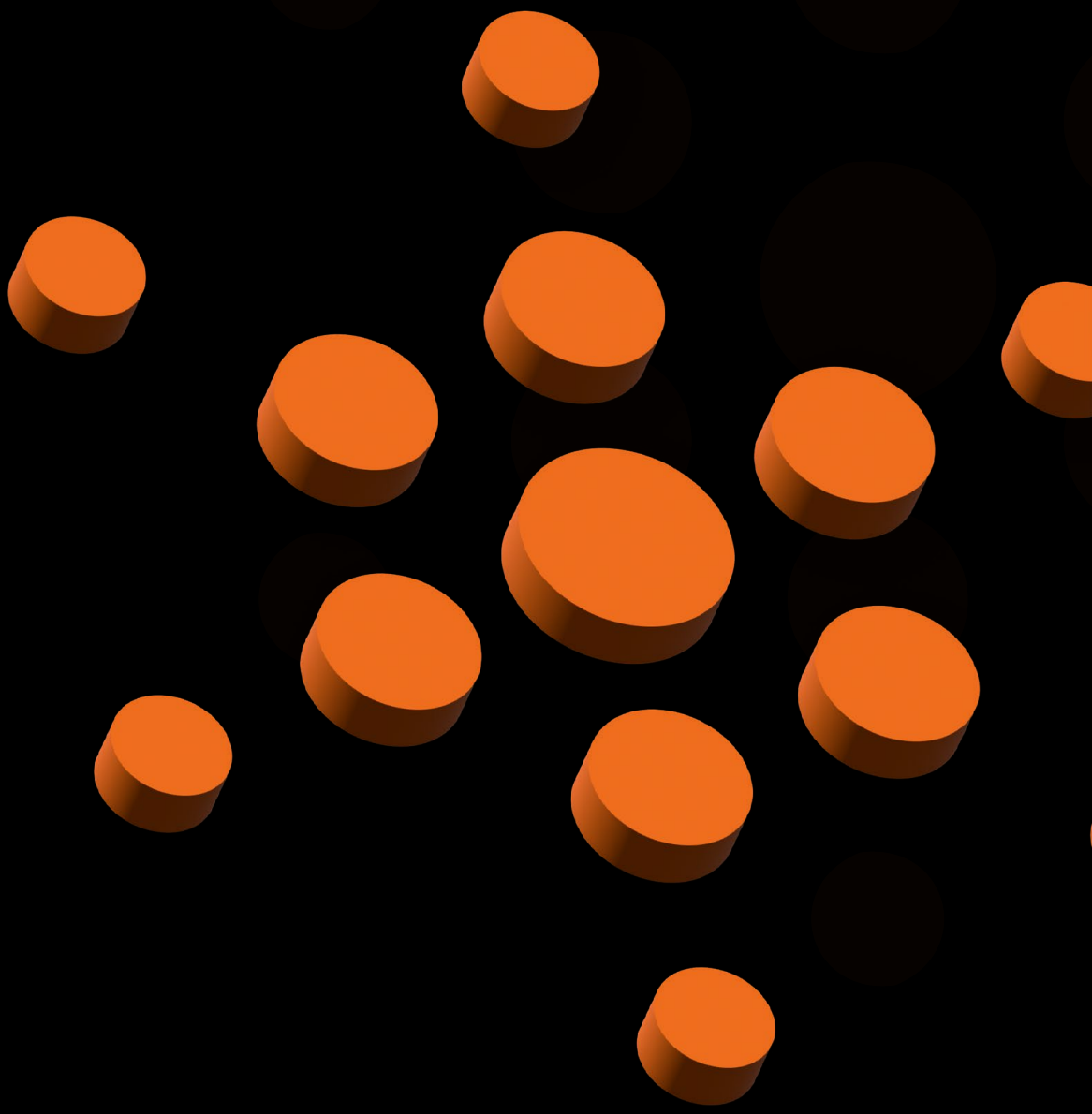
ELEVATION AWARDS
FROM B2B MARKETING



Elevation Awards 2025 Winners Report

Celebrating new standards in B2B marketing

In association with

PROPOLIS
FROM B2B MARKETING

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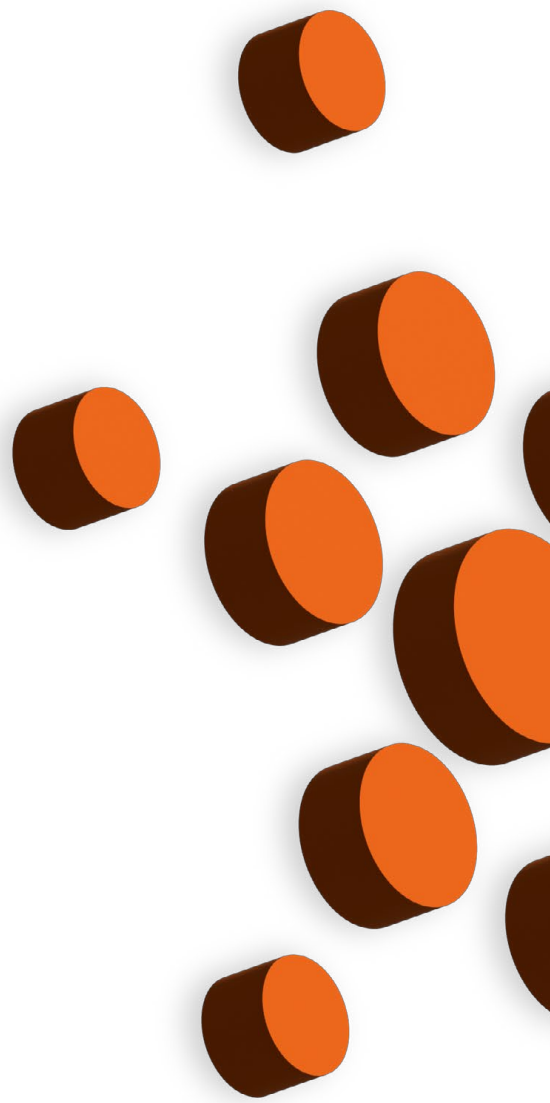
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The breakthrough strategies behind 2025's award winners



Lina Vaz,
Senior Editor,
Propolis

The Elevation Awards showcase the most outstanding achievements in US B2B marketing, highlighting just how dramatically the industry continues to evolve. What we're seeing today isn't merely good B2B work, but world-class marketing. From AI-driven campaigns to emotionally resonant storytelling, this year's winners exemplify the agility, creativity and commercial rigor that modern B2B demands.

The Gold winners in each category didn't just outperform in metrics, they challenged conventions. Whether it was Unisys' ABM program, which treated every account like a unique market, or GE Aerospace's audio-first approach to content, the standout entries rewrote the rules of audience engagement.

We also saw a deep commitment to integration: The best campaigns blurred the lines between content, creative, media and sales enablement. The most effective marketers aligned functions to accelerate results, reducing friction between insight and execution.

A defining theme this year is the rise of human-centric creativity in technical categories. Mower's campaigns for ICU Medical and Zoetis reminded us that empathy drives attention, even in highly regulated or commoditized industries. Meanwhile, agencies like Park & Battery and Agent3 elevated experiential and live events to growth engines by treating C-level prospects not as personas, but as people.

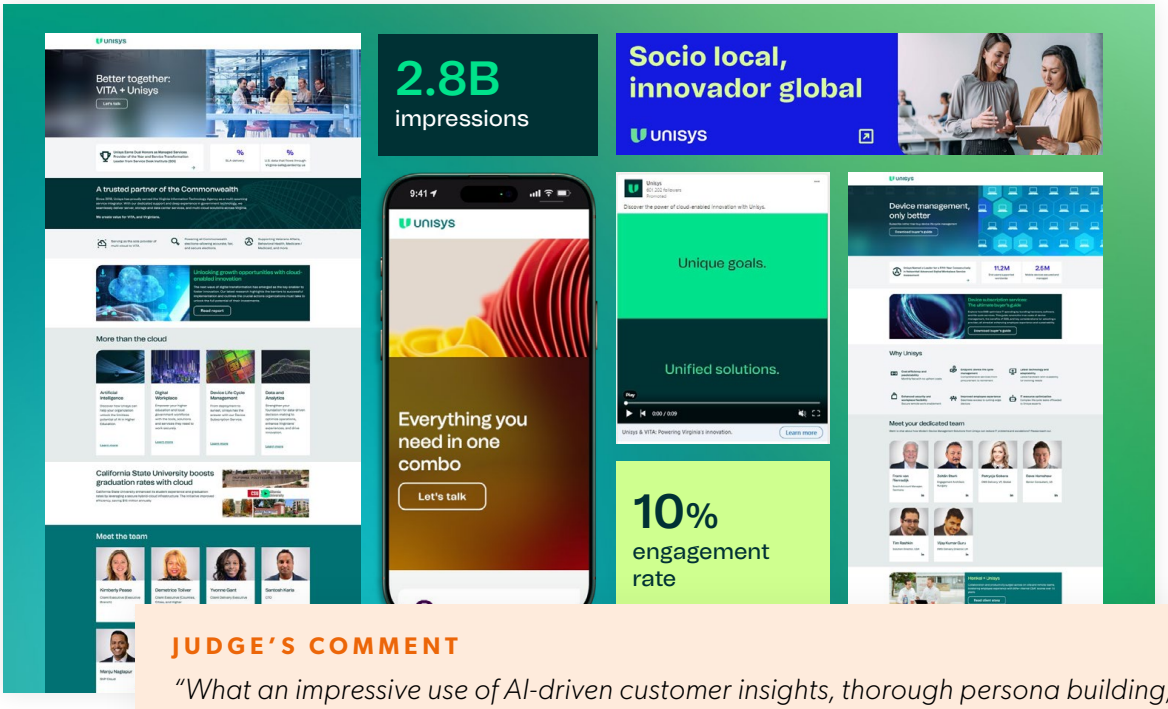
And of course, AI has firmly moved from experimentation to execution. Campaigns by BioCatch, Finastra and Intel proved that, when used strategically, AI can accelerate production, enhance personalization and unlock new creative directions.

As this report reveals, the bar in B2B has never been higher. For anyone committed to building bold, effective and insight-led marketing, the 2025 Elevation Awards winners set a new benchmark. Dive into the full report to explore the most successful strategies and gain valuable insights to elevate your game.

Best omni or multichannel program

GOLD:

"Love at First Insight: Unisys's ABM Engagement Campaign" by **Unisys**



JUDGE'S COMMENT

"What an impressive use of AI-driven customer insights, thorough persona building, planning, messaging and creative strategy all the way to execution. I particularly also love the cross-functional collaboration mentioned across. What really nailed this for me were the personalization taken to the next level, the modest budget and the remarkable results in just six months. Simply outstanding!"

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

In 2024, Unisys launched a bold Account-Based Marketing (ABM) campaign that didn't just connect with prospects, it transformed their entire go-to-market strategy. By combining precision targeting with a fully integrated omnichannel approach, the 152-year-old tech company more than doubled its new logo contract value within six months.

To stand out in a crowded IT services market, Unisys designed a campaign that treated each target account as a unique opportunity, not just another lead. They leveraged AI-powered insights and intent data to understand where prospects were in their buying journey and how best to reach them.

What followed was a symphony of personalized engagement across channels: Custom microsites, dynamic LinkedIn and RollWorks ads, tailored email outreach, strategically placed thought leadership, and even in-person activations at government events.

Each experience was thoughtfully aligned, with messaging adapted to reflect the target's industry, role and business challenges. Instead of one-size-fits-all content, prospects encountered bespoke storytelling that spoke directly to their needs. A "mirror effect" creative strategy ensured continuity and resonance across every touchpoint, while real-time A/B testing enabled the team to optimize performance quickly and efficiently.

The results were impressive: Unisys drove over 2.8 million impressions and achieved a 10.25% engagement rate. More than 6,000 visitors interacted with personalized digital experiences, and nearly half of all new logo pipeline emerged from marketing initiatives. 60% percent of the company's new logo wins in 2024 could be traced back to this campaign.

What made it exceptional wasn't just the technology, it was the unprecedented collaboration between sales, digital and marketing teams. By uniting around deep account intelligence and creating seamless omnichannel journeys, Unisys redefined what B2B engagement could look like and turned ABM into a true growth engine.

Best omni or multichannel program

BRONZE:

"Born of the Bond Docuseries" by **Bader Rutter for Zoetis**

Launched in 2022, the campaign addressed a critical business challenge: Building long-term brand equity to counter generic market entrants and declining patent protection. Rather than focusing on product features, Zoetis partnered with Bader Rutter to reframe its narrative around the emotional, symbiotic relationship between cattle producers and their animals, tapping into deep audience truths often overlooked in the livestock industry.

To sustain relevance and engagement, Zoetis expanded the campaign into a powerful, annual video docuseries, spotlighting generational shifts and economic challenges within families involved in ranching and dairy farming.

This content-first approach was amplified across multiple channels, including paid social, connected TV, print, influencer collaborations, PR and personalized sales enablement tools. Each season was strategically launched with teaser assets, email campaigns and a robust content distribution plan tailored to cattle and dairy producers.

The results highlight best-in-class B2B marketing execution: Over 20 million impressions, a 72% video completion rate, 3% market share growth across the cattle portfolio, and a 95% internal engagement rate. By prioritizing emotional storytelling and multichannel reach, Zoetis successfully transformed itself from a product provider into a trusted brand partner.

BRONZE:

"For Crews Who Make The Holiday" by **Mower for Carhartt**

Carhartt partnered with Mower to redefine corporate gifting during the 2024 holiday season with the campaign "For Crews Who Make the Holidays." Aimed at business decision-makers across industries like construction, utilities and transportation, the campaign highlighted how premium, customizable Carhartt gear could serve as a meaningful alternative to generic corporate gifts.

Rooted in the insight that the holidays are made possible by the often-overlooked labor of hardworking crews, the campaign connected Carhartt gear to appreciation, pride and performance. Mower executed a fully integrated multichannel strategy, including hundreds of web assets, targeted email campaigns, a downloadable Gift Guide and seasonal promotions. Messaging was personalized to industries and supported by authentic imagery, video testimonials and digital ads, all reinforcing Carhartt's durability and brand value.

The campaign drove a 29% increase in revenue, a 65% boost in marketing-qualified leads, and a 30% rise in clicks and site visits. November became the highest-demand and revenue month in Carhartt's Direct-to-Business channel history. By aligning emotional storytelling with strategic execution, Mower helped Carhartt turn branded gear into a powerful gesture of gratitude.

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

GOLD:

"Perfect Days with ServiceNow: From White Glove to Win!" by **Agent3 for ServiceNow**



JUDGE'S COMMENT

"This was a well thought out and executed campaign that delivered strong outcomes and ROI. The event concept was novel, something I hadn't seen before."

Jackie Flynn, *Senior Director, Americas Marketing,* **Pega**

Capturing the attention of senior decision-makers demands more than traditional outreach. It requires immersive, personalized and strategically timed experiences. That's exactly what ServiceNow delivered with its "Perfect Days" event series. This campaign offers a masterclass in live event execution and B2B marketing best practices.

Faced with the challenge of engaging five high-value "marquee" accounts, ServiceNow took a fresh approach. Instead of inviting executives into their world, they stepped into theirs, building bespoke, white-glove experiences as part of their global "World Forum" roadshow. Held in Dallas, New York and Toronto, "Perfect Days" were meticulously designed to feel less like a vendor pitch and more like a strategic partnership session.

Each live event embodied B2B best practices: Deep account insight, sales and marketing alignment, content relevance and personalization at scale. Executives received tailored agendas aligned to their business goals, attended exclusive sessions, and engaged in immersive labs while networking with peers and ServiceNow leaders.

The experience extended from pre-event communication to post-event follow-ups, with thoughtful touches like charity donations in the client's name, branded materials and even logo-themed cookies.

By connecting the dots between strategic account targeting and experiential storytelling, ServiceNow didn't just stage an event, it activated pipeline. "Perfect Days" unlocked new growth opportunities, accelerated deal cycles and solidified the company's role as a trusted partner.

In an era where live events must justify every dollar and every minute, Agent3 for ServiceNow proved that physical B2B experiences, when personalized and insight-driven, remain one of the most effective tools for enterprise growth. This campaign set the bar for what live executive engagement should look like in modern B2B marketing.

