B2B Marketing AWARDS 2012 FINALIST

‘The tricky third album?’

Category number: **24**

Category name: **B2B marketing communications agency of the year**

Agency: **Earnest**

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Summary

This year, Earnest turns three. It's been a whirlwind. From humble beginnings and with a clear mission to do things differently, we've become the fastest growing B2B marketing agency in the country.

Never ones to rest on our laurels though, we always billed this year as our 'tricky third album'.

But 12 months later…

…Our existing clients stuck with us – with some pretty amazing results

…We've been hard at work dazzling our seven new major client wins – including Google, St John Ambulance and DX

…The Earnest family has grown by 60% this year alone – that's even more lovely people with a real passion for B2B

…All without jumping the shark, falling out or gaining drug habits (and no sign of any groupies unfortunately)

And still with a relentless passion for never settling for second best.

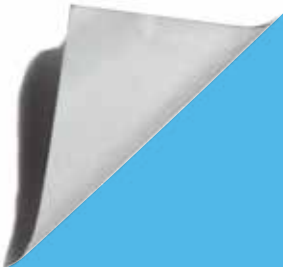
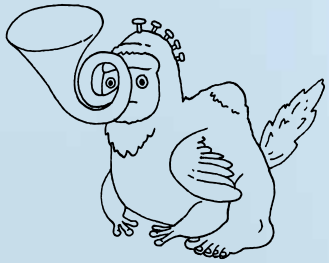


Fig.1

The Humdrum

(Humusdrumus Universus)



Habitat
Lurks in the grey recesses of
B2B marketing functions across the land.
Never strays from familiar territory.

Diet
An all consuming appetite for much of
the same. Fearful of trying new things.

Physiology
Conditioned to never stick its
neck out for fear of being noticed.
Feet often firmly under the table.

Outlook
In short, poor.
Clinging on for dear life – struggling
to adapt to its changing environment.

Fig.2

Earnest



An agency with a mission
to chase out the Humdrum
in B2B Marketing.

Let us show you how

Business people are people too. They just happen to be at work.

At Earnest, we love the B2B marketplace, and we relish the intellectual and creative challenges it presents.

We know how to think hard, to grapple with intangible products in complicated markets, to reach elusive decision-makers through determined gatekeepers. And we know how to engage with the human being inside a business suit.

There's never been a more exciting time to work in the B2B marketing industry – given the fundamental changes that are afoot in the way people buy.

For us, it's about immersing ourselves in the worlds of our clients' decision-makers and influencers. Marrying old world and new world marketing techniques – helping our clients manage their outbound and inbound communications to maximise ROI.

All with one end game – to capture the hearts, minds and budgets of B2B buyers.



Year 3: the progress

2011	Jun	Wins Kaspersky brief to deliver global demand generation programme	Earnest hires! 15
	July	Earnest shuts shop for the day and heads up the Thames for its summer day out	
	Aug	Wins Temenos pitch to deliver brand and communications programme for its Annual Temenos Community Forum	
	Sep	Earnest is two years old! Wins 5 way pitch to rebrand DX the UK's largest independent mail and courier company Officially recognised by B2B Marketing as fastest growing B2B Agency in the UK	Earnest hires! 17
	Oct	Sales Enablement work for Fujitsu helps them secure an ITSMA Diamond Award for 'Enabling Sales Channels' Kaspersky campaign launches – going viral in 26 countries globally	
	Nov	Earnest wins 6 B2B Marketing Agency of the Year Awards – including Agency of the Year and Grand Prix. Big smiles, liver damage and sore heads all round	
	Dec	Wins RBI brief to reposition its ICIS Training business Earnest Vital Statistics viral used as part of Social Media training programme for internal executives across EMC	
2012	Jan	Wins lead generation brief for Google to promote Google Maps for Business Wins brand strategy brief for FlightGlobal, the world's largest Aviation Intelligence company	
	Feb	Wins St John Ambulance pitch to promote First Aid Training at Work nationally	Earnest hires! 18
	Mar	Wins lead agency role at avelo, the leading provider of technology solutions to IFAs Wins demand generation brief from InMobi – the world's largest independent mobile advertising network	
	Apr	Wins NetNames pitch for EMEA wide brand positioning and demand generation programme New DX brand launched internally	Earnest hires! 20
	May	Wins 3 B2 Business Marketing Awards for Excellence in the US for Kaspersky and Thunderhead.com Wins lead generation brief from HayGroup, a leading HR consultancy Google demand generation campaign delivers potential pipeline of $1.25m in 4 weeks	
	Jun	Wins EMC² pitch for EMEA wide Lead Nurturing programme Earnest Vital Statistics viral hits 25,000 views	Earnest hires! 24

