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The Winners



THE WINNERS of the B2B Marketing Awards 2012 in detail

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Sustainable forests

THE JUDGING PANEL

All judges conformed to a strict code of conduct. The judging process was overseen by independent chairman and marketing consultant Peter Young.

- **Nina Bennett**
  Marketing communications director, COLT
- **Elizabeth Smyth**
  EMEA marketing director, Marketo
- **Michael Wolfe**
  Head of marketing, AXA PPP Healthcare
- **Nicholas Berendt**
  Director of global market development, Sealed Air Medical Applications
- **John Bottom**
  Head of content & communications, Base One
- **Kate Bresnan**
  Head of marketing communications, Digitalk
- **Anne Byrne**
  Marketing communications manager, SL Investments
- **Danea Chandler**
  Business intelligence manager, ARCO
- **Anthea Christie**
  Head of marketing communications, Standard Life
- **Rob Coveney**
  Communications manager, GL Noble Denton
- **Bill Douglas**
  Head of international customer communications, Orange
- **Neil Dowling**
  Head of marketing, Cognizant
- **Andrew Fitzgerald**
  Senior marketing manager, IBM
- **James Foster**
  Marketing comms manager, BOC
- **Gill Greenwood**
  Marketing director EMEA, ACI Worldwide
- **Lesley Hill**
  Client services director, Express Systems
- **Kate Kilpatrick**
  Marketing manager, PMI Healthgroup
- **Georgios Kolovos**
  European marketing director, GE Capital
- **Andrew Nicholson**
  Head of online, Sodexo Prestige
- **Peter O'Neill**
  Vice president & principal analyst, Forrester Research
- **Sue Pryce**
  Head of marketing, Unipart Logistics
- **Zoe Sands**
  Head of digital marketing EMEA, Juniper Networks

Bumper year despite a challenging climate

If I was to use the breadth of entries and the scope of work submitted this year as a barometer of the times in B2B marketing, I'd conclude the sector is buzzing. It has been a busy and productive 12 months for many key players. Entry submission numbers were at their highest ever in this year's awards and, in the main, the calibre of thinking and the scope of work was better than hitherto had been assessed by judges. A bumper year then, in what most would say has been a very tricky commercial environment.

Gratifyingly, as far as the jury process was concerned, much greater attention has been given to understanding the framework for each category, as well as applying the guidelines provided by the organisers. Following these makes it easier for the jury to connect with the minutia of the entry and evaluate its merit against other contenders. And bonus points are always awarded for a combination of smart thinking, clearly expressed without the sprinkling of jargon, wrongly felt by many as an enhancement. May that trend continue next year.

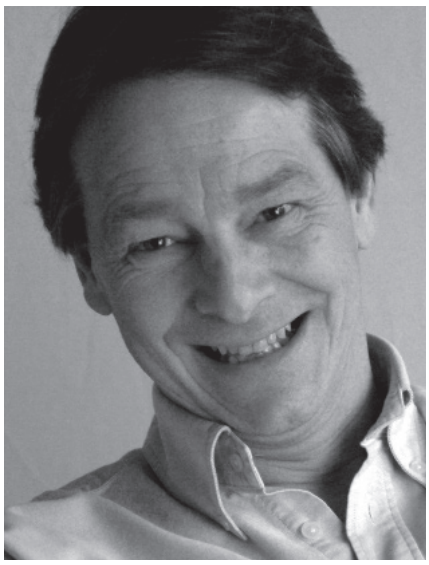
Perhaps as a reflection of the times, this year saw a greater degree of properly chronicled accountability with results genuinely demonstrating the contribution to a business. Where this was the case, the entries received due praise, particularly when sales needs were quite properly embraced in the communications planning. Are we seeing a closer synergy between the two functions?

I am very grateful to all the judges for the diligence and professionalism they applied to judging each of the entries.

In a few cases the winners separated themselves relatively easily from the other contenders but in most categories it was a much closer contest to find the deserving winner. I admired the application and the debate which led to such fair scrutiny.

I am also grateful for the judges' enthusiasm, good humour and dedication, which helped to make my job much easier. The winners, runners up and highly commended deserve their place at this year's awards top table.

I look forward to even more consistency in the submission standards next year.



PETER YOUNG
INDEPENDENT CHAIRMAN AND MARKETING CONSULTANT

> "Perhaps as a reflection of the times, this year saw a greater degree of properly chronicled accountability with results genuinely demonstrating the contribution to a business"

Don't forget all of the shortlisted entries, including winners and runners up, are available to view at b2bmarketing.net/awards along with a winners' gallery showing campaign creative.

To nominate yourself as a judge for the B2B Marketing Awards 2013, email joel.harrison@b2bmarketing.net

Winner: British Gas Business

Agency: OgilvyOne, CHI, Carat, iProspect, Rufus Leonard and Blue Rubicon

Campaign: 'British Gas Business energy live'

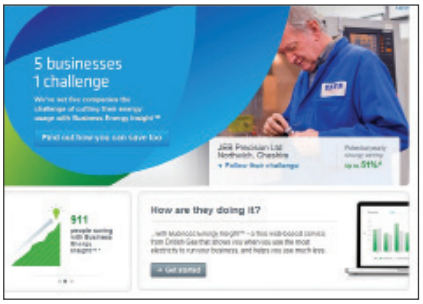
In the past, British Gas Business (BGB) had a successful cost leadership model in an unpublished market, which combined with energy company acquisitions, drove strong growth and profitability. This approach required minimal marketing activity.

However, from 2004, prices became more volatile, energy companies attracted increasing reporting coverage, and customers looked for price certainty. Energy companies responded – developing fixed-price one, two or three-year contracts locking customers in until limited renewal windows. As customers were locked in for longer, they demanded both good service and great deals – it became a switchers market. Add to this continuing inflation in energy prices and BGB's relatively poor service reputation (measured by net promoter score, BGB ranked lowest of the major energy suppliers) it looked like the perfect storm was brewing.

In this price-driven market, BGB recognised the need to build a brand worthy of a market leader. The reinvigoration of marketing and a new marketing team in 2010 heralded the start of that journey.

Service ambitions

Research conducted by OgilvyOne and CHI for BGB highlighted how businesses think of energy as an overhead, not something to manage or use intelligently. Even high-energy users weren't being shown what they could do to control their energy; energy companies were just preaching about efficiency. Most businesses believed they were not getting the support they deserved.





A gap in the market was therefore identified, as well as the opportunity to provide an energy service rather than just energy supply. The positioning developed was 'intelligent energy partner'. This proved to be both a description of today and an ambition for BGB.



Real-life stories

SMEs are a little cynical of the promises made by large corporations; BGB needed to demonstrate how it had intelligent ways to look after these businesses – enter 'Energy live'.

Because business people are more likely to listen to their peers than a supplier, BGB decided to let real businesses demonstrate the story. The story was 'Five businesses, one challenge: saving energy live'. Five businesses were recruited to reduce their energy consumption and costs with a smart meter, an energy audit and the 'Business Energy Insight' (BEI) service.

Energy live' had all the elements needed to target the audience with an integrated campaign.

These included real-life stories and different levels of engagement – from press ads to documentary video content. The multimedia elements worked together across channels to create engagement, interaction and response. The activity drove the target audience to the BEI microsite, which told the stories of the five businesses through infographics and video.

In February 2012, the 'Energy live challenge' was launched with a burst of PR activity and press. PR built the story by using BEI data-based insight to reveal the extent of business energy wastage, brought to life with compelling thermal imagery. In May, the results for the five businesses were published revealing they had saved up to 25 per cent.

Positive brand results

The BEI microsite received 65,000 visits since the campaign launched, nearly 25,000 customers have already signed up to BEI, and consideration among prospects has increased by 24 per cent since 2010.

Perceptions of BGB's service have increased 27 per cent, value perceptions have increased 14 per cent, and the perception of BGB as innovative has increased by nine per cent. This also had an impact on customer commitment, which has improved by nine per cent since 2010.

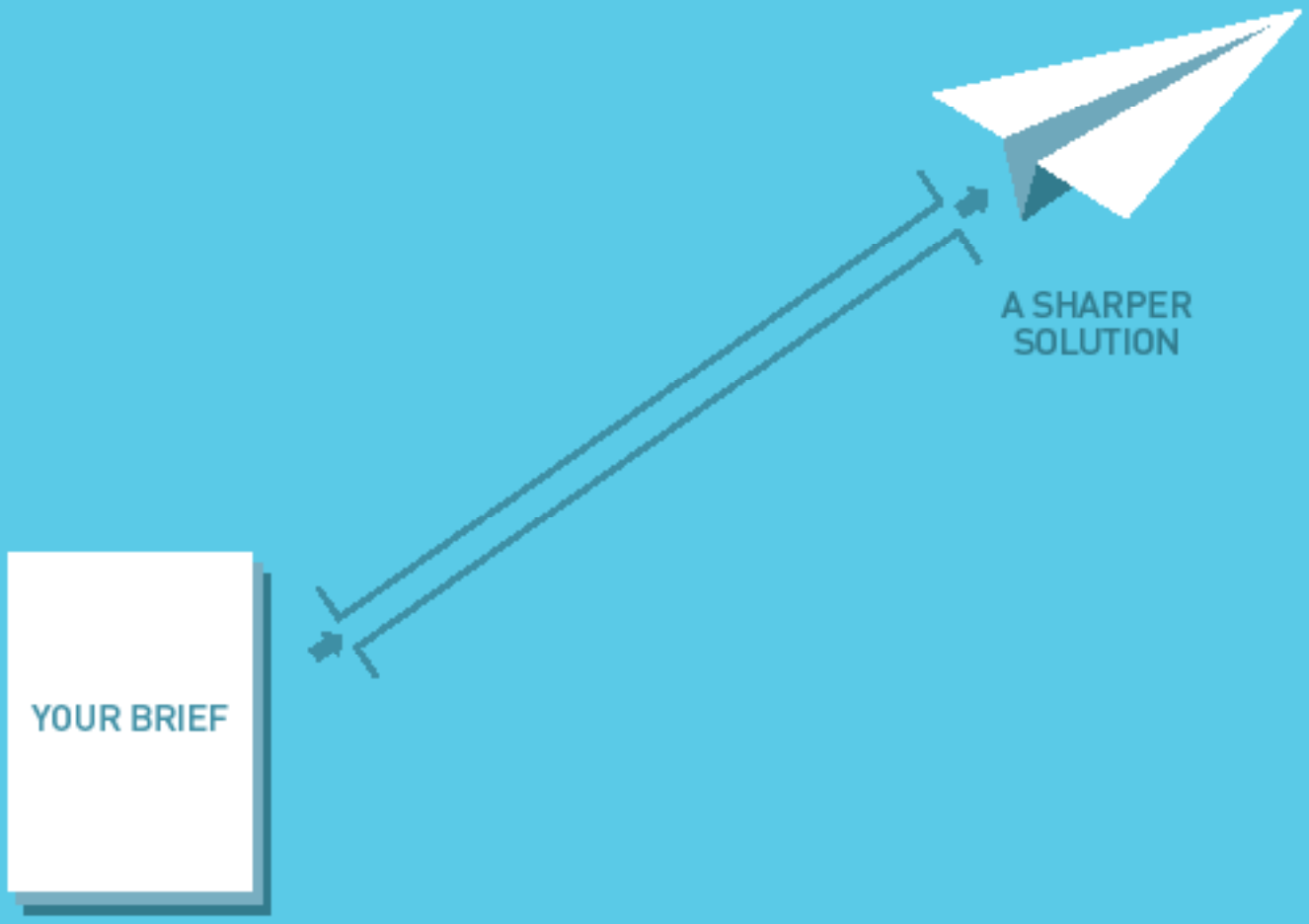
Overall the campaign had a positive impact on net promoter scores with an increase of 12 per cent in just two quarters of activity.

Because of the long contracts involved in buying business energy, these positive brand results are just the start. Direct response activity continues to capitalise on the improvement in brand perception.

BGB continues to build on its 'intelligent energy partner' positioning and to ensure it permeates the whole business, from proposition development to customer service contact.

RUNNER UP: 'The business behind the Games' for Deloitte UK by McCann Enterprise

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Winner: Fujitsu

Agency: MicroMedia Oy

Campaign: 'Legacy modernisation campaign: Light bulb changers'

Fujitsu is the leading Japanese information and communication technology company offering a full range of technology products, ICT solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries.

Fujitsu is the leading ICT services and hardware provider in Finland. Its goal is to facilitate the day-to-day operations of businesses and other organisations with cutting-edge ICT service models and technologies. Fujitsu takes care of customers' ICT, including application support, operations and development. In Finland, the applications business alone employs more than 1000 people. The range of Fujitsu's product services covers the entire spectrum of computing, from laptops to data centre solutions.

The ICT sector has very tough competition and many solution providers. In Fujitsu's case, the challenge was to make target companies realise it is not expensive, slow or difficult to modernise applications or underlying technology, and there is no need to replace them with commercial, off-the-shelf packages or carrying out a total rewrite. Moreover, legacy modernisation has a much higher rate of success than doing a rewrite.

