b2bmarketing.net

B2B Marketing
Insight · Development · Training · Events

How to deliver an award-winning campaign



Contents

Introduction	3
Section 1 The judging process	5
Section 2 Inside the judging chamber	6
Section 3 Who was the shining light of the 2018 International B2B Marketing Awards?	8
Section 4 Learn from the best: The Grand Prix winning campaign	11
Section 5 Lifting the lid on an award-winning campaign	14
Section 6 Why the 'Profit Hunter' campaign was a roaring success	17
Section 7 How Arco 'shook the doors' of Westminster by exposing UK workers' lives being put at risk	21
At-a-glance entry guide	24

Introduction

For the fourteenth year, hundreds of ambitious B2B marketers donned their best garb and headed to B2B Marketing's annual Awards ceremony to battle it out for our highly desired trophies.

Over 800 B2B marketers attended the 2018 International B2B Marketing Awards at the Roundhouse in Camden making it the biggest B2B marketing event in Europe.

Every year the B2B Marketing Awards is a celebration of the industry's best. For some, winning an award is the pinnacle of their career, for others it's a catalyst for fast-tracked career progression.

In this guide we demystify the Awards process, revealing how the judging works, what goes on in the debating chamber and how you can impress the judges. We also reveal the three most revered award submissions as entered by the marketers, showing both examples of a good submission and award-winning campaigns.

Stand by to see what it takes to secure victory as the best in B2B marketing.

The 2018 International B2B Marketing Awards, painted by numbers

- 1000 award submissions
- 500 hours of judging, among 150 international judges
- 27 award categories, plus the overall Grand Prix winner
- Over 800 attendees at the Awards ceremony at Camden's Roundhouse
- One live band and a glow in the dark dance troop
- 608 bottles of wine (during the dinner alone!)
- One comedian, Rob Beckett, as compère
- Over 300 after-party goers, partying until 4am
- Innumerable amazing dance moves
- Countless sore heads.

Read on to find out:

- The biggest cause of debate among the judges
- Panel chairman Peter Young's top tip for entrants
- What separates the Grand Prix winner from the rest
- One thing that really bugs judges
- Case studies of the top campaigns.

5 reasons to enter the Awards

- **Increase employee motivation:** Being nominated for an award lets your staff know their work is truly valued – not just by you, but by the whole industry.
- **Treat your clients and partners:** Shortlisted agencies boast higher client retention and satisfaction.
- **Attract new business:** The external validation of an award gives you credibility and authority in the sector, allowing you to entice new business and talent.
- **Prove marketing's value:** What better way to bring marketing to the attention of the c-suite, and show how you're truly outperforming your peers?
- **Benchmark against your peers:** The pioneers and innovators in B2B are those prepared to shout about their success. The Awards process is a perfect platform to take stock and benchmark your work.



Section 1

The judging process

Judging for the International B2B Marketing Awards takes place in two stages. In the first round, around 150 industry judges rate the awards online and against a strict set of scoring criteria. The highest scorers then progress to the shortlist, and to the second round.

In the second round, gold, silver and bronze award winners are selected for each of the 27 award categories. Next, our top tier judges – of which there are usually five – meet at B2B Marketing HQ to battle it out over who wins the hotly contested awards.

Final nominees for the PR agency of the year and marcomms agency of the year are asked to present their submission in person to the panel of judges.

Awards timeline

April: Award registration process is opened.

May: Awards submissions are entered.

June-July: First round of awards judging.

August: Shortlist is published.

August-September: Second round of judging.

November: B2B Marketing Awards ceremony takes place and the winners are publicly announced.

The judges

B2B Marketing's chairman, Peter Young, oversees the judging process with the rest of the 150-strong judging team brought in from across the industry. The judges – who are by invitation only – are CMOs and marketing leaders with sufficient standing and experience in the sector.

All decision-making is entirely independent from both B2B Marketing and the companies each judge represents. Judges sign a code of conduct committing them to the highest standards of integrity and confidentiality and are selected in a manner that removes bias or conflict of interest.



Section 2

Inside the judging chamber

During the second round, judges gather in person for a lively debate to establish the winners for each category. We spoke with independent chairman Peter Young, who oversees the judging process, to find out what judges are looking for, what winds them up, and what entrants need to do to stand out from the competition.

What are the judges looking for?

- **Acknowledge the entry rules and requirements:** Stick to the template, stick to the word count, stick to the headings. Delivering what you've been asked for allows the judges to see your worth and make fair comparison with other entries. Judges will be looking for entries that cross-reference the category description and address those issues.
- **Be clear:** Will the judges be able to understand and interpret your entry? Is it open and honest? Judges are your senior peers, and experience will tell them if something doesn't sound right. Nothing puts a judge off more than jargon and over-complicated language.
- **Be accurate:** Spelling and grammar mistakes are embarrassing, yet occur every year.
- **Link your results to the objective:** No matter the category, it's vital that the objectives you set are clear and that your results match or exceed your goals. Absence of correlation is irritating for judges and creates uncertainty, which makes you less likely to win.
- **Demonstrate originality and creativity:** Don't limit this to words and visuals, but expand to cover agility, adaptability and smart thinking. Judges aren't expecting to be entertained, but entries do need to be engaging. The judges are just human beings too!

"Entrants ought to understand the context. Your entry is in a room with five or six judges, who have seven or eight other entries in front of them. They are doing this from 10am until 4pm.

If your entry is impenetrably complex, badly-written or doesn't follow the guidelines, it's very hard for the judges to give it proper credibility. Part of an entrant's job is to be clear, clean, concise, and comprehensible in an easily digestible way. If you do that, you're halfway through the battle".

