B2B Marketing Awards 2021

THE GIANTS OF B2B

BIG SHOES TO FILL

THE WINNERS



















CATEGORY

Best multichannel campaign

GOLD

Boss it for Sage, by Sage and Wunderman Thompson

SILVER

Business agility by ServiceNow

BRONZE

Realise your vision for Sohonet, by The Croc



Boss it

UK Category 01: Best multi-channel campaign

What happens when a groundbreaking, innovating, challenger brand grows up? It invents a category. Owns it. And leads the world. Until one day it realizes it's become the status quo—which new groundbreaking, innovating, challenger brands are eating for breakfast.

Sage invented accounting software and grew to become the UK's most successful tech business, but young competitors fielded newer cloud-native products and bigger budgets, hijacking market share. How could we reconnect with an audience of six million small business owners, as well as the dreamers looking to start up for themselves?

By recognizing that B2B is actually about P2P: people to people.

All businesspeople share a basic human desire: to have control of their own destinies. To call their own shots. And we're the people to help them boss it. So we did, through a multi-channel campaign that champions the entrepreneurial spirit of a nation, has inspired UGC responses of well over a million, and achieved a YoY sales increase of 193%. In helping Britain nail its numbers, we've nailed our own.



8.2bn
Impressions to date

1.3m
challenge videos created

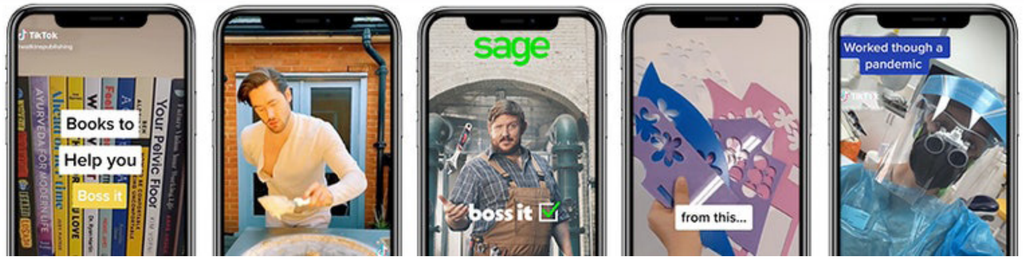
15
PR articles

193%
increase in sales YoY

Biggest trading day ever
on Cyber Monday 2020

"We are extremely proud to be the first B2B company to utilise TikTok and for achieving 8.2bn views and over 1 million participants with the #Bossit2021 challenge. Most importantly though we're very happy to have given small businesses a voice."

Kirsty Waller, VP Marketing, Sage UK & Ireland





servicenow.

23
countries including
5 local-language variations

252M
impressions

580K+
clicks and video views

49%
reduction in digital CPL YoY

29x
ROI

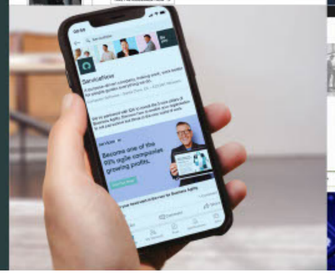


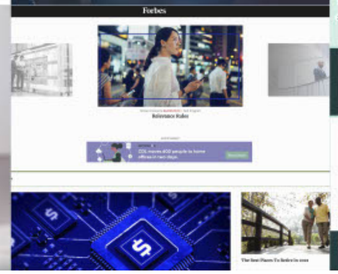


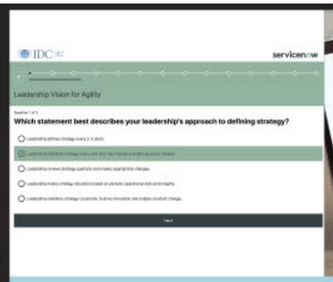


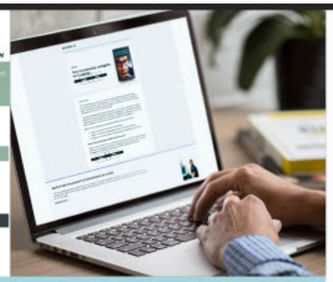




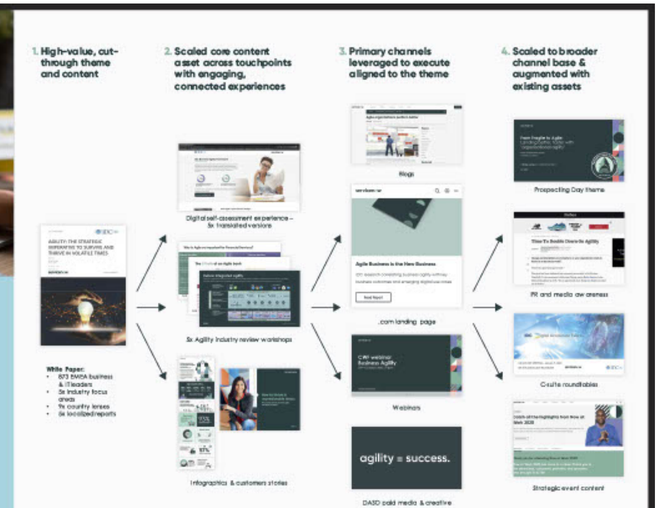








> Business Agility has been a tentpole campaign for EMEA. The campaign continues to exceed all expectations, with a key component being a multi-channel approach to take prospects through a seamless journey, and we are now expanding this campaign approach globally. By connecting our customer's journey through this theme in 2020 and 2021, activity and events supported our strongest quarterly pipeline generation ever.
>
> **Jason Martin**
> Senior Director, EMEA Integrated Marketing, ServiceNow

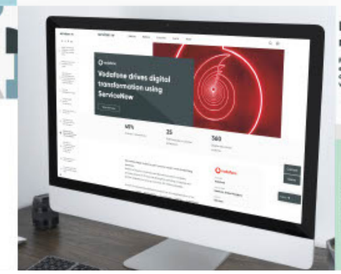




7
Localised content hubs

France | Italy | Spain | DACH DE | DACH ENG | UKI & MEBA | North







clearview

REALISE YOUR VISION

24% unprecedented uptake in renewals







73% average order increase

A global, multi-channel digital campaign running across social, search, display, and programmatic.

Bespoke, targeted content spoke directly to industry individuals in specific roles, companies and locations.

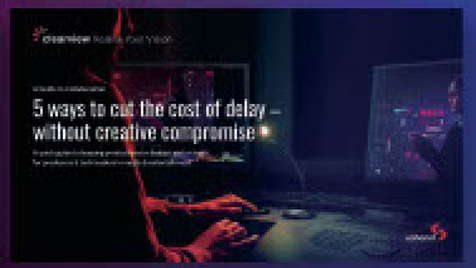




£4m sales pipeline

Helping filmmakers stay true to the soul of their project.







"This campaign not only demonstrates the power of our collaboration solution, but also resonates with our audience on a creative level, shining a light on our incredible customers at each stage of the production process."

Dennis Rose, CRO, Sohonet

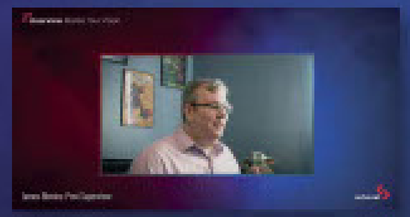
22% year-on-year growth





sohonet

www.sohonet.com/realise-your-vision





CATEGORY

Best use of direct mail

windsor
EST-1982
CATEGORY SPONSOR

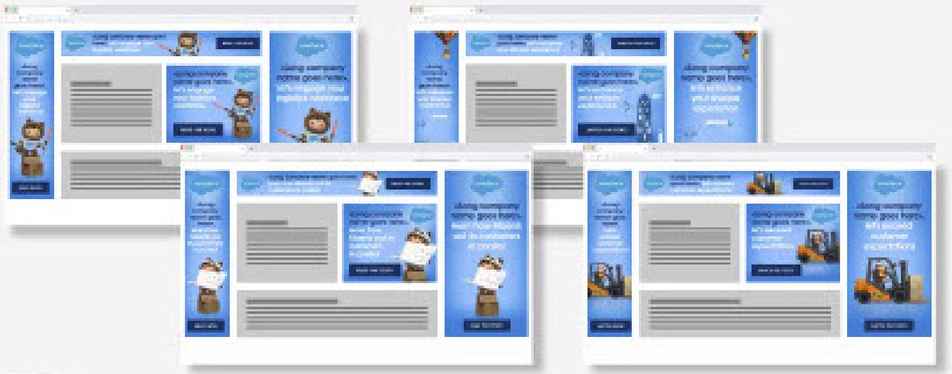
GOLD
Building blocks of ABM
for Salesforce, by twogether

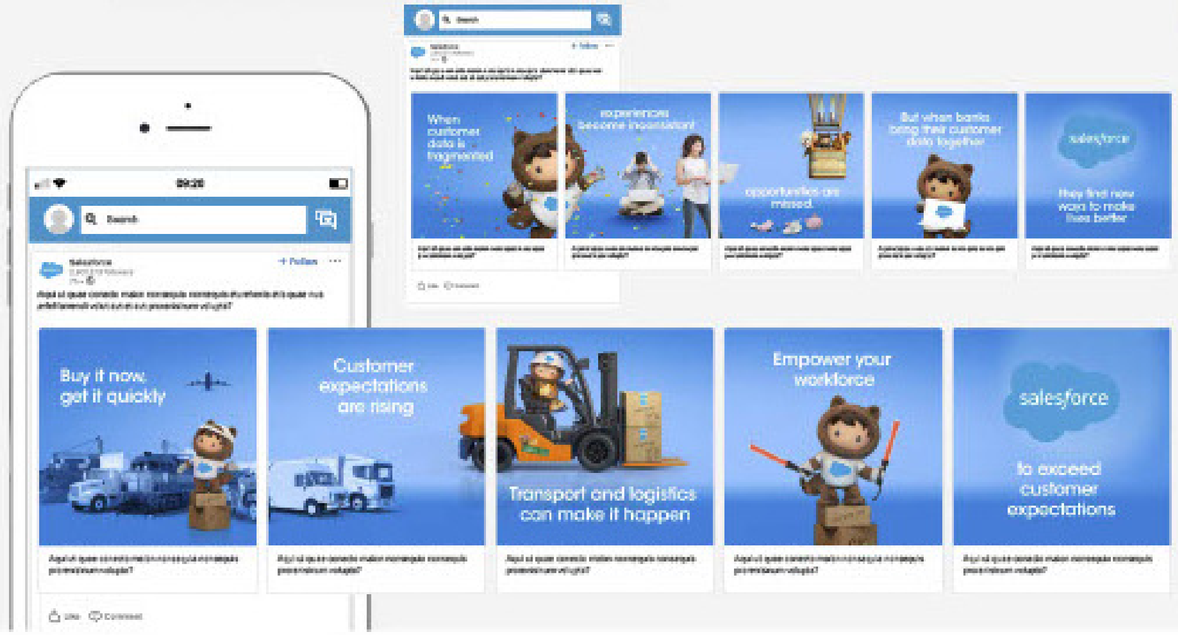
SILVER
One-to-one ABM by Durhamlane

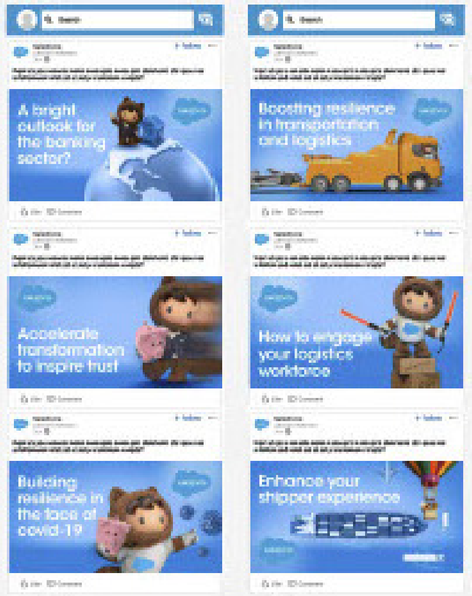
BRONZE
Pizzas for Autino, by Bray Leino











salesforce

A force for good

> Key results

10,363 clicks

1,299 TOFU leads

115% of ACV achieved for FY2020

1:20 ROI for closed business

durhamlane's pilot direct mail campaign

Targeting Enterprise Financial Services Organisations

durhamlane branded 'credit cards' with 'handwritten notes' and a personalised landing page.

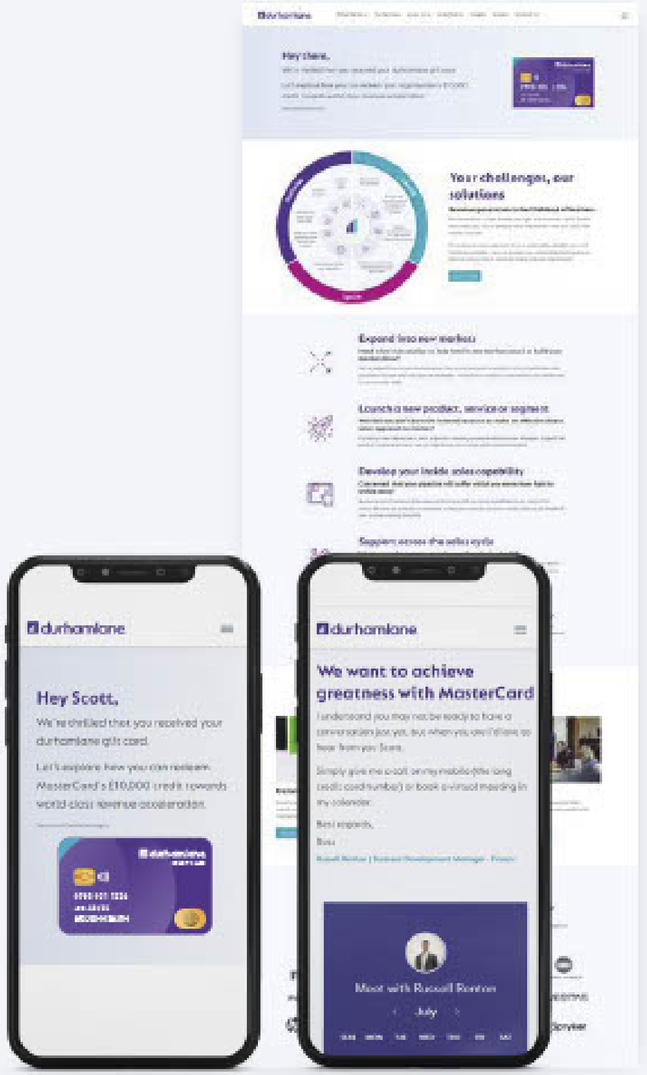


Sent to 54 decision makers within 23 target accounts

Resulting in MQLs from:

BNY MELLON | PERSHING · Starling Bank · Revolut · mastercard





Autino


People get more information about their pizza order than their car service


Free £50 voucher
deliveroo


Free £50 voucher
deliveroo

CATEGORY

Best use of live, digital and/or hybrid events marketing

the croc

CATEGORY SPONSOR

GOLD

Retail renaissance by Emarsys

SILVER

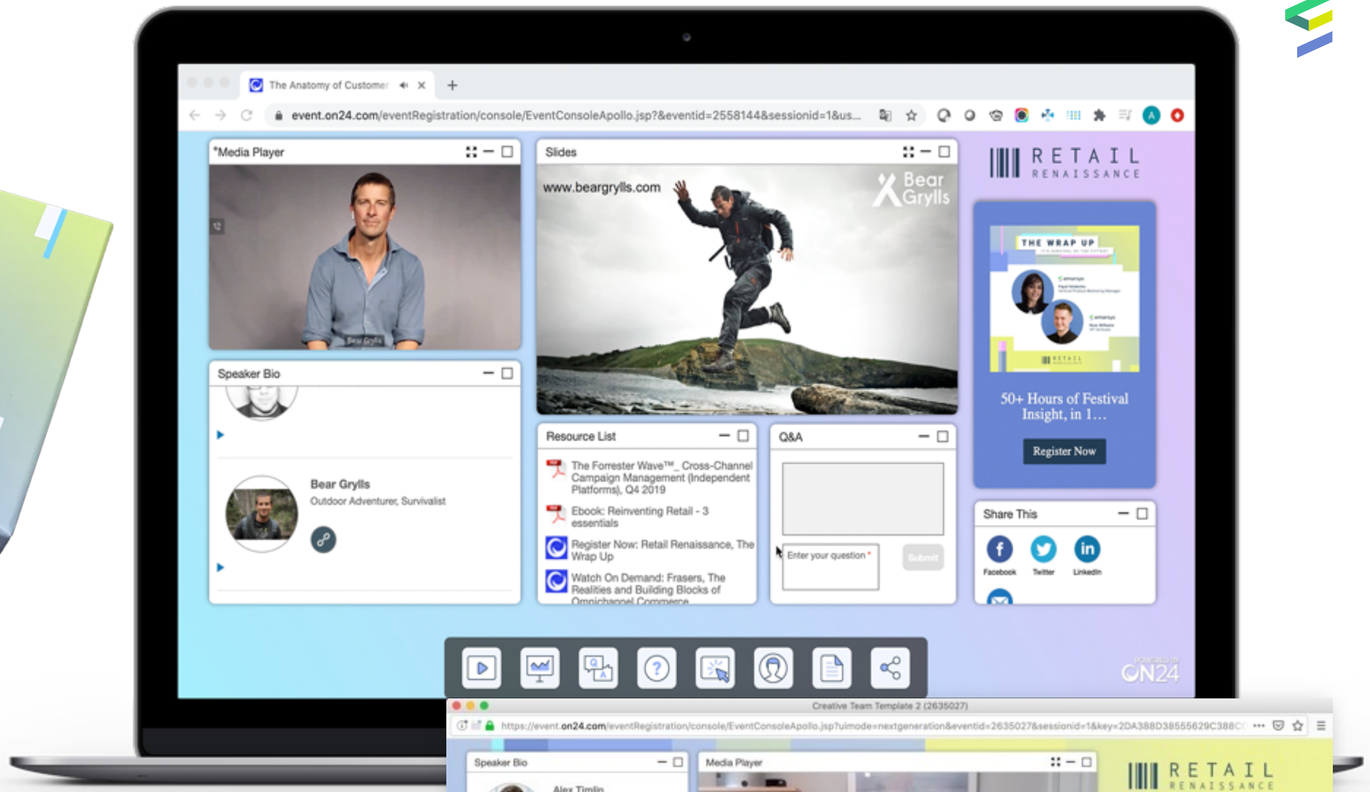
Sigfox Connect 2020 for Sigfox, by twogether

SILVER

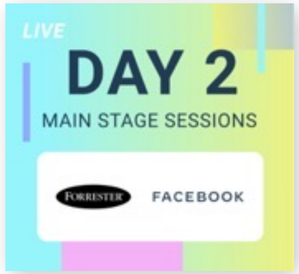
New reality for business leaders by KPMG in the UK


RETAIL
RENAISSANCE
VERONICA
GARCIA-MONTERO

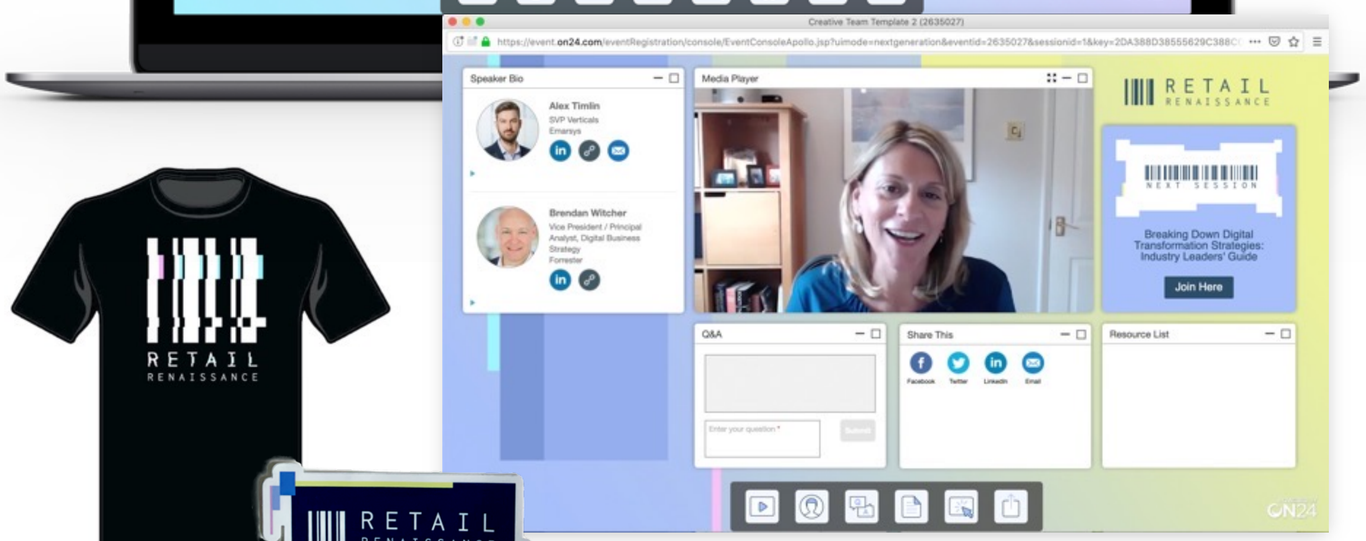

emarsys DIGITAL FESTIVAL
RETAIL
RENAISSANCE

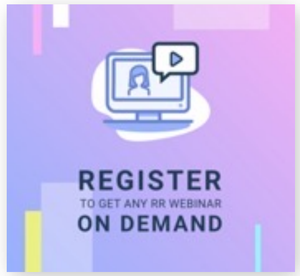

The Anatomy of Customer
event.on24.com/eventRegistration/console/EventConsoleApollo.jsp?&eventid=2558144&sessionid=1&us...
*Media Player
Slides
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Bear Grylls
RETAIL
RENAISSANCE
THE WRAP UP
50+ Hours of Festival Insight, in 1...
Register Now
Speaker Bio
Bear Grylls
Outdoor Adventurer, Survivalist
Resource List
The Forrester Wave™: Cross-Channel Campaign Management (Independent Platforms), Q4 2019
Ebook: Reinventing Retail - 3 essentials
Register Now: Retail Renaissance, The Wrap Up
Watch On Demand: Frasers, The Realities and Building Blocks of Omnichannel Commerce
Q&A
Enter your question *
Submit
Share This
Facebook
Twitter
LinkedIn
ON24


LIVE
DAY 3
MAIN STAGE SESSIONS
BORN
shopifyplus
FORRESTER
BGX

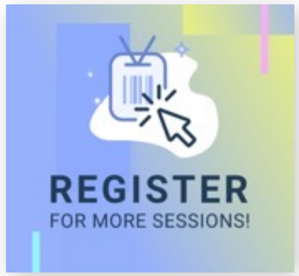

LIVE
DAY 2
MAIN STAGE SESSIONS
FORRESTER
FACEBOOK


emarsys
The only omnichannel customer engagement platform built to accelerate business outcomes


Creative Team Template 2 (2635027)
Speaker Bio
Alex Timlin
SVP Verticals
Emarsys
Brendan Witcher
Vice President / Principal Analyst, Digital Business Strategy
Forrester
Media Player
RETAIL
RENAISSANCE
NEXT SESSION
Breaking Down Digital Transformation Strategies: Industry Leaders' Guide
Join Here
Q&A
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REGISTER
TO GET ANY RR WEBINAR
ON DEMAND


RETAIL
RENAISSANCE
emarsys
Payal Hindocha
Vertical Product Marketing Manager
emarsys
Ross Williams
VP Verticals
THE WRAP UP
SEPTEMBER 21 2020


REGISTER
FOR MORE SESSIONS!

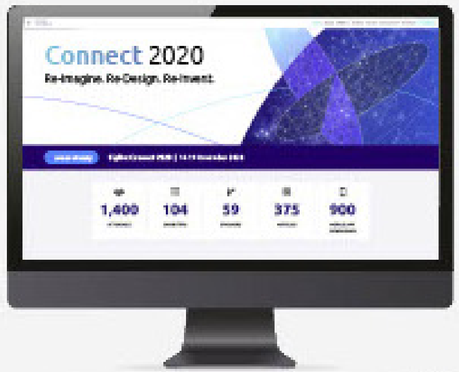
RETAIL
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RETAIL
RENAISSANCE



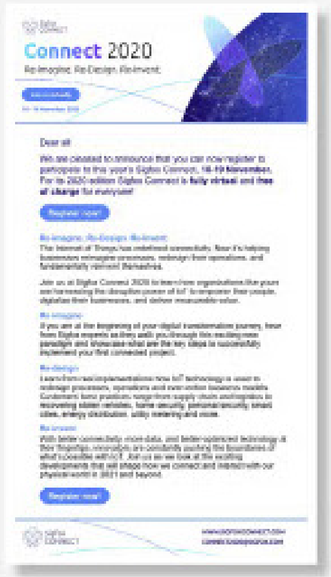












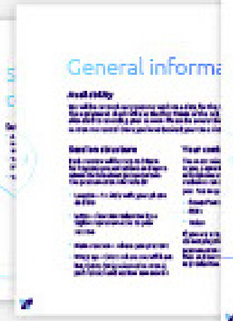




















sigfox

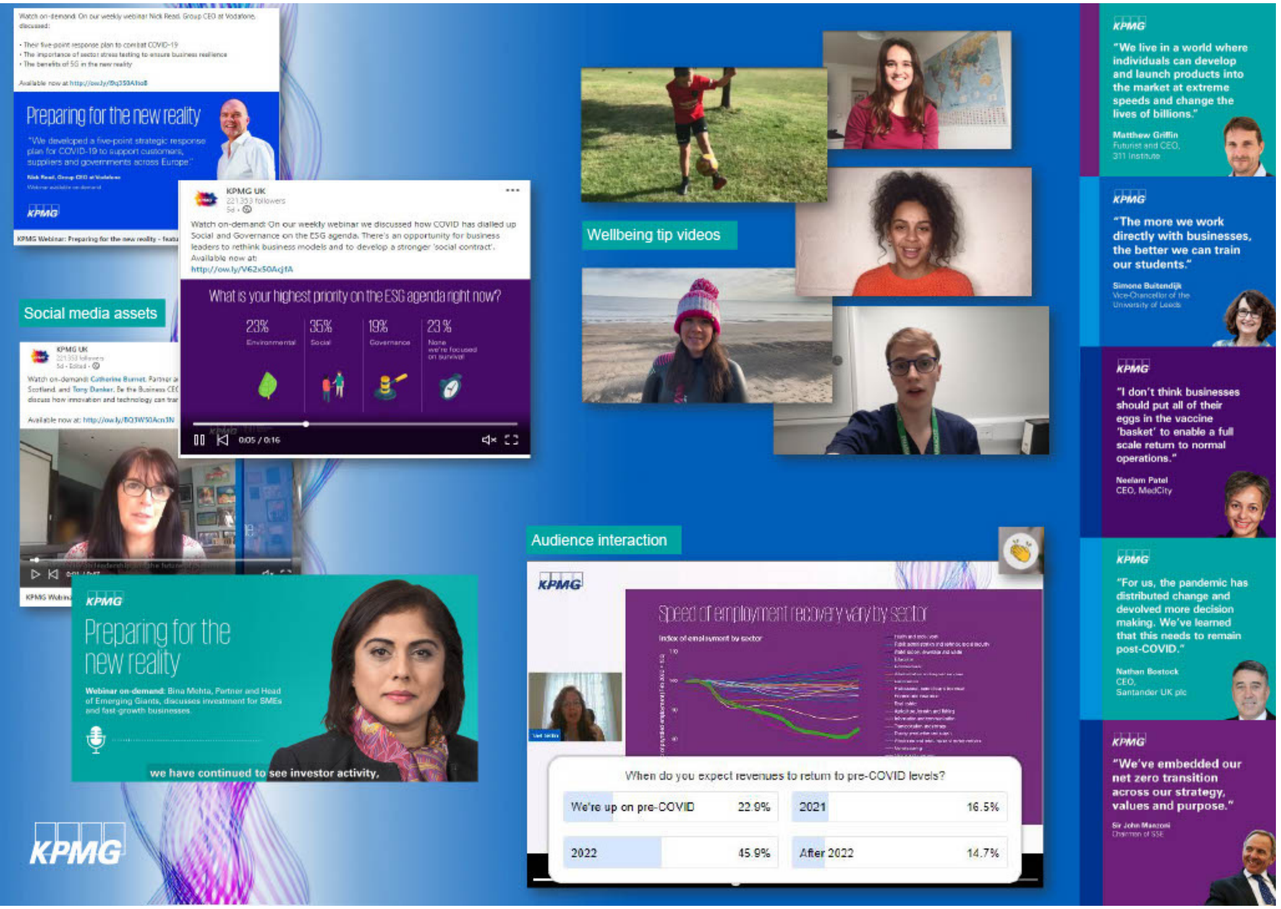
Sigfox Connect 2020

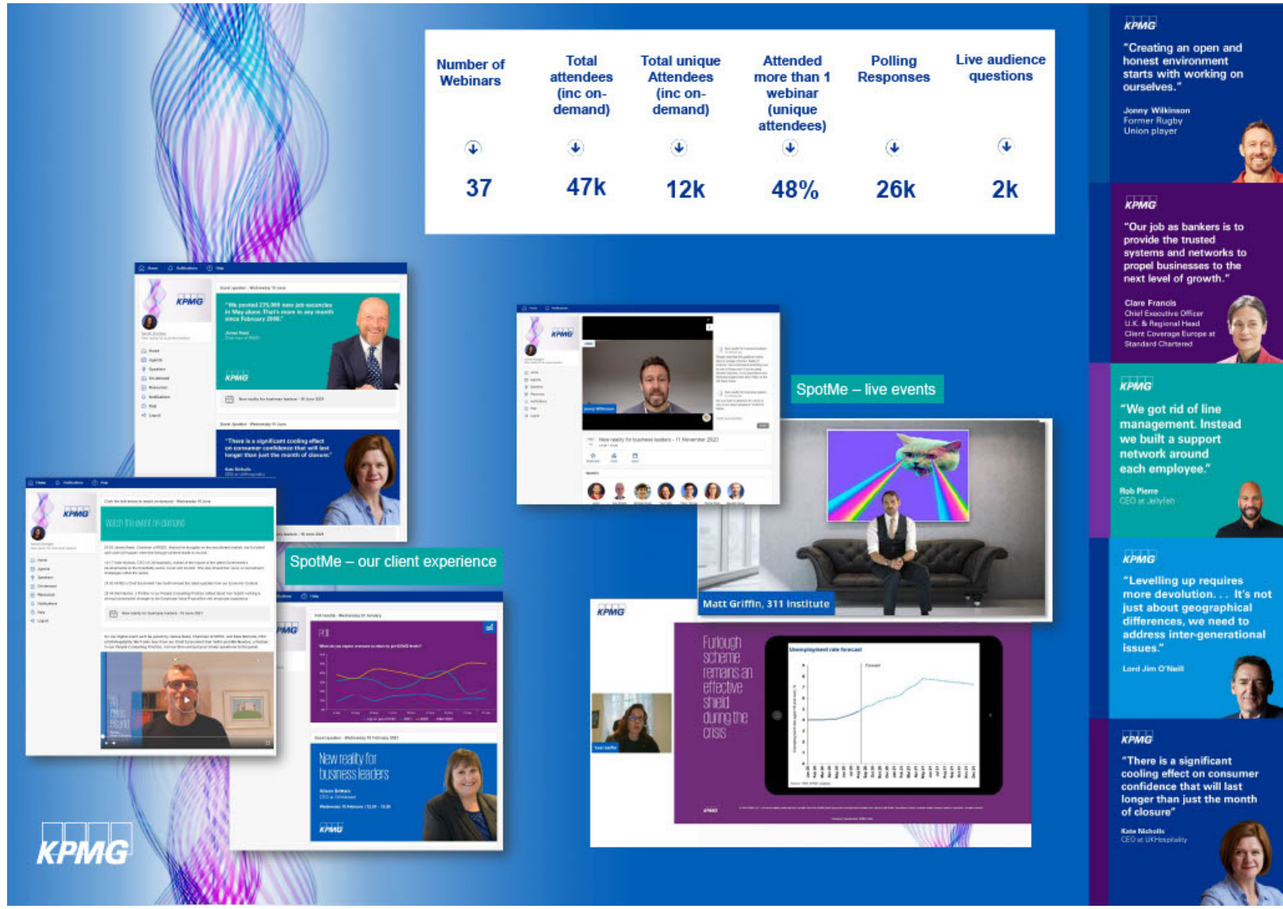
> Key results

3,274
registrations

1,994
unique views

2h 36m
average viewing time


Preparing for the new reality
Social media assets
What is your highest priority on the ESG agenda right now?
23%
35%
19%
23 %
Wellbeing tip videos
Audience interaction
Speed of employment recovery vary by sector
When do you expect revenues to return to pre-COVID levels?
We're up on pre-COVID 22.9%
2021 16.5%
2022 45.9%
After 2022 14.7%
Preparing for the new reality
we have continued to see investor activity.
"We live in a world where individuals can develop and launch products into the market at extreme speeds and change the lives of billions."
Matthew Griffin
Futurist and CEO, 311 Institute
"The more we work directly with businesses, the better we can train our students."
Simone Buitendijk
Vice-Chancellor of the University of Leeds
"I don't think businesses should put all of their eggs in the vaccine 'basket' to enable a full scale return to normal operations."
Neelam Patel
CEO, MediCity
"For us, the pandemic has distributed change and devolved more decision making. We've learned that this needs to remain post-COVID."
Nathan Bostock
CEO, Santander UK plc
"We've embedded our net zero transition across our strategy, values and purpose."
Sir John Manzoni
Chairman of SSE


