B2B MARKETING

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The B2B Marketing UK Agencies Benchmarking Report 2026



NEW:
Includes more performance stats, analysis and regional map from
65+ agencies

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A Look at Agencies Through a Commercial Lens

Our 2026 UK Agency Benchmarking Report is back and this year, it's been built with one clear audience in mind: commercial marketers.



Kavita Singh,
Head of Growth Solutions Content
B2B Marketing

Alongside our league tables, agency commentary, profiles and case studies, we've introduced a brand new section designed to answer the questions client-side marketers are increasingly being asked at board level: Which agencies drive growth? Where is ROI being delivered? And how do partners perform over time?

To shape this, we interviewed both client-side marketers and agencies last summer to understand the commercial metrics that truly matter when selecting and evaluating an agency relationship.

The result is a brand new performance section in this report, featuring client retention rates, NPS scores, average deal size and client testimonials. It's worth noting that these testimonials consistently point to what marketers care about most: ROI, pipeline generation, strategic partnership and seamless collaboration. Together, these metrics that interviewees cited, provide tangible benchmarks that go beyond perception and signal commercial success.

The report also reflects a resilient agency landscape. This year, average gross income reached £5.93 million, representing a 3.5% YoY increase. To put this into context, we've included a snapshot of our UK market, offering insight into the factors driving growth. You'll also find a new UK office location map, helping marketers assess agency's operational fit at a glance.

Our interviews made one thing clear: marketing is now viewed through a commercial lens. Impact must be proven, investment justified and performance defended. The metrics introduced in this report are designed to support exactly that whether you're an agency benchmarking against competitors, or a marketer building a case for the right partner.

And if you're looking to take a step further, we recommend heading to our community intelligence platform, Propolis, a global community where B2B marketers come together while gaining access to insights to make decisions, connect with experts and unlock actionable guides and content to become the commercial marketer.

We hope you enjoy this report.

MOORE Kingston Smith

Moore Kingston Smith is the only firm of media accountants and advisers with a dedicated office of over 150 media specialists, supporting independent media businesses across the creative industries, including marketing services.

Our media specialist corporate finance team has completed over 60 deals since 2020, delivering a full-service M&A offering, including M&A tax and growth advisory through our agency exit programme. As part of Moore Global, we also support international expansion.