"Entries benefit from being professionally written. Don't cobble it together at the eleventh hour, or give it to a junior or someone unable to write well. Writing is an important craft – give it time and give it talent. If you put both in, it will come through."

Peter Young, independent chairman and marketing consultant

Protect your privacy

We'll sing your success from the rooftops by publishing award-winning case studies in full, both online and in print. Not only is this a great way to shout about your efforts, but it means you can learn what's putting your peers at the cutting-edge of B2B marketing.

We know that in order to win an award you may have to share information you would not want to disclose publicly. Don't want the world to know your budget or ROI? Don't forget to mark this information as confidential. Avoid any client embarrassment by ensuring your team don't forget this important step.

Does it make a difference how much you spend on creating your entries?

Winning is not about budget (unless, of course, you're entering the Best limited budget campaign). It's the same when it comes to the entry process. Over-packaged, self-indulgent entries won't impress the judges, but nor will entries that look lazy or shabbily produced. You need to strike a balance. Deviating from what's expected is one of the judges' biggest irritations.

If you're entering multiple categories…

Make sure you tailor your entries to the category you're entering. Judges hate to see entries that look as though they've been written for something else. It comes off as lazy or as if you're playing a numbers game.

What separates the best from the rest?

The Grand Prix winner is the best overall entrant and is selected from the Gold Award winners. However, not all Gold winners are automatically considered for the Grand Prix. In 2018, the judges highlighted 10 for their outstanding qualities.

In this guide we reveal the submissions of not only the Grand Prix winner, but also two other highly praised Gold Award winners that were considered for the Grand Prix prize.



Judging Criteria for the Grand Prix prize

As the nominated campaigns cannot be compared like-for-like, there is a rigorous set of criteria Grand Prix entries are measured against. This ensures fair comparison. Each of these criteria is given a score from which the overall winner is determined.

- **Understanding the objectives:** How well did they identify and articulate the objectives behind the entry?
- **Strategic thinking:** What evidence is there of strategic thinking behind the campaign?
- **Creativity:** Not just in terms of the creative in the campaign, but the choice and mix of channels, originality of thinking, the messaging and the expression of that message.
- **Results:** As measured against the objectives.

Peter Young's top tip for entrants

"Follow the guidelines. Keep it simple, and don't inflate it with jargon. Make the evidence clear. Write it in a way that's digestible. Make it engaging. Pick your category – or categories – that best suit the strengths of your campaign, but if you're going to select multiple categories, don't just do the same for each."

Peter Young

Section 3

Who was the shining light of the 2018 International B2B Marketing Awards?

At this year's International B2B Marketing Awards, law firm Bryan Cave Leighton Paisner's campaign 'We can't tell fortunes, but we can protect them' beat the competition to take home the top prize of the Grand Prix Award. The campaign also won Gold for the Best use of direct mail and Bronze for Best limited budget campaign.



Bryan Cave Leighton Paisner's other entry, 'Elephants in apartments' won Bronze for the Best use of direct mail and Silver for Best use of creative. That makes a total of five awards, including the fiercely desirable top gong.

Behind Bryan Cave Leighton Paisner's Grand Prix-winning campaign

The Grand Prix-winning campaign was aimed at high-net worth individuals in the Far East. It raised awareness of a new service the law firm launched to reduce cultural concerns that surround divorce in the region. Central to it were two pieces of direct mail, which involved sending fortune cookies, tea and kau cim (fortune-telling) sticks to its audience (turn over for the full case study here).

Judges hailed the campaign as "an exemplar for B2B marketing creativity in law firms… This entry oozed cultural affinity, sensitivity and emotional intelligence rarely seen at this level in the wider B2B space", one judge said.

Paul Snell caught up with the head of brand and campaign marketing, Brian Macreadie, and campaign marketing manager, Verity Sleeman, to find out how they did it.

How did it feel to scoop the top prize at the Awards?

Verity: It was amazing, an incredibly special moment. We've had a campaigns team at BCLP for more than three years. The Awards night felt like a culmination of the changes and ways of working we've been implementing as a team, and getting the whole team behind these really ambitious projects.

Brian: I've been joking that our mums are so incredibly proud! This is definitely one of my career highlights. I've previously been fortunate to be a judge of these Awards, and I've seen how passionate and heated judging gets at times. I know first-hand how hard it is to win. We're completely staggered to win the Grand Prix. It took us ages to get on stage, because we were still sat at the table saying 'Did they really call our name?'.

We're a small team working on modest budgets, and this was as difficult a brief as we've ever had. To come home with the Grand Prix makes us so proud.

Do your stakeholders need a lot of convincing to go ahead with a bold campaign such as this?

Verity: Absolutely not. We work with partners who are ambitious and creative. They love something that's going to make them stand out in a crowded market, because they're on the front line and they feel those business pressures. We're going to be getting a lot more requests for campaigns, but it's a nice problem to have.

Brian: When we present these ideas to partners, we tend to present two to five concepts. For the past couple of campaigns the punchiest concept has been picked – that tells you a lot.

The campaign promoted a brand new product, to unknown prospects 6000 miles away. Where do you start with a campaign like that?

Verity: We worked with our local marketers in Asia and hand-in-glove with the legal team who gave us good intelligence on the market, their targets and their motivation and challenges. They gave us stories about their existing clients and explained how family law cases really work.

Brian: We spent hour after hour questioning our lead partner. Divorce is a topic that is quite easy to get your head around. It was easy for Verity, the team and myself to develop a rapid sense of empathy, but it was particularly important to understand the cultural nuances, given that we are so far away.