Light bulb moment

The 'Legacy modernisation' campaign by MicroMedia Oy was named as 'Light bulb changers'. The objective of the campaign was to sell legacy modernisation service (a global offering) and achieve 35 customer meetings for Mikael Valtonen and Pekka Turunen, who are leading consultants at Fujitsu. At the same time the aim was to increase awareness of this service and Fujitsu's application services in general.

The campaign targeted the top 100 companies and organisations in Finland, and 300 decision-makers (CIO, CFO, managers responsible for applications).

The target companies and decision makers were first screened by a telephone campaign to achieive maximum effect. Although these people were the buyers, they didn't necessarily have detailed technical knowledge on legacy modernisation so jargon-free messages were used consisting of allegories and 'everyday' language familiar to the target audience.



Five-phase rollout

The campaign ran in Finland from November 2011 to February 2012 and consisted of five key phases. Phase one involved screening of the target group by telemarketing, identifying decision makers, surveying the audience to determine whether they had legacy apps and IPR's.

Phase two consisted of a teaser letter, while phase three comprised a direct mailer box including a Petzl head lamp with light on, a letter and cards about the campaign. The fourth phase involved an email reminder. Phase five consisted of telemarketing with different scripts personalised to different roles (e.g CIO/ applications manager – technology aspects, CFO – cost savings), a live performance of bulb changers at Fujitsu Christmas customer event, a prize draw promoted on the campaign website, follow-up emails and an internal campaign video.

Campaign results included 83 per cent of the target audience agreeing to meetings and a number of pilot projects being won, which more than covered the cost of the campaign.

Thanks to the campaign, the market potential of legacy modernisation service has been well identified. Meetings have been successful door-openers for introducing all Fujitsu's application services. In addition, several business intelligence leads were identified and at least six other Fujitsu countries want to run the same campaign using MicroMedia's concept.

A spokesperson at Fujitsu commented, "The campaign was an exceptionally complicated offering presented with a simple and playful idea. Excellent project management, telemarketing and weekly lead reports from MicroMedia. Careful screening of the target group was important and successful. Global capability gave us good credibility. This campaign was efficient, smooth-running and gave us excellent ROI."



RUNNER UP: 'Smart metering' for SAP by DNX

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the think tank

Winner: John Deere

Agency: Gyro

Campaign: 'You're on'

John Deere Construction is the second largest producer of earth moving equipment in the world. While most people in the consumer world associate John Deere with green farming equipment, it also produces and sells more than $3 billion of yellow iron to construction companies around the world. While its stronghold is in North America, the company is aggressively expanding its presence in the BRIC countries and Latin America.

The 'You're on' campaign targeted owners and operators of earth moving equipment. From the people who own fleets of equipment to those who literally sit in the driver's seat for 10 to 16 hours at a stretch.

Increasingly, operators play an influential role in these buying decisions, either as owner/operators of small businesses, or as the people who test drive equipment and make recommendations to senior managers at larger companies. In other words, winning over the operator is often the key to closing a sale. John Deere wanted to be perceived as an operator-friendly producer in the business.

Going live

The campaign launched at ConExpo 2011, the world's largest construction show held in Las Vegas. Multiple mediums were leveraged at once including print, microsites, dedicated web properties, 'webisodes', online product ideation tools, dealer activation programmes, live event broadcasts via web, out-of-home marketing along the Las Vegas strip, and an internal launch in which the entire construction division participated.

Pre-launch, a dedicated microsite was rolled out providing teaser videos and ads. It featured daily blogs (including video blogs) to help feed the anticipation of the launch and create a buzz.

To officially launch the campaign at ConExpo, John Deere unveiled a mobile production studio called the 'Chatterbox', which made up the largest exhibit at the show measuring 38,000 square foot.

Resembling a local radio station, the 'Chatterbox' provided a space for attendees to discuss their professional and personal lives, and suggest how John Deere could improve on its equipment.

Customers watching the event online could also make comments in the booth, and booth texting was featured online and in real-time. The organisation's latest machinery was displayed next to the booth, labelled with the 'You're on' message and information about how it was designed by users. During the show, the organisation also hosted a live webcast via its microsite, further extending the campaign's reach beyond those visitors that were physically able to attend.





After-show action

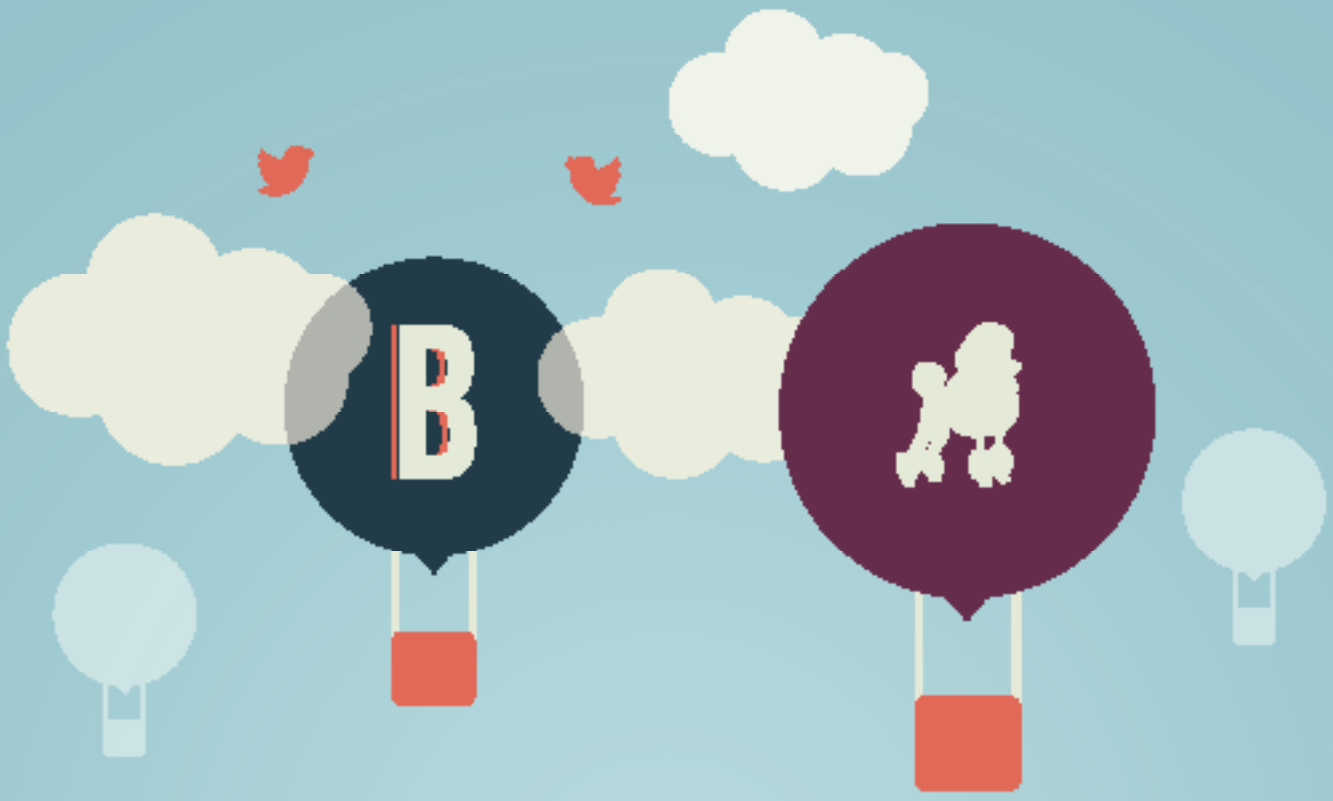
After ConExpo, the Chatterbox was taken to construction sites across the US in what John Deere described as 'site ambushes'. Supporting advertising for the campaign promoted the 'designed by users' theme with images of John Deere machinery next to ordinary users or what the campaign deemed the 'real experts'.

The campaign microsite, featuring a social media aggregator, allowed the brand to monitor activity and sentiment following the launch, and as the Chatterbox toured the country. The 'You're on' microsite also featured user-generated video content and a crowdsourcing product ideation tool, which provided customers with a forum to fine-tune the design of John Deere machines. Ideas were peer rated and John Deere engineers provided feedback on a regular basis.

Brett Bedard, director of marketing at John Deere, commented, "We asked our agency to highlight our promise of simply listening better to customers and we were thrilled when they came to us with the 'You're on' concept because it's bold and it puts the spotlight squarely on our customers and their insights that drive everything we do."

RUNNER UP: 'BT lighting up the high street' for BT by JP Creative, Westhill and Broadview

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Winner: Iron Mountain Europe

Agency: Berkeley PR

Campaign: 'Iron Mountain: It's time for corporate information responsibility'



Global information management company, Iron Mountain, helps organisations make the most of their information and reduce the associated risks and costs.

Records management is a mature market that attracts limited media and analyst interest and this has presented Iron Mountain with a significant communications challenge in Europe – a situation further exacerbated by a lack of awareness of the brand in the largely untapped mid-market.

Berkeley Public Relations International was charged with helping Iron Mountain to address the awareness challenge, stimulate media interest and elevate the complex issue of information management to C-level executives. The campaign aimed to communicate to non-technical senior professionals that paper-based information can be of vital business importance and is exposed to risk. To create a compelling angle for this story, Berkeley worked to define a new concept: 'Corporate Information Responsibility' (CIR). It was agreed this would launch at a high-profile, international influencer event in Spain, underpinned by new research demonstrating how the mismanagement of company information exposes businesses to high levels of unnecessary risk.

Research driven event

In-depth research was commissioned, undertaken by PwC, that surveyed 600 mid-market businesses; 100 each from Iron Mountain's core markets – the UK, the Netherlands, France, Germany, Hungary and Spain, and representing the financial services, insurance, legal, manufacturing and engineering, and pharmaceutical sectors.

Companies were questioned about their attitudes to information risk, the results of which were then compiled into the first ever 'Information Risk Maturity Index' for each country and vertical sector, and summarised in a thought-provoking report designed to be both of use to businesses and a PR tool.

The findings were presented at a high-profile, one-day summit in Madrid on Thursday 22 March 2012 – The Iron Mountain Information Risk Summit (pun intended). The Bolsa de Madrid (Madrid's infamous Stock Exchange – pictured) was chosen as the venue – the link between information being mismanaged and a business' share price potentially dropping as a result was a powerful image. An exclusive evening social engagement was included to promote and facilitate networking.

A keynote presentation by Marc Duale, president international at Iron Mountain, introduced the concept and business imperative of CIR and launched the event.

A representative from PwC presented the findings of the survey for the first time. An international expert panel was created comprising representatives from IE Business School, Madrid, IPL, Forrester Research, Research In Motion and Akzentedebated, as well as Iron Mountain's top spokespeople to debate the findings in a roundtable forum. This was held in front of an audience of specially selected European analysts, business leaders and top-tier national and business press, all of whom were actively encouraged to participate.

One-to-one press interviews with senior Iron Mountain representatives took place, as well as with the expert panelists. The event had a strict limit on the number of people who were in attendance to ensure the roundtable discussion was executed correctly.

Press from across Europe who were not in attendance at the event were invited to hold telephone briefings. Detailed briefing documents were created so all spokespeople communicated the same powerful messages.

A press release was issued concurrently across Europe with the headline 'Research data' that also introduced the CIR concept, together with a new microsite that included additional information and the full report. Presentations were filmed and edited into video clips that were shared with media and posted online.

International coverage

The event brought together 23 journalists from across Spain, France, the Netherlands, Germany and the UK – all top sales markets for Iron Mountain. A total of 41 one-to-one media interviews were facilitated on the day. More than 150 items of coverage across leading business media have been secured to date with a total 'opportunity to see' (OTS) of over 13 million.

The event was so well attended and respected by Iron Mountain that the business has made the decision to implement Corporate Information Responsibility as an internal objective measure across Europe and wider. The new concept was included in the international business' annual company report.

Never before has a PR campaign instigated from a live event been included in Iron Mountain's wider business objectives.

Phil Riley, PR manager at Iron Mountain Europe, commented, "The campaign we built around the Corporate Information Responsibility concept was a resounding success with internal stakeholders, external influencers and the media. Berkeley was quick to see the value of wrapping a media-focused campaign around an idea and worked closely with the inhouse PR team at Iron Mountain to develop a multifaceted campaign with multichannel execution."

RUNNER UP: 'Raising the profile of DWF LLP' for DWF LLP by Tangerine B2B
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5 March 2013, BFI Southbank **#B2BShowcase**

Winner: Google

Agency: Earnest

Campaign: 'When is a map more than a map?'



Google is a global technology company focused on improving the ways people connect with information. Its products and services cover search, advertising, web applications, mapping and cloud computing, to name a few.