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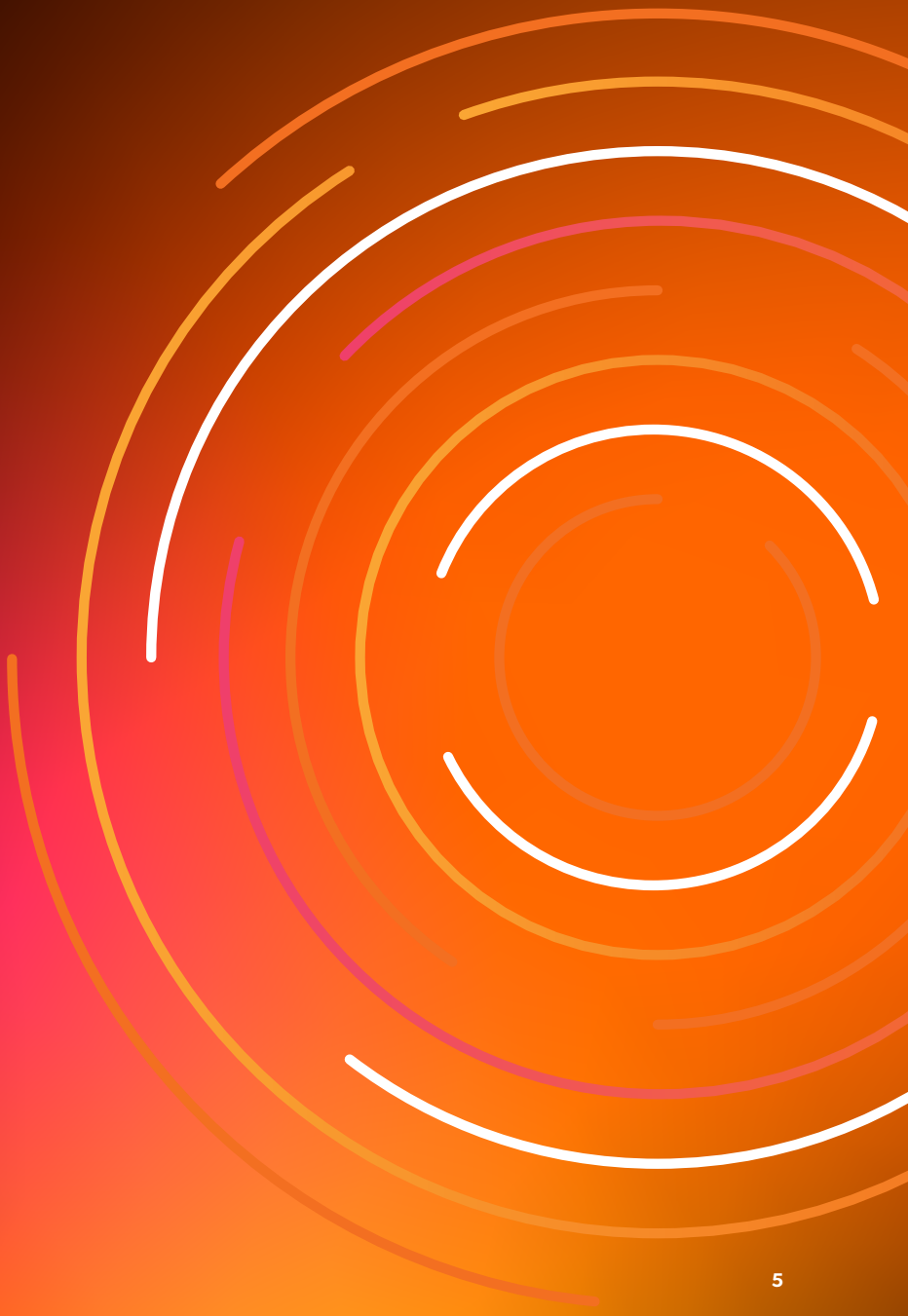
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SECTION ONE

The Financial State of the Agency Marketplace



Top 68 UK B2B Marketing Agenices

This table shows the largest UK B2B marketing agencies ranked by UK gross income (GI) in their most recently closed financial year. Agency networks and groups are not included in this table.

Rank	Agency:	UK GI in £m in most recent financial year (abbreviated)	YoY change in UK GI as a %	UK headcount 2025	UK YoY headcount % change	Rank in 2025	Rank change
1	Dentsu B2B	42	4.30%	286	5.10%	2	▲
2	Bray Leino	27.1	22.90%	236	-6.30%	4	▲
3	Ledger Bennett, a Havas company	22.5	23.60%	74	37%	7	▲
4	Gravity Global	22	-2.20%	116	-12.80%	3	▼
5	Brands2Life	20.7	6.20%	174	16%	5	-
6	tmp	17.4	1.20%	161	-23%	N/A	*
7	IMG: Intermedia Global	13.5	57.40%	46	4.50%	13	▲
8	Transmission	13.4	2%	91	-13.30%	8	-
9	Twogether (a PRETZL Company)	13	1.60%	120	-24.50%	6	▼
10	Omne	11.3	16.50%	70	29.60%	10	-
11	Fox Agency	9	6.60%	71	16.40%	14	▲
12	Tangerine	8.7	21.80%	115	4.50%	N/A	*
13	ArmstrongB2B	8.4	13.10%	58	13.70%	16	▲
14	Accelera	8.3	41.90%	7	-12.50%	21	▲
15	The Telemarketing Company	8.2	-7.10%	350	2.00%	12	▼
16	Just Global, a Trilliad Company	8.2	5.80%	75	15.40%	N/A	*
17	Blueprint Partners	8	81.80%	23	-14.80%	N/A	*
18	Publicis Pro	7.9	33.40%	51	6.30%	20	▲
19	The SEO Works	6.2	-5.90%	80	0%	19	-
20	Napier Partnership Limited	5.8	-5.90%	33	-2.90%	30	▲
21	Boldspace	5.5	25.90%	44	10%	N/A	*
22	BDB Global	5.1	-8.80%	56	-3.40%	17	▼
23	Propeller Group	4.5	-6.90%	48	17.10%	N/A	*
24	Wyatt International Limited	4.5	-9.90%	27	-28.90%	25	▲
25	CCGroup, a Hoffman Agency	4.5	-14.70%	36	16.10%	22	▼
26	Page & Page Health	4.4	7.30%	26	-10.3	28	▲
27	The Marketing Pod	4.4	-9.10%	40	0%	32	▲
28	Fight or Flight	4.3	28%	38	11.80%	24	▼
29	The Think Tank	4.2	5.50%	44	-10.20%	29	-
30	Air Marketing	4.1	20.60%	87	11.50%	N/A	*
31	Hut 3	3.9	21.90%	15	7.10%	34	▲