Number of Webinars 37
Total attendees (inc on-demand) 47k
Total unique Attendees (inc on-demand) 12k
Attended more than 1 webinar (unique attendees) 48%
Polling Responses 26k
Live audience questions 2k
SpotMe – live events
SpotMe – our client experience
Matt Griffin, 311 Institute
Furlough scheme remains an effective shield during the crisis
New reality for business leaders
"Creating an open and honest environment starts with working on ourselves."
Jonny Wilkinson
Former Rugby Union player
"Our job as bankers is to provide the trusted systems and networks to propel businesses to the next level of growth."
Clare Francis
Chief Executive Officer U.K. & Regional Head Client Coverage Europe at Standard Chartered
"We got rid of line management. Instead we built a support network around each employee."
Rob Pierre
CEO at Jellyfish
"Levelling up requires more devolution. . . It's not just about geographical differences, we need to address inter-generational issues."
Lord Jim O'Neill
"There is a significant cooling effect on consumer confidence that will last longer than just the month of closure"
Kate Nicholls
CEO at UKHospitality

CATEGORY

Best public relations campaign

GOLD

Rescuing retail for Go Instore,
by Champion Communications

SILVER

What's cooking? for Alto-Shaam,
by Gravity Global

BRONZE

Deskless not voiceless 2020
for Workplace from Facebook,
by Harvard

THE WORLD IS TALKING ABOUT GO INSTORE

CNBC

How COVID-19 is changing our shopping habits

CITY A.M.

Is Rishi Sunak's job retention scheme the best strategy for the retail sector?

sky news

Go Instore Co-Founder speaks to Ian King LIVE on Sky News

diginomica

INSIGHTS FOR THE DIGITAL ENTERPRISE

Samsung UK & Ireland accelerates customer video support to beat lockdown

ComputerWeekly

How retailers are using technology to respond to changing shopping habits

RETAIL GAZETTE

How employers can attract retail staff amid ongoing job cuts

RETHINK RETAIL

Retail Rundown with Richard Kestenbaum and Aman Khurana

JEWELLERY FOCUS

The importance of bringing the luxury in-store experience, online

"Champion Communications has gone above and beyond to deliver brilliant coverage from the offset at a crucial time for Go Instore. We were delighted to hear one of our prospects say Go Instore is all over the press at the moment, while our sales team have also had success booking meetings by sharing earned media coverage with prospects. This is exactly the sort of impact we had hoped for!"

Andre Hordagoda
Co-Founder and Co-CEO, Go Instore

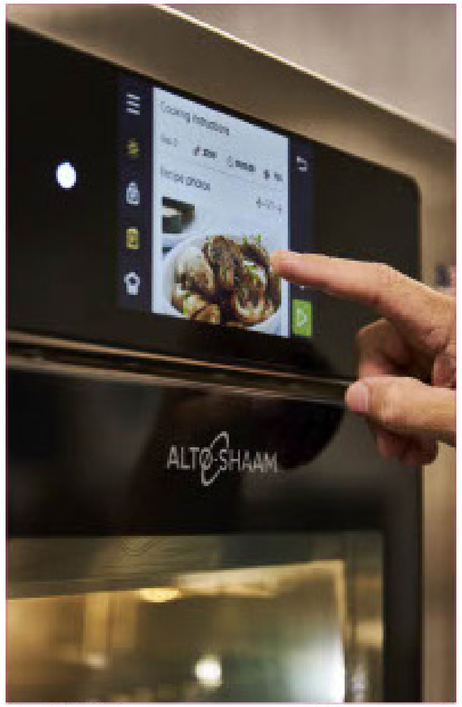
CHAMPION COMMUNICATIONS

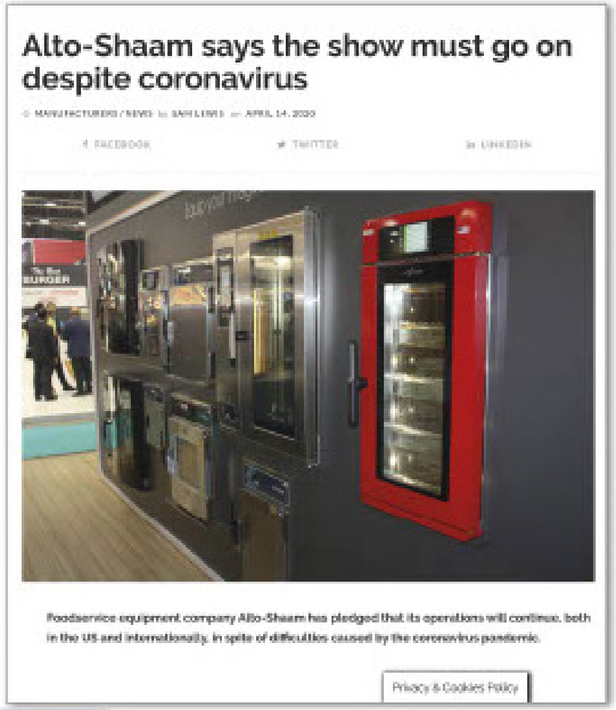
championcomms.com

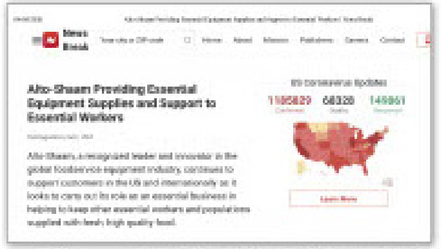
WE CHAMPION. YOU GROW.

The level of support we have received from the Gravity team within both the international and domestic markets has been excellent, as has their ability to quickly shift from 'business as usual' to a new strategy for a post-Covid world. Our growing media presence and reputation as a thought leader, especially in Europe, is in no small way to their contacts, insight and ideas, and they continue to work closely and productively with our own team in navigating our way through these unprecedented times.

Kellee Johnston
Vice President Marketing
Alto-Shaam













Pre-Covid Coverage











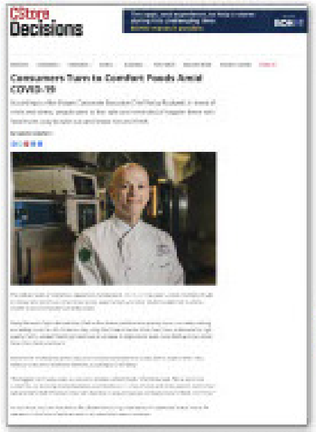








Post-Covid Coverage







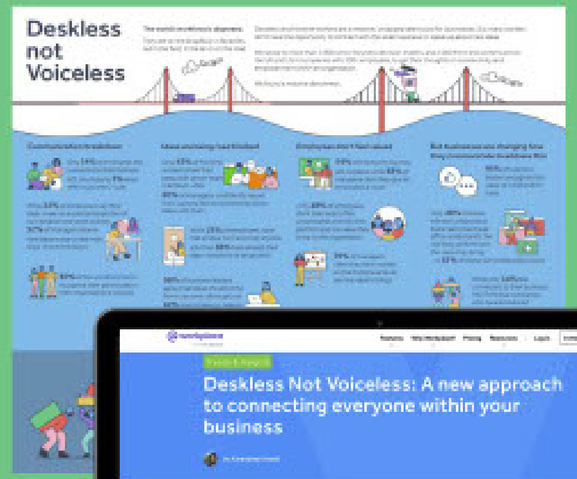






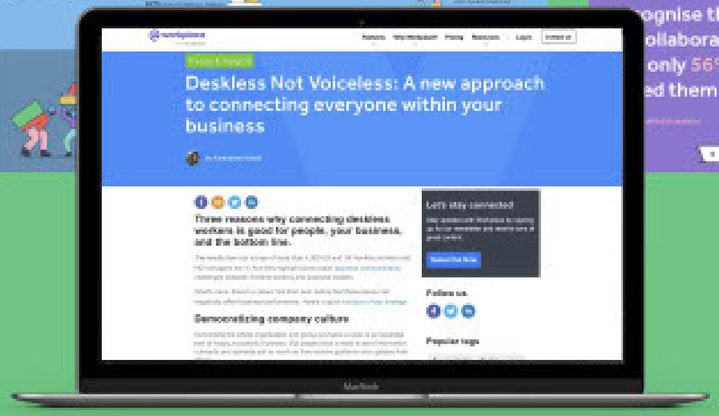
Workplace DESKLESS NOT VOICELESS

PART 1



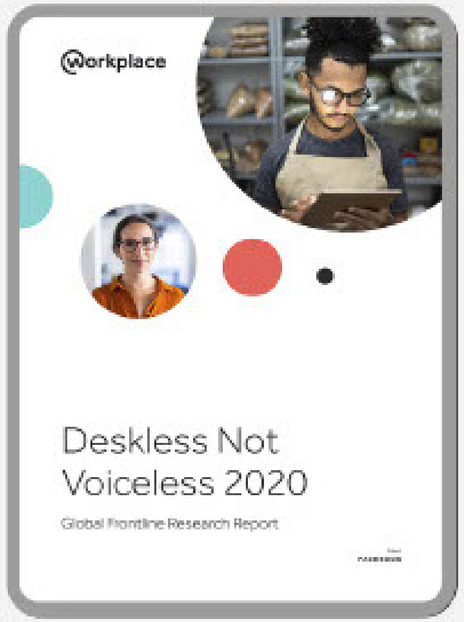


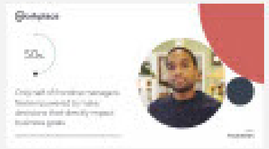




"THIS CAMPAIGN PROVIDED A STRONG POINT OF VIEW TO DRIVE MEDIA COVERAGE, CONTENT DOWNLOADS AND ULTIMATELY, LEADS BACK TO THE BUSINESS. IT WAS AN INSTANT SUCCESS AND I'VE EVEN HAD WORKPLACE CUSTOMERS TELL ME THEY USE THE PHRASE 'DESKLESS NOT VOICELESS' TO RALLY SUPPORT FOR THEIR FRONTLINE STAFF. WHAT MORE COULD YOU ASK FOR?"

PART 2











80+
pieces of coverage

8K+
content downloads

3K
new business leads



CATEGORY

Best use of creative

Wisque

CATEGORY SPONSOR

GOLD

Realise your vision for Sohonet,
by The Croc

SILVER

Catching feels for PERGRAPHICA,
by True

BRONZE

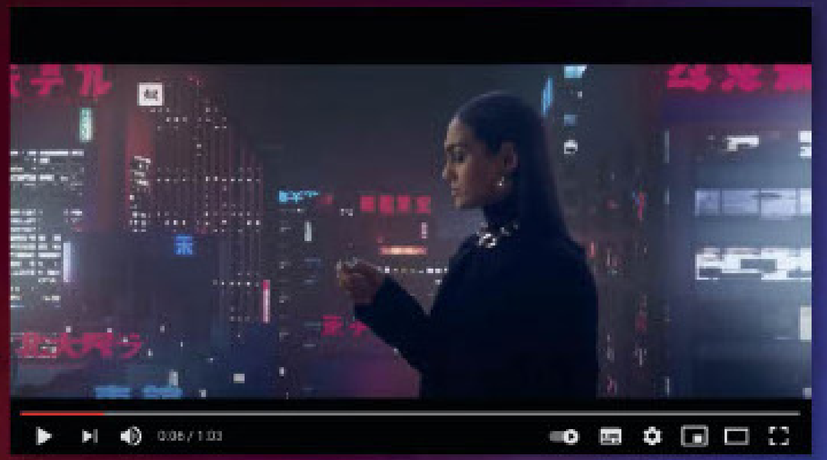
Smartport is making waves for
Trelleborg Marine & Infrastructure,
by Stein IAS

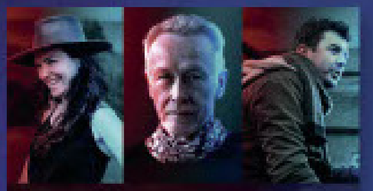
clearview

REALISE YOUR VISION

24% unprecedented uptake in renewals



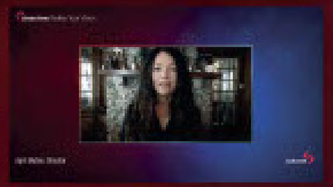




73% average order increase

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Helping filmmakers stay true to the soul of their project.







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Dennis Rose, CRO, Sohonet

22% year-on-year growth

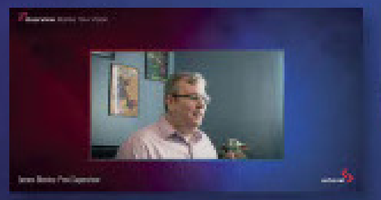
£4m sales pipeline



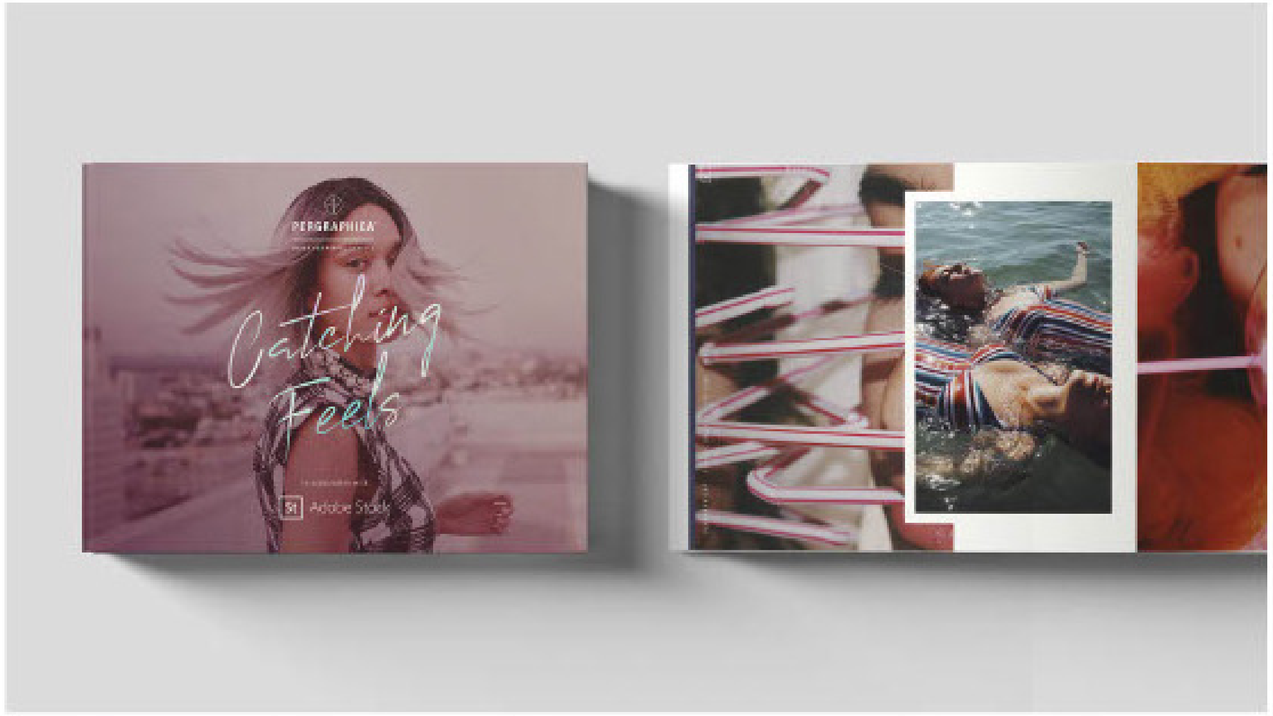


sohonet

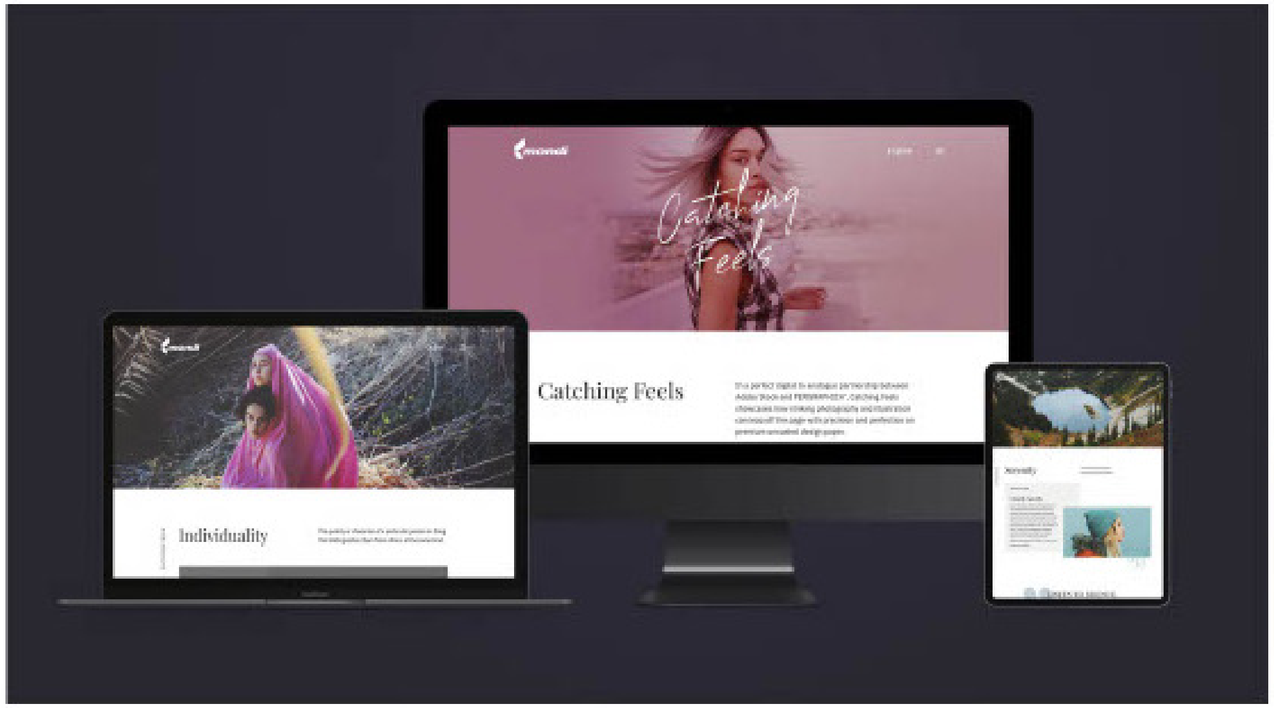
www.sohonet.com/realise-your-vision





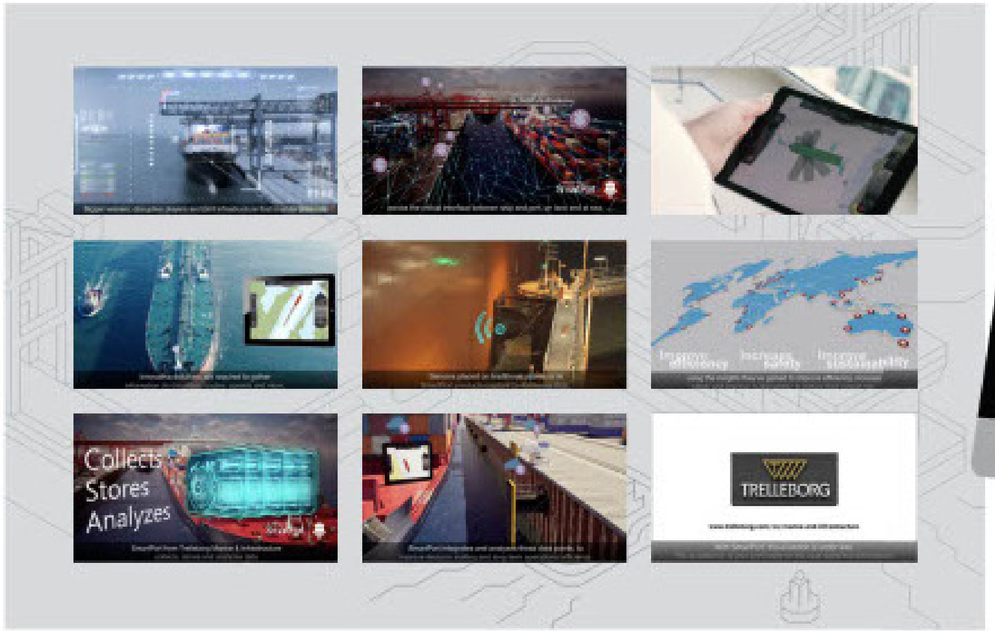

PERGRAPHICA
Catching Feels
Adobe Stock


PERGRAPHICA
Catching Feels


Catching Feels
Individuality


Serenity
Passion
Individuality
Honesty
Freedom

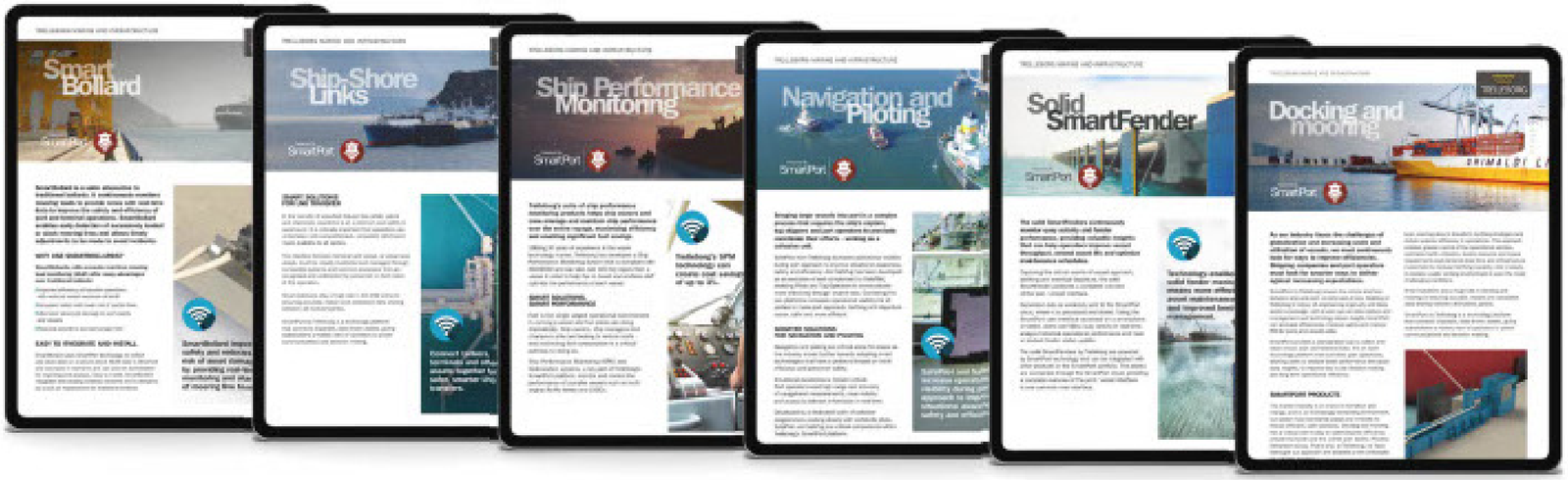
Campaign Video



Campaign LP



Case Study/Whitepaper



TRELLEBORG

Open-rate for LinkedIn Inmail:

50.2%

Click-through rate:

3.51%

Email open rate:

50%

CATEGORY

Best use of digital techniques or technologies

GOLD

The profit hunter: A force with nature for Embraer, by Gravity Global

SILVER

Here to help your business flex
for O2 Business, by twogether

BRONZE

The many faces of work
for Computacenter and Microsoft, by Gilroy

HIGHLY COMMENDED

European expansion for SNAP, by Gravity Global

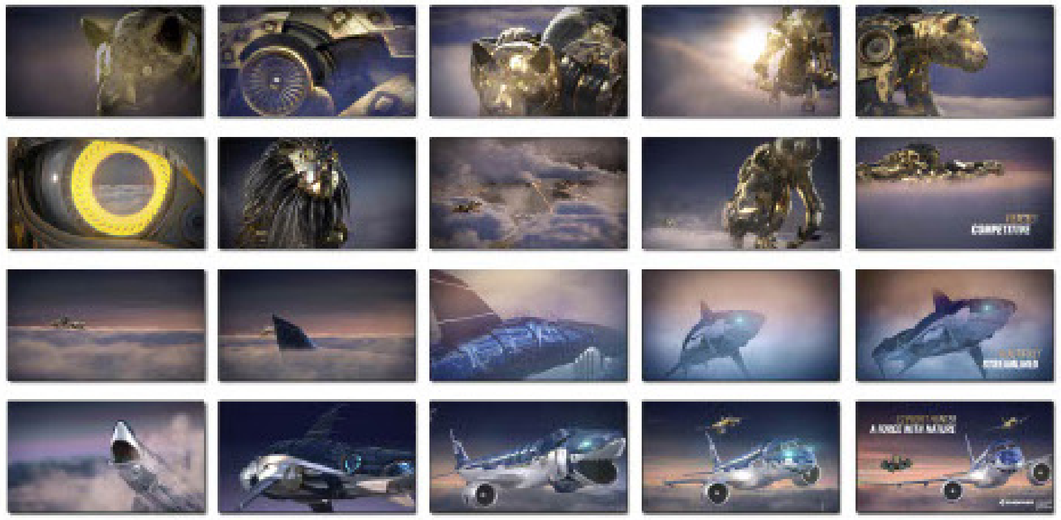
Gravity Global created the Profit Hunter branding for Embraer Commercial Aviation and it has been an incredible global success with ...customers, journalists, employees and the wider industry.

The iconic branding of predators on the front of the aircraft has attracted a huge following and even customers have adopted the idea for aircraft in operation.

We wanted an idea that would make Embraer famous across the world and Gravity exceeded our expectation with the power of the Profit Hunter branding.

It's fast becoming the most successful branding programme in B2B marketing.

Arjan Meijer
CEO and President, Embraer Commercial Aviation

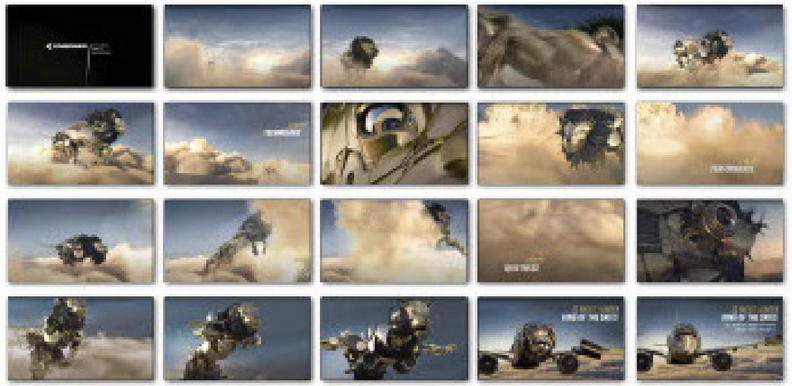










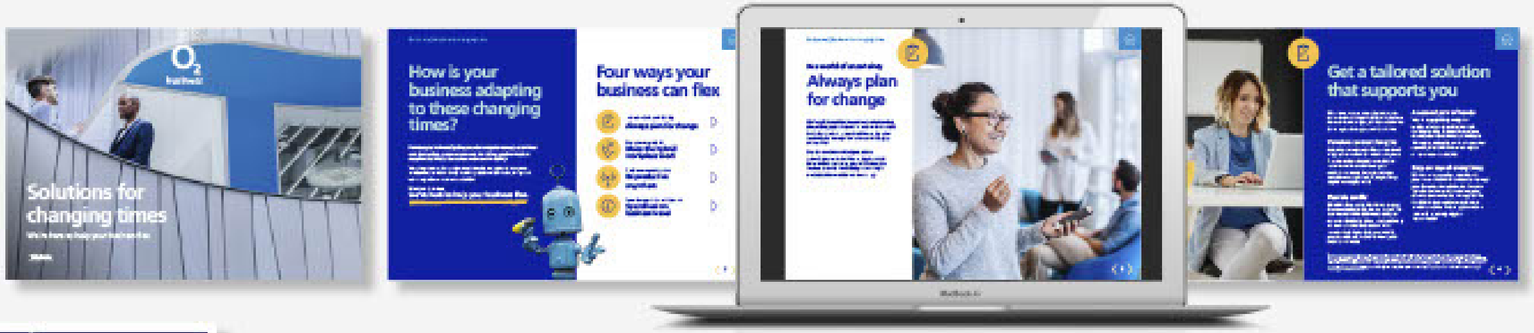


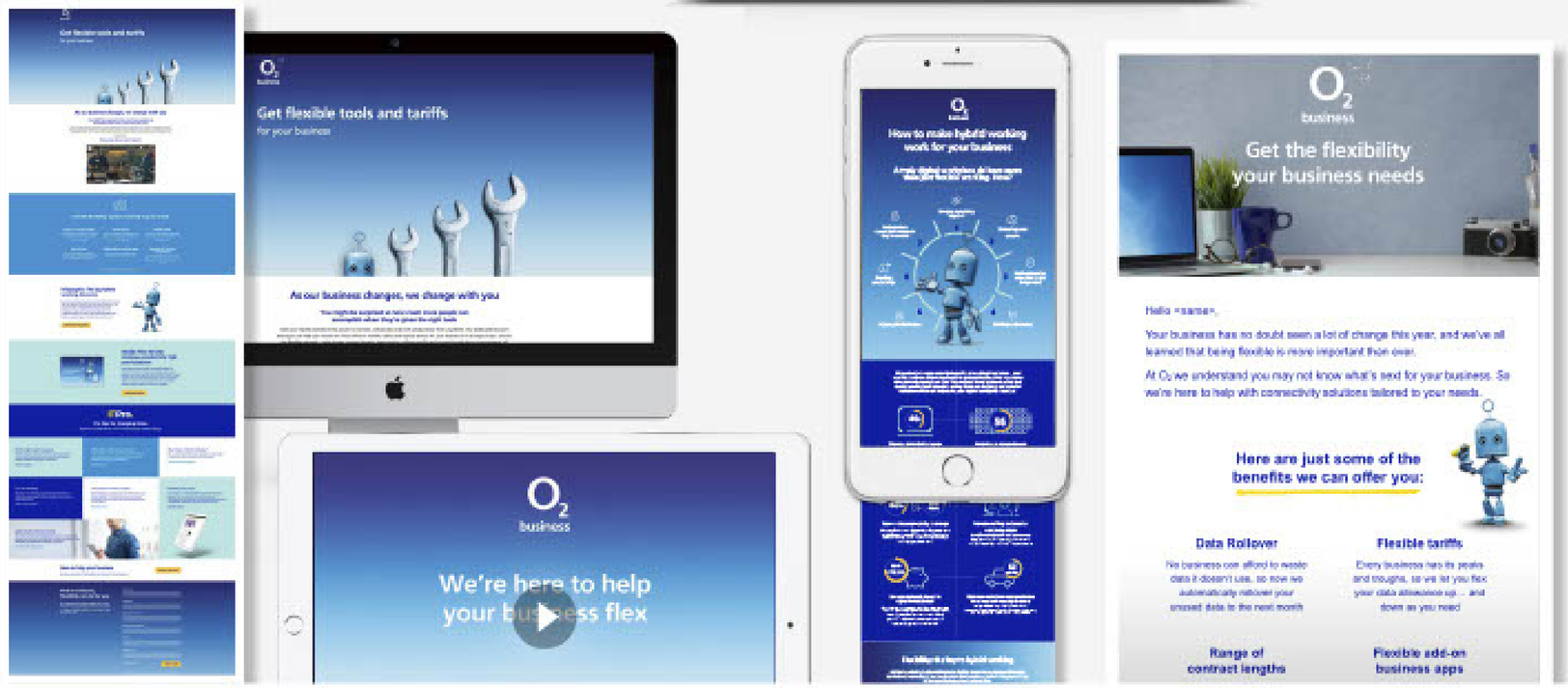












O2 Flex

> Key results

Increased SMB differentiation by **115pts**

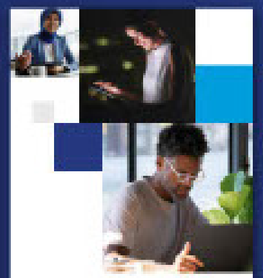
Drove spontaneous brand awareness from **51%** to **54%**

Surpassed conversion rate of **1:22** to **1:14**

2x Gold Winner at the B2B Martech Awards 2021

Microsoft Surface Authorised Reseller | Computacenter





2020 HAS CATAPULTED US INTO OUR DIGITAL FUTURE.

And there's no going back.

DOWNLOAD THE GREAT WORKPLACE RESET

Microsoft Surface Authorised Reseller | Computacenter

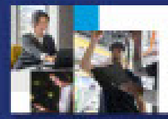
"We saw two years of digital transformation in two months."



DOWNLOAD THE GREAT WORKPLACE RESET

Microsoft Surface Authorised Reseller | Computacenter





"Businesses realise this modern way of working can work. But there are things to fix first."

DOWNLOAD THE GREAT WORKPLACE RESET

Microsoft Surface Authorised Reseller | Computacenter



Where data access is based on identity, device and location.

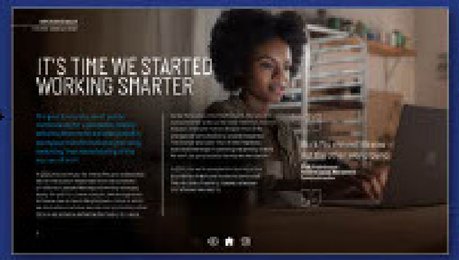




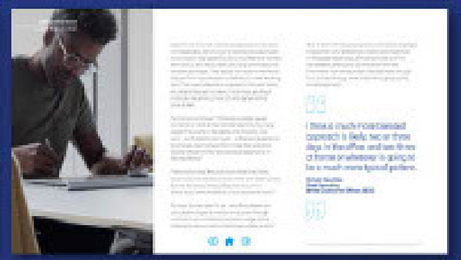
The world of work has many faces.

Data-driven customer insight; DSP integration; laser-focused online advertising; LinkedIn audience expansion, retargeting and a rich, digital content experience all combined to make 'The Many Faces of Work' campaign a success. Against the backdrop of a global pandemic, Computacenter and Microsoft were able to help customers overcome the workplace challenges of 2020 and emerge with a modern, resilient and agile workplace.











SNAP European Expansion

Get smart, get SNAP

SNAP has been revolutionising the haulage sector for over 10 years, modernising industry procedures with their all-in-one payment solutions. Dominating the UK market, the business planned to expand across Europe using digital marketing to reach their target audiences. The digital strategy implemented by Gravity Global has allowed SNAP to take important strides forward in dominating the European market, as well as setting them up for future expansion goals.

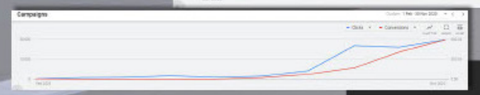
Enquiry form submissions from Google Ads increased by

1550%







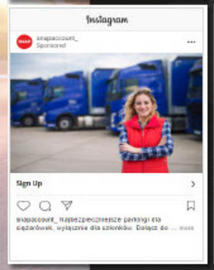


Truck Park location registrations in Germany increased by

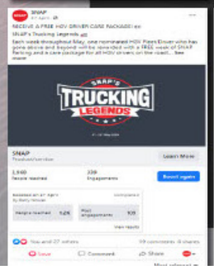
91%

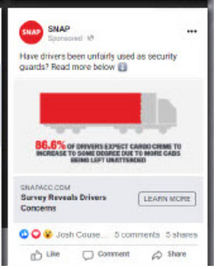
Paid social ads played an integral part in reaching audiences











"Thanks to Gravity Global, digital advertising has been the catalyst for significant growth. Our Google display campaigns have been hugely successful for brand awareness – particularly in Germany. Our website sessions increased by 117%, and this was largely thanks to the display adverts we used.

We have also managed to create engaging and fruitful search ads that regularly deliver conversion value for our business. We have supported our Google ad activity with Facebook advertising, and these campaigns have helped lead customers through the bottom part of the funnel to the conversion stage.

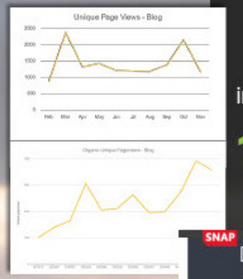
Overall, digital advertising has helped SNAP make important strides forward, and we have successfully ensured our return on investment."

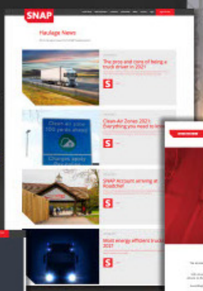
Mark Garner
Marketing Director
SNAP

SNAP
Get smart, get SNAP

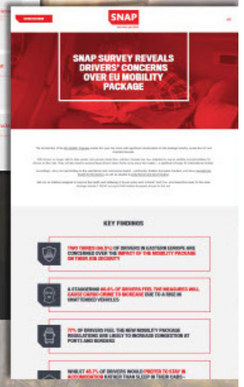
Website sessions increased by

117%









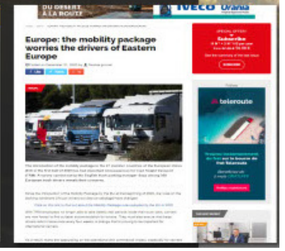
Fleet sign-ups increased by

19%

Digital PR supported paid advertising, promoting the brand and services across the UK and Europe







CATEGORY

Best use of social media or influencer marketing

GOLD

#Bossit2021 challenge by Sage

SILVER

Follow the sun for Refinitiv, by OST

BRONZE

5G Trailblazers for Ericsson, by Earnest

#Bossit2021 Challenge

UK Category 07: Best use of social media or inuencer marketing (Chapter: UK)

Helping people boss it is what Sage does. We make software that helps businesses nail their numbers, win at admin, and take great care of their teams—and we wanted to boost brand awareness so we could help more of them do it. We're committed to helping our customers and the wider 5.9m UKI SMEs navigate the impacts that COVID-19 has had on their businesses, today and in the future. And not just those already in business, but also the dreamers looking to set up for themselves.

TikTok oered us that opportunity—and a global rst. No other brand had ever run a B2B campaign on the platform, but it was the perfect way to celebrate these businesses who had adapted to, been born in, and bossed the biggest economic challenge in recent history. So we ran the #Bossit2021 challenge—not just for businesspeople but for everyone, with a home workspace makeover up for grabs and Sage business advice for all.

A million people took us up on it. We've had over 8.2 billion views, and a groundswell of engagement from SMEs everywhere who share our belief that their spirit and tenacity deserve recognition. Together, we really did boss it.

From the word go we were blown away by the response. Before launch, TikTok had told us we could expect maybe 250,000views. Never in our wildest dreams did we anticipate over 8 billion. During the Super Bowl weekend we trended higher than the Super Bowl. For us, it was conrmation that we ran a celebration campaign at just the right time: people appreciated theshout-out and valued having something positive to share after the year that was 2020. The campaign has exceeded all our objectives for both awareness and engagement, and we're delighted.

Key stats:

- 8.2bn impressions to date
- 1.3m challenge videos created, achieving over 3m views
- Sage branded video generated 29m views, 600m impressions, and 200k prole engagements
- Sage TV ad on prole page viewed over 27m times
- 15 PR articles sparked by the campaign
- 1st place in TikTok brand lift study (30% uplift)



8.2bn
Impressions to date

1.3m
challenge videos created

15
PR articles



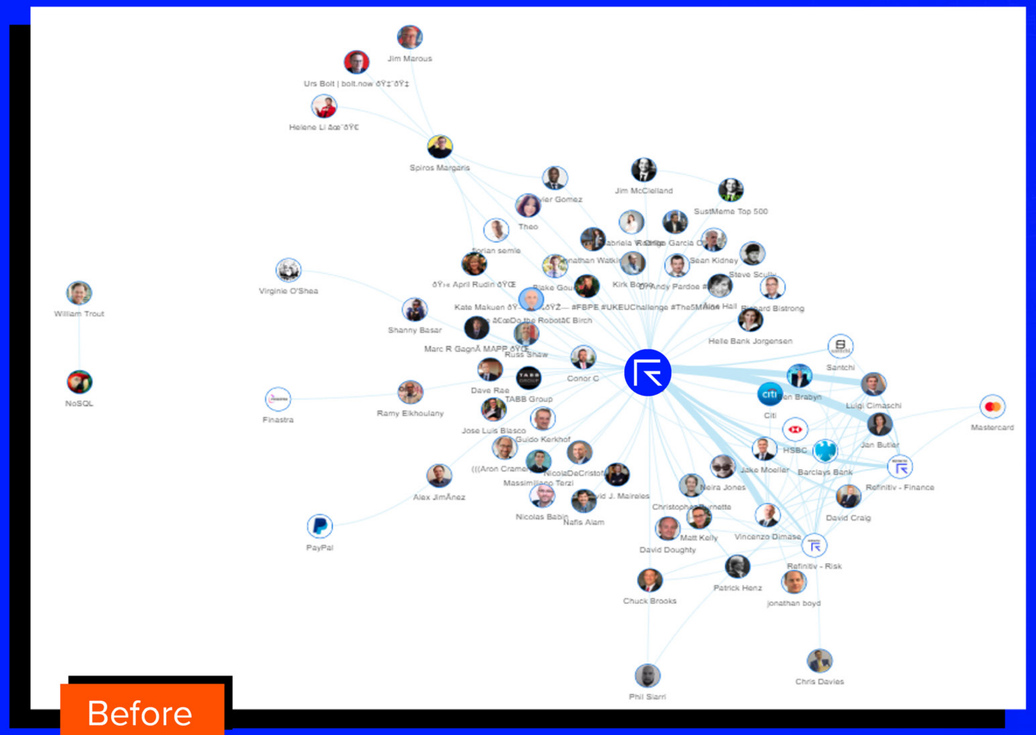
FOLLOW THE SUN 2021 PREDICTIONS 24-HOUR LIVESTREAM

OST
SOCIAL | DIGITAL

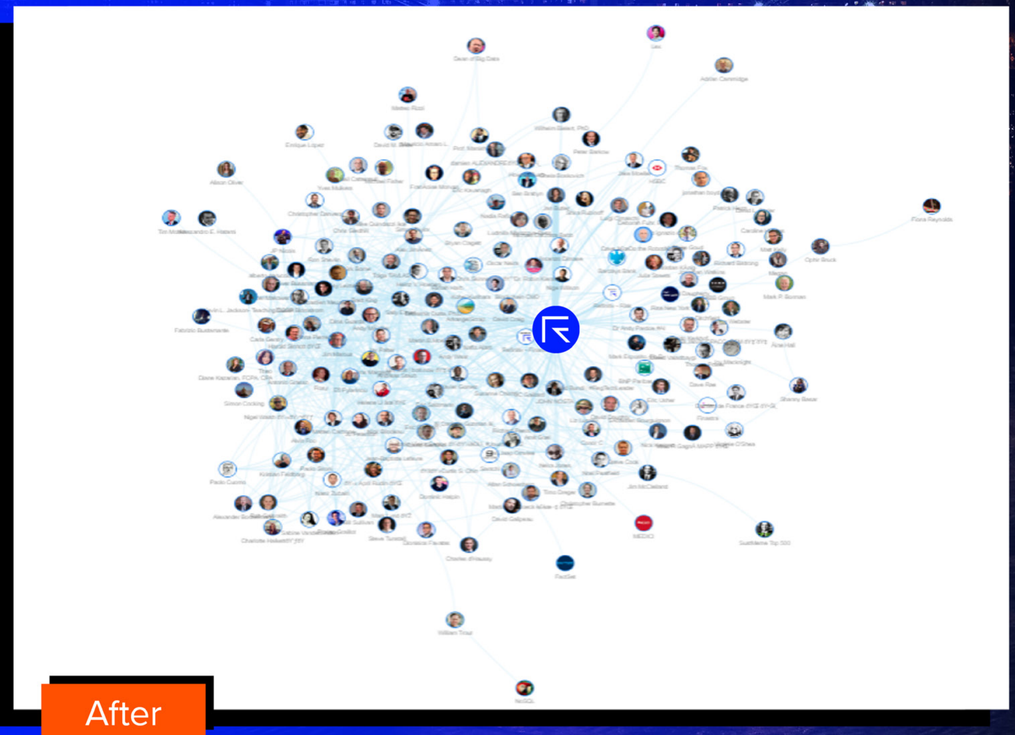
REFINITIV™
DATA IS JUST THE BEGINNING

Refinitiv Influencer Network Map

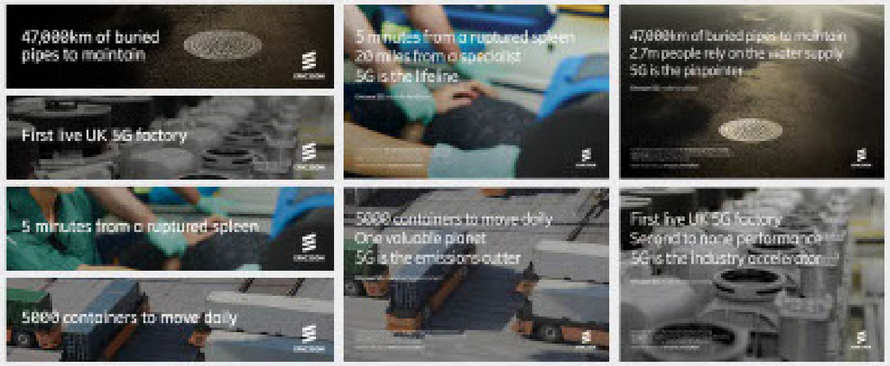
Before and after the Follow the Sun 2021 Predictions 24-hour Livestream



Before



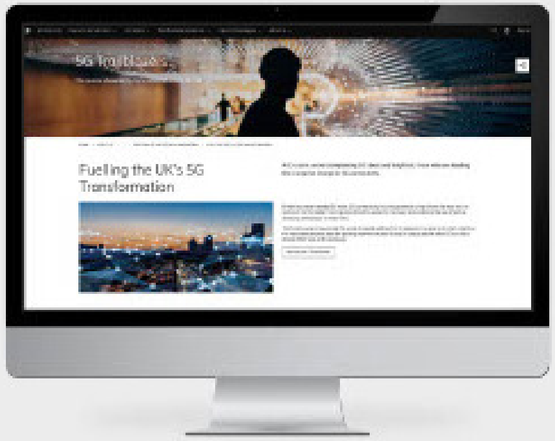
After



Targeted digital display and re-use of existing Ericsson booked press ads



Launch video



Trailblazers Digital Hub



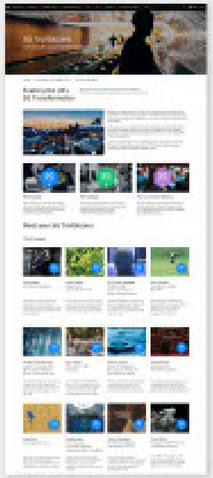
Trailblazers profile page



Trailblazer welcome email



Connected ambulance case study



Trailblazer landing page









Social posts on Agenda Setters and Employee channels



Social posts







Social posts on Agenda Setters and Employee channels





Teaser creative

EARNEST

1.05 million
impressions on campaign content across social media

215k
impressions for the Trailblazer activity across Twitter and LinkedIn

25 Trailblazers
engage and showcased for leading 5G in the UK

Campaign bounce rate –
11% lower
than global Ericsson benchmark

Average time on the campaign pages
over 3x
the global Ericsson benchmark

The Economist display ad CTR –
8x
the B2B benchmark

CATEGORY

Best use of content marketing

GOLD

Ending retro expectations
for Exasol,
by Digital Radish

SILVER

The rise of the data scientist
by Refinitiv

BRONZE

Realise your vision
for Sohonet,
by The Croc

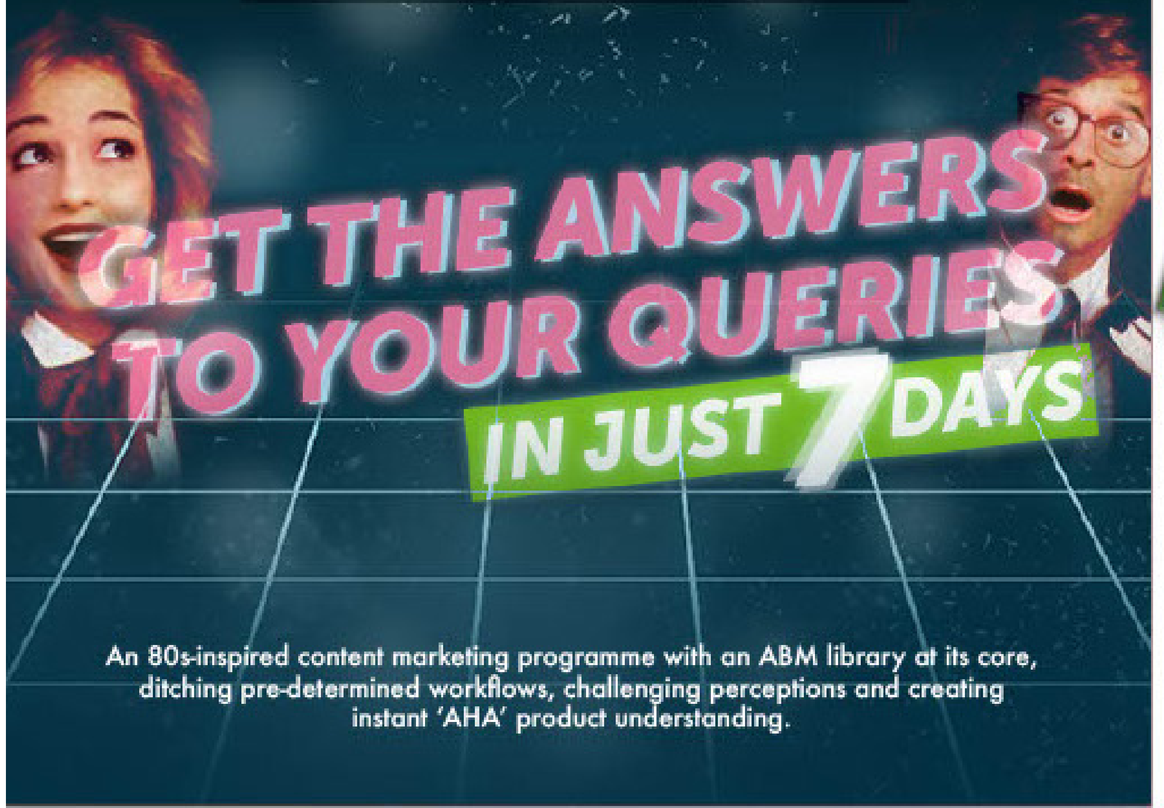
HIGHLY COMMENDED

Vital statistics for B2B marketers by Earnest

Exasol

ENDING RETRO EXPECTATIONS

Showing prospects how current database experiences are now laughably outdated.



An 80s-inspired content marketing programme with an ABM library at its core, ditching pre-determined workflows, challenging perceptions and creating instant 'AHA' product understanding.

1.1M
impressions

860%
ROI







Engagement with
65%
of target accounts

"The DR Team have been instrumental through every key aspect of the campaign. The results of the creative approach and the C-suite engagement has been excellent."
Narinder Patti - FSI Sales Director

65
sales opportunities created

172
sales meetings generated





DIGITAL RADISH

THE RISE OF THE DATA SCIENTIST

REPORT AND NEW INSIGHTS

HIGHLIGHTS

+100 CONTENT ASSETS CREATED

+7,000 REPORT DOWNLOADS

+1,200 NEW CONTACTS

+160 LIVE SALES OPPORTUNITIES

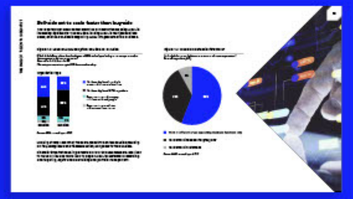
+8,000 EMAIL ENGAGEMENTS

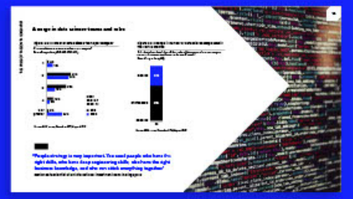
+$650K IN SALES PIPELINE

+$100K IN WON SALES

REPORT







Category name: **Best use of content marketing**
Category number(s): **8**
Contact: **Verity Sleeman**

Campaign name: **The rise of the data scientist**
Brand: **Refinitiv, an LSEG business**
Agency: n/a

An LSEG Business

REFINITIV

B2B Marketing
Insight · Development · Training · Events

DATA SCIENTIST PERSONALISATION

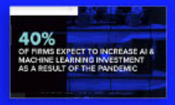
INFOGRAPHICS



VIDEO









WEB



LINKEDIN



EMAIL



DATA LEADER PERSONALISATION

Category name: **Best use of content marketing**
Category number(s): **8**
Contact: **Verity Sleeman**

Campaign name: **The rise of the data scientist**
Brand: **Refinitiv, an LSEG business**
Agency: n/a

An LSEG Business

REFINITIV

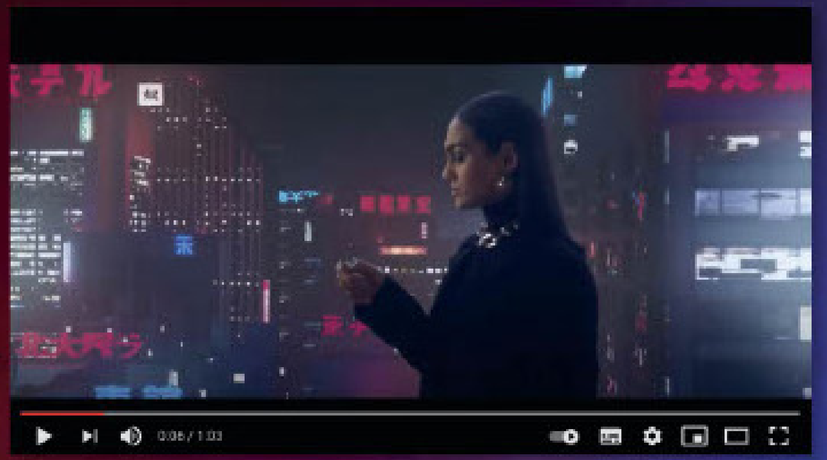
B2B Marketing
Insight · Development · Training · Events

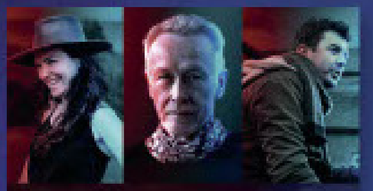
clearview

REALISE YOUR VISION

24% unprecedented uptake in renewals



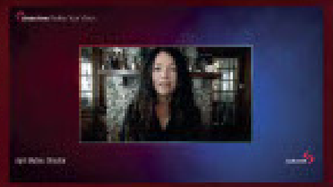




73% average order increase

A global, multi-channel digital campaign running across social, search, display, and programmatic.

Bespoke, targeted content spoke directly to industry individuals in specific roles, companies and locations.





Helping filmmakers stay true to the soul of their project.







"This campaign not only demonstrates the power of our collaboration solution, but also resonates with our audience on a creative level, shining a light on our incredible customers at each stage of the production process."

Dennis Rose, CRO, Sohonet

22% year-on-year growth

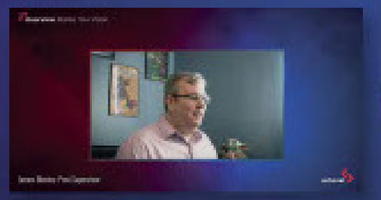
£4m sales pipeline





sohonet

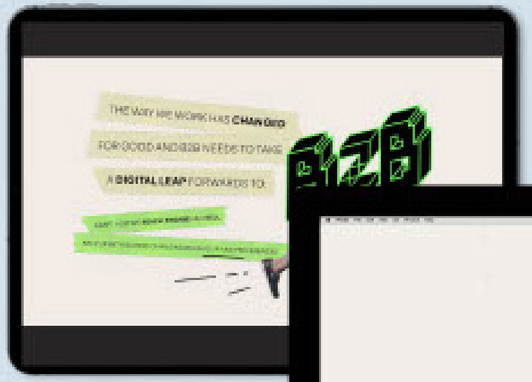
www.sohonet.com/realise-your-vision





EARNEST

Stat pack

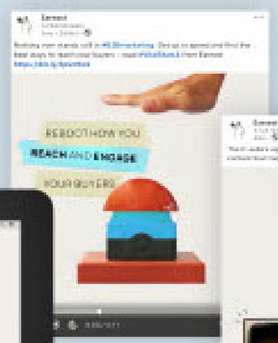


Vital Stats video





LinkedIn promotional posts

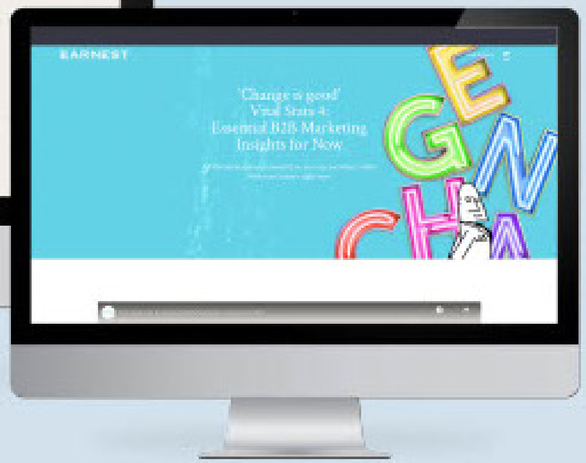




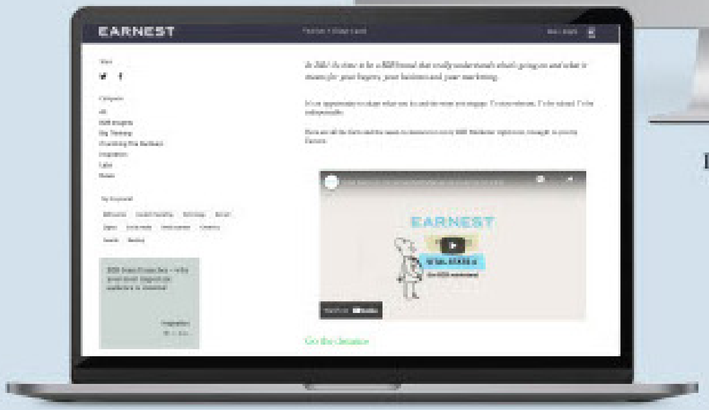




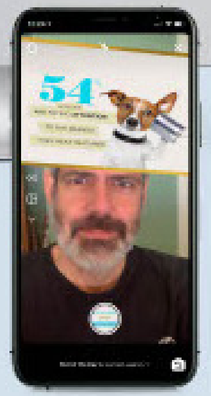
Landing page



Blog post



Instagram filter



Social posts



Back in 2010 we wrote a simple blog post, collating facts and stats relevant for B2B marketers.
It proved to be more popular than we ever thought. From then on we regularly release 'Vital Stats' into the industry, and this year we built an entire campaign around it.

20,000
views of film on YouTube in just 3 months

5,000
views of our 'B2B Benchmark Statistics' blog post

1,000
visits to our Vital Stats Hub this year

5
attributed new business leads (resulting in 2 new clients)

CATEGORY

Best use of customer insight

GOLD

Reimagining the workplace
for Okta, by LogicLogicMagic

SILVER

Enabling big business wins
for Tarkett, by Really B2B

BRONZE

360 solutions for Castrol,
by Really B2B

Reimagining the Workplace

okta

DONATE

3000+ organisations took up the
Emergency Remote Work Offer.

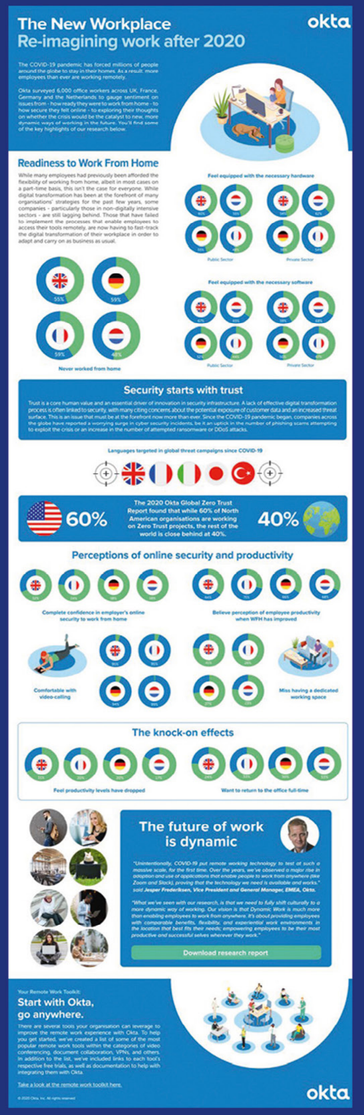
LISTEN

YouGov survey + subsequent report.
Media coverage: 87 pieces of coverage across 7 countries.
1,200 media impact score.

DELIVER

12,000 leads generated.
Regional webinar series: 500 leads generated
C-level engagements: 159,000 impressions,
92,000 video views, 7,000 engagements

ROI 26:1 Marketing Pipeline: +25%







CASTROL – WIND ABM

CASTROL – WIND ABM

With over 30 years' experience in supporting the wind turbine industry with world-class lubricants, Castrol needed to raise the awareness and reputation of their product offering in an industry that requires heavy proof points of success and is reluctant to change.

An ABM campaign was developed to communicate the benefits of Castrol's product offering by positioning them as leaders in the wind turbine lubricants market. The campaign targeted 11 high value accounts, consisting of lapsed customers, existing customers Castrol wanted to grow, and new opportunities.

A new campaign creative was developed with three core message streams - sustainability, performance and protection. This was delivered using an integrated mix of media channels to maximise results.

Using the multi-layered messaging and channel approach, the campaign delivered a staggering 15 leads from 10 of the 11 key accounts targeted. All leads generated remain active and continue to have growth potential for Castrol.

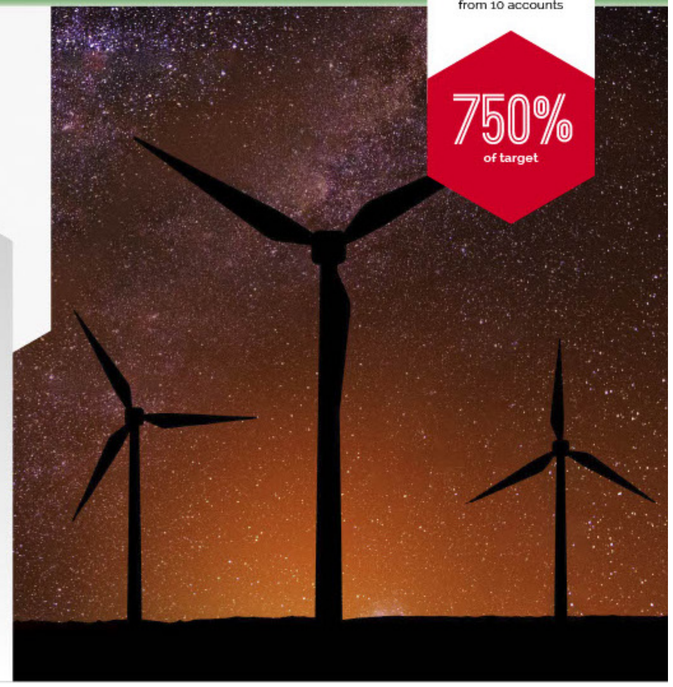
LinkedIn:
18%
response rate

Email open rate:
26%
against an industry average of **12%**

Email CTR:
32%
against an industry average of **3%**

15
SQLs
from 10 accounts

750%
of target





CATEGORY

Best use of thought leadership

GOLD

A 400% ROI and accelerated sales growth, driven by thought leadership by Protolabs

SILVER

The global workforce view for ADP, by Flagship Consulting

BRONZE

Take on tomorrow perspective series by PwC

HIGHLY COMMENDED

Prime time for real time 2020 for ACI Worldwide, by Octopus Group

£7MILLION+
SALES OPPORTUNITIES!

"ONE OF THE MOST COMPREHENSIVE PIECES OF RESEARCH RECENTLY COMPLETED ON THE AUTOMOTIVE INDUSTRY"



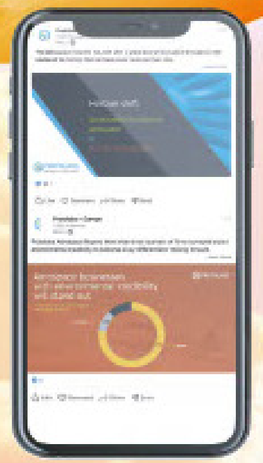




















400%
RETURN ON INVESTMENT!

Always Designing for People®

"With the pandemic monopolising media interest, senior Finance and HR decision makers working from home could have been a hard to reach audience at exactly the point when they needed ADP most. But because we had built a reputation for serious research and deep market insight over many years, we were able to double down on work in progress to produce the most comprehensive and useful study of employee attitudes immediately pre- and post-global lockdowns. The result was great context for journalists, great insight for readers and unrivalled relevant exposure of ADP across global and local media that helped drive strong business performance over the following year."

Graham Wylie, VP Marketing International, ADP

The Workforce View 2020: Volume One Pre-COVID

Surveyed
32,422
working adults across all industries and company sizes in **17 key global economies**.

The Workforce View 2020: Volume Two Post-COVID

In response to the pandemic we surveyed an additional
11,428
workers in six countries around the world.



5 reports
offering global overview and regional spotlights

17 languages



1282 pieces
of coverage with a reach of over
570.5 million

+22000
website page views

6600
report downloads

Always Designing for People®

+4.4 million
impressions

24,000
social clicks

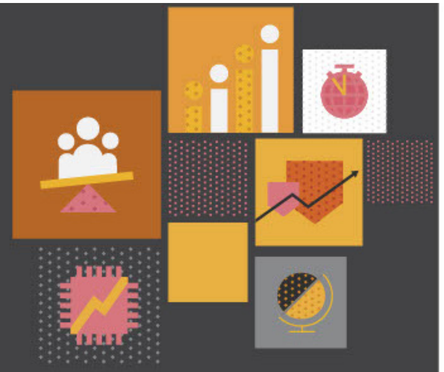


42%
contribution to ADP's #1 share of voice results

$3.72 million
EMEA sales opportunity value



pwc



Take on Tomorrow

Tackling the big issues of today to get you thinking about what's next

6 content themes

reflected the urgent issues confronting society and business

Encouraging

34% repeat visitors

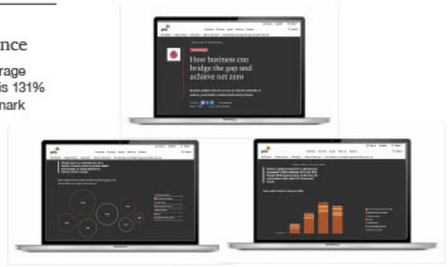
week-on-week

Reaching our audience of global progressive leaders

28.18 million impressions

A user-centric digital experience

Resulting in an average time-on-page that is 131% higher than benchmark





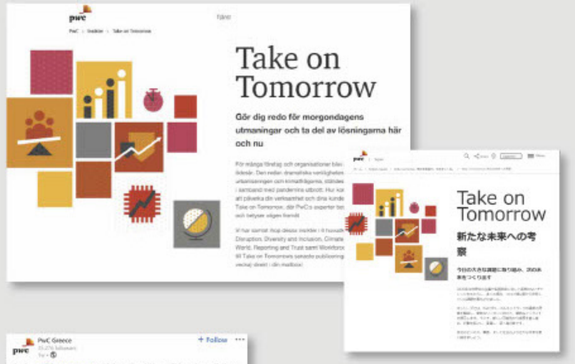
Articles authored by PwC leaders to showcase PwC expertise

91% of PwC partners said Take on Tomorrow had a positive impact on their client conversations

Bringing PwC and strategy+business brands together editorially for the first time

Led to 40+% of the series' web traffic driven by s+b channels at launch





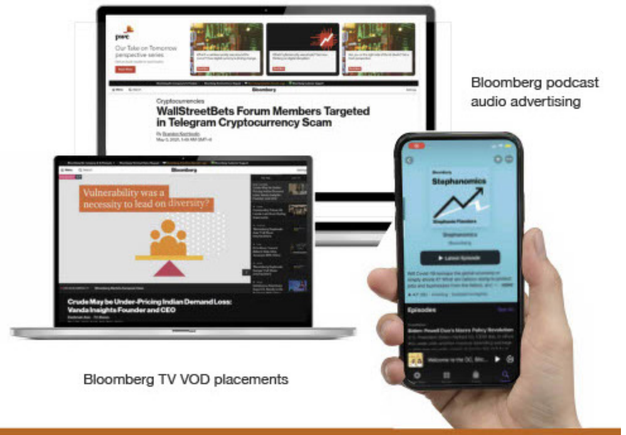


60+ PwC firms launched the series in their market

Marketing Cloud email templates available to all firms delivered a CTR 385% higher than average

High-impact placements focused on digital news and podcast content — our audience's preferred formats

Bloomberg content carousel delivered a CTA result that was 168% higher than the publisher's benchmark



Bloomberg podcast audio advertising

Bloomberg TV VOD placements

pwc

Brand awareness uplift 3x higher than benchmark (+3.4% vs +1.1%)

Prime Time for Real Time 2020

THE BRAND TO SALES™ AGENCY

"Octopus Group was instrumental in helping design an integrated campaign format that would effectively deliver on the investment ACI Worldwide made in the Prime Time for Real-Time Report. This comprehensive, lead generation focused strategy was well tailored to segments, personas and regions across all communications and digital channels. As a result, ACI Worldwide was able to drive real impact on the global sales pipeline, as well as better support in-year revenue generation and conversion. The approach was so successful that for 2021 ACI has expanded the scope of the report, tailored streams of demand generation content, and more tightly integrated these into downstream product marketing activity."

Rachael Tomaney
Director Marketing, ACI Worldwide



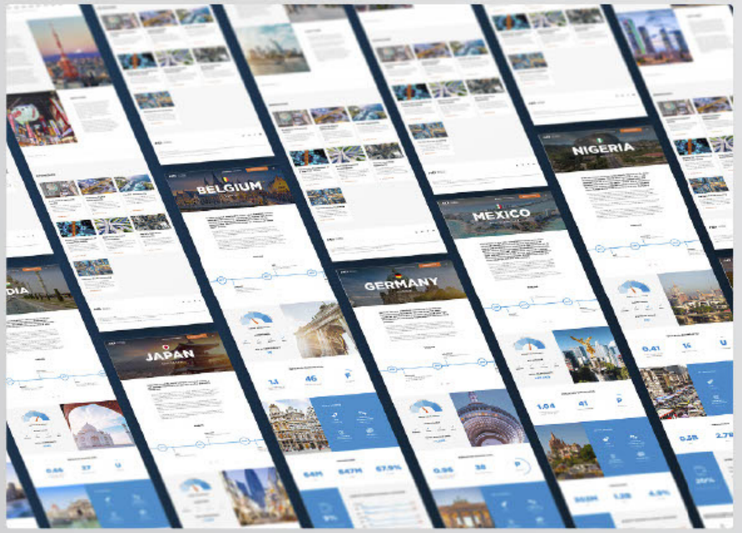
THE BRAND TO SALES™ AGENCY

3,204,204
IMPRESSIONS

1,625
LEADS FROM NAMED TARGET ACCOUNT LISTS AT AN AVERAGE CPL OF £120

5,488
UNIQUE DOWNLOADS

17,435
CLICKS







CATEGORY

Best limited-budget campaign

G O L D

The better-for-business zone for Zen Internet, by OneGTM

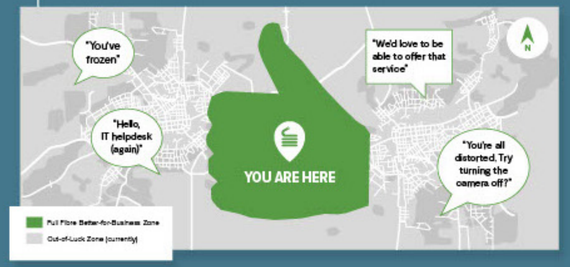
S I L V E R

Digital employee experience audit campaign by Applaud

B R O N Z E

The Chocbook for Panasonic Toughbook, by Sharper B2B Marketing

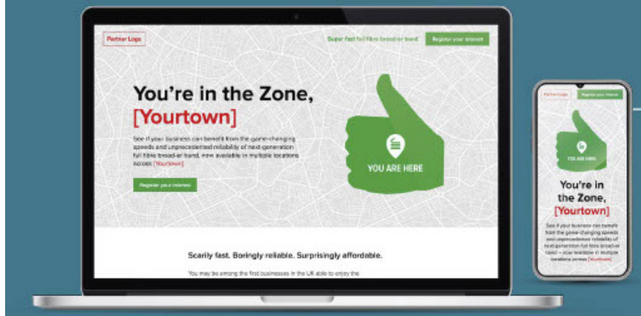
THINK LOCAL



HARD-HITTING DOOR-DROP

reached 29 UK areas in the pilot





26% SALES UPLIFT

vs. previous monthly rolling average



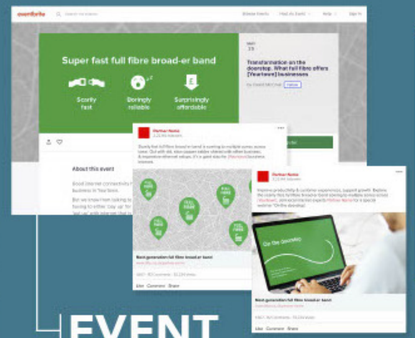
EMAIL SERIES

taking the customer through each stage



GUERILLA MARKETING

created buzz throughout the UK



EVENT KIT AND WEBINAR

for reseller partner events

What our client said ...

"FTTP is a huge opportunity for Zen. But while we have the fire in our bellies to take on the big beasts in our market, we don't have their deep pockets. OneGTM thought outside the box to give us a clever, highly targeted campaign and the practical means to compete in the big league. Their campaign leverages our biggest strength, our partners. Engaging and exciting them gives us great tools for targeting people where they work: locally."

Amanda Rogers, Marketing Manager, Zen Internet



CAMPAIGN BRIEFING GUIDE

100% STRIKE RATE

14/14 reseller partners engaged in the pilot



SOCIAL MEDIA KIT

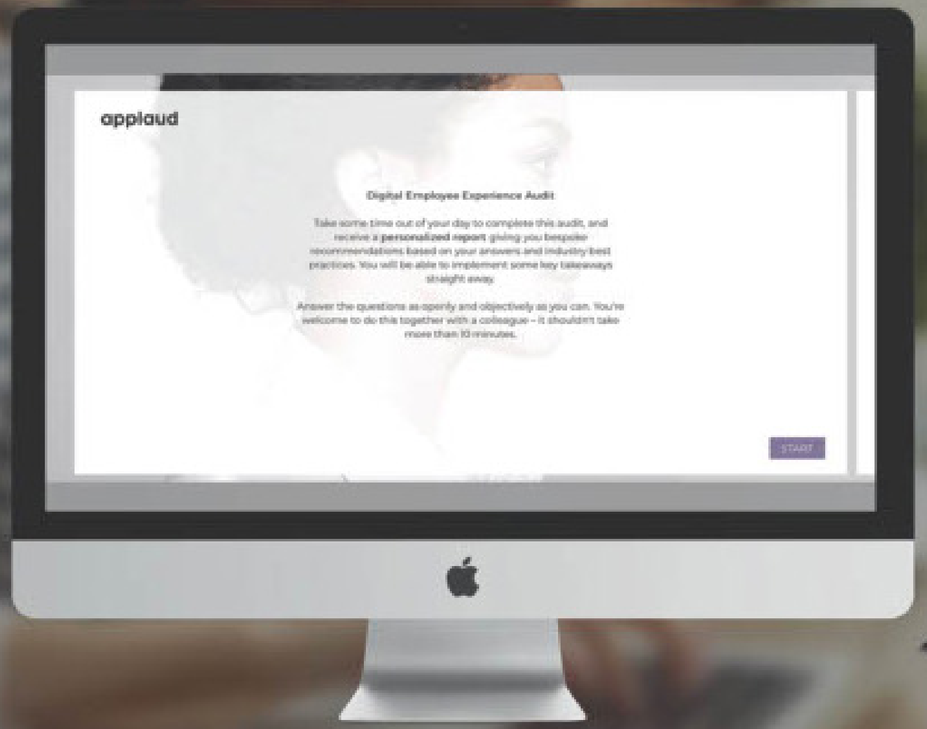
guidance & posts for reseller partners



DIGITAL EMPLOYEE EXPERIENCE AUDIT







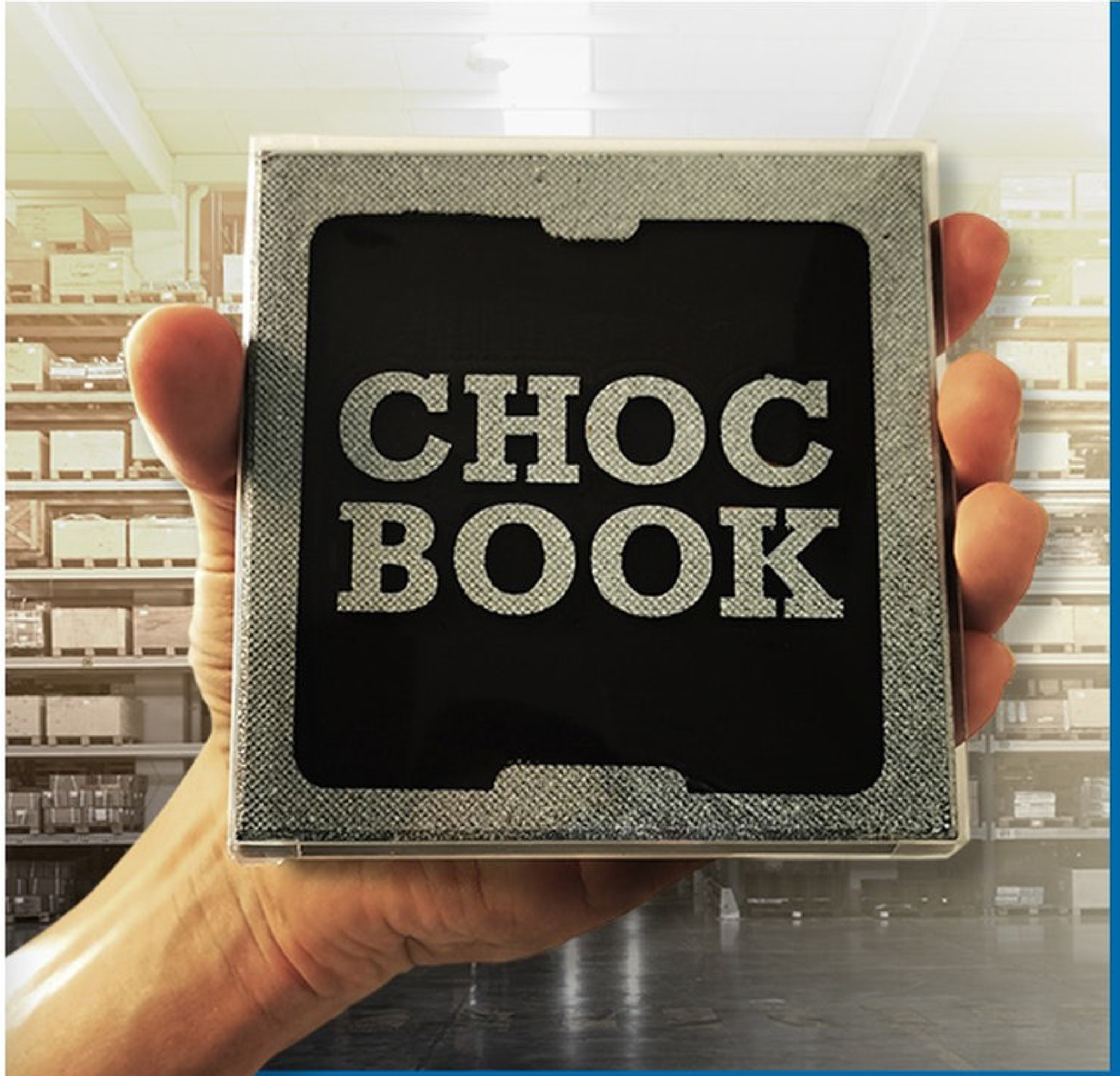


9,936 CAMPAIGN INTERACTIONS

342 NEW COMPANY ENGAGEMENTS

8 DEALS





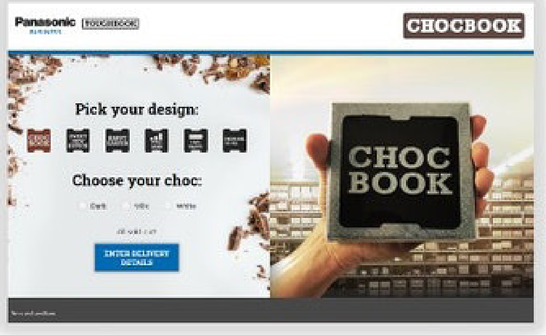
Panasonic
BUSINESS
TOUGHBOOK

SHARPER
B2B MARKETING

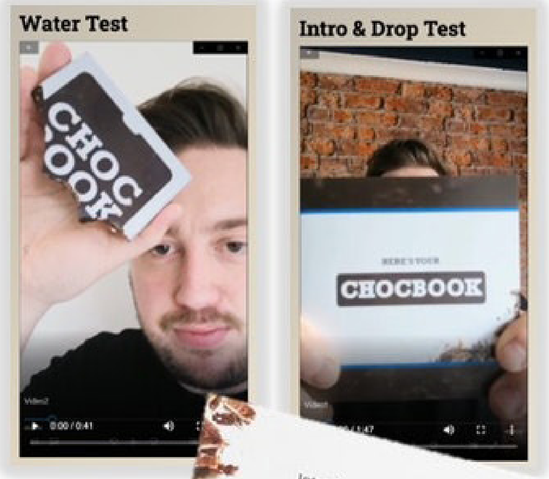
CHOCBOOK.co.uk landing page



"Device Configuration" page



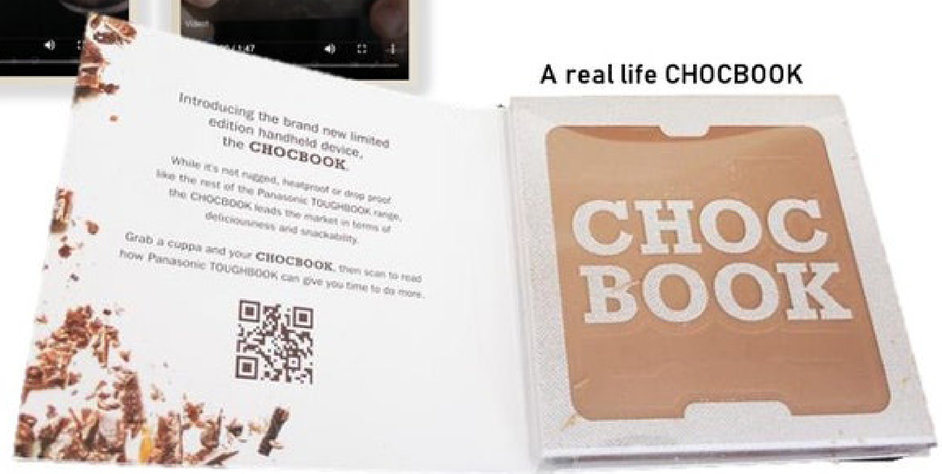
Example "CHOCBOOK in action" test videos



Example Social Post



A real life CHOCBOOK



CATEGORY

Most commercially successful campaign

GOLD

Markers, set, go! for O2 Business, by The Marketing Practice

SILVER

Catching Feels for PERGRAPHICA, by True

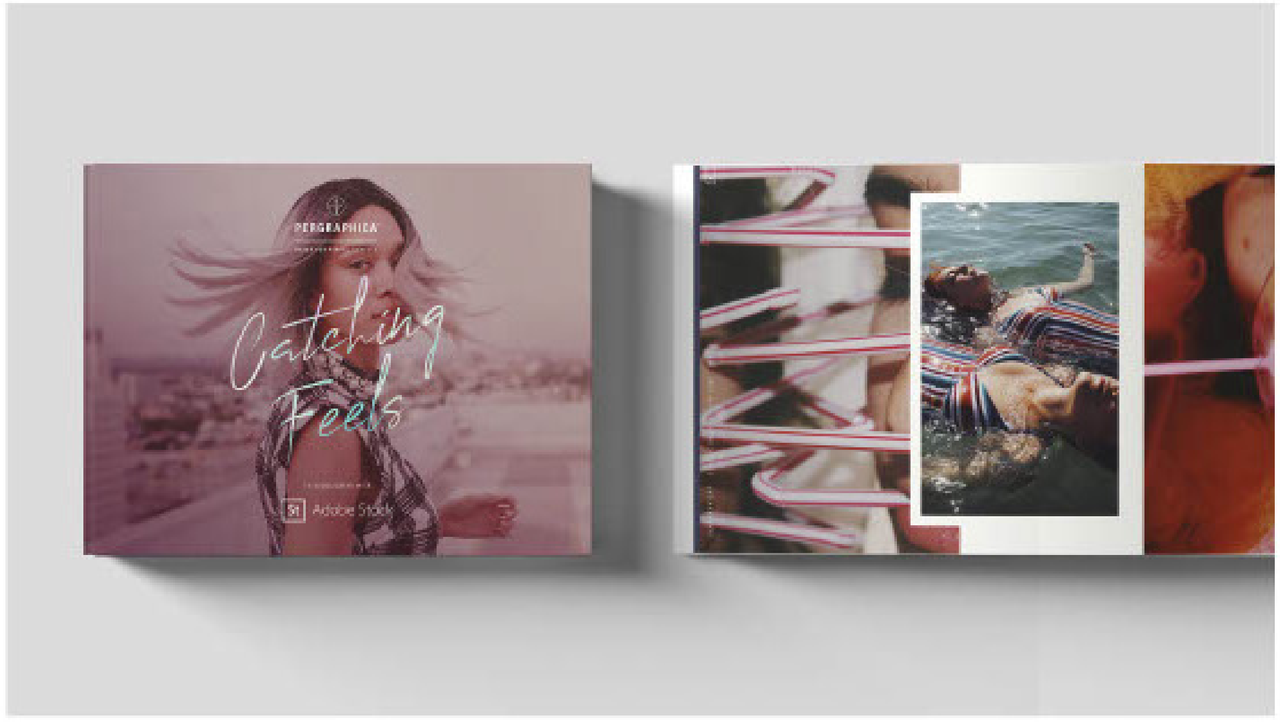
BRONZE

Defining what's next for Hitachi Vantara, by twogether

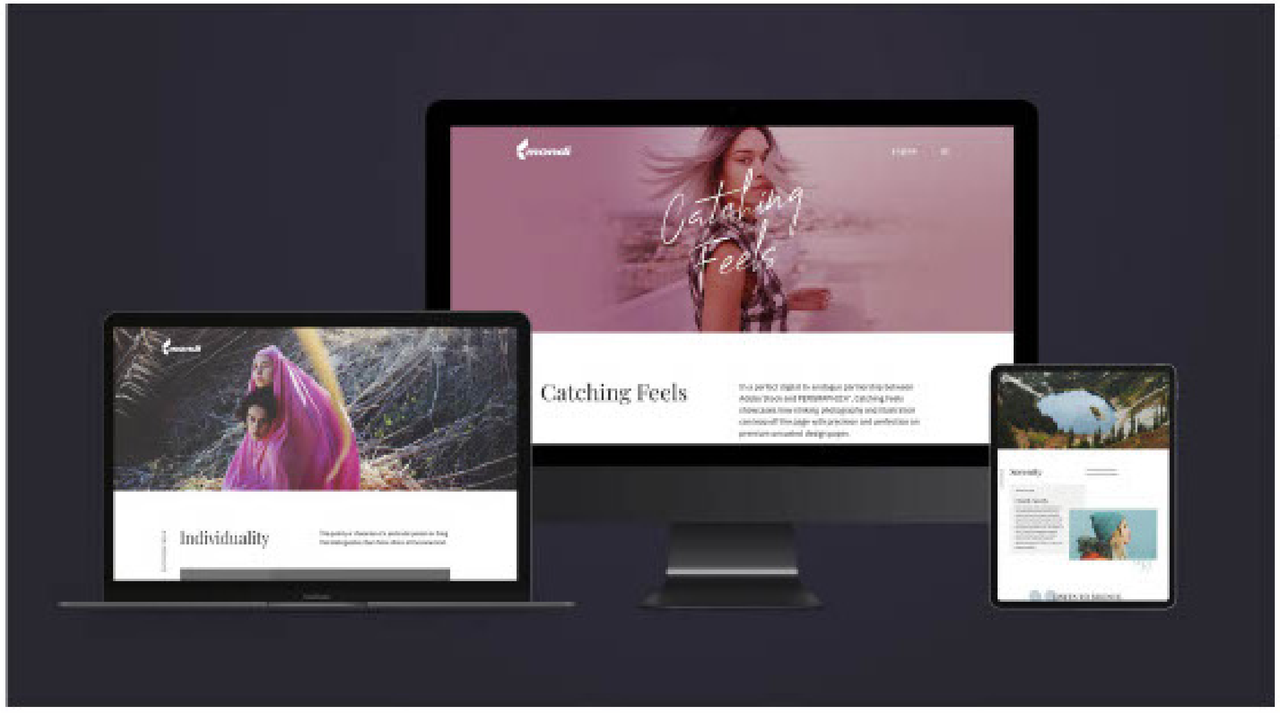
HIGHLY COMMENDED

Ending retro expectations for Exasol, by Digital Radish


The most important thing you don't know
How UK businesses are financing change
Thought this might be of interest to you. If so, give me a call on 01235 433 507.
The Marketing Practice
Markers, Set, Go!
The most important thing you don't know
How councils are funding moves on sustainability
Thought this might be of interest to you. If so, give me a call on 01235 433 507.
14%
conversion rate from opportunity to closed deal
£22.5m
closed won business against a target of £15.7m
A further
£24m
closed won generated in additional business
£29
closed won business for every £1 spent on marketing
Making connectivity a priority
Sustainability tops the agenda for many local government bodies. It does here at O2 too.
Some practical ways councils like yours are keeping their sustainability promises
More for your money
How businesses are making the case for a new approach
A managed service from O2 isn't just about spreading the cost. We manage the logistics of everything, from shipping to updates.
Standard device price
£599
O2 Managed service
£526
Building the business case
How LTE-M is helping councils do more with less
Better coverage
Big savings upfront
More data transfers
Longer battery life
Interested?
We've been providing businesses with several different types of contract models for almost 10 years, but we've seen them become more popular in recent months. It can be hard to stay up to date on all the different approaches available. Which is why we'd be happy to set up a time to share some examples with you.
Our team is always on hand. You can get in touch on 01235 433 507 or by dropping us an email on O2Business2.co.uk.
O2 business


PERGRAPHICA
Catching Feels
Adobe Stock


PERGRAPHICA
Catching Feels


Catching Feels
Individuality

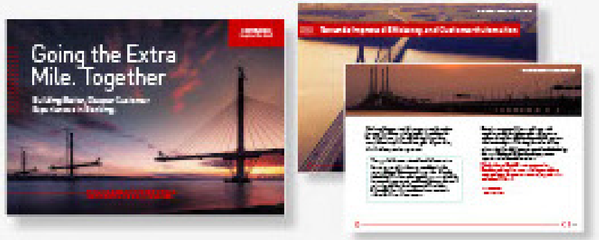

Serenity
Passion
Individuality
Honesty
Freedom

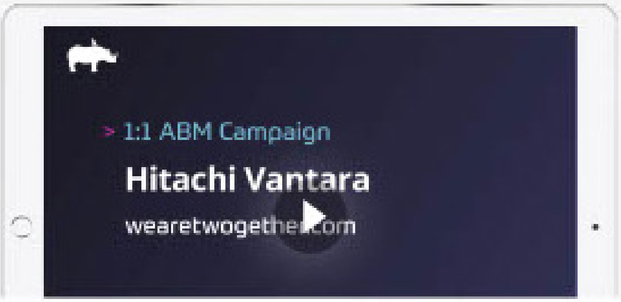












HITACHI
Inspire the Next

Hitachi: Defining What's Next

> Key results

$125M in MIR

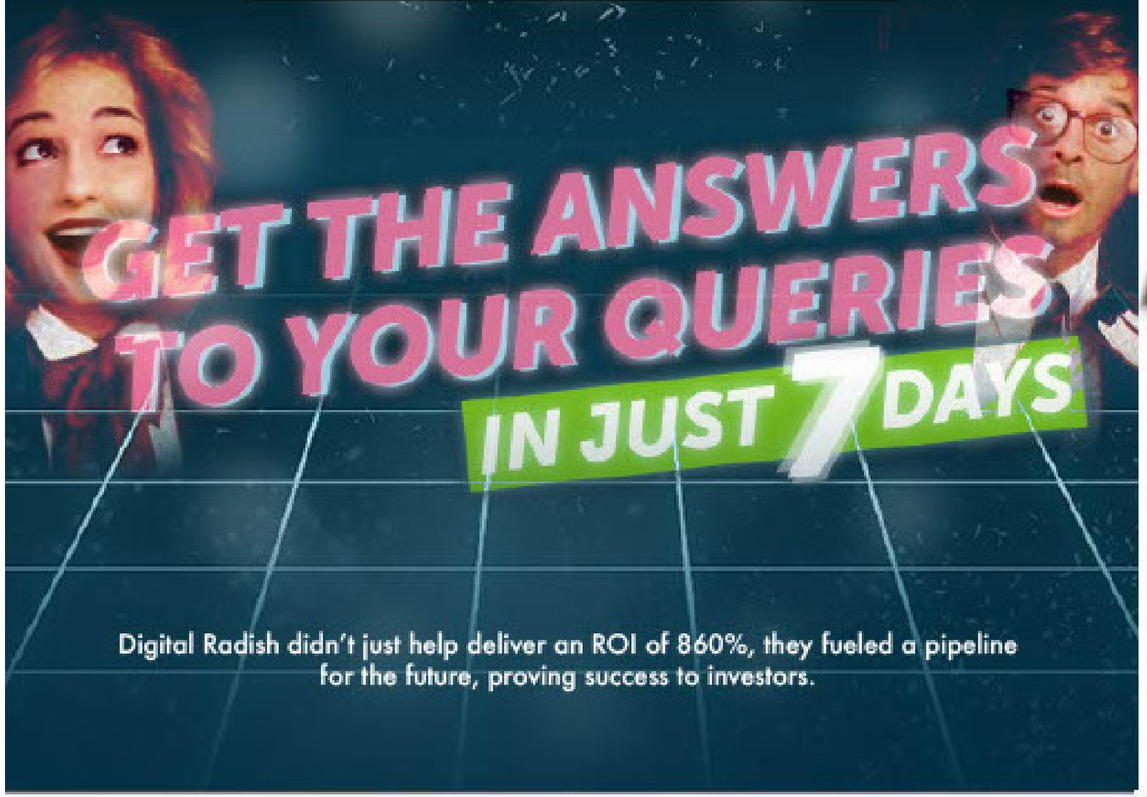
1:130 ROI

440 Leads

Exasol

ENDING RETRO EXPECTATIONS

Showing prospects how current database experiences are now laughably outdated.



Digital Radish didn't just help deliver an ROI of 860%, they fueled a pipeline for the future, proving success to investors.

1.1M
impressions

860%
ROI









Engagement with

65%
of target accounts

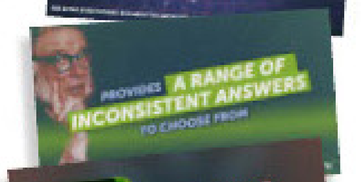
"The DR Team have been instrumental through every key aspect of the campaign. The results of the creative approach and the C-suite engagement has been excellent."

Narinder Patti - FSI Sales Director

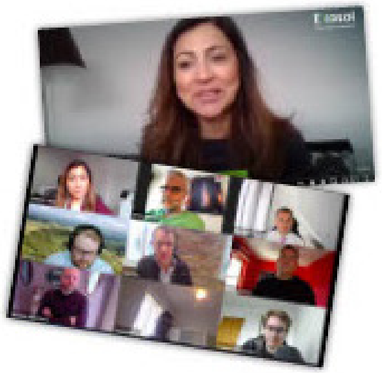
65
sales opportunities created

172
sales meetings generated









DIGITAL RADISH

CATEGORY

Best sales enablement initiative

GOLD

Ending retro expectations
for Exasol, by Digital Radish

SILVER

The agile edge for Vodafone,
by Earnest

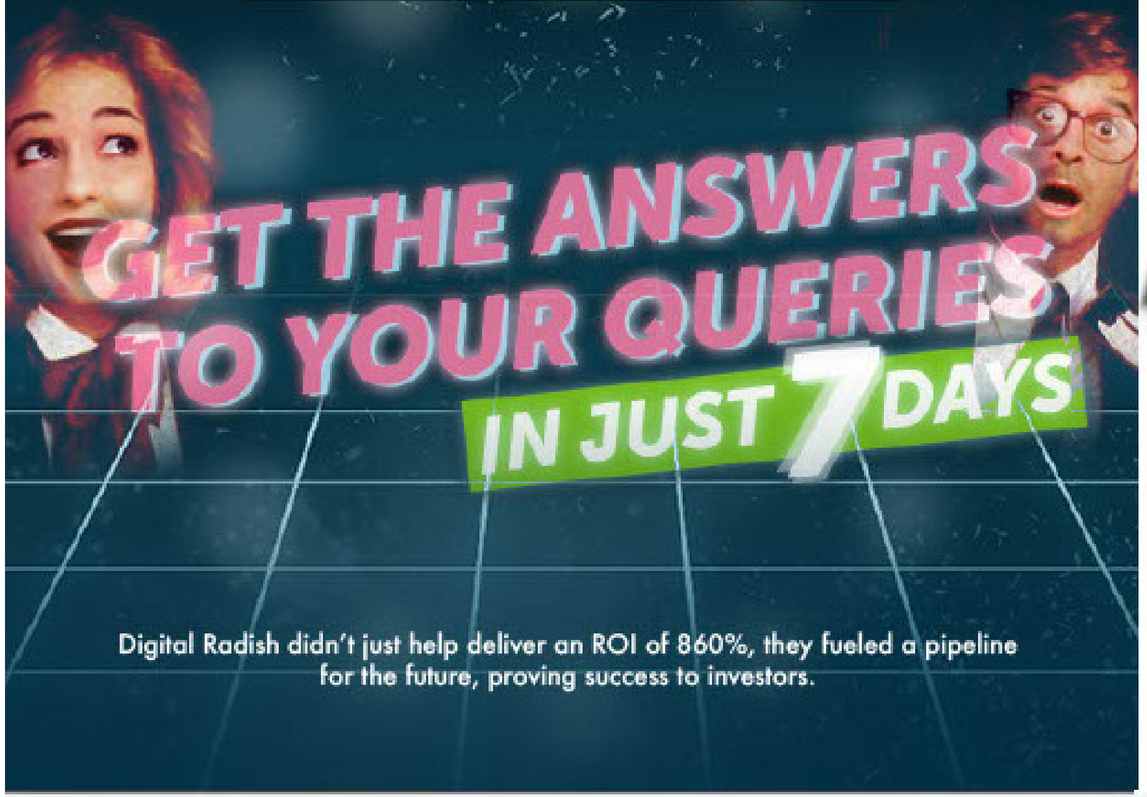
BRONZE

Data sauce: Conversational toolkit for account managers
for JustEat, by Bridge

Exasol

ENDING RETRO EXPECTATIONS

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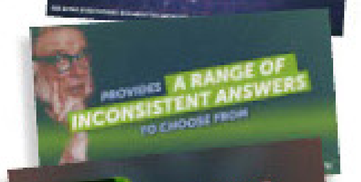
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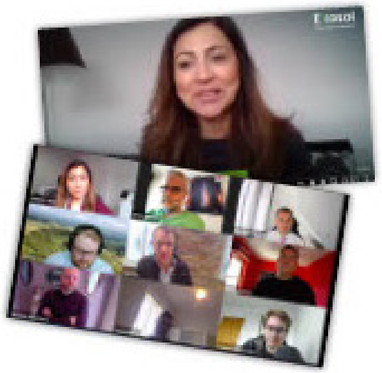
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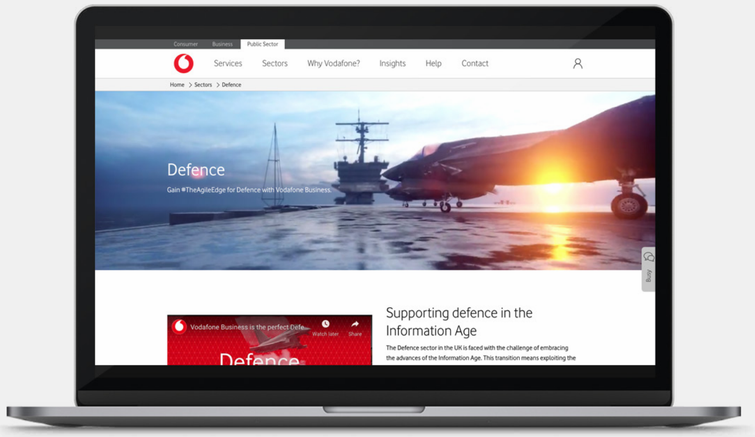


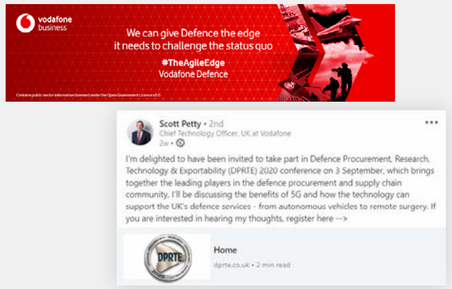
DIGITAL RADISH

EARNEST

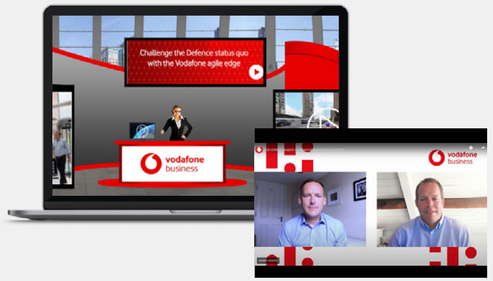


Hero campaign assets

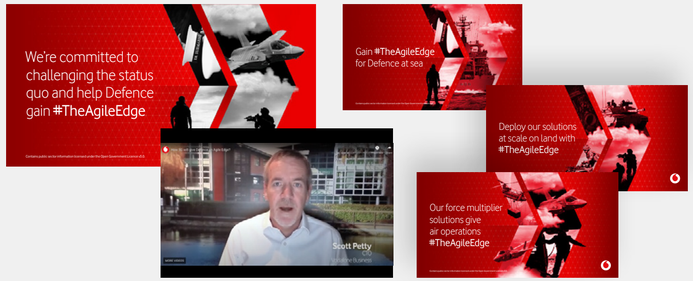




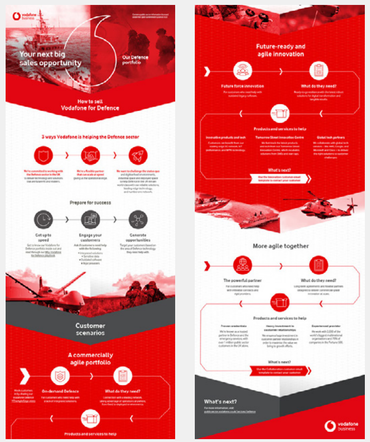
LinkedIn and sales activation



Event and digital activation



Targeted social and email activation



Infographic



Launch video



LinkedIn sector specific ad



Email



Playbook

566
new contacts added to post event workstream (beating objectives 5 fold)

10 x 1-to-1
meetings on the day (double the target)

28,320
video views

148
attendees at the speaker slots (beating the target of 75)

8,158
reach (beating the target of 5k)

‘Data Sauce’

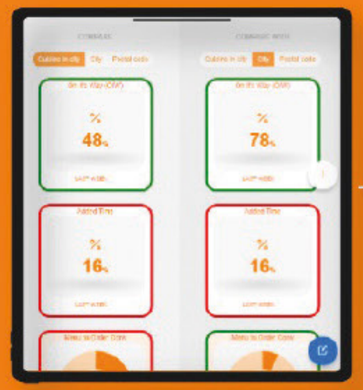
bridge + JUST EAT

A conversational toolkit for Account Managers

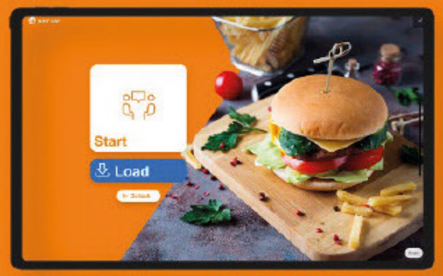
“Transformation is an overused word in business, but Data Sauce is helping us to do exactly that. Our Account Managers are clawing back a significant amount of time which allows them to do what they love doing… account managing!”

Stuart Herrington
Head of UK Field Sales
Just Eat

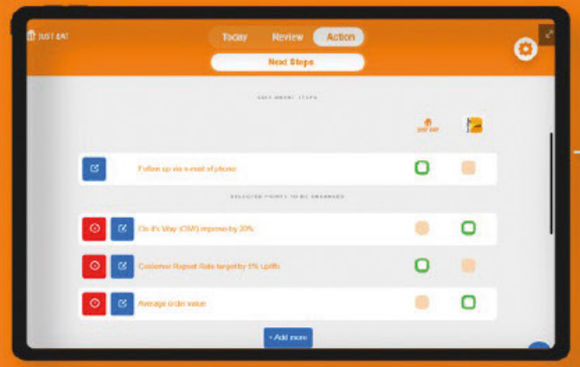




Benchmark against your competitors & peers



Integration with CRM & BI



Capture and automate meeting actions ‘in the moment’



Real time customer performance reporting

CATEGORY

Best channel marketing initiative

GOLD

The better-for-business zone for Zen Internet, by OneGTM

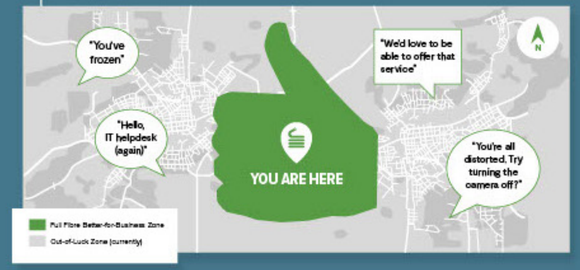
SILVER

Samsung One for Samsung, by twogether

BRONZE

The power of… by Purechannels

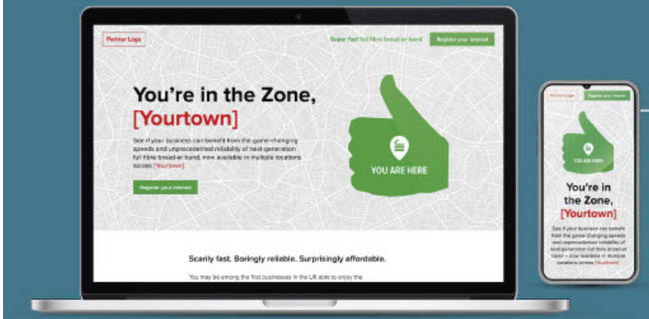
THINK LOCAL



HARD-HITTING DOOR-DROP

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26% SALES UPLIFT

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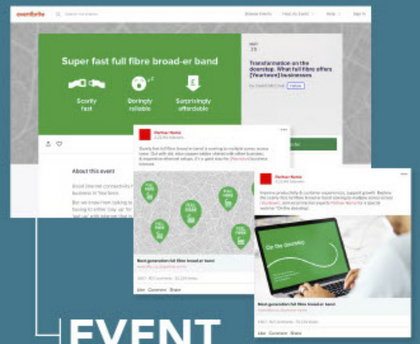
EMAIL SERIES

taking the customer through each stage



GUERILLA MARKETING

created buzz throughout the UK



EVENT KIT AND WEBINAR

for reseller partner events

What one of the partners said ...

"It's been hard engaging with customers through the pandemic. Zen's campaign gave us a great product to sell. Perhaps even more important it also came with all the tools we needed to connect with customers. It's a welcome change getting away from digital marketing and back to a more hands-on approach."

Tim Davies, Director, IDNet

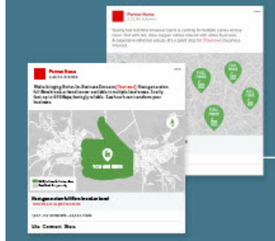


CAMPAIGN BRIEFING GUIDE



100% STRIKE RATE

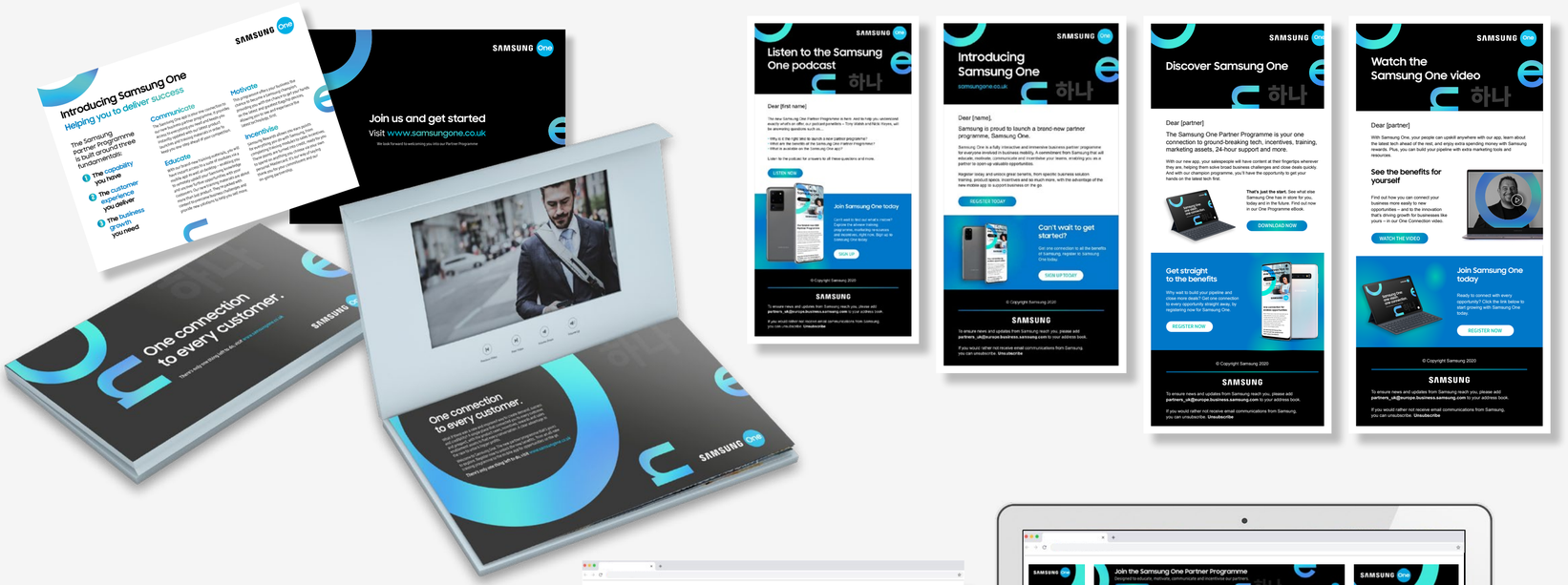
14/14 reseller partners engaged in the pilot

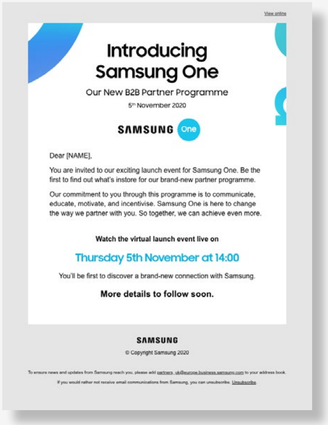


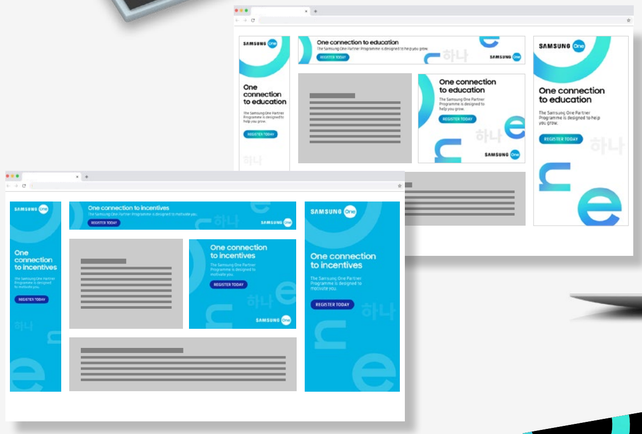
SOCIAL MEDIA KIT

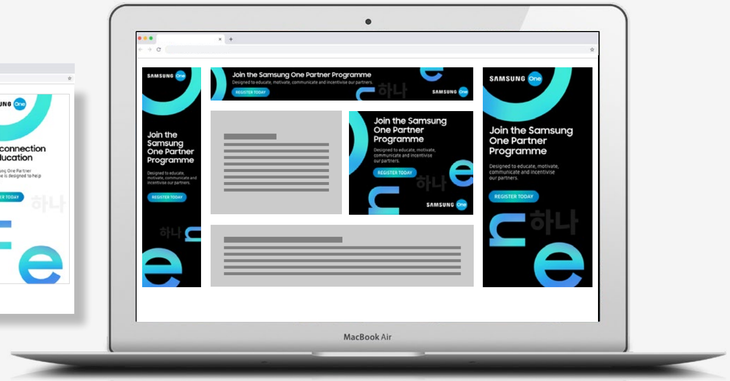
guidance & posts for reseller partners

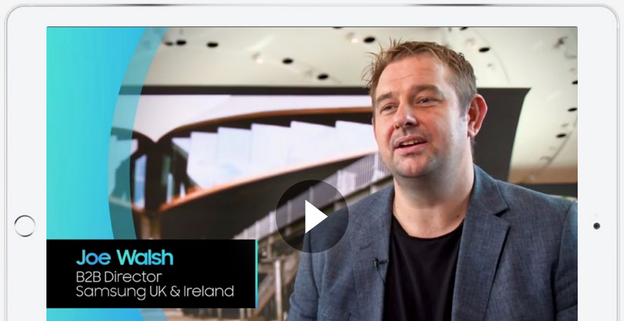




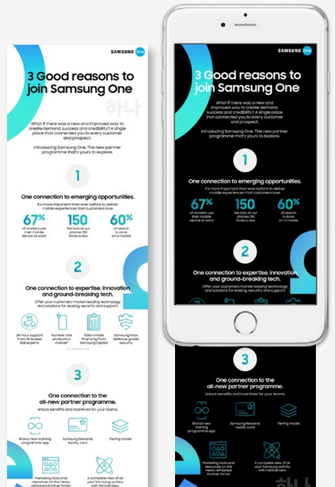












SAMSUNG One

Samsung One

> Key results

4,500
strong partner community

450
brand new resellers

300
monthly asset and podcast downloads

53% partner engagement with programme

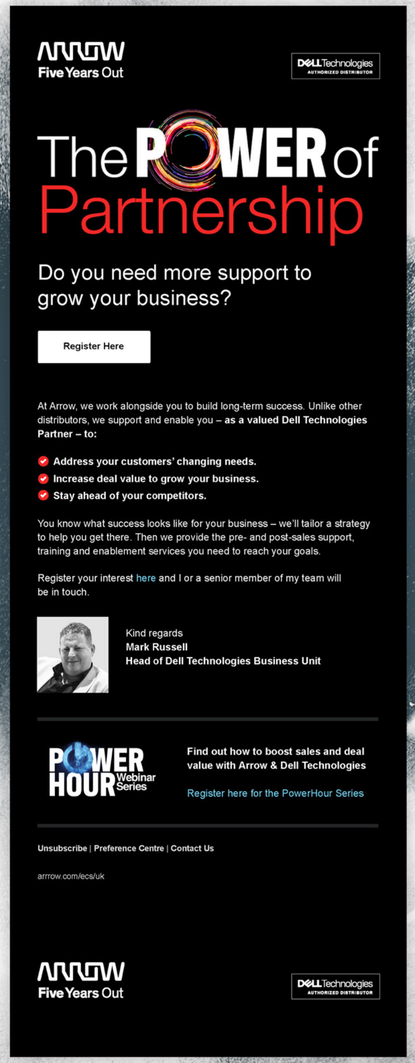

The POWER of
Partnership

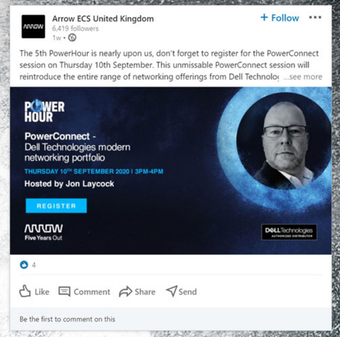

The POWER of
Experience

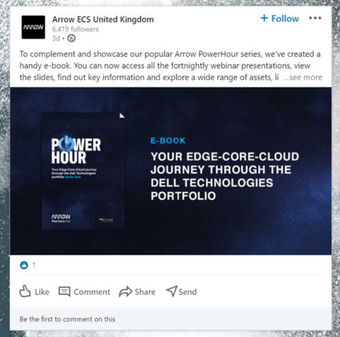

The POWER of
Innovation


The POWER of
Simplicity


The POWER of
Success


Arrow
Five Years Out
DELL Technologies
AUTHORIZED DISTRIBUTOR
The POWER of
Partnership
Do you need more support to grow your business?
Register Here
At Arrow, we work alongside you to build long-term success. Unlike other distributors, we support and enable you – as a valued Dell Technologies Partner – to:
Address your customers' changing needs.
Increase deal value to grow your business.
Stay ahead of your competitors.
You know what success looks like for your business – we'll tailor a strategy to help you get there. Then we provide the pre- and post-sales support, training and enablement services you need to reach your goals.
Register your interest here and I or a senior member of my team will be in touch.
Kind regards
Mark Russell
Head of Dell Technologies Business Unit
POWER HOUR Webinar Series
Find out how to boost sales and deal value with Arrow & Dell Technologies
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POWER HOUR
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Hosted by Jon Laycock
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POWER HOUR
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YOUR EDGE-CORE-CLOUD JOURNEY THROUGH THE DELL TECHNOLOGIES PORTFOLIO
1
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POWER HOUR
An Introduction to PowerScale
THURSDAY 15TH SEPTEMBER 2020 | 11.30AM - 12.30PM
Register Now
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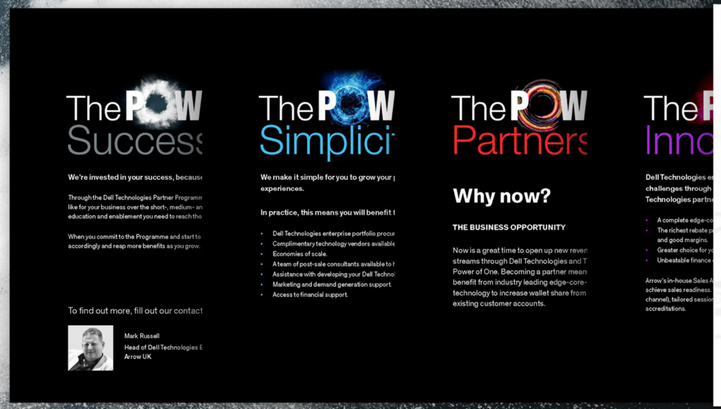

POWER HOUR
Webinar Series
Arrow
Five Years Out
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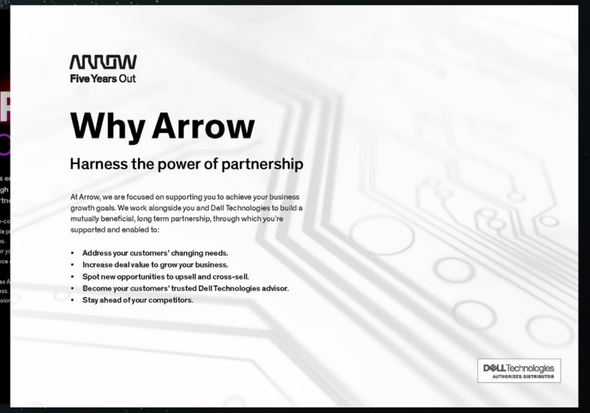

POWER HOUR Webinar Series
Arrow
Five Years Out


PowerScale
OneFS
DELL EMC


POWER HOUR Webinar Series


Modernize IT with the #1 servers
OpenManage | iDRAC


The POW
Success
We're invested in your success, becaus
Through the Dell Technologies Partner Programm
like for your business over the short-, medium- an
education and enablement you need to reach the
When you commit to the Programme and start to
accordingly and reap more benefits as you grow.
To find out more, fill out our contact
Mark Russell
Head of Dell Technologies E
Arrow UK
The POW
Simplici
We make it simple for you to grow your
experiences.
In practice, this means you will benefit
Dell Technologies enterprise portfolio procur
Complimentary technology vendors available
Economies of scale.
A team of post-sale consultants available to
Assistance with developing your Dell Techno
Marketing and demand generation support.
Access to financial support.
The POW
Partners
Why now?
THE BUSINESS OPPORTUNITY
Now is a great time to open up new reven
streams through Dell Technologies and T
Power of One. Becoming a partner mean
benefit from industry leading edge-core-
technology to increase wallet share from
existing customer accounts.
The
Inno
Dell Technologies e
challenges through
Technologies partn
A complete edge-co
The richest rebate p
and good margins.
Greater choice for y
Unbeatable finance
Arrow's in-house Sales A
achieve sales readiness
channel), tailored sessio
accreditations.


Arrow
Five Years Out
Why Arrow
Harness the power of partnership
At Arrow, we are focused on supporting you to achieve your business growth goals. We work alongside you and Dell Technologies to build a mutually beneficial, long term partnership, through which you're supported and enabled to:
Address your customers' changing needs.
Increase deal value to grow your business.
Spot new opportunities to upsell and cross-sell.
Become your customers' trusted Dell Technologies advisor.
Stay ahead of your competitors.
DELL Technologies
AUTHORIZED DISTRIBUTOR

CATEGORY

Best SME-targeted campaign

GOLD

Connecting the Falklands for Square & Mastercard, by Harvard

SILVER

Proud to serve quality fish and chip shops of Great Britain for Sarsons, by jellybean

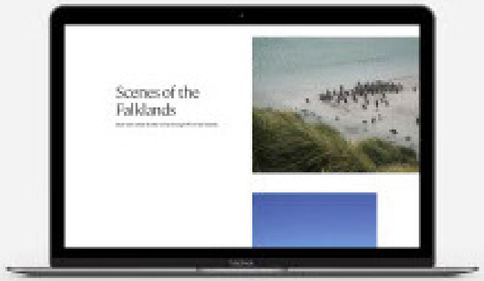
BRONZE

Continuous flow for life for Resideo (Honeywell), by Purple Agency

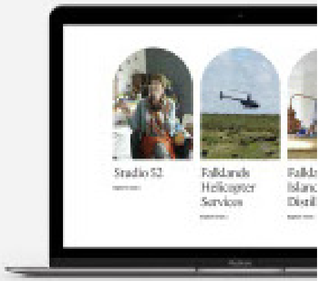
Square

CONNECTING THE FALKLAND ISLANDS



















"CONNECTING THE FALKLANDS WAS A UNIQUE OPPORTUNITY TO SHINE A LIGHT ON THE RESILIENCE AND SELF-SUFFICIENCY OF SME'S IN ONE OF THE MOST REMOTE LOCATIONS IN THE WORLD. OUR GOAL WAS TO RAISE AWARENESS OF HOW MODERN ACCESSIBLE FINANCIAL TOOLS AND SOFTWARE HAVE HELPED FALKLAND SELLERS TO PARTICIPATE IN ANY ECONOMY."

223M
audience reach

50+
Pieces of coverage

200+
Virtual event atendees

SARSON'S

ESTD 1794 SINCE

PROUD TO SERVE QUALITY FISH & CHIP SHOPS OF GREAT BRITAIN

BRAND GROWTH DRIVER = INSIGHT LED = LASER FOCUSED = INTEGRATED
CHALLENGING THE STATUS QUO = IN TUNE WITH UNPRECEDENTED TIMES



"The campaign has gone down a storm and has put us on the map as a credible brand in the fish and chip shop market."

Craig Dillon National Account Controller, Mizkan Euro Ltd.

DELIVERING...

- ✓ Chip shop conversion from entrenched competitor
- ✓ Double digit sector sales growth
- ✓ Brand visibility
- ✓ Brand trust

"Thank you for supporting the industry"

Penaluna's Famous Fish & Chips, Aberdare - The National Fish and Chip Awards 2020 – Best Seafood Week Campaign Award





Continuous flow for life.

Guaranteed.

PURPLE AGENCY

resideo

Sometimes a product launch is more than just a product launch. Sometimes, it's a revolution that spills out into the wider sector.

In September 2020, we helped Resideo do just that when we launched their new range of thermostatic radiator valves (TRVs) across Europe. But there was far more to this story. In the European heating valve market there are many global and local brands competing for market share, and it is very difficult to stand out beyond cold hard price. This was restricting Resideo's ability to grow their business and affecting the prosperity of their Czech factory and the people who worked there.

The single biggest reason for valve failure was 'sticking' – a relatable issue for installers, wholesalers and specifiers, resulting in callbacks and unhappy customers. This lent itself to a disruptive approach by moving the choice criteria for buyers from price to reliability. With the simple, bold, direct proposition 'guaranteed for life' we created a clear point of difference and changed how radiator valves are sold throughout Europe – most now come with a guarantee. And our friends at the Brno factory have never been busier.

A strong launch campaign, recognised for *'disrupting'* a commodity market by changing the choice criteria.







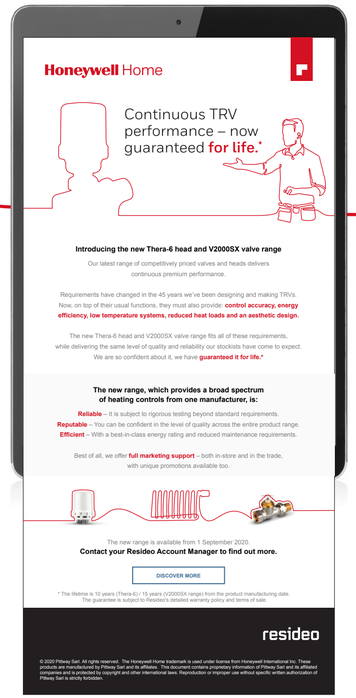
Merchant POS

A strong performance in Western Europe, with 3-month average sales amounting to **141%** of sales target.



Product range brochure

Publication emails



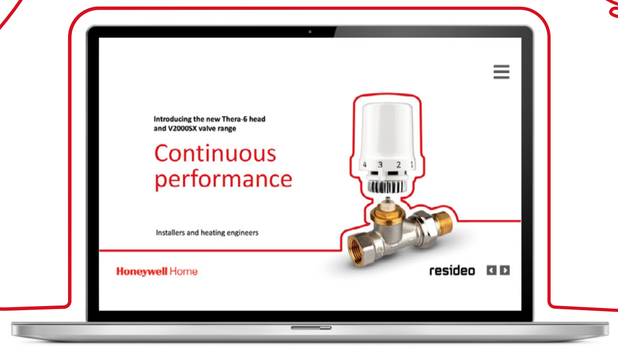
Product feature animations

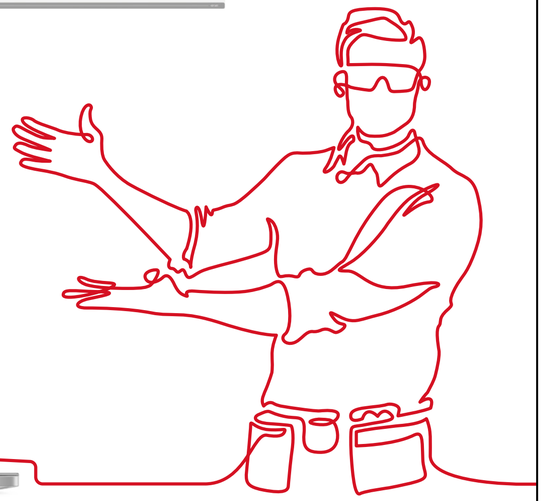






Interactive sales aid





CATEGORY

Best corporate decision-maker-targeted campaign

GOLD

Zeronomics: Financing the transition to a net-zero world for Standard Chartered, by Man Bites Dog

SILVER

The profit hunter: A force with nature for Embraer, by Gravity Global

BRONZE

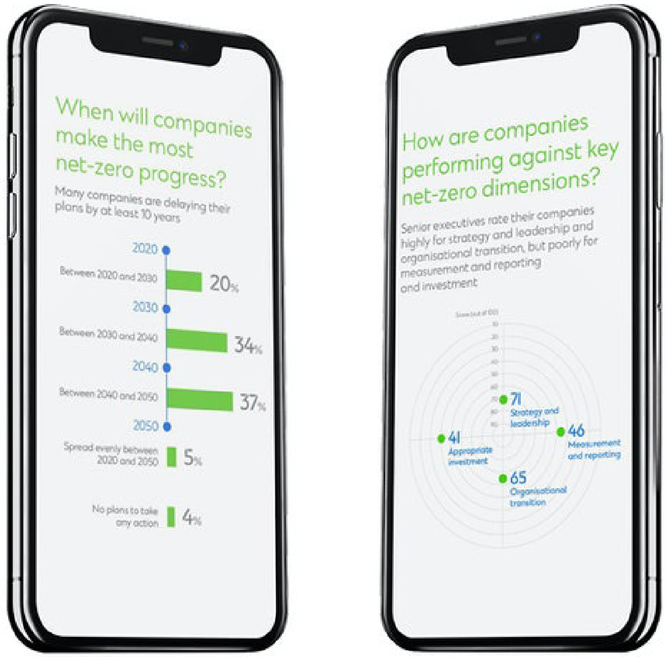
Trouble at the top for MobileIron, by Champion Communications

ZERONOMICS:

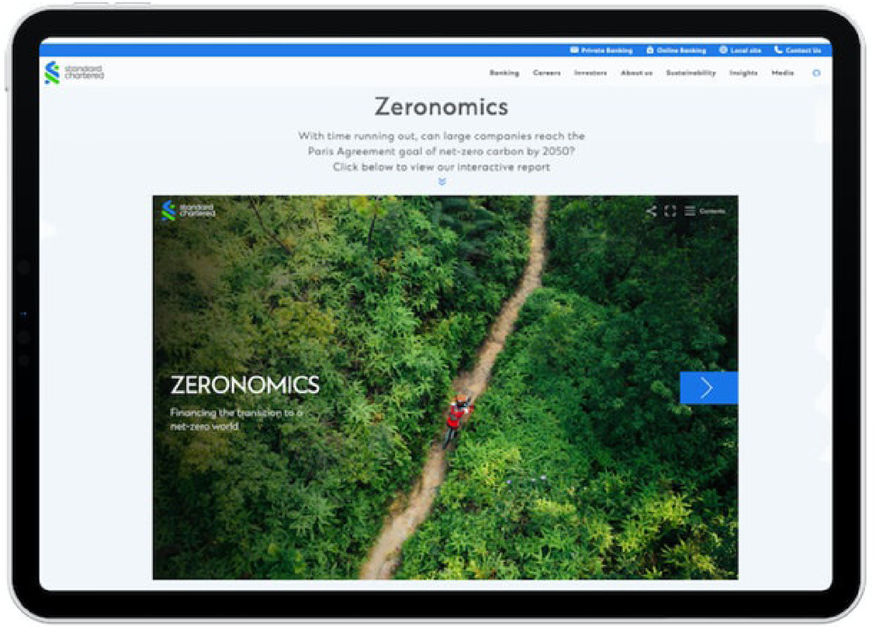
Financing the transition to a net-zero world

“Man Bites Dog has played a key role in reinforcing Standard Chartered’s brand promise, ‘Here for Good’, by focusing on areas where the Bank can and is making a positive global impact socially, environmentally and economically. Through our work together on Zeronomics – the economics of transition to a net-zero carbon world – and previously on Opportunity 2030 – which, for the first time, revealed the scale of the private sector investment opportunity in the UN’s Sustainable Development Goals over the decade to 2030 – **these thought leadership campaigns go beyond strategic marketing and communications to driving actual change in the real world**.”

Heidi Amsinck, Global Head of Content Development & Management for Standard Chartered








E2 PROFIT HUNTER
FORCE WITH NATURE
EMBRAER
CHALLENGE.
CREATE.
OUTPERFORM.

MOBILEIRON: TROUBLE AT THE TOP

CHAMPION COMMUNICATIONS
WE CHAMPION. YOU GROW.
championcomms.com

Competing against the likes of Microsoft and IBM, MobileIron was struggling to reach C-Suite decision makers. It needed a campaign to capture the attention of this audience and start sales conversations.

> *"Champion's 'Trouble at the Top' campaign exceeded all of our expectations, from the beginning ideation of the campaign, to designing and implementing the survey, and managing it with the utmost detail – and then to cap it all off with awesome coverage."*

Becca Chambers
VP Corporate Communications,
MobileIron

mobileiron

45 Pieces of coverage (to date) in top tier media targets around the world. Exceeded the KPI by 68%

104 Marketing Qualified Leads for MobileIron's business development team, exceeding the KPI by 108%

52% SoV during the quarter when the campaign was active, higher than all its competitors combined



CATEGORY

Best employee engagement programme

GOLD

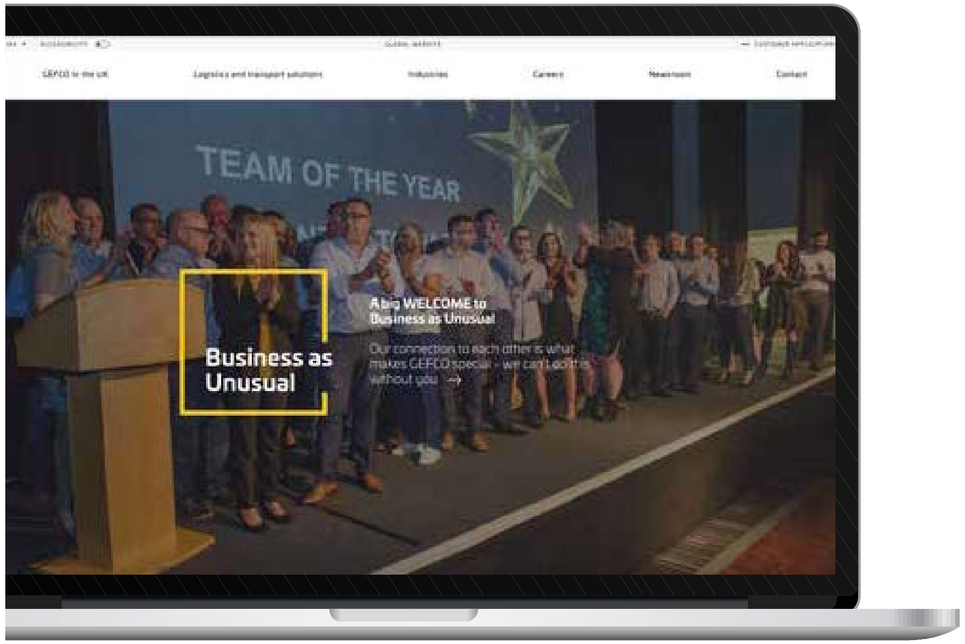
Learn for your life by Stein IAS

SILVER

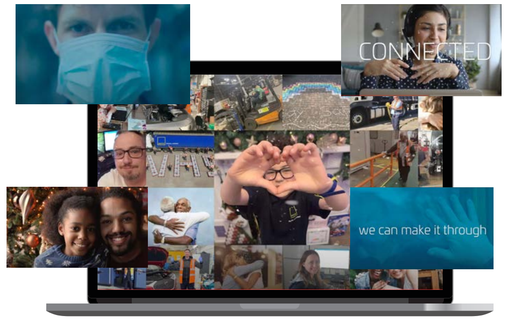
Supporting employees through Covid-19 by The Marketing Pod


STEIN
IAS
L F
Y L
LEARN
FOR YOUR
LIFE
As a marketing agency at the forefront of digital and creative techniques, Stein IAS relies on constant improvement. The 'Learn for Your Life' initiative has created an internal learning brand, a world-class digital L&D infrastructure, and a complete cultural reset. This has delivered a huge uplift in self-driven learning, and spectacular ROI.

A ‘Business as Unusual’ virtual conference



2 emotive employee videos







A wellbeing podcast series



Health and safety materials in multiple languages









“We saw an incredibly positive response to our employee comms during such a difficult time. Our objective was to reassure our teams that they were important to GEFCO’s future and part of the GEFCO family. We knew that many would be feeling anxious about furlough, would be worried about safety on site, or would be trying to juggle work and family commitments at a more intense level than ever. The campaign had something for everyone, and drew people onto a range of different platforms depending on their digital expertise and circumstances. It’s encouraged us to try new tactics in the future, not just in the UK, but across our European sites too.”

Lydia Maule, Head of Marketing at GEFCO UK

CATEGORY

Best international campaign

GOLD

The profit hunter: A force with nature for Embraer, by Gravity Global

SILVER

Your imagination starts with our finish by Gravity Global

BRONZE

Take on tomorrow perspective series by PwC

HIGHLY COMMENDED

What's cooking? for Alto-Shaam, by Gravity Global

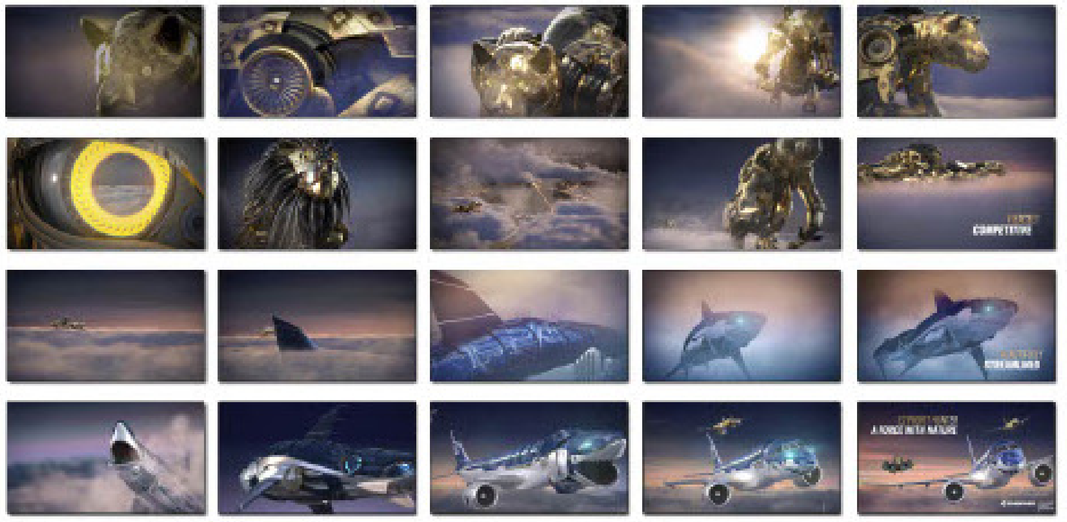
Gravity Global created the Profit Hunter branding for Embraer Commercial Aviation and it has been an incredible global success with ...customers, journalists, employees and the wider industry.

The iconic branding of predators on the front of the aircraft has attracted a huge following and even customers have adopted the idea for aircraft in operation.

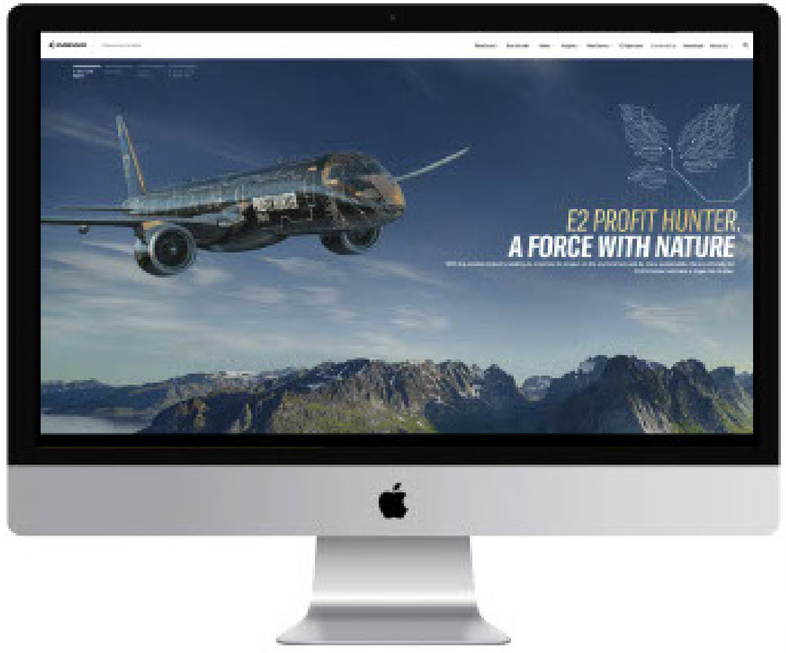
We wanted an idea that would make Embraer famous across the world and Gravity exceeded our expectation with the power of the Profit Hunter branding.

It's fast becoming the most successful branding programme in B2B marketing.

Arjan Meijer
CEO and President, Embraer Commercial Aviation

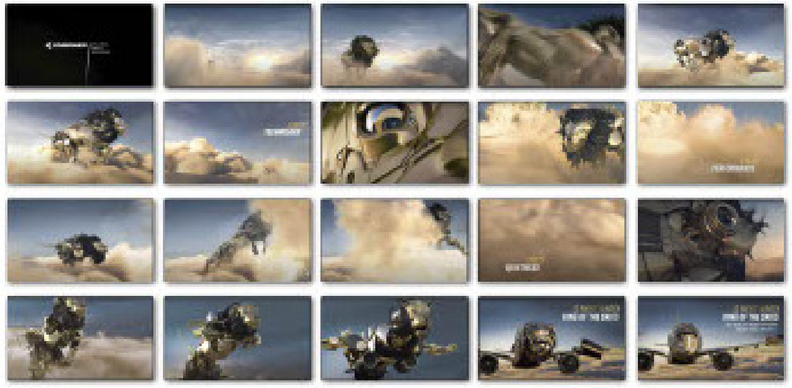


















AkzoNobel

Interpon®
POWDER COATINGS

Architectural



White paper:

Building a sustainable future

pwc



Take on Tomorrow

Tackling the big issues of today to get you thinking about what's next

6 content themes

reflected the urgent issues confronting society and business

Encouraging

34% repeat visitors

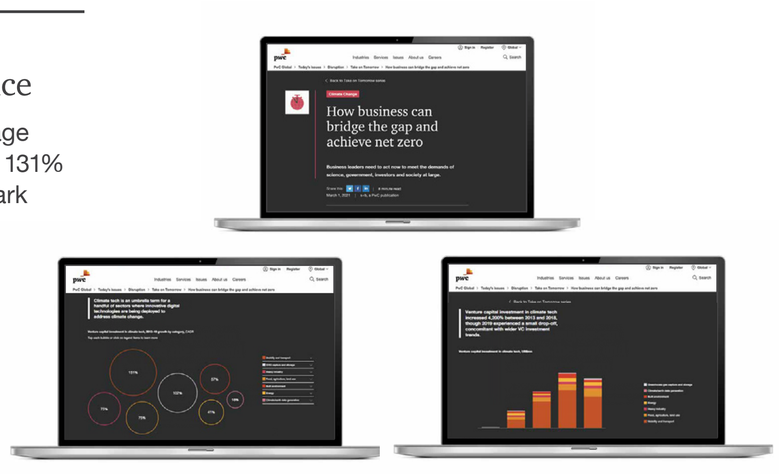
week-on-week

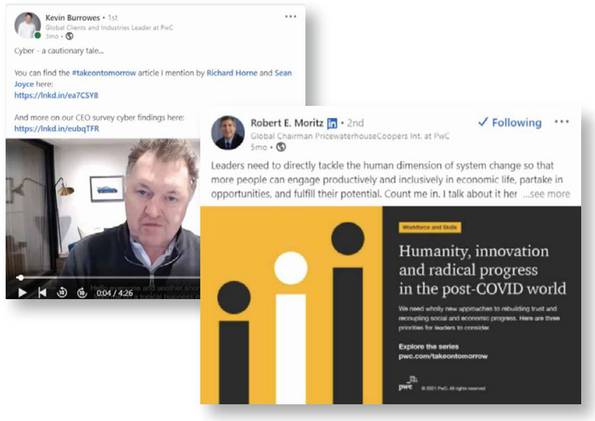
Reaching our audience of global progressive leaders

28.18 million impressions

A user-centric digital experience

Resulting in an average time-on-page that is 131% higher than benchmark





Articles authored by PwC leaders to showcase PwC expertise

91% of PwC partners said Take on Tomorrow had a positive impact on their client conversations

Bringing PwC and strategy+business brands together editorially for the first time

Led to 40+% of the series' web traffic driven by s+b channels at launch




Ready
Ready
Ready
MADE IN U.S.A.
ALTO-SHAAM

CATEGORY

Best use of account-based marketing (ABM)

GOLD

A vision for Royal Mail's digitised postal service for Vodafone,
by Differentiated

SILVER

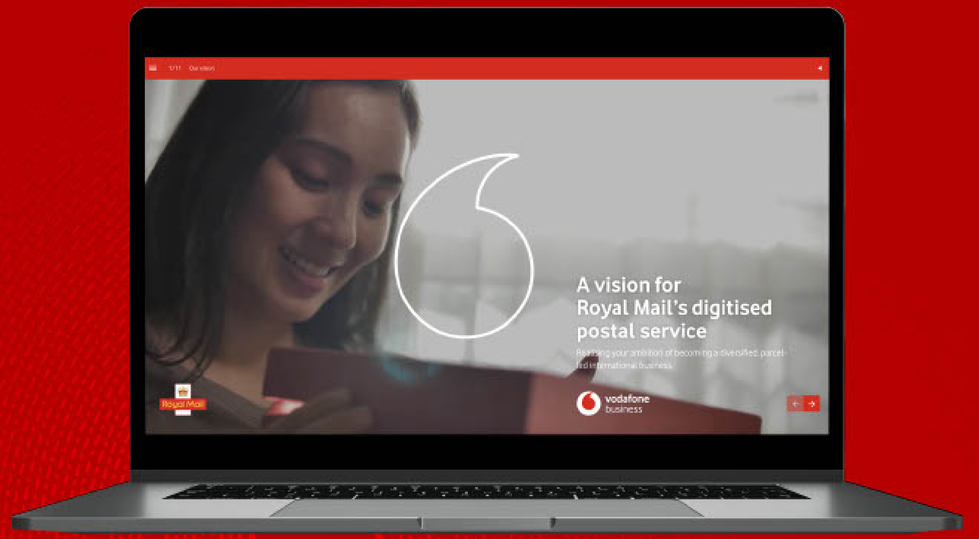
Building blocks of ABM for Salesforce,
by twogether

BRONZE

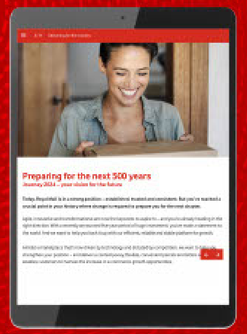
Ending retro expectations
for Exasol, by Digital Radish

A vision for Royal Mail's digitised postal service

vodafone business

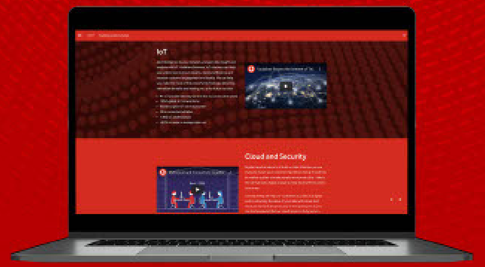


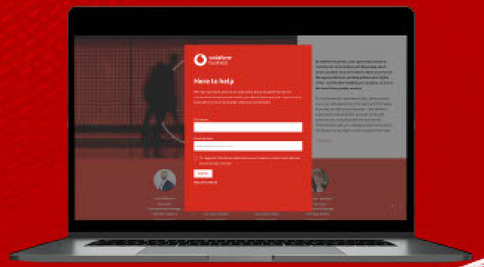








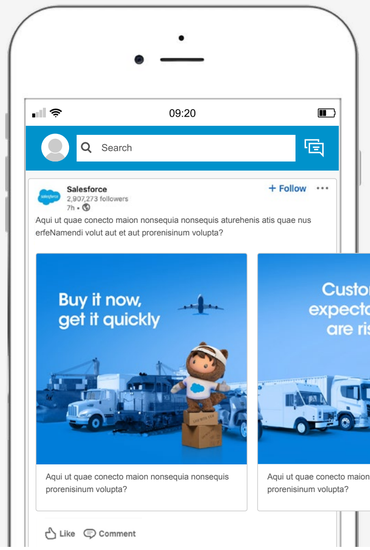


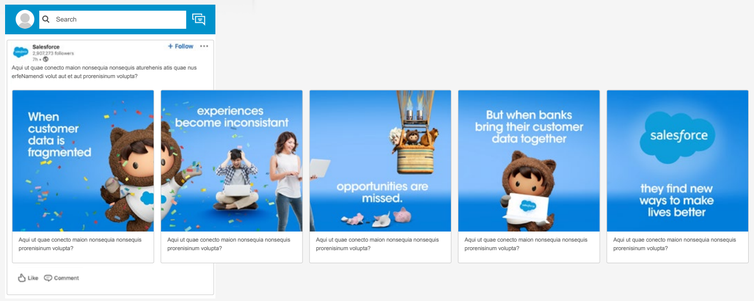


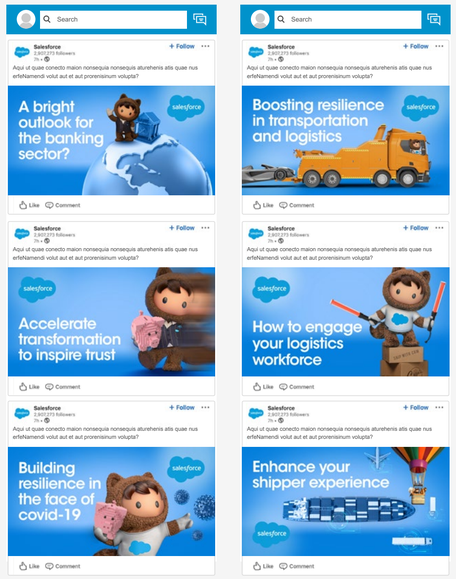
Differentiated











A force for good

> Key results

10,363 clicks

1,299 TOFU leads

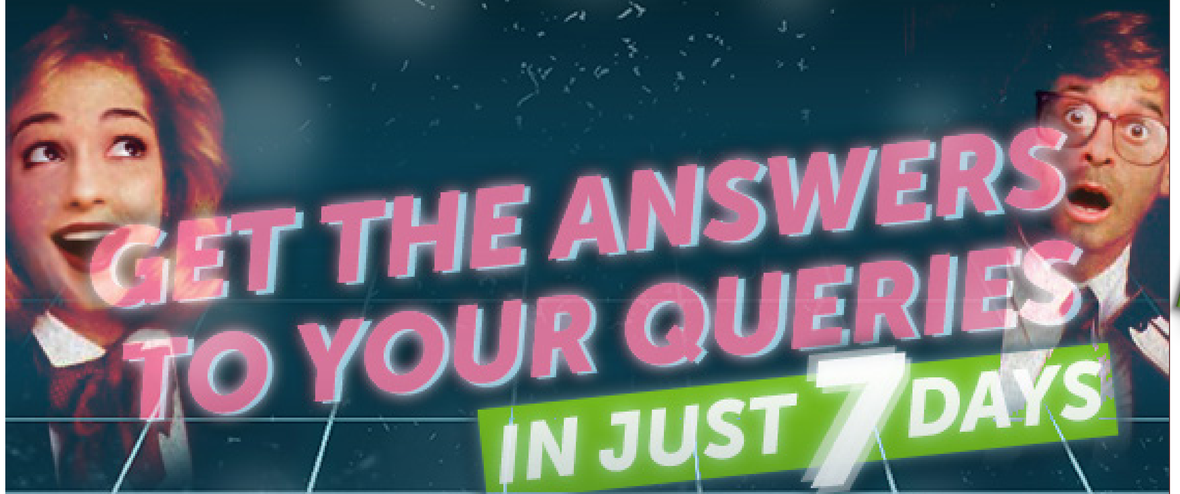
115% of ACV achieved for FY2020

1:20 ROI for closed business

Exasol

ENDING RETRO EXPECTATIONS

Showing prospects how current database experiences are now laughably outdated.



A highly targeted, multi-region, multi-channel ABM programme at scale, with one sales and marketing engine at its core that reshaped audience perceptions of what's possible.

1.1M
impressions

860%
ROI









Engagement with
65%
of target accounts

"The DR Team have been instrumental through every key aspect of the campaign. The results of the creative approach and the C-suite engagement has been excellent."

Narinder Patti - FSI Sales Director

65
sales opportunities created

172
sales meetings generated





DIGITAL RADISH

CATEGORY

Best brand initiative

GOLD

Catching Feels for PERGRAPHICA, by True

SILVER

Connecting the Falklands for Square & Mastercard, by Harvard

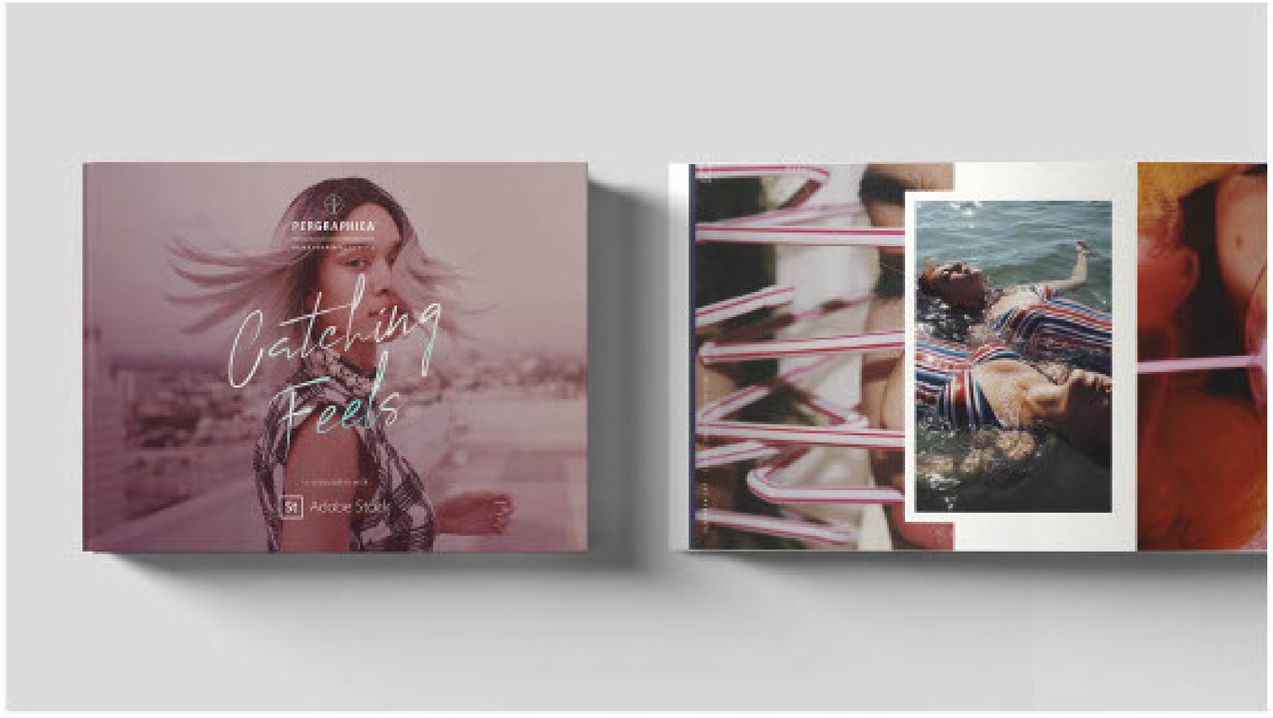
BRONZE

New tomorrows start today by Gravity Global

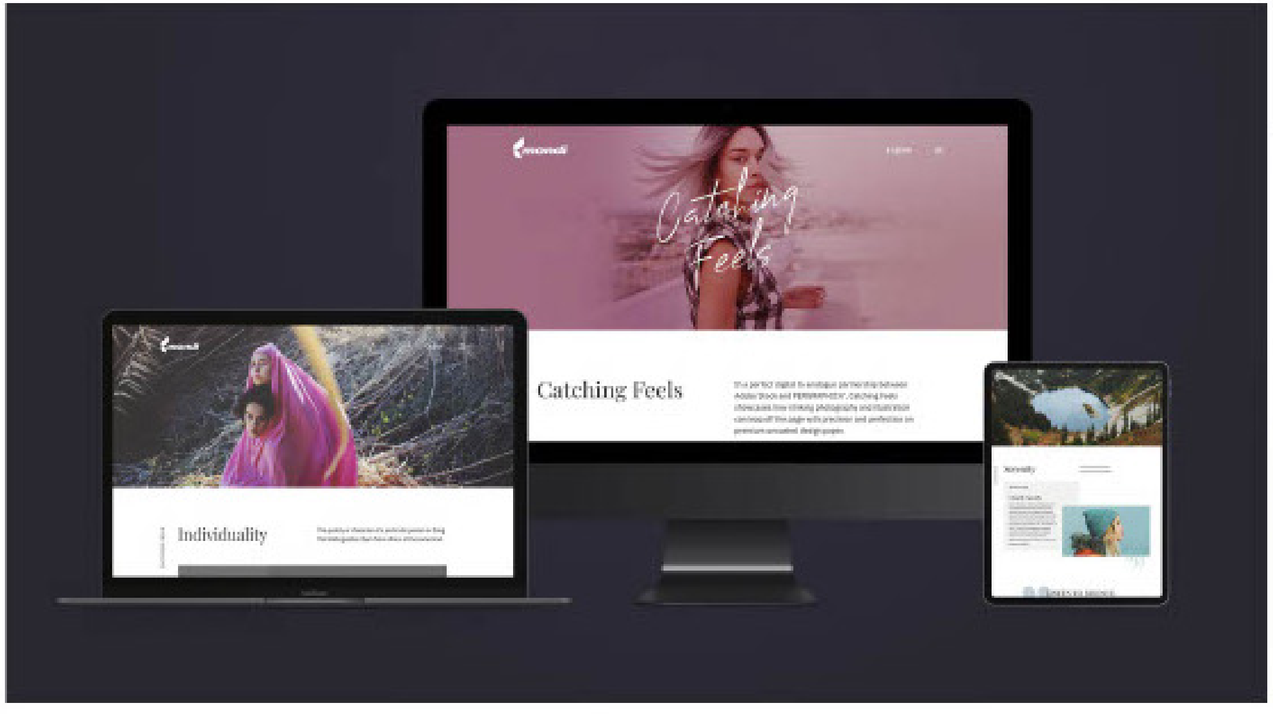
HIGHLY COMMENDED

Plastic isn't the problem by Tailor-Made Media

Visionary science. Authentic customers. for Outseer, by Earnest


PERGRAPHICA
Catching Feels
Adobe Stock


mondi
PERGRAPHICA
Catching Feels

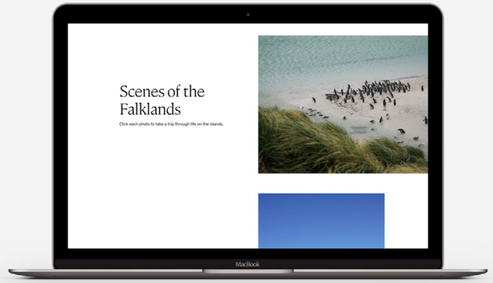

Catching Feels
Individuality


Serenity
Passion
Individuality
Honesty
Freedom

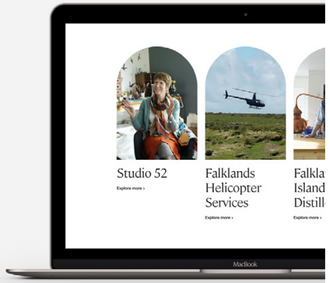
Square

CONNECTING THE FALKLAND ISLANDS





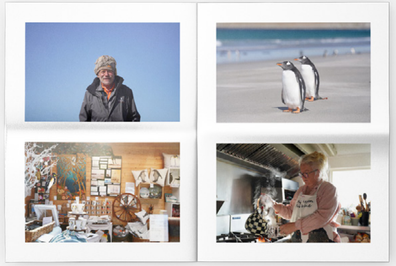














"CONNECTING THE FALKLANDS WAS A UNIQUE OPPORTUNITY TO SHINE A LIGHT ON THE RESILIENCE AND SELF-SUFFICIENCY OF SME'S IN ONE OF THE MOST REMOTE LOCATIONS IN THE WORLD. OUR GOAL WAS TO RAISE AWARENESS OF HOW MODERN ACCESSIBLE FINANCIAL TOOLS AND SOFTWARE HAVE HELPED FALKLAND SELLERS TO PARTICIPATE IN ANY ECONOMY."

223M
audience reach

50+
Pieces of coverage

200+
Virtual event atendees


gravity
GLOBAL
Sage: Brand campaign
‘New Tomorrows Start Today’

brightgreen

...a revolution in plastics

Plastic ~~isn't~~ the problem

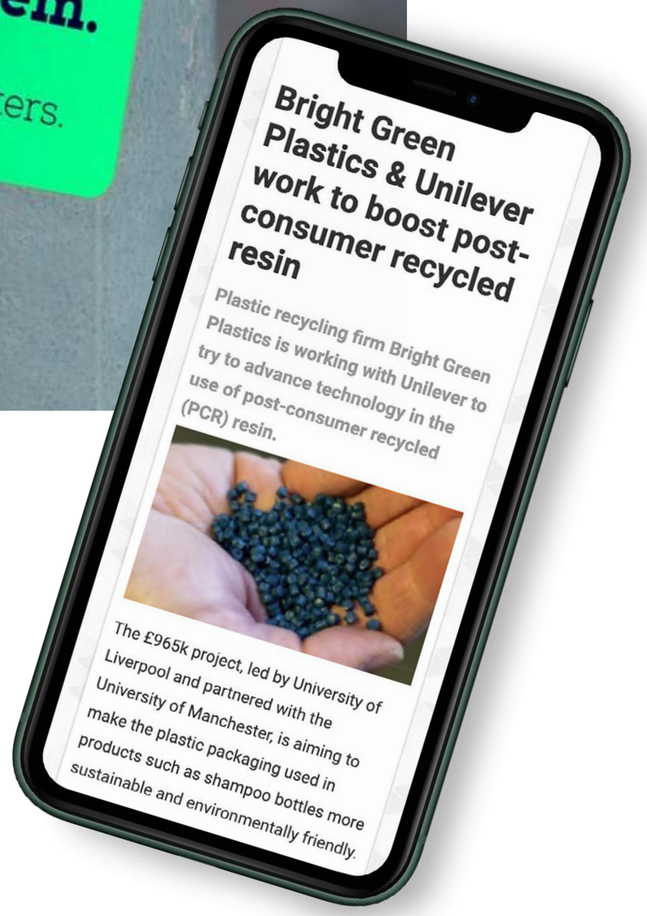
How Bright Green Plastics became one of the most talked about names in the recycling industry.

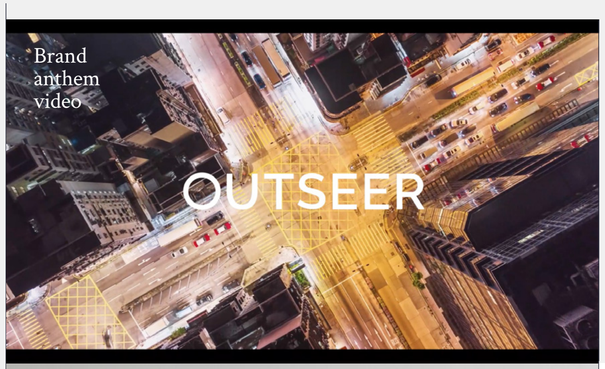






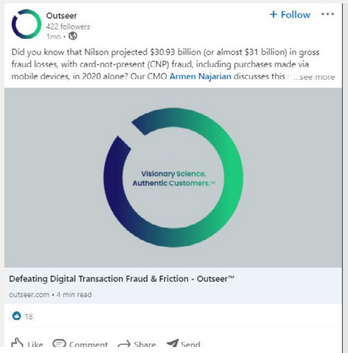






Social posts





Website





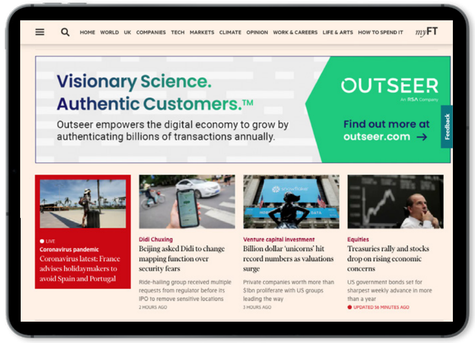
OUTSEER
An RSA Company







Advertising



Content thought leadership



EARNEST

This is the story of Outseer, a brand that did not exist 5 months ago, but is now disrupting the fraud intelligence market, appearing in top tier business publications, attracting top talent the world over and rapidly becoming the most talked about player.

1.7k
users per month –
from a standing start

2.3k
website sessions

2m 22s
session duration
(20% above target)

Social channel followers
152%
over target

7
demo requests in week
one – 233% over target

CATEGORY

Best product launch campaign

GOLD

Bring it on by Gravity Global

SILVER

Work from your phone for Samsung, by Ogilvy UK

BRONZE

New tomorrows start today by Gravity Global


‘Bring it On’

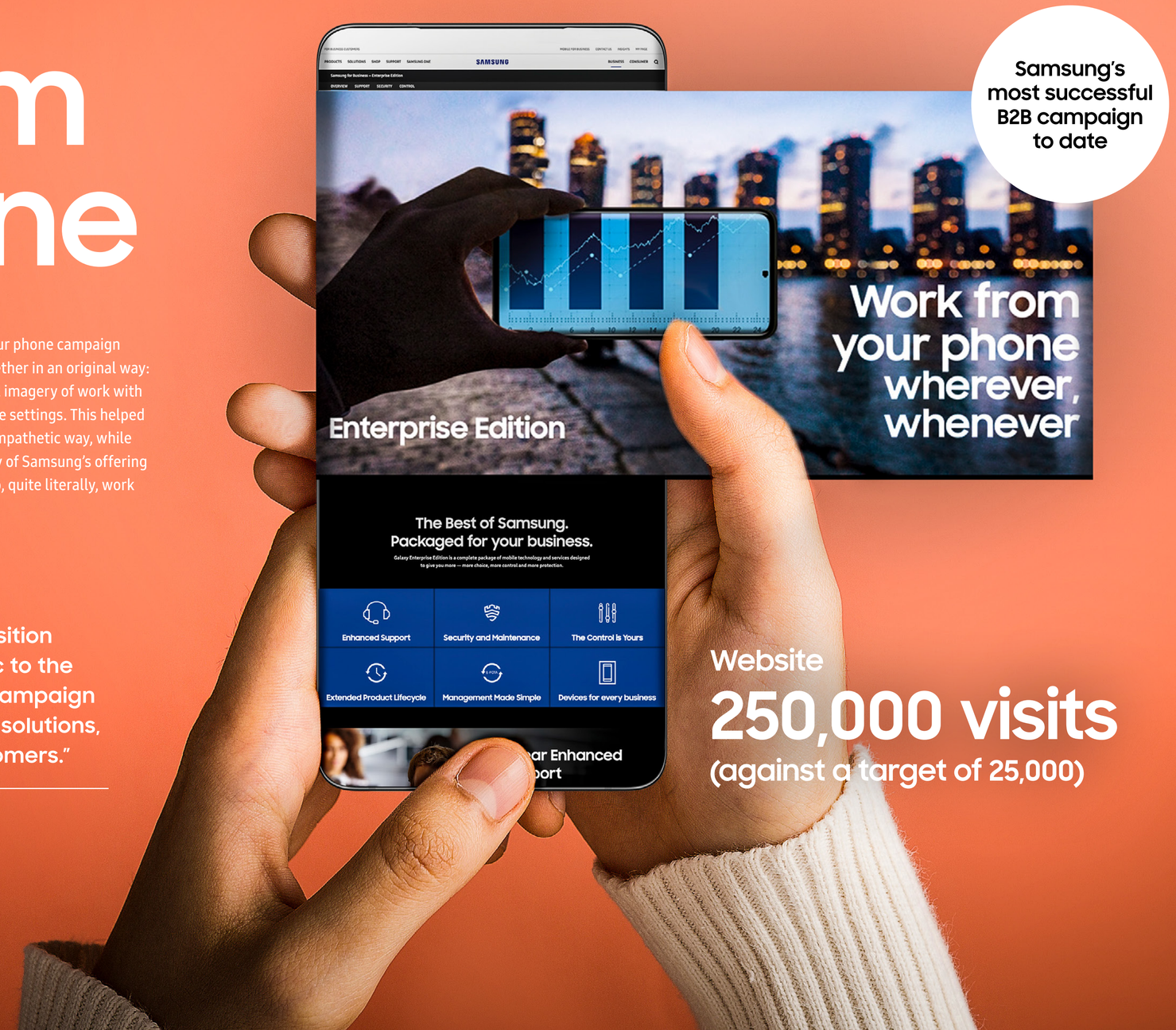
SAMSUNG

Work from your phone

How do you sensitively promote a solution for flexible remote working without exploiting one of the biggest crises the country has ever faced?

Samsung needed a different approach to advertising Enterprise Edition – its solution to enable secure, effective business continuity – at a time when businesses needed it most.

To do this, the Work from your phone campaign brought the two worlds together in an original way: playfully juxtaposing typical imagery of work with unexpected out-of-the-office settings. This helped to engage audiences in an empathetic way, while demonstrating the flexibility of Samsung's offering and how it enables people to, quite literally, work from their phones.



"Ogilvy communicated a complex technology proposition in a way that was more meaningful and empathetic to the needs of a business audience under pressure. The campaign not only shows that Samsung has great technology solutions, but that we're actively working to support our customers."

Deborah Hayes, Head of B2B Marketing
Samsung Electronics UK

Website
250,000 visits
(against a target of 25,000)


gravity
GLOBAL
Sage: Brand campaign
‘New Tomorrows Start Today’

CATEGORY

Best lead generation or nurturing campaign

GOLD

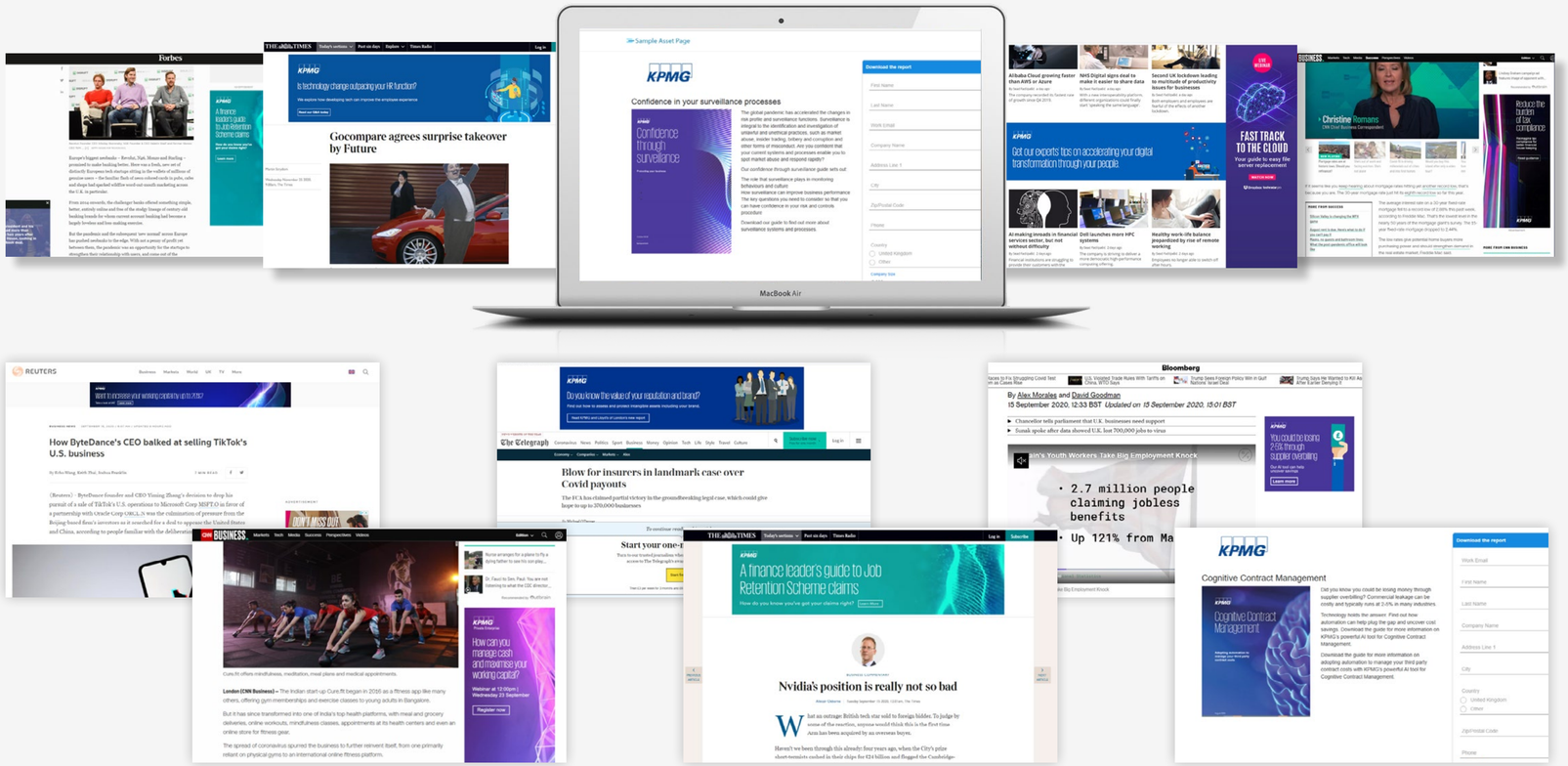
Demand generation engine for KPMG, by twogether

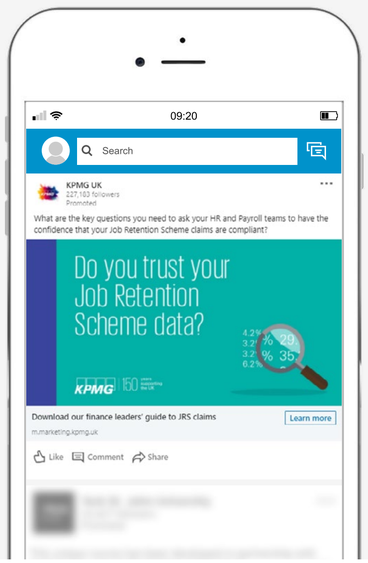
SILVER

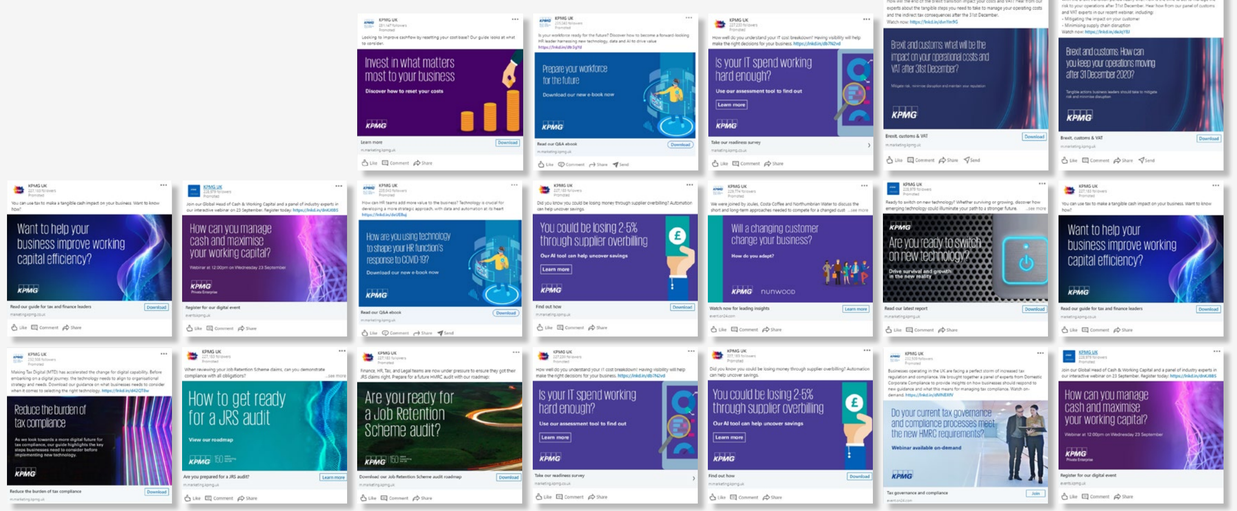
Business agility by ServiceNow

BRONZE

Intelligent lead gen: No time? No problem. by Modern







KPMG DG Engine

> In just three months, we achieved...

3x reduction in CPL from **£98.37** to **£34.11** of lead target

5x increase in conversion rate from **5.39%** to **26.14%**

10,428 leads (870% of target)

67:1 ROI

servicenow

23
countries including
5 local-language variations

252M
impressions

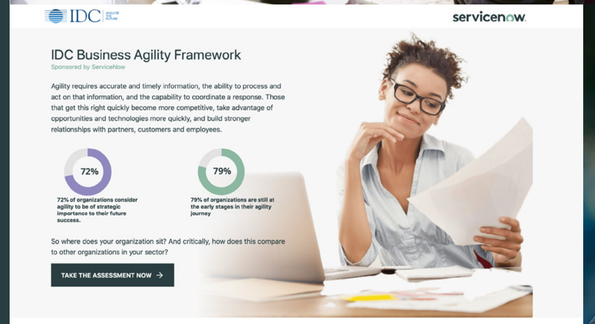
580K+
clicks and video views

49%
reduction in digital CPL YoY

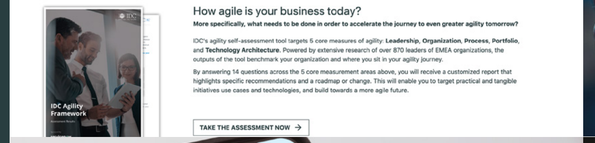
29x
ROI

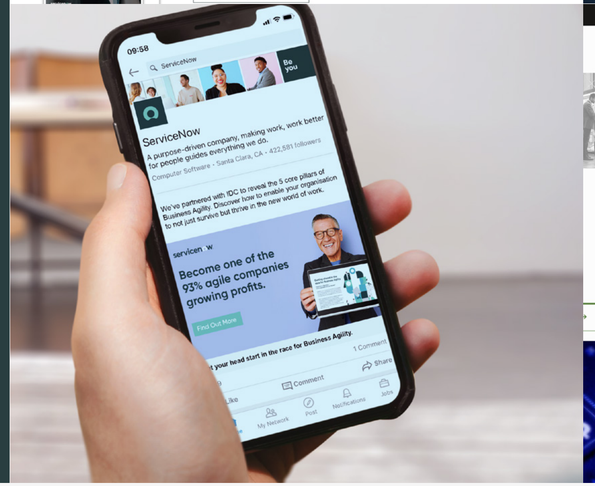












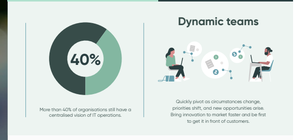




















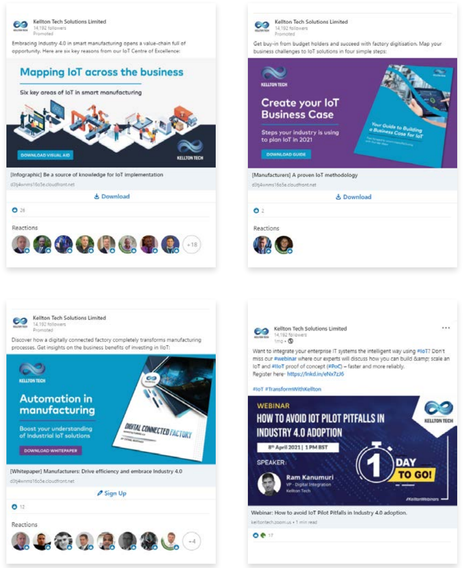


Intelligent Lead Gen:
No time? No problem.

KELLTON TECH

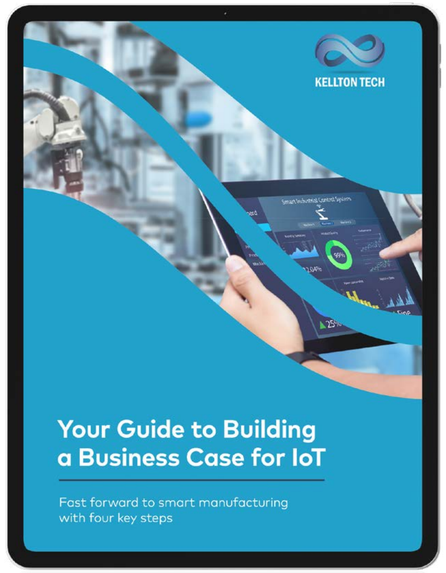
Demand Generation → Account Based Engagement Tactics

Direct to pipeline lead generation
Assets optimised to capture late-stage bottom of the funnel leads



130% above target for lead gen

Vertical & audience specific assets

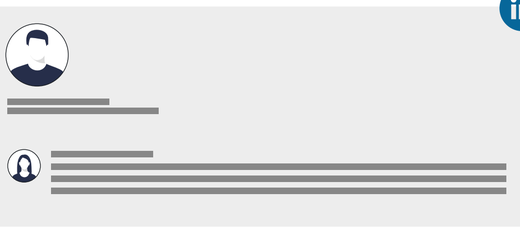


Form completion rate 3x industry average

Ad engagements increased by 246%

CPL 50% lower than LinkedIn benchmark

Process:
LinkedIn connection request

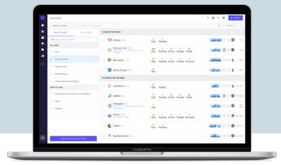


Managing the process via the Outreach platform:

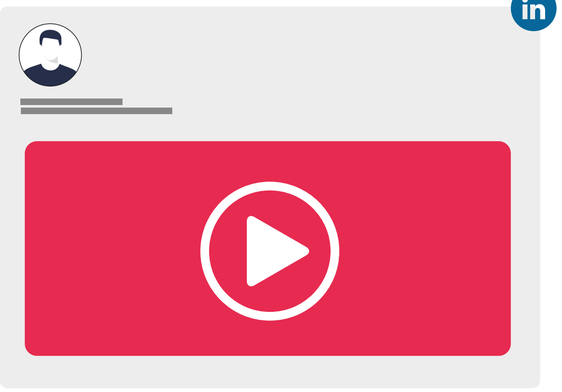
Use Outreach to manage the process by using a real-time dashboard view showing:

1. Which accounts are being prospected
2. How those accounts are being nurtured
3. Functionality for sales actions that convert

Outreach



InMail follow up strategy:
Personalised Drift video message



↓

Nurture with thought-leadership content and case studies

↓

Call with prospect to arrange demo and sale

£1.25m pipeline and an ROI of 196%

CATEGORY

Best customer engagement initiative

G O L D

#Bossit2021 challenge by Sage

S I L V E R

Workplace pioneers for Workplace from Facebook, by Harvard

#Bossit2021 Challenge

UK Category 07: Best use of social media or inuencer marketing (Chapter: UK)

Helping people boss it is what Sage does. We make software that helps businesses nail their numbers, win at admin, and take great care of their teams—and we wanted to boost brand awareness so we could help more of them do it. We're committed to helping our customers and the wider 5.9m UKI SMEs navigate the impacts that COVID-19 has had on their businesses, today and in the future. And not just those already in business, but also the dreamers looking to set up for themselves.

TikTok oered us that opportunity—and a global rst. No other brand had ever run a B2B campaign on the platform, but it was the perfect way to celebrate these businesses who had adapted to, been born in, and bossed the biggest economic challenge in recent history. So we ran the #Bossit2021 challenge—not just for businesspeople but for everyone, with a home workspace makeover up for grabs and Sage business advice for all.

A million people took us up on it. We've had over 8.2 billion views, and a groundswell of engagement from SMEs everywhere who share our belief that their spirit and tenacity deserve recognition. Together, we really did boss it.

From the word go we were blown away by the response. Before launch, TikTok had told us we could expect maybe 250,000views. Never in our wildest dreams did we anticipate over 8 billion. During the Super Bowl weekend we trended higher than the Super Bowl. For us, it was conrmation that we ran a celebration campaign at just the right time: people appreciated theshout-out and valued having something positive to share after the year that was 2020. The campaign has exceeded all our objectives for both awareness and engagement, and we're delighted.

Key stats:

- 8.2bn impressions to date
- 1.3m challenge videos created, achieving over 3m views
- Sage branded video generated 29m views, 600m impressions, and 200k prole engagements
- Sage TV ad on prole page viewed over 27m times
- 15 PR articles sparked by the campaign
- 1st place in TikTok brand lift study (30% uplift)



8.2bn
Impressions to date

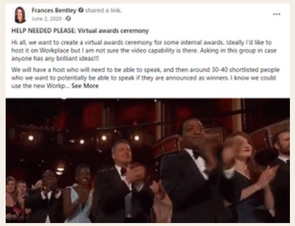
1.3m
challenge videos created

15
PR articles

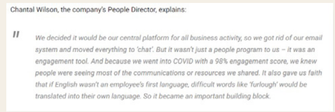


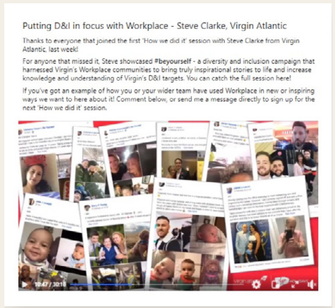
WORKPLACE PIONEERS:

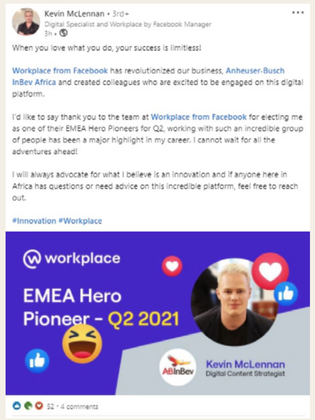
HARNESSING CUSTOMER ADVOCACY TO BUILD CREDIBILITY & SALIENCY





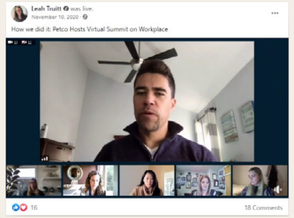


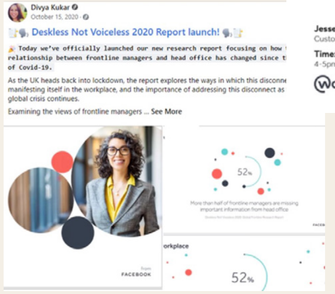






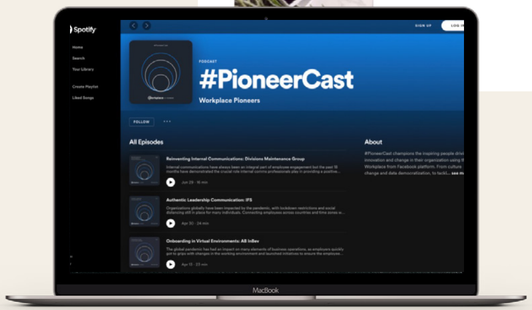


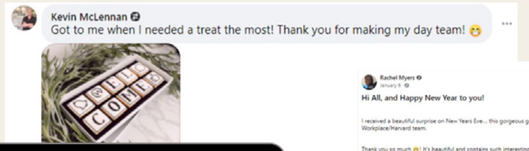


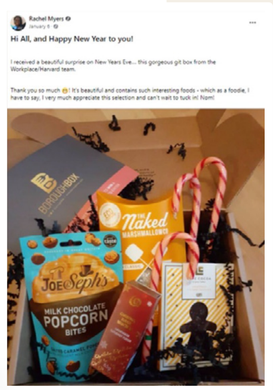












"WORKPLACE PIONEERS NOT ONLY ENRICHES OUR RELATIONSHIP WITH SOME OF OUR MOST VALUABLE CUSTOMERS BUT IT DELIVERS GENUINE IMPACT FOR OUR BUSINESS. AND IF YOU NEEDED MORE CONVINCING, THE PROGRAMME HAS HELPED GENERATE $300K+ ARR SO FAR THIS YEAR!"

70%
NPS

50+
Customers Stories captured

3:1
ROI

CATEGORY

B2B marketing team of the year

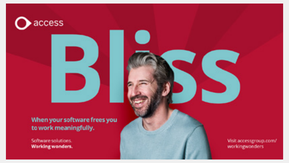
GOLD

Access Group

SILVER

Lumen Technologies

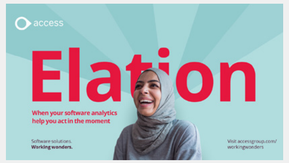
Display Ads







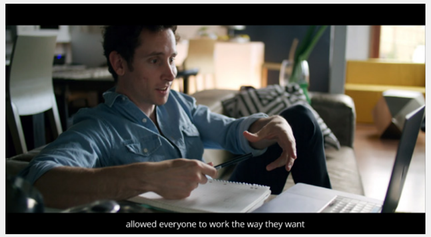




Brand video

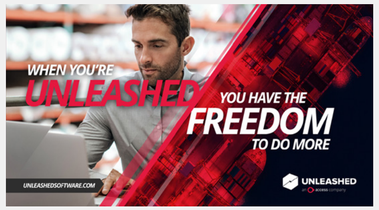








Unleashed campaign



Logo and brand



Animation storyboard



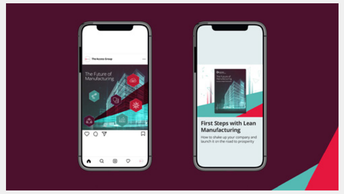
Thought leadership



Sector campaigns



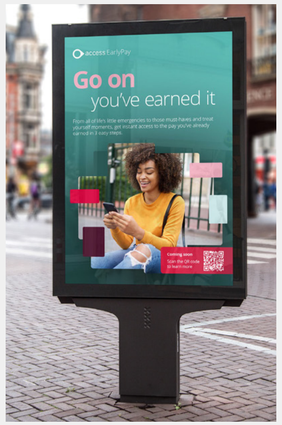
Mobile sites



Infographic



Outdoor advertising



Internal comms



access

Marketing sourced pipeline:

£110.1m

against target of £107m

Sales revenue:

£146.2m

against target of £131.2m



LUMEN MARCOM

Established **2018**

50+ employees
in 2020

Brought **90% of all company creative**
in house



- **MAJOR PROJECTS**

CenturyLink → LUMEN®

Complete **re-brand of a Fortune 500** company in 9 months

Launched **2x the number of major product campaigns** vs. 2019

Completely **redesigned our website** in <4 months



- **COMPANY IMPACT**

Reduce annual agency spend by **$10 million**

48% of IT decision makers view Lumen as a technology company (up from 30% as CenturyLink)



- **TOP PRIORITIES**

- Family
- Personal well-being
- Permission to be **human**

LUMEN®

CATEGORY

B2B marketer of the year

GOLD

Isabelle Duarte,
EMEA CMO/SVP marketing, Okta

SILVER

Amy Williams,
head of marketing,
NHS Property Services

BRONZE

Charlotte Commarmond,
VP global marketing, Ingredion



Isabelle Duarte

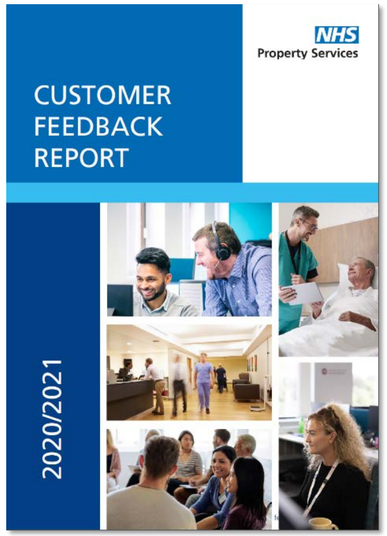
EMEA CMO/SVP
Marketing, Okta

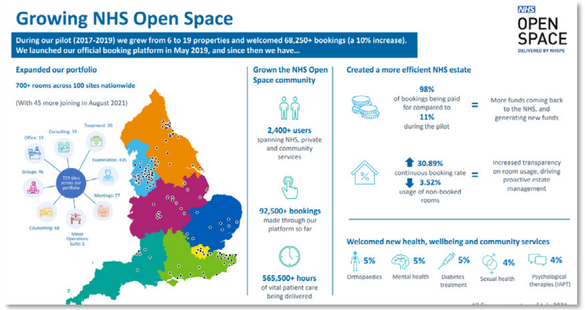
“Despite personally having to shield for over a year during the pandemic, Isabelle Duarte simultaneously built a 60+ strong EMEA Marketing team, while delivering a 25% increase in Marketing pipeline with a campaign ROI of 26:1. An outstanding achievement both personally and professionally.”

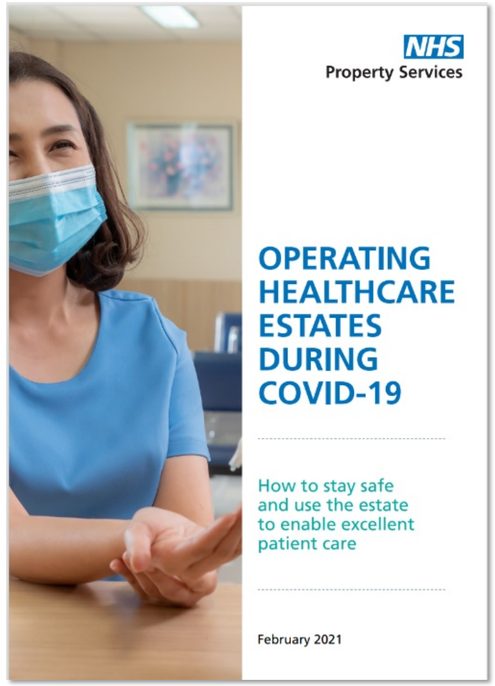
okta

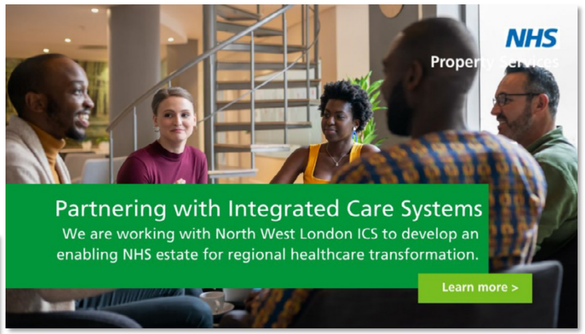


















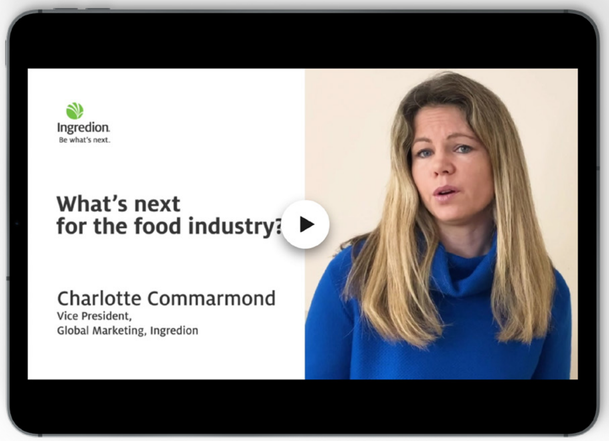




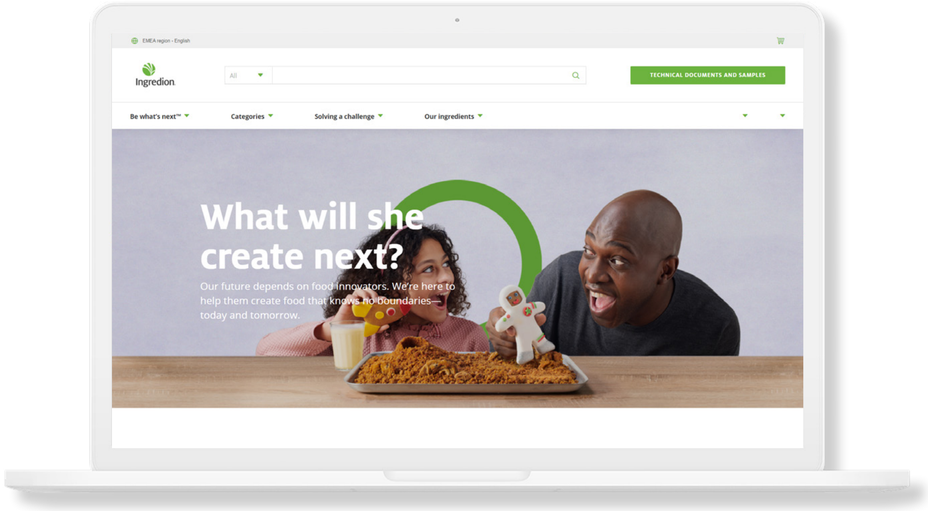
Marketer of the Year – Amy Williams

Amy is Head of Marketing at NHS Property Services where she has established a high performing team which brings the best of B2B marketing to the NHS.
She leads a team of ten marketers, focused on marketing operations development, improved customer data and strategy and delivering meaningful insight to the business. This has enabled marketing to become a strategic adviser to the business. The last year has been one of transformation and change in all sectors but none more so than those working directly in the NHS. At the beginning of the financial year, Amy led her team to quickly pivot towards supporting the response to COVID19 by using marketing capability to enhance customer relationships during a tremendously difficult time. Now, as the organisation develops to support the new NHS, Amy is leading marketing initiatives to position NHSPS for the future.

Marketer of the Year

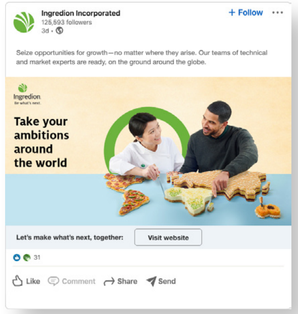


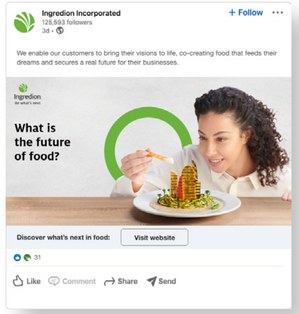
Landing Page

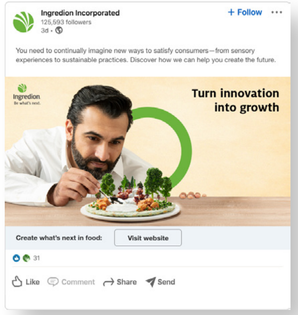


Ingredion
Be what's next.

Social Posts







Brand Guidelines



CATEGORY

PR agency of the year

GOLD
Brands2Life

SILVER
Fight or Flight

BRONZE
Whiteoaks International

Brands2Life's unforgettable year – delivering today; investing in tomorrow

"THE YEAR EVERYONE WAS GIVEN A STAKE IN OUR BUSINESS"

Key Clients

LinkedIn · HOLOGIC · BARCLAYS · RICOH · adyen · match · Nikon

New Clients Won

THE ADECCO GROUP · BOUGHT BY MANY · PURESTORAGE · GET YOUR GUIDE · experian. · HRA Pharma · vodafone business

95% OF CLIENTS AGREE OUR WORK HAS **GENUINELY DELIVERED BUSINESS IMPACT**

44 NEW CLIENTS

£4M* IN NEW BUSINESS FEES

20%* INCREASE IN PROFIT

* CONFIDENTIAL - NOT FOR PUBLICATION

90% OF STAFF AGREED OR STRONGLY AGREED THAT **THEY HAD CONFIDENCE IN THE LEADERSHIP TEAM THROUGH THE PANDEMIC CRISIS**

Source: People Insight staff survey

PR WEEK #1 TECH AGENCY IN THE TOP 100

NAMED #1 TECHNOLOGY AGENCY IN THE PRWEEK RANKINGS 2020 & 2021

PR WEEK BEST PLACES TO WORK MOBILE WINNER 2021

WON BEST INTERNSHIP SCHEME AT PRWEEK BEST PLACES TO WORK 2021 PLUS HIGHLY COMMENDED FOR LARGE AGENCY AND SUPPORT DURING COVID



"We have a very longstanding and successful relationship with Brands2Life. Their Social, Influencer and Digital Content team (much like the rest of Brands2Life) are second to none for pushing boundaries and driving impressive results. The Changemakers campaign is an example of their brilliance at work – both in management and creative; early brand impact is pointing to some impressive results. We love working with this team. They're smart, passionate and delightful to work with."

DARAIN FARAZ, DIRECTOR, BRAND MARKETING EMEA & LATAM, LINKEDIN

Employees First

- Became a majority-owned employee trust
- Tax-free bonuses of £1.2k to all staff via the EOT
- Launched ME@BRANDS2LIFE mental health policy
- Introduced Wellness Month
- Acceleration of D&I taskforce
- £60K spent on external training
- Extension of £1K LIFE LOANS initiative to cover home improvements during lockdown
- 100+ internal training sessions - an increase of 100%

The Agency for the Brands Transforming Our World

40%↑ MARKETING SERVICES REVENUE

35%↑ VIDEO REVENUE

30%↑ PLANNING REVENUE

9%↑ DIGITAL & SOCIAL REVENUE

66 AWARD NOMINATIONS

NINE AGENCY AWARDS

(PRWeek & PRCA Large Agency of the Year, PRWeek Best Places to Work 2020 & 2021 (x3), Brand Film Award Agency of the Year 2020 & 2021, UK Social Media Awards In-Agency Team of the Year 2020 and PRMoment B2B Agency of the Year 2021)

PR WEEK LARGE AGENCY OF THE YEAR 2021 · PRCA NATIONAL AWARDS LARGE AGENCY OF THE YEAR 2021 · PR WEEK BEST PLACES TO WORK 2021 · BRAND FILM AWARDS EMEA 2021 · PRmoment Awards 2021 · UK Social Media Awards 2021 FINALIST

10+ WEBINARS WITH

1K+ DELEGATES

Diversity & Equality

0.01% GENDER PAY GAP

153 STAFF IN LONDON, NEW YORK & SAN FRANCISCO

22% OF THE BOARD ARE FROM BAME BACKGROUNDS

12% OF OUR STAFF ARE FROM BAME BACKGROUNDS

FEMALE MAJORITY BOARD TEAM

Investing in our communities – local & global

£15K RAISED FOR CHARITIES THIS YEAR

20 LAPTOPS DONATED TO LOCAL SCHOOL, ARK GLOBE ACADEMY TO HELP STUDENTS LEARN DURING COVID-19

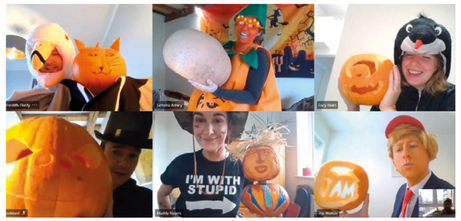
2HR OFF A WEEK FOR VOLUNTEERING

3K TREES PLANTED IN SOUTH AMERICA

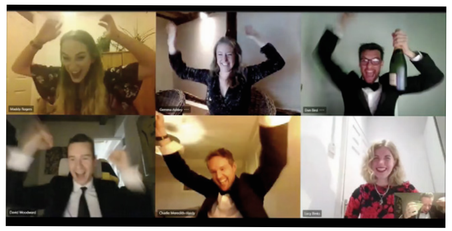
B2B PR AGENCY OF THE YEAR

FIGHT OR FLIGHT

CULTURE







AGENCY GROWTH

YEAR 1 FINANCIALS (MAY 20 – APR 21)

#Turnover £934,617

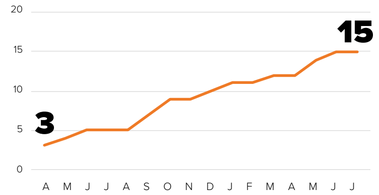
Fees £ 871,567

Operating Profit £299,680

Profit Margin (34%)

2021 Projected Revenue £1.7M

YEAR 1 HEADCOUNT



AWARD WINNING WORK

WOLTERS KLUWER | KEEP PUSHING



FLIPDISH | FOOD FIGHT



NEW CLIENT WINS

flipdish · LinkedIn · sky connect · trainline · Wolters Kluwer · Expedia · GitHub · DLA PIPER · eConsult

whiteoaks
INTERNATIONAL

US. IN A NUTSHELL. 2020.

22
New clients welcomed

50%
Of staff promoted

60
Client satisfaction score (NPS) achieved

45%
Clients retained for 5+ years

4
Years' average staff retention

TOP 250
PRovoke Top 250 Global Agency

TOP 10
PRWeek Top 10 Tech PR Agency

TOP 50
B2B Marketing Benchmarking Report Top 50



CATEGORY

B2B marketing communications agency of the year

GOLD
Digital Radish

SILVER
Earnest (London) Ltd

BRONZE
Stein IAS

DIGITAL RADISH

BREAKING NEW GROUND

We delivered on our brand promise to break new ground and **completely transformed how the agency was run**, in doing so **we grew by 137%!**

Inspired by Bhutan, the only country in the world to measure itself in gross national happiness, rather than GDP.

RECIEVED
100%
NPS



ACHIEVED
137%
REVENUE GROWTH

DOUBLED
THE TEAM SIZE



"The team at Digital Radish are outstanding"

"We would never have got millions in pipeline without Digital Radish"

"They deserve to win agency of the year"

"I wouldn't work with any other agency after this"

"A strategic partner and critical extension of our marketing department"

"The creative approach and the C-suite engagement has been excellent"

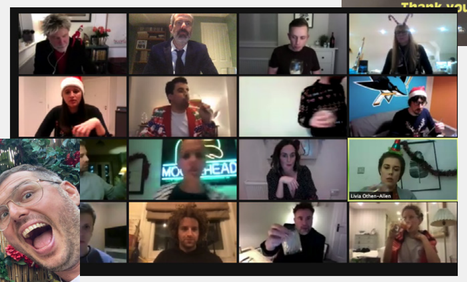
HELPED CLIENTS
DELIVER NEARLY A
BILLION
IN PIPELINE

Good growth is growing your people



PUSH





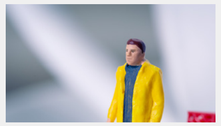


b/o/2 Book Club

Cashplus

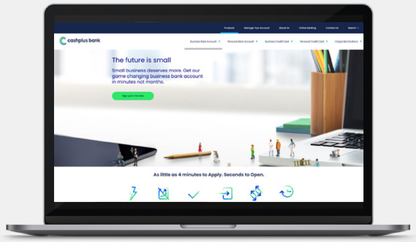








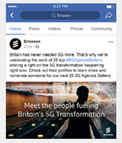








Ericsson



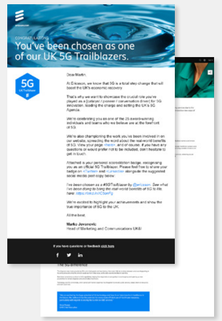


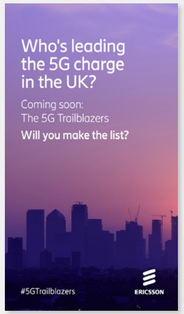


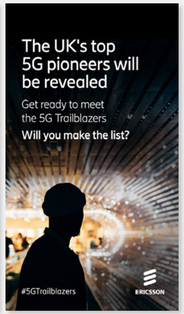






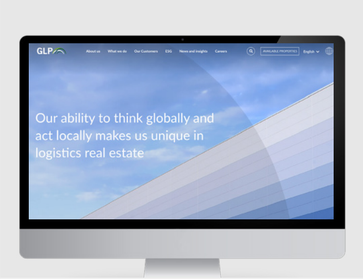


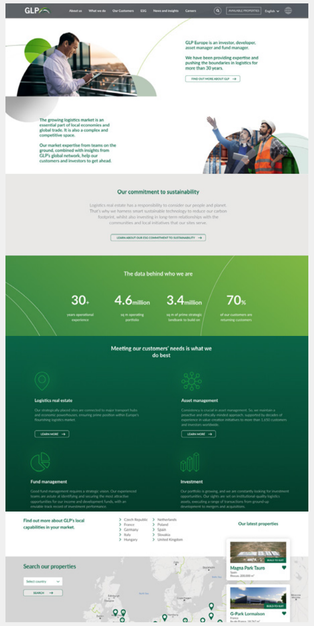




GLP







EARNEST

£5 Million
in revenue – 25% growth since last year

75%
of work international

US
headcount doubled

x2
Profit doubled since last year (£900k vs £420k last year)

Unleashing a culture of original thinking

Stein IAS: The B2B Originals



STEIN IAS B2B Originals

gravity GLOBAL

HEADLINE SPONSOR

the croc

CATEGORY SPONSOR

Wisque

CATEGORY SPONSOR

windsor EST-1982

CATEGORY SPONSOR

selbey anderson

AFTERSHOW SPONSOR

WHITE COLLAR VIDEOS

VIDEO PARTNER



LogicLogicMagic®

CREATIVE PARTNER