EARNEST

FINALIST 2014
B2B AWARDS

Tales of the Unexpected

Category number: **27**

Category name: **Agency of the year**

Agency: **Earnest**

Supporting material supplied: **1 x A2 presentation board**

Word count: **1181 including summary**

Earnest

Summary

Word count: 187

And now for something a little different

Earnest was born five years ago – with a clear mission from day one: to chase out the humdrum in B2B marketing.

For too long B2B had been seen as a poor cousin to consumer marketing. We felt it was time progressive B2B marketers got an agency they really deserved – working with a partner who could help them achieve their ambitions, and then some.

Five years on, we're as passionate as ever about what we do. About surprising and delighting our clients – and their ever more savvy buyers. They've come to expect the unexpected from Earnest. And some pretty extraordinary results.

In the last 12 months alone, Earnest has…

- Won some great new clients including Twitter, YouTube, Misys, Canon and Arqiva
- Established a Behavioural Economics centre of excellence – using neuroscience and psychology to build more effective campaigns
- Developed one of the first B2B iBeacon campaigns – using innovative mobile technology to create a truly engaging internal brand launch
- Launched sister company WoO Marketing, an inbound marketing offering to serve the mid-market

The year in numbers

- **50% revenue growth**
- **45% increase in profit**
- **60% increase in headcount**
- **24 awards won**
- **$60m+ of pipeline delivered for our clients**



A year in review



2013

July

Launches new site for IRIS – consolidating nine websites & 5,700 pages into a single user-friendly online experience

Summer Party – Earnest retreats to the country for a Crystal Maze challenge

Aug

The office expands – Earnest takes over another floor after staff start to object to sitting on each other's laps

Sep

New WIN! – Global rebrand and internal engagement programme for MISYS

Earnest celebrates turning four – Soho pub landlord buys sports car with takings

Earnest hires! 1

Oct

New WIN! – Appointed lead campaign and content agency for worldpay

Earnest hires! 2

Nov

Bumper awards win – B2B Agency of the Year (MI Awards) and 5x B2B Marketing Awards. Hic

Extreme sports – nine Earnest staff have a temporary lapse in common sense and run the 20k, 75 obstacle Spartan Run. Never again

Dec

New WIN! – Appointed by twitter to help acquire and nurture new advertisers

Christmas Party – The selfie team challenge leads to traffic congestion in the Oxford Street area

Social initiative – Earnest releases SlideShare compendium This is the Year That Was in B2B

Earnest hires! 1

2014

Jan

New WIN! – Positioning and website project for cloud software provider Intelliflo

Earnest hires! 2

Feb

New WIN! – Appointed by Canon to develop new channel engagement programme

Earnest hires! 1

Mar

Brain food – Earnest launches behavioural economics in B2B at The Evidence

New WIN! – Major product launch for HR software innovator corehr

Earnest hires! 2

Apr

New WIN! – Integrated campaign programme for ingeus – a company that helps the long-term unemployed get back into work

May

New WIN! Creating a promotional film for YouTube

Earnest hires! 2

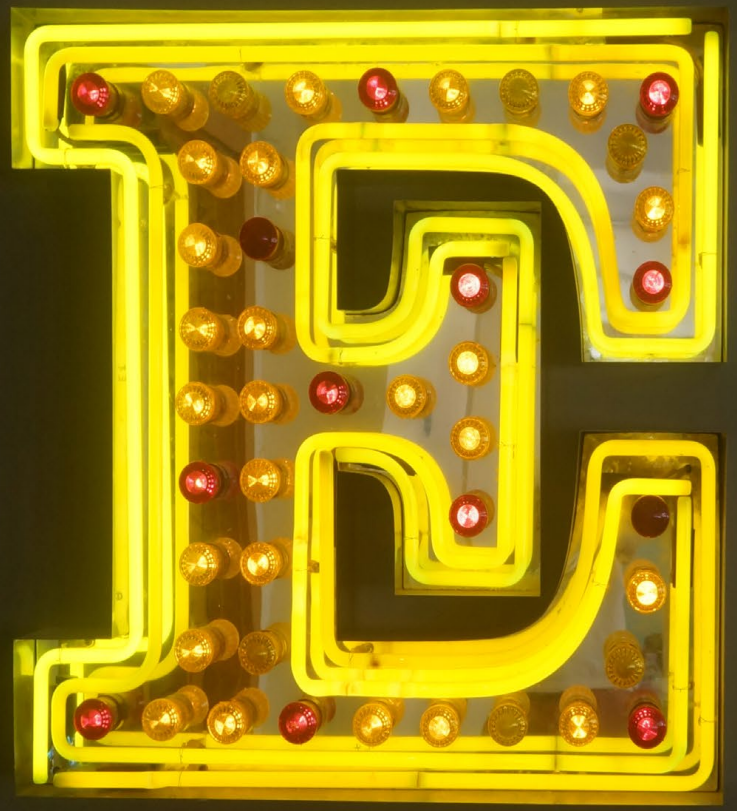
Jun

Awards win – Super Category winner at B2 Awards in Chicago – plus eight other awards