Rank	Agency:	UK GI in £m in most recent financial year (abbreviated)	YoY change in UK GI as a %	UK headcount 2025	UK YoY headcount % change	Rank in 2025	Rank change
32	Hallam	3.9	-2.20%	41	-11.00%	N/A	*
33	Stream Loyalty	3.8	55.30%	20	5.30%	45	▲
34	Rostrum Agency	3.7	-1	28	-6.70%	31	▼
35	Jellybean	3.5	5.20%	24	4.30%	33	▼
36	Realm B2B	3.4	106.80%	9	-43.80%	58	▲
37	Differentiated	3.3	21.20%	30	25%	42	▲
38	Babel	3	4.50%	25	4.20%	40	▲
39	Modern	3	2.70%	31	14.80%	39	✍
40	Speed Communications	3	11.50%	31	-11.40%	43	▲
41	Fifth Ring	2.9	2%	26	0%	41	-
42	Lesniak Swann	2.6	33.90%	31	47.60%	65	▲
43	Miramar	2.4	9.10%	25	13.60%	53	▲
44	alan. agency	2.2	-4.30%	19	-5%	47	▲
45	Rooster Punk	2.2	29.80%	16	15.00%	51	▲
46	Gripped	2.2	-4.90%	16	-23.80%	46	-
47	AMBITIOUS	2.2	33%	20	-9.10%	60	▲
48	Think B2B Marketing Ltd.	2.2	10.80%	23	0%	N/A	*
49	Coterie	2.1	-19.90%	6	-33.30%	44	▼
50	Zircom	2	17.60%	22	N/A	55	▲
51	Forepoint Limited	2	21.50%	18.7	1.63%	59	▲
52	Beneath	1.7	42.80%	14	55.60%	71	▲
53	Novacom	1.6	26.30%	15	25%	61	▲
54	The Digital Voice	1.6	3.20%	25	0%	N/A	*
55	Hard Numbers	1.5	0.10%	17	-5.6	66	▲
56	Ice Blue Sky	1.5	39.20%	14	16.70%	72	▲
57	Velo B2B	1.5	-1.60%	17	-22.70%	N/A	*
58	h2o Creative Communications	1.5	-14.30%	24	0%	49	▼
59	Upp B2B Limited	1.4	26.10%	19	533.30%	74	▲
60	Articulate Marketing	1.1	-8.5	13	-13.30%	73	▲
61	Isoline Communications	1	5.20%	12	-20%	76	▲
62	Bright, a Talan Company	1	-11.10%	10	-16.70%	77	▲
63	Skout	1	-2.60%	12	-7.70%	78	▲
64	Storythings	0.8	-0.10%	10	0%	N/A	*
65	JTF	0.7	12.90%	8	-57.90%	64	▲
66	Motion Marketing	0.6	9.70%	11	22.20%	N/A	*
67	Everywherebrand	0.5	21.70%	4	0%	81	▲
68	MWJ - B2B Marketing Agency	0.2	124.30%	3	50%	83	▲

Top 10 UK Rising Stars

This table shows the UK agencies that reported the largest percentage increase in UK gross income. As with the main league table, this table does not include any larger agency groups or networks. In addition to this, certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency:	YoY change in Uk GI as a %	UK GI in £m in most recent financial year (abbreviated number)	UK headcount 2025	UK YoY headcount % change	Rank in 2026 main table
1	Realm B2B	106.80%	3.4	9	-43.80%	36
2	Blueprint Partners	81.80%	8	23	-14.80%	17
3	IMG: Intermedia Global	57.40%	13.5	46	4.50%	7
4	Stream Loyalty	55.30%	3.8	20	5.30%	33
5	Beneath	42.80%	1.7	14	55.60%	52
6	Accelera	41.90%	8.3	7	-12.50%	14
7	Ice Blue Sky	39.20%	1.5	14	16.70%	56
8	Lesniak Swann	33.90%	2.6	31	47.60%	42
9	Publicis Pro	33.40%	7.9	51	6.30%	18
10	AMBITIOUS	33%	2.2	20	-9.10%	47

