Sponsored by:

Park & Battery

Elevation Awards 2024

Celebrating new standards in B2B marketing

ELEVATION AWARDS
FROM B2B MARKETING

PROPOLIS
FROM B2B MARKETING

Contents

INTRODUCTION

Follow the North Star 3

COMMENTARY BY PARK & BATTERY

Escaping Cringe, Embracing Change and Moving B2B Forward 4

ELEVATION AWARDS CATEGORIES

Best omni or multichannel program 5

Best use of live events (physical, digital or hybrid) 6

Best use of creative 7

Best use of content 8

Best use of media 9

Best social media or influencer program 10

Best digital experience initiative 11

Best use of thought leadership 12

Best purpose-led marketing program 13

Best brand initiative 14

Best demand or lead generation program 15

Best account-based marketing program 16

Best growth marketing program 17

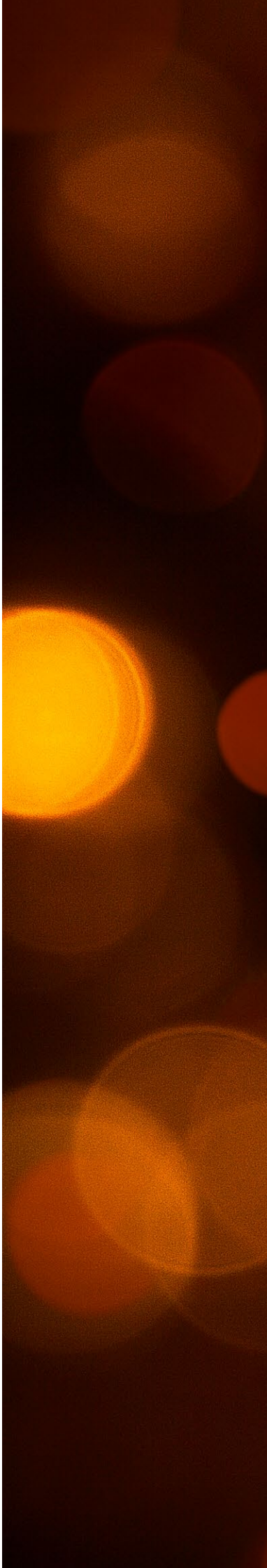
Best scale B2B program 18

Best enterprise targeted marketing program 19

Best channel marketing initiative 20

Marketer of the year 21

B2B agency of the year (North America) 22



Follow the North Star



David Rowlands,
Head of Product,
B2B Marketing & Propolis



You don't need me to tell you that marketing isn't easy. Is it a science? Is it an art? Is it both? The reality is that B2B marketing has become so complex and so multifaceted that achieving genuine excellence can be a difficult thing to do. Of course, that's 10 times harder when you're operating in a tough market and in a world which is still undergoing fundamental societal changes as we continue our digital transformation.

And that's exactly why awards programs like the B2B Marketing Elevation Awards are just so important. They provide an opportunity to celebrate success and look back at some of the incredible things we've achieved over the last year. Perhaps more importantly, they also provide a North Star around what great B2B marketing really looks like. After all, if we don't know what best-in-class looks like, how can we expect to lead by example, and ensure marketers the world over can achieve their goals?

With that in mind, we're pleased to announce the winners of the 2024 B2B Marketing Elevation Awards – the US awards program brought to you by B2B Marketing.

This year's awards program received 137 entries, ranging from every B2B sector you care to mention. With our expert panel of 46 judges working at mega-brands such as Intel, Salesforce, GE HealthCare and Capgemini, winning a Gold, Silver or Bronze award is no mean feat. So, dive in, and see what true excellence looks like.

Escaping Cringe, Embracing Change and Moving B2B Forward



Michael Ruby,
Chief Creative Officer,
Park & Battery

> *"We're in a new era, where creative disruption, data-driven personalization, and fresh, diverse and unexpected voices are redefining what it means to connect with businesses. It might feel a bit uncomfortable for a while, but ultimately, it's for the much better that this new generation of B2B hits different."*

Every generation has its lingo. If you have kids or have just seen the content pervading most social networks, you've recently been inundated with terms like "skibidi," "rizz," "Ohio," and "mid." I like to think I can keep up – but "no cap," it's hard to make sense of it all.

One term my twelve-year-old son likes to throw at me is "cringe," typically describing when I try to eagerly speak his language like a tourist fresh off their first few Duolingo lessons. As you might intuit, cringe derives from cringeworthy, describing when something feels off in a way that makes people inherently feel uncomfortable.

B2B is currently in a state of cringe for many. We're in a new era, where creative disruption, data-driven personalization, and fresh, diverse and unexpected voices are redefining what it means to connect with businesses. It might feel a bit uncomfortable for a while, but ultimately, it's for the much better that this new generation of B2B hits different.

The rules have changed and a new playbook is being written – and rewritten – at breakneck pace.

Myopic, lower-funnel/performance-driven metrics that once defined success are giving way to new measures of brand value that reflect reputation, memorability, customer experience, ethical impact, emotional resonance, and true business value.

Artificial intelligence (AI) is now at the heart of accelerating and enhancing human creativity and marketing process automation, churning out content and marketing messages that are personalized, dynamic, and scalable to an extent that was unimaginable even a few years ago.

This new era of B2B isn't just about technology and metrics; it's about representation. For too long, the presence and voices of marginalized communities have been missing from the B2B narrative. Diversity, Equity, Inclusion, and Belonging (DEIB) are no longer nice-to-haves: they're imperatives when speaking to businesses and forming authentic connections with the humans at the heart of them.

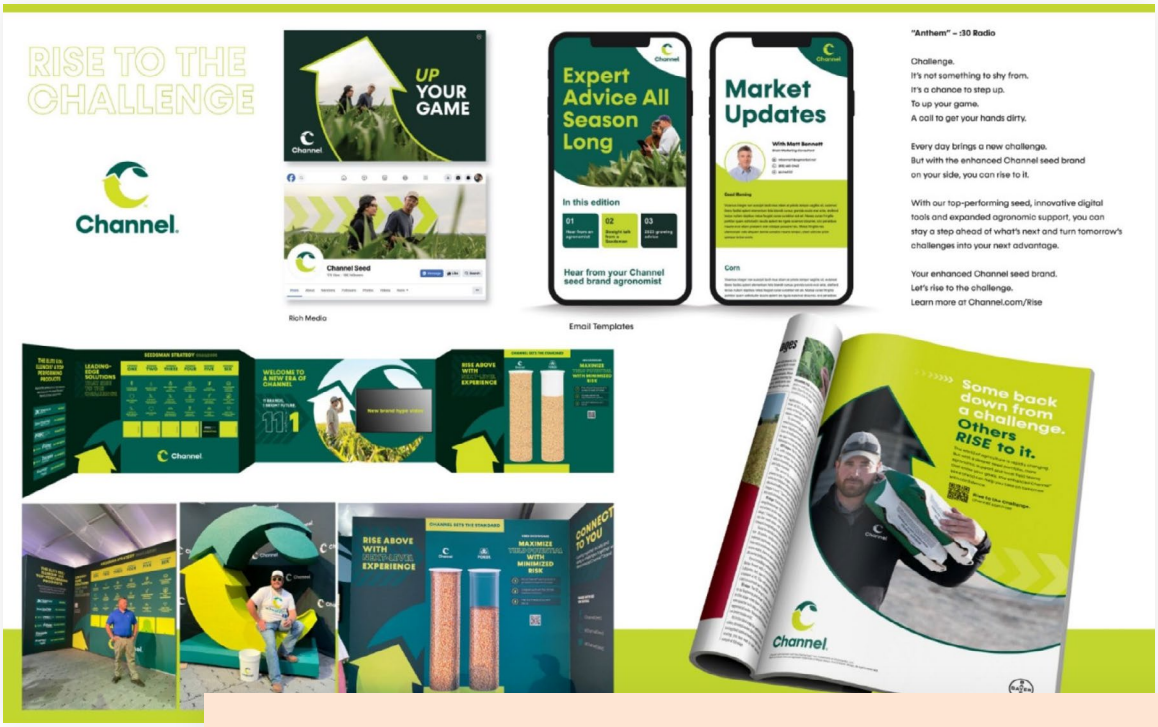
Most of all, this new B2B landscape is (rightfully!) reprioritizing creativity and long-term brand building over short-term, decimal-driven thinking.

Getting away from what will ultimately be cringe in the future of B2B demands embracing change, negotiating ambiguity and thriving in the gray. As we say at Park & Battery, it's all about the "and" not "or." It's bold. It's inclusive. It's truly for the best. And it's just getting started.

Best omni or multichannel program

GOLD:

"Rise to the Challenge" **by HLK for Channel**



JUDGE COMMENT

"A truly omnichannel campaign which is impressive on several fronts. Firstly, the insight and audience is well tailored. Thinking about the needs and different mindset of a new generation of farmers was the key to success here. I particularly appreciate that the campaign leveraged the on-ground sales/support personnel to carry the message through from online to offline."

Rah Mahtani, *Head of Marketing - North America,* **Alibaba**

The Channel® brand's growth in the seed market began to stagnate over the past few years. Channel needed to find a way to assert greater relevance over the category and reinvigorate its brand story. Channel challenged agency HLK to reposition its brand and, in the process, chart a new path for future growth.

The main purpose was to drive consideration of the Channel brand with younger, growth-oriented farmers.
Short-term success was measured by increased awareness and a shift in perceptions around Channel brand's yield performance. Long-term success will be measured by an increase in YoY consideration.

The Channel brand is built to help farmers navigate change and embrace it as a growth advantage. Channel helps farmers Rise to the Challenge. In terms of strategy, HLK employed a thoughtful mix of awareness and consideration-driving tactics to first announce the refreshed brand story and then familiarize farmers with the new brand benefits.

In just three months, HLK achieved a 4% increase in unaided ad awareness and doubled their print ad recall, signalling that farmers are taking notice and linking the new category message to the Channel brand.

They've also successfully shifted perceptions, with "confidence" emerging as the top word farmers use to describe the campaign and high yield perceptions rising by 12%. Most notably, after years of decline, Channel's seed consideration stabilized for the first time in seven years, showing that the "Rise to the Challenge" campaign is positively changing their trajectory.

Best omni or multichannel program

SILVER:
"Keep Breaking Through" **by Unisys**

Following a bold brand relaunch in late 2022, Unisys, a global IT solutions provider, launched its first global, integrated marketing campaign in 2023. The campaign aimed to stand out in the crowded tech services industry by delivering a simple, human touch that clearly communicated Unisys' vision.

The "Keep Breaking Through" omnichannel campaign focused on raising awareness for the Unisys brand, particularly for its Digital Workplace Solutions and Cloud, Applications & Infrastructure business units.

This approach led to strong business results, including a significant increase in website traffic and engagement, with visitors staying 61% longer and search campaign performance doubling industry benchmarks.

Over the year, the campaign drove impressive outcomes for Unisys, including a 25% marketing-originated pipeline and an 18% increase in new business signed compared to 2022. Additionally, 74% of analysts and advisors now recommend Unisys, reflecting a 14% boost in influencer advocacy.

BRONZE:
"Champions of Social Justice" **by Park & Battery for Esquire Bank**

Ever wondered what the world would be like without lawyers? It's not a pretty picture. In a parallel universe where lawyers don't exist, justice isn't served, and predators run rampant. Which is why Esquire Bank's campaign answered questions of who ensures social justice served, always answering: "Trial lawyers, that's who."

The creative strategy was to challenge people's perceptions about lawyers and show them the vital importance of legal professionals in our society – in turn, reinforcing to attorneys that Esquire "gets" them and knows their true power and potential. They interviewed and featured brilliant social justice attorneys about their experiences, giving the world a perspective they may not often see on what is required to successfully mount cases that deliver positive outcomes.

With this brand campaign as the tip of the spear, Esquire Bank now generates more than 50% of law firm lending clients from content/digital marketing initiatives. In addition to generating significant pipeline, the campaign now has social justice trial attorneys actively seeking Esquire out to be a part of the campaign.

Best use of live events (physical, digital or hybrid)

GOLD:

"EPIC Throwdown" **by Bader Rutter for McCain Foods**



JUDGE COMMENT

"McCain Foods nominated an incredibly creative campaign that brought together some of the world's best chefs to use their knowledge and ingenuity to create culinary masterpieces at an industry food trade event. It would have been great to hear more about the ROI and impact that this campaign truly had on McCain's business but that doesn't diminish the creativity and novelty of the concept."