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

SILVER:

"Reignmakers" by **Baker Tilly**

Baker Tilly's Reignmakers 2024 redefined B2B event marketing by creating an exclusive, high-touch retreat for senior financial leaders in the real estate and construction sectors. Designed to replace the inefficiencies of traditional tradeshows, the event focused on building deeper relationships through strategic personalization and curated experiences.

Reignmakers was deliberately crafted as an intimate, invite-only event, allowing for one-to-one engagement with high-value decision-makers. Held over three days in San Antonio, Texas, the retreat featured expert-led leadership content, real estate-specific insights, and bespoke activities, including a golf clinic with a PGA professional and immersive leadership sessions.

Attendees were hand-selected based on strategic alignment, and each received a custom agenda that reflected their preferences. Personalized outreach was delivered directly by relationship managers, reinforcing Baker Tilly's commitment to meaningful engagement.

Branding, messaging and creative assets were intentionally distinct from standard firm templates, emphasizing that this was not a typical industry event, but an elite experience. Every element, from naming to programming, was built to strengthen brand perception and position Baker Tilly as a leader in this space.

Reignmakers 2024 demonstrated how strategic content, personalization and immersive design can successfully elevate brand visibility and foster long-term business relationships.

BRONZE:

"Revolutionizing Refuse" by **Mower for McNeilus**

At WasteExpo 2023, McNeilus, North America's leader in refuse collection vehicles, launched "Revolutionizing Refuse": A bold, integrated campaign aimed at positioning the brand as the pioneer in refuse vehicle electrification.

With two breakthrough innovations - the Volterra™ ZSL™, the first fully integrated electric refuse vehicle in North America, and the electric power takeoff (ePTO) - McNeilus seized the opportunity to shift the conversation from compliance to competitive advantage.

Facing increasing regulatory pressures and cost challenges, McNeilus addressed deep industry pain points by emphasizing efficiency, lower total cost of ownership and user-focused design. The campaign combined immersive AR experiences, a microsite and a robust media strategy to transform complex tech into compelling value for municipal buyers and fleet operators.

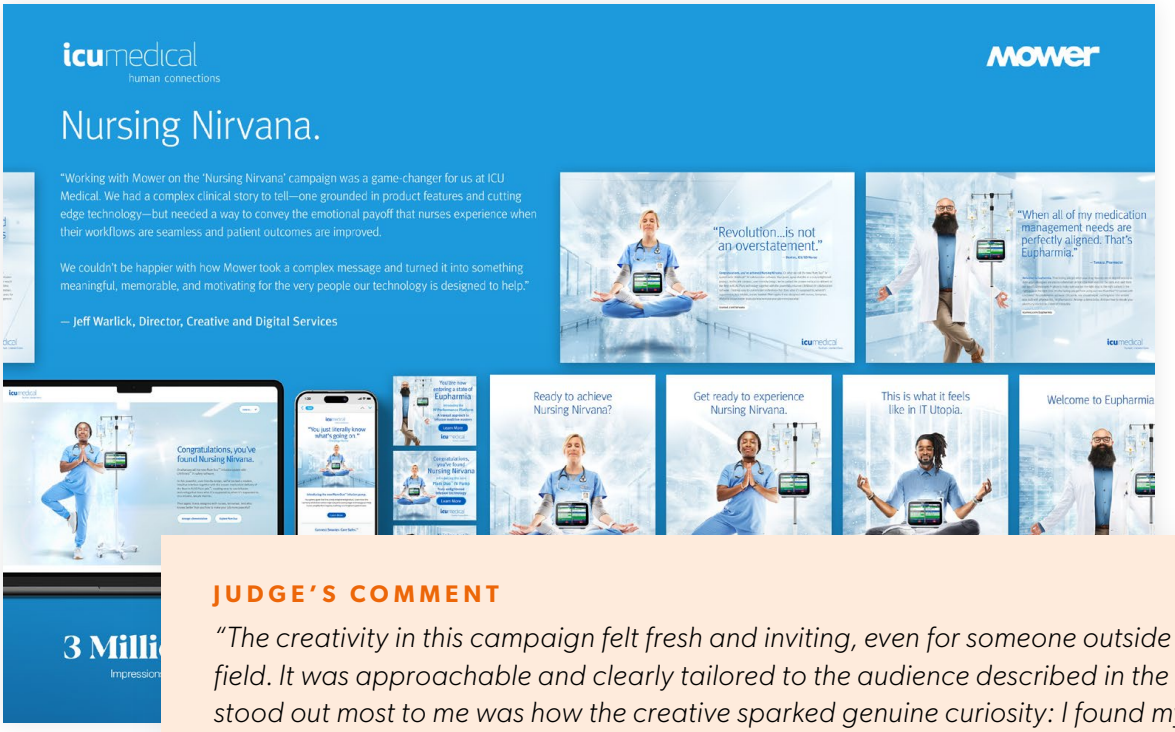
With no physical prototype available, McNeilus recreated the Volterra from CAD files for high-impact visuals and digital storytelling. For ePTO, a holographic demo highlighted its seamless integration with third-party trucks.

The result was a standout booth experience that drew over 13,500 attendees and generated 14 million impressions, 120,500 microsite visits and over 1,000 qualified leads. By redefining what a trade show launch could be, McNeilus didn't just introduce new products, it cemented its leadership in sustainable waste management innovation.

Best use of creative

GOLD:

"Nursing Nirvana" by **Mower for ICU Medical**



JUDGE'S COMMENT

"The creativity in this campaign felt fresh and inviting, even for someone outside the medical field. It was approachable and clearly tailored to the audience described in the summary. What stood out most to me was how the creative sparked genuine curiosity: I found myself wanting to learn more, which is exactly what effective marketing should do. It made me feel like I'd want to stop by a booth or click an ad. That's the mark of strong, thoughtful execution. Nice work!"

Amanda Thompson, *Senior Director, GTM Strategy and Solutions, AMER,* **Pax8**

To reposition a legacy product in a crowded and skeptical healthcare market, ICU Medical turned to Mower for a bold, emotionally intelligent B2B campaign. The goal: Launch the newly reengineered Plum Duo IV infusion system in a way that defied clinical conventions and broke through to an overworked, time-starved audience of nurses, pharmacists and IT professionals.

The creative insight stemmed from deep customer research and beta user feedback, which revealed that user confidence was the key driver across all roles. Rather than leaning into standard product messaging, Mower crafted a campaign that tapped into emotional aspirations. For nurses, Plum Duo offered "Nursing Nirvana", pharmacists arrived in "Eupharmia" and IT pros found their "IT Utopia." Each persona was visually depicted in a state of calm, empowered focus, reflecting how Plum Duo enhances not just workflows, but lives.

This emotionally resonant storytelling was paired with audience-specific content, tailored imagery and a full-funnel strategy across digital, print, email, social and trade shows. Custom landing pages offered deeper engagement with clinical data and lead capture, while targeted digital ads and programmatic buys extended reach across key platforms.

In just 10 weeks, the campaign drove over 3 million impressions, 11,000+ page visits and generated thousands of Marketing Qualified Leads (MQLs), including more than a dozen Sales Qualified Leads (SQLs) and requests for product demonstrations.

By turning a complex clinical solution into a human-centered story of empowerment, Mower demonstrated a best-in-class approach to creative in B2B marketing. The result was not only a breakthrough in attention and engagement, but also a compelling reminder that emotion-driven creative can drive measurable outcomes, even in the most technical categories.

Best use of creative

SILVER:

"Addressing the Elephant in the Room" by **KSV for PECO**

PECO, Pennsylvania's largest electric and natural gas utility, broke through the noise of conventional B2B energy marketing with its standout "Elephant in the Room" campaign. Traditionally, energy efficiency advertising relies on technical data and jargon that often fails to connect with busy commercial and industrial decision-makers.

PECO flipped this approach by using humor and a bold visual metaphor: A lifelike CGI elephant. The point was to represent the energy waste businesses overlook every day. The campaign's core message was simple: Energy waste is obvious, yet often ignored.

By placing an elephant in familiar business settings such as offices, restaurants and classrooms, the creative made the invisible problem of energy inefficiency impossible to miss. This storytelling-driven strategy resonated across industries, transforming a low-priority issue into an urgent business concern.

Backed by a robust multi-channel strategy that included Connected TV, targeted digital advertising, social media, email and account-based marketing, the campaign generated a 14% lead capture rate (surpassing the 10% goal), increased click-through rates by 117% year-over-year, and boosted media targeting efficiency by 170%.

PECO not only drove awareness and participation in its programs, it redefined best practices for creative engagement in B2B.

BRONZE:

"Talking Commercial Plumbing" by **Park & Battery for Roto-Rooter**

Roto-Rooter's "Talking Commercial Plumbing" campaign is a masterclass in B2B creative marketing, reframing a familiar household name as a vital partner for commercial operations. While widely recognized for residential plumbing, Roto-Rooter faced a critical challenge: Many businesses didn't realize the brand's expertise extended to commercial environments.

To bridge this perception gap, the campaign launched with the bold positioning: "Roto-Rooter Means Business." The strategy targeted facility managers and decision-makers in high-stakes sectors like hospitality, healthcare and retail: Audiences who value reliability, speed and disaster prevention.

The creative twist? Anthropomorphic plumbing tools such as a wise toilet, anxious sink and a grizzled mop, literally talked, telling humorous but urgent stories from the commercial front lines.

This approach humanized a dry topic, using humor to make the brand memorable while spotlighting serious business consequences of plumbing failures.

The integrated pilot in Metro Atlanta used programmatic ads, paid social, Google Performance Max, Spotify radio and OOH to reach its audience. A campaign-specific landing page and email nurture strategy supported conversions.

By turning tools into storytellers, the campaign made plumbing prevention feel urgent, relatable and even fun. This led to earning new leads, expanding commercial awareness and establishing a scalable model for national rollout. It's storytelling with strategic intent: Smart, creative and distinctly B2B.

Best use of content

GOLD:

"ADP® Grit & Wisdom Contest" by **ADP®**

JUDGE'S COMMENT

"It's easy to jump straight into problem-solving for your customers, but this campaign took the time to go deep into customer insights and preferences—ultimately helping them help each other. Bringing customers together, rewarding them, elevating their passion and business, and positioning your brand as a true partner is the secret sauce of great B2B marketing. I especially loved the use of influencers and the smart approach to content repurposing well beyond the contest period."

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

In a space often dominated by feature-heavy messaging, ADP partnered with GrowthMode Marketing to redefine B2B content marketing with its Grit & Wisdom contest. This heartfelt, insight-driven campaign gave small business owners the spotlight. Instead of promoting products, ADP invited entrepreneurs to share their hard-earned lessons about resilience, success and overcoming challenges.

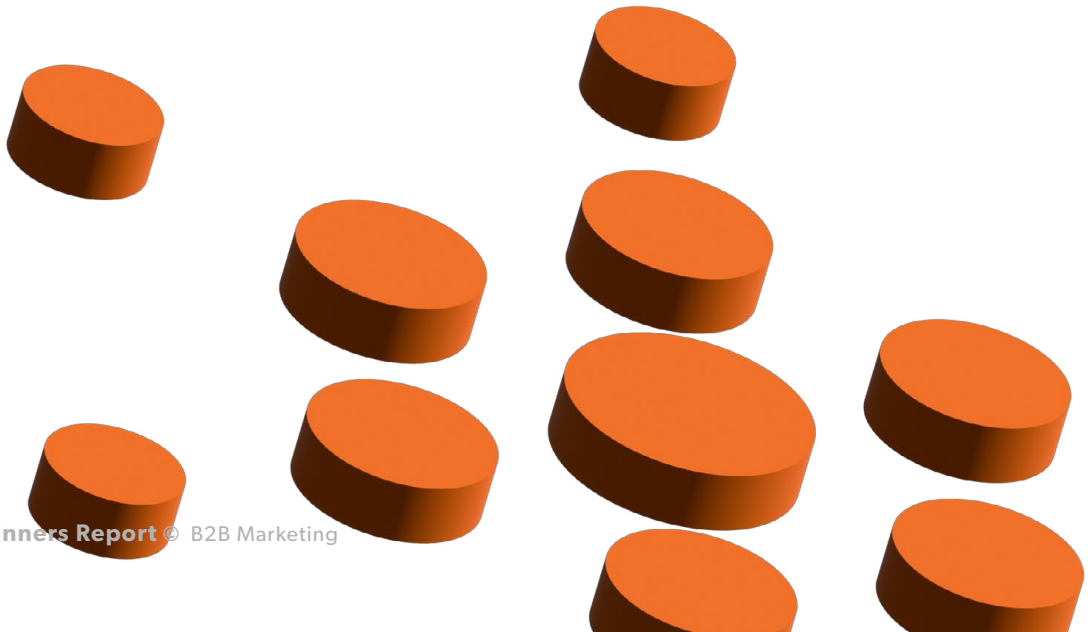
This community-first approach created an emotional connection between the brand and its audience. Through authentic storytelling and peer-to-peer learning, the campaign shifted ADP's role from payroll provider to small business advocate. Submissions poured in from a diverse range of industries, many from current ADP clients, reinforcing the brand's trust and reach within its base.

The campaign was deployed across nine coordinated channels, including email, social media, in-product touchpoints, influencer partnerships and live events. By integrating content across these platforms, ADP sustained engagement and ensured a seamless experience from entry to amplification.

What set this campaign apart was not only its execution but its longevity. The best submissions were transformed into evergreen assets: A coffee table book, a content-rich microsite and a social media series. These assets continue to serve ADP's brand and sales objectives well beyond the campaign window.

The contest exceeded participation goals, significantly improved brand perception among small business owners, and delivered a pipeline of qualified leads. ADP's sales teams were able to convert campaign engagement into meaningful business opportunities, while feedback from participants highlighted a deep sense of appreciation for a brand that listens, elevates and celebrates its customers.

This campaign demonstrated that when content is grounded in authenticity and driven by customer voice, it can do more than market a brand, it can humanize it. It also proved that real stories don't just build awareness, they build relationships and revenue.



Best use of content

SILVER:

"Driving Digital Transformation: How ServiceNow's Content Marketing Accelerated in the Automotive Sector" by **Agent3 for ServiceNow**

In one of the most competitive B2B sectors, ServiceNow delivered a standout content strategy that helped secure a transformative partnership with a leading global car manufacturer. The challenge was steep: ServiceNow's automotive solution didn't yet exist.

Yet, the need was urgent: This manufacturer required end-to-end visibility across global operations, reduced downtime and a security-first approach to protect against plant disruptions that could cost millions daily.

To bridge the gap between ambition and reality, ServiceNow built a bold, insight-driven content campaign anchored by a fully customized, 3D interactive model replicating the manufacturer's production facility.

Developed through detailed on-site visits, stakeholder interviews, and executive-level insight, the content visualized a future factory powered by ServiceNow. It was complete with co-branded visuals, detailed workflows and tailored messaging aligned to commercial priorities.

Distributed through direct mail, executive briefings, custom videos and personalized engagement platforms like Folloze, the campaign became the focal point of ServiceNow's ABM strategy. It turned a whitespace opportunity into a deal pipeline, gaining executive backing. This case demonstrates how high-impact, insight-led content can create opportunities where none existed, and convert vision into strong results.

BRONZE:

"Unlock Ambition" by **Hewlett Packard Enterprise & Realm B2B**

In today's crowded digital space, reaching time-strapped C-suite executives demands precision, creativity and trust. Hewlett Packard Enterprise (HPE) launched a bold content campaign, in partnership with Realm B2B, to inspire enterprise leaders through the power of AI and hybrid cloud.

Rather than relying on conventional advertising, the campaign focused on unlocking ambition, both emotional and rational, through high-trust content partnerships with the BBC, Forbes, The Wall Street Journal and Business Insider.

These premium platforms delivered engaging stories tailored to executive interests, from the "F1 in 10 Years" series to the BBC's "AI vs The Mind" video content, aligning thought leadership with HPE's innovation agenda.

