FINALIST 2013 B2B AWARDS

BDB

Category number	**27**
Category name	**B2B marketing communications agency of the year**
Name of agency	**BDB**
Word count	**1,000**

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Summary

BDB is driven by being respected for what we do and treating each other and our clients with the same respect.

We are proud to be the first marketing services company in the world to achieve the Investor in Customers (IIC) 3 star rating for excellence in client service, as judged by our clients.

Our passion for staying ahead of new developments in the field of marketing communications has helped us to win major digital projects, including several websites, SEO programmes and digital games.

Our focused business development strategy, which aims to strengthen our presence in new sectors, has led to significant, strategic wins for us in the last year, including Sherwin-Williams and Milliken.

Committing energy and resources to motivating and developing our staff, 37% of them have now been with us for more than 10 years and 88% would recommend working here to a friend.

Having set up BDB Asia in 2012, two major clients now channel regional projects through our team there, with many others in advanced discussions about our services.

As we plan for future growth, we continue to focus on our core strengths: technical expertise, international reach, outstanding client service and results.

Words: 198

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About the agency

Barrett Dixon Bell Limited (BDB) was founded in 1987. Over the following 25 years, BDB has operated as an independent, full-service marketing communications agency that offers industrial businesses a one-stop-shop to the world.

From our international office in the UK, our multi-lingual teams plan, deliver and evaluate global marketing communications campaigns for our clients.

To enhance our global reach, we offer on-the-ground support in Asia. BDB Asia, established in 2012 and based in Singapore, provides an effective hub for the implementation of pan-Asian campaigns.

Led by managing director Olivia Kehoe, BDB's leadership team – Louise Reid (client services director) and René Power (business development director) – ensures BDB provides industry-leading standards of service, systems, creativity, quality and value to its clients to grow and improve the business.

BDB operates in specialist b2b sectors, including: food + nutrition, cosmetics + personal care, chemicals, pharma, power, oil + gas, engineering, built environment and packaging.

We aim to build long-term, mutually rewarding partnerships with our clients by providing total communications solutions to their global marketing needs. We believe we will achieve this by becoming the most respected specialist b2b communications agency worldwide.



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Contribution to clients' business

Client retention rate: 77%

Highlights from the period April 2012 – 2013 include:

Ingredion rebrand
BDB implemented the rebrand of National Starch Food Innovation to Ingredion in EMEA. The campaign included PR in 9 languages, advertising, direct mail, sales tools, internal comms, events and market research. Since the launch in October 2012, awareness of the new brand is currently at 28% of the European market, which is significant given its size and complexity.







Creating first class websites
A number of web projects have given us the opportunity to show clients the value of having content-rich, well optimised websites that generate traffic and sales enquiries.

www.safetysystemsuk.com
Launched: April 2013
Hits: averaging 3,000 hits per month
Leads: 102 Contact Us submissions

www.atgaccess.com
Launched: Oct 2012
Hits: 43% increase in site visits; average visit duration increased by 138%; bounce rate decreased by 44%
Leads: increased by 48 per month (on average)
SEO: 11 keywords in the top 10 results of google.com

Creative thinking

Westlock wireless valve monitoring system launch
The client wanted to hold a global press launch targeting the trade media in Europe, USA, South America and Asia with a limited budget. BDB developed an alternative approach with a campaign website combining a webinar presentation with live Q&As. BDB achieved in-depth coverage in key publications and the site received 2,511 unique visits.



Ingredion clean label insights campaign
Ingredion wanted to develop and 'own' the go-to place online for clean label. BDB developed a consumer research campaign to provide the valuable content needed to make the site a success. Using the results, BDB created a credible portal that contains independent, valuable information. The site received 3,157 visitors in the first two months.



Financial performance + stability

Top line financials
BDB has exceeded both turnover and profit targets - despite the challenging economic outlook which has led to some clients reducing marketing spend.

The company has succeeded in increasing both gross and net profits by focusing on higher margin activity (more PR, less media spend). Increased investment in people and services, including the launch of an Asian office to enhance our global offer, is already showing significant returns – increased new business activity and client mining successes and enhanced client satisfaction. BDB pitched and won 9 new clients in the period April 2012 – April 2013 and won 4 more without a pitch.

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Most recent accounts
BDB has maintained stable profitability for over 25 years. Our most recent audited accounts are those prepared by our auditors for the financial year to 31 May 2012. A copy of the key figures is attached.

Staff and community engagement

BDB staff took part in a staff engagement survey in April 2012. Feedback relating to BDB's culture led to a half day workshop which was attended by all the team. Based on the workshop input, BDB's culture statements were developed and shared with the business. Examples of our culture in practice were nominated for the inaugural BDB awards.

Learning and development is a focus at BDB, and opportunities and support are provided for staff to learn new skills and progress in their careers. Several promotions were made in the last year and BDB's training budget increased in 2012/13 from 2011/12, demonstrating our commitment to investing in our people.

Staff retention rate: 86%.

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BDB allocates a monthly donation to charities selected by staff. For our team-building event in July 2012, we volunteered for a local charity clearing a community woodland.



Key initiatives + achievements

BDB was the first marketing services company in the world to achieve Investor in Customers 3 star rating. We scored particularly highly on communication, knowing customers well and developing high quality relationships.

BDB was a finalist in three categories (best in events, best in public relations and best on budget) of the RAR Awards 2013 – the marketing services awards based on regular, independently sourced client feedback.

Committed to proving return on investment to our clients, we developed the BDB evaluation metrics matrix – adapted from AMEC's suggested model, it helps facilitate discussions with clients about results and measurement from the outset.

Client testimonials

"I have worked with many agencies and none of them have delivered against the brief as BDB have. They are an approachable team, offering expertise and new thinking. They also offer a fair price for a job and are meticulous about accuracy and polish in all that they do."

Helen McIntosh, global marketing communications director, Ingredion

"BDB has been a tremendous asset to our organization by elevating our profile in key growth markets and clarifying the depth of our value proposition to industry decision makers. The quality and quantity of coverage continues to improve year on year."

Eric Borchardt, marketing director at Glanbia Nutritionals

"The increase in sales and number of active selling accounts since we launched the new look and feel speak for themselves. It is very rare that you witness such a clear and direct link between marketing activity and increased financial performance."

Phil Boon, Executive Vice President, Business Operations, Innospec Inc

Words: 1,000 (excluding headings)

Supporting material supplied – See presentation boards.