Vito Labate, *Vice President, Marketing, Global Industries,* **Capgemini**

No one knows a chef's stresses better than other chefs. Rising food costs, labor issues and the demands of multiple seatings, chefs don't need anything else on their plates. But while they'll reject a sales pitch, they love a good challenge. This insight drove The Epic Throwdown: a product launch designed to inspire the restaurant channel through mano-a-mano culinary competitions.

They showcased menu creations from four rising culinary stars, all featuring new McCain Mini Mashers. These online throwdowns culminated in a live-streamed "Epic Throwdown" from the floor of the National Restaurant Association (NRA) show. They collected the assets of each chef, who developed a recipe for their expert judges, and amplified this content to their client's audiences via social media, a dedicated site and PR. All original content also served as collateral for sales teams.

This LIVE event at NRA, the dedicated booth/show kitchen, chefs competed against well-known titans from the industry. Attendees and live-stream viewers could watch the battles and vote on their favorite dish. This buzz also generated more demand for the product than McCain anticipated, resulting in a wait list. And the winning and runner up chefs won donations to their chosen charity, along with epic culinary glory.

McCain loved the energy and the buzz the "Epic Throwdown" created for them and their customers and immediately booked an even larger booth for next year. The campaign served as a reintroduction for McCain Foodservice Solutions to the industry.

Best use of live events (physical, digital or hybrid)

SILVER:

"Sealing Success" for ServiceNow: The 17500% ROI Event **by Agent 3 for ServiceNow**

This entry describes the Herculean effort by ServiceNow to seal a deal with the second largest privately owned business in the US - through a single, 4.5-hour event that had to impress and delight key executives. The target account needed a new, digital platform that could drive efficiencies and foster open communication between their shared services division and its subsidiaries.

With such an opportunity, ServiceNow needed to showcase its technical expertise and build relationships with key stakeholders and opted to stage an 'Executive Briefing Center' (EBC) for key decision makers and executives.

Taking place at ServiceNow HQ in California, the experience began with a custom-made, co-branded bottle of wine and cheese platter for execs upon arrival at their hotel.

This was followed by a half day of technical demonstrations, all in hyper-personalized, co-branded messaging, a personalized event landing page, a printed manifesto, screen graphics, posters, pull up banners, and a customer success booklet. The result of this event was millions in net new revenue, and executive relationships that continue to this day. It positioned ServiceNow as the digital transformation partner.

BRONZE:

"Innovate and Create? You Can in Michigan" **by Gravity Global for Michigan Economic Development Corporation (MEDC)**

To boost a client's "cool factor," Gravity Global seized the opportunity to spotlight Michigan's role as the birthplace of techno, aligning with the 40th anniversary of the genre and the Michigan Economic Development Corporation's (MEDC) presence at SXSW. The strategy was clear: position Michigan as a thriving tech hub while celebrating its musical heritage.

The campaign, centred around the message "Innovate and Create? You Can in Michigan," featured a chronological journey of Detroit techno, culminating in a day panel and a concert headlined by techno pioneer Juan Atkins.

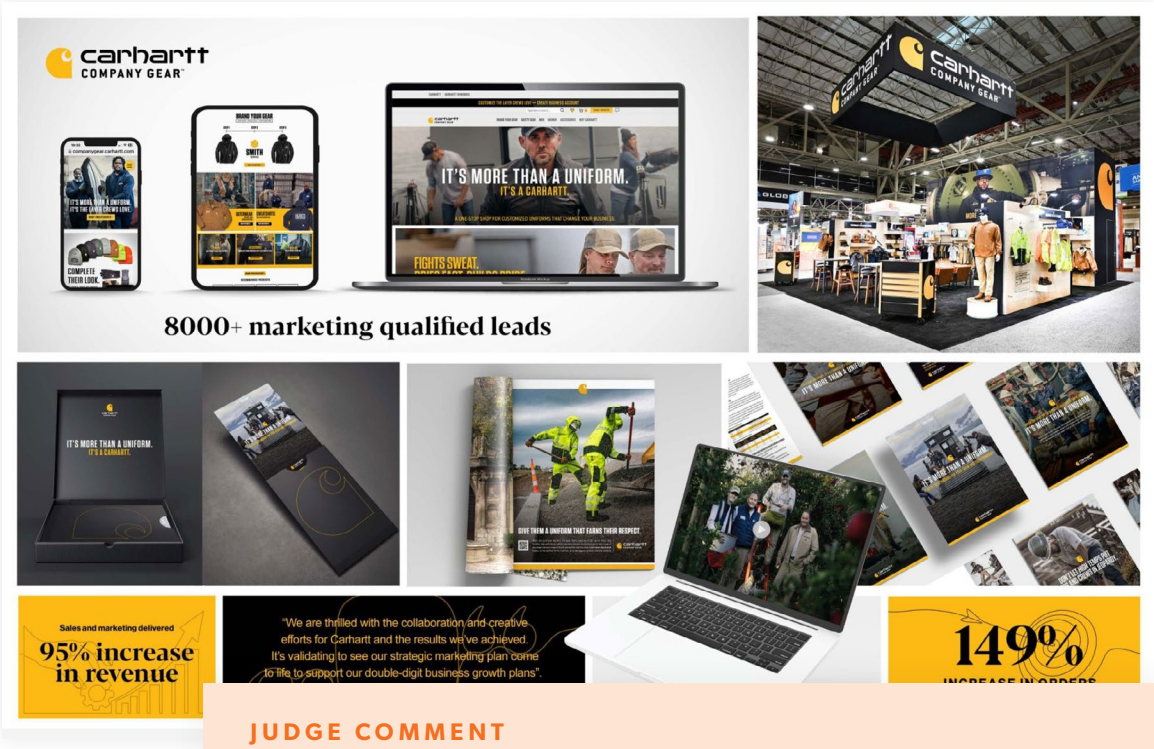
The message was amplified through mobile and urban digital ads, wild postings, social media, artist interviews, and venue partnerships.

The activation was a resounding success, generating 2,458 leads and 9.8 million impressions across paid media. The panel discussion was packed, and the Juan Atkins concert reached full capacity with lines outside for most of the event.

Best use of creative

GOLD:

"More Than a Uniform" **by Mower for Carhartt Company Gear**



JUDGE COMMENT

"Carhartt's campaign was such a well done example of a customer insight driving a single minded idea and then a concept that was carried forward through a full campaign. It just shows the power of storytelling and uniting around one idea."

Jessica Larson, *Global Director of Brand & Communications,* **Fluke Corporation**

Carhartt® is a beloved brand enjoying massive awareness with consumers. But for business decision makers looking to purchase uniforms, Carhartt's business segment – Carhartt Company Gear™ – was relatively unknown. Adding to the challenge, Carhartt offered a premium solution, but many buyers were defaulting to the cheapest option.

As Mower started with research that uncovered a powerful truth. Decision makers care about their crews. And crews who have the right gear feel safe, valued and perform at their best. Which can lead to better retention, increased loyalty and drive business success. This drove their strategy: not just selling Carhartt workwear, but helping customers see Carhartt as a business advantage. One backed by 135 years of innovation.

It was all about making the toughest jobs more manageable and creating a sense of pride for employees and employers alike. For the crews and businesses, it's more than a uniform. It's a Carhartt.

In its first year, the campaign generated 88+ million impressions, 7.5 million video views, 225,000 site visits, 8,000+ marketing qualified leads and 15,000 trade show booth visits. All told, the combined sales and marketing efforts resulted in an incredible +95% increase in revenue and 149% increase in sales in just 10 months.

Best use of creative

SILVER:
"Humans of B2B" **by Stein IAS for ANA NYC**

Post-pandemic events have changed, and the New York chapter of ANA Business Marketing aimed to make their B2B Day appealing to real people, not just business metrics. To promote the event, the creative team launched the "Humans of B2B" campaign, re-imagining typical B2B acronyms as fun, human activities.

For instance, an MQA became someone who "Maps Quantum Anomalies", while an ICP "Indulges Chocolate Passions", all crafted using GenAI for efficiency and quality.

The "Humans of B2B" campaign resonated instantly, engaging the audience with clever, thought-provoking messaging.

The event became the hottest ticket of 2023, with attendance 200% over capacity. Social engagement surged by 149%, reflecting widespread interest. The event was a standout success, generating record revenue from sponsors and securing unanimous attendee satisfaction, with 100% recommending the conference based on its content.

BRONZE:
"Accelerate Opportunity" **by Gravity Global for Embraer**

As a mid-scale manufacturer, Embraer has successfully dominated the regional airline segment, positioning itself against industry giants like Boeing and Airbus. With a new product range catering to larger international airlines, Embraer needed to strengthen its brand positioning to compete more directly with these major players.

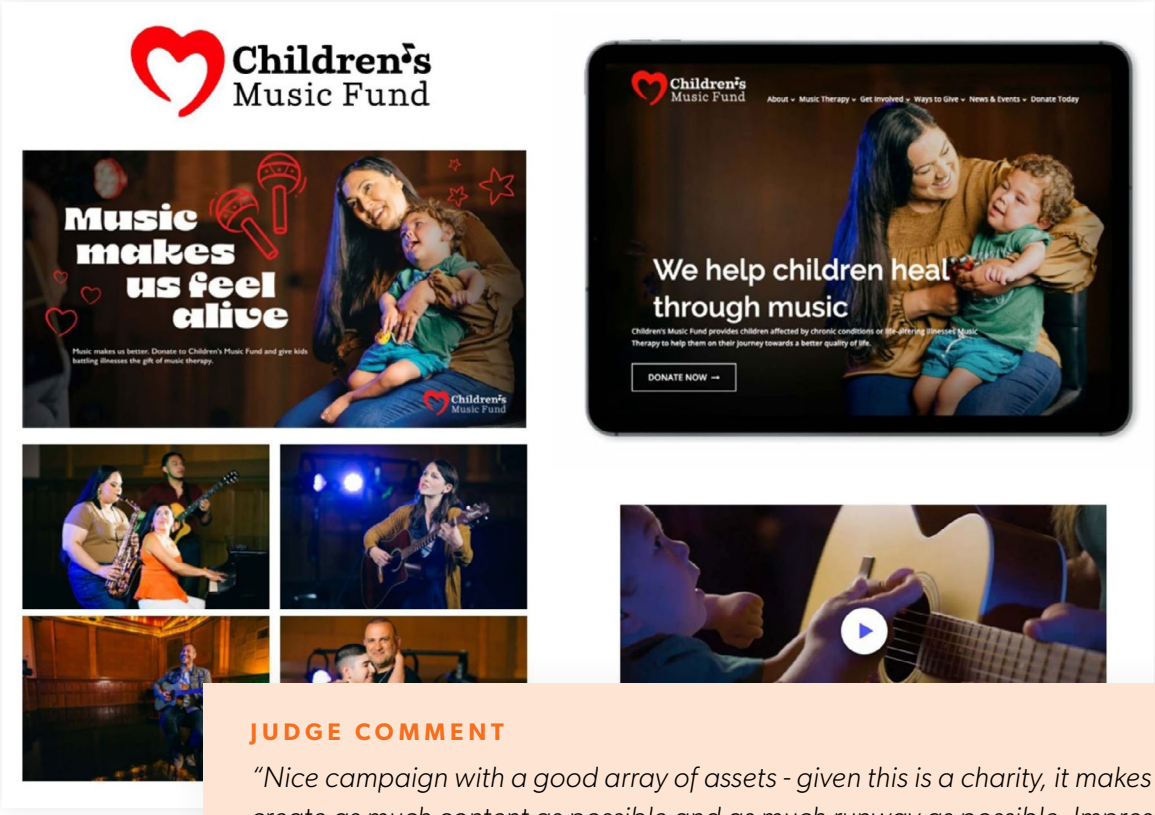
Gravity Global conducted extensive research, uncovering key strengths of the Embraer brand, such as its adaptability, creative engineering, and dedication to customer success. These insights led to the development of a new brand positioning platform centred around the theme "Accelerate Opportunity," highlighting Embraer's ability to quickly and effectively meet customer needs.

The campaign was a significant success, with Embraer's brand sentiment rising dramatically compared to its competitors. The "Accelerate Opportunity" brand film garnered over 2 million views on YouTube and achieved high engagement across social channels, including 17 million impressions and a standout performance on Facebook. The campaign also resonated in China, where the Mandarin version achieved over 50 million impressions on WeChat.

Best use of content

GOLD:

"Music Makes Us Better" **by Park & Battery for Children's Music Fund**



JUDGE COMMENT

"Nice campaign with a good array of assets - given this is a charity, it makes sense to create as much content as possible and as much runway as possible. Impressive outcomes considering this was largely pro bono from a cost perspective."

Will Thompson, *Global Director of Content and Communications*, **Comply Advantage**

Children's Music Fund is a non-profit dedicated to bringing music therapy into the lives of sick children to help overcome pain, fear and anxiety. CMF's "Music Makes Us Better" initiative illuminated the path of treatment through the universal language of music.

Park & Battery's campaign and film, "Music Makes Us Better" focused on what music therapy has the power to do – from easing depression and anxiety for children in painful situations to bringing them closer together with others during their treatment. The campaign also marked the launch of Children's Music Fund's new brand identity: a new logo featuring a heart shape and a musical note, conveying the fundamental passion, humanity and musicality at the core of the organization.

The campaign motivated donors to support, therapists to join the cause, healthcare providers to offer the service, and insurance companies to consider covering the cost of music therapy. "Music Makes Us Better" dramatically amplified the efforts of Children's Music Fund. It not only led to a 25% increase in annual donations, it was radically successful in terms of expanding the brand among healthcare providers and donor base, doubling first-time donors and reaching over 2 million people.

let's talk honestly &

admit the truth that most people don't give a damn about our stuff & that virtually no one ever wakes up in a cold sweat thinking, "I need your SaaS thingamajig or your enterprise whozeewhatzit or your AI-driven doohickey" & that's because research says only one in five buyers is actively buying at any given time & and that means "brand" shouldn't be a dirty word & that content really does mean more than ever & that's especially true when both Gartner and Forrester say it could be 20+ interactions before a purchase decision & so, what if we could focus on creating value instead of bowing to the all mighty MQL & instead we created strategies that truly differentiate us & messaging that really connects with our customers & ideas that inspire action instead of apathy & content people actually wanted to read and watch & we took ourselves to market with real precision and efficiency & we used our martech as a competitive advantage instead of a crutch & jumpin' gee willakers doesn't it feel great to say it out loud & if you're picking up what we're putting down & you're looking for a real agency partner who bleeds B2B & you believe that in a world where we can choose to be anything, we should choose to be kind & that being smart, fun and wildly effective aren't mutually exclusive, then...

let's definitely talk.

ParkandBattery.com

ADWEEK B2B AGENCY OF THE YEAR

AGENCY OF THE YEAR
THE B2B MARKETING ELEVATION AWARDS

ANA AGENCY OF THE YEAR 2023 & 2024

Park & Battery

Best use of content

SILVER:
"Accelerate" **by Gravity Global for Embraer**

As a mid-scale manufacturer, Embraer has successfully dominated the regional airline segment, positioning itself against industry giants like Boeing and Airbus. With a new product range catering to larger international airlines, Embraer needed to strengthen its brand positioning to compete more directly with these major players.

Gravity Global conducted extensive research, uncovering key strengths of the Embraer brand, such as its adaptability, creative engineering, and dedication to customer success. These insights led to the development of a new brand positioning platform centred around the theme "Accelerate Opportunity," highlighting Embraer's ability to quickly and effectively meet customer needs.

The campaign was a significant success, with Embraer's brand sentiment rising dramatically compared to its competitors. The "Accelerate Opportunity" brand film garnered over 2 million views on YouTube and achieved high engagement across social channels, including 17 million impressions and a standout performance on Facebook. The campaign also resonated in China, where the Mandarin version achieved over 50 million impressions on WeChat.

BRONZE:
"Real. World. Change" **by Gravity Global for EDGE Strategy**

Gravity Global was engaged by EDGE Strategy to boost awareness of its software solution in the competitive diversity, equity, and inclusion (DE&I) space. The goal was not only to generate buzz around EDGE's offerings but also to elevate the profiles of the CEO and key board members as industry experts.

Gravity Global implemented a thought leadership strategy, securing speaking engagements, op-ed opportunities, and revamping the client's PR process. This led to the creation of over 30 original PR pieces, resulting in 405 earned media mentions in top publications like the Financial Times and DiversityQ, reaching over 143 million people.

The campaign yielded impressive results: a 123% increase in positive media coverage, an 81% rise in brand searches, and a 300% surge in brand engagement. Additionally, EDGE Strategy saw significant improvements in brand sentiment, social media following, and its Disproportionate Share of Attention, which jumped from -9 to +44 within a year.

Best use of media

GOLD:

"Drone Safety Zone" **by Mower for FirstEnergy**



JUDGE COMMENT

"It would have been easy to take a traditional marketing approach to this challenge, but the creativity sparked interest and engagement on a topic that most of the audience would not have actively sought out. Really enjoyed the approach and game's execution."

Kate Rodgers, *Global Brand Media Director*, **GE**

The drone market is rapidly growing. So are the number of accidents involving drones and electrical equipment. FirstEnergy responded to this by prioritizing drone safety. Recognizing the risk of catastrophic outcomes, such as injuries and power outages, they aimed to educate drone pilots about the dangers of flying near power lines.

Their research indicated a primary demographic of male drone owners attracted to gaming, leading to a strategy that offered an adrenaline-fuelled yet educational experience. FirstEnergy introduced the "Drone Safety Zone" racing game, a digital platform that combines the thrill of competitive gaming with critical safety education, narrated by their own Max Safety.

This game challenges players to navigate through electrified obstacles, teaching them safe drone flying practices. The campaign utilized a comprehensive media strategy targeting gamers and drone enthusiasts through various channels, including digital out-of-home, mobile, paid social, and AI-powered platforms. Leveraging data from Amazon and mobile app usage, they precisely targeted potential users.

The campaign significantly exceeded its KPI goals on multiple fronts. Over seven months, it generated more than 140 million impressions, drove over 228,000 visits to the Drone Safety landing page and 240,000 sessions on the "Drone Safety Zone" game site. The game effectively enhanced audience engagement, with more than 74,000 people completing the drone electrical safety education course while participating in the game.

Beyond generating substantial customer engagement and raising awareness of drone and powerline hazards, the campaign also boosted positive sentiment for FirstEnergy, with nearly 60% of people reporting a more positive brand perception. According to FirstEnergy's 2022-23 Brand Awareness study, nearly 73% of customers now believe that FirstEnergy "cares about safety," an increase from 2020. Additionally, the campaign contributed to a 12.1% rise in customer belief that FirstEnergy "provides information on how to be safe around electricity," up from 58% in 2020 to 65% in 2022.

Best use of media

SILVER:
"Demand More" **by Stein IAS for Juniper Networks**

Can you cut demand media spend and still grow revenue by 50%? Juniper Networks did just that by completely pivoting its media strategy to build brand awareness in the competitive enterprise networking market, aiming to take share from giants like Cisco.

To capitalize on its AI-driven networking edge, Juniper tripled its media investment, shifting focus from demand to brand. The "Demand More" campaign utilized a smart media strategy with high-reach video across TV, streaming, and digital platforms, complemented by a strategic sports sponsorship with Aston Martin F1, targeting the C-suite audience. An enhanced demand waterfall effectively converted the increased awareness into sales.

The results were impressive: brand sentiment improved by 74%, likeliness to consider rose by 69%, and website traffic increased by 53%. This translated into a 51% increase in enterprise revenue over 15 months, ultimately leading to Juniper's acquisition by HPE in early 2024.

BRONZE:
"Little Things" **by Mower for Rhode Island Energy**

Rhode Island Energy's "Little Things" campaign creatively engaged a diverse commercial audience by highlighting how small energy efficiency upgrades could lead to significant business savings. The campaign emphasized the idea that small steps can result in big, long-lasting benefits, effectively capturing attention in a typically low-interest category.

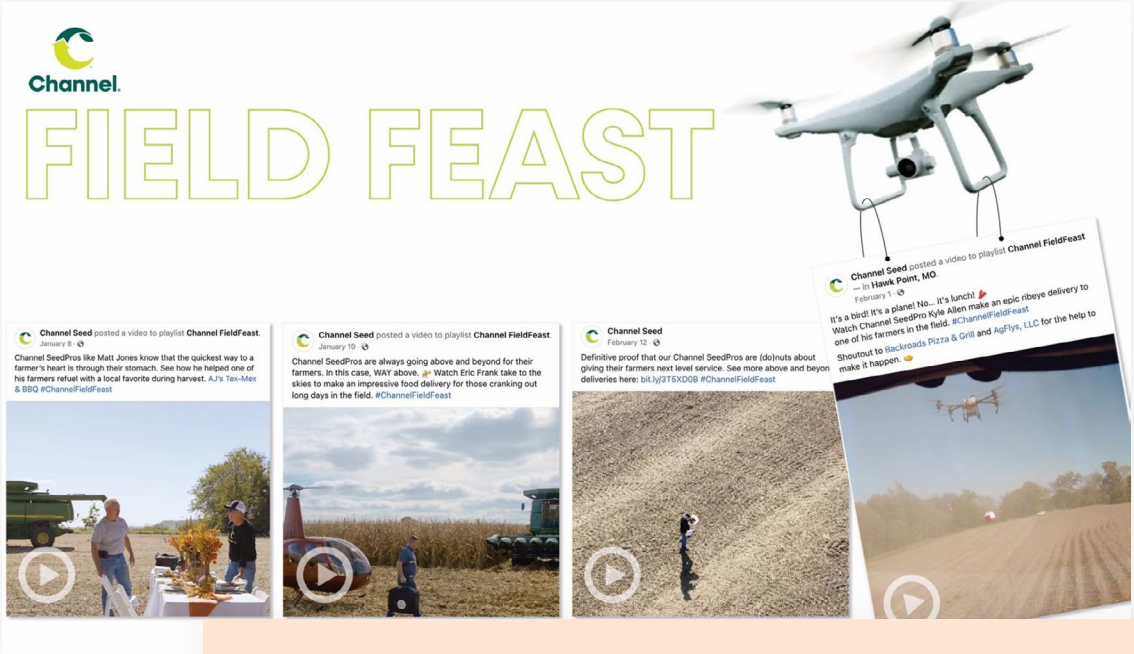
What made this campaign stand out was its strategic, insight-driven approach that resonated with the state's pioneering spirit in energy conservation. Through an innovative, integrated marketing strategy, the campaign achieved 20 million impressions and generated substantial leads, translating into meaningful energy-efficiency investments for businesses.

In its first year, the "Little Things" campaign exceeded expectations, attracting over 354,000 new users to landing pages and generating over 1,500 leads for potential project upgrades. Engagement rates were impressive, with ads and emails performing well above industry benchmarks, reinforcing Rhode Island Energy's commitment to sustainability and customer service.

Best social media or influencer program

GOLD:

"Field Feast" **by HLK for Channel**



JUDGE COMMENT

"This campaign really made me smile. It was authentic, entertaining. It directly engaged customers in their native environment while also including a range of nice, comedic touches. It SHOWED everything which was nice. It wasn't overly reliant on big words and headlines."

Steve Mudd, *CEO*, **Talentless AI**

The Channel brand merged with 10 regional seed brands, each with their own identities and decades of local relationships built with local dealers. For some, this merging of brands created the false perception that Channel was no longer for "the little guy." To address this misperception, HLK needed to find an engaging way to show farmers Channel was more connected to them and their communities than ever before.

The solution was "Field Feast". They surprised and delighted farmers by sending Channel's SeedPros to a local food joint, then delivering food to their farmers in over-the-top ways. From drone deliveries to literal helicopter drops, They proved Channel's SeedPros will stop at nothing to show farmers they know what they need.

Facebook and Instagram are where farmers have conversations about harvest and commiserate about long hours on their combines. It also gave Channel the opportunity to engage the local farming communities their SeedPros serve.

The success of the campaign was measured through increased engagement with "Field Feast" content, ensuring that farmers experienced SeedPros' commitment to local communities. It exceeded industry engagement benchmarks across the board and emerged as some of Channel brand's top-performing social content of all time. Total video views exceeded 2.09M, and those who watched were highly engaged at a whopping 58% engagement rate for users who viewed more than three seconds.

Best social media or influencer program

SILVER:

"EPIC Throwdown" **by Bader Rutter for McCain Foods**

No one knows a chef's stresses better than other chefs. Rising food costs, labor issues and the demands of multiple seatings, chefs don't need anything else on their plates. But while they'll reject a sales pitch, they love a good challenge. This insight drove "The Epic Throwdown": a product launch designed to inspire the restaurant channel through mano-a-mano culinary competitions.

They showcased menu creations from four rising culinary stars, all featuring new McCain Mini Mashers. These online throwdowns culminated in a live-streamed "Epic Throwdown" from the floor of the National Restaurant Association (NRA) show. They collected the assets of each chef, who developed a recipe for their expert judges, and amplified this content to their client's audiences via social media, a dedicated site and PR. All original content also served as collateral for sales teams.

This LIVE event at NRA, the dedicated booth/show kitchen, chefs competed against well-known titans from the industry. Attendees and live-stream viewers could watch the battles and vote on their favorite dish. This buzz also generated more demand for the product than McCain anticipated, resulting in a wait list. And the winning and runner up chefs won donations to their chosen charity, along with epic culinary glory.

BRONZE:

"Genie Bright Blue" **by Two Rivers Marketing for Genie**

The "Bright Blue" social media campaign for Genie, a leading aerial equipment manufacturer, demonstrates an innovative approach with outstanding results. The campaign's primary objective was to drive brand awareness and create a memorable experience for Genie's target audience of lift operators, construction company owners, and fleet managers.

To capture audience attention, Two Rivers Marketing developed a refreshed brand voice and look, aiming to be authentic, innovative, and witty, which resonated across all social channels. The three-part campaign consisted of "Genie Texts," "Genie In the Wild," and "Genie Around the World," each leveraging humor, memes, and trends to engage the audience in unique ways and stop their scroll.

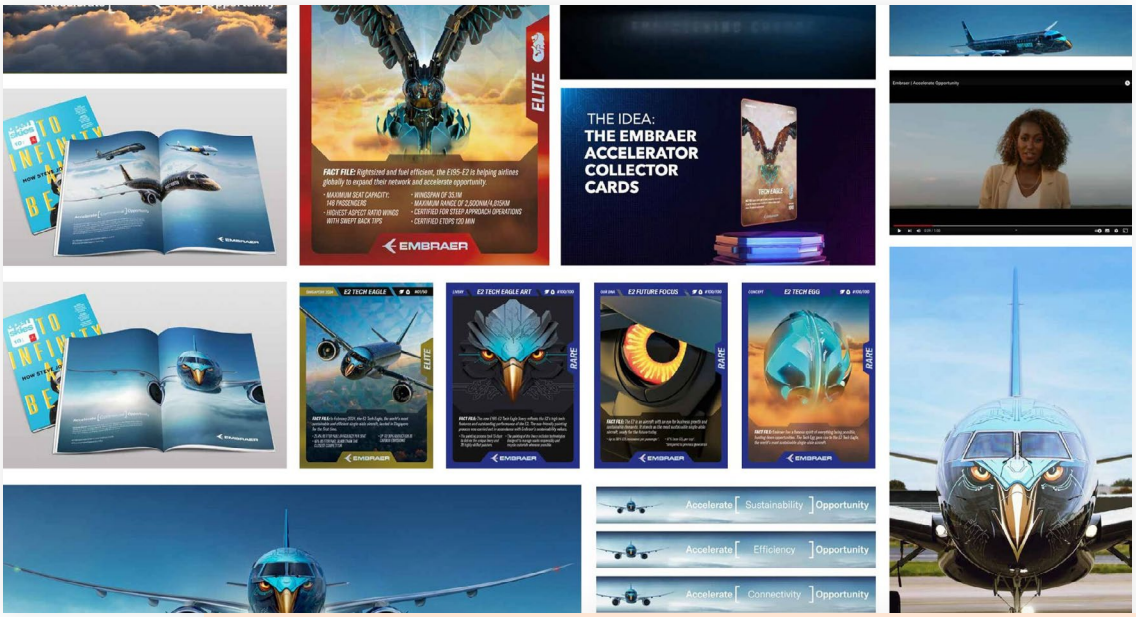
The campaign's success is evidenced by its impressive metrics: 24.1 million impressions, a 20.82% engagement rate, and an enthusiastic user response. Genie's social media presence effectively stood out in a crowded market, fostering a sense of community and elevating the brand's memorability.

Park & Battery

Best digital experience initiative

GOLD:

"Accelerate Opportunity" **by Gravity Global for Embraer**



JUDGE COMMENT

"The Embraer brand campaign was creative, high quality and engaging. Excellent use of stunning visuals and media. The digital cards are an innovative way to show tech prowess. The campaign clearly targeted elevating the Embraer brand to position it as a major player in an established market."

Scott Crawford, *Head of Marketing & Communications - North America*, **Atos**

As the mid-scale manufacturer in comparison to the category lead players – Boeing and Airbus – Embraer has been highly successful in carving out and dominating what is known as the regional airline segment. With its new product range, Embraer has had success in expanding its reach into larger international airlines, fulfilling a need for smaller aircraft. This has led to a more direct competitive stance against the two large manufacturing brands, necessitating a shift and strengthening of brand positioning through differentiation.

Extensive internal and external research undertaken by Gravity Global revealed a number of underplayed brand associations and capabilities – the ability of the business to adapt and innovate, the creative engineering prowess of its people, an 'anything's possible' spirit, and a humble and engaging dedication to help realize its customers' ambitions. While much of the spirit and personality of the brand is captured at an overarching level, this nimbleness and focus on creating a business opportunity for customers provided a deeper level of differentiation for Embraer.

Gravity worked with Embraer's global leadership team to develop a brand positioning platform around these key themes. Creatively they captured the positioning theme as "Accelerate Opportunity" – exposing this emotional engagement with customer aspirations, and bringing them closer and quicker through the nimbleness of the Embraer response.

Impressively, 712,000 users watched the entire 1-minute video, making it the top 1 and 2 most popular videos on Embraer's YouTube channel, with a combined 4.7 million views. Across social channels, the film garnered over 17 million impressions, over 5 million engagements, and an engagement rate of 82.70% on Facebook. In China, the Mandarin version of the "Accelerate Opportunity" campaign was also successful, receiving over 200,000 views and 50 million impressions on WeChat.

Best digital experience initiative

SILVER:
"Drone Safety Zone" **by Mower for FirstEnergy**

With the rapid growth of the drone market, accidents involving drones and electrical equipment have increased. To address this, FirstEnergy prioritized drone safety by educating pilots about the dangers of flying near power lines. They targeted male drone owners, many of whom are gaming enthusiasts, and created an adrenaline-fueled yet educational experience: the "Drone Safety Zone" racing game, narrated by their mascot, Max Safety.

The game challenges players to navigate electrified obstacles, teaching safe drone flying practices. The campaign employed a comprehensive media strategy, targeting gamers and drone enthusiasts through digital platforms, mobile, and AI-powered channels. Utilizing data from Amazon and mobile apps, FirstEnergy precisely reached potential users, generating significant engagement.

Over seven months, the campaign far exceeded expectations, garnering over 140 million impressions and driving 228,000 visits to the Drone Safety landing page. More than 74,000 participants completed the drone safety course, leading to a 60% boost in positive brand perception for FirstEnergy. The campaign also improved customer beliefs in FirstEnergy's commitment to safety, with 73% now recognizing the company's focus on safety, up from 2020 levels.

BRONZE:
"Volvo Trucks" **by Code and Theory for Volvo Trucks**

Today's truck drivers are digitally savvy, demanding advanced connectivity, comfort, and efficiency in their vehicles. Volvo Trucks responded by revolutionizing the long-haul trucking industry with the redesigned VNL, offering unprecedented advancements in fuel efficiency, safety, and connectivity.

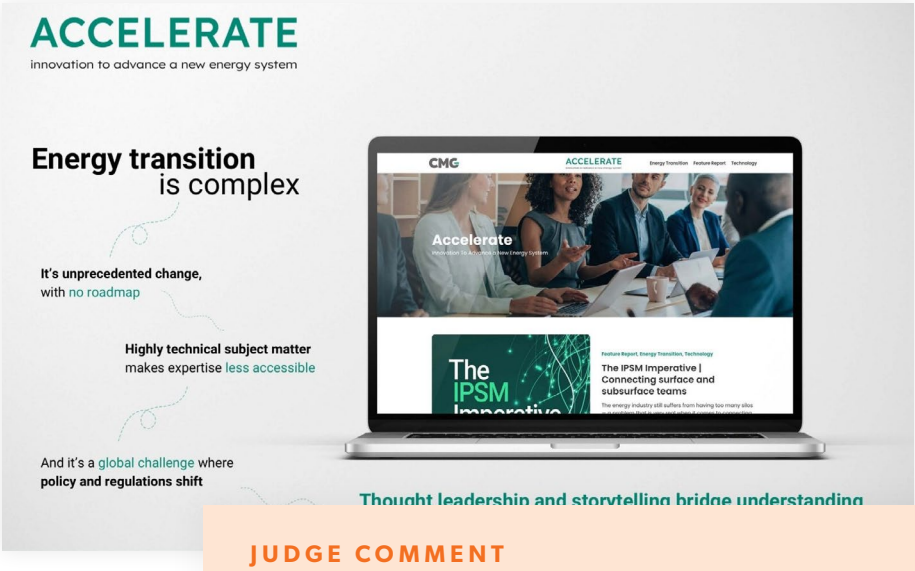
To launch this major product, Volvo created an integrated digital campaign centred on a revamped website that served as a digital showroom, complemented by influencer marketing and a digital keynote reveal. The campaign engaged a tech-savvy audience with an interactive 3D configurator, allowing customers to customize their VNL online, enhancing the digital shopping experience.

The VNL's digital reveal generated significant excitement, resulting in a 350% increase in website visitors on launch day and a sevenfold increase in sign-ups for the event. In just six weeks post-launch, the VNL configurator received 950 builds, nearly matching the total for all of 2023. The campaign achieved record-breaking engagement and sustained momentum, with press coverage generating 50 million impressions.

Best use of thought leadership

GOLD:

"ACCELERATE" **by CMG and Digital Journal Group**



JUDGE COMMENT

"Exceptional entry for this award category. Well thought out in body and story, with a strong demonstration of effective thought leadership strategy, creative ideation, execution and ROI. Excellent job!"

Amanda Thompson, *Director of Segment Marketing*, **Pax8**

Computer Modelling Group's (CMG) thought leadership initiative, "ACCELERATE", exemplifies a transformative approach to thought leadership and industry engagement. By showcasing CMG's expertise in energy transition technologies through journalistic storytelling, "ACCELERATE" has not only attracted more than 110,000 views globally in eight months, but has also fostered strategic collaborations with industry heavyweights like Chevron, Shell, and Amazon Web Services.

The campaign's innovative use of digital media, including a monthly LinkedIn newsletter with more than 6,400 subscribers. This demonstrates its impact in reaching and engaging decision-makers in the energy sector. Moreover, the coverage has influenced real-world outcomes, such as the reinstatement of a course on reservoir engineering at the University of Calgary, showcasing its tangible contributions to industry knowledge and education.

By shifting the narrative from product promotion to collaborative problem-solving, CMG has positioned itself as a trusted thought leader, driving meaningful conversations and solutions in the complex landscape of energy transition. The campaign's success in driving engagement, fostering partnerships and influencing industry actions makes it a standout example of thought leadership excellence deserving of recognition.

CMG's LinkedIn content generated more than 974,000 impressions, with one article shared by CMG's CEO receiving over 80,000 impressions and 340 engagements within two days. The campaign's coverage of academic challenges in the oil and gas sector led to the University of Calgary reinstating a course on reservoir engineering.

Heavy-hitter brands such as Chevron, Shell, Amazon Web Services (AWS), Petrobras, Equinor, Pathways Alliance, the Alberta Energy Regulator, the Energy & Environmental Research Centre, and Geothermal Rising contributed to the storytelling.

"ACCELERATE" was recognized as a credible news source at industry events, functioning like a media publication rather than a blog or brand portal, and received recognition from Reuters personnel, who shared event coverage. The story-driven approach resulted in bespoke thought leadership, new strategic relationships with advocates for CMG, and a groundswell of content shared across digital and social media channels.

Best use of thought leadership

SILVER:

"Real. World. Change" **by Gravity Global for EDGE Strategy**

Gravity Global was engaged by EDGE Strategy to boost awareness of its software solution in the competitive diversity, equity, and inclusion (DE&I) space. The goal was not only to generate buzz around EDGE's offerings but also to elevate the profiles of the CEO and key board members as industry experts.

Gravity Global implemented a thought leadership strategy, securing speaking engagements, op-ed opportunities, and revamping the client's PR process. This led to the creation of over 30 original PR pieces, resulting in 405 earned media mentions in top publications like the Financial Times and DiversityQ, reaching over 143 million people.

The campaign yielded impressive results: a 123% increase in positive media coverage, an 81% rise in brand searches, and a 300% surge in brand engagement. Additionally, EDGE Strategy saw significant improvements in brand sentiment, social media following, and its Disproportionate Share of Attention, which jumped from -9 to +44 within a year

BRONZE:

"Healthier at home" **by PA Consulting**

PA Consulting's "Healthier at home" campaign was created to provide their clients across the health ecosystem with actionable and data-led insights. The main purpose was to help them navigate the powerful shift from hospital-delivered care to home-based solutions and therapies, unlocking significant value opportunities.

The central asset of the campaign was an in-depth thought leadership report featuring qualitative cross-sector insights and quantitative data from a global survey of 550+ leaders in healthcare, pharma and medtech. The point was to help clients realize the potential for healthcare innovation through tech, data, science and design. This campaign was unique to their organization and target sectors, combining data insight with commercial understanding and practical experience to offer tangible recommendations.

"Healthier at Home" developed geographically relevant reports for the US, as well as for the UK, Denmark, and Norway. The success of the report and campaign exceeded their expectations, achieving 820,000 organic and paid LinkedIn impressions and securing 37 trade PR hits globally. This included coverage in Health Management Today, Med Device Online, Reuters Events, and Health Business, as well as 22 bylines.

Best purpose-led marketing program

GOLD:

"We Journey Together" **by Mower for The Artritis Foundation**



JUDGE COMMENT

"Great initiative and activation plan. The activation was creative, especially the green buildings, generating a lot of PR. Results were truly impressive"

Flavia von Atzingen Lledo, *Director of Global Marketing Communications*, **Hexagon**

Even though The Arthritis Foundation provides resources, research and support for everyone living with arthritis, research showed that less than 15% of arthritis patients and caregivers were aware of the Foundation. With 2023 marking the Arthritis Foundation's 75th anniversary, this was a great opportunity to increase that percentage.

Knowing that every arthritis journey is unique, Mower built the campaign around the theme, We {journey} together, giving them the opportunity to define the "journey" for different types of people living with different types of arthritis, and letting them know they were not alone. They also used the brackets as a focal point in campaign imagery, framing the shot and showing how the Arthritis Foundation helps people living with arthritis lead full lives.

The objective of the campaign was to build awareness, drive the audience to the campaign website and engage them with the site's resources. In the first year of the campaign, page views increased tenfold, organic search increased 41%, clicks were up 35% and lead conversion rose 22%. Not to mention a fivefold increase in donation revenue on the campaign page, which was neither an ask nor an expectation of the campaign. We {journey} together, we {succeed} together.

Best purpose-led marketing program

SILVER:
"Share the Spark" **by HLK for Envu**

Wildfires in the West have increased drastically, now occurring every five years instead of every 80. This rise devastates rangelands, threatening the livelihoods of western ranchers. In response, HLK launched the "Share the Spark" for Envu in 2022, aiming to slow this trend and protect rangeland communities. The campaign invited county weed directors to lead efforts in wildfire prevention by connecting them and ranchers to federal and local grants.

The campaign used a comprehensive 360º communications strategy, including social media, digital ads, personalized journeys, grant alerts, and newsletters, all directing users to a website hub with resources on grant writing and wildfire prevention.

The goal was to inspire Envu's audience to take action and reclaim control of the lands critical to their livelihoods.

In its first year, the "Share the Spark" campaign achieved 10.4 million impressions, a 15% increase in subscribers, and record website traffic. The campaign's webpage became the second-most visited on Envu's site, with engagement levels significantly above industry averages, demonstrating that the campaign successfully resonated with the target audience and positioned Envu as a key educational resource

BRONZE:
"Real. World. Change" **by Gravity Global for EDGE Strategy**

Gravity Global was engaged by EDGE Strategy to boost awareness of its software solution in the competitive diversity, equity, and inclusion (DE&I) space. The goal was not only to generate buzz around EDGE's offerings but also to elevate the profiles of the CEO and key board members as industry experts.

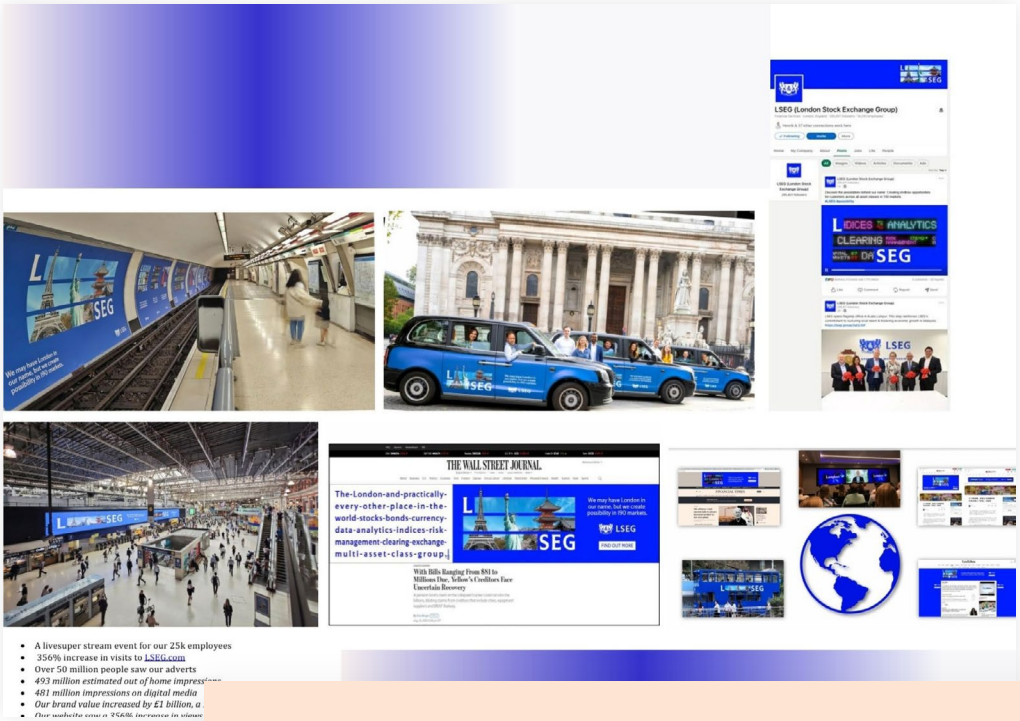
Gravity Global implemented a thought leadership strategy, securing speaking engagements, op-ed opportunities, and revamping the client's PR process. This led to the creation of over 30 original PR pieces, resulting in 405 earned media mentions in top publications like the Financial Times and DiversityQ, reaching over 143 million people.

The campaign yielded impressive results: a 123% increase in positive media coverage, an 81% rise in brand searches, and a 300% surge in brand engagement. Additionally, EDGE Strategy saw significant improvements in brand sentiment, social media following, and its Disproportionate Share of Attention, which jumped from -9 to +44 within a year.

Best brand initiative

GOLD:

"Look beyond the name" **by LSEG**



JUDGE COMMENT

"Well articulated story of broadening a brand positioning, awareness and appeal. Well stated and measurable goals, aligned to the overall objective of the campaign. The fact that all were exceeded is very powerful! Good, and important, connection to the legacy brand while using a bold approach to reaching new audiences or new awareness to existing audiences. Bold decision not to research/test with target audience, given the scale of the campaign, and kudos to the team developing the video script underpinning the campaign for meeting the tone of voice goals articulated in the brief."

Petra Adshead, *Former VP Commercial Enablement*, **Former CIBT**

Everyone in the financial markets knows the London Stock Exchange, but that only accounts for 4% of LSEG's business. After 15 years of acquisitions, they redefined who they are – LSEG (AKA London Stock Exchange Group) – and they wanted everyone to know about the other 96%.

With the target audience bombarded by B2B brand messaging, they needed to cut through the sea of risk averse blandness that's all too common amongst their competitors' marketing. Cue to "Look beyond the name" – their very first global multi-channel B2B brand campaign that leverages who they really are, highlights their value, sparks reappraisal, and reinforces the fact that they operate globally.

LSEG is brought to life through surprising, witty messaging that asks people to look beyond the name. The tone is balanced between 'approachable, intelligently witty and friendly' and consciousness of their legacy and 'historic and systemically important role'.

Despite a considerably smaller marketing budget than competitors, they exceeded every benchmark: creating a wide reach, driving engagement, moving the needle in terms of brand awareness/perception and purchase intent, and increasing brand value.

Best brand initiative

SILVER:
"EPIC Throwdown" **by Bader Rutter for McCain Foods**

No one knows a chef's stresses better than other chefs. Rising food costs, labor issues and the demands of multiple seatings, chefs don't need anything else on their plates. But while they'll reject a sales pitch, they love a good challenge. This insight drove "The Epic Throwdown": a product launch designed to inspire the restaurant channel through mano-a-mano culinary competitions.

They showcased menu creations from four rising culinary stars, all featuring new McCain Mini Mashers. These online throwdowns culminated in a live-streamed "Epic Throwdown" from the floor of the National Restaurant Association (NRA) show. They collected the assets of each chef, who developed a recipe for their expert judges, and amplified this content to their client's audiences via social media, a dedicated site and PR. All original content also served as collateral for sales teams.

This LIVE event at NRA, the dedicated booth/show kitchen, chefs competed against well-known titans from the industry. Attendees and live-stream viewers could watch the battles and vote on their favorite dish. This buzz also generated more demand for the product than McCain anticipated, resulting in a wait list. And the winning and runner up chefs won donations to their chosen charity, along with epic culinary glory.

BRONZE:
Kevlar® EXO™ Launch by DuPont™

Kevlar® EXO™ is DuPont's most significant aramid fiber innovation in over 50 years, offering unmatched lightness, flexibility, and protection. Known for high-performing body armor, DuPont launched Kevlar® EXO™ to leverage Kevlar's brand strength while emphasizing this new technology's unique benefits. Unlike traditional rigid body armor, Kevlar® EXO™ prioritizes flexibility, enabling wearers to perform at their best without being constrained.

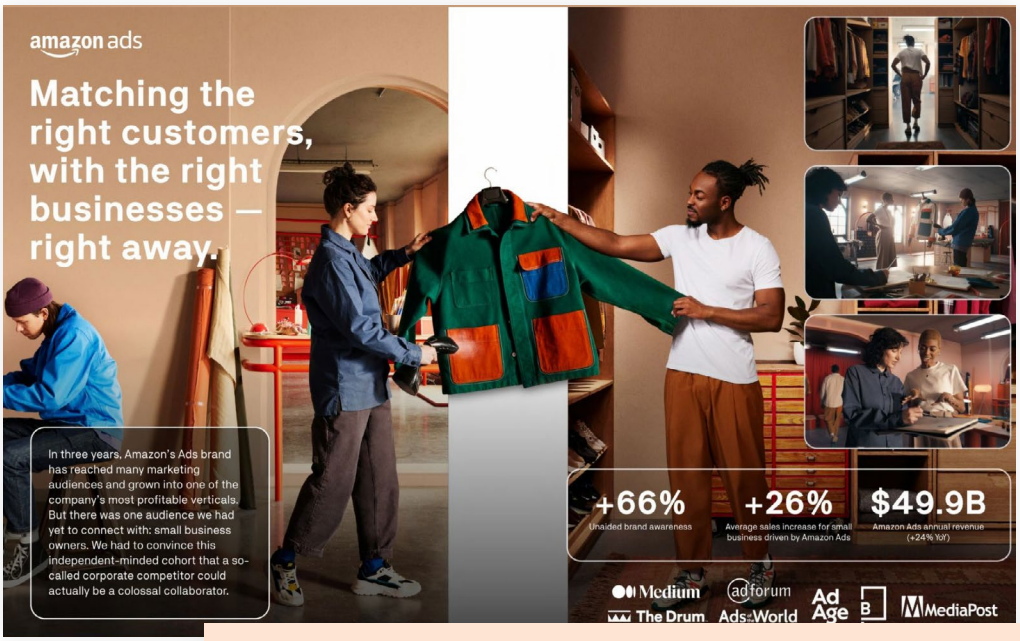
The campaign showcased the fiber's flexibility and comfort through athletic imagery, paired with the tagline "Fits the body, frees the mind." This approach resonated strongly with both the value chain and end users, generating widespread industry excitement, particularly at events like the SHOT Show and Point Blank Launch.

The campaign's success is reflected in impressive metrics: over 90,000 website visits, 20 PR placements generating 504.3 million potential impressions, and over 230,000 social media impressions. Additionally, the campaign drew significant crowds at events, with over 10,000 attendees at Best Ranger and Shot Show, leading to more than 100 customer meetings and continued industry buzz.

Best demand or lead generation program

GOLD:

"Ads That Work As Hard As You Do" **by Code and Theory for Amazon Ads**



JUDGE COMMENT

"Truly impressive! You don't think of Amazon as having challenges due to their size - the brief brought to life very real business challenges that this team not only addressed, but resolved per the results. The creative resonates, messaging resonates, but most importantly, this team took the time upfront to really learn about this market and the challenges that exist. So often in demand gen campaigns we think we know the customer challenge, we think our internal assessment is enough and we craft strategies to address it that fall short; this campaign succeeded because this team did their research (and listened to the customer) and was able to nail the execution on all fronts."

Sarah Jones, *Global Demand Generation Manager*, **Kodak Alaris**

Amazon launched the "Ads that work as hard as you do" campaign to bridge the gap between the world's largest online marketplace and small businesses, offering a powerful message: Amazon is a colossal collaborator, not a corporate competitor. The campaign demonstrated Amazon's commitment to helping small businesses thrive by leveraging its vast customer base and data.

This drove significant results: 66% increase in unaided brand awareness, 26% average sales boost for small businesses using Amazon Ads, over 700,000 website visits from the campaign, doubling traffic, and more than 400 million impressions globally within six months. By understanding the needs of small businesses through focus groups and social listening, Amazon tailored a campaign that resonated with entrepreneurs' values of hard work and resilience.

The initiative not only promised to match small businesses' passion with effective marketing solutions but also delivered tangible results, significantly increasing Amazon Ads' revenues by 26% in Q3. The campaign brought to life a world where hardworking ads bring new customers closer than small business owners would dare to dream. It was arresting, immediate, and needed no translation. Above all, it positioned Amazon Ads as the faithful ally — and business owners as the indisputable hero.

Best demand or lead generation program

SILVER:

"More Than a Uniform" **by Mower for Carhartt Company Gear**

Carhartt® is widely recognized among consumers, but its business segment, Carhartt Company Gear™, was less known to decision-makers purchasing uniforms. Despite offering a premium product, many buyers opted for cheaper alternatives. Mower's research revealed that decision-makers value gear that enhances crew safety, performance, and retention.

This insight shaped their strategy to position Carhartt not just as a uniform provider but as a business advantage backed by 135 years of innovation. The campaign focused on demonstrating how Carhartt workwear makes challenging jobs easier and instils pride among employees and employers. It emphasized that Carhartt gear represents more than just a uniform—it's a symbol of quality and reliability.

In its first year, the campaign achieved significant results, generating over 88 million impressions, 7.5 million video views, and 225,000 site visits. It also produced 8,000+ marketing-qualified leads and 15,000 trade show booth visits. These efforts resulted in a remarkable 95% increase in revenue and a 149% rise in sales within just 10 months.

BRONZE:

"Futureproof Demand Generation Campaign" **by Nelson Schmidt Inc. for Panduit**

Professionals managing networks in data centers and businesses are often overwhelmed by maintaining outdated systems, leaving little room for exploring new infrastructure opportunities. Nelson Schmidt Inc. targeted these overburdened professionals with a campaign that used humor and dated visuals to distinguish Panduit as a modern solution amidst the outdated industry practices.

The campaign's unique approach resonated well, leading to significant improvements over the previous year. Media impressions rose by 94%, and click-through rates for top-of-funnel display ads surged by 679%. Retargeting display ads saw a 233% increase in click-through rates, while Quora ads improved by 116%.

Additionally, paid search conversions grew by 23%, landing page sessions jumped by 400%, and sales-qualified leads increased by 186%. This remarkable performance highlights the effectiveness of using a fresh, engaging approach to address the needs of network professionals.

Best account-based marketing program

GOLD:

"Wake up and smell the coffee!" **by Agent3 for ServiceNow**



JUDGE COMMENT

"Best-in-class strategic ABM program targeting key decision makers. Exceptional tangible business result and CTR achieved via a data and insights-driven approach, to understand the account and personas as best as possible, for a highly personalized and targeted ABM program. From a creative asset perspective, the lenticular panel showing life with, and without, ServiceNow, depending on the angle you viewed it from, is novel, clever and engaging."

Basia Borysewicz, *Global Marketing Director*, **Intel Corporation**

By the end of 2025, their target account expects to operate nearly 45,000 locations, serving hundreds of millions of customers around the world. As more people enjoy a hand-crafted beverage every day, they need to innovate and scale to meet their customers across every interaction, online and physical.

ServiceNow knew its AI-powered platform was the solution, with its ability to connect technical departments and systems to provide real-time visibility into distribution, operations, and supplier management. The platform would help teams work more efficiently, ultimately providing customers with a better service.

But ServiceNow had neither the required c-suite relationships within the target account to start this conversation, nor the gravitas of reputation as a strategic partner. It turned to its ABM team to create a highly personalized 1:1 program to build influence with the right buying groups.

The two-year program paid off: ServiceNow built a strong, strategic relationship with the target account's CTO to secure the biggest deployment of contact center modernization to date. And for the first time, C-suite executives from the target account joined ServiceNow on stage as Keynote speakers at the annual 'Knowledge'

Best account-based marketing program

SILVER:
"Data Connects Us" **by Stein IAS for ZS**

ZS, a management consultancy with a cutting-edge AI-driven healthcare solution, sought to unlock the insights within the vast amount of healthcare data—comprising 30% of the world's data. To introduce this innovative technology to the traditionally cautious healthcare sector, ZS implemented an account-based marketing (ABM) strategy targeting 857 accounts across five key segments: healthcare providers, insurance companies, government agencies, medical researchers, and pharmaceutical companies.

The "Data Connects Us" campaign presented a bold vision of the future of healthcare driven by data insights, utilizing AI-generated imagery and video — reportedly a first in B2B marketing.

This campaign employed a comprehensive ABM strategy with programmatic ads on DemandBase, PPC, press ads, and a dedicated microsite, effectively engaging the target audience.

The campaign achieved notable results, with 1,500 unique site visits and a 94% engagement rate from targeted accounts. The DemandBase programmatic activity surpassed benchmarks, and live webinars attracted 368 prospects, particularly from the health insurance segment. The campaign has resulted in 17 closed deals and a remarkable 39:1 ROI, boosting brand awareness and driving revenue growth.

BRONZE:
"Helping Carers Care" **by Agent3 for ServiceNow**

This 1:1 ABM program was complex. ServiceNow was looking to renew - and increase - its contract with its target account, a leader in caregiver deployment in the United States. But with health systems losing money, increasing contracts with tech suppliers was not on the agenda.

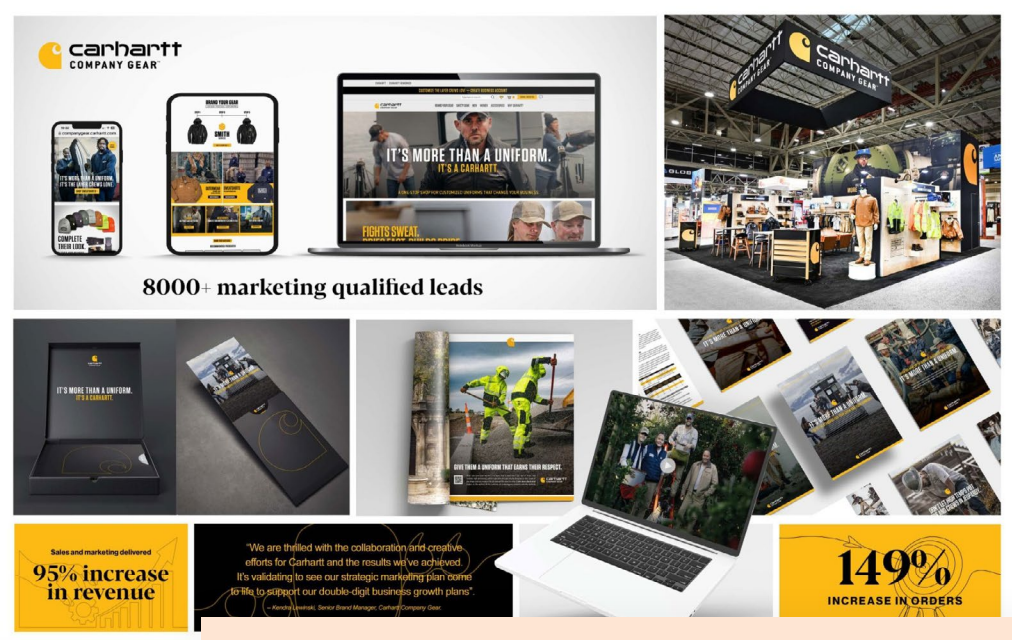
Additionally, the target account had recently hired an ex-Microsoft employee as CIO so, for obvious reasons, he did not need or want to build a relationship with ServiceNow. When offered a meeting with CEO, Bill McDermott, he refused. ServiceNow needed to establish meaningful relationships and preferences across new buying centers within the target account and become recognized instead as a strategic partner.

The key to success with this program was a demonstration of the deepest understanding of the challenges facing the target account. ServiceNow's ABM team worked relentlessly to surround decision-makers with hyper-personalized, white-glove assets and experiences leading up to, and during, the critical contract decision window.

Best growth marketing program

GOLD:

"More Than a Uniform" **by Mower for Carhartt Company Gear**



JUDGE COMMENT

"The Carhartt Company Gear campaign stood out. Their submission process was extremely well-curated and resonated very well. They had really thought about how to convey the impact their campaign made. If I had to highlight only one campaign, it would definitely be theirs, it was in a league of its own."

Conor Coughlan, *CMO*, **Armis**

Carhartt® is a beloved brand enjoying massive awareness with consumers. But for business decision makers looking to purchase uniforms, Carhartt's business segment – Carhartt Company Gear™ – was relatively unknown. Adding to the challenge, Carhartt offered a premium solution, but many buyers were defaulting to the cheapest option.

As Mower started with research that uncovered a powerful truth. Decision makers care about their crews. And crews who have the right gear feel safe, valued and perform at their best. Which can lead to better retention, increased loyalty and drive business success. This drove their strategy: not just selling Carhartt workwear, but helping customers see Carhartt as a business advantage. One backed by 135 years of innovation.

It was all about making the toughest jobs more manageable and creating a sense of pride for employees and employers alike. For the crews and businesses, it's more than a uniform. It's a Carhartt.

In its first year, the campaign generated 88+ million impressions, 7.5 million video views, 225,000 site visits, 8,000+ marketing qualified leads and 15,000 trade show booth visits. All told, the combined sales and marketing efforts resulted in an incredible +95% increase in revenue and 149% increase in sales in just 10 months.

Conference in May 2023.

Park & Battery

Best growth marketing program

SILVER:

Draxxin Lapsed User Campaign by Bader Rutter for Zoetis

Zoetis' premium anti-infective Draxxin, a leader in combating Bovine Respiratory Disease (BRD), faced increased competition from generic alternatives in 2021, prompting some producers and veterinarians to switch. To counter this, Zoetis launched an always-on email campaign targeting lapsed buyers to incentivize reordering and reinforce loyalty.

The campaign proved highly effective, achieving a 22% sales lift per Draxxin transaction for recipients who engaged with the emails, translating to a nearly 36x return on investment. This success not only boosted sales but also provided valuable insights into response times and buyer segments, which will guide future campaigns.

Designed for scalability, the campaign's model can be adapted for other products, allowing Zoetis to apply the approach with minimal additional investment. This strategy ensures ongoing customer engagement and reinforces Draxxin's market position against emerging competition.

BRONZE:

"Own Tomorrow" by Gravity Global for Payoneer

Payoneer, a leading fintech offering a global payment platform for SMBs, sought to enhance its brand awareness and increase new business registrations in challenging international markets. Previously focusing solely on demand tactics, Payoneer had never run a brand campaign. Gravity Global was tasked with developing and executing a comprehensive brand strategy within a tight four-month deadline.

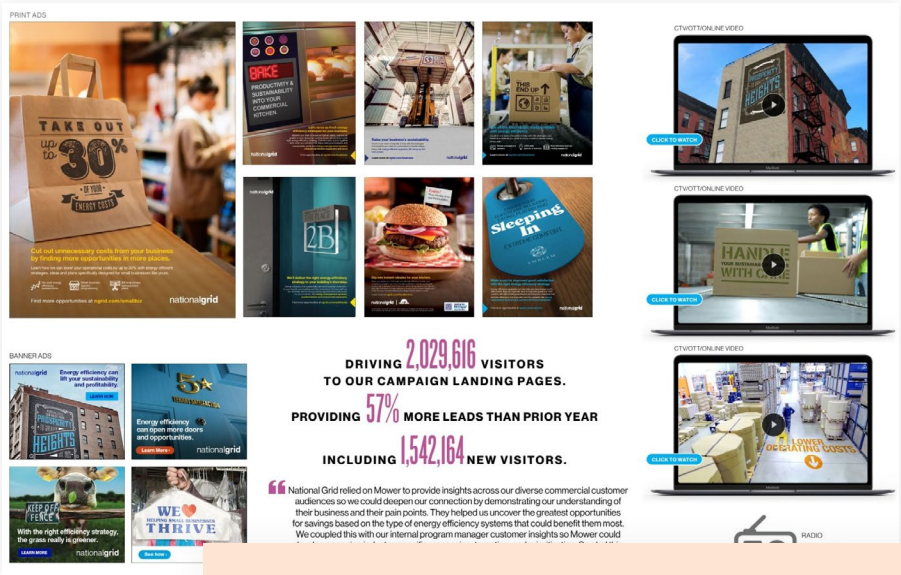
The campaign aimed to boost brand awareness and achieve a 100% increase in monthly lead volumes. Gravity Global's efforts involved extensive market research, brand strategy development, creative work, and regional testing before launching in the Philippines, UAE, Brazil, and India.

The results were impressive: the campaign not only met but exceeded expectations, achieving a 27% increase in new registrations, totaling nearly 45,000 incremental sign-ups, and surpassing the initial 15% target.

Best scale B2B program

GOLD:

"More Opportunities in More Places" **by Mower for National Grid**



JUDGE COMMENT

"I really enjoyed the National Grid's "More Opportunities in More Places" campaign because the messaging and creative execution both helped to carry the concept forward. Seeing the message appear in contextually relevant places was so fun."

Jessica Larson, *Global Director of Brand & Communications*, **Fluke Corporation**

In a challenging global economic climate, National Grid's "More Opportunities in More Places" campaign set a new precedent in energy efficiency marketing. The campaign was designed to guide commercial customers toward a sustainable energy future amidst rising energy prices and recession concerns.

It offers not just incentives but a strategic vision that turns overlooked aspects of daily business operations into opportunities for energy savings and operational enhancements. Recognizing the tendency of businesses to neglect energy efficiency due to financial constraints and other pressing priorities, Mower illuminated the hidden potential for cost savings and improved operational health and safety through tailored energy-efficiency strategies.

Aligning messaging with industry-specific scenarios, the campaign succeeded in making the invisible, visible—revealing energy-saving possibilities that were 'hiding in plain sight.' The "More Opportunities in More Places" campaign demonstrated remarkable resilience during some of the most challenging times in recent history, including a global pandemic, subsequent recovery, rising energy costs, and staggering inflation.

Despite these obstacles, the campaign drove more impressions and visitors to the National Grid website than any other campaign over the past 36 months. It resonated strongly across all three segments — Commercial & Industrial, Small Business, and Multifamily — resulting in 5,700,658 visitors to the campaign landing pages, an 87% increase year-over-year, and attracting 4,089,337 new visitors.

Paid search was highly effective, generating about 75% of the leads and achieving the lowest bounce rate. Google Discovery ads also played a significant role, contributing over 3.4 million leads.

The campaign's success can be attributed to a focus on vertical-driven insights and tailored energy strategies, which proved consistently effective. Impressively, the campaign remained relevant for three years across diverse and challenging business environments.

In 2022, the campaign led to 115 projects in National Grid's most challenging DNY market, compared to just 10 projects the previous year—a staggering 1,050% year-over-year increase. This elevenfold rise highlights the campaign's effectiveness and the impact of its timely and relevant messaging in a demanding market.

Best scale B2B program

SILVER:
"Little Things" **by Mower for Rhode Island Energy**

Rhode Island Energy's "Little Things" campaign effectively leveraged the state's history of energy efficiency to engage a diverse commercial audience. By showcasing how small efficiency upgrades can lead to significant long-term benefits, the campaign highlighted the impact of minor improvements on business operations and savings.

The campaign's strategic approach tapped into the state's conservation legacy, resonating with the business community. Its integrated marketing efforts generated over 20 million impressions and significantly increased lead generation, translating into substantial energy-efficiency investments for businesses.

In its first year, the campaign far exceeded expectations, attracting over 354,000 new users to its landing pages and producing more than 1,500 leads. The high engagement rates, with email open rates three times the industry standard, and substantial lead conversions further underscore the campaign's success and Rhode Island Energy's commitment to sustainability and customer engagement.

BRONZE:
"Acclerate Opportunity" **by Gravity Global for Embraer**

Embraer, a mid-scale aircraft manufacturer, has excelled in the regional airline segment and is now expanding into larger international markets. This shift has intensified competition with industry giants Boeing and Airbus, prompting Embraer to strengthen its brand positioning through enhanced differentiation.

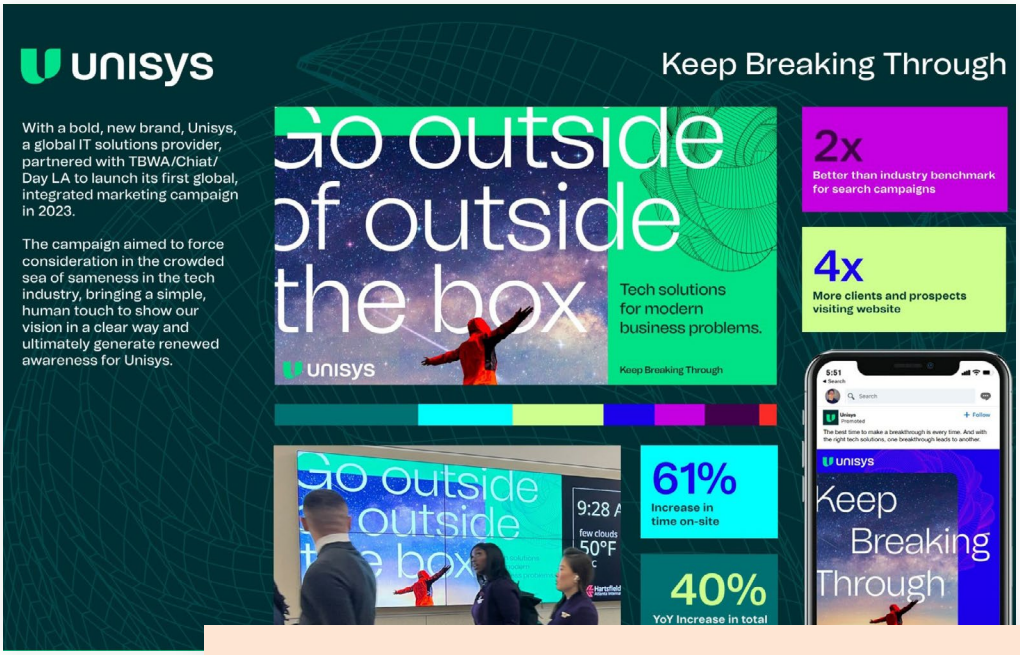
Gravity Global's research highlighted Embraer's unique strengths, such as its adaptability, innovative engineering, and dedication to customer success. These insights led to the development of the 'Accelerate Opportunity' brand positioning, emphasizing Embraer's ability to swiftly meet customer aspirations and create business opportunities.

The "Accelerate Opportunity" campaign achieved remarkable success, with over 712,000 viewers for its top YouTube videos, generating a combined 4.7 million views. The campaign reached over 17 million impressions and 5 million engagements on social media, and the Mandarin version gained significant traction in China with 200,000 views and 50 million impressions on WeChat.

Best enterprise targeted marketing program

GOLD:

"Keeping Breaking Through" **by Unisys**



JUDGE COMMENT

"Great creative to get out of tech speak and resist the urge (and pressure) to talk about details of solutions. Doing pre-launch testing was great. The bold (and unusual for this segment) creative speaks directly to the economic buyer who is used to seeing more conservative (i.e. dull) creative."

Ann Nash, *VP NA Marketing*, **Firstsource**

On the heels of a bold brand relaunch in late 2022, Unisys, a global IT solutions provider, launched its first global, integrated marketing campaign in 2023. The campaign's aim was to force consideration in the crowded sea of sameness in the tech services industry, while bringing a simple, human touch to show their vision in a clear way.

The goal was to drive awareness for the Unisys brand and specifically for the Digital Workplace Solutions and Cloud, Applications & Infrastructure business units. The "Keep Breaking Through" omnichannel campaign from Unisys drove strong business results for the company.

After a year in the market, the campaign delivered outstanding results for Unisys. The company saw the highest number of visitors to unisys.com in recent history, with four times more clients and prospects visiting the site and staying 61% longer. Search campaign performance doubled compared to industry benchmarks, total page visits increased by 40% year-over-year, asset downloads grew by 7%, and the LinkedIn audience expanded by 26%.

In terms of ROI, 25% of the total Unisys pipeline is now marketing-originated qualified pipeline, new business signed in 2023 increased by 18% compared to 2022, and 74% of analysts and advisors now say they would recommend Unisys, a 14% rise in influencer advocacy.

Park & Battery

Best enterprise targeted marketing program

SILVER:

"Happy Passengers" **by The Marketing Practice for aircraft manufacturer**

Disclaimer: Unfortunately, we are unable to publish any further information about this campaign.

BRONZE:

"Experience. Transformation." **by Mower for Sun Chemical**

The "Experience. Transformation." campaign by Sun Chemical aimed to shift the brand's image from a color and coatings specialist to a comprehensive solutions provider with a focus on sustainability. The goal was to challenge industry norms and position Sun Chemical as an innovative partner for eco-friendly packaging solutions.

The campaign highlighted Sun Chemical's expertise in translating sustainability goals into practical solutions through vibrant paper sculpture visuals. This approach effectively communicated innovation and environmental commitment, underscoring the brand's dedication to transforming the packaging industry.

In just six months, the campaign achieved impressive results, generating over 4.8 million impressions, 29,161 clicks, and a 1.19% click-through rate. It also drove 22,321 engaged website sessions with an average duration of 5.37 minutes, surpassing industry benchmarks, and yielded nearly 1,000 high-value content downloads, demonstrating its effectiveness in combining creative engagement with a strong sustainability message.

Best channel marketing initiative

GOLD:

"Be Intentional" **by Editions Financial LTD for BNY Mellon Investment Management**

JUDGE COMMENT

"I really liked how it all started with the customer and the insight from not just one survey but a holistic view of the experience of their target audience to truly drill down to the needs, benefits, and the potential tied back to the brand. The messaging is strong and resonates with the insight and the market dynamics, positioning the brand as an insightful and trusted partner. It's a very good use of omnichannel strategy and unlocking all distribution opportunities."

Katherine Mosquera, *Head of Marketing - North America Region*, **A.P. Moller - Maersk**

The objective of Editions Financial LTD was to raise awareness of BNY Mellon Investment Management's Fixed Income capabilities among U.S. intermediary audiences and create a presence for affiliate manager – Insight Investment – in the U.S. retail market. They understood that the recent momentum of the market has changed, and the mission was to assist financial advisors in helping their clients navigate the redefined fixed income markets.

The analysis revealed BNY Mellon Investment Management's audience was struggling to balance strategies and exposures to drive income, and get their allocations ahead of the yield curve. This wasn't business as usual; it was an opportunity to re-educate and recalibrate. Armed with this insight, the agency championed the "Be Intentional" proposition — empowering advisors to navigate a more complex bond market landscape with intentionality.

They were also intentional about how they executed their strategy; They put the advisor front and center in their creative, segmented emails by channel, used webinars / events, sales roadshows, ABM social selling tactics, and coincided their time-in-market with economic news to support quality lead generation — generating over 25,000 client engagements. While it's not possible to share precise revenue numbers as they are proprietary, campaign-influenced sales drove them to reach 95% of their sales goal for this initiative.

Park & Battery

Best scale B2B program

SILVER:

"All in on AI" **by Silver Agency for Dell Technologies & NVIDIA**

Dell Technologies and NVIDIA have teamed up to advance generative AI with a joint solution that integrates Dell's servers and storage with NVIDIA's GPUs and AI software. This partnership aims to address various business challenges by providing a comprehensive AI-driven solution.

Silver Agency was enlisted to develop a channel marketing strategy to support this joint solution, creating tailored content and a digital marketing journey for channel partners. Their role included customizing creative materials, setting up targeting parameters, and managing marketing tools to drive sales opportunities and effectively pass leads through a custom partner dashboard.

The campaign achieved notable success, generating over 1,000 enterprise leads and achieving 1.85 million media impressions on LinkedIn. Additionally, the email campaign significantly outperformed industry standards with an 84.3% open rate and a 4.3% click rate, demonstrating its effectiveness in engaging the target audience.

BRONZE:

"The Prysmian League" **by Mower for Prysmian**

In 2020, Prysmian, a major global industrial cable manufacturer, sought to boost its presence in North America following its acquisition of General Cable. To address brand confusion and unify their offerings, Mower developed "the Prysmian League" campaign, aiming to connect the Prysmian brand with its products and demonstrate their combined strength to key customers like Graybar.

The campaign introduced each product brand as a hero with unique powers, leveraging creative elements such as videos, hero showcases, and giveaways. It culminated in a dramatic unveiling at the Graybar Sales Conference, where actors in superhero costumes and themed merchandise brought the Prysmian League concept to life.

The campaign achieved significant results, generating over 13,000 video views on social media, a 27% increase in LinkedIn engagement, and more than 350 sales leads. One top customer noted the campaign's uniqueness in the industry, underscoring its impact and innovation.

Marketer of the year

GOLD:

Susan Samuelson, *Sr. Consultant, Advertising and Production*, **FirstEnergy**



JUDGE COMMENT

"Susan came into one of the most difficult circumstances any employee, let alone marketer, has to face: a company with a damaged reputation. Susan's approach has been multifaceted and what sets her submission apart is not only the external impact in the marketplace of her actions, but the internal impact on employee trust and recognition. Susan should be especially commended for her cross-functional approach, which is the essence of B2B effectiveness. To do so in a way which shows humility, whilst driving a team spirit is significant, especially when trying to establish the credibility of the marketing function within FirstEnergy."

Jonathan Bryant, *Global Marketing Excellence Manager*, **Eastman**

Susan Samuelson is a game-changer in an otherwise traditional utility industry. Over the past five years, she has flourished while quietly and consistently building the FirstEnergy brand: from telling emotional stories to gamification to creating a proprietary character.

Susan's work has been recognized by several of the biggest names in the B2B and B2C award world, including the B2s, National Addys, ESource and Drum Awards. Her most recent work includes a trio of very high-profile award-winning campaigns: ranging from restoring employee and consumer confidence after a significant reputational issue to reinventing the way utilities talk about safety.

Under her guidance, FirstEnergy has become a model for showcasing positive change in the community, prioritizing consumer and employee safety.

With humble and team-first philosophy, Susan is most comfortable working her magic behind the scenes, preferring to share the accolades and credit. But FirstEnergy considers that with an empathetic, inspiring passion for her brand, her customers and her team — and the results she creates — Susan Samuelson is the true embodiment of the Marketer of the Year!

Susan successfully introduced new and innovative creative approaches that challenged industry norms and captivated target audiences. This infusion of insight and creativity not only refreshed the company's brand image, but also positioned FirstEnergy as a forward-thinking leader in the utility space.

Park & Battery

Marketer of the year

SILVER:

Teresa Poggenpohl, *Senior Vice President and Chief Marketing Officer*, **Unisys**

Teresa Poggenpohl, Senior Vice President and Chief Marketing Officer at Unisys, has consistently demonstrated a unique ability to elevate brands and recognize untapped potential. Her 38-year career is marked by her knack for nurturing talent and transforming brands, most notably seen in her recent efforts with Unisys.

In 2021, Teresa led the reimagining of Unisys' 150-year-old brand story, culminating in the relaunch of the company with the purpose-driven strategy "Experience Breakthroughs." By January 2023, her team had introduced the global marketing campaign "Keep Breaking Through," designed to distinguish Unisys in the competitive tech industry and achieve impressive results.

Teresa's transformative impact is well-recognized, having previously led significant changes at Accenture, where her work earned the company a spot on Forbes' "World's Most Valuable Brands" list. Her accolades include multiple awards for marketing excellence, such as being named "Best Marketer" five times by B-to-B Magazine and "Executive of the Year" by the American Business Awards.

BRONZE:

Aaron Cullers, **UL Solutions**

Aaron Cullers, Senior Director of Global Demand and Campaigns at UL Solutions, has significantly advanced the company's marketing strategy. Under his leadership, he has modernized the demand function, reorganized the team into five integrated sub-functions, and led over 60 global talents to exceed pipeline goals by 15%. His approach to campaign and program-level planning has transformed the marketing organization and enhanced its impact.

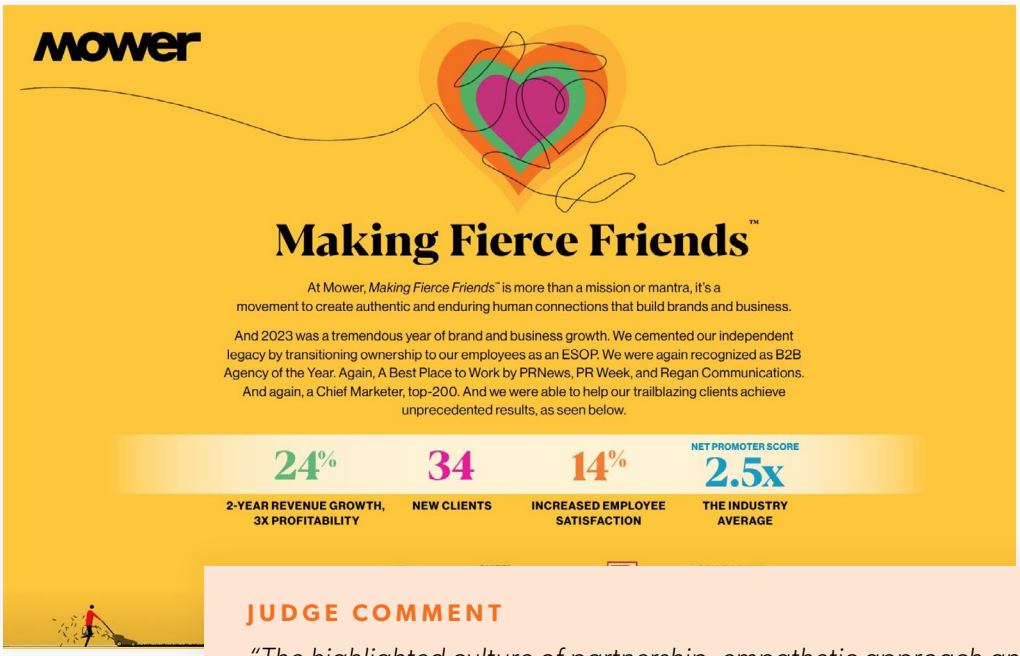
His contributions extend beyond UL Solutions; Aaron has been a key player in various roles across notable organizations such as Madison Logic, Dell, and Forrester. At Madison Logic, he developed and executed a highly successful account-based marketing program that generated over 100 leads and $2.9 million in revenue, achieving a 96x ROI.

His efforts in brand development, demand creation, and sales enablement have been widely recognized, including a finalist nomination for the Oracle Eloqua "Modern Marketing Leader of the Year." Aaron's expertise also spans consulting, where he has advised hundreds of clients on strategy and marketing impact across diverse industries.

B2B agency of the year (North America)

GOLD:

Mower



JUDGE COMMENT

"The highlighted culture of partnership, empathetic approach and ability to translate and understand customer needs into compelling messages and campaigns shines through the profiled case studies. It's well complemented by a review of concrete commercial results delivered to the clients. There is a common thread to developing client work while avoiding a cookie cutter approach. Well demonstrated performance metrics including a highlight of initiatives to support stability, resilience and future scalability. Demonstrable culture of learning, people support, including support of charitable causes, and adherence to company's values."

Petra Adshead, *Former VP Commercial Enablement*, **Former CIBT**

At Mower, they "Make Fierce Friends" between brands and customers that build relationships and business. And 2023 was another tremendous year for all their friends. As they concluded year 2 of their ambitious 3-year "Grow Mower Plan", Mower saw 2-year revenue growth of 24% and 3X profitability. They added 34 new clients. All exponentially exceeding the plan.

They cemented their independent legacy by distributing significant ESOP shares to 150+ employee-owners. They doubled their diverse staff. And increased Employee Satisfaction scores 14%. They were recognized as a 'Best Place to Work' by PRNews, PRWeek and Regan Communications. Again, a Chief Marketer, top-200. And their clients gave them a Net Promoter Score 2.5X the industry average.

They bolstered their proprietary "Making Fierce Friends™" strategic prowess with continued primary research, added an AI 'Language-Comparison' tool and AI-powered Consumer Intelligence aggregator to bolster Insight and Connections Planning. And fielded specialty-specific studies.

Engagement on Mower.com, increased +50%, with 'Work' and 'Insights' views increasing 100+%. Mower work received unprecedented recognition across B2B2C and PR Awards; including multiple DRUM B2B, B2, Sabre, ADDY, and agency of the year awards.

B2B agency of the year (North America)

SILVER:
Park & Battery

In just 24 months, Park & Battery has rapidly evolved from a fledgling business into a formidable B2B agency. Founded on February 1, 2022, and based in Oakland, CA, the agency now operates globally with nearly 50 full-time employees across 18 states and 5 countries, including the US, Canada, England, Scotland, and Wales.

In its second year, Park & Battery achieved exceptional growth, with a 102% increase in billings, a 25% rise in profits, and a 147% organic growth rate per client. The team expanded by 122%, reaching over 65 full-time and contract staff members. Their success was further highlighted by joining BBN, the largest global network of independent B2B agencies, and receiving notable industry recognition, including the 2024 Adweek B2B Agency of the Year and multiple awards from the ANA and B2B Elevation Awards.

The agency's standout campaign, "Don't Be Sorry, Call Ari" for Esquire Bank, earned widespread acclaim and features in major publications like Adweek, ANA, and the Wall Street Journal. They also attracted a dozen new high-profile clients, such as Thermo Fisher Scientific and UBS Wealth Management. Despite these impressive achievements, Park & Battery views this as merely the beginning of their journey.

BRONZE:
Code & Theory

In the evolving landscape of B2B marketing, Code and Theory is at the forefront of technological innovation, providing cutting-edge, technology-first solutions that simplify complexity and drive long-term growth. Their approach focuses on integrating advanced technologies to meet the high expectations of modern B2B marketers and deliver impactful results.

The agency has created transformative solutions such as a design system for global medical professionals (Henry Schein), a digital payment platform for small businesses (Clover), and financial management tools for talent acquisition (Morgan Stanley). Their balanced team, consisting of both creatives and engineers, ensures a comprehensive approach that leverages AI, marketing, design, and technology.

Code and Theory's innovative work has earned them Ad Age's 2024 Business Transformation Agency of the Year and established key partnerships with major industry players like Oracle, Yext, and Figma. Founder Dan Gardner has been a prominent thought leader, presenting at major events including Web Summit Lisbon, Davos, SXSW, and Cannes. This commitment to crafting measurable and impactful solutions has made their year exceptionally successful.

About B2B Marketing

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

ELEVATION AWARDS FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

MARTECHOPIA FROM B2B MARKETING

THE B2B MARKETING PODCAST FROM B2B MARKETING

PROPOLIS FROM B2B MARKETING

PROPOLIS COMMUNITY INDEX FROM B2B MARKETING

PROPOLIS TRAINING FROM B2B MARKETING


B2B MARKETING