Innovation – internal brand engagement programme for Misys goes live – using iBeacon mobile technology

Expansion – Earnest launches WoO Marketing

Earnest hires! 2



arnest don’t do okay

As soon as ‘okay’ becomes okay, at Earnest we believe we may as well just shut up shop.

We’re not here to tick boxes, to cut and paste campaign plans, to fall back on the same old, hackneyed ideas nor to take your money and run. We believe B2B brands deserve better.

We get our kicks from getting to the heart of the problem, uncovering insights that give us the creative impetus to really engage audiences.

It helps us arrive at a better, often quite unexpected, answer. One that’s all the more rewarding for us, our clients and the people who matter most – their buyers.

On the following pages are a few examples of the work we’re delivering for clients day-in, day-out:

Reaching the unreachable with ACI Worldwide

Driving demand for ACI's banking software amongst senior decision-makers in global banks.

Scope:

- Personalised, high impact multi-channel campaign

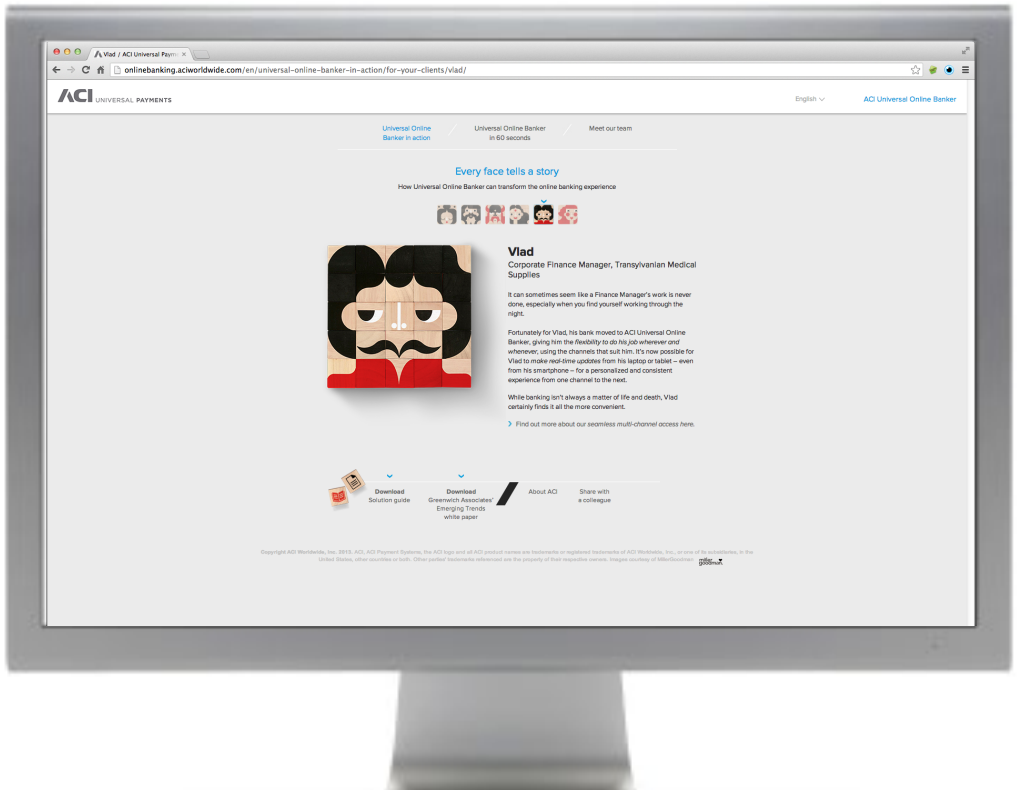
Result:

Delivered 48:1 campaign ROI











Reinvigorating the Misys brand

Helping internal and external audiences better understand what makes financial software provider Misys special.

Scope:

- New brand architecture, messaging and visual identity
- Internal launch and engagement
- Just launched









Making life easier for the Canon channel

Turning small business printers into star employees to drive channel sales.