Earnest was engaged by Google's Enterprise Geo team – responsible for Google Maps and Google Earth. The focus was to drive adoption of Google Maps for Business within two key sectors: retail, and transport and logistics. Within each sector, executives are familiar with mapping software although not particularly interested in it. There was therefore a need to build messaging and creative to challenge these perceptions. The result was the 'When is a map more than a map?' campaign, an integrated programme of activity designed to enlighten, engage and drive sales.

The campaign objectives included driving target executives to a campaign microsite – giving them a compelling reason to complete a contact form, allowing sales follow-up. Google also aimed to strongly position the value of Google Maps for Business within specific industries and differentiate the Google Maps for Business proposition versus rival offerings and proprietary mapping software.

Within the two target audience sectors, specific roles were targeted – those in sales and marketing, heads of online and ecommerce, and operational directors.

Organisations targeted were segmented by number of branches and number of employees. Earnest then developed a series of audience profiles considering the key issues and priorities for each of the target groups. This helped shape the campaign and also enabled messaging to be built for each sector.

'When is a map more than a map?' brought the product to life, distilling what is actually complex technology into simple examples of what Google Maps can actually do for customers, staff and businesses – using language and scenarios focused on retail (for one approach) and transport/ logistics (the second approach).

The campaign launched in the UK in the spring 2012, with briefing, planning, designing and data sourcing taking place from January 2012 until launch date.

Like Google's technology itself, the campaign was developed to be as eye-catching and unique as possible. Highly targeted outbound and inbound activity was created – mapping out a campaign journey for each of the audiences, considering the different ways executives could interact with the campaign and what was needed at each stage to encourage them to engage further.

A direct mail piece for each sector was created, which was highly personalised to feature a Google Map of the target executive's location and a personalised URL. The creative was designed to be interactive and fun – to encourage recipients to retain the mailer and share it with their colleagues. At the same time, it was underpinned by very clear business messages about how they could benefit from Google Maps for Business.

For instance, for retailers the key message was focused on how they could increase store footfall, drive sales and better understand their customers.

For transport and logistics targets, the emphasis was on how Google Maps for Business could help them see in real-time and detail what's going on across their business – for better route planning and to drive innovation in the way they serve their customers.

Targeted eDM was used to reinforce the message – and also encourage visits to the campaign microsite. Each site held relevant content for each sector, including videos, case studies and a 'Little Book of Google Maps for Business' – with each content asset optimised for social sharing. Targeted online advertising was used to maximise the reach of the campaign, leveraging the Google Display Network.

Campaign results included 3500 unique visits to the microsite, with an average three pages per visit (each site had five pages), an average site visit (time on site) of two minutes, 16 seconds and over 1500 video views. In addition, despite the campaign being targeted at the UK, it also received visitors from 71 countries – and actual leads from 10 countries.

Caroline Mogford, marketing manager for Google Enterprise GEO Europe, Middle East & Africa, commented, "This is our first campaign focused on promoting Google Maps for Business and we're really proud of it. We think this campaign charmingly brings to life the key benefits of our product for our focus industries and we're looking forward to rolling it out across other countries."

RUNNER UP: 'The healthy workplace project' for Kimberly-Clark by Gyro

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Winner: King's Cross (Argent)

Agency: Billington Cartmel, Enterprise

Campaign: 'King's Cross – Alive like never before'

King's Cross (a subsidiary of Argent PLC) is developing its most ambitious site yet. In 2008, it agreed its first major deal with an occupier and work started converting the Granary Complex for Central Saint Martins' new facility.

Within 12 months, £250 million worth of infrastructure works was completed or committed, including a 340,000 square feet office pre-let to BNP Paribas.

With any property development this size, it is important to balance the huge funding required that drives the build against confirmed commercial property tenancies.

With the development agreed, the need to begin engagement with commercial property agents was crucial. With rival developments including Paddington, Canary Wharf and Chiswick Park, competition was intense. Additional barriers to promoting King's Cross included legacy issues, its location (not West End) and convincing agents their clients wouldn't be stuck on a building site for 10 years.

The priority was therefore to put NC1 at the forefront of commercial agents' minds, reassuring them the site would be ready in two years and making King's Cross their number one recommendation.

The key objective was to drive a sales pipeline and generate site tours. Annually, the International Real Estate Show for Professionals (MIPIM) is attended by the who's who of the commercial agent world, so this event was used as a central pillar to communicate the campaign pre, live and post-event.



Enter augmented reality

The campaign specifically targeted commercial agents – a notoriously tough audience. To create a unique campaign, augmented reality technology – Aurasma – was utilised within every communication. This allowed the target audience to interact with content direct from their mobiles at every stage. Aurasma is an image recognition platform that allows users to point their phone at an image, and augment digital content on top of it. This means users can turn posters, press packs – anything physical – into a game, a video, a win mechanic or a variety of other things.

The campaign kicked off with research – a social media and competitor audit, plus six face-to-face interviews. A proposition and campaign name were then established based on the concept: 'King's Cross – alive like never before'.

An activity and timings plan, campaign schedule and creative were developed for a campaign film, digital and social elements. Hollywood actor Jason Flemyng was enlisted to provide the voice-over and root the film in London. After 14 weeks and over 130 hours of footage, two final edits were created: a teaser and the main film.

Extending the experience

Following this activity, Aurasma-enabled invitations to MIPIM were sent out to the target audience. Other channels used included LinkedIn, Vimeo, the King's Cross website, Twitter, Facebook, emails and a bespoke interactive DM pack that prompted a download of the Aurasma app to experience the short teaser film.

At MIPIM, an interactive trade stand used no location models – a genuine first. It was designed with a modern shop window and Aurasma activation points. All staff were trained and provided with 24-hour technical support. After MIPIM, the main film was sent out to all commercial agents, encouraging them to book site visits using the same techniques and channels as the pre-MIPIM invites.

The campaign was briefed, planned, created and delivered from July 2011 to January 2012. MIPIM was held in March 2012 in Cannes.

RUNNER UP: 'Predictions' for IBM by OgilvyOne

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Winner: Scotsman Ice

Agency: Gyro Cincinnati
Campaign: 'Luv the nug'

Scotsman is the world's leading ice machine manufacturer with 300 models of ice machines, bins and dispensers. The company offers the most choice of ice forms in the industry, including the original consumer-preferred nugget chewable ice, as well as flake ice, cublets, and small and medium cubes.

The brand needed to leverage consumer passion for nugget ice to increase interest and ultimately sales for Scotsman's patented nugget ice machines.

After six months of social media monitoring, Gyro Cincinatti identified that Scotsman ice machines – specifically its nugget ice (also known as 'Sonic ice') – had a passionate following, specifically: 1600 tweets mentioning 'Sonic ice', 105 Facebook pages and 370 Facebook groups devoted to Sonic Ice, 310,500 people self-identified on Facebook as liking chewable ice pages and an active forum, IceChewing.com, with 1805 posts, 539 topics and 3731 members.

Following these results, a campaign was launched in February 2011, across the US, that targeted purchasers of Scotsman Ice Systems, including food service consultants, equipment distributors and dealers, and end-user restaurants and institutional kitchens.

The 'Luv the nug' campaign aimed to unite passionate ice chewers and rally them around a single message to express and share their love for nugget ice: the original chewable ice. Activity was integrated with offline channels to leverage consumer energy and demonstrate preference as a compelling sales tool to drive B2B sales and build positive brand perception.



Combining social channels

A 'Luv the nug' digital community was created that gave passionate ice-chewers shareable tools to show their love and demand for nugget ice. These included petitions, downloadable posters, nugget ice recipes and a 'Nug locator' mobile app. On Facebook, a quiz allowed fans to identify why they chew ice in order to find their ice-chewing 'tribe'.

The @LuvtheNug Twitter feed further engaged the brand's online audience providing news of 'Nug truck' events and other updates. Online apps helped members find venues with nugget ice or request it in places they frequented.

Live events included 'Nug truck' hosting events at restaurants, stores, sporting venues and other sites, to build nationwide attention.

An online recipe sweepstakes and a 'Nug moments' contest (called 'Live life with the lid off'), awarded winners their own ice machines.

The social media-led campaign was supported by online and print advertising, aimed at trade audiences and national, local and blogger media relations.

'Luv the nug' resulted in double-digit yearly sales gains for Scotsman nugget ice machines since launch. In fact, sales reps use a special 'Luv the Nug' dashboard to prove demand and excitement for Scotsman machines.

Terry Toth, marketing communications manager at Scotsman Ice Systems commented, "The 'Luv the nug' campaign resulted in double-digit yearly sales gains for Scotsman nugget ice machines, as well as new convenience store chain business accounts since the campaign's launch."



RUNNER UP: 'SAP love hate data' for SAP by DNX

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Winner: Cable & Wireless Worldwide

Agency: The Channel Partnership

Campaign: 'Banking 20|20'

Cable & Wireless Worldwide is one of the UK's leading telecoms companies, delivering mission-critical IT and communications services to enterprise and public sector clients globally. Over 6000 organisations rely on its high-quality managed voice, data, hosting and applications services to run their business.

Cable & Wireless Worldwide has long-term relationships with many of the world's leading banks, enabling it to draw upon first-hand knowledge and insight of the banking sector. The banking industry is in transition with structural change driven by regulators and churn, forcing at least nine million customers to have a new banking relationship.

Future insight

To take advantage of the changing landscape, Cable & Wireless Worldwide needed to articulate the value it can offer banks through its understanding of the industry and unique combination of service offerings. In targeting banks, it needed to shift the conversations from IT and telecomms decision makers to C-level executives, as it was at this level the bank of 2020 will be shaped. To enable these conversations, The Channel Partnership positioned Cable & Wireless Worldwide as an expert and advisor in the banking sector, and developed a programme of compelling and authoritative content to equip the sales teams with the relevant points-of-views necessary to engage with the target audience.

The campaign's objectives included developing a point-of-view and set of propositions for the brand within the banking sector which demonstrated its understanding of the sector and value as a strategic supplier. It also aimed to raise perceptions of the brand's credibility and position as an authoritative voice in the sector with something relevant and valuable to say, as well as demonstrate how its solutions could help banks address their primary strategic challenges. Lastly, the campaign aimed to produce new pipeline opportunities with banking sector clients



and prospects, which ultimately delivered incremental revenues and margin.

Content-rich strategy

In delivering the programme, market insight was central to developing the content. The programme was split into three phases: points-of-view, content generation and content distribution. The Channel Partnership worked with internal Cable & Wireless Worldwide stakeholders to produce a consolidated market insight document, which was based on a combination of internal knowledge, direct input from customers and available research from analysts such as Gartner. This provided key input into the development of Cable & Wireless Worldwide's points-of-view, determining the content to be used as part of the go-to-market plan.

A core element in the content generation stage was the commissioning of primary research from YouGov – 'The Banking Customer Journey'. This looked at how, when and where banking customers wanted to interact with their bank at different points in the customer lifecycle, and explored which factors influenced customer perceptions of value and trust in their banking relationships. This, together with the points of view and content from industry specialists, was used to develop a broad spectrum of highly relevant content to support the go-to-market plan. Content consisted of thought-provoking brochures, proposition summaries, a series of whitepapers, an online 'Banking 20|20' hub on the brand's website, sales enablement tools and a video developed in conjunction with British Bankers' Association and shown online and at face-to-face events.

The sector launch was widely considered a great success. Key successes that were tracked during the early stages of the implementation showed coverage of Cable & Wireless Worldwide's insight and points of view across 14 publications including the *Financial Times*, *Retail Banker International* and *The Independent*, and 34 broadcast channels, including Bloomberg, CNBC and FSTech. Website visitors rose by 1700 per cent and customer advocacy ratings increased by 37 per cent in the six months after launch. Cable & Wireless Worldwide received 9070 page views, 538 collateral downloads and 507 video downloads as a direct result of the campaign.

The Banking 20|20 programme was initiated in February 2011 and rolled out over a nine-month period. Key stages included market analysis in March 2011, go-to-market strategy in April 2011, go-to-market planning in May 2011 and go-to-market execution from June to December 2011.

Sam Hoyland, marketing director at Cable & WirelessWorldwide, commented, "The Channel Partnership has made a great contribution to the successful launch of the Cable & Wireless Worldwide banking sector. It provided first-class support throughout the process – from helping us define our propositions and build strong thought leadership positions, through to creating and delivering a comprehensive go-to-market plan. Everything has been delivered to a very high standard and is already producing great results for us in terms of market awareness, customer engagement and pipeline."



RUNNER UP: 'Technology marketing in mind' by Marketing Options International

HIGHLY COMMENDED: 'The global mobility report' for Sante Fe Group by Circle Research

Winner: British Gas Business

Agency: Rufus Leonard

Campaign: 'British Gas – Energy made simple'

British Gas is the leading energy and home services provider in the UK to over 16 million accounts. British Gas Business is the area of British Gas targeting business customers. It serves one million business supply point contracts and 650,000 customers, making it the largest energy supplier to small businesses in the UK, supplying gas, electricity and energy services.

Research showed 57 per cent of SMEs believed their energy suppliers used too much complex jargon, while a third (34 per cent) called for simple explanations – in everyday language – published as an easily accessible guide.

In addition, research conducted among target customer groups on attitudes towards British Gas – and the energy industry as a whole – highlighted a number of issues that needed addressing. These included customers' understanding of the basic mechanics of the industry, costs and legislation was limited and exacerbated by negative perceptions of suppliers. In addition, there was a sentiment that the 'Big six' energy firms had a monopoly on supply, therefore prices were fixed and high, and customers also didn't understand how to implement low or no-cost energy efficiency changes.

British Gas Business acknowledged these issues and wanted to clear the confusion by providing content to demystify the energy industry. Ultimately, the key objective was to put British Gas Business in the top three, of the 'big six' for brand NPS, specifically for customer loyalty.

Renewed internal communication was needed to demonstrate to employees that their ideas have been actioned. In addition, it was decided the campaign would leverage the British Gas Business site as its main channel as customers were already familiar it.

Jargon-free engagement

'Energy made simple' – a dedicated area of the British Gas Business site – was developed that explained in simple terms how energy is bought and how this affects



customers' bills. It also explained new 'smart' technologies.

The content was developed working in conjunction with British Gas Business customers and front-line customer service teams. 'Energy made simple' was split into four key areas: energy basics, cost of energy, contracts and billing, and saving energy. Each of these areas used clear concise language, coupled with engaging, illustrative visuals and clear customer journeys to help web visitors find the required information and, crucially, to understand it. A 'soft launch' was used in order to ensure the content was relevant internally before opening the campaign to an external audience.

Campaign planning kicked off in July 2011, with the design and build completed by march 2012. The site will evolve over time with ongoing content generation, to continue to facilitate dialogue by offering customers a forum to provide their feedback on content they want to see.

Despite launching with no above-the-line advertising or direct marketing, the website has seen fantastic success, exceeding all objectives and expectations.

Relevance boosts SEO

Due to 'Energy made simple' being a brand new part of the British Gas web estate, there can be no direct comparison made to an older version of the site. However, over the three months post-launc, visitors have spent an average of 24 minutes on the site versus an average of 4.25 minutes on other areas of the British Gas Business site. Over 50 per cent of traffic was driven by natural search – showing the relevance of the content to what customers and prospects are looking for via search engines, and the site is now used as a resource by the customer services department as a 'bible' when answering complaints and helping customers understand the energy they use. In addition, all content has been reviewed in partnership with the Plain English Campaign who have endorsed it with its Crystal Mark for clarity

Steve Wilson, head of digital at British Gas Business, commented, "Many B2B organisations are seeking new ways to engage their customers and build trust, and the energy industry is no exception. Energy Made Simple is a groundbreaking piece of work for British Gas Business that sets us apart from our competitors, demonstrates our commitment to openness and honesty and gives us a foundation to continue to engage customers in an open way."



RUNNER UP: 'Tame the big data beast microsite' by Panasas

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Winner: NXP Semiconductors

Campaign: 'The new NXP.com'

NXP Semiconductors provides high performance, mixed signal and standard product solutions that leverage its leading RF, analog, power management, interface, security and digital processing expertise. These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications. The company operates in more than 25 countries.

Over the last two years, the company positioning has changed – moving away from complex (customer specific) products to standard products supported by strong application knowledge.

NXP continues to shift from addressing only 'key customers' to an integrated total market/channel approach, including long-tail customers.

With an expanding ecosystem, increasing number of products, and customers, partners and countries (with a strong focus on Asia) its website is shifting from a one-directional product catalogue to a contextual, fully monitored (local) engagement platform with strong sales and service fulfillment processes. The NXP website is crucial for the success of NXP Semiconductors.



A demanding audience

NXP aimed to create a single, integrated online sales supporting channel, in line with the needs of its customer and (distribution) partners.

The main areas to focus improvement were to increase sales and lead generation, offer greater online support and technical content, become more application focused, increase support for go-to-market of new products and have simple and intuitive web navigation.

The campaign targeted design engineers across the globe, including emerging markets such as China and India. These design engineers were a diverse group of experts in analog/digital electronic component design, who typically spend up to three days online per month, looking, comparing and selecting products for their designs. They demanded relevant technical documentation be provided in a quick and intuitive way.

Research phase

Research for the campaign began in the summer of 2010, with the beta one and two releases launching later in 2011. As part of the research phase, 33 customer interviews and a survey of 3000 external respondents took place. In addition, 19 NXP executive and senior vice presidents were interviewed and a survey of 300 internal stakeholders was conducted, as well as desk research and competition ideation. Following this activity, persona definition and meta themes were created.

Multiphase feedback

During two prototyping rounds, customers performed detailed reviews of the website on the (visual) designs and heatmaps were used to visualise the behaviour and further improve the final designs.

During the first beta release, a special invite to a customer focus group (1000) was sent out via email offering a sneak preview of the new site.

Feedback sharing and voting was promoted via a 'uservoices' forum, which was monitored daily. Improvements and suggestions were then incorporated into the next beta release. A multi-language invite was sent to 30,000 customer engineers via email. The beta site was then made available on the 'old' website via a top banner for all 70,000 daily visitors to discover and share comments.

Active internal communication and demonstrations of the new beta website were given to top management in order to manage change and expectations.

In the spring of 2011, two more beta phases followed that adopted the same process as the first beta release. Development sprints of three weeks were given to ensure the campaign was kept on the right track and to incorporate customer feedback in an agile way.

The new NXP.com finally launched in October 2011.

A user-centric approach

After six months of the new site going live, 'Buy online' clicks increased by 125 per cent, unique visitors increased by 20 per cent and overall customer satisfaction increased to 8.7 (from 7.3).

Commenting on the campaign, Michel Claassens, senior director, digital marketing and branding at NXP Semiconductors, said, "Our new website is completely focused on helping our customers to design more efficiently and react quickly to market dynamics. We took a user-centric design approach throughout with intensive rounds of customer interviews, online surveys and visual design prototyping.

"This feedback enabled us to rebuild the site as a customer-friendly resource and create a world-class online destination to help our customers to make quicker and more informed decisions about the best solutions available at NXP."

RUNNER UP: 'Power to perform' for Atos by The Marketing Practice
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Winner: Networks First

Agency: Marketing Options International

Campaign: 'Dinoverts'

Networks First is a UK provider of managed network services. In 2011, it embarked on a growth programme, evolving the business, its services and its go-to-market strategy.

Networks First's brand presence was low. The challenge was to deliver a multi-touch PR and marketing campaign to raise awareness prior to lead generation. With limited budget, the strategy was to break the mould with a humourous campaign to cut through a crowded marketplace.

The campaign had to raise awareness of Networks First's expertise in solving network-related issues, including the shift to cloud computing, network convergence, mobility and the rise in employee use of personal devices in the workplace.

The campaign targeted CEOs, CIOs, network managers and IT managers in small, midsize and large organisations. Challenges with targeting this community included getting a cynical and over-targeted audience to pay attention to an unknown brand and differentiating Networks First from its competitors.



Storytelling on a budget

Marketing Options International (MOI) had to come up with a creative concept that could be extended across as many channels as possible, for as long as possible, to maximise reach within a budget of under £30k. The agency had already developed a new strapline for Networks First: 'Evolve your network with Networks First'. MOI's digital team built on the word 'evolve' to develop a campaign theme involving three dinosaur characters: aggressive 'Mr Rex', CEO of fictional company Rex Investments; 'Simmons', the company's perennially-anxious head of IT; and 'Lewis', the suave network manager.

Budget was limited, but this was turned into an advantage by creating a deliberately low-cost yet warm and funny campaign. Video was chosen as the medium most likely to create an immediate, impactful and emotional connection with the target audience. Three short, humorous videos ('dinoverts') were scripted and filmed on an low budget (£3k per video). A fourth dinovert was later produced for submission to Information Age's Innovation Awards.

Plastic toy dinosaurs were used as the 'characters' rather than expensive animation. Royalty-free library footage of explosions (to illustrate disastrous IT decisions) were also used, as were MOI employees and their families to voice the characters, instead of actors. Filming was done using an iPhone rather than with professional equipment.

Multichannel support

To ensure the audience understood Networks First's value proposition, supporting materials were developed to link the issues highlighted in the videos with Networks First services. These included a series of three DM postcards featuring the dinosaurs and evolution-themed copy, each promoting one of the videos.

A series of three HTML and plain text emails were also sent out featuring the dinosaurs and evolution-themed copy, each promoting a Networks First service. Pull-up banners featuring the dinosaurs and 'Evolve your network' strapline were used to support Networks First's presence at two key industry events.

A press release promoting the first video was sent out to select IT publications, including *Computer Weekly, Computer Reseller News* and *Information Age*. Social media media was leveraged, which included rebranding Networks First's YouTube channel, as well as establishing Twitter accounts for each of the dinosaur characters. Website banners were placed on the Networks First website and print advertisements ran in *Information Age*.

The campaign kicked off in September 2011 and ran until March 2012. To date, the three original 'dinoverts' have achieved 1322 views since the first one was posted on 18 October 2011.

Significantly, 60 per cent of viewers have watched to the end, demonstrating the campaign's 'stickiness' and target audience appeal.

Unique traffic to networksfirst.com increased by 37 per cent compared to the same period the year before. In addition, the campaign gained significant editorial coverage, including in *Information Age* where a fourth dinovert was produced by 'mashing up' footage of the dinosaurs with talking heads of Networks First spokespeople.

The video won Information Age's Award for Innovation in Marketing and Communications in April 2012, gaining high-profile coverage on the Information Age website (monthly unique visitors: 50,000). Together, the dinosaurs have built up a community of over 200 followers.

Maria Goggin, interim head of marketing at Networks First said, "Standing out from the crowd in a noisy market is a challenge for smaller businesses. A 'standard' campaign approach wasn't going to help us achieve this – we needed something less conventional. I'm delighted with the way MOI used creativity to make our budget go a long way."

RUNNER UP: 'Deeper campaign' for Qosmos by Goffredo Puccetti at the Pole Creatif Epinay/Orge

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Winner: RBS Corporate and Institutional Banking

Campaign: 'Corporate institutional banking – higher education'



RBS Corporate and Institutional Banking (CIB) offers the UK's higher education organisations a host of institutional banking solutions.

RBS has over 100 years' experience providing institutional banking services to the education sector, to a significant proportion of the UK's HE institutions.

In early 2011, CIB's higher education (HE) team was losing valuable market share. With an ambitious objective to grow market share, it knew it needed to build vital relationships with the 280 financial directors and other key stakeholders across the sector. However, one major barrier prevented this – financial directors in the higher education sector often don't respond to traditional marketing from banks.

The response of the marketing team was to target one of the biggest events in the sector calendar – the British University Finance Directors Group conference (BUFDG), attended by 100 per cent of the target audience.

Rather than follow most exhibitors and simply hire a stand and watch disinterested delegates pass by, the team developed a campaign strategy using the event as a platform to engage delegates in a meaningful way, positioning RBS as a leading authority in the sector.

Raising brand visibility

The HE campaign was targeted explicitly at financial directors and key decision makers within higher education. This is an extraordinarily close-knit and impenetrable community that relies heavily on their business network when choosing suppliers.

Previously, the RBS marketing approach to the HE sector relied heavily on more traditional marketing methods. There was a problem within the higher education sector, however, as this target audience tended not to respond to these more traditional marketing tactics. The new marketing team responded with a fresh and innovative marketing strategy and campaign to help overcome this challenge.

RBS needed a channel that would offer a platform for it to raise its visibility while simultaneously generating quality leads.

After researching the options, its attention was drawn to the annual BUFDG conference because it attracts nearly all of the UK's HE institutions' financial directors.

The problem with exhibiting at conferences is that you tend to end up just a sideshow, blending in among competitors. Traditional conference tactics had to be scrapped, and something altogether more creative and more strategic employed.

Rather than use the 2011 BUFDG conference simply to 'be seen', RBS started the process early, building a relationship with the organisers with an aim to be more creative than its competitors.

A personalised approach

The new marketing and campaign strategy was highly customer-centric and anchored by a multichannel approach. Each activity was personalised and relatable to individuals enabling RBS to connect with individual financial directors around issues that were pertinent to their institution.

The marketing campaign was successfully launched across the following channels: Digital marketing, direct marketing, email marketing, advertising, thought leadership, face-to-face marketing and workshops.

Post-event activity

After the event a follow-up email marketing campaign was launched. This proved extremely successful in reconnecting with the conference delegates.

The campaign planning began in November 2010, with pre-conference marketing taking place at the end of March 2011. Conference activity and post-campaign emails took place between 10-13 April 2011.

The entire campaign was delivered to a very tight budget but through the use of innovative marketing interventions the team ensured the campaign had high impact and delivered against the objectives.

Among the impressive commercial results achieved, the conference led to closing a transaction for a university (who previously traded with a competitor).

Commenting on the campaign, Stewart Ward, head of education, CIB, said, "The success of the campaign was down to the creativity, the strategic thinking and the partnership between the marketing team and the business."

RUNNER UP: '2e2 business/architectures' for 2e2 Group by Purestone TFM

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Winner: SAP

Agency: DNX

Campaign: 'SAP our business runs better'

SAP's software empowers people and organisations to work together more efficiently and use business insight more effectively. The organisation has over 183,000 customers and 78 per cent of its software installations worldwide are found in SMEs.

SAP knew through internal and external research that although over 70 per cent of its customers were SMEs, the SAP brand had a relatively low perception among the sector across EMEA. The common misconception among SMEs was SAP was too big, complex, expensive and slow to implement for their own IT needs. Communications to SMEs across EMEA were inconsistent with some messages coming from the global team, some from a regional level and others direct from the local country. Creative themes and messages were unaligned with each other and the channel. Channel partners did not have enough tools or resources at their disposal to stand out, be unique and showcase their individual innovation and tailored solutions. In addition, SAP's Marketing Development Fund (MDF) was only 50 per cent utilised on average each year.

The 'SAP our business runs better' campaign aimed to improve SAP's visibility within SMEs, demonstrating the brand understood their day-to-day business pains. It aimed to promote the strength and breadth of the partner network and showcase their innovation and expertise in implementing SAP's solutions. Lastly, the initiative aimed to provide content to partners that was appealing and configurable, and differentiate them from other SAP partners in the marketplace

Partner personalisation

DNX's strategy was to bring to life the many examples of people, companies and industries that have benefited from SAP's solutions. This would help put SAP and its partner network at the front of the target audience's minds.

To achieve this, a channel-centric programme and framework was developed that enabled partners to use their own



customer success stories. A framework for engagement and execution was also created that allowed different countries and channel partners to configure their own personalised, yet consistent campaigns, from varying levels of investment.

The campaign targeted SMEs across different industries. These included the SAP partner ecosystem: marketing teams in value added resellers, system integrators and distributors; SAP EMEA marketing services and market unit marketing teams, and SAP's network of Marketing Service Bureaus (MSB).

Multichannel assets

Campaign templates within three 'programme pillars' were developed in which partners could create tailored awareness and demand generation campaigns from a wide selection of highly configurable assets and offers.

Pillar one encompassed 10 SME solutions and industry-focused campaigns. Each campaign utilised copy and images for up to six different SME painpoints, DM postcards, emails, online banners, event collateral, implementation guides and relevant web landing pages.

Pillar two involved a myth-busting campaign: SAP is not too big, too complex, too expensive or too slow for SMEs. SAP customer success stories were brought to life and actual customer quotes were used to dispel the myths.

The third pillar involved partner reputation and relevance – partners could develop campaigns featuring a customer case study with three different levels of customisation (including the possibility to get closer to their customers through photoshoots with their staff on-premise and featuring them in the campaign itself). The campaign launched in April 2011 and remains ongoing.

Channel partner success

Michael Grekin, marketing director volume, ecosystem and channels EMEA at SAP commented, "The 'Our business runs better' programme delivers a highly configurable programme of content to different markets and channel partners across EMEA. It has enabled local country marketing teams and their top channel partners to engage much more meaningfully. It gives them a better framework for partner buy-in and commitment so they can ramp up their own marketing and co-marketing activity at the local level. The programme has seen unprecedented levels of financial commitment and results from both local country marketing teams and their channel partners, higher than any other channel initiative launched to date."

RUNNER UP: 'Business partner programme – Going for growth' for Virgin Media Business by Astute
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Winner: Ellisons

Agency: The Crocodile

Campaign: 'Transformation to social media'

Ellisons is the UK's leading supplier to the professional hair and beauty industry. Established in 1930, it offers nearly 12,000 products and operates three cash and carry warehouses. It also sells by telephone, mail order and via an ecommerce website.

Following a change of ownership in 2009, Ellisons' managing director set a target for 2011/12 of growing online business by 50 per cent.

Traditional supply methods (directory, phone and wholesale outlets) meant Ellisons was missing out on orders from businesses that preferred to purchase online and it was also missing out on potential cost-savings of an online sales model. However, there was a lack of awareness in the market about the Ellisons website and the benefits of ordering online.

The small business nature of Ellison's audience – and their profile in terms of online behaviour – was fundamental to the strategy of the 'Transformation to social media' campaign. The audience were actively engaged in social media, using smartphones as an access tool, and were less responsive to DM and email campaigns than other B2B audiences.

The campaign aimed to address Ellisons' marketing challenges by using social media to increase traffic to the Ellisons website, in particular, grow online business by 50 per cent; and build deeper, more valuable relationships with customers on social media platforms.

The campaign targeted Ellisons' main customer base – mostly women who were self-employed, sole traders and managers/buyers for small salons with less than 20 employees.

Channel selection

Research showed there were significant numbers of UK hair and beauty professionals active on Twitter and Facebook. These professionals used smartphones and also relied heavily on word-of-mouth marketing. Social media was therefore chosen as a key channel in the campaign.

The Crocodile set up a social steering committee within Ellisons to get buy-in from other members of staff and to encourage the team to behave in a social way. This included representatives from marketing, trading, customer service and HR. Team members became social champions within the business.



Activity included social media training for the committee, optimising social profiles and proactive follower/fan acquisition. As a result, Twitter followers increased from 300 followers to 2256 and Facebook grew from 500 'likes' to 2917. Social calls-to-action were also embedded across the business, including customer-facing material and email signatures.

To directly address the core commercial objective, The Crocodile developed a content strategy promoting the benefits of ordering online. This included links to drive traffic, engaging in conversations and fielding queries from followers and fans, as well as running competitions and offers. Price-driven offers were chosen to appeal to the cost-conscious small business audience and this was key to the success of the programme.

Engaging the community

Hashtags (#AskEllisons, #waxwednesday and #hairtoday) were used to theme tweets, encourage customer service communication and foster genuine social behaviour and ongoing dialogue. Proactive use of social communities was used for demand, testing new products whereby the trading team asked the community for feedback on products and pricing before deciding to stock them. In addition, canvasing for votes in the Beauty Guild Awards was conducted using Facebook and Twitter – leading to Ellisons first ever award. The tone and conversational style of the content was designed to both reflect Ellisons' core brand and to appeal to the small business audience.

The campaign began in November 2011 with planning, followed by an execution phase until April 2012.

Results from the campaign included a 44 per cent increase in the number of businesses ordering online, website traffic up 36 per cent, and Facebook becoming the third biggest referrer to the Ellisons homepage after Google and Bing.

Geoff Morris, managing director at Ellisons, said, "The campaign's unequivocal commercial success comes from its execution being so well targeted to our small business customer base. We discovered they were already engaged in Facebook and Twitter so were open to us when we started a dialogue with them.

"The importance of the right tone of voice and the right look and feel – along with the provision of exclusive great value weekly offers and promotions, was critical to our customers engaging. Within our market, these people are tough to reach. Through this social media campaign, we now have the attention of more than 6500 individuals within our target organisations."



RUNNER UP: 'More sense than money' for Powwownow by Gyro

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Winner: SAP

Agency: DNX

Campaign: 'Smart metering'



SAP is the market leader in enterprise application software, working with 183,000 companies of all sizes and industries to help them run their businesses more effectively.

SAP's solutions span everything from customer relationship management, financial management and billing, to advanced meter infrastructure and business analytics, and it works with over 2000 utility companies in 70 countries.

By 2020, every home and business in the UK must have a smart meter – and it's the energy retailers' responsibility to make this happen. The energy retailers are looking to technology companies to help them with the nationwide rollout and the data management. SAP has a whole range of solutions available to help them in both areas – from back office planning and field services execution, to data management and analytics.

Educating the audience

SAP's 'Smart metering' campaign aimed to kick-start long-term smart metering partnerships with targeted decision-makers in each of the 'Big six' energy retailers. Objectives of the campaign also included, setting up meetings with two energy retailers. The campaign needed to educate the audience about the benefits of starting the rollout early and highlight SAP's unrivalled solutions and industry.

DNX worked with SAP to identify key contacts in each organisation. Job roles varied from company to company, and each organisation was spoke to directly to establish who had smart meter decision-making responsibility.

To identify each target's painpoints, profiling was conducted to establish their knowledge of smart metering. Responses varied from knowing the switchover was happening but waiting for the Government to clear up grey areas, to not recognising the potential benefits or being at different stages of the implementation journey.

Personalised videos

Personalisation in the campaign was vital. Having worked with SAP for two months developing their smart meter proposition, DNX believed high-impact direct mail, combined with other tactics would be the best route to market.

An animated video was created that summarised SAP's smart meter proposition. Seventeen personalised introductions to the video were made (one for each identified decision maker) featuring Mike Lewis, industry principal for utilities at SAP. The videos were incorporated into a video DM, which was sent out to drive the target audience to a personalised microsite.

Seven personalised microsites were created altogether – one for each energy retailer. These sites contained the same content (due to budget restrictions), but each had its own unique URL. Lead capture was placed upfront so registrations and downloads could be tracked.

In addition, fresh content was created for thought leadership papers, case studies and event promotions.

Microsites were kept updated with a regular blog to encourage repeat visits and continuous engagement.

One week after the video mailers had been posted, an email was sent from Mike Lewis to all 17 contacts inviting them to sign up for the site if they hadn't already done so. This email included a personal note requesting the opportunity to meet with them. Telemarketing was also conducted for anyone that opened or clicked through on the email.

Recognising that some prospects might not be ready to meet just yet, but were still interested in the latest trends and news, the microsites were used to nurture the contacts.

The direct mail was despatched in March 2012. Four meetings were requested almost immediately.

Vanessa Mahoney, SAP's utilties industry marketing manager, commented, "DNX played a critical role in developing our 'Smart meter' proposition and executed on our objectives in fantastic fashion. We are delighted with every aspect of this campaign – from the video and website creation to the direct mail and campaign follow-up. It has opened up conversations we have been trying to have for months and has helped us to establish a foundation for long-term engagement with the energy retailers."



RUNNER UP: 'CTAS lead generation' for Carbon Trust by WDMP

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Winner: SunGard

Campaign: 'Transparency, Efficiency, Networks (TEN)'

SunGard is one the world's leading software and technology service companies. Its four businesses – availability services, financial systems, K-12 education and public sector – serve approximately 25,000 customers in more than 70 countries.

SunGard embarked on the 'Transparency, Efficiency, Networks (TEN)' campaign in order to achieve a number of goals. The first was to position the brand as a committed finance industry thought-leader working globally to support its customers through changing times. Other objectives were to develop qualified sales leads, nurture its sales pipeline and support worldwide revenue growth.

The 'TEN' concept aimed to capture the zeitgeist: 'transparency' to internal and external stakeholders in the finance industry is accelerating rapidly, requiring more and better quality data, risk management and reporting systems; improving 'efficiency' for cost control is a must, where technology can help; and better use of financial 'networks' allows access to liquidity anywhere in the world, and has become an imperative for finance industry participants' growth.

The campaign targeted a diverse mix of customers and prospects, including retail bankers, private bankers, asset managers, brokers, traders, insurers and corporate treasurers, from across the world – including Hong Kong, Dubai, Mumbai, Sao Paulo, Frankfurt and New York. SunGard also wanted to engage other industry opinion formers, including the regulators, media and analysts from each country.

International personalisation

The campaign involved the creation of interactive visualisations of SunGard's customers' work environments, which evolved into a growing repository of customer interviews around the 'TEN' themes. Alongside video, webinar, podcast and whitepaper thought leadership, Sungard created an increasingly rich source of industry commentary.

In addition, sophisticated videos in the form of animations, as well as gamification



techniques were used to address global financial industry trends. These were developed with a Hollywood film title maker and translated into five languages for key sales regions (Mandarin, Korean, Japanese, German, Portuguese). These were hosted on the TEN campaign site, YouTube and other social media sites, and watched over 100 times every working day (24,000 views to date).

Success in the city

The brand also held 13 'City day' conference-style events in leading financial centres, each attended by 150 to 1000-plus industry professionals and conducted in local languages.

SunGard worked with its relatively small (12-person) inhouse telemarketing team in Manila to improve its target attendee database and to invite people to the 'City days'. Local industry luminaries were invited to speak in general sessions on how the TEN theme resonated in their region. In addition, 'City day' attendees were photographed and videoed discussing the TEN theme, and these created an interactive demonstration of the brand's global industry footprint.

Hundreds of blog posts on the theme of TEN were created by SunGard's subject matter experts: two to four new postings were made each week, with each post having an average readership of 30. In 2011, 26,000 people visited the blog, with 44,000 page views, resulting in SunGard becoming one of the Financial Times' 'influential blogs we read'.

SunGard used the content generated through the campaign to create a 152-page TEN magazine, (50,000 copies printed). The organisation garnered 24 full-page adverts from well-known financial institutions who wanted to support the campaign, helping cover the costs of production and distribution.

The campaign allowed SunGard to present innovative ideas in its established markets and to raise its profile in key new countries across the globe.

Inhouse effort

SunGard's TEN campaign was run in-house, with all design, video and event organisation co-ordinated by SunGard globally. The majority of the budget was spent on the 'City day' events.

The campaign resulted in SunGard successfully developing qualified leads and transforming them into closed business. The return on investment of over 300 per cent achieved by the campaign is a clear indication of this.

In addition, perception of the SunGard brand improved by 90 per cent, with many participants commenting they now had a much better understanding of SunGard and its offerings than was previously the case.

Jessica Vilotti, director of marketing communications, SunGard, commented, "SunGard's TEN campaign was a truly global achievement using tactics that were genuinely innovative in financial services marketing. The themes of TEN captured audience attention across the world and resulted in meaningful opportunities for our business, in both SunGard's established and emerging markets."

RUNNER UP: 'Start!' for Polycom by Base One
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Winner: Kimberly-Clark

Agency: Gyro

Campaign: 'The healthy workplace project'



Kimberly-Clark Professional (KCP) is the business division of Kimberly-Clark, which supplies personal care consumer products to over one quarter of the world's population every day.

With 57,000 employees working in 36 countries, Kimberly-Clark has leading brands sold in more than 175 countries, with brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex, Poise and Depend. Kimberly-Clark has been previously ranked first in the personal care category in Dow Jones' Sustainability World Index five years in a row (2005-2009) and contributed $32.1 million in cash and products to charitable causes in 2011.

Wellness and productivity

Employee absenteeism and employees coming to work sick can cost the average company of 1000 employees more than $1.6 million every year.

KCP creates solutions to address the threat of minor illness, so the organisation's goal was to get its own internal culture to embrace a healthier approach to hand hygiene.

This internal employee engagement programme focused on wellness and productivity. At the centre of this were the KCP products its employees took pride in making but, at times, lost sight of the impact these products could have.

Promoting competition

Working with Gyro, a robust programme was created that motivated KCP employees to take hygiene into their own hands. 'The healthy workplace project', a 90-day challenge, divided offices into teams. By completing their daily tasks of wash, wipe and sanitise, teams could earn points – giving them bragging rights and the chance to win prizes. Of course, the key to victory was using the KCP products provided in their desk caddies.

Competition was encouraged through emails and posters throughout the office – all of which drove to the '90-day challenge' microsite. The microsite provided scoreboards, a rulebook and a 'stadium' for battle. As the competition heated up, stakes were raised with bi-weekly 'swab-offs' for bonus points, pitting teams against each other as swab techs checked office germ count to assess progress. Kimberly-Clark employees were also intercepted in the lobbies and common areas of their offices with a series of updated posters over the course of 90 days, as well as regular email correspondence driving employees to an intranet microsite that was home to the competition. After the '90-day challenge' ended, the winning team walked away with prizes, as well as the added feel-good-factor of knowing they'd beat their fellow colleagues.



The campaign targeted Kimberly-Clark North American employees. It mostly focused on their office workers in their main corporate offices of Roswell, Atlanta and Dallas, Texas.

Increasing brand sentiment

The campaign rolled out from July 2011, and it produced some excellent results.

Doug Sutton, director, global marketing at Kimberly-Clark Professional North America, said, "Kudos to the team, this work is fantastic!"

Richard Thorne, vice president of Kimberly-Clark Professional North America added, "By advocating for, and providing education on, healthy workplace hygiene habits, businesses can significantly reduce the frequency with which germs are spread throughout the office, creating a positive impact on employee productivity and absenteeism-related expenses. Importantly, a healthier workplace also promotes employee morale and inspires a higher level of engagement between the company and its employee."

RUNNER UP: 'Profiling international customers' for Lloyds TSB International by Rufus Leonard
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Winner: SITA

Agency: DNX

Campaign: 'SITA brand repositioning'

SITA is the world's leading specialist in communications and IT solutions for the air transport industry, delivering and managing business solutions for airline, airport and government customers over an extensive global eco-system.

SITA works in over 200 countries and territories with 4000 employees worldwide.

The air transport industry is undergoing one of the most exciting periods of change in its history. Customers can now book a flight, check in, deposit bags and board the aircraft without requiring the assistance of a single member of staff thanks to online, self-service and mobile technology. And there's even more going on behind the scenes, including cloud computing and virtualisation – two areas where airlines and airports are prioritising their IT spend.

However, despite the pivotal role SITA is playing in the development of all this new technology, the company did not necessarily have the corresponding image. An extensive brand assessment study established the industry did not appreciate the scale of SITA's input into the changing market. It was not perceived as innovative, but instead inflexible and formal. Perception was definitely not a reflection of the reality of SITA's huge contribution to the industry and this needed addressing.

Transforming the brand

The brand positioning campaign aimed to take the 60-year-old strong global brand and make it relevant for the next 60 years. It aimed to position SITA as a true leader with a bold, innovative presence and voice, demonstrate to customers, partners and employees that the brand is changing and how this is relevant to them, and differentiate SITA from other technology providers. At the same time the objective was to achieve buy-in from all stakeholders.

The campaign's primary target audience were existing SITA customers, new customers and SITA employees. The secondary target audience were industry associations, technology partners and academia.

Initially extensive quantitative and



qualitative research was conducted with customers and SITA employers across the entire air transport industry (quantitative), and qualitative research with SITA customers (customer advisory board), industry members, senior SITA management team and all SITA employees, to establish how SITA was perceived and what everyone wanted it to be. The remit therefore was to move the branding from service provider to market maker, and make it an influential and desirable brand. It was also important to transform the brand from being too bureaucratic to more of a 'can do' brand that was much more lean, responsive and efficient.

In response to this, a change management programme was created that encompassed SITA's brand touchpoints, across all areas of its business (portfolio, culture, capabilities and communications).

DNX also developed a new brand proposition, a strapline ('Create success. Together'), a creative platform and an employee engagement programme. The agency helped SITA express its brand personality in an open, energetic and committed manner, which built emotional connections through real storytelling.

Internal engagement

The internal brand launch activity included a global desk drop, email campaign from SITA's senior leadership team, intranet takeovers and a brand 'storybook'.

Regional workshops with management teams, led by brand ambassadors, helped inspire and develop employees' appreciation and commitment to SITA's new brand goals.

An interactive 'Employee engagement tool' (comprising tools, downloads, competitions and a quiz) aimed to educate employees about how and why SITA was changing and to prove it was happening.

External launch

To launch the new brand externally and communicate real, positive change, SITA needed to show how it was impacting the real world – by showcasing real success and human interest stories.

'Together we can', the global advertising campaign to launch the new brand, went live in January 2012. Customers and prospects were directed to a campaign landing page with video and downloadable content supporting an exciting range of 'Together we can' stories.

All social media channels were leveraged to generate awareness and engagement with the brand. Offline, the new brand was showcased and communicated at events around the world. Sales teams were supported with brand toolkits to ensure the new brand was communicated consistently and offices around the world received brand makeovers.

Following initial benchmark research in 2010, both the internal and external launch took place in November 2011, followed by the global ad campaign from January 2012 onwards, and follow-up research in November 2012.

Arthur Calderwood, senior vice president marketing and sales operations at SITA, commented, "Rebranding an organisation as complex as SITA was never going to be an easy challenge and yet DNX understood us completely and showed us the way, pushing us to be bold and different. From websites to advertising, from event stands to internal comms, we have a new, vibrant brand we can be proud of."



RUNNER UP: 'The next answer' for Fiberweb by McCann Enterprise

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Winner: USG

Agency: Gyro

Campaign: 'The weight has been lifted (2.0)'

USG is North America's leading producer of gypsum wallboard, joint compound and a vast array of related products for the construction and remodelling industries. It is also the global leader in the manufacture of ceiling suspension systems and is recognised as the premier acoustical panel and specialty ceiling systems innovator. Flagship brands include SheetRock Brand gypsum panels and Durock cement board, which are recognised around the world.

USG's variety of products provide creative building solutions that set new standards for productivity and efficiency, helping contractors and architects deliver high quality and innovative designs. USG's products are used in everything from major commercial developments and residential housing to simple home improvements.

USG has a widely diverse audience, which ranges from dealers and large-volume contractors to small business remodelers and a predominantly Hispanic installer base.

Birth of a new concept

The expansion of USG's SheetRock Brand UltraLight Panels into commercial board was more than just a product improvement, it marked the birth of a new category of lightweight commercial drywall. USG thought despite the current economic downturn, there was something positive happening in the industry that could profoundly impact its customer's businesses and lives.

Acceleration to market

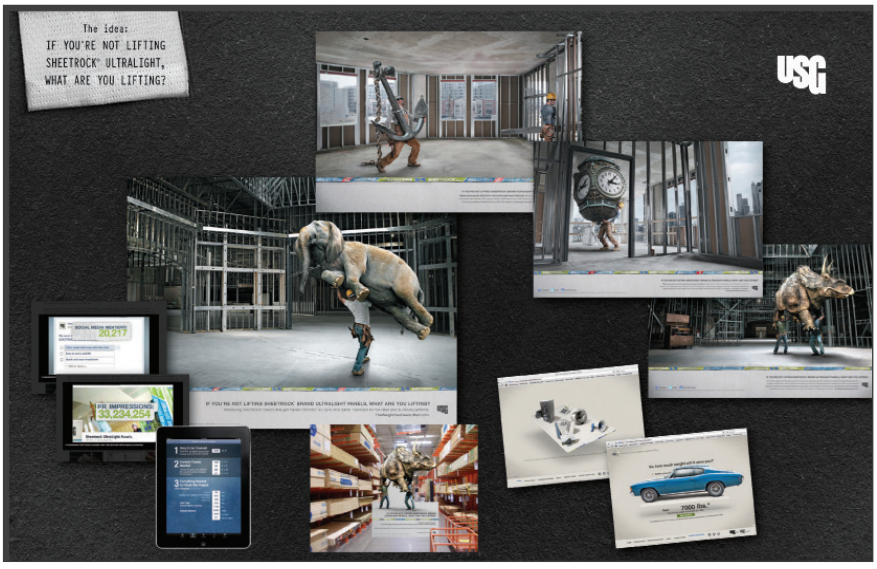
Two years ago, USG launched an innovative and new lightweight residential drywall that weighed up to 30 per cent less than traditional panels. However, what was originally an 18-month timetable was quickly accelerated to bring not just one, but two lightweight commercial products to the market.

Gyro was tasked with creating a successful launch campaign that spoke specifically to commercial contractors in the midst of one of the most challenging economic environments the construction industry had ever seen.

The '2.0' campaign targeted a diverse audience within the construction industry, from dealers and large-volume contractors to small business remodelers and a predominantly Hispanic installer base.

Quantifying the concept

The original 'The weight has been lifted' campaign in 2010/11 used dramatic images to communicate the difference in weight USG was lifting off installers' backs.





To carry standard drywall was to literally shoulder an extra elephant worth of weight over the course of a job. Customers instantly translated this difference in weight to benefits most relevant to them.

The more recent '2.0' campaign also featured eye-catching creative but it went one step further to tell the story of what this new portfolio meant to commercial contractors. Instead of simply touting UltraLight as a lighter board, it was actually quantified. Images and messaging didn't just communicate the pounds saved, but also expressed the benefit of the product. Whether it was saving time, ensuring customers weren't weighing down their crew or making sure they knew that it was time that their business evolved. And all of the messaging reinforced the idea that USG was now the established leader in lightweight innovation.

Building on success

Building on the success of the previous year's campaign, the target audience was reached through trade print, online banners, in-store POP, sales collateral, PR, dedicated microsite, social media, a mobile application, search, premiums and tradeshows. The '2.0' campaign began April 2011 and remains ongoing.

Fareed Khan, senior vice president, USG Corporation, and president, USG Building Systems, commented, "This is the most creative marketing campaign I have seen in my career with USG."

RUNNER UP: 'Betanal maxxPro UK launch campaign' for Bayer CropScience by Palmer Hargreaves

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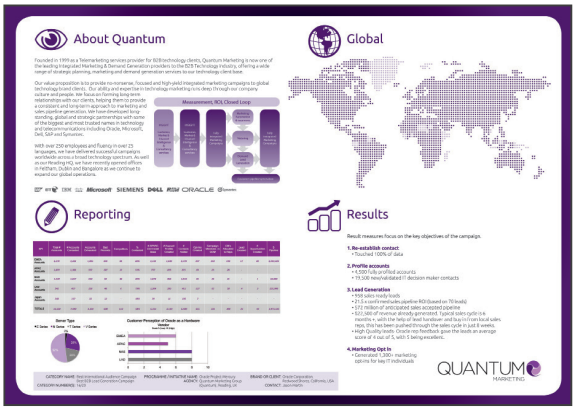
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the telemarketing company

Winner: Oracle Corporation

Agency: Quantum Marketing Group

Campaign: 'Oracle project mercury'



For more than three-and-a-half decades, Oracle has been the leader in database software. As it has further developed technologies and acquired companies over the years, that leadership has expanded to the entire technology stack – from servers and storage, to database and middleware, through applications and into the cloud. Oracle acquired Sun Microsystems in 2010.

The key strategy for the organisation's 11,658 accounts was to determine relevant decision makers and other key IT contacts; current IT infrastructure and status of SUN Servers; refresh cycle data and customer feedback data – all within a compressed timeframe. The urgency of the activity was driven by these unknowns, as well as how many 'leads' would be within these existing customers, and would they now be talking to key competitors about their needs?

Quantum established a global customer care and lead generation campaign across 170 countries in 30 languages with the focus on generating hot, sales-ready opportunities, as well as providing information to help future leads through the sales cycle. The campaign began in March 2012 and finished in June 2012.

Enriching the data

Although the primary focus was establishing contact with the 11,658 existing customers, all activity was driving towards collecting information relevant for either generating leads now, or in the future. Re-establishing contact with the existing install base was the first part of this process.

A valuable output was to enrich the existing data with sales-relevant intelligence to feedback, while also providing the global marketing teams with a rich pool of additional contacts for future lead generation. This included fully profiled account details, new/validated decision maker contact information, IT infrastructure status, current status of SUN Servers/Oracle support contracts and customer perception around key areas.

Sales ready BANT qualified leads were generated within these accounts by promoting a specially designed discounted trade-in offer to upgrade or renew servers. These leads were handed over directly to the sales team via an innovative lead handover process.

Opt-in information for IT decision makers added value for future marketing and lead generation campaigns.

The target audience consisted of specific existing SUN accounts (the data of which was provided by Oracle). Within these accounts was typically a primary target decision maker, based within IT, with responsibility for hardware infrastructure. Quantum had to identify these decision makers in each organisation. These included CEOs, IT directors, finance directors, IT managers, purchasing managers, server managers and infrastructure managers.

Closed-loop approach

Combined with the urgency and the global nature of the campaign, Quantum developed an innovative end-to-end/closed-loop approach, taking a step back from standard lead generation telemarketing campaigns.

Quantum's internal database consisted of over 10 million global IT contacts. Data provided by Oracle was matched against Quantum's own database in order to enhance the key information required for the campaign.

End users were contacted by telephone in local business languages, requiring a 24-hour call centre, operating four separate shift patterns.

The approach adopted as part of the campaign was a 'soft customer-care' technique to identify the key decision maker within each account. In light of this, the initial part of the conversation focused on reassuring customers that Oracle has continued to make significant investments around SUN technology, and that a road-map for existing SUN customers was in place. Once a rapport was established, this facilitated the acquisition of key profiling information. When a willingness to engage was identified, Quantum promoted a discounted trade-in offer designed to both expedite any purchasing decision and help ensure customer loyalty, these were BANT qualified and closed as sales-ready leads.

Telemarketing support

Call guides and approaches were adjusted and localised for each region to respond to cultural sensitivities and local business practices. To respond to end-user questions, the team of telemarketers were 'armed' with up-to-date product knowledge and technical information. Initial training from Oracle's product specialists was supplemented by refresher courses throughout to further refine the approach.

To help manage over 125 Oracle sales reps in collaboration with 'lead dispatchers' across five separate regions, a unique concierge-style 'lead handover service', was designed to maintain ownership of the leads until they hit the sales pipeline. The call was bridged by Quantum, who completed introductions for a warm handover to follow up.

Data collected through the engagements was then analysed to provide detailed reporting, valuable insight and market perception intelligence for Oracle to use for future campaigns. Some of the campaign's results included 19,500 new/validated IT decision maker contacts, 4500 fully profiled accounts and 958 sales-ready leads.

RUNNER UP: 'Smart cloud' for IBM by OgilvyOne
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your global marketing partner

Winner: Psion

Campaign: 'Psion welcome campaign'

For the last 30 years, Psion has provided handheld computing solutions to a global customer base. In 2009, the company embarked on a substantial change management programme, which included an unprecedented focus on marketing strategy, new product development and operational transformation.

In 2010, the company launched a series of new products built around a sophisticated, highly adaptable and modular platform. Known as Omnii, the platform eliminates the need for companies to over-specify their devices to mitigate the risk of obsolescence. Unlike any of its competitor products, Omnii devices can be reconfigured, repurposed, repaired and even upgraded to accept new technologies 'in the field'. The ability to do this gives Psion customers an industry-leading 30 per cent reduction in total cost of ownership.

The modules that form the backbone of Omnii are not only developed by Psion, but also by an expanding network of developer partners around the world. These developers, along with more than 1200 resellers and distributors worldwide, stay connected via Psion's open, online community, IngenuityWorking.com.



Integrating systems

Psion decided a rapid deployment of the Eloqua platform was critical to its overall approach to lead nurturing and marketing automation strategy. The deployment and integration took just six weeks. For its small team, this was an intense, and yet, exciting time. Even Eloqua was surprised at how rapidly such a small company was able to implement it.

Thanks to its integration with Salesforce, Eloqua allowed Psion to monitor, track and steer prospects towards the brand by providing rich, intelligence-led content as they moved along each phase of the decision-making process.

Since lead nurturing was completely new to Psion's sales organisation, its goal was to show that it could keep as many prospects as possible focused and engaged with Psion as they moved through the decision-making process.

The organisation wanted to get to know every prospect more intimately by tracking their interests, behaviours and actions each time they made contact with the brand. Sharing this insight with the sales channels was critical to proving the value and reinforce the use of Salesforce at all times. This enabled Psion to more effectively streamline and target its offers and interactions based on an evolving picture of their customers' needs and interests.

Increasing touchpoints

The 'Welcome' campaign targeted a cross-section of Psion customers and selected prospects from within its core target vertical markets. The campaign was launched in December 2011 and remains ongoing.

Within its target vertical markets, Psion also segmented prospects on a range of different levels based on previous interactions, information sourced from public databases and from activity on its web channels and online community.

If a prospect dropped out of a particular campaign, they were entered into another more relevant campaign or initiative. This closed-loop approach ensured very few leads were lost, despite operating a global database of more than 300,000 contacts.

With regards to funnel metrics, Psion measured the lead funnel quality and prospects transition speed. It generated more leads through automated tracking, triggers and lead scoring, and connection to Salesforce. Programmes were launched faster and more efficiently, increasing touchpoints and volume. Psion was able to garner insight into campaign effectiveness, allowing it to fine-tune initiatives and improve ROI. Enhanced flexibility lead to automatic and continous lead nurturing, improved segmentation and advanced intelligence. In addition, every communication, website and social media interaction was able to be targeted and tracked to show buying signals triggered by prospects.

A rich understanding

With its new approach, the 'Welcome' lead nurture campaign has so far achieved 70 per cent open rates on nurture emails, 50 per cent click-through-rates and 1079 new leads into Salesforce.

Psion now has a far richer and more detailed understanding of the prospects it manages through the lead nurturing programme. This is constantly evolving and improving, and it is likely that Psion's next step is to use advanced behavioural analytics to more precisely map every aspect of the customer decision-making journey.

Tony Condi, global director, field marketing at Psion, commented, "In benchmarking ourselves within the marketing industry, we are at the cutting edge of lead management and analytics. In field marketing, ROI is the prime objective for all of our activities. Our lead nurturing process is critical to delivering new levels of ROI, with greater insight and predictability."

RUNNER UP: 'Cyberconfidence' for CSC by The Crocodile
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Winner: Justine Arthur, head of communications and campaigns, BT Expedite and Fresca



Justine Arthur is head of communications and campaigns at BT Expedite, having taken up the reins in March 2010.

BT Expedite is BT's retail specialist division. Its products and services cover every area of retailing and its customers include Karen Millen, JJB Sports, Pets at Home, Primark and WH Smith.

With a team of three, Arthur's role involves delivering end-to-end lead generation, nurture and conversion campaigns, with standout creative via channels including events, web, social, email, videos and case studies.

However, Arthur has gone way beyond just this. To keep BT Expedite's 10 sales people busy with a succession of great opportunities, she's picked the brains of the organisation's technical people and created a clear vision of how shoppers, retailers and technology will meet in the future.

Arthur has succeeded in getting sales and marketing to work more closely together than ever before. And everyone in the company now knows and understands the value of 'the funnel' so everything the brand says or produces helps to drive opportunities and leads.

Key achievements

Arthur's was placed in the BT Retail Talent Pool in the category of 'Emerging talent' – a small group showing exceptional potential, with particularly high performance and strong leadership potential. She has also delivered 21 multi-language country websites in 15 languages within a new content management system leading a global project team of content managers. In addition, Arthur identified AKQQ (British Council) as a new client opportunity and led a team to win the tender of a £1m-plus, multi-country website/CMS migration project, a major online transformation programme requiring navigation through complex internal politics.

Arthur has achieved 65 pieces of quality editorial coverage in the organisation's target publications – 19 over target. To add further value to its headline sponsorship of the BT Retail Week Technology Awards, Arthur also negotiated a deal to take over its technology blog and brand it for the year. This gave it a platform to deliver thought leadership articles to its target audience and drive people to its website.

Identifying opportunities

Arthur has grown BT Expedite's contacts database of top 200 UK retailers by 43 per cent. She has helped the company receive an average click-to-open rate of 26 per cent for its bi-monthly Retailer Therapy newsletter – five per cent above industry average, and set up BT Expedite's first formal sales lead grading methodology and sales funnel in Salesforce to manage new business prospects through to sales. In addition, for the first time in BT Expedite's history, three new business sales (totalling £5m) are attributed to the work of Arthur and her team.

By delivering three events and one expo, Arthur put BT Expedite's sales team in front of 415 retail contacts from the top 200 retailers, from a database of 1600.

For the Retail Business Technology Expo, Arthur negotiated with the organisers to sponsor the event and include BT's 'Lighting up the high street – Future of retail' showcase – for no cost to BT Expedite. She then negotiated with BT Global Services to use its mobile demonstration 'bus' and contribute to marketing costs. This, along with approval from finance to sign off a small extra amount, enabled BT Expedite to have a strong presence at the show.

Leadership and support

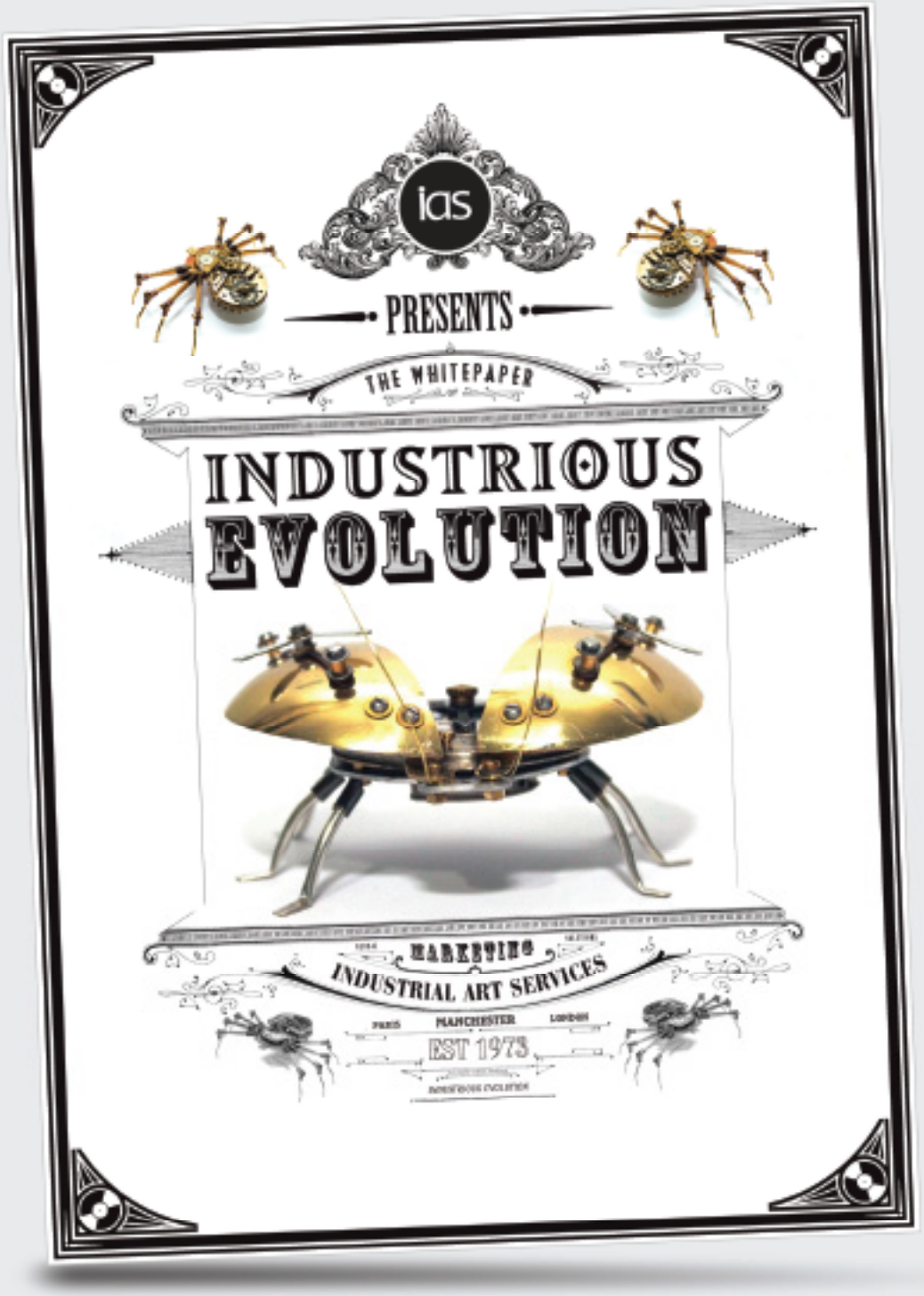
When Arthur joined BT Expedite, she had two traditional B2B marketing managers in her team, neither of whom had experience of online, videos or social media. She very quickly identified they were keen to learn; one is now online marketing manager and runs the organisation's website using a CMS and HTML, and the other is working as online marketing and social media manager for a B2C division at BT.

Arthur runs regular LinkedIn training sessions for sales teams and Salesforce workshops on how marketers can leverage the tool, and regularly collaborates with the wider BT marketing community on marketing best practice.

Commenting on Arthur's achievements, Rich Lowe, former CEO at BT Expedite, said, "Justine has driven a material change to BT's marketing and communications approach, including adoption of best practice CRM data capture, lead generation and digital marketing practices. The leadership in social marketing use of content was recognised by other technology vendors, becoming the new standard in this sector."

Alan Townsend, sales director at BT Expedite, added, "Justine is demanding, unrelenting and one of the most results-focused people I've ever met, making her brilliant at helping BT Expedite be successful."

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Winner: Tangerine B2B

Tangerine PR is a full-service PR consultancy based in Manchester. In 2011, it put the spotlight on B2B. This area of the business had already shown massive potential, so it took the decision to invest in creating Tangerine B2B, a dedicated division tasked with shaping a new offer specifically for B2B brands. The agency is passionate about developing PR strategies and campaigns that make a difference. In the last year, the team has grown from five to 14 indicating strong financial stability.

Tangerine B2B's approach is strategic, segmented, targeted and creative. It bases PR on real insight in a company, its offer, the market/competitors and the wants and needs/purchasing drivers of target audiences.

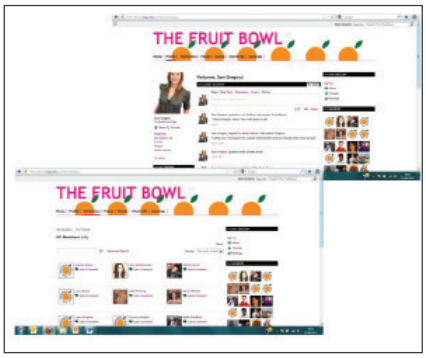
The agency promotes a channel-neutral approach and utilises the most appropriate communication methods and content for the target audience (rather than falling back on the conventional or leaping too quickly to the new-fangled). It aims to engage multiple stakeholders with different agendas and target the right audience, at the right time, with the right message. As well as combining creative ideas and proven techniques, it delivers meaningful and measureable results that are intrinsically linked to business and marketing objectives.

Changing the perception of PR

Tangerine B2B has helped its clients not just achieve impressive results, but also change their perceptions of PR and what it can achieve for their business.

As a result, clients are looking to the agency to develop insights and set wider comms/marketing strategies. The agency has bolstered its senior team to offer best-in-class support and its clients are positioning it as a lead strategic agency on global, integrated traditional and digital campaigns.

Clients request Tangerine to manage their entire digital presence, from social media to websites and online hubs – strategy development, messaging and content development. This year, the agency will launch a specialist team to create/seed quality online content to meet this demand.



Extensive coverage

Two recent successful PR campaigns have been for Dulux Trade and Mars Drinks UK. For Dulux Trade, Tangerine was briefed to launch a new communications platform to its target audience. The agency devised a campaign centred around the competition of the 'Most trusted decorator'. Homeowners nominated their best decorators, who went through regional and national finals – a deliberate strategy to optimise the coverage opportunity regionally and nationally over a three-month period. A survey, radio campaign and press office delivered 133 pieces of coverage, including in the *Daily Mirror*, bbc.co.uk and 30 radio pieces.

In the Mars Drinks UK campaign, the brief was to help launch two new ranges of hot drinks to the UK office market by generating widespread media coverage. Tangerine developed a campaign to map out 'A day in the working life of Mr and Ms Average'. A national study revealed the daily routines of 1000 office workers, which were segmented by age, gender, sector and region, and used to generate tailored stories for national, regional, online and sector media. The launch captured the interest of national and sector journalists alike, and received widespread attention, including 72 pieces of coverage – *The Daily Mail*, *The Express* and *The Telegraph*.

Internal and external support

Other notable activity by the agency includes appointing a new MD of B2B to shape and drive forward the division as a specialist arm of the Tangerine Group. The agency has created the 'University of Tangerine' – a development programme on insights, strategy development, implementation, evaluation and business development. In addition, a mentor scheme has been implemented to progress individuals at their own pace and allow middle managers more involvement/experience in staff development. Tangerine has developed a client charter to provide guidance for staff in order to maintain consistently high service levels

The agency's 'Fruitbowl' is an internal facebook group that encourages staff to share knowledge and integrate with the wider business. This is just one example of how the agency promotes open and honest staff involvement in business discussions, including financials. Staff enjoy a 10 per cent profit share, internal networking drinks on Fridays and fresh fruit and 'nutrition for health' courses.

The agency delivers regular talks at schools/universities and provides work experience/paid internships. It also offers charity clients 50 per cent discount.

Tangerine's efforts over the last year have resulted in an 80 per cent pitch win rate and 12 significant client wins. The agency has stayed true to its values and ethical approach to new business by only working with brands it knows where it can make a genuine difference. As a result, it has politely declined a number of new business opportunities and this 'refreshing' honesty has been warmly received.



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Winner: DNX

Surrey-based creative agency, DNX, comprises a 68-strong team of writers, designers, digital experts, account handlers and experts in social media and mobile marketing. The agency's expertise covers everything from brand creation and development, DM, video and advertising, through to web design, email marketing, app development and social media strategy.

DNX's average client relationship is currently an impressive 3.9 years, almost twice the industry average and a reflection of the agency's consistently excellent service. Seventy five per cent of DNX's work is now B2B, and it is listed in the top 10 fastest growing agencies in the B2B *Marketing Marcomms Agency Benchmark Report 2012*, which has lead to to more enquiries, more referrals and greater awareness of its offering.

DNX has not just added more people to its headcount, however, it has also added specialist experts, most notably in the areas of search, social media, data analytics and video production. Notable pitch wins include Adobe, Canon and Mastercard, while referrals include Avnet, Deloitte, Google, Hay Group and Vodafone.

Building talent

When it comes to hiring new talent, this year DNX tried an alternative recruitment track. It ran a provocative 48-sheet poster at Guildford and Woking stations, targeting London commuters, with the strapline 'Village idiots'. The message was simple: commuting didn't make sense. Twenty-seven people agreed and sent the agency their CVs. Two of them now work at DNX.

Another way the agency attracts new blood is by partnering with local education institutions. It partnered with Hurstpierpoint School to offer two 'Year five' students work experience, and also Epsom College (part of University for the Creative Arts) to provide help and advice to second year design students. It offers two students work experience with the agency's creative department and a placement in client services to an undergraduate.

Client showcase

One of DNX's most recent and high-profile campaigns has been for Cisco, the official



infrastructure provider to London 2012. The networking infrastructue giant briefed the agency to develop a digital hub that would engage with businesses and help them prepare for the Olympics. At the same time, the site would raise awareness of Cisco's sponsorship. Cisco UK's digital marketing manager, Amr Elrawi, commented, "DNX has been instrumental in the success of the Cisco London 2012 site, from the initial planning to its delivery. Their innovative approach to social media and exciting content has helped create an engaging and insightful website that has surpassed all our expectations."

DNX also successfully re-launched SITA, the air transport industry's leading specialist in communications and IT solutions. The agency developed a new proposition, strategy, change management programme and brand image for the company to reflect the innovative technology it offers the entire air transport industry.

Nurturing staff

DNX's puts much effort into nurturing staff's professional skills and general wellbeing. This includes a number of external and internal training courses and mentoring. Subjects covered include video, social media, creative briefing and the latest printing techniques. A new initiative is the agency's book club, in which staff take turns to read relevant marketing and business books and provide reviews for the rest of the team.

DNX also offers each member of its creative team three extra days off per year to attend exhibitions, galleries etc, to help get inspired with ideas. Regular group trips are organised to events, and monthly 'show and tell' sessions featuring industry professionals are also held. The agency also hosts 'Graze' – a fortnightly round-up of notable campaigns. The last Friday of every month is 'Free food friday (FFF)', which sees DNX provide a free lunch for everyone and staff gather to share presentations on pitch wins, major projects and industry trends.

To promote a healthy lifestyle and team spirit, DNX boasts a five-a-side football team, a golf team, a running club and corporate membership at the local swimming pool. It also takes small groups on overnight sailing trips during the summer.

Committed investment in staff means staff retention is 82 per cent.

Giving back

On two consecutive nights in July this year, the Guildford Shakespeare Company performed Shakespeare's 'A Midsummer Night's Dream' on the lawn opposite DNX's offices. The agency sponsored the event, which was attended by clients and local villagers, donating the proceeds to the village school.

DNX also took part in 'Byte Night', which saw 15 members of staff sleep out overnight in Reading to raise over £9000 for Action for Children.

RUNNER UP: Gravity Global

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WELL DONE!

(OR, TRY AGAIN NEXT YEAR?)

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Winner: British Gas Business

Agency: OgilvyOne, CHI, Carat, iProspect, Rufus Leonard and Blue Rubicon

Campaign: 'British Gas Business energy live'

In the past, British Gas Business (BGB) had a successful cost leadership model in an unpublished market, which combined with energy company acquisitions, drove strong growth and profitability. This approach required minimal marketing activity.

However, from 2004, prices became more volatile, energy companies attracted increasing reporting coverage, and customers looked for price certainty. Energy companies responded – developing fixed-price one, two or three-year contracts locking customers in until limited renewal windows. As customers were locked in for longer, they demanded both good service and great deals – it became a switchers market. Add to this continuing inflation in energy prices and BGB's relatively poor service reputation (measured by net promoter score, BGB ranked lowest of the major energy suppliers) it looked like the perfect storm was brewing.

In this price-driven market, BGB recognised the need to build a brand worthy of a market leader. The reinvigoration of marketing and a new marketing team in 2010 heralded the start of that journey.

Service ambitions

Research conducted by OgilvyOne and CHI for BGB highlighted how businesses think of energy as an overhead, not something to manage or use intelligently. Even high-energy users weren't being shown what they could do to control their energy; energy companies were just preaching about efficiency. Most businesses believed they were not getting the support they deserved.

A gap in the market was therefore identified, as well as the opportunity to provide an energy service rather than just energy supply. The positioning developed was 'intelligent energy partner'.



This proved to be both a description of today and an ambition for BGB.

Real-life stories

SMEs are a little cynical of the promises made by large corporations; BGB needed to demonstrate how it had intelligent ways to look after these businesses – enter 'Energy live'.



Because business people are more likely to listen to their peers than a supplier, BGB decided to let real businesses demonstrate the story. The story was 'Five businesses, one challenge: saving energy live'. Five businesses were recruited to reduce their energy consumption and costs with a smart meter, an energy audit and the 'Business Energy Insight' (BEI) service.

Energy live' had all the elements needed to target the audience with an integrated campaign.

These included real-life stories and different levels of engagement – from press ads to documentary video content. The multimedia elements worked together across channels to create engagement, interaction and response. The activity drove the target audience to the BEI microsite, which told the stories of the five businesses through infographics and video.

In February 2012, the 'Energy live challenge' was launched with a burst of PR activity and press. PR built the story by using BEI data-based insight to reveal the extent of business energy wastage, brought to life with compelling thermal imagery. In May, the results for the five businesses were published revealing they had saved up to 25 per cent.

Positive brand results

The BEI microsite received 65,000 visits since the campaign launched, nearly 25,000 customers have already signed up to BEI, and consideration among prospects has increased by 24 per cent since 2010.

Perceptions of BGB's service have increased 27 per cent, value perceptions have increased 14 per cent, and the perception of BGB as innovative has increased by nine per cent. This also had an impact on customer commitment, which has improved by nine per cent since 2010.

Overall the campaign had a positive impact on net promoter scores with an increase of 12 per cent in just two quarters of activity.

Because of the long contracts involved in buying business energy, these positive brand results are just the start. Direct response activity continues to capitalise on the improvement in brand perception.

BGB continues to build on its 'intelligent energy partner' positioning and to ensure it permeates the whole business, from proposition development to customer service contact.

The 'Grand Prix' awards category involves each of the final round of awards judges voting for their favourite campaign from the list of winners (categories 1-21). As ever, the competition for the 'Grand Prix' prize is tough and this year was no exception. Congratulations to British Gas, and their agencies.



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