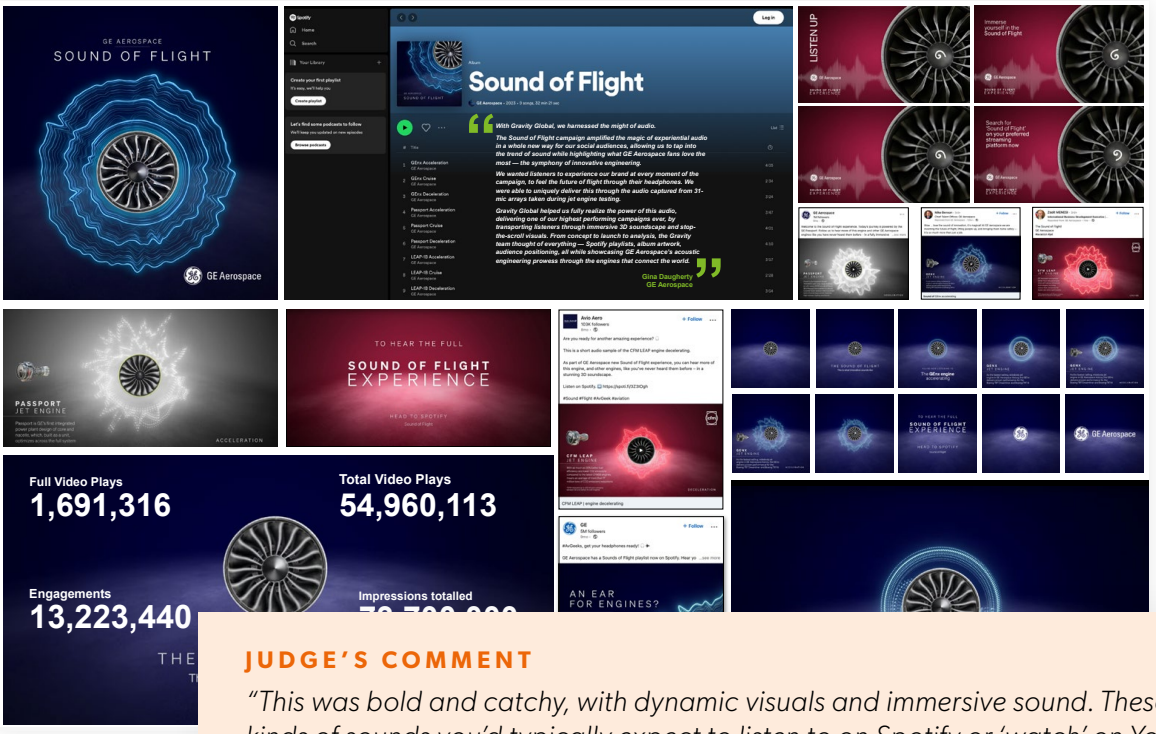
Targeting 350,000 global executives across nine markets, Realm B2B used data from 21 partners to ensure highly personalized and precise campaign delivery. Content sequencing guided prospects through the funnel, supported by peer interviews and C-suite storytelling.

The results were exceptional: 80% of the target audience engaged, with 15 ad exposures per month (+66% over goal), 3x higher engagement than competitors, and 92% of enterprise pipeline influence. A benchmark example of how data-driven, emotionally resonant content can deliver real business impact in modern B2B marketing.

Best use of media

GOLD:

"The Sound of Flight" by **Gravity Global for GE Aerospace**



JUDGE'S COMMENT

"This was bold and catchy, with dynamic visuals and immersive sound. These aren't the kinds of sounds you'd typically expect to listen to on Spotify or 'watch' on YouTube, but the way they brought these experiential elements together felt both organic and edgy."

Jieun Choe, *CMO,* **VIZ.AI**

In a crowded aerospace landscape dominated by brands like Rolls-Royce and Boeing, GE Aerospace, in partnership with Gravity Global, launched The Sound of Flight: A bold, media-first campaign that brought the sound of jet engines to life through immersive 360° spatial audio.

Targeting senior decision-makers and engineering professionals, the campaign strategically leveraged Spotify and YouTube to deliver a sensory experience that cut through conventional B2B marketing norms.

Showcasing the GEnx, CFM Leap and Passport engines, the content featured authentic audio captured via 31-mic arrays during engine testing, paired with equalizer-driven visuals. These were distributed across Instagram, LinkedIn, YouTube and Spotify, tapping into platforms where aviation enthusiasts and professionals were already engaged.

Results surpassed all benchmarks: 73.7 million impressions, 54.9 million video plays, and 13.2 million total engagements. On LinkedIn, view rates hit 39%, over three times the industry average. Instagram delivered a 1% CTR and a 5% video Thruplay rate, outperforming global benchmarks of 0.22–0.88%.

What set this campaign apart was its ability to humanize complex aerospace technology through sensory storytelling. The creative broke away from static imagery typical of the category, presenting GE as a forward-thinking innovator. The phased rollout and precise targeting by job title and company ensured the right content reached the right people at the right time, a textbook example of B2B media strategy excellence.

By embracing sound as a primary storytelling medium and pairing it with platform-native visuals, Gravity Global and GE Aerospace redefined what brand engagement looks like in B2B. This campaign didn't just generate views, it earned emotional resonance and reaffirmed GE Aerospace's position as a true innovator.

Best use of media

SILVER:

"ABX: From Dream to Reality" by **Reltio & The Marketing Practice**

Reltio, a data unification company with complex, long-cycle enterprise sales, reimagined its go-to-market strategy in 2023, moving away from lead generation to a full-funnel account-based experience (ABX) model. To bring this to life, Reltio partnered with The Marketing Practice (TMP) to design a media strategy that could target entire buying groups across 6,000 accounts.

The strategy integrated media around Reltio's new funnel, segmenting audiences by both industry and funnel stage. Through LinkedIn, 6sense programmatic display and optimized paid search, TMP delivered personalized campaigns that mirrored each account's journey, from awareness to engagement.

Messaging was tailored not only by stage (e.g., suspect, engaged) but also by vertical (e.g., financial services, healthcare), enabling a scalable but deeply relevant experience.

Critically, previously siloed channels like paid search and retargeting were aligned with CRM data to optimize spend toward high-intent accounts.

This rigorous, insight-led media execution helped Reltio move from marketing-qualified leads (MQLs) to marketing-qualified accounts (MQAs), driving performance. The campaign achieved a 17% increase in account engagement, a 10% uplift in pipeline quality, and a 20% rise in sales pipeline per Business Development Representative (BDR). More than 90% of accounts advanced through the funnel in the first year, evidence of ABX in action and media strategy at its best.

BRONZE:

"Revolutionizing Refuse" by **Mower for McNeilus**

To cement its leadership in waste management innovation, McNeilus partnered with agency Mower to launch a high-impact campaign introducing two electrification breakthroughs: The Volterra™ ZSL™, North America's first fully integrated electric refuse truck, and the electric power takeoff (ePTO) system.

With stricter emissions' regulations on the horizon, fleet operators and municipalities faced mounting pressure to transition, but needed clarity, confidence and credible solutions. Together, McNeilus and Mower created "Revolutionizing Refuse," a content-rich, media-driven campaign that translated complex technology into practical benefits for a tough, no-nonsense B2B audience.

With no physical prototypes available, they used CAD-generated visuals to power immersive 3D and augmented reality experiences. WasteExpo 2023 became the centerpiece of engagement, where attendees explored McNeilus innovations through interactive displays and virtual demonstrations.

PR and digital content extended the reach, ensuring a unified presence across paid, earned and experiential media. The results set a new benchmark in B2B media execution. The campaign generated 14 million impressions, 120,500 microsite visits - nearly four times above average - and 23 earned media placements in key industry titles.

Over 13,500 booth attendees engaged on-site, driving more than 1,000 marketing-qualified opportunities. McNeilus, with Mower's strategic media expertise, firmly positioned itself as the leader in electric refuse vehicle innovation.

Best use of social media or influencer marketing

GOLD:

"Real Talk with Matty" by **The Food Group for Unilever Food Solutions**



JUDGE'S COMMENT

"Really nice campaign. The objective was clear, and the execution was clever and well-aligned. The use of humor, the choice of influencer, and the distribution channels were all spot on."

Pete Mikeal, *VP Marketing, North America,* **Globant**

To grow market share in a competitive foodservice landscape, Unilever Food Solutions and The Food Group launched "Real Talk with Matty," a disruptive B2B social campaign that used authenticity, humor and sharp influencer alignment to reach chefs across North America. The goal was clear: Persuade casual dining operators to switch to Hellmann's by showing that quality ingredients protect a restaurant's reputation and bottom line.

The campaign featured chef and "The Bear" star Matty Matheson, whose loud, loyal love for Hellmann's made him the ideal spokesperson. His video series with other chefs took viewers into real kitchens to cook signature dishes while breaking down why Hellmann's is the only choice for consistency and flavor. The unscripted, in-your-face content cut through traditional B2B messaging and got straight to what matters most to chefs: Taste and trust.

Distribution spanned high-impact channels including YouTube, TikTok, Meta, Chef's Roll and programmatic media. ZoomInfo's martech tools allowed precise targeting by industry and job title, which amplified relevance and boosted results far beyond benchmarks.

The campaign delivered 197 million impressions, over 948,000 clicks and more than 2,300 qualified leads. It achieved a cost-per-click of just $0.96 and a CPM of $4.62, both significantly outperforming industry averages. Most importantly, it moved the needle where it counts, contributing to a 60 basis point increase in market share for Hellmann's.

"Real Talk with Matty" is a standout example of how bold creative, the right influencer and savvy use of social media can transform B2B engagement and deliver measurable business growth.

Best use of social media or influencer marketing

SILVER:

"The World's Crispiest Bouquet" by **Bader Rutter for McCain Foods**

For National French Fry Day, McCain Foods, supplier of one in four fries in the U.S., wanted to rise above the noise and reinforce its core brand value: Togetherness. Partnering with Bader Rutter, the team turned a typically product-focused holiday into a heartfelt celebration of the people behind the fries, the chefs, cooks and restaurant staff who bring communities together over food.

At the center of the activation was Chef Dom of The Peanut Gallery, a restaurant known for its community contributions. Celebrity chef Beau MacMillan, an industry influencer and longtime McCain partner, nominated Dom and surprised him and his team with a $20,000 donation and "The World's Crispiest Bouquet", an artful arrangement made entirely of McCain fries.

The gesture was captured in a video-rich campaign that ran across Instagram and Facebook, featuring teaser and recap reels shared via a co-branded content strategy. A companion landing page offered resources to help others honor their own "Service Superstars."

The results: 2.9 million views and more than 20,000 engagements. More importantly, it sparked a lasting initiative. What began as a single event became an evergreen platform to recognize those who make shared moments possible, solidifying McCain's voice as an ally to the foodservice industry.

BRONZE:

"The Sound of Flight" by **Gravity Global for GE Aerospace**

In a category-first for aerospace, GE Aerospace partnered with Gravity Global to launch The Sound of Flight, a breakthrough social media campaign that brought jet engines to life through immersive spatial audio and influencer-style storytelling.

Designed for LinkedIn, Instagram, YouTube and Spotify, the content combined real engine sounds, captured via 31-mic arrays, with equalizer-driven visuals that resonated with engineers and aviation leaders alike.

The campaign took cues from influencer marketing by creating platform-native, highly shareable content that put emotion and experience at the forefront, an unconventional approach in B2B.

It humanized complex technology and delivered standout performance across social channels: 73.7 million impressions, 54.9 million video plays and 13.2 million engagements.

LinkedIn view rates hit 39%, over 3x the industry average, while Instagram achieved a 1% CTR and a 5% Thruplay rate, significantly surpassing global benchmarks.

By treating B2B decision-makers like consumers, with creative that inspired rather than informed, Gravity Global and GE Aerospace proved social media can drive deep brand connection, even in high-consideration sectors. This campaign didn't just win attention; it reshaped expectations of what's possible when social media and influencer techniques meet brand storytelling.

Best use of AI/generative AI

GOLD:

"Fight Bank Fraud With Their Best Behavior" by **Marketbridge for BioCatch**



JUDGE'S COMMENT

"This was an original and creative idea that broke from the norms of the finance sector, using AI to drive engagement through four relatable fictional characters like Long Swipe Sally and Heavy Tapper Ted. The 400+ iterations to achieve authentic creative execution are a testament to the team's commitment to ensuring this didn't feel like a typical generative AI campaign. Moreover, the campaign resonated with the target audience, delivering strong results in organic and branded search as well as increased website engagement."

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

Faced with limited time and budget, BioCatch and Marketbridge delivered a standout B2B brand campaign that defied the conventions of financial services marketing. Their mission: To position BioCatch, a leader in behavioral biometrics, as an industry authority while driving brand awareness and digital engagement across U.S. and EMEA financial institutions.

Rather than defaulting to buzzwords or conservative visuals, the team leaned into generative AI to bring to life four fictional, behavior-driven characters such as Long Swipe Sally and Heavy Tapper Ted. These hyper-realistic personas, based on real biometric traits, personified BioCatch's value proposition in a human, relatable way.

Over 400 AI-generated image iterations, powered by tools like Midjourney and LumaAI, ensured that every detail, from expression to environment, felt authentic. The resulting creative assets extended into short animated videos, which added nuance to the physical behaviors central to BioCatch's fraud prevention capabilities.

Launched through organic LinkedIn posts, targeted display via 6sense and Influ2, and a HubSpot-powered landing page, the campaign was precise, creative and deeply efficient. It transformed complex technology into clear, compelling storytelling without the need for expensive production or stock visuals.

The results were exceptional: A 37% increase in branded search, a 113% lift in website sessions from target accounts, and a 21% boost in organic rankings. In an industry known for caution, BioCatch and Marketbridge proved that with insight, ingenuity and AI, bold storytelling can both humanize a brand and move the needle.

This campaign stands as a benchmark for B2B marketers using AI, not as a gimmick, but as a tool to elevate strategy, shorten timelines and connect with audiences in new informed ways.

Best use of AI/generative AI

SILVER:

"When Vision Becomes Reality: Finance is Open" by **Silver Agency for Finastra**

Finastra's Finance Open campaign, developed by Silver, represents a bold leap in B2B marketing, fueled entirely by AI. Faced with growing competition and fading visibility in the open finance conversation, Finastra turned to Cylvy, Silver's proprietary AI platform, to analyze the industry at scale and build a differentiated narrative from the ground up.

Cylvy ingested over 16 million words and 3,300+ pieces of content from 1,800+ organizations to uncover white space, and shape Finastra's position in the open finance landscape. The AI then generated targeted, high-performing content including manifesto videos and digital ads to eBooks and Finastra TV segments.

The content was tailored to resonate with decision-makers across banking, lending, payments and capital markets. Launched in March 2024, the campaign was activated across LinkedIn, Finastra.com and Finastra TV, integrating paid media, programmatic ads, and organic social media to create a unified, AI-optimized journey.

The results were outstanding: Finastra doubled its share of open finance conversation, leapt from 57th to 29th in digital influence, and delivered extraordinary pipeline impact. With over 95 million paid impressions, 4,000+ eBook downloads, and 1 million+ video views, this campaign showcases how AI can help lead the way in B2B marketing.

BRONZE:

"Intel: The Magic of Metaphors" by **Intercept for Intel**

Intel needed to explain a technically complex solution - Intel® Cloud Optimizer - in a way that resonated with both developer and finance audiences responsible for optimizing cloud investments. Previous campaigns struggled with clarity. The solution? Simplicity, powered by metaphor.

Working with Intercept, Intel reframed its messaging using everyday analogies to illustrate the pitfalls of mismatched tools, like eating soup with a fork. This creative platform, developed with the help of Generative AI, delivered visually arresting content that simplified the complex and stood out in crowded digital feeds.

Using an ABM approach, the campaign delivered tailored digital journeys across LinkedIn, programmatic display and content syndication. Creative assets were role-specific and addressed unique challenges for DevOps and FinOps professionals. Leads were nurtured with personalized email sequences and supported by sales enablement automation for timely follow-up.

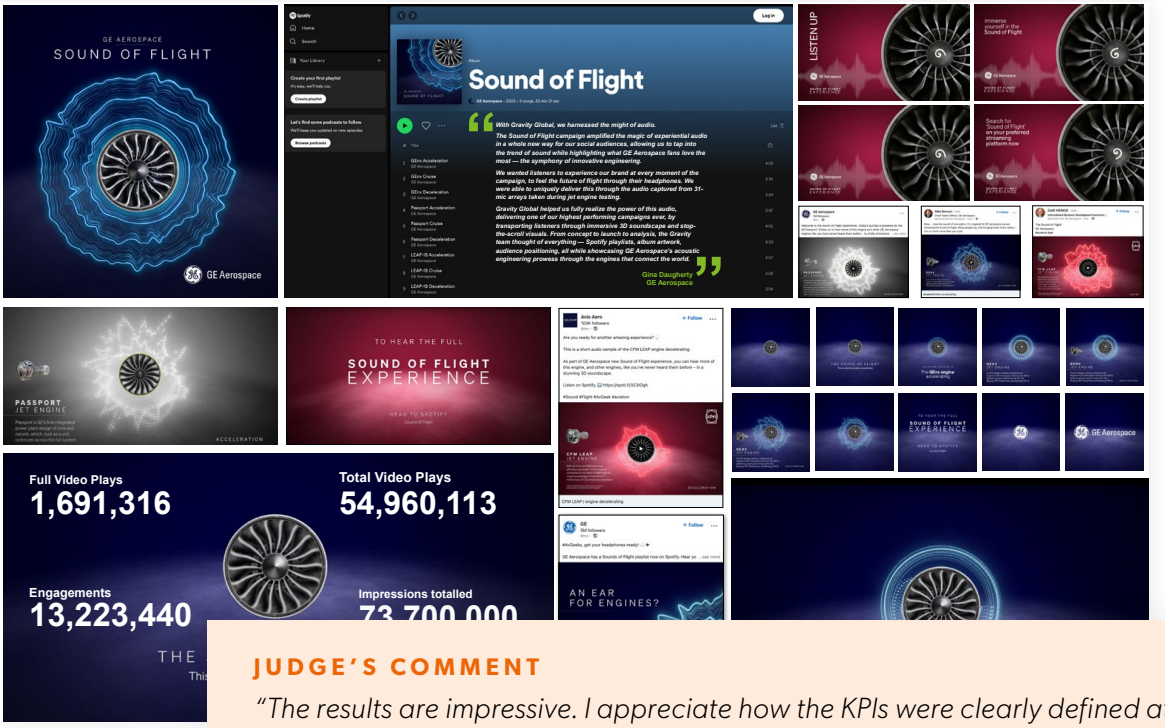
The GenAI-enhanced creative not only accelerated production, but also added impact to storytelling. By focusing on clarity and customer empathy, the campaign exceeded expectations across all key engagement metrics and significantly improved lead quality.

Beyond numbers, the campaign helped redefine how Intel approaches enterprise marketing, turning a highly technical product into a compelling, accessible solution for cloud-first decision makers.

Best digital experience initiative

GOLD:

"The Sound of Flight" by **Gravity Global for GE Aerospace**



JUDGE'S COMMENT

"The results are impressive. I appreciate how the KPIs were clearly defined at the outset and then used as a benchmark, which provided me, as a judge, with proper context."

Bonnie Sparkman, *Director of Marketing,* **Fortinet**

In a crowded aerospace landscape dominated by brands like Rolls-Royce and Boeing, GE Aerospace, in partnership with Gravity Global, launched The Sound of Flight: A bold, media-first campaign that brought the sound of jet engines to life through immersive 360° spatial audio.

Targeting senior decision-makers and engineering professionals, the campaign strategically leveraged Spotify and YouTube to deliver a sensory experience that cut through conventional B2B marketing norms.

Showcasing the GEnx, CFM Leap and Passport engines, the content featured authentic audio captured via 31-mic arrays during engine testing, paired with equalizer-driven visuals. These were distributed across Instagram, LinkedIn, YouTube and Spotify, tapping into platforms where aviation enthusiasts and professionals were already engaged.

Results surpassed all benchmarks: 73.7 million impressions, 54.9 million video plays and 13.2 million total engagements. On LinkedIn, view rates hit 39%, over three times the industry average.

Instagram delivered a 1% CTR and a 5% video Thruplay rate, outperforming global benchmarks of 0.22–0.88%.

What set this campaign apart was its ability to humanize complex aerospace technology through sensory storytelling. The creative broke away from static imagery typical of the category, presenting GE as a forward-thinking innovator. The phased rollout and precise targeting by job title and company ensured the right content reached the right people at the right time, a textbook example of B2B strategy excellence.

By embracing sound as a primary storytelling medium and pairing it with platform-native visuals, Gravity Global and GE Aerospace redefined what brand engagement looks like in B2B. This campaign didn't just generate views, it earned emotional resonance and reaffirmed GE Aerospace's position as a true innovator.

Best digital experience initiative

SILVER:

"Revolutionizing Refuse" by **Mower for McNeilus**

To position itself at the forefront of waste management innovation, McNeilus partnered with Mower to launch a fully integrated digital campaign introducing two groundbreaking technologies: The Volterra™ ZSL™. This is North America's first fully integrated electric refuse truck and an electric power takeoff (ePTO) system.

With fleet operators and municipalities under pressure to meet new emissions standards, the challenge was to educate a traditionally hands-on B2B audience through immersive, digital-first engagement. With no physical models available, Mower and McNeilus transformed CAD renderings into interactive 3D visualizations and AR experiences, creating a virtual product showcase.

These digital assets powered a robust omnichannel campaign culminating at WasteExpo 2023, where attendees engaged through touchscreens and augmented demos. Online, the campaign continued through a media-rich microsite, targeted digital content and earned media outreach.

The result was a seamless, high-impact digital experience that translated complex technology into accessible, actionable insights. The campaign achieved 14 million impressions, 120,500 microsite visits, 1,000+ qualified leads, and 13,500+ onsite interactions. McNeilus, with Mower's digital strategy and creative execution, set a new standard for B2B digital experiences in industrial manufacturing.

BRONZE:

"vAuto Academy" by **Keys & Kites for vAuto**

To support a critical evolution in inventory management strategy, vAuto partnered with Keys & Kites to create vAuto Academy, a robust digital learning hub aimed at facilitating dealers' transition from the Provision platform to the more advanced ProfitTime solution.

Unlike typical product migrations, this initiative required a foundational shift in dealer mindset: From the fast-turnover "Velocity" model to a nuanced, profit-driven "Variable Management" approach. vAuto Academy was strategically designed to address both philosophical understanding and product mastery.

Keys & Kites led the end-to-end development, creating a dual-track experience that housed a progressive library of video tutorials and real-world use cases. The platform's content structure was aligned to support gradual learning, from foundational concepts to advanced features.

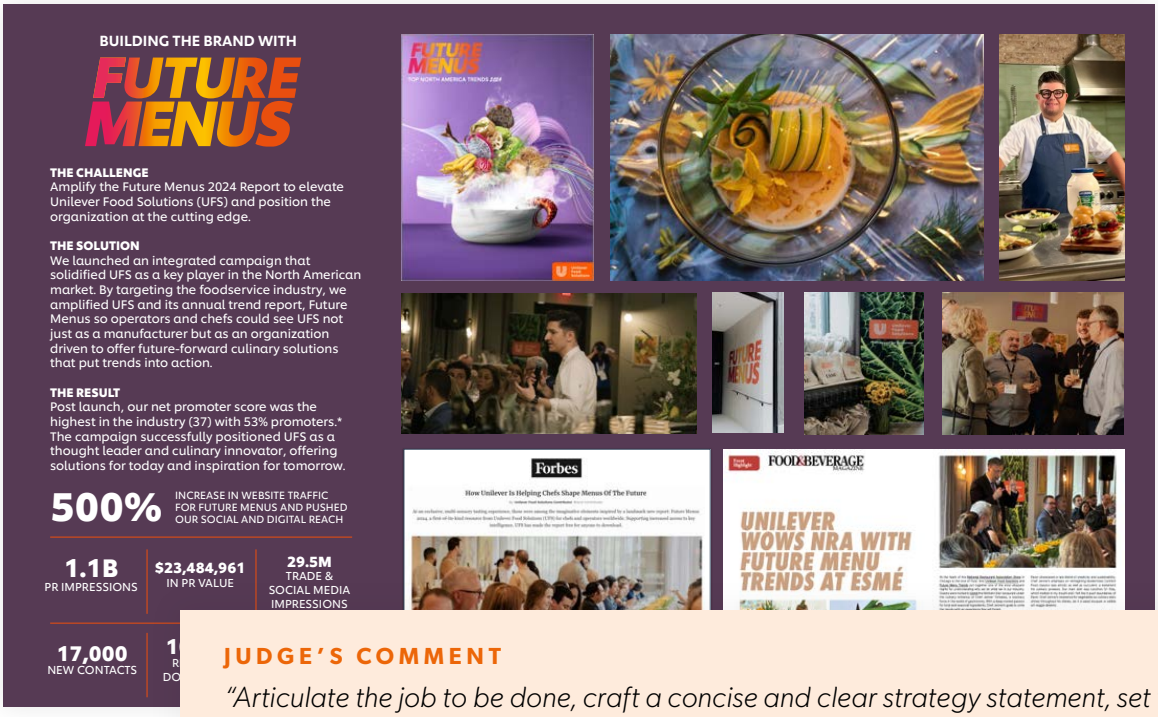
Beyond site development, Keys & Kites produced the entire suite of content, from scripting to video production, and supported launch activation with a tailored Salesforce Marketing Cloud campaign. A standout feature includes integrated LinkedIn certification, reinforcing both internal adoption and professional validation.

Since its launch at NADA, vAuto Academy has become a cornerstone of vAuto's sales and enablement strategy, yielding widespread dealer engagement and internal acclaim. The initiative stands out as a benchmark in delivering a meaningful digital experience that transforms behavior and deepens product adoption.

Best use of thought leadership

GOLD:

"Future Menus by The Food Group" for **The Food Group by Unilever Food Solutions**



JUDGE'S COMMENT

"Articulate the job to be done, craft a concise and clear strategy statement, set well-defined objectives, identify the target audience, and then build the campaign. This submission is very well executed, well written, and addresses all the key areas necessary to demonstrate impact on thought leadership. It presents the strongest set of results metrics among the campaigns judged, clearly showing how the spend delivered measurable returns. An excellent submission."

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

To establish Unilever Food Solutions (UFS) as a culinary thought leader, The Food Group launched the Future Menus 2024 campaign, turning food trends into actionable insights for chefs and operators. The campaign centered on the concept of "trend trACTION", bringing trends to life in kitchens across segments like casual dining, senior living and higher education.

The initiative kicked off with a Michelin-starred tasting event hosted by Chef Jenner Tomaska, where 100 top industry professionals were immersed in the Future Menus trends through a multi-sensory culinary experience. This experiential launch laid the foundation for a robust, multichannel campaign spanning PR, social, digital and culinary competitions.

Through advertorials in Forbes and BuzzFeed Tasty, chef-driven recipe contests with Chef's Roll and the Culinary Institute of America, and trend breakdowns by a leading food futurist, UFS delivered both inspiration and real-world application. Every touchpoint stressed how UFS solutions support innovation, sustainability and operational ease.

The results were extraordinary. The campaign earned 1.1 billion PR impressions through 2,281 placements, with an ad equivalency of over $23 million. Social and trade media impressions reached 29.5 million, generating nearly half a million clicks and a 500% spike in website traffic. It also delivered 17,000 new contacts and 10,000 report downloads, while boosting UFS's Net Promoter Score to a category-best 37.

This integrated thought leadership strategy not only met its ambitious KPIs but also positioned UFS as a trusted resource for operators navigating evolving consumer expectations. The campaign demonstrated how insight-driven storytelling and chef-to-chef engagement can deliver measurable impact across the B2B foodservice landscape.

Best use of thought leadership

SILVER:

"A Tool to Retain Talent" by **Mower for Carhartt**

To address growing labor shortages and elevate the value of its premium uniforms, Carhartt partnered with Mower to launch a thought leadership campaign positioning workwear as a strategic business investment. Titled "More Than a Uniform, It's a Tool to Retain Talent," the campaign responded to a pressing challenge: Industries struggling to attract and keep skilled workers.

Mower led the development of original research demonstrating a clear link between quality workwear and employee satisfaction, performance and retention. These insights were transformed into a comprehensive white paper, sales enablement materials and attention-grabbing trade show content. Messaging highlighted that when employers outfit their crews with premium gear, they send a powerful message: You matter.

To maximize reach and impact, Mower activated the campaign across multiple B2B touchpoints: Arming sales teams with data-rich tools for email and LinkedIn outreach, enhancing trade show booths with infographic-driven visuals, and engaging industry leaders via social media.

The result: Carhartt successfully shifted perception among decision-makers, deepening engagement and positioning its uniforms not as a cost, but as a long-term workforce investment. The campaign stands as a model for B2B marketers using thought leadership to influence buying behavior and drive measurable business value.

BRONZE:

"TreviPay's B2B Buyer Report" by **TreviPay**

To position itself as a thought leader in B2B payments, TreviPay partnered with The Fletcher Group to launch "The Data Is In: B2B Buyers Expect a Better Payments Experience." This global campaign spotlighted buyer frustrations with outdated payment systems and illustrated how seamless, digital-first experiences drive loyalty, efficiency and revenue.

Grounded in proprietary research, the campaign uncovered that modern B2B buyers value flexible, integrated payment options, yet many merchants lag in meeting those expectations. TreviPay packaged these insights into a high-impact thought leadership initiative that included an in-depth eBook, media interviews with company executives, and paid social campaigns targeting procurement and finance decision-makers.

With distribution across LinkedIn, trade media, and employee advocacy channels, the campaign achieved strong results:

- 276 leads, including 10 high-value accounts.
- Influenced $5 million in pipeline (3-year ARR).
- Earned 62 media mentions with a reach of 7.02 million, including 36 top-tier placements.
- Surpassed email benchmarks with a 21.1% open rate and 3.1% CTR.

By translating research into actionable insights and deploying them across strategic channels, TreviPay and The Fletcher Group successfully shifted industry perceptions, showing that payments are not just infrastructure, but a competitive advantage.

Best purpose-led initiative

GOLD:

"More Than Courage" by **Bader Rutter for Courage+**



JUDGE'S COMMENT

"The campaign brief reflects a deep understanding of a rarely recognized challenge, with both the nomination and execution evoking strong emotional resonance; the creative stands out, particularly in its innovative reinterpretation of the LGBTQ+ color bands into fluid gradient hues that beautifully reinforce the campaign's message."

Vito Labate, *Vice President and Global Industry Marketing Leader,* **Capgemini**

To help LGBTQ+ youth experiencing homelessness, Milwaukee-based nonprofit CourageMKE needed more than visibility. They needed a brand identity that could power national growth and deeper donor engagement. Bader Rutter stepped in to reimagine their brand and unlock new potential.

The original name, CourageMKE, limited the nonprofit's reach and made it difficult to attract larger, corporate donors. The goal was to create a professional, inclusive brand that resonated equally with at-risk LGBTQ+ youth and potential donors.

The result was Courage+, a name that retained brand equity while symbolizing inclusivity, expansion and limitless possibility. The "+" echoed the broader LGBTQ+ community and communicated openness and unity.

The rebrand launched at Courage's annual gala, supported by a visual identity system with gradient color bands representing diversity and fluidity. This single event drove a record-breaking 62% increase in fundraising, the highest in the organization's history.

The transformation was then amplified through social media, merchandise and strategic PR during Pride season to engage both community members and high-value donors. All of this was achieved with a modest budget under $10,000, showcasing how a clear purpose, strong creative strategy, and community-focused messaging can generate real impact.

The new Courage+ identity not only laid the groundwork for expansion beyond Milwaukee but also forged deeper emotional connections with supporters. For B2B marketers, the Courage+ case demonstrates the ROI of purpose-led branding when paired with a strategic rollout and emotionally resonant design. Bader Rutter helped this nonprofit scale its vision and its impact by aligning message, mission and audience.

Best purpose-led initiative

SILVER:

"Strong Minds, Stronger Players: Reimagining NFL Total Wellness" by **MBLM for NFL**

The NFL Total Wellness campaign, developed in partnership with MBLM, achieved meaningful outcomes in promoting mental and physical health across the league's ecosystem of players, coaches and clinicians. By addressing stigma and improving resource accessibility, the initiative advanced the NFL's leadership in athlete wellness.

Key results include a notable cultural shift toward open dialogue around mental health, reflected in increased engagement with wellness materials among players and medical staff. This contributed to a 17% reduction in concussions compared to the previous season, signaling improved awareness and preventive behavior.

Player-reported mental health symptoms, such as anxiety and depression, remained critical focus areas, with 26% and 24% respectively acknowledging these challenges, highlighting the ongoing need for such initiatives.

The campaign's influence also aligned with innovations in player safety, like the introduction of Guardian Caps, which reduced concussions by nearly 50%.

Moreover, NFL injury rates upon return decreased by 32%, evidencing the campaign's role in promoting holistic wellness practices that integrate mental health with physical recovery protocols. The multi-channel engagement strategy strengthened the relationship between athletes and clinicians, fostering a more supportive environment.

Overall, the NFL Total Wellness campaign successfully elevated mental health awareness and established foundational momentum for sustained impact within professional sports.

BRONZE:

"Armis on the Invisible Frontline: A Mission to Safeguard Global Cybersecurity" by **Armis**

In 2023–2024, Armis partnered with Bordeaux & Burgundy to launch the Cyberwarfare Campaign, centered around its investigative report, The Invisible Front Line: AI-Powered Cyber Threats Illuminate the Dark Side.

Based on insights from over 2,600 IT professionals, the campaign spotlighted the growing threat of state-sponsored attacks and the vulnerabilities of critical sectors like healthcare, finance and government.

Armis committed $200,000 to a strategic, multichannel rollout that prioritized education and accessibility. By removing content gates and leveraging targeted email, digital ads and webinars, the campaign achieved measurable impact:

- 2.9 billion global impressions.
- $5.4 million in ad equivalency.
- 24% share of voice in the cybersecurity space.
- 34.8% email click-through rate and up to 49% webinar attendance.

The campaign's creative execution, anchored in a "digital battleground" metaphor, emphasized urgency and proactive defense strategies. With nearly 48% of organizations breached during the period, Armis armed stakeholders with actionable insights to mitigate risk and protect infrastructure.

Through data-driven content and cross-regional engagement, Armis reinforced its leadership while advancing a safer, more resilient digital world.

Best brand initiative

GOLD:

"Making Space for Incredible" by **Transmission for AutoStore**

JUDGE'S COMMENT

"Great awards submission, thorough and well-rounded in every respect. I loved the research-driven brand campaign that informed the content and marcoms strategy. Strong metrics! It's great to see digital/web performance numbers, but even better to track demand generation from MQLs through to Opportunities, with an ROI calculation included. That's commendable."

Graeme Stoker, *Head of Global Marketing Programs,* **Nutanix**

"Making Space for Incredible" exemplifies how strategy and storytelling can fuel brand transformation. Developed by global B2B marketing agency Transmission for warehouse automation innovator AutoStore, this campaign is a masterclass in human-centric brand building and demand generation.

Faced with low brand awareness outside Europe and market skepticism around its cutting-edge cube storage solutions, AutoStore needed more than a traditional campaign, it needed a shift in perception. Transmission responded with a research-driven, audience-first brand strategy that placed people, not just product, at the heart of the message.

By positioning customers as "Space Makers" through authentic storytelling, cinematic films and expert interviews, the campaign successfully reframed AutoStore from a cold, robotic tech provider to a human-focused strategic partner. This narrative connected emotionally with decision-makers, from CIOs to VPs of Supply Chain, and addressed a critical trust gap in a risk-averse B2B audience.

The results speak volumes. Within 12 months, brand awareness rose above target, familiarity soared and consideration jumped. With a sophisticated media mix spanning digital, OOH, events and thought leadership content, the campaign nurtured leads through the funnel. Tracked via Hubspot, it delivered a tangible boost in MQLs and ROI.

"Making Space for Incredible" didn't just meet objectives, it transformed AutoStore's market positioning. It's a shining example of how bold creative, aligned with strategic insight, can drive exceptional B2B growth.



Best brand initiative

SILVER:

"Nursing Nirvana" by **Mower for ICU Medical**

ICU Medical partnered with agency Mower to reposition its newly upgraded Plum Duo IV system and overcome outdated perceptions tied to its legacy product. With healthcare professionals - particularly nurses, pharmacists and IT specialists - as the core audience, the "Nursing Nirvana" campaign aimed to break through the industry's traditionally clinical messaging with a bold, emotionally resonant brand initiative.

Research revealed that user confidence was the ultimate driver for product adoption. Rather than focusing solely on features, the campaign tapped into this insight with a creative concept rooted in professional empowerment: "Nursing Nirvana" for nurses, "Eupharmia" for pharmacists, and "IT Utopia" for tech professionals. Visually, the campaign portrayed each persona in a calm, fulfilled state, symbolizing the relief and satisfaction the Plum Duo system offers by simplifying workflows and improving patient care.

Delivered across a multichannel mix of print, digital, social, email and tradeshows, the campaign balanced emotional storytelling with clinical credibility. Within just 10 weeks, it achieved significant reach, engagement and sales enablement results.

This initiative exemplifies best-in-class brand marketing by blending strategic insight, audience empathy, and bold creative to drive impact in a highly regulated, competitive space. It's a standout example of how emotive branding can redefine perceptions in B2B healthcare.

BRONZE:

"This is Precision AI™" by **weights&pulleys for Palo Alto Networks**

Palo Alto Networks, in partnership with weights&pulleys, launched This is Precision AI™: A bold, cinematic brand initiative designed to cut through the noise of AI hype in the cybersecurity space. Targeting IT decision-makers and Chief Information Security Officers (CISOs) at mid-to-large enterprises, the campaign set out to reposition the brand from a traditional firewall provider to a forward-thinking AI-powered security leader.

Rejecting typical industry jargon, the creative team crafted a four-part Sci-Fi video series portraying a cybersecurity expert navigating escalating threats with the help of Precision AI™. Each film combined cinematic storytelling with real product benefits, reinforcing the message: "This isn't Sci-Fi. This is Precision AI."

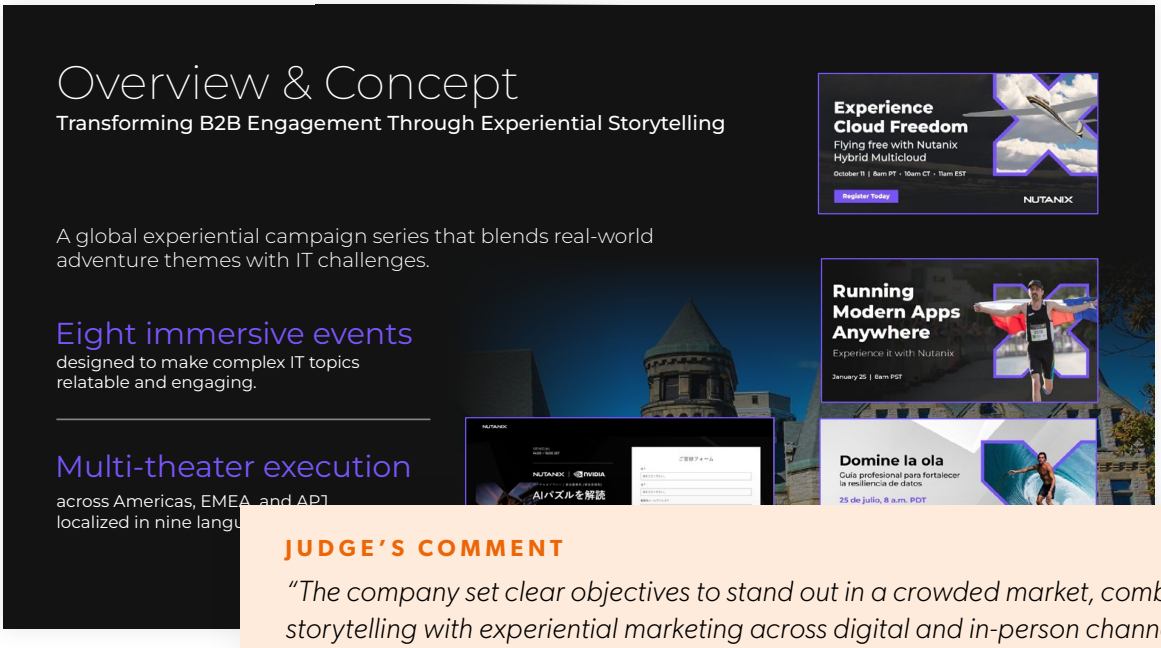
The campaign strategically launched around key international cybersecurity events like RSA and Black Hat, and ran across paid, earned, and owned media, including influencer content and major TV ad placements. Results were powerful: 336 million video views, over 10 million website visits, a 300% spike in paid search engagement, and a notable +18% lift in brand consideration.

This brand initiative is a standout example of how emotion, narrative, and production quality can transform B2B perceptions, proving that creative bravery and audience relevance are just as vital in enterprise marketing as they are in consumer campaigns.

Best demand or lead generation program

GOLD:

"Global Experiential Program" by **Nutanix**



JUDGE'S COMMENT

"The company set clear objectives to stand out in a crowded market, combining strategic storytelling with experiential marketing across digital and in-person channels. Their original use of real-world stories tied to a specific technology area brought authenticity and relevance. The campaign delivered strong engagement, high attendance, and solid pipeline results, including MQLs and sales opportunities."

Jeff Fleischman, *Global CMO,* **Altimetrik**

Nutanix launched its Global Experiential Campaign Series as an ambitious, immersive approach to demand generation that redefined how technology storytelling connects with enterprise audiences. Rather than relying on conventional webinars or sales-driven messaging, Nutanix created interactive, high-concept experiences that used non-IT themes.

These included big wave surfing, wilderness survival and haunted house mysteries. The point was to make complex IT concepts accessible, memorable, and relevant. Each event was designed to mirror real IT challenges using metaphor, creative wordplay and world-class production.

These experiences were brought to life through high-profile speakers, gamification and scenario-based learning, immersing IT decision-makers in engaging narratives that subtly reinforced Nutanix's solutions. Events were mock-live with real-time Q&A and polling, ensuring global audiences enjoyed a personalized experience with real-time engagement and tailored content.

Executed across eight consecutive quarters, the program was fully localized into nine languages and integrated with platforms like Marketo, Salesforce and Splash to track engagement, attribute leads and automate follow-ups. This operational backbone enabled Nutanix to scale the campaign globally while maintaining regional relevance and executional consistency.

The results were transformative. The program drove high lead conversion at both the top and middle of the funnel, significantly influenced pipeline and revenue, and was fully adopted by marketing teams across all global theaters.

Strategic partnerships with industry leaders like Cisco, Intel, AWS, NVIDIA and AMD were further strengthened through shared participation and visibility. Most importantly, the campaign catalyzed a cultural shift within Nutanix's marketing organization: From siloed regional efforts to a unified, globally integrated demand engine.

By replacing transactional marketing with experiential storytelling, Nutanix delivered measurable results while positioning itself as a thought leader in B2B innovation.

Best demand or lead generation program

SILVER:

"From Quantity to Quality: AI-Driven Lead Generation Revolution" by **Unisys**

In 2024, Unisys changed its lead generation approach, shifting from high-volume outreach to a hyper-targeted, AI-powered strategy. The result was a demand generation engine that delivered a high marketing-sourced pipeline - 40% of the company's total - and drove an exponential year-over-year increase in revenue from those leads.

The transformation began with a forensic analysis of three years of closed deals to uncover patterns in buyer behavior, industry readiness and decision-maker profiles. These insights informed the development of a proprietary AI model designed to qualify leads based on real-time intent data, white space analysis and industry growth trends.

Unisys ditched one-size-fits-all campaigns in favor of personalized ABM programs. Targeted messaging, custom microsites, tailored creative and omnichannel delivery engaged 64% of key accounts. Enhancements like an AI chatbot and frictionless website design made it easier for prospects to connect.

Marketing and sales alignment played a critical role. Unified goals, shared data and high-touch follow-up workflows ensured consistent execution and measurable impact. This strategic pivot not only rebuilt pipeline quality, it redefined marketing's role as a core revenue driver.

BRONZE:

"IT Unplugged" by **Nutanix**

In response to the disruption of in-person events, Nutanix launched IT Unplugged: A groundbreaking virtual series that reimagined B2B engagement by blending thought leadership with live music. This initiative moved beyond traditional webinars, creating an emotionally resonant experience that resonated deeply with IT decision-makers.

Each episode combined timely insights on hybrid cloud, AI and cybersecurity with acoustic performances from Grammy-winning artists. Through a unique three-part format that included technology deep dives, artist-led storytelling and interactive audience engagement, IT Unplugged became more than a virtual event; it became a community touchpoint.

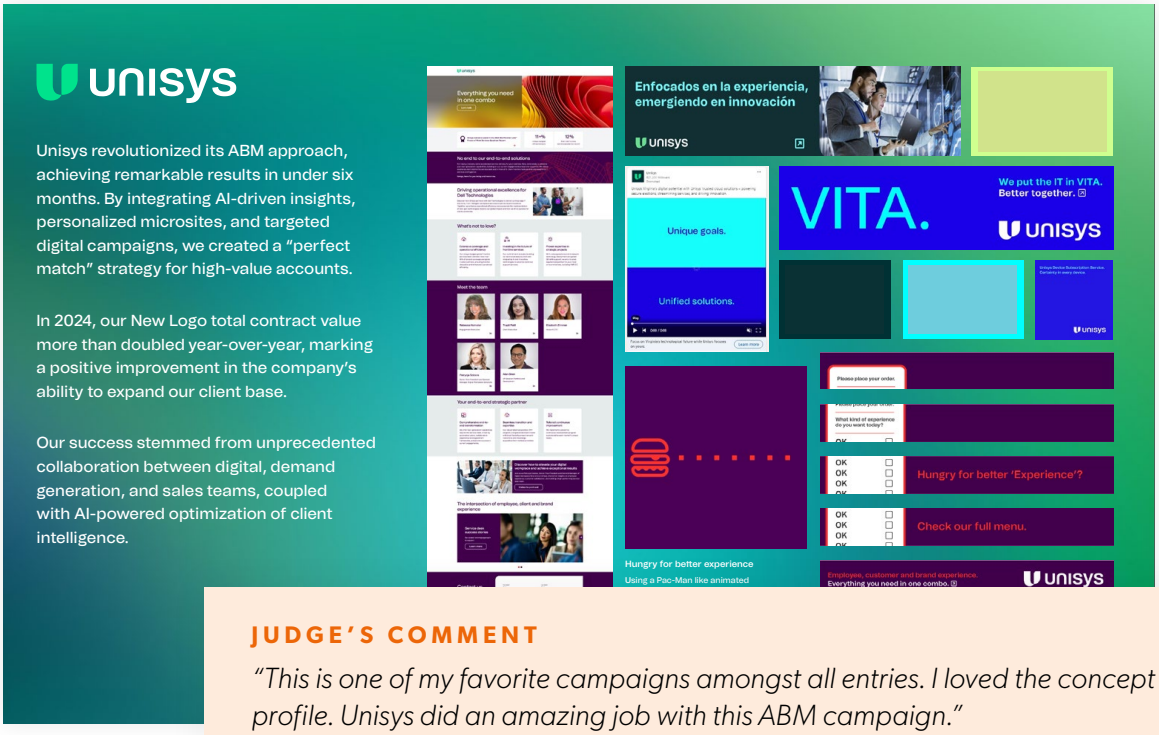
The series succeeded by applying core B2B marketing principles: Relevance, relatability and differentiation. It addressed webinar fatigue by delivering high production value, authentic storytelling and a humanized approach to complex technology topics. Strategic use of marketing automation, personalized outreach and channel integration ensured sustained engagement before, during and after each event.

By offering a platform that balanced education with entertainment, Nutanix fostered stronger relationships with customers and prospects, positioning the brand as both innovative and empathetic. IT Unplugged stands as a best-in-class example of how creativity, audience understanding and cross-functional collaboration can redefine demand generation in the digital era.

Best account-based marketing program

GOLD:

"Love at First Insight: Unisys's ABM Engagement Campaign" by **Unisys**



JUDGE'S COMMENT

"This is one of my favorite campaigns amongst all entries. I loved the concept of a dating profile. Unisys did an amazing job with this ABM campaign."

Isela Warner, *Vice President of Marketing,* **Gurobi Optimization**

In 2024, Unisys launched a bold Account-Based Marketing (ABM) campaign that didn't just connect with prospects, it transformed their entire go-to-market strategy. By combining precision targeting with a fully integrated omnichannel approach, the 152-year-old tech company more than doubled its new logo contract value within six months.

To stand out in a crowded IT services market, Unisys designed a campaign that treated each target account as a unique opportunity, not just another lead. They leveraged AI-powered insights and intent data to understand where prospects were in their buying journey and how best to reach them.

What followed was a symphony of personalized engagement across channels: Custom microsites, dynamic LinkedIn and RollWorks ads, tailored email outreach, strategically placed thought leadership, and even in-person activations at government events.

Each experience was thoughtfully aligned, with messaging adapted to reflect the target's industry, role and business challenges. Instead of one-size-fits-all content, prospects encountered bespoke storytelling that spoke directly to their needs.

A "mirror effect" creative strategy ensured continuity and resonance across every touchpoint, while real-time A/B testing enabled the team to optimize performance quickly and effectively.

The results were impressive: Unisys drove over 2.8 million impressions and achieved a 10.25% engagement rate. More than 6,000 visitors interacted with personalized digital experiences, and nearly half of all new logo pipeline emerged from marketing initiatives. 60% percent of the company's new logo wins in 2024 could be traced back to this campaign.

What made it exceptional wasn't just the technology, it was the unprecedented collaboration between sales, digital and marketing teams. By uniting around deep account intelligence and creating seamless omnichannel journeys, Unisys redefined what B2B engagement could look like and turned ABM into a true growth engine.

Best account-based marketing program

SILVER:

"Eyes on the Future. Boots on the Ground" by **Marketbridge for Epiroc**

Following its emergence as a standalone brand, Epiroc partnered with Marketbridge to launch a focused ABM initiative that would elevate its positioning beyond premium equipment and into the realm of strategic business partnership.

With a clearly defined ICP and complex buying cycles, Epiroc's sales and marketing teams aligned around an ABM strategy that delivered highly personalized, multi-touch engagement across 11 high-potential accounts.

The campaign emphasized Epiroc's role in driving innovation in electrification, automation, and service, all wrapped in a narrative that resonated with both the visionary and operational needs of mining and construction leaders.

Executed across channels like LinkedIn, email, Demandbase ads, and a personalized content hub, the approach culminated in exclusive on-site experiences at Epiroc Competency Centers and client locations.

The creative theme, "Eyes on the Future. Boots on the Ground.," bridged strategic ambition with day-to-day realities, showcasing Epiroc's commitment to performance, safety and long-term value.

By connecting key decision-makers with real technology in real environments, the campaign moved beyond messaging to meaningful impact. This initiative has reinforced Epiroc's brand affinity, advanced significant account conversations, and demonstrated the power of ABM as a revenue-driving strategy.

BRONZE:

"ServiceNow ABM: Driving Innovation and Impact In The Automotive Sector" by **Agent3 for ServiceNow**

ServiceNow, in collaboration with agency Agent3, launched a bold ABM campaign targeting a global automotive manufacturer facing complex digital transformation challenges. With production downtime costing millions, the client sought a partner to integrate legacy and new tech across its operations. Although ServiceNow's solution was still in development, Agent3 designed a visionary, insight-led campaign that reimagined the manufacturer's IT/OT infrastructure, building a fully interactive 3D virtual factory to demonstrate ServiceNow's potential impact.

Leveraging in-depth research, executive engagement, and co-created content, the campaign used bespoke visuals, direct mail, personalized videos, and a co-branded microsite to bring the concept to life. The strategy delivered astonishing results: in less than a year, ServiceNow advanced from a cold prospect to C-suite buy-in and a projected $1.7M pipeline, with global replication now underway.

This award-winning program exemplifies the power of tailored storytelling, immersive content, and strategic sales-marketing alignment in ABM. For B2B marketers, it offers a masterclass in how to break into complex enterprise accounts, accelerate trust and drive high-value deal progression, even before a product is fully market-ready.

Best sales enablement initiative

GOLD:

"Treasure Data Use Cases Sale Enablement Tool" by **Keys & Kites for Treasure Data**

JUDGE'S COMMENT

"Great idea and solid execution. This aligns perfectly with what this category aims to highlight: Providing tools and developing initiatives that enable Sales teams to sell more effectively. The concept of an interactive tool to support Sales during meetings and help uncover new, valuable use cases for customers is excellent. The execution is strong, and the resulting pipeline growth is promising."

Ricardo Rocha, Managing Director (GM) North America & Global Head of Marketing, **Noesis**

Treasure Data, a leading enterprise customer data platform (CDP), faced a common sales challenge: Its team was highly effective at selling a few core use cases but struggled to expand conversations into new solution areas. To drive growth, they partnered with Keys & Kites to create an intuitive sales enablement tool designed to help reps uncover a wider range of customer needs during live conversations.

The interactive tool was built to support in-person and phone-based sales interactions. Reps could navigate by customer challenges, topics or organizational maturity levels, enabling them to pivot easily based on each prospect's situation.

The content was rewritten in approachable, buyer-friendly language, turning complex technical messaging into relatable pain points such as: "We want to identify at-risk customers before we lose them."

Keys & Kites led the end-to-end development of the tool, including user experience design, content strategy, and technical build. The experience was intentionally simple, focused on fast, frictionless usability during meetings.

The tool also generated personalized summary reports that reps could leave behind or send to prospects after the call, reinforcing key takeaways and helping drive follow-up engagement.

The results were striking. Treasure Data saw a 3x increase in its sales pipeline. Sales reps embraced the tool as a practical, high-impact asset that made it easier to explore new solution areas with customers and uncover hidden opportunities.

By shifting the sales conversation from product-first to problem-first, this initiative helped Treasure Data break through previous limitations and unlock scalable growth.

Best sales enablement initiative

SILVER:

"Manheim Imaging Experience Sales Enablement" by **Keys & Kites for Manheim**

Manheim, a leader in wholesale vehicle solutions, launched an innovative campaign to showcase its new AI-enabled imaging and inspection solution. Rather than relying on static content, Manheim partnered with Keys & Kites to develop an immersive, interactive experience.

Featuring dynamic video and web elements, the tool was deployed across demo kiosks at trade shows, Manheim physical locations, and iPads used by field sales teams. The initiative exemplifies B2B marketing best practices by blending interactivity, scalability and flexibility.

Designed for both guided and self-guided use, the tool empowered sales teams while also providing a frictionless exploration path for customers. By aligning the content format with buyer needs such as efficiency, accuracy and ROI transparency, Manheim maximized engagement.

The tool's adaptability across channels ensured consistent messaging and usability in varied sales settings. The experience drove 20x the goal in lead registrations at a key industry event and contributed to doubling Manheim's sales targets post-launch.

Manheim leadership credited the tool as a pivotal driver of adoption and sales performance. This initiative stands out as a benchmark for integrating immersive technology into sales enablement strategies.

Most commercially successful program

GOLD:

"IM AI-READY" by **Transmission for Iron Mountain**

JUDGE'S COMMENT

"This was a well-executed campaign that hit high marks across every category. I especially liked the 'I am' messaging, which was versatile and flexible enough to support various sub-messages. The results were impressive and a game changer for Iron Mountain."

Isela Warner, Vice President of Marketing, **Gurobi Optimization**

Iron Mountain's "IM AI-READY" campaign, developed in collaboration with Transmission, is a compelling example of best-in-class B2B marketing. It achieved what the Most Commercially Successful Program category aims to recognize: A transformative, insight-led campaign that delivered significant commercial impact while repositioning a legacy brand for the future.

Iron Mountain, a global leader in information management, launched the InSight® Digital Experience Platform (DXP) to help organizations modernize how they access, manage, and monetize both physical and digital data.

The challenge was clear: While Iron Mountain was well known and trusted for its physical storage solutions, it was not widely seen as a strategic digital transformation partner. Transmission tackled this perception challenge with a clear, bold and customer-centric message: "IM AI-READY."

The creative concept cleverly used the company's initials to express individual empowerment - "I am" - paired with specific solution benefits such as "IM breaking down silos" and "IM compliance-ready." This messaging was flexible, scalable and directly tied to the needs of highly regulated industries managing complex data environments.

The campaign was activated across multiple channels, including paid media, organic social, earned PR, webinars and employee advocacy. Visuals reinforced the messaging, adapting Iron Mountain's existing brand identity by layering business-relevant imagery onto profile silhouettes, symbolizing their commitment to supporting customers across sectors.

Targeting 1,700 accounts in the US and UK, Transmission used research from Gartner and Forrester, along with direct customer insights, to inform messaging that would resonate with C-suite decision-makers.

The result was a campaign that not only redefined Iron Mountain's position in the market but also delivered impressive commercial outcomes that we are unable to disclose. In any case, "IM AI-READY" stands as a prime example of how strategic messaging, creative execution, and precise targeting can transform both perception and performance in B2B marketing.

Most commercially successful program

SILVER:

"SEKO Logistics: International B2B Growth" by **Marcel Digital for SEKO Logistics**

SEKO Logistics, a global leader in supply chain solutions, partnered with Marcel Digital to execute a data-driven, commercially focused transformation. Facing growing competition and limited insight into performance, SEKO needed a strategy that could unify its teams, optimize marketing spend, and directly link activity to revenue.

The initiative centered on integrating GA4 and Salesforce to create a single source of truth, enabling accurate measurement of Marketing Qualified Leads (MQLs), Sales Qualified Leads (SQLs) and pipeline value.

A new Annual Vendor Summit brought internal and external stakeholders together under a unified go-to-market strategy, while the marketing team optimized paid media, SEO and conversion workflows across multiple digital channels.

Campaign messaging was tailored to key buyer personas and industry pain points, such as service reliability, cost and delivery accuracy.

Dynamic ads and vertical-specific content addressed prospective customer concerns directly and improved both click-through and conversion rates. The results were clear: SEKO not only increased the volume and quality of leads, but also achieved full sales-marketing alignment.

Pipeline visibility dramatically improved, allowing campaigns to be tied directly to revenue. The program set a new benchmark for ROI-driven B2B marketing and became a replicable model for global growth.

BRONZE:

"Vanguard Promotion Channel Campaign" by **Nelson Schmidt for Wright Manufacturing**

Wright Manufacturing, known for its premium commercial mowers, faced a significant challenge in 2024's tough economy where the industry saw a 15% sales decline. Although professional landscapers valued Wright's high performance, many perceived the brand as too expensive.

When Briggs & Stratton offered co-op dollars to promote Wright mowers powered by their Vanguard engines, they saw a perfect opportunity to boost awareness of the sale and drive traffic to Wright's top dealers.

The campaign by Nelson Schmidt for Wright Manufacturing targeted professional landscapers: Small business owners looking for cost-effective investments in top-quality equipment. By geo-targeting ads around Wright's most important dealers using Meta, LinkedIn and Google Performance Max, it directed potential buyers to a custom landing page encouraging visits to local dealers for demos.

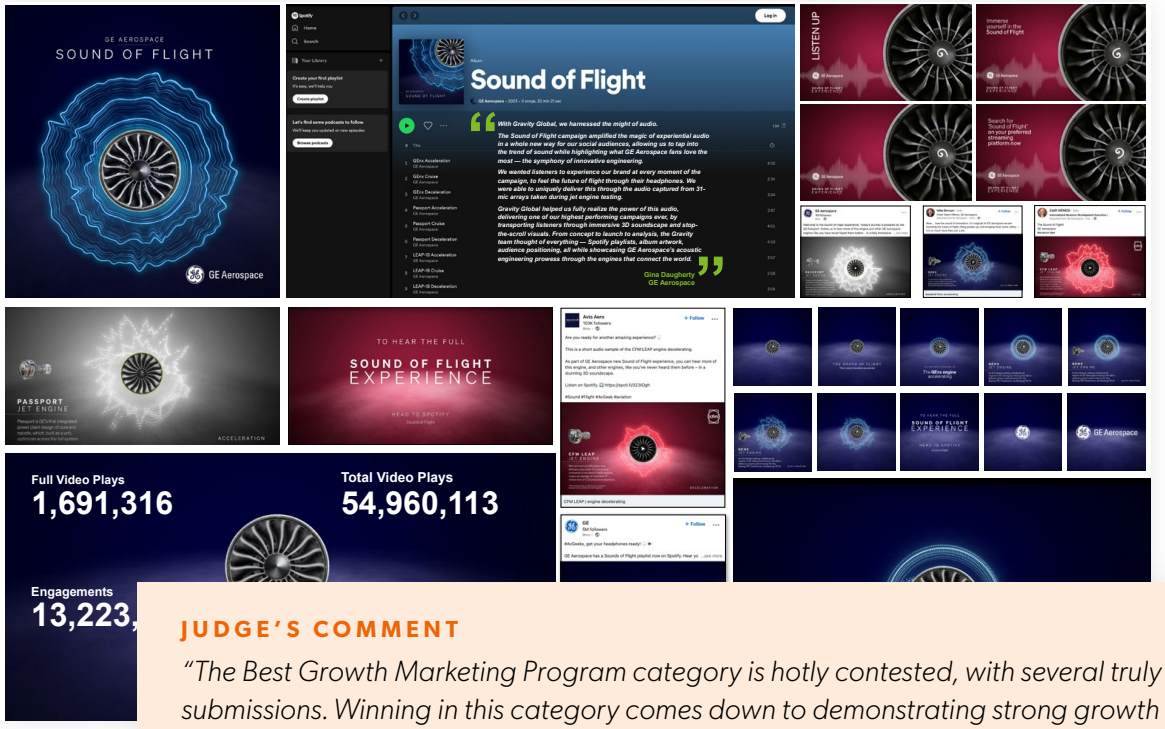
Prioritizing simple, product-focused creative and sales-driven messaging, the campaign optimized budget efficiency and delivered exceptional results. Click-through rates nearly doubled expectations, and within just three months, nearly 10,000 dealer-centric conversions were achieved, 211% above benchmark. Even more impressive, sales at targeted dealer locations surged 58% in the first month alone.

This channel-focused strategy not only reversed declining industry trends but also reinforced dealer relationships. It built long-term customer loyalty, demonstrating how precise targeting and partner alignment can drive commercial success in B2B marketing.

Best growth marketing program

GOLD:

"The Sound of Flight" by **Gravity Global for GE Aerospace**



JUDGE'S COMMENT

"The Best Growth Marketing Program category is hotly contested, with several truly excellent submissions. Winning in this category comes down to demonstrating strong growth performance, a compelling concept, and a campaign that has made a measurable impact. Gravity Global & GE Aerospace clearly delivered a solid campaign. It achieved strong communications and awareness results, along with considerable engagement across its content and assets."

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

In a crowded aerospace landscape dominated by brands like Rolls-Royce and Boeing, GE Aerospace, in partnership with Gravity Global, launched The Sound of Flight: A bold, media-first campaign that brought the sound of jet engines to life through immersive 360° spatial audio.

Targeting senior decision-makers and engineering professionals, the campaign strategically leveraged Spotify and YouTube to deliver a sensory experience that cut through conventional B2B marketing norms.

Showcasing the GEnx, CFM Leap and Passport engines, the content featured authentic audio captured via 31-mic arrays during engine testing, paired with equalizer-driven visuals. These were distributed across Instagram, LinkedIn, YouTube, and Spotify, tapping into platforms where aviation enthusiasts and professionals were already engaged.

Results surpassed all benchmarks: 73.7 million impressions, 54.9 million video plays, and 13.2 million total engagements. On LinkedIn, view rates hit 39%, over three times the industry average. Instagram delivered a 1% CTR and a 5% video Thruplay rate, outperforming global benchmarks of 0.22–0.88%.

What set this campaign apart was its ability to humanize complex aerospace technology through sensory storytelling. The creative broke away from static imagery typical of the category, presenting GE as a forward-thinking innovator. The phased rollout and precise targeting by job title and company ensured the right content reached the right people at the right time, a textbook example of B2B media strategy excellence.

By embracing sound as a primary storytelling medium and pairing it with platform-native visuals, Gravity Global and GE Aerospace redefined what brand engagement looks like in B2B. This campaign didn't just generate views, it earned emotional resonance, drove business results and reaffirmed GE Aerospace's position as a true innovator.

Best growth marketing program

SILVER:

"IM AI-READY" by **Transmission for Iron Mountain**

Iron Mountain's "IM AI-READY" campaign, developed with Transmission, showcases best-in-class B2B marketing by delivering strong growth while repositioning a legacy brand. Iron Mountain, a global leader in information management, launched the InSight® Digital Experience Platform (DXP) to modernize how organizations access and manage physical and digital data.

However, Iron Mountain was primarily known for physical storage and needed to be seen as a strategic digital transformation partner. Transmission addressed this with a bold, customer-centric message: "IM AI-READY."

The campaign cleverly used "IM" to evoke "I am," highlighting empowerment and solution benefits like "IM breaking down silos" and "IM compliance-ready." This messaging was adaptable and aligned with the needs of highly regulated industries handling complex data.

It ran across paid media, organic social, PR, webinars and employee advocacy. Visuals layered business-relevant imagery over profile silhouettes, reinforcing Iron Mountain's commitment to customers across sectors. Targeting 1,700 accounts in the US and UK, Transmission used research and customer insights to engage C-suite decision-makers effectively.

"IM AI-READY" successfully redefined Iron Mountain's market position and delivered impressive commercial results, demonstrating the power of strategic messaging, creative execution and precise targeting in B2B marketing.

BRONZE:

"Eyes on the Future. Boots on the Ground" by **Marketbridge for Epiroc**

Epiroc, a global leader in mining and infrastructure equipment, launched a growth-focused ABM campaign with MarketBridge to shift perception and drive deeper account engagement. Known primarily for its premium equipment, Epiroc sought to raise awareness of its cutting-edge solutions in automation, electrification and aftermarket services.

These areas have the potential to transform safety, performance and efficiency in mining operations. The campaign, "Eyes on the Future. Boots on the Ground.," positioned Epiroc as a whole-business partner, balancing long-term innovation with hands-on support.

It combined emotionally resonant messaging with targeted outreach, using paid media, marketing-led emails, personalized sales videos and immersive customer experiences. Prospects were invited to Epiroc Competency Centers or to host on-site demonstrations, where they could explore technology firsthand and consult with experts.

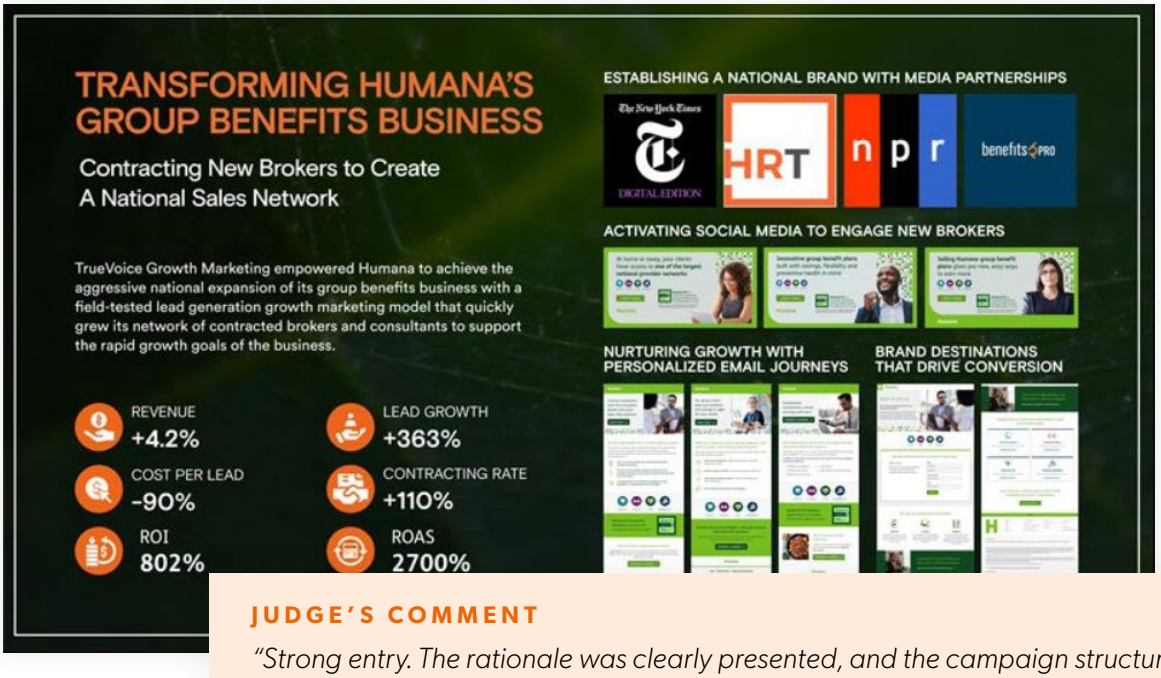
Focused on Epiroc's most strategic accounts, the campaign delivered standout results. All 1:1 accounts engaged with the program, and more than half of targeted 1:Few accounts participated in demos. The campaign generated significant pipeline growth, with a strong cross-sell and upsell rate into service and technology offerings beyond core equipment.

This effort showcases how personalized, insight-led ABM programs can strengthen customer relationships, expand brand relevance and drive substantial business growth.

Best B2B at scale program

GOLD:

"A National Broker Network with Growth Marketing" by **TrueVoice Growth Marketing for Humana**



JUDGE'S COMMENT

"Strong entry. The rationale was clearly presented, and the campaign structure was described at just the right level of detail, including tactics, media and technology. The results were well-presented and impactful. The supporting materials were thorough and helped to further highlight the campaign's structure, messaging and outcomes."

Petra Adshead, *Head of Field Marketing,* **GWI**

Humana's ambition to rapidly expand its group benefits business nationally faced significant headwinds: Legacy systems, outdated marketing practices and limited broker awareness. To overcome this, the insurer partnered with TrueVoice Growth Marketing to launch a transformational B2B campaign built for scale.

At the heart of this initiative was TrueVoice's proprietary growth marketing framework, which integrated behavioral insights from over 650,000 brokers. This enabled the team to engineer dynamic decision journey maps that guided every interaction across a full-funnel media mix, spanning paid social, journeyed email, traditional media and event partnerships.

Content was hyper-personalized, adapting in real time to broker behavior and engagement stage. This strategy delivered exceptional results: In just 12 weeks, Humana saw a 764% increase in qualified broker leads, requests for meetings far outpaced expectations. Broker conversion rates doubled, while cost per lead fell by 90%.

Agile creative testing and media optimization also reduced cost per click by 74%, demonstrating the campaign's operational efficiency. The initiative went beyond performance metrics. It repositioned Humana as a trusted, growth-driven partner to brokers, reinforcing its group benefits offering through responsive messaging and intelligent channel orchestration.

By integrating Salesforce Marketing Cloud and key analytics platforms, Humana gained new long-term capabilities in lead attribution, revenue measurement and journey orchestration. This award-winning program exemplifies B2B marketing at scale: Rooted in insight, powered by martech and designed for measurable, sustained growth.

Best B2B at scale program

SILVER:

"The Sound of Flight" by **Gravity Global for GE Aerospace**

In an industry dominated by legacy giants, GE Aerospace partnered with Gravity Global to deliver a standout B2B campaign that literally broke through the noise. The Sound of Flight used immersive 360° spatial audio to turn the roar of jet engines into a powerful storytelling tool, transforming how complex aerospace technology is experienced and understood.

Targeting senior decision-makers and engineers, the campaign showcased the GEnx, CFM Leap, and Passport engines through real audio captured during live testing with 31-mic arrays. This sensory-first content, paired with dynamic equalizer visuals, was distributed across LinkedIn, Instagram, YouTube, and Spotify. Both aviation professionals and enthusiasts use these platforms.

What made this campaign a benchmark in B2B at scale was its ability to humanize cutting-edge innovation while achieving exceptional performance. It delivered over 73 million impressions, nearly 55 million video plays and 13 million engagements, outperforming industry benchmarks across every channel. LinkedIn view rates tripled the norm, while Instagram CTR and Thruplay rates set new standards.

Beyond metrics, *The Sound of Flight* succeeded by reimagining how B2B brands communicate. Through platform-native creative, emotional resonance and job-title-level targeting, the campaign positioned GE Aerospace as not just an engine manufacturer, but a bold innovator shaping the future of flight.

BRONZE:

"Global Experiential Program" by **Nutanix**

Nutanix's Global Experiential Campaign Series redefined what it means to deliver B2B marketing at scale. Across eight consecutive quarters and nine languages, the company launched immersive, story-driven virtual experiences that transcended traditional IT marketing.

Instead of relying on static webinars, Nutanix built interactive narratives, ranging from big wave surfing to wilderness survival, that made complex cloud infrastructure topics relatable and memorable. Each mock-live event blended cinematic production, real-time Q&A and gamified learning.

These experiences were designed to reflect real IT challenges using metaphor, emotion and creativity, without losing focus on product relevance. The program was fully integrated with Marketo, Salesforce and Splash, enabling precise tracking, automated follow-up and attribution across a global funnel.

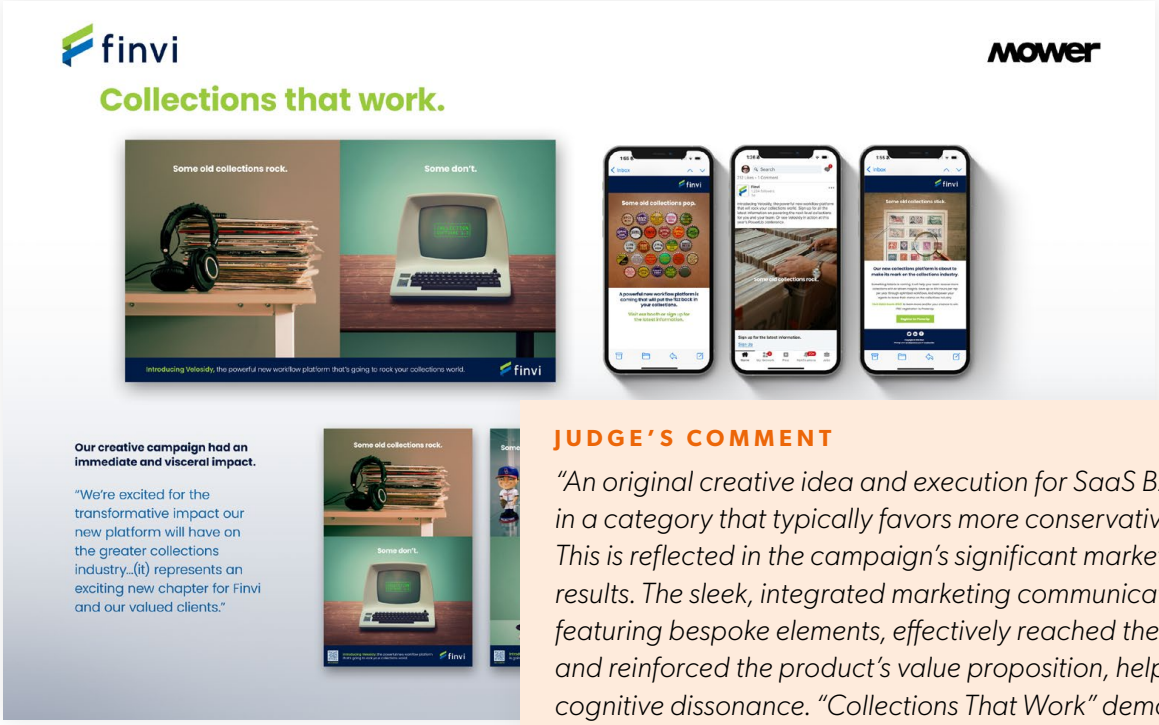
The campaign delivered consistent execution with regional nuance, empowering local teams while maintaining centralized strategy and brand coherence. It drove strong lead conversion at every funnel stage, influenced significant revenue, and became a gold standard across Nutanix's global marketing organization.

Most importantly, it catalyzed a cultural shift: From fragmented regional campaigns to a unified global engine. By combining creative storytelling with operational scalability, Nutanix demonstrated how to successfully align global teams, partners and platforms around a shared vision.

Best channel or ecosystem marketing initiative

GOLD:

"Collections that Work" by **Mower for Finvi**



JUDGE'S COMMENT

"An original creative idea and execution for SaaS B2B, standing out in a category that typically favors more conservative approaches. This is reflected in the campaign's significant market penetration results. The sleek, integrated marketing communications campaign, featuring bespoke elements, effectively reached the target audience and reinforced the product's value proposition, helping to reduce cognitive dissonance. "Collections That Work" demonstrates how a modest budget, when used strategically, can drive impressive impact."

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

Finvi's "Collections That Work" campaign, developed by Mower, successfully transformed perceptions of outdated technology in the third-party debt collection space. Launching Velosidy, a new SaaS platform, Finvi faced a high-stakes challenge: Encouraging risk-averse decision-makers to replace the legacy systems their entire businesses depended on.

Through creative strategy, the campaign repositioned Finvi as an innovative leader with a modern solution. The core insight? While some collections, like vinyl records, are worth keeping, outdated collection platforms are not.

This message was brought to life visually and verbally through a multi-channel creative concept that playfully contrasted "cool" collectibles with obsolete tech. The slogan, "Some old collections rock. Some don't," highlighted Velosidy's transformative value.

The integrated campaign deployed print, digital, paid social, email and event marketing. Custom vinyl albums, a Finvi-branded Spotify playlist, and playful coasters extended the idea offline. Culminating in a drone show at the PowerUp Users Conference, the launch experience energized the audience and elevated Finvi's brand perception.

Although Velosidy hadn't yet launched, the campaign exceeded all marketing KPIs. It generated high engagement from prospective users, a surge in qualified opportunities, and successfully shifted Finvi's brand narrative, from outdated to future-ready.

This campaign leverages emotional insight, creative risk-taking and consistent cross-channel messaging to deliver brand experiences that go beyond functionality, building connection and trust.

Best channel or ecosystem marketing initiative

SILVER:

"Power to Move your Business" by **Transmission for Qualcomm**

To launch Snapdragon X Elite, Qualcomm Technologies made a bold entry into the AI PC market. Qualcomm orchestrated a sophisticated, multi-channel ecosystem campaign that challenged entrenched platforms and introduced an entirely new category: The Windows AI PC.

In a space long dominated by Intel and AMD, Qualcomm had to reframe its mobile-native brand for a skeptical PC-buying audience of IT decision-makers. Central to this initiative was Qualcomm's channel strategy, leveraging partners like Microsoft, Windows 11 PC distributors, and resellers to amplify reach and credibility.

A tiered ABM approach spanned 4,000+ enterprise accounts across the U.S., UK, and Germany using personalized activations via 6sense, LinkedIn, CTV, programmatic and strategic airport placements during key events.

Creative messaging, "Power to Move Your Business," avoided tech clichés and spec-sheets, focusing instead on transformation: Better battery life, real AI integration and user-centric performance gains. The campaign was seamlessly integrated across the entire partner and media ecosystem, supported by a best-in-class martech stack including Adobe Experience Platform, Marketo, Salesforce and Bombora.

The results were outstanding: Qualcomm built a viable third pillar in the Windows PC space. By activating its ecosystem through education, inspiration and precision targeting, the Snapdragon X Elite campaign became a blueprint for how B2B brands can successfully introduce category-defining innovation at scale.

BRONZE:

"Powers of Me" by **Transmission for Microsoft**

In partnership with Microsoft, global B2B agency Transmission launched "Powers of Me" in July 2024, supporting the rollout of Copilot in Windows 11 Pro. Designed to shift perception and accelerate adoption, the campaign moved beyond traditional product marketing to connect emotionally with end-users, IT decision-makers and business leaders.

Faced with skepticism around AI, Transmission reframed the conversation, from selling features to inspiring confidence. The campaign emphasized how Copilot enhances individual productivity, with relatable personas like "Warrior Me" and "Accelerated Me" symbolizing empowered workers across the Windows ecosystem.

Executed globally across six core markets and seven languages, the initiative produced 4,000+ tailored assets, distributed via five key routes: OEMs, resellers, distributors, direct-to-customer and Microsoft's channel partners. Every asset was optimized for full-funnel performance, enabling partners to localize and activate seamlessly.

The campaign drove a measurable uplift in Windows 11 Pro adoption and helped reshape AI perceptions across Microsoft's audience segments. Internally, "Powers of Me" was hailed as a model campaign, earning placement in Times Square's iconic Cube billboard. This initiative showcases how strategic storytelling and scalable channel execution can power transformational B2B outcomes.

B2B marketer of the year

GOLD:

Tamara Marx, *Director and Head of Account-Based Marketing (ABM) for the Americas*, **ServiceNow**





> Tamara is a true trailblazer in ABM, transforming ServiceNow's ABM strategy from the ground up and delivering extraordinary results, including billions in accelerated pipeline. Her strategic vision, leadership, and relentless drive have not only accelerated business growth but also reshaped how sales and marketing collaborate to win the most significant deals."
>
> **Gemma Davies,**
> Sr. Director, Global ABM

JUDGE'S COMMENT

"Tamara's scientific mindset, turning complex ideas into impactful strategies, has helped position ServiceNow as a leader in AI. She has been instrumental in establishing the ServiceNow ABM team structure, creating, managing and leading a team of six senior practitioners, two of whom have gone on to build award-winning programs of their own. Thanks to her mentorship, strategic hiring,and leadership, Tamara's team has generated significant pipeline, including securing the largest net-new logo deal in ServiceNow's history."

Aristomenis Capogeannis, *Senior Director, Enterprise Revenue Marketing,* **NVIDIA**

Tamara Marx, Director and Head of Account-Based Marketing (ABM) for the Americas, ServiceNow, has redefined what ABM excellence looks like on a global scale. A former microbiologist turned strategic marketer, Tamara's unique ability to translate complex ideas into powerful business narratives propelled her from lab bench to boardroom, and to leading one of the most effective ABM organizations in tech.

Since joining ServiceNow as the first external ABM hire, Tamara has built a global ABM Center of Excellence, certifying over 150 professionals in ITSMA methodology and winning two gold awards for the effort. Under her leadership, ABM has evolved from a new initiative to a business-critical growth engine, directly contributing to record-breaking results.

In the Americas, ABM-led accounts closed deals 2.8x larger and 162 days faster than non-ABM accounts. Her "Perfect Days with ServiceNow" program, a VIP experience for top-tier clients, continues to scale, driving deeper engagement and accelerated revenue.

Her strategic vision has aligned ABM with company goals, helping secure the two largest net-new logo deals in company history, elevating ServiceNow's AI leadership, and pivoting efforts to focus on platform-wide, marquee account growth.

Beyond pipeline impact, Tamara's influence is seen in a high-performing ABM team she built from the ground up, with several team members going on to lead award-winning programs. Tamara's commitment to community and learning is equally impressive. She lectures on ABM at Santa Clara University and runs marketing for a local cooperative preschool.

Her work is not only a model of ABM innovation, but a case study in mentorship, cross-functional impact and marketing leadership at scale. Tamara's recognition as B2B Marketer of the Year is a testament to her unmatched ability to connect, scale and deliver.

B2B marketer of the year



SILVER:

Sarah Roberts, *Global CMO*, Boldyn Networks

Sarah Roberts, Global CMO, Boldyn Networks, is redefining B2B marketing with bold, human-centric leadership. In just two years, she led one of the telecom industry's most ambitious rebrands, transforming BAI Communications into Boldyn Networks following eight acquisitions.

Her vision unified global teams under a single brand, purpose and set of values, all while maintaining momentum, morale, and market relevance. Sarah's approach rejects traditional B2B conventions. Her belief in business-to-human (B2H) marketing shaped a brand that resonates emotionally while delivering commercial impact.

The rebrand drove a 40% jump in brand engagement, a 5x increase in web traffic and employee pride surged to 91%. Her use of AI in developing Boldyn's visual identity set a new benchmark in B2B creativity. Internally, Sarah co-created "The Power of One" leadership experience, which was awarded Best Employee Event by PRNEWS for aligning culture and brand post-mergers and acquisitions.

A consistent champion of inclusivity, she launched the BOLD Women network and hires diverse talent to drive innovation. Recognized by the B2B CMO 100 and PRovoke Media's Innovator 25, Sarah continues to inspire the industry with marketing that moves people and markets.



BRONZE:

Katherine Lucas, *Senior Vice President, Head of North America and Global Clients Division Marketing*, State Street

Katherine, Senior Vice President, Head of North America and Global Clients Division Marketing, State Street, has driven measurable impact through innovative B2B marketing strategies that align brand and revenue goals. Leading a global team, she expertly integrates data-driven insights and cross-functional collaboration to optimize campaign performance and fuel commercial growth.

Under Katherine's leadership, the State Street Alpha platform launch became a benchmark for transformational B2B marketing, delivering seamless positioning and messaging that influenced 62% of the 2024 target sales pipeline.

Her strategy emphasizes precision targeting, combining thought leadership, paid media and nurture campaigns that generated over 110,000 content views and $32 million in new mandates.

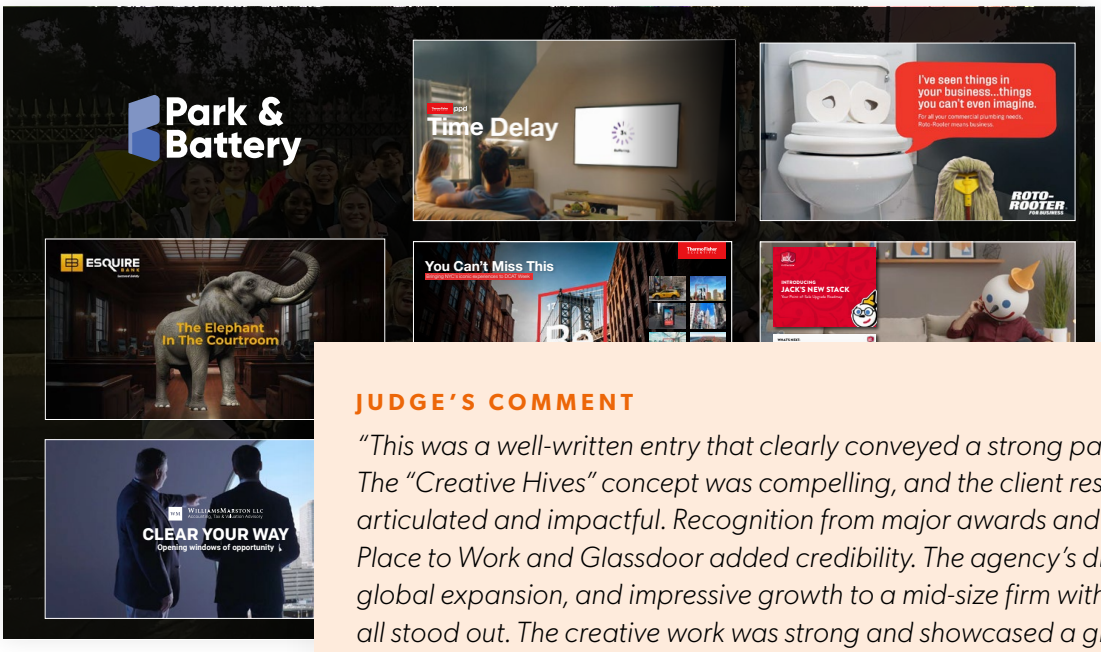
Katherine champions a quality-over-quantity approach to lead generation, achieving a 30% increase in sales-accepted leads and driving engagement rates up to four times above LinkedIn benchmarks. By breaking down silos and fostering a "One Marketing" culture, she ensures marketing efforts deliver timely, relevant messaging that resonates with diverse client segments.

Her approach to B2B marketing includes strong alignment with sales teams, campaign-event integration and continuous performance optimization. Katherine also prioritizes diversity of thought and team collaboration, reinforcing innovation and resilience in fast-evolving B2B markets. Her results-driven leadership exemplifies how marketing can be a powerful engine for growth and brand differentiation.

B2B marketing agency of the year (North America)

GOLD:

Park & Battery



JUDGE'S COMMENT

"This was a well-written entry that clearly conveyed a strong passion for creativity. The "Creative Hives" concept was compelling, and the client results were clearly articulated and impactful. Recognition from major awards and platforms like Great Place to Work and Glassdoor added credibility. The agency's diverse client base, global expansion, and impressive growth to a mid-size firm with geographic reach all stood out. The creative work was strong and showcased a great range of ideas."

Vito Labate, *Vice President and Global Industry Marketing Leader,* **Capgemini**

Park & Battery's meteoric rise - achieving 55% year-over-year growth and landing clients like Meta, Kaiser Permanente, and Thermo Fisher Scientific - is hard to ignore. It offers a compelling blueprint for B2B marketers aiming to drive meaningful impact. Their approach combines strategic depth, creative excellence and operational innovation.

At the core of their success is a deep commitment to client partnership. Rather than acting as an external vendor, Park & Battery positions itself as a true extension of client teams, guiding brand positioning, activating go-to-market strategies and delivering measurable business results. This approach has driven significant outcomes, such as a 71% increase in brand awareness for Thermo Fisher Scientific's Clinical Research division.

Their team model is equally impressive. Built around agile, multi-disciplinary pods called Creative Hives, their structure promotes close collaboration between strategists, creatives, media experts and technologists. By recruiting "five-tool" marketers, individuals who excel in their specialty while contributing across disciplines, they've created an environment where ideas flow quickly and execution is seamless.

Innovation is deeply embedded in their operations. Through their PAIR (Park & Battery AI Research) initiative, they've integrated GPT-powered tools to streamline content development, optimize media buys and enhance campaign performance. These efficiencies, which have produced up to 30% gains, free up teams to focus on strategy and creativity while improving speed to market and personalization.

Their borderless model, supported by a global BBN partnership and work-from-anywhere culture, allows them to deliver local relevance at global scale. Internally, their investment in Diversity, Equity, Inclusion and Belonging (DEIB), leadership development and employee well-being has fostered a culture of loyalty and high performance, evidenced by a 96% retention rate.

Park & Battery has redefined what it means to be a modern B2B agency, proving that bold thinking, deep client partnerships and relentless innovation aren't just differentiators, but the formula for market-leading growth and lasting impact.

B2B marketing agency of the year (North America)

SILVER:

Mower

Mower stands out in the B2B landscape for its rare blend of strategic rigor, creative excellence, and a people-first culture that drives results. Known for its "Making Fierce Friends" philosophy, the agency has cultivated unusually high employee loyalty, with average tenure nearing a decade and annual attrition at just 4%. That internal stability fosters deep client relationships and consistently high performance.

Under the leadership of CEO Stephanie Crockett, a 20-year Mower veteran, and CCO Doug Kamp, one of the most awarded creatives in global B2B, the agency is both women-led and on the path to becoming a certified women-owned business. Mower has also implemented the Entrepreneurial Operating System (EOS) across all levels, empowering its team to act with autonomy and accountability, hallmarks of its employee-owned model.

What truly distinguishes Mower, however, is its ability to marry emotional intelligence with data-driven precision. Their proprietary Affinity™ Strategic Framework leverages ethnography, AI-powered language analysis, and connections planning to craft campaigns that resonate at every stage of the buyer journey.

With over 75 B2B awards and a track record of delivering measurable growth, Mower is a top agency, delivering business growth for some of the world's most ambitious B2B brands.

BRONZE:

Transmission

In 2024, Transmission, the world's largest independent full-service B2B marketing agency, set a new benchmark for performance and impact. Their mission to foster 'connection', across teams, clients and strategies, yielded outstanding results: 100% client retention, 95% staff retention, and 246% profit growth.

Transmission's integrated, insight-led approach enabled standout outcomes. For Schneider Electric, they delivered $71M in pipeline and a 77% lift in average order value; for Cloudflare, a 500% ROI; their AI-enhanced GTM strategy and creativity brought over $1B in opportunities for brands like Microsoft and Qualcomm, elevating brand awareness, engagement and commercial adoption globally.

Best practices stood at the heart of their success:

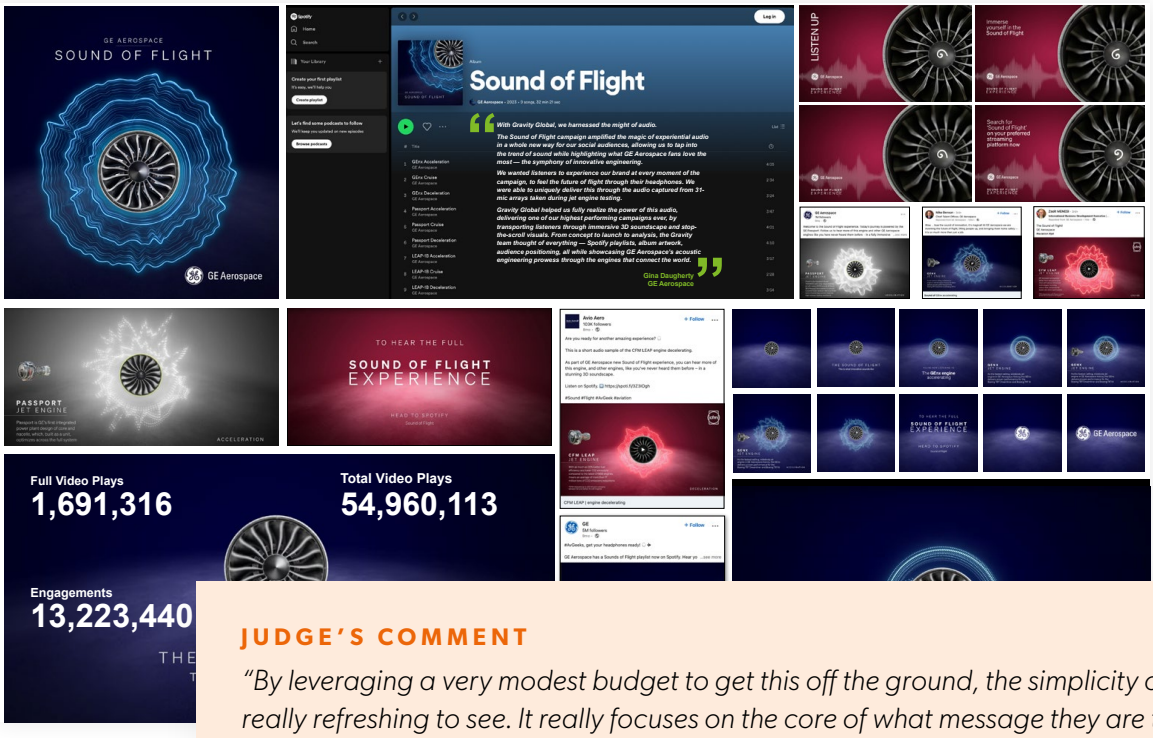
- A robust Quarterly Business Review and client satisfaction framework ensured zero client losses.
- Cross-functional team collaboration powered innovation and performance.
- Strategic storytelling connected brand-to-demand, notably in campaigns like "Powers of Me" for Microsoft.
- Investment in culture and talent, including a 95% retention rate and cross-regional team bonding initiatives.

Transmission's commitment to connected customer experiences proves that when strategy, creativity and people align, B2B marketing doesn't just deliver, it transforms. As 2025 unfolds, their continued focus on content innovation and integrated storytelling signals even greater potential ahead.

Grand prix

WINNER:

"The Sound of Flight" by **Gravity Global for GE Aerospace**



JUDGE'S COMMENT

"By leveraging a very modest budget to get this off the ground, the simplicity of the work is really refreshing to see. It really focuses on the core of what message they are trying to get across which is the sound of their new engines. Sound of flight is a unique way to engage audiences while also telling a story. Also, the channels of distribution really leveraged their campaign angle. Bravo."

Pete Mikeal, *VP Marketing, North America,* **Globant**

In a crowded aerospace landscape dominated by brands like Rolls-Royce and Boeing, GE Aerospace, in partnership with Gravity Global, launched The Sound of Flight: A bold, media-first campaign that brought the sound of jet engines to life through immersive 360° spatial audio.

Targeting senior decision-makers and engineering professionals, the campaign strategically leveraged Spotify and YouTube to deliver a sensory experience that cut through conventional B2B marketing norms.

Showcasing the GEnx, CFM Leap and Passport engines, the content featured authentic audio captured via 31-mic arrays during engine testing, paired with equalizer-driven visuals. These were distributed across Instagram, LinkedIn, YouTube and Spotify, tapping into platforms where aviation enthusiasts and professionals were already engaged.

Results surpassed all benchmarks: 73.7 million impressions, 54.9 million video plays, and 13.2 million total engagements. On LinkedIn, view rates hit 39%, over three times the industry average.

Instagram delivered a 1% CTR and a 5% video Thruplay rate, outperforming global benchmarks of 0.22–0.88%.

What set this campaign apart was its ability to humanize complex aerospace technology through sensory storytelling. The creative broke away from static imagery typical of the category, presenting GE as a forward-thinking innovator. The phased rollout and precise targeting by job title and company ensured the right content reached the right people at the right time, a textbook example of B2B media strategy excellence.

By embracing sound as a primary storytelling medium and pairing it with platform-native visuals, Gravity Global and GE Aerospace redefined what brand engagement looks like in B2B. This campaign didn't just generate views, it earned emotional resonance and reaffirmed GE Aerospace's position as a true innovator.

About B2B Marketing

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 160k+ annual users 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

PROPOLIS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

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