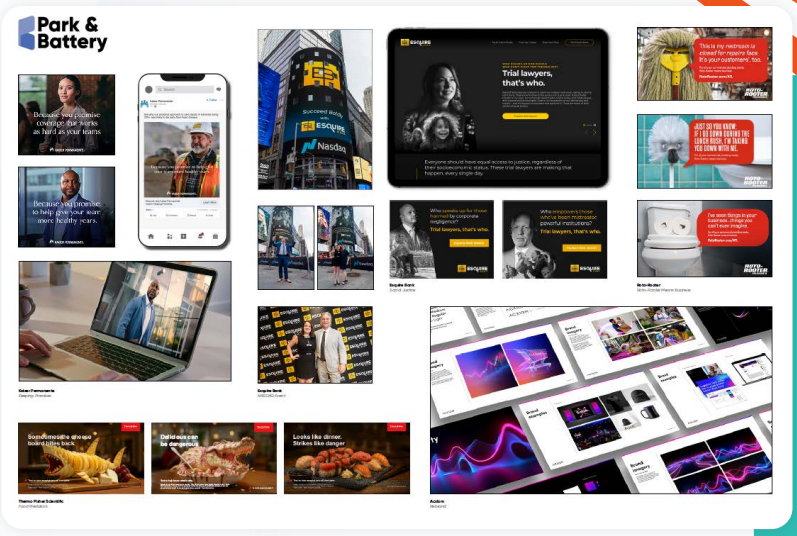
The CDP implementation fundamentally re-architected data infrastructure, overhauling ad targeting, refining content strategy and ensuring targeted spend. Ben also worked directly with sales teams, personally refining pitch decks, and even led initiatives to modernize Unisys's Bangalore facility, demonstrating his holistic approach to client experience.

His meticulous approach led to a 51% increase in MQLs, with 47% converting to sales-qualified leads, more than three times the industry average. Marketing generated 30% of the company's qualified new-logo pipeline in 2025 and influenced eight-figure total contract value wins.

This transformation proves that shifting from volume to value through strategic data infrastructure and innovative leadership drives dramatically better business results.

B2B Marketing Agency of the Year (North America)

GOLD:
Park & Battery



JUDGE'S COMMENT

"Submitted the most complete entry in this category: strong across every criterion and exceptional in several. Client outcomes were broad, commercially specific and delivered across genuinely diverse sectors. The creative output consistently disrupted category conventions. The recognition at Cannes as the first B2B specialist agency shortlisted in its own category was a meaningful signal of creative standing. The proprietary AI infrastructure is coherent and used across client work. Strong revenue growth in a contracting market and 90% staff retention complete a stand-out submission."

Petra Adshead, *Independent Consultant*

Park & Battery has built its reputation on pairing bold strategic thinking with disciplined execution, consistently delivering breakthrough creative work and measurable business growth. The agency has distinguished itself by bringing fresh, emotionally resonant storytelling to sectors where B2B marketing is often expected to be purely functional.

In 2025, Park & Battery launched Kaiser Permanente's first B2B brand campaign, rebranded Acxiom through the vibrant "Love the Solve" platform, and created Esquire Bank's "Champions of Social Justice" campaign, transforming the NASDAQ into a powerful symbol of the organization's mission.

The agency also made invisible food allergens visible for Thermo Fisher Scientific's "Dangerous Foods" campaign and earned a Cannes Lions Creative B2B shortlist for Roto-Rooter by injecting personality into an unlikely subject: plumbing fixtures.

Innovation is central to the agency's approach. In 2025, Park & Battery introduced W.O.P.R. (What-If Optimization & Prediction), a proprietary AI-powered decision intelligence platform that simulates campaign performance and optimises creative and messaging in near real time.

Its AI-driven Synthetic Personas further strengthen planning by enabling teams to test customer journeys and messaging before launch. Together, these tools have improved operational efficiency by more than 30% while accelerating strategic decision-making and campaign performance.

The agency's growth is sustained by a deeply collaborative model, operating as an extension of client leadership teams to align marketing activity with commercial objectives. The results have been significant. In 2025, clients achieved a collective 174% increase in brand interest and consideration and an average 7:1 return on ad spend.

Standout outcomes included 12.4% commercial growth for Roto-Rooter, a near doubling of top-of-mind awareness for Kaiser Permanente, 113% YoY growth in marketing-influenced revenue for Acxiom, and 35.2% loan portfolio growth for Esquire Bank.

Park & Battery increased billings by 27% in 2025, expanded internationally into Mexico City, and consistently ranks among the fastest-growing agencies. The agency earned three Agency of the Year designations in 2025, over 20 creative awards, and achieved B Corp certification, cementing its status as a resilient and high-performing partner.

B2B Marketing Agency of the Year (North America)

SILVER:

Stein

In 2025, Stein sharpened its identity with a rebrand from Stein IAS, reflecting a renewed mission to build the world's most demanded B2B brands. Backed by new leadership, including Global CEO Kate MacNevin and Co-Chief Creative Officers Arturo Aranda and Darren Moran, the agency strengthened its position at the intersection of strategic B2B expertise and standout creativity.

The year delivered strong commercial momentum, with 27 new client wins including JLL, EY, Canon, DoorDash Ads and S&P Global. Billings increased by 13%, new business revenue reached $7 million, and the agency recorded five Agency of the Year awards while being named the world's #1 B2B agency by The Drum.

Stein's work generated measurable business impact across sectors. WCG Clinical's "Knowing Changes Everything" platform helped secure eight multi-million-dollar deals.

Mack Trucks' experiential "Mack Hotel" campaign contributed to a 28% YoY market share increase, while WNS's "Outsmart the Future" repositioning supported a year of significant business growth that culminated in its $3.3 billion acquisition by Capgemini.

Innovation remains central to the agency's proposition through its Brand-to-Demand Experience (BDX™) model, Origin audience intelligence platform and Experience Engine AI.

Stein's greatest strength is its ability to connect brand building, demand generation and creativity into a single growth engine that delivers measurable commercial outcomes for complex B2B organizations.

BRONZE:

Transmission

Transmission has established itself as one of the world's largest independently owned B2B agencies by combining data, creativity and technology into a unified growth model. In 2025, while many agency groups focused on consolidation, Transmission invested in its proprietary Connected Performance Engine.

This integrated system connects AI-powered analytics, audience intelligence, creative, content, media and sales within a single performance framework. The agency strengthened its capabilities through the acquisition of Earnest, adding award-winning creative expertise to its global offering.

Commercially, the business delivered 11.2% revenue growth, achieved near-total client retention and expanded relationships with major clients including Iron Mountain, Qlik, Qualcomm and PagerDuty.

Its work demonstrated both creative ambition and commercial effectiveness.

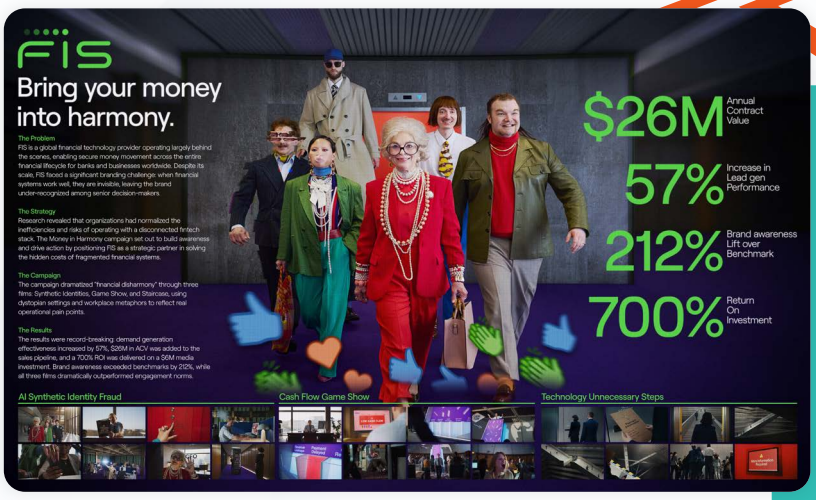
Qualcomm's "Performance Unplugged" transformed technical product messaging into a powerful challenger-brand platform, while Qlik's "Do Data Differently" repositioned the business with a unified market narrative that strengthened both perception and performance.

Innovation remains central to the agency's proposition. Supported by a dedicated AI team, Transmission has embedded AI throughout its Connected Performance Engine, combining advanced automation and analytics with human oversight to improve decision-making and drive measurable business outcomes.

Transmission's performance earned widespread recognition in 2025, with 21 awards, including five Agency of the Year titles. Coupled with 95% staff retention, the results reflect an agency successfully combining creativity and technology to drive measurable business growth.

GRAND PRIX

Money in Harmony
by Sid Lee for FIS



JUDGE'S COMMENT

"FIS/Money in Harmony combines the sharpest strategic thinking, most original creative, and strongest commercial proof in the field. The reverse funnel model and $26M ACV at 700% ROI set a new benchmark for what B2B creative can achieve. The films are genuinely entertaining, which is rare in fintech, and the integrated sequencing architecture is a model others should study."

Alexandra Marciniak, *Head of Americas Marketing*, **VISTRA**

FIS powers the infrastructure behind 95% of global banks and processes $40 trillion annually, yet its greatest challenge was visibility. Because financial systems work best when they go unnoticed, FIS had become largely invisible to the business leaders it serves.

In a fintech category crowded with buzzwords, celebrity endorsements and indistinguishable promises, FIS needed to build awareness and familiarity while establishing a clear point of difference: fragmented financial systems create hidden risk, inefficiency and lost growth opportunities.

Research revealed that finance leaders had normalized the daily friction caused by disconnected systems: manual workarounds, security vulnerabilities, approval bottlenecks and poor visibility. These issues were rarely viewed as crises, but simply accepted as "how things work."

Rather than promoting product features or technical superiority, the strategy was to make the cost of inaction impossible to ignore by turning familiar frustrations into emotionally resonant experiences. The campaign positioned FIS as the company that brings harmony to the entire money lifecycle.

The campaign "Money in Harmony" launched with three films depicting exaggerated workplace worlds where financial dysfunction had become normal. Security threats roamed offices unchecked, transactions required absurd effort, and accounting resembled games of chance.

Employees calmly accepted the chaos, reflecting how organizations become accustomed to inefficiency. Using dry humor, cinematic storytelling and insight-driven metaphors, the films transformed invisible operational pain points into memorable, relatable experiences.

Media strategy reversed the traditional B2B funnel, using brand-led creative in highly targeted lower-funnel placements to drive conversion. The campaign delivered record-breaking business and brand outcomes. Demand generation effectiveness increased by 57%, generating $26 million in annual contract value within the active sales pipeline.

On a $6 million media investment, the campaign achieved a 700% ROI. Brand awareness rose 212% above benchmark, while social engagement significantly exceeded performance targets across all three films, establishing new internal records and proving the commercial power of creativity in B2B marketing.

About B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

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PROPOLIS TRAINING FROM B2B MARKETING

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