Top 10 Fastest Growers in The UK

This table shows the UK agencies that reported the largest £ increase in UK gross income year-on-year. As with the main league table, this table does not include any larger agency groups or networks.

Rank	Agency	UK GI YoY change in £m	UK GI in £m in most recent financial year	YoY UK GI % change	UK headcount 2025	UK YoY headcount % change	Rank in 2026 main league table
1	Bray Leino	5	27.1	22.90%	236	-6.30%	2
2	IMG: Intermedia Global	4.9	13.5	57.40%	46	4.50%	7
3	Ledger Bennett, a Havas company	4.3	22.5	23.60%	74	37%	3
4	Blueprint Partners	3.6	8	81.80%	23	-14.80%	17
5	Accelera	2.4	8.3	41.90%	7	-12.50%	14
6	Publicis Pro	2	7.9	33.40%	51	6.30%	18
7	Realm B2B	1.8	3.4	106.80%	9	-43.80%	36
8	Dentsu B2B	1.7	42	4.30%	286	5.10%	1
9	Omne	1.6	11.3	16.50%	70	29.60%	10
10	Tangerine	1.6	8.7	21.80%	115	4.50%	12

The Financial State of the Marketplace: UK 2026

Now that you have had a chance to review our league tables, here's a glimpse of what the UK marketplace looks like based on our analysis of the survey data. We have included everything from average gross income to headcount and the most significant challenges in B2B.

It's worth noting that this year's findings are based on responses from 68 UK agencies, compared to 83 agencies in 2025. Despite the smaller sample, the data continues to show a consistent trend: modest but sustained growth. When we looked at the data, we saw a 3.5% increase in the most recent financial year's average gross income from £5.70 million in the previous financial year to £5.93 million. Looking back on previous editions, we noticed a steady increase over the years.

In 2024, we reported an average gross income of £5.40 million, £5.60 million in 2023, and £5.91 million in 2022. Interestingly, when we looked at this year's gross income, it actually hasn't been this high since 2021 where we reported £5.92 million. This points to slow but steady recovery in a market still shaped by economic uncertainty.

That uncertainty is reflected in other ways. 39% of agencies describe the current B2B marketing environment as challenging, while 51.4% cite pressure on clients' budgets as a very significant challenge. So in essence, growth is returning, but it remains hard-won.

And the headcount figures reinforce this picture of cautious optimisation. Average headcount increased marginally from 49.29 to 49.98 YoY. When we zoom out though, this number does appear to be decreasing. In 2024, the headcount sat at 52.50 and in 2023, this was even higher at an average headcount of 62. Data from the Propolis Community Index, which tracks over 1,000 B2B organisations in real time, supports this shift: marketing leaders are spending 2% less on people in 2025–26 compared with 2023–24.

This contraction appears to be driven by two factors: challenging recruitment conditions and the widespread adoption of AI, which is increasingly reshaping agency workflows and resourcing models. **If you want more insights, our full analysis is available on Propolis, our global community where B2Bers come together. Propolis gives you access to insights to make decisions, connect with experts and unlock actionable guides and content - all of this to enable your company to develop and thrive.**

- Most agencies reported their financial year-end in March (32.39%) and December (30.99%).
- Dentsu B2B has been ranked the #1 UK agency for 2026. Last year, it was also ranked #1 in our US report and was ranked #2 in the 2025 edition.
- 48.6% of agencies said harnessing AI for processes and impact is a significant challenge.
- Flexible working appears to be the norm with about 88% offering full or structured flexibility.
- 68.7% of agencies experienced YoY growth this year.

Average gross income over the past six years (in £millions)



Beneath is only No.52 in UK B2B agencies. So why go with us?

If you appreciate classic ads, you'll recognise our nod to Avis, the rent-a-car company that proudly stