B2B MARKETING AWARDS
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B2B Marketing Awards 2025:
Spotlight on the Most Commercially Successful Campaigns

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The 2025 B2B Marketing Awards showcase campaigns that do more than capture attention - they drive measurable commercial outcomes. For B2B marketers navigating complex, competitive landscapes, these examples provide a blueprint for turning insight, creativity and sales alignment into tangible business results.

This year's shortlisted entries in the Most Commercially Successful Campaign category spans a range of industries, from technology to energy and professional services, yet a common thread unites these campaigns: they are all grounded in insight, built to enable sales and engineered to deliver measurable ROI.

Let's look further into the campaigns shortlisted in this particular category and check what are the key takeaways to drive the best commercial impact.



Insight-Driven Strategies that Unlock Opportunity

Across the six campaigns that were shortlisted, one trend is clear: insight is the engine of commercial success. Each programme was designed around a deep understanding of its audience and their unique challenges.

- Turning Insight into Demand: An ABM Approach to Annual Report Marketing by HUT 3 for OneAdvanced identified the barriers financial services decision-makers faced in digital transformation, using surveys and interviews to inform a content-led, account-based strategy. The result was a £3.6m ARR impact.
- Lenovo 360 Expert Achievers Program (LEAP) and Motivforce focused on the global reseller ecosystem, uncovering gaps in knowledge and motivation that limited adoption of their commercial portfolio. Through gamified learning and incentives, the campaign drove $6bn in attributed revenue.
- Fuel for Thought by Revere and Lloyd's Register turned industry uncertainty about alternative fuels into a marketable advantage, generating £8.6m in direct revenue and building a £41.7m pipeline.
- VAR Vision by Revere drilled into the underuse of Marketing Development Funds (MDF) by UK VARs, demonstrating how a tightly targeted ABM approach can create outsized returns from modest budgets.

The lesson for marketers is clear: campaigns rooted in genuine audience insight, not assumptions or vanity metrics, are far more likely to yield commercial impact. Understanding where prospects are in the buying cycle, what barriers exist and how decisions are made allows marketers to engineer strategies that resonate and convert.

As **Georgie Gilmore**, ***Channel and Strategy Expert*** at **Propolis**, notes, actionable insights are what turn marketing data into strategies that drive real business results:

"Large volumes of marketing data are only useful when they are translated into actionable insights that directlyinform business strategy; yet many teams struggle to make data truly meaningful."



Enabling Sales: From Awareness to Conversion

Another key trend among the shortlisted campaigns is the seamless integration of marketing with sales. In B2B, awareness alone does not equate to success. The campaigns that stood out were those that provided the tools, content and systems needed to drive pipeline and revenue.

- Fuel for Thought equipped LR's global sales team with technical reports, case studies, and "fuel gauge" visuals, embedding campaign assets directly into CRM workflows and client pitch decks.
- VAR Vision aligned SDR outreach, CEO-led touchpoints and direct mail with digital campaigns, ensuring every interaction was tracked, optimized and attributable.
- The NOW Way to Network by Stein for Juniper Networks leveraged its Brand-to-Demand Experience model to connect brand awareness initiatives with lead conversion efforts, using persona-specific journeys to progress accounts efficiently from first contact to pipeline.
- Reimagine the Possible by True for Exel Composites used HubSpot and Bombora to capture leads and prioritise high-intent prospects, while programmatic and performance media drove measurable engagement.

For B2B marketers, these examples reinforce the importance of designing campaigns that do more than inspire. Every touchpoint must serve the end goal: empowering sales teams to act, facilitating informed buyer decisions and tracking impact at every stage.

As **Paul Collier**, *CMO* of **FunnelFuel**, emphasizes, providing sales teams with the right assets and reference materials is key to turning marketing initiatives into effective, revenue-driving conversations:

"The access to up-to-date graphical assets and case reference materials provides a benefit by supporting more compelling communications with internal stakeholders and improving the quality of industry references, thereby enabling better storytelling and sales enablement."



Creativity that Drives Commercial Credibility

While data and enablement are critical, these campaigns also demonstrate that commercial success is not at odds with creativity. On the contrary, creativity, when disciplined and strategically applied, enhances memorability and helps campaigns stand out in crowded markets.

- Fuel for Thought used a simple, powerful visual metaphor - the fuel gauge - to make complex technical information digestible while reinforcing LR's authority.
- VAR Vision cleverly integrated a tree motif and a football-themed play on "V.A.R.", blending cultural relevance with business messaging.
- Juniper brought Mad Men's Christina Hendricks into TV and digital spots, pairing humour and celebrity with a bold positioning of AI-native networking solutions.
- Exel Composites turned the story of The Three Little Pigs into a memorable metaphor for material innovation, shifting perceptions of composites from functional to emotionally engaging.

These campaigns prove that creative storytelling, when tied to a clear commercial purpose, can amplify ROI. For B2B marketers, the takeaway is clear: innovation in messaging and format matters as much as the quality of your content.

As **Jason McInery, *Marketing Director Europe*, Veolia,** observes, linking creative storytelling to measurable business outcomes strengthens credibility with sales and positions marketing as a strategic, numbers-driven function:



"A strong focus on tracking metrics such as leads, pipeline generation, and revenue has shifted the team's mindset to prioritize results, boosting credibility with sales leadership and enabling marketing to have a more strategic, numbers-driven role in cross-functional meetings."

Measurable, Scalable Impact

Across the six campaigns that were shortlisted, one trend is clear: insight is the engine of commercial success. Each programme was designed around a deep understanding of its audience and their unique challenges.

- OneAdvanced achieved £3.6m influenced ARR (2,900% ROI).
- Lenovo LEAP attributed $6bn in revenue to campaign activities.
- Fuel for Thought delivered £8.6m in revenue and a £41.7m pipeline.
- VAR Vision generated £271k in revenue with a 17.8x ROI.
- Juniper captured 26,727 leads, increased MQL-to-SQL conversion by 120%, and grew enterprise revenue by 51%.
- Exel Composites grew unaided brand awareness by 142% and increased sales pipeline by 58%.

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For the B2B marketing community, these results are more than impressive, they are actually instructive. They stress the importance of defining success in revenue and pipeline terms, not vanity metrics, and using technology to ensure every touchpoint is measurable.

As **Georgie Gilmore**, ***Channel and Strategy Expert*** at **Propolis**, notes, marketing teams must tie their activities directly to business outcomes to create measurable value and inform overall strategy:



"There is a need for the marketing team to align their activities with clear business outcomes, rather than focusing solely on tasks and activities, as this enables their work to contribute directly to business strategy and adds measurable value."

Key Takeaways for B2B Marketers

1. Invest in Insight: Understand audience challenges before developing campaigns.
2. Enablement Drives ROI: Equip sales teams with actionable, relevant, measurable content.
3. Creativity Matters: Bold storytelling combined with data-driven precision stands out.
4. Measure for Impact: Focus on revenue, pipeline, and conversions, not vanity metrics.
5. Integrate Brand and Demand: Unified approaches outperform siloed campaigns.

The shortlisted campaigns in 2025 show that B2B marketing is evolving rapidly: the most commercially successful programs combine insight, creativity and sales enablement with technology and measurement. Whether you are planning an ABM programme, a full-funnel demand initiative or a creative repositioning, the lessons from these campaigns are practical, powerful and ready to be applied.

Why You Should Attend the B2B Marketing 2025 Awards

The Awards are more than a night of celebration, they're a unique opportunity to gain insight, inspiration and connections that can directly elevate your marketing. You'll join the brightest minds in B2B, experience the excitement of black-tie arrivals and live entertainment, and connect with peers who are setting the pace for the industry.

Being shortlisted or winning is a powerful statement about your team's strength and the exceptional quality of your work. It signals to clients, prospects and competitors that your marketing leads the field.

But even if you're not entering this year, attending gives you a front-row seat to the strategies, creativity and innovation driving growth across B2B.

Book your table at the B2B Marketing Awards 2025 to celebrate with your team, learn from the most successful campaigns in the industry, and return with fresh strategies to transform your business outcomes.

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