B2B MARKETING AWARDS
FROM B2B MARKETING

How Award-Winning Omne Turned Sector Expertise into Commercial Growth

Omne



MAKE your MARK

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HOW AWARD-WINNING OMNE
TURNED SECTOR EXPERTISE
INTO COMMERCIAL GROWTH

New Standard in B2B: From Output Delivery to Business Impact

Omne is a B2B agency defined by a single focus: helping the world's biggest food and beverage brands win in the..complex world of away-from-home marketing. Its rise reflects a wider shift in how B2B marketing effectiveness is defined, away from generalist scale and towards deep, category-specific commercial impact.

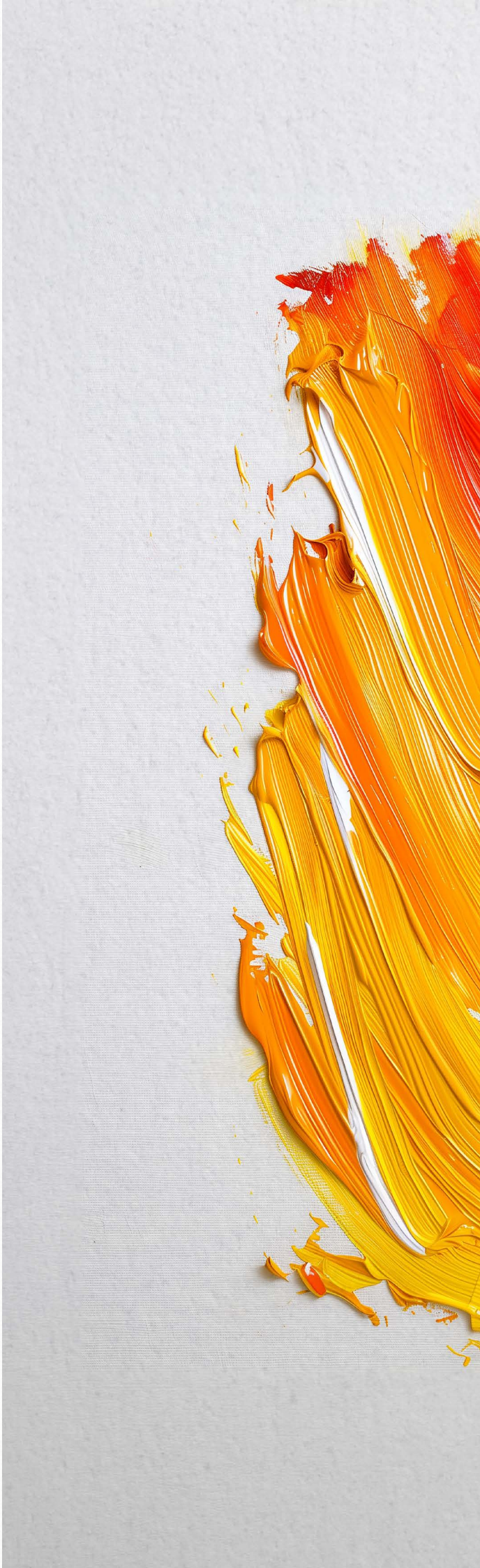
As B2B marketing becomes more commercially accountable, the traditional assumption that agency capability is driven by scale, breadth of services and multi-industry diversification is being challenged by a different benchmark.

Increasingly, effectiveness is measured not by output volume or creative reach, but by an agency's ability to operate inside a client's commercial environment, with fluency in distribution structures, procurement dynamics and category-specific buying behavior.

This report dives into how Omne's sector-specialist model is redefining B2B marketing effectiveness, demonstrating how deep category expertise translates into measurable commercial performance.

Omne's recognition as UK Agency of the Year at the 2025 B2B Marketing Awards reflects this shift. Operating exclusively within foodservice and hospitality, the agency has built a model grounded in deep sector expertise and measurable commercial outcomes.

Over two years, it has climbed from No. 23 to a top 10 position in the UK B2B Marketing Benchmarking Report, reaching £11 million turnover and maintaining 100% client retention. This reflects a broader repositioning of marketing within B2B organizations, from a communications function to a direct driver of revenue performance.