Anyone who's spent time in Asia understands the concept of honour and 'face'. The breakthrough moment was when we realised that divorce rips people's honour to shreds in public – and that was making young people reconsider marriage. It's wrong that people are entering marriage with such doubts. We latched onto that empathetic connection with the client base, and realised our service was there to help. We became so bought into it and moved by it, the marketing became easy.

How did you decide on the particular channels and tactics for this campaign?

Verity: We wanted something impressive and personal that brought the theme of fortune-telling to life theatrically. That led us to two centerpiece direct mail campaigns, one each in Asia and London. We investigated a number of different fortune-telling practices, always considering how they'd go down culturally. That was a new mindset to get ourselves into as a previously UK-centric marketer.

Brian: Something we learned was that fortune cookies are a western invention and not culturally relevant in Asia. So we used fortune cookies for westerners, and tea reading with the local targets.

We were worried about how to break into this high net-worth market with such a small budget. Our initial reaction was we would have to sponsor something huge. But we realised that we couldn't compete with the lavish hospitality and luxury those guys are accustomed to. Actually having a small budget wasn't a hindrance, because we were never going to have the budget to break into those luxury circles, so we knew we needed to get in touch with them personally. Because of the audience's intelligence it had to be clever and fun.

Verity: Weirdly, the limited budget was a blessing in disguise. It drew us closer to the original creative message. It let us hone in on the DM, distil it, make it sing with the message. It became so simple and clever that it cut through.

Why else do you think it resonated with the target audience?

Brian: Ultimately, I think it was the right product for a very serious societal and business issue, and we just found a really simple promise and brought it to life in a simple way. It's a classic example of the right product, told the right way in the right format. You don't need a huge budget for that if you've got the combination of those.

There have been campaigns that have given me a sleepless night before launch, but we all felt so confident with this idea we didn't feel particularly nervous. We felt we were onto something, and felt we were making a difference.

How does winning the award boost the team internally?

Verity: It's a huge confidence builder – that you can forge new ground, that no challenge is too great.

Brian: We've all heard the jokes that law firms are where marketers go to die, and that it's not at the vanguard of marketing. That pisses me off! We're a modern business in a modern industry, and when we're up against the calibre of other winning entrants, I'm proud that law firm marketing is out there mixing it with them!

Verity needs to take a huge amount of credit for project managing, delivering, and writing most of the content in the campaign. The job of the marketing leader is to make sure your team has an environment to think big, and be rewarded for it. It sends a message that if you think big, you can achieve it.

1400% Return on Marketing Investment

Doubled our target for face-to-face client meetings (from zero brand awareness)



"Very clever...the campaign really stood out"

Executive Director, Global Investment Bank

Section 4

Learn from the best: The Grand Prix winning campaign

Learn how Bryan Cave Leighton Paisner generated 1400% return on investment in less than 6 months through direct mail – and won both the Grand Prix and Gold award for 'Best use of direct mail'.

Bryan Cave Leighton Paisner's (BCLP) in-house marketing team was given a tough challenge: to launch a new product, nearly 6,000 miles from home, for less than the cost of one print ad in the FT, on a topic that is as emotional and delicate as they come – and is having a profound social impact in one particular part of the world, targeting the most exclusive clientele on Earth, and requiring an overnight return.

The result? Using a simple but powerful brand promise, brought to life creatively, the marketing team met and overcame that challenge – generating a 1400% return on marketing investment.

About BCLP

BCLP is an international law firm that provides advice to help companies and company leaders to navigate risk and make their business transactions work.

Strategy

Divorce is a traumatic experience for everyone, but for certain people, living in certain countries, it brings additional challenges. 'High net-worth' individuals enjoy privilege but, when it comes to divorce, their wealth brings exceptional problems even impacting family security. Those problems are particularly pronounced in parts of Asia, where wealthy divorces are very public, family honour is sacred, family assets built over generations become mere pawns in the courtroom, and where – in one infamous case – a child was kidnapped as her parents' divorce played out. Such is the pain and uncertainty associated with divorce that some people avoid marriage altogether. It is a topic with profound financial, social and familial implications.

BCLP created a new service to help people overcome those challenges and protect their most important asset – family – from the emotional impact of divorce.

With a heavy emphasis on providing fair provision for everyone involved – and on protecting those caught in the crossfire – the new service helps people to confidently enter marriage without doubt hanging over what should be a happy occasion.

Marketing challenges

The BCLP marketing team needed to launch the service but faced considerable challenges. Divorce is such an emotional subject that marketing a divorce service is a potential minefield. The team needed to tackle this topic sensitively to avoid any notion of 'ambulance chasing'.

High net-wealth individuals are notoriously hard to reach at any time, but BCLP had zero brand awareness among them and also a tiny budget – so faced an uphill battle.

The budgetary challenge was further amplified given the campaign team was based in London, nearly 6,000 miles away from the primary audience.

Finally, they needed to demonstrate ROI within months.

Objectives of the campaign

For less than the cost of a single print ad in the Financial Times, the BCLP marketing team had to:

- 'Go live': Launch the service in the local market.
- Lead generation: generate in-person contact with potential buyers.
- Revenue: Generate six-figure revenue within six months.

The target audience

The campaign instead targeted people that directly influence the prospective clients – professional advisers to the high net-worth individuals in the Far East. (Hence a B2B – not a B2C – campaign.)

Media, channels or techniques used

Given the low budget, BCLP needed to reach clients via simple, creative means.

Professional advisers are resolutely focused on helping their clients to protect their fortunes, reputations and family interests. That simple truth led to the key message for the campaign: We can't tell fortunes, but we can protect them.

That message – telling fortunes – created scope for all sorts of creative communication throughout the campaign.

Reading tea leaves, fortune cookies and 'kau cim' (Chinese fortune-telling sticks) all featured, resonating with both professional advisers and their wealthy clients.