B2B marketing has changed, so we have as well

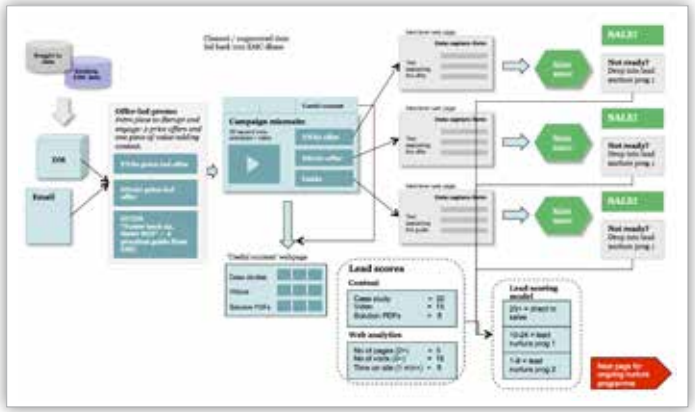
Lead nurturing

This year, Earnest has developed a lead nurturing practice, building out from the work we've been doing with clients, but also through partnerships with specialists, such as the lovely folk at Cyance.

Proof of the pudding? For a start, better campaign results, but also some big wins this year, showing the model works and supports what clients are needing to do.

Clients doing this with us:

- EMC
- Thunderhead



Mobile

Everyone keeps saying 'this is the year of mobile'. Well, regardless of that, we're just getting on with it. From apps, to mobile publishing, to sales tools.

Clients doing this with us:

- Capgemini
- Temenos
- Arthur J Gallagher International



Content

Earnest has developed a content strategy methodology, to help clients move from 'too much or too little' content, to the right content, for the right audience, at the right time.

Clients doing this with us:

- Kaspersky
- Temenos
- Thunderhead
- St John Ambulance



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What the folk who matter say



NetNames has selected Earnest Agency as its B2B marketing agency of choice for three key reasons.

1. Key to the heart of any successful marketing campaign is innovative and daring creative design that has stong impact yet embodies the essence of the client. Earnest delivers.

2. The outbound deliverables of a campaign are crucial but ensuring the readiness and buy in of internal staff to that campaign are just as important. Earnest delivers.

3. It's all too easy to let costs escalate and blow your budget before delivery of the marketing payload; rigid cost control, strict project management and total transparency avoids unpleasant conversations. Earnest delivers.

Andy Churley,
Global Head of Marketing,
NetNames

James Timberlake
Marketing Director
DX

"Evolving a brand is a much harder task than creating a new one. Earnest really got under the skin of our business, and it shows – they've delivered something that the whole business has embraced."





"Earnest's 'Be Ready for What's Next' campaign has really tapped into our customers' needs and concerns. It's given us a global B2B campaign platform and across the world, our regions have taken it and got on board. This is a first for us."

Georgina Gilmore
Director, Global
B2B Marketing
Kaspersky Lab



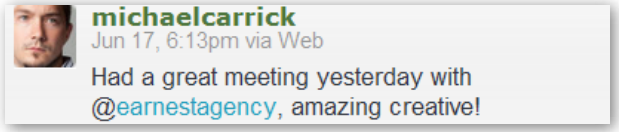


















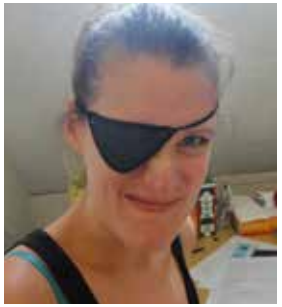
Here, there and everywhere

We don't just want to respond to the changes in B2B marketing, we want to drive it.

We've always been firm believers in developing and distributing valuable content to the B2B community. Whether it's creating our Vital Statistics for B2B Marketers series of videos, contributing to IDM's B2B marketing course or speaking at industry events, our aim is to help client and agency side marketers make sense of what's going on.

We practice what we preach to our clients: be useful, be valuable, be relevant.

Fun and frolics













Extra

Bonus scheme

Contributory pension scheme for ALL staff

Child care voucher scheme: We added 4 more babies to the Earnest family in the last year alone.

Cycle scheme

Private healthcare for all staff

Curricular

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

Show and tells: Successful campaigns, pitches or just stuff we like is presented back to the whole team.

Account management bootcamp: Led by our account directors, this ensures our account management function is a finely honed unit.

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

Tailor your Training: From fully sponsored CIM courses to events and conferences, everyone has a training budget – they can play with as they choose.

Activity

Free Lunch Fridays: Lunch is on Earnest every week.

The Earnies: Awarded on a quarterly basis for actions 'above and beyond'....

Culture vultures: Earnest sponsored trips to the theatre, galleries, cricket and well, anything we find vaguely interesting.

Making a difference

Between the drama of new pitch wins and plate spinning involved in keeping our clients happy, we always like to find time to give something back to those less fortunate.

Coming Home

Earnest works with the Haig Housing Trust on its 'Coming Home' charity campaign – helping service people who have suffered serious injuries to obtain appropriate accommodation for their recuperation.

Give a Day Back

This year, we launched our 'Give a Day Back' scheme, giving our staff the option of taking a day off (paid!) to spend on the charitable cause of their choice, whether it's helping at the local Soup Kitchen, reading to school children or trekking the Three Peaks for charity.

Putting our money where our mouth is

Marathon runners, mountain climbers, fun loving cyclists. We've sponsored our staff to do great things in the name of charity. What's more, we've also been a proud supporter of the Teenage Cancer Trust charity.







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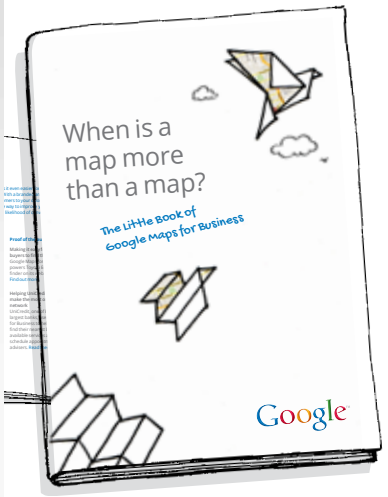






The clients





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When is a map more than a map?

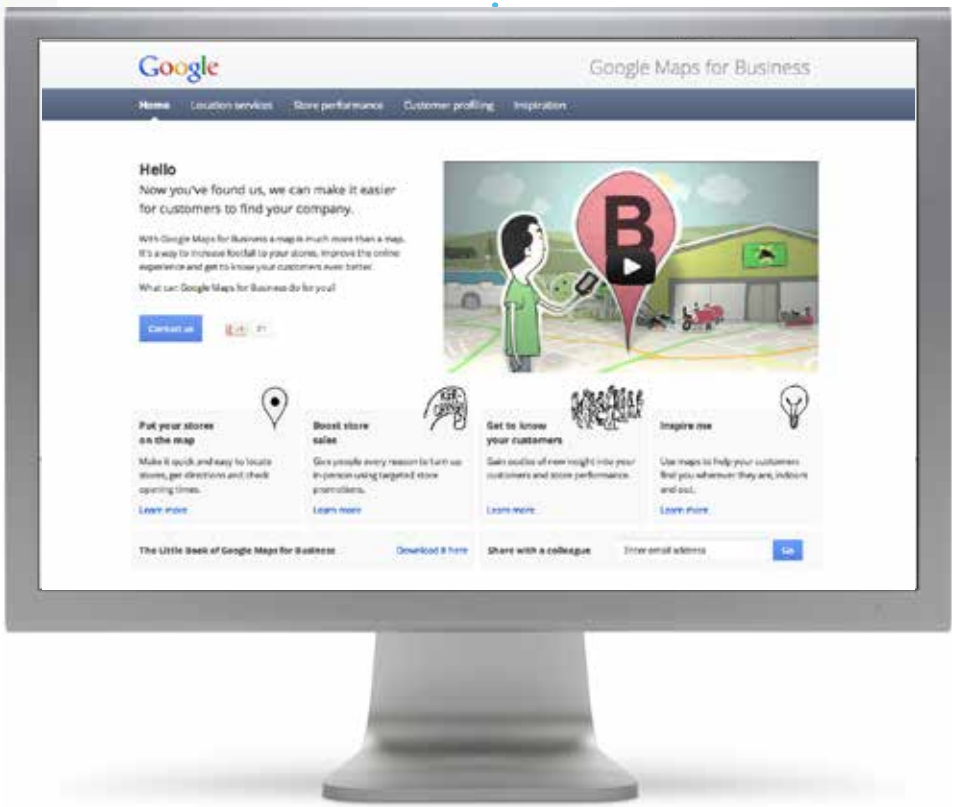
Targeted marketing campaign to promote Google Maps for Business

Engaging executives across retail and transport/logistics

$1.25m potential pipeline in 4 weeks

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Google

InMobi

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Bringing new brands direct to mobile

Integrated lead-generation campaign to attract new advertisers

Leveraging Olympics to showcase market-leading position

Targeting top pan-European organisations directly

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Kaspersky

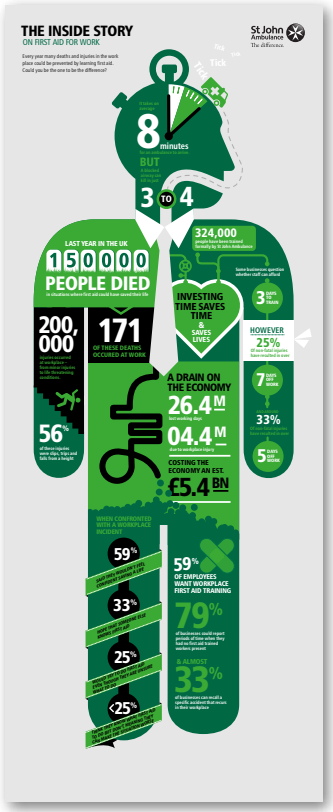
Kaspersky Lab: making their first, unified global campaign come to life

Major global product launch to the business market

26 countries, 18 languages, 4 continents

Now serves as the B2B marketing platform for all campaigns, globally

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Be the one.
Be the difference
between life and death.

Integrated marketing campaign to promote the benefits of first aid at work

Targeting various decision makers based on their role in choosing first aid for the business

£1m potential pipeline from initial launch

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St John Ambulance

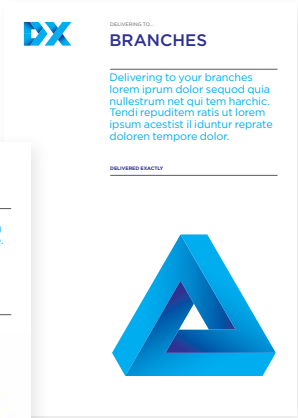
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DX



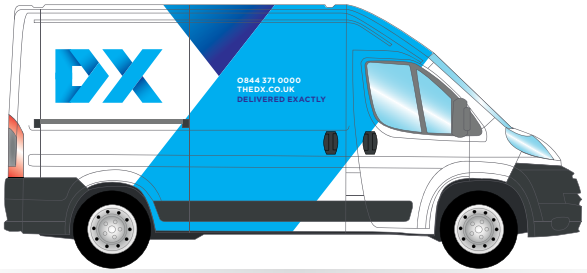












DX: Delivered Exactly

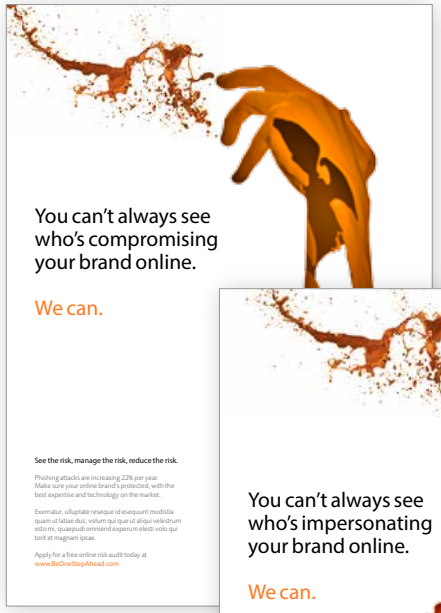
Development of a new proposition that truly reflects what DX are and where they want to be

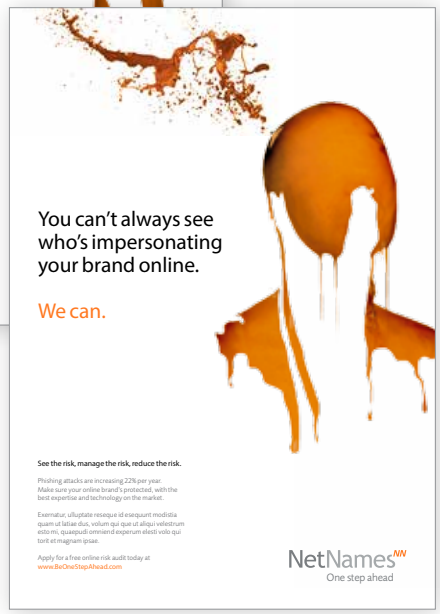
Creation of a brand identity covering a range of comms from stationery and literature to marketing

Roll out of various materials plus brand and identity guidelines

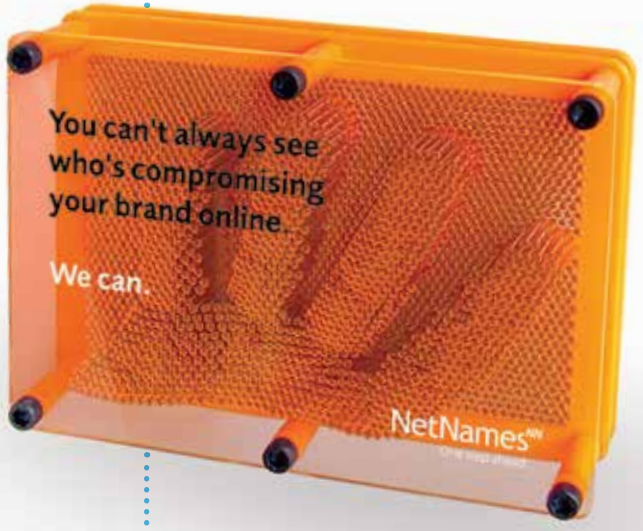
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See the unseen threats.

Integrated campaign to substantiate NetNames' brand proposition, increase cross-sell and generate new leads

Using sophisticated CGI techniques to represent revealing online threats

Targeted comms to existing and prospect c-suite customers across a mix of media channels

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It's been emotional.



Last year was quite some year for Earnest. And we asked ourselves, how could we top that?

It's by no means been easy: seven client wins later, a fantastic array of successful campaigns in our kit bag, an office that's increasingly full to the rafters with great talent – and a relentless appetite to change everything.

Our mission isn't over. For whilst there's Humdrum in B2B marketing, you'll find Earnest there tinkering away.

Alas, it seems the third album wasn't so tricky, but we're scared witless by the fourth.

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