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Why Sector Specialization Is Winning

As B2B marketing becomes more complex and commercially accountable, the advantage once associated with larger generalist agencies is no longer guaranteed. Clients are prioritizing relevance over reach, valuing agencies with deep understanding of category-specific commercial realities.

Omne's growth strategy challenges the assumption that scaling requires diversification across industries. Instead, the agency operates a compounding expertise model: by focusing exclusively on foodservice and hospitality, every client engagement strengthens its sector-specific intelligence.

This accumulated expertise improves the agency's ability to deliver increasingly effective and commercially relevant work over time, reducing onboarding time, minimizing strategic misalignment and improving executional accuracy.

Such precision is critical in categories where procurement structures, distribution models and decision-making units vary significantly.

Speaking on our B2B Marketing podcast Hannah Podbury, Head of Marketing, **Omne**, reinforces this point:

> *When you have a deep understanding of a sector, you're able to make better decisions at every stage of the process. Your targeting is sharper, your messaging is more relevant, and your channel strategy is more effective. That leads to better outcomes, not by chance, but by design.*

The agency's performance has validated this approach, not only in growth but in consistency across client outcomes.



Hannah Podbury
Head of Marketing
Omne

LISTEN TO THE PODCAST HERE:

Episode 212

How Omne, UK B2B agency of the year, turned deep expertise into real growth

Moving Beyond Vanity Metrics to Revenue Impact

Omne's work with its clients reflects a broader shift underway in B2B marketing: a move away from activity-led measurement towards clear commercial accountability. Historically, success was defined by metrics such as impressions, engagement rates, reach and lead volume.

While still relevant, Omne's experience across foodservice and hospitality shows that these indicators are no longer sufficient in isolation. Marketing teams are increasingly expected to demonstrate a direct and provable contribution to pipeline, revenue and margin.

In practice, this has changed how strategy is developed. At Omne, marketing planning is now closely integrated with sales strategy, customer journey data and commercial targeting models, rather than being treated as a standalone awareness or demand generation function.

The agency's operating model has evolved in response, with tighter alignment to client sales teams and expanded performance marketing capabilities designed to track and influence commercial outcomes more directly.

This shift also redefines what "effective creativity" looks like in a B2B context. Creative execution is no longer judged purely on brand expression or engagement metrics, but on its ability to drive measurable action within defined buyer systems. As Hannah Podbury, Head of Marketing at Omne, explains:

"We are seeing a move away from activity marketing toward commercial marketing. It's no longer enough to demonstrate that a campaign performed well in terms of engagement or visibility. The expectation now is that marketing contributes directly to business outcomes."

It is this alignment between creative output and commercial performance that has underpinned Omne's recent growth and contributed to its award recognition.





JUDGING PANEL COMMENT:

"The commercial impact is clear and measurable, and the creative delivered results across multiple channels. Performance has enabled reinvestment, while pitch win rate and client retention remain exceptionally strong. The development of a data engine to improve the customer journey within the sector is particularly compelling and positions the agency well for future growth."

Across client campaigns, this model translates into consistent commercial outcomes:

- **Unilever Food Solutions' "Future Menus"** converted thought leadership into measurable commercial outcomes.
- **Compass Group's "Power of Socialization"** generated board-level engagement and high-value pipeline.
- **Tilda's "Little Grains" platform** combined brand purpose with measurable commercial uplift.
- A confidential B2B client campaign drove a 400% increase in lead generation through the alignment of marketing, sales and category strategy.

In each case, the differentiator is the ability to connect creative execution directly to business outcomes.

Bulletproofing Performance:
The Metrics Behind High-Growth

Omne's performance is best understood through a combination of financial, operational and client-centric metrics. They collectively demonstrate the effectiveness of its specialization strategy to deliver high-growth:

90%
pitch win rate

£6.25 MILLION
gross profit and
£1.4 million net profit

Revenue per employee exceeding
£150,000

These figures are impressive not only for their scale, but for their consistency. Importantly, this growth has been achieved without external investment or acquisition, indicating that success is driven by strategic clarity and operational discipline.

This distinction becomes increasingly relevant as AI continues to reshape the marketing landscape, particularly in how execution is scaled and optimized.



AI in B2B Marketing: Why Human Judgment Still Matters

AI's role in B2B strategy remains a topic of debate. At Omne, it's perceived as an enabler rather than a differentiator. Emma Halewood, *Regional Director,* **Omne** offers a pragmatic viewpoint:

> *Any agency can use it to generate frameworks and campaign elements. But AI can't replicate commercial judgment that comes from being embedded in a specific sector. It doesn't understand the nuances of distribution, procurement or margin pressures in the way a specialist team does."*

While AI can accelerate production and improve efficiency, it lacks the contextual understanding required for high-stakes decision-making, particularly in complex sectors such as foodservice and hospitality.

The differentiator is not access to AI tools, but how they are used. Human judgement is critical in this process. Without the right inputs, the outputs will be generic at best and misleading at worst. The value lies in knowing what to ask, how to interpret the results, and how to apply them in a real commercial environment. In this context, AI acts as an accelerator of expertise.

Why Category Ownership Is the New Competitive Advantage

Looking ahead, Omne's leadership is clear on where the agency is heading. Media, creative, and digital capabilities are now considered baseline expectations rather than points of differentiation. Hannah summarizes this shift:

"Capabilities are table stakes. What differentiates agencies now is their depth of understanding within a specific category. That's far more valuable to clients and much harder to replicate."

Category ownership enables agencies to move beyond execution and into strategic influence. It positions them as embedded partners, capable of shaping business decisions, not just marketing outputs. Client feedback reinforces this positioning:

> *Working with Omne has been a turning point. They challenged our thinking and delivered tools that drive commercial wins."*

Emma King, **Hospitality Lead**, **Carlsberg Britvic**

For B2B marketing leaders, the implication is clear: competitive advantage will increasingly come from depth of category expertise rather than breadth of service offering. In this context, the most effective agencies are not necessarily those with the widest capability sets, but those with the deepest understanding of the commercial systems in which their clients operate.

The result is a redefinition of agency value itself, one that prioritizes sector intelligence, commercial fluency and the ability to translate marketing activity directly into measurable business outcomes.

About

Omne

B2B Marketing Agency of the Year 2025, and Europe's leading integrated Away From Home specialist.

Working internationally, Omne is the strategic and creative partner powering growth for the world's best food and drink brands. But our clients don't just work with us. From FMCG giants to challengers, they connect, collaborate and we grow together.

What we do

We help brands navigate the complexity of foodservice with joined-up thinking and fully integrated delivery, from strategic insight to activation and go-to-market.

That means everything from commercial insight, brand positioning and campaign development to ABM, digital ecosystems, and sales enablement. Whether we're launching a new product, building preference or unlocking new channels, our focus is always on outcomes, not outputs.

Our proprietary insight engine sets us apart. A combination of original research, exclusive reports and live operator intelligence keeps our thinking sharp and our work relevant in a fast-moving market.

What we offer

Strategy - We uncover commercially powerful insights, fuelled by proprietary research and our own data engine, overlaying our unrivalled sector-expertise to set a clear and confident direction for growth.

Creative - Our creative and content specialists translate insight and strategy into beautiful, standout brands, campaigns and sales-enabling assets that move hearts, minds and pipelines.

Go-To Market - From full-funnel ABM to best-in-class paid and organic social media, trade media, sampling and loyalty programmes; we orchestrate total market data and the entire digital ecosystem to unlock and accelerate growth.

About B2B MARKETING

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

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

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

What can we do for you?

Our dedicated marketing and media solutions team can help you:

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

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

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

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

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

OUR PRODUCTS

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING | SPOTONVISION

PROPOLIS FROM B2B MARKETING

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Rachael Lyon
Global Senior Account Manager,
B2B Marketing

+44 (0) 7014 4932
+1 332-216-1615
rachael.lyon@b2bmarketing.net
b2bmarketing.net

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