Phase 1: Brand building

To build brand awareness and trust, BCLP sponsored a magazine that was distributed at a prestigious conference for professional advisers in Asia. An unmissable 'belly band' on the magazine (featuring tea leaves) got the message noticed. The advert, plus





a speaking slot at the same conference, and a slew of related LinkedIn articles, adverts and videos got the BCLP brand on the map.

Phase 2: Lead generation

Brand recognition established, the company identified a small group of influential professional advisers and targeted them directly using creative, personalised direct mail – sending them luxury tea (with tea leaf reading instructions) or a fortune cookie – each in a small chest.

Each DM introduced the brand promise, 'we can't tell fortunes, but we can protect them', and encouraged the target audience to meet the BCLP team, which they did.

Timescales of the campaign

Planning: July 2017

Brand building: October-November 2017

Direct mail: November 2017-January 2018

In-person meetings and measurement: February-April 2018

Results

For a budget less than the cost of a single print ad in the FT, with a campaign team 6,000 miles away from the launch location, targeting a hard-to-reach audience, and tackling a delicate topic having profound impacts on families, this campaign achieved the following in less than six months:

From zero brand awareness and trust, the campaign generated press coverage in key local publications, and ultimately doubled the target for sales meetings. Generated double-digit in-person meetings with professional advisers.

Sales generated six-figure revenue (1400% ROI) – double the objective.

"This targeted campaign proved that all it takes to produce results from a modest budget is an excellent product, brought to life imaginatively"

Brian Macreadie, head of brand and campaign marketing, Bryan Cave Leighton Paisner



Section 5

Lifting the lid on an award-winning campaign

Formica Group and its agency partner The Think Tank won the Gold award for Best Public Relations with its campaign, 'Lifting the Lid on Washrooms'. The campaign was highly praised by the judges as one of the top three awards submissions. Here we reveal their award submission and campaign details.

With its campaign and state of the nation report on Britain's public toilet preferences, The Think Tank turned Formica Group into a thought-leader. Here's how.

Formica Group is a laminate manufacturer and it creates 'sheets' that fabricators then make into toilet cubicle sides/doors etc. Its washroom communications had been very product focused. However, the internal marketing team was clear. This must change.

Launching a new sheet size, Formica Group wanted to raise awareness with its key audiences in architecture/design as well as key opinion formers in hospitality. With a solely product focus, Formica Group would not be able to move beyond its current media footprint.

The Think Tank created a PR strategy that answered this brief. It identified that washroom communications were impersonal. It knew a contextualised state-of-the-nation report would better serve Formica Group's interests and could be used to drive news coverage. So 'Lifting the Lid on Washrooms' was written, based on consumer research, and written in bite-sized 'chapters' that could be easily deconstructed and repurposed.

About Formica Group

Formica Group is the world's largest manufacturer of high pressure laminate (HPL). It's a leading provider of branded, designed surfacing solutions for commercial and residential customers worldwide.

The heritage and brand reputation of the Formica Group of companies has been founded on quality, service and innovative product lines. It has developed an unrivalled expertise in the sector.

Formica was invented in 1912, and nowadays, Formica Group's products are used in many ways from washroom cubicle sides through to doors, table tops and kitchen worktops. The company recently launched Infiniti, which is an anti-fingerprint, anti-marking, scratch resistant and thermal healing surface.

Strategy

Formica Group operates in a challenging, high volume marketplace. As a heritage brand it has to continually evolve and demonstrate its relevance to today's consumers and design and construction audiences.

Formica Group Europe has just undergone a restructuring and repositioning programme. It's in the middle of an ongoing £40 million investment plan which has seen a renewed focus on operational efficiencies and a move to customer-centricity. In the past year its turnover is up 21%.

Objectives of the campaign

The campaign had both communications and broader business objectives:

Communications:

- To demonstrate Formica Group's understanding of the washroom market, particularly the challenges faced by end users (which is everyone).
- To raise awareness of Formica Group's washroom offer, in particular the new sheet size.
- To support the sales team with insightful materials.

Business:

- Formica's broader underlying business objective was to drive sales volumes of its washroom products.

The campaign needed to position Formica Group as robust thought-leaders. Activity had to provide insight and information relevant to its customers. The way the campaign did this was through focusing on the end users – asking them what they thought of public toilets.

Any material created had to be hard-working, and able to be re-purposed quickly. Creating a report, with proprietary data allowed for this and to be used for PR, sales, comms and social.

The target audience

The target audiences were:

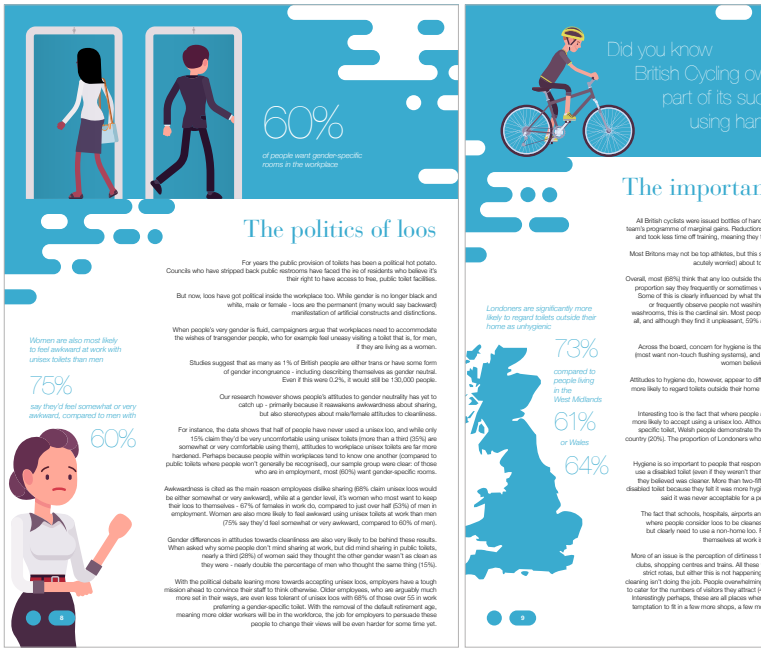
- Fabricators, specifiers, architects and interior designers working on washroom projects.
- Professionals working in the hospitality (pub/bar and food service industry).

Media, channels or techniques used

Formica Group is the world's top laminate brand, one of the things it makes is 'sheets' for washroom cubicles.

Launching a new sheet size, Formica Group wanted to ensure that its key audiences of fabricators and specifiers, as well as key opinion formers in industries such as





catering and food service were aware of its offer. News announcements or case studies about pub toilets are unlikely to secure space in the key hospitality trade media or the national press. With a solely product focus, Formica Group would not be able to move beyond its current media footprint.

The company wanted to position itself as a sector expert and be able to offer the washroom sector advice. Formica Group's marketing team wanted to see creative flair and for materials to be multi-purpose.

The Think Tank created a PR strategy and a tactical plan that creatively answered this brief. It identified that washroom communications were impersonal. Beyond this no-one was asking the end-user (you and I) for their view.

The agency wanted to ask the Great British public what they thought of toilets outside their homes.

This would help create news, but if it relied on just the survey it could just be a tactical 'flash-in-the-pan'.

A contextualised state-of-the-nation report would serve Formica Group's interests. Then The Think Tank created Lifting the Lid on Washrooms a state-of-the-nation report, which bought the findings into digestible, specific chapters and handy how-tos.

The bite-sized 'chapters' were easily de-constructed and repurposed for a myriad of uses. Insights could be extracted for social media, op-eds and for media commentary. Beyond this the report could be given to prospects as sector expertise and the sales team would be able to use attention grabbing stats in their work.

Once the report was signed off the agency liaised with The Times to secure an in-depth exclusive on the report before releasing to the hospitality media. (Releases had been created and aimed at the different key audiences).

After the news coverage appeared, opinion articles were lined up with the key architectural and vertical design media. There are opinion articles due to appear in key construction media and comment will be forthcoming in relevant scheduled features.

Timescales of the campaign

- Campaign devised: Summer 2017.
- Product focused media outreach: Autumn 2017.
- Consumer Research – **including devising questionnaire for newsworthiness:** Summer 2017.
- Analysis and report writing: Autumn 2017.
- Report design: Winter 2017-18.
- Exclusive secured – **The Times:** 14 February 2018.
- Media outreach with the catering and hotel media: February/March.
- Ongoing press liaison re: opinion article placements.
- Stage one wash-up report: April 2018.
- The Think Tank is still using the content from the report in its outreach.
- In May 2018 Formica Group announced plans to replicate the washroom study in additional European markets.

"Lifting the Lid on Washrooms was highly successful, not only did it raise our visibility, it also provided collateral for our sales teams and prospects. It was a sophisticated positioning exercise executed in a way that caught people's interest. The focus on the end user allowed conversations to start. The insight meant we were able to create a state-of-the-nation report while also having material to address more serious sector specific issues ranging from disability to office attitudes towards unisex toilets. The Think Tank handled a sensitive subject – going to the toilet – lightly and appropriately. We're so pleased with it we're going to roll it out in other markets this year"

Jennifer Neale, European marketing communications manager, Formica Group

Section 6

Why the 'Profit Hunter' campaign was a roaring success

Gravity Global's 'Profit Hunter' campaign for Embraer created a roar of excitement in Asia and among our judges. It was highlighted as one of the best Awards submissions and won two Gold awards, one each for Best use of Creative and Best International campaign. Below is the award submission and details of the campaign.

We know that the power of creativity can help brands punch above their weight. You can see it in the launch of the E2 'Profit Hunter' in Asia, where the brand was virtually unknown.

For the Singapore Airshow launch, Gravity used the Asian tiger painted on the plane's nose. The tiger has cultural significance in the region, known for its hunting prowess – a characteristic that perfectly matches the E2 and its power to make routes more profitable.

Embraer also wanted to promote the award-winning cabin. So Gravity created a viral film starring a tabby cat discovering the new cabin features – surely the most sophisticated cat video yet.

The agency also produced a VR experience which allowed visitors to 'fly' the plane, live social casts from the airshow and extensive coverage on social media. There were even OOH 'roaring Tiger' digital displays at Changi Airport.

We achieved amazing results in generating awareness and product interest. The tiger painting got more than 500,000 likes on Facebook, increasing fan following for Embraer. Live TV achieved more than 550,000 views in the first week and the cat film gained 2.5 million impressions. Share of audience went up by 283% and share of voice increased by 127%.

About Embraer

Embraer is the world leader in design and manufacturing of aircraft in 70-130 seat segment (typically known as regional jets), competing against players such Boeing, Airbus and other challengers including Bombardier, Sukhoi and Mitsubishi.

As the market continues to evolve, with Airbus and Boeing becoming increasingly aggressive when it comes to market share, Embraer is confident it can retain leadership with the introduction of their next generation airliner, the E2 'Profit Hunter' which has now entered commercial service.

Strategy

Creativity and impact, exemplified by painting an Asian tiger on the nose cone of the plane, were central to a campaign that also utilised viral video, VR, animated OOH, Social Casts and, of course, social media.

The stakes are high. Embraer predicts that world demand for 70-130 seat commercial airplanes will reach 6,400 new jets in the next 20 years, with a value of $300 billion. As the leading airplane manufacturer in the segment, Embraer wants to make the most of this opportunity and dominate sales.

Embraer believes the aircraft that will help it to achieve this is the E2 'Profit Hunter' (a term created by Gravity). A next-generation airliner, the E2 is the most efficient airliner in the

single-aisle segment, helping operators achieve sustainable profitability in the most challenging environments.

Earlier this year, the E2 achieved two milestones, industry certification and entering commercial service with Wideroe Airlines. As a result, interest in the new aeroplane has been at an all-time high and sales are gathering pace. Embraer wants to build on this and open up new conversations with airlines.

A key element of this was the use of personas, which had a dual role. They reflected the mindset and attitude of the audience and showcased the core benefits of the aeroplane. The 'Profit Hunter' was the lead persona, along with personas for customers and passengers such as 'comfort seekers' and 'middle-seat refusers'.

The unique two-plus-two seating configuration (no middle seat) and extra luggage space in the E2 cabin are real selling points for Embraer and the reason 'middle-seat refusers' and 'comfort seekers' love the aeroplane so much.

The personas are disruptive, flattering to the target audience and create intrigue to capture attention and drive a desire to find out more.

Gravity painted the E2's nose cone in an eye-catching 'Profit Hunter' livery. Inspired by the natural world, it chose the Asian tiger. The tiger livery certainly made the headlines, and was featured by world leading news channels such as BBC, CNN, CNBC as well as the press dailies at Singapore airshow. The aeroplane livery got half a million likes on Facebook.

A true profit hunter for Embraer.



Objectives of the campaign

- Increase overall brand awareness in the region by 100%.
- Increase awareness about the Ejets E2 aeroplane and generate leads.
- Maximise social media opportunities – paid, owned, earned.
- Support sales effort at Singapore Airshow and ensure prospects visit the aircraft.

The target audience

- The c-suite, operators of 70 airlines across 50 countries in existing and new markets including leasing companies, analysts and the media.

Media, channels or techniques used

- Painting the 'Profit Hunter' aircraft in tiger livery
- Cat viral film featuring aircraft interiors
- Press, online display and paid social advertising
- Paid and organic social posts
- Animated outdoor display at airport
- Twitter, LinkedIn and YouTube Communications
- Embraer TV streamed live on social media
- Blogs from Embraer and Aviation bloggers
- Virtual Reality experience of flying the Profit Hunter
- Produced a Market Outlook report – Market forecast, challenges and opportunities for the next 20 years (digital and print versions)
- Brochure
- Posters at pavilion
- Customer event.

The tightly targeted digital tools were augmented by more broad scale activity in traditional media such as print advertising in trade publication and show dailies and posters at, and in the vicinity of the key airshows. While the content and social media initiatives enabled Gravity to develop the theme further to deliver maximum impact from this truly integrated campaign.

Timescales of the campaign

Audience research: January-March 2016.

Planning: March-June 2016.

Phase one – **Launch of campaign at Farnborough:** June 2016.

Phase two – Roll out E195 E2 at Paris: 2017.

Phase three – **Launch of E190 E2 in Asia at Singapore Airshow:** February 2018.

Media campaigns in 2017 and 2018.

Website launch: 2017.

Multichannel support for Singapore airshow from January 2018 continues in the region until mid-2018.

Follow-up and reporting analysis is ongoing.

Results

- 550,000 views of Embraer Live TV.
- Nearly 500,000 likes for the Tiger Livery of E2 aircraft.
- The aircraft image was featured on front page of every industry print daily, and was showcased on BBC, CNBC and CNN.
- 204,621 sessions on website in two weeks. 630% increase compared to previous month.
- Cat Viral video ad received more than 2.5 million impressions with more than 6% CTR.
- 300 VR presentations made to prospects.
- 110% more mentions than Bombardier (main competitor).

Digital Analytics: Share of voice/audience and engagements

Boeing

- 12.6% share of voice and 32% share of audience.
- Total engagements: 39,900.

Airbus

- 13% share of voice and 6.6% share of audience.
- Total engagements: 118,000.

Bombardier

- 2% share of voice and 1.4% share of audience.
- Total engagements: 2900.

Embraer

- 4.5% share of voice and 6.6% share of audience.

Embraer is now clearly in third place compared to Bombardier – x2 mentions, x3 audience. Almost the same level of audience reach as Airbus, which is tremendous.

The Tiger generated over 450,000 likes and overall Embraer registered nearly 850,000 engagements. The highest engagement of all the competitors ie. more than Boeing and Airbus.

Embraer also generated over 26,500 new followers.

"At the Singapore Airshow 2018, the E2 'Profit Hunter' was the star of the show – making headlines in the press and on social media. The campaign created by Gravity showed the E2 as a tiger on the outside and a domestic cat on the inside, underlining the powerful efficiencies and award-winning comfort of this next generation aeroplane. They also used our media budget in a very smart way, generating maximum exposure.

Our partnership with Gravity continues to grow from strength to strength. They really understand Embraer Commercial Aviation's unique personality and are continually looking to push the boundaries of creativity. The results have been amazing. Well done to the Gravity team"

Maria Regina Cyrino Corrêa, global head of promotion strategy, commercial aviation, Embraer



Section 7

How Arco 'shook the doors' of Westminster by exposing UK workers' lives being put at risk

Arco became aware of a dangerous loophole in the CE marking process for safety equipment that was allowing unsafe products to get to market. Tests carried out in their product assurance testing lab showed unscrupulous manufacturers were exploiting this.

Arco was concerned a lack of due diligence by other distributors and suppliers in international supply chains was putting UK workers' lives at risk and creating a situation with the potential to bring the entire safety industry into disrepute. Arco decided it had no choice but to act decisively by exposing its findings in a professional and credible thought leadership campaign.

Arco's campaign needed to work extremely hard to cut through the bureaucracy of a notoriously slow to react health and safety (H&S) industry and drive real change. Central to the campaign activity was a short, compelling documentary film which brought together legal experts, brand owners and H&S specialists to examine how this was happening to legitimately CE-marked safety equipment. The campaign resulted in a number of product recalls and competitor statements, inspired senior industry stakeholders to become involved, and ensured questions were asked in UK Parliament about post-Brexit safety legislation and the safety of workers.

About Arco

Arco, the UK's leading distributor of safety equipment, has a guiding mission to keep people safe at work.

Consequently, the Hull-based company adopted a thought-leadership role, inspiring and informing the rest of the industry and promoting the highest levels of product excellence, compliance, sustainability and ethics in supply chains across the world.

Strategy

Historically, there's been a marked lack of governance and market surveillance within the safety industry, and a lack of attention from parliamentary stakeholders and industry bodies.

In the face of this, Arco's ethical thought leadership approach required a strong commitment from within the business. Arco's emphasis on safety, due diligence and quality needed standout in an environment of economic uncertainty, budgetary constraint and over-emphasis on price rather than quality.

Additionally, H&S is often regarded as the 'jobsworth' department, frequently derided and undervalued by other business areas, making getting a quality and safety message across even harder.

Plus, the complexity of EU legislation, and the extended international nature of safety product supply chains, made Arco's message a potentially unwelcome complication for businesses already dealing with a range of compliance challenges.

Objectives of the campaign

Arco's overall objective was to generate awareness leading to real change, to ensure that workplaces across the UK become safer for workers.

Arco's campaign focused on its deep understanding of the highly risk averse mindset of H&S professionals, and set out to achieve a number of ambitious objectives:

1. Ensure that dangerous, failing products are taken off the market.
2. Promote a new emphasis on market surveillance within the industry.
3. Bring about lasting change in a change-averse industry.
4. Bring manufacturers, buyers, specifiers, influencers and competitor brands along on the journey.
5. Alert parliamentary legislators, the Department for Business, Energy & Industrial Strategy (BEIS) and other industry bodies like the British Safety Industry Federation (BSIF) and Trading Standards to the dangers.
6. Highlight Arco's findings in a credible, authoritative way without damaging the reputation of the safety industry.

The target audience

1. H&S professionals
2. PPE specifiers and buyers
3. Industry bodies
4. Legislators
5. Brand owners
6. Other PPE manufacturers and distributors
7. PPE wearers.

Media, channels or techniques used

The campaign was produced in conjunction with Born + Raised. At its heart was a hard-hitting, short documentary.

Featuring contributions from high-level industry figures, well-known safety brand owners, legal and H&S experts, it was both credible and impartial, yet hard-hitting enough to get a complex message across in a change-averse marketplace. Emails encouraged recipients to view the film and invited them to use a new online 'Calculate your risk factor' tool. Tapping directly into the risk averse mindset of H&S professionals this produced a personalised risk factor report containing suggested actions to take to reduce the risks.

Arco also ran an industry lobbying campaign. Arco's action was instrumental in the BSIF strengthening the testing and surveillance regime of the RSSS, hence offering further protection to end-users. All findings from its research, together with data from its independently accredited product assurance laboratory, was shared with Arco's own suppliers.

The campaign was further supported by smart use of challenging online banner messaging and ad placement, plus an emotive brand ad campaign highlighting the risks of non-compliant safety equipment.

To take the message directly to H&S professionals, agency Born + Raised also produced a range of collateral to help Arco account managers spread the message, including visual aids, information packs, video content, sales scripts and a sales presenter app.



Timescales of the campaign

Research phase:
September-November 2017.

Campaign development:
November 2017-April 2018.

Campaign live: April-August 2018.

Results

Arco traditionally struggled to make its safety message heard beyond its immediate suppliers but the documentary suddenly opened doors.

Key industry figures and experts actively sought to be part of the documentary. In May 2018, Emma Hardy MP drew the House of Commons' attention to the issue for the first time, citing Arco's research and stating that, despite CE branding, up to 50% of boots are substandard. Andrew Griffiths, Parliamentary Under Secretary of State at the BEIS agreed to ask the Office for Product Safety and Standards to investigate this with Trading Standards officers.

Arco was then invited by the BEIS to attend and contribute to a new initiative, the Office for Product Safety and Standards, where it was able to further drive the issue of market surveillance and better regulation of the safety industry beyond Brexit.

The campaign also influenced EEF, the manufacturers' organisation. The UK's biggest industrial body allowed Arco to speak to members, and invited them to be co-producers of a paper which makes recommendations for the shape of H&S legislation beyond Brexit.

Arco's thought leadership campaign succeeded in raising the whole issue of market surveillance and due diligence within the industry, putting it firmly at the top of business agendas. Also as a direct result, the BSIF issued warnings and statements to members and created its Registered Safety Supplier Scheme, which now means that all members supplying protective equipment into the UK market can be sampled and tested annually by the BSIF, ensuring better compliance and safety for the UK workforce. Trading Standards has also issued statements and a range of new guidance.

While the primary objective was to make workplaces safer the campaign also demonstrated a measurable commercial benefit:

- Average 29.6% revenue uplift from those who experienced the campaign.
- The top 100 of these alone generated multi-million pound revenue and profit for the business.

> *"While some brands had taken Arco's lead in taking steps to offer increased assurance and compliance in their product quality, key industry bodies were not taking action. Market surveillance just wasn't on the agenda. By creating a movement and involving other leading figures in the industry, we really started to be heard and the industry started to care about product compliance and keeping UK workers safe. Being invited to help shape the future of health and safety in the UK beyond Brexit is the ultimate testament to this campaign shaking the doors of Westminster"*
>
> **Lee Morton, head of brand and proposition development, Arco**

At-a-glance entry guide

1

Follow the guidelines

Stick to the template, word count, headings and category expectations.

2

Keep it simple

Avoid the judges' biggest bugbear – jargon – and ditch the over-complicated language.

3

Make the evidence clear

Make sure your results match your objectives – and make them obvious.

4

Cut out the silly errors

Spelling and grammar – check, check and check again.

5

Engage the reader

Judges don't need to be rolling in the aisles, but remember your submission must be memorable.

6

Tailor it to the category

If you're submitting multiple entries, make sure each one is specific to the category it's submitted to.

About

B2B Marketing

Established more than 12 years ago, we are the number one go-to resource for B2B marketers across the globe.

Through our content hub and professional development services – including events, training and networking – B2B Marketing users are empowered with the tools, insight and inspiration they need.

Our promise to you

Things change fast in B2B. Just staying on top of the changes can be a full-time job. So, we do that job for you.

With our subscriber content, training and events we guarantee you'll:

- Put your best-ever strategies in place.
- Lock down the multiple skills, tools and insights you need.
- Find real-world inspiration for rolling out some outstanding marketing initiatives.
- Make the progress you've always wanted in putting marketing at the top table of your business.

How we help you, your team and your business to grow and succeed

- Free online member content, including guides, toolkits, interviews and case studies from experts and inspirational leaders in B2B.
- Premium, subscriber-only content, including industry research, benchmarking and analysis, expert strategy and tactical guides and a *B2B Marketing* magazine subscription.
- Four, flagship UK-based, annual events for B2B marketers and leaders: Ignite; The Conference; InTech; and the B2B Marketing Awards.
- Bespoke training for marketing teams (UK only).
- More than 40 one-day open training courses and workshops each year (UK only).
- Leaders networking, through the B2B Marketing Leaders programme and Leaders Forum (UK only).

First step

- Choose a 12-month subscription to all our Premium subscriber content – for just £399/$499.
- Go to b2bmarketing.net/unlock to find out more about the benefits of subscribing.
- Or call our client services team on +44 (0)207 014 4920.

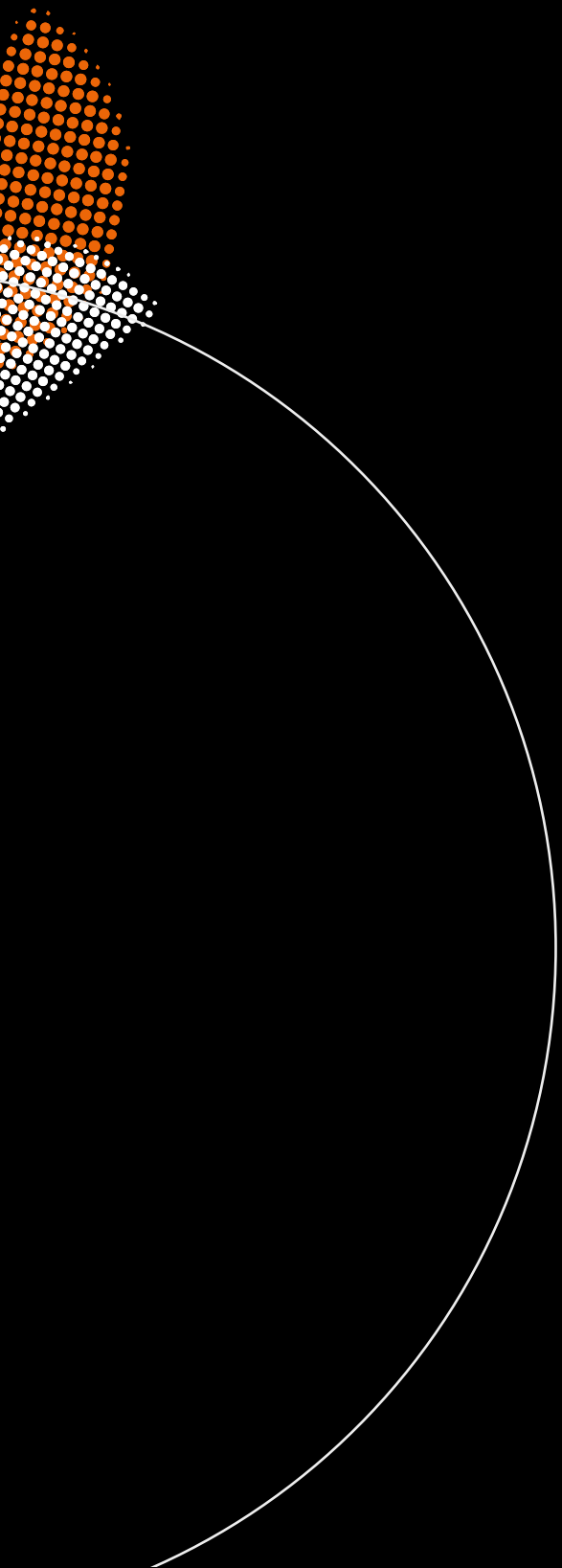
B2B Marketing

Insight · Development · Training · Events

b2bmarketing.net

B2B Marketing

Insight · Development · Training · Events



Contact us

B2B Marketing
Clover House
147–149 Farringdon Road
London
EC1R 3HN

Tel: +44 (0)20 7014 4920
info@b2bmarketing.net
b2bmarketing.net