Scope:

- Development of new business print proposition, campaign, channel toolkit and assets

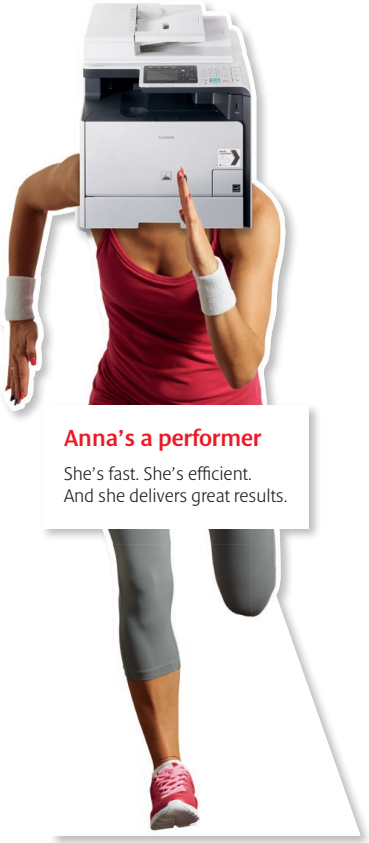
Result:

- Reseller webpage views trebled
- Average time on site increased by 87.27%











Persuading advertisers to embrace Twitter Ads

Helping Twitter acquire and nurture new advertisers – convincing them of the value of advertising with the platform.

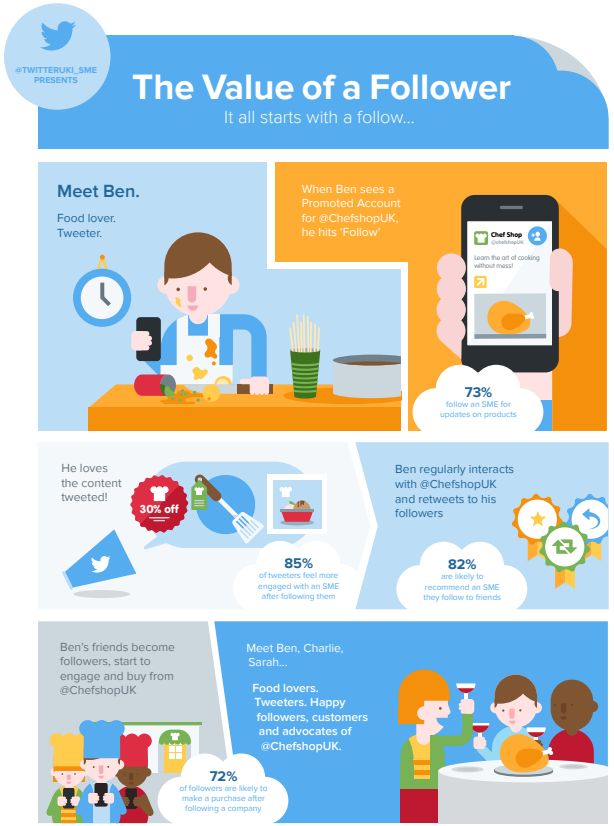
Scope:

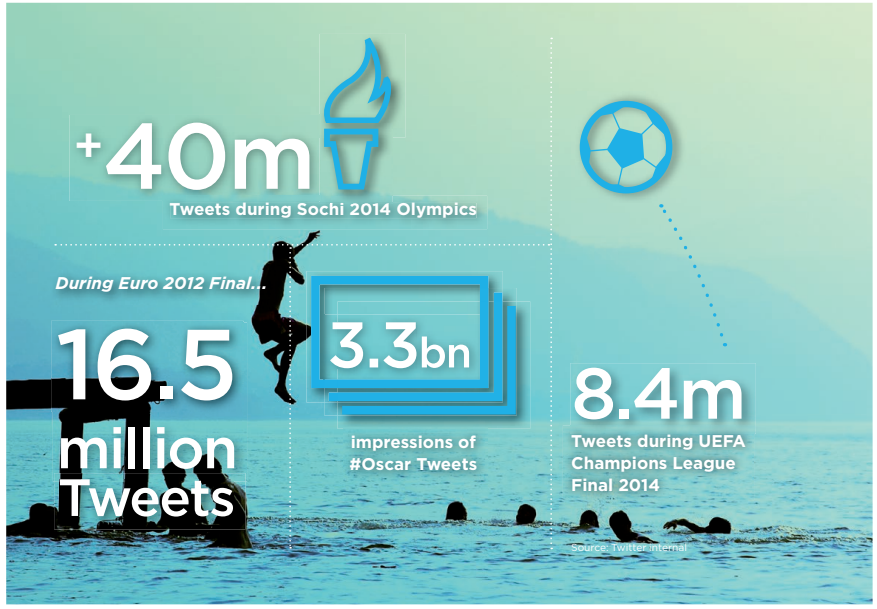
- Design and management of eCRM programme – including journey planning, lead nurture workflows, email and content creation
- Development of World Cup integrated campaign

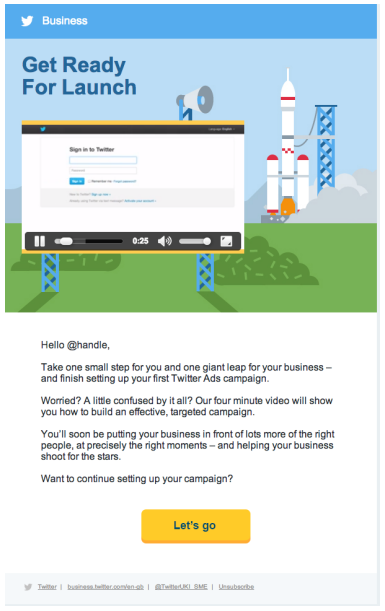
Result:

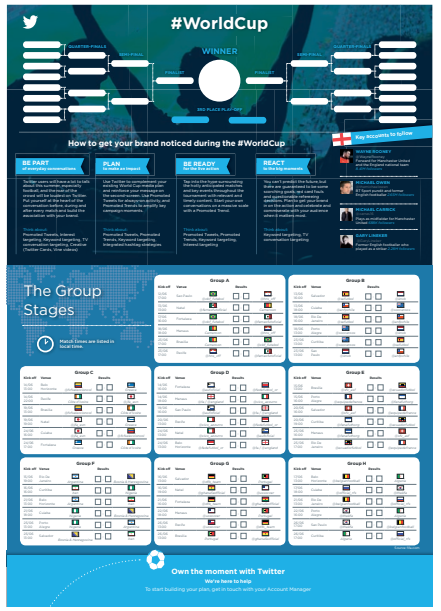
- Surpassed quarterly growth target











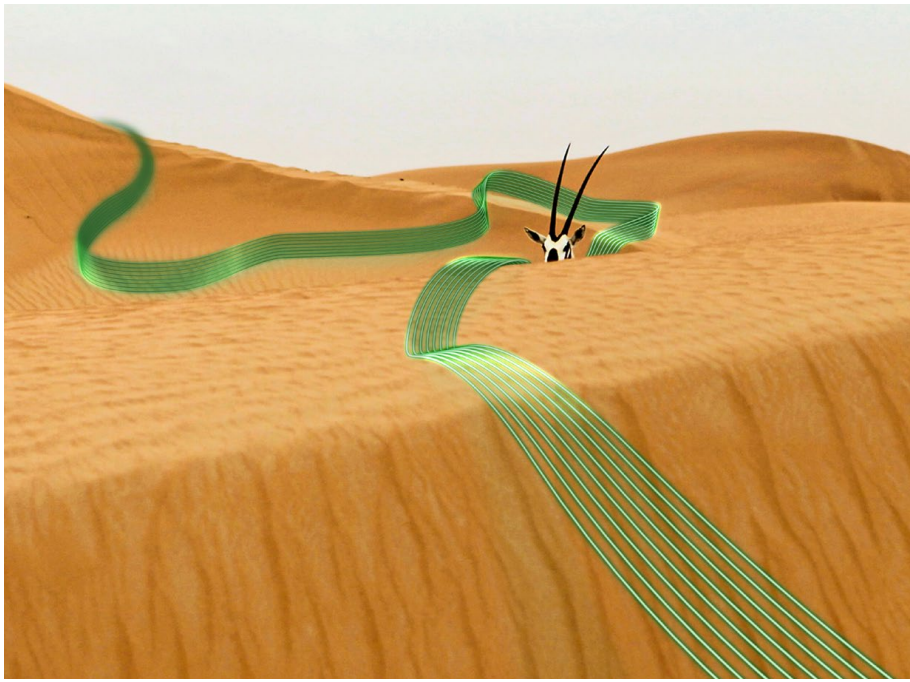
Global content marketing the Kaspersky way

Engaging C-level executives in large organisations and governments to understand the threats of cybercrime.

Scope:

- Development of Kaspersky Global Security Intelligence programme, identity and content assets
- Just launched









Making campaigning pay for WorldPay

Demonstrating to small businesses that there are more ways to accept payment with WorldPay.

Scope:

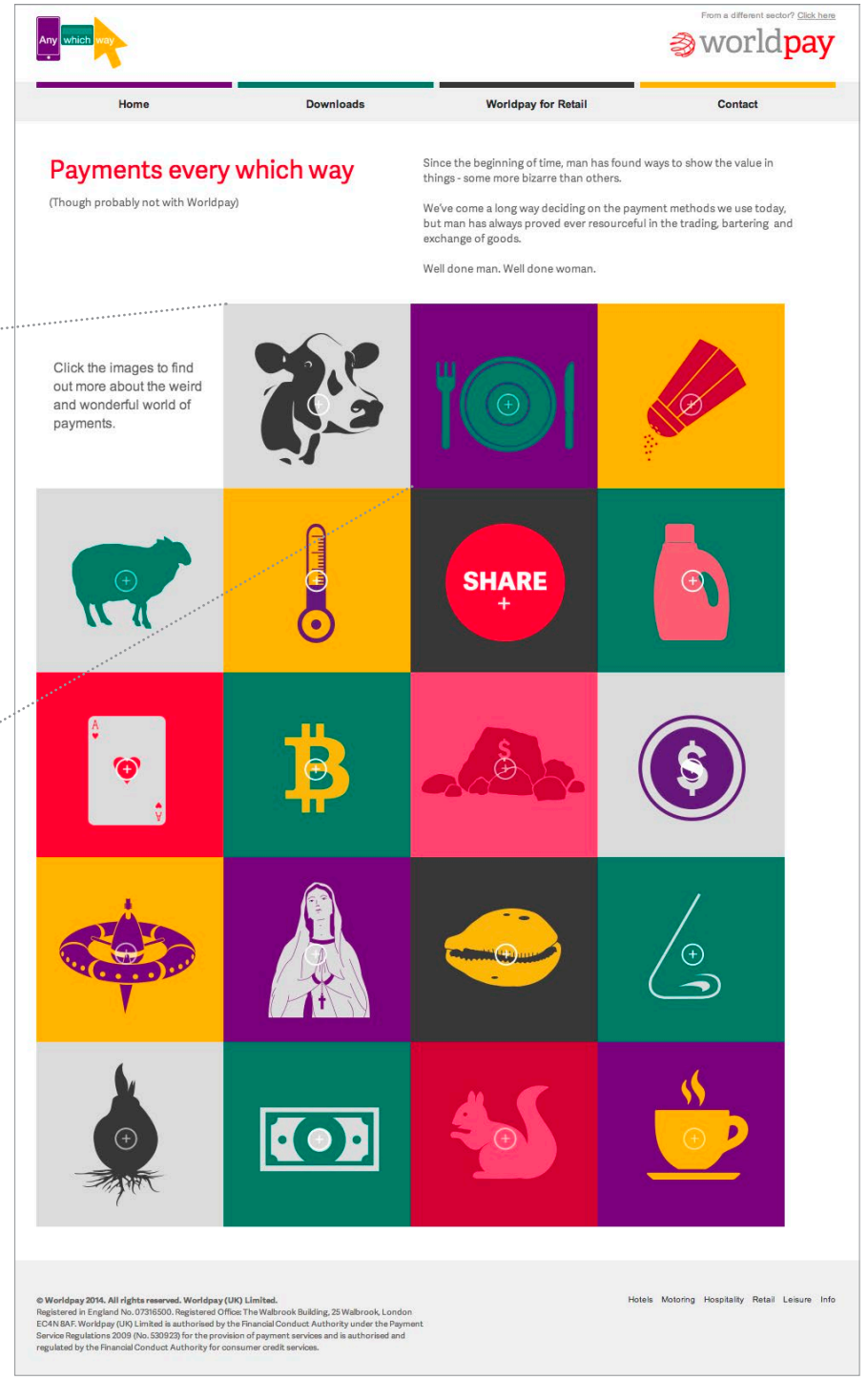
- Multi-channel, content-led demand generation programme
- Innovative Parallax site
- Lead nurturing through marketing automation platform

Result:

- 40:1 ROI







A little surprise and delight from Google

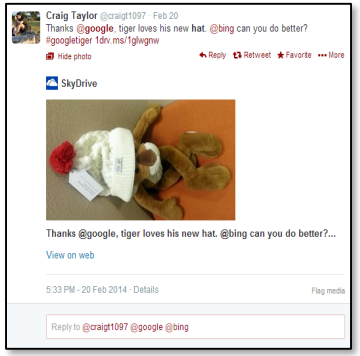
Helping Google strengthen its relationships with existing AdWords customers and partners – to drive new revenue.

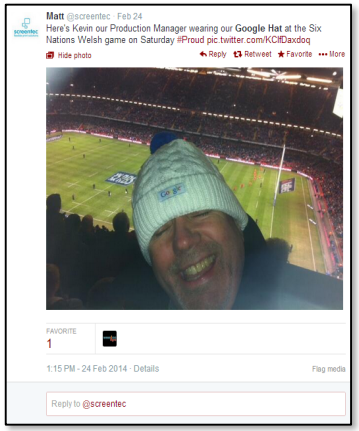
Scope:

- Programme that surprises, rewards and congratulates existing customers & partners

Result:

- 80% revenue increase
- 1,200 new customer acquisitions







The appliance of science: Applying behavioural economics to B2B

We've always been firm believers that business people are people too – they just happen to be at work. The fact is B2B decision-making just isn't as rational as most people assume.

Fortunately, Behavioural Economics, combining neuroscience and psychology, gives us scientific insights as to why people act the way they do.

While it's been the bastion of FMCG marketers, Earnest is applying the principles to B2B marketing:

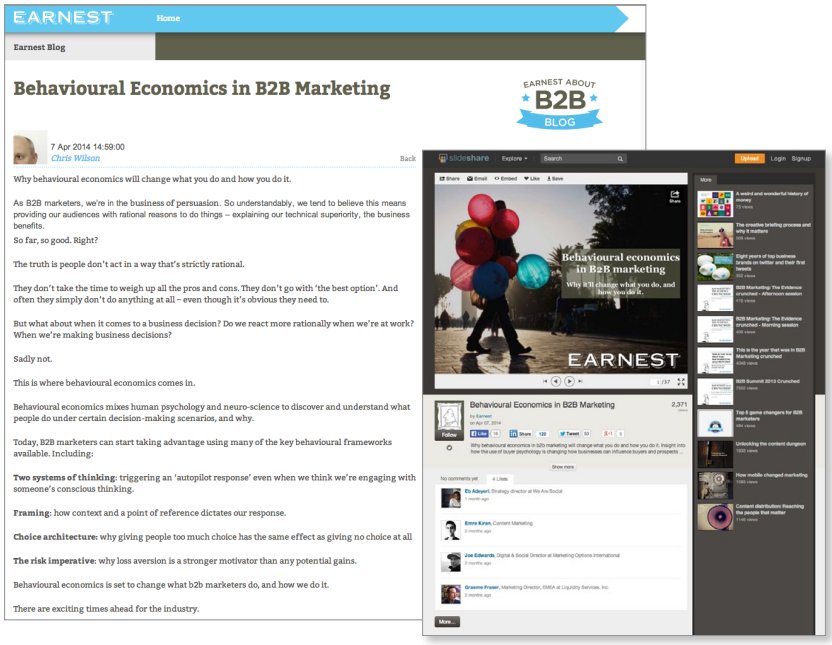
- Using behavioural economics to inform campaign design and creative
- Building and testing B2B specific frameworks
- Sharing what we've learned with our clients and peers

Earnest goal matrix

	Implicit goals	Primary driver	Motivations	Persona
Promotion	Progress	I need to do this to get ahead	Gain an advantage over others; Lead the field	Go-getter
Promotion	Recognition	I need to do this to look good	Receive acclaim; advance career	Status seeker
Promotion	Stimulation	I need to do this to learn/ because it looks interesting	Personal descovery; Learning experience	Adventurer
Prevention	Avoidanacnce	I need to avoid losing out/ losing something	Be secure; Prevent losses; Avoid threats	Worrier
Prevention	Control	I need to do this to stay in control	Stay on top; Maintain status quo; Be empowered	Controller
Prevention	Obligation	I need to do this because it's expected of me	Need to comply; fulfil promises; be true to my word	Box-ticker







At the forefront

Creating brand engagement with the first B2B iBeacon application

For Misys, we wanted a novel way to really engage staff around the launch of the new brand. So we used iBeacons – which allow precise geo-location targeting using staff mobiles. So as they walk around the office, we can target them with engaging content about the new brand – encouraging them to compete to win the Misys brand quiz.



Killing off the event goody bag for good – the Earnest Event Wallet App

How do you help people really get the most out of trade shows? We think by enabling exhibitors to share relevant content with delegates in the simplest, most convenient way – directly to their mobile devices. Putting an end to the tote bag full of brochures and handouts that never get read.



It’s inbound marketing but not as we know it

Earnest launched WoO – a new kind of inbound marketing service aimed squarely at the mid-market space to help:

- Overcome the time, resource and budget constraints many marketers face
- Overcome the skills and expertise gap faced by those that have invested in an inbound platform – but are struggling to reap full value from it
- Overcome the challenges faced in making marketing more accountable and profitable

In response, WoO offers a set of packaged services designed to make inbound a viable and successful strategy for clients through:

- Transparent, fixed monthly pricing
- Predictable ROI
- Full knowledge transfer





What the people who matter say



"Earnest manage the seemingly impossible task of delivering useful, actionable insights for our clients, whilst hitting our brand spot on. Not many agencies manage the feat, and Earnest do so with very little instruction from our internal creative teams. They are also really nice people, and great fun to work with."

Harry Davies,
Large Customer Marketing,
Google

Susie Donaldson,
UK Marketing Director,
Canon

The team at Earnest has really given our campaigns to the SoHo sector a fresh lease of life. They've understood our market and brought a really human feel to what is too often considered dry. And, Earnest have even helped us with our consumer business – helping facilitate a major transformation project within Canon Europe.





"We engaged Earnest in January 2014 to re-launch and modernise our website as well as create a direct campaign to help us penetrate large financial advice businesses. Since the website launched at the end of March, we have increased our visitor numbers by over 50% each month, with increased engagement across all areas of the site including 300 downloads of white papers, and the direct mail campaign has so far generated around £100k of new business, with more in the pipeline."

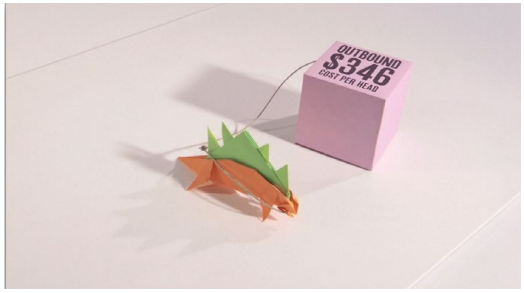
Jo Gilbey,
CMO, Intelliflo







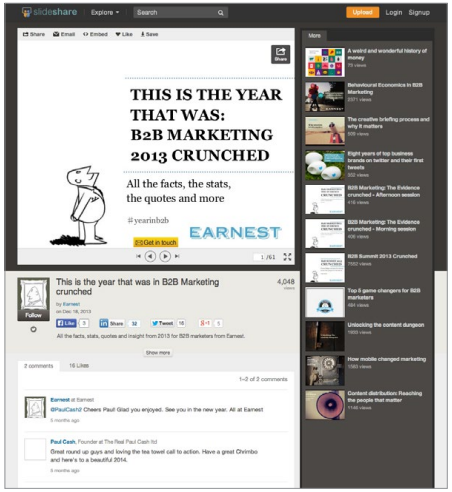












Lots to like and share

We don't just want to respond to changes in the industry, we want to drive them, by developing and distributing valuable content – and adding our own unique take on what's going on out there.

B2B Marketing – The Evidence Crunched and B2B Marketing Summit Crunched – pulling together all the facts, stats and quotes from the days' events in a single SlideShare and making it available within an hour of the event closing.

This is the Year that Was in B2B – annual analysis of all the big trends in the industry in one definitive SlideShare presentation

Earnest Insights – series of free eBooks on everything from Marketing to the C-Suite to Content Marketing for CRM.

Behavioural Economics in B2B – presenting at industry events and sharing new thinking and practical frameworks

Proof of the Pudding – developing and sharing the essential guide to B2B benchmarks

Vital Statistics for B2B Marketers – blogs and videos (now clocking up over 30,000 views) – even infographic tea towels

Driving the industry – our MD, Chris Wilson, is a formative member and on the board of the new Business Marketing Collective

Giving a little bit back

The Earnest team has been busy raising funds for a whole host of charities over the course of the year – accumulating a few blisters, burns(!) and bruises along the way.



Edinburgh Half-Marathon for Cancer Research



The Spartan Race – never again









Funding new school desks in Kenya

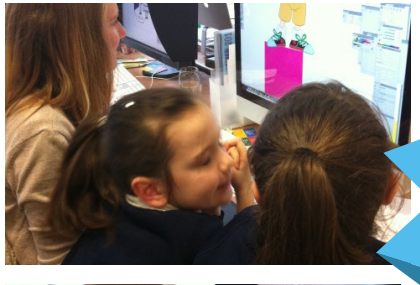




Running, and crawling the London Marathon



Coins for Calories – supporting Capital FM's Help a Capital Child





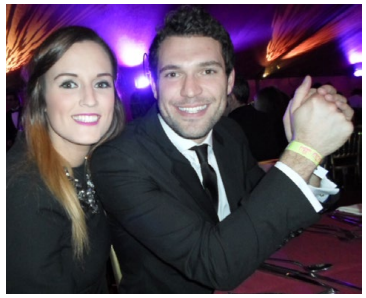
Supporting Inspire Week at Keir Hardie Primary School

£8k

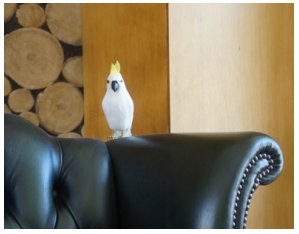
raised by Earnies this year

They're Earnest through and through

We're nothing without our people. That's why we set the bar high. Talented people who are curious about everything, who tirelessly care about pushing the boundaries – and doing it better every time. Are they Earnest? You bet they are.

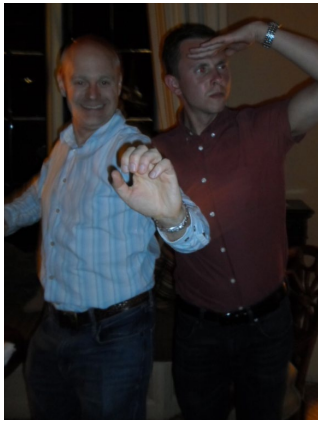













Extra

Performance bonuses

Company pensions for all

Childcare vouchers

Cycle scheme

Private healthcare for all

Learning

Earnest Planning Academy Exploring how to use new and emerging marketing channels

TRIFLE
A multi-layered delight, successful campaigns shared within the Agency

Client planning
Bi-annual sessions with clients to share innovations and future trends

D&AD lectures
All paid for by the company – and essential for our creative development

The Professionalisation Project
Led by an external facilitator from IBM – a front to back review of processes and personal development

Activity

Free lunch Fridays
Lunch is on Earnest

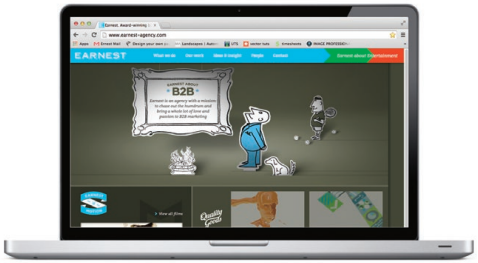
The coveted Earnies awards
for those who go above and beyond

Give a Day Back
paid day off to support a charitable cause

The summer outings
Well, it is lovely after all

Sponsored cultural event
Earnest foots the bill. Whether it's zoo nights or a Royal Academy outing

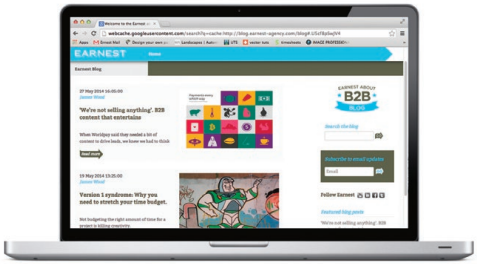
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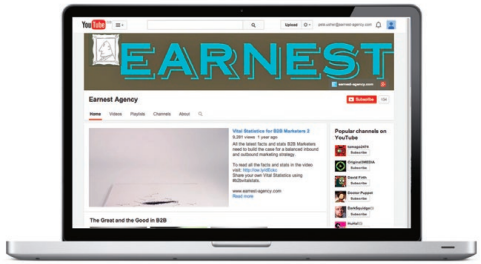
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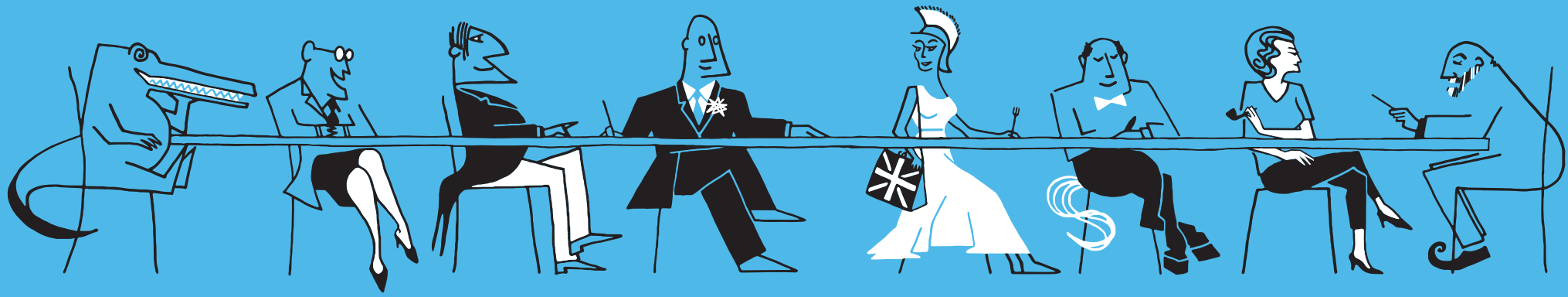
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Earnest: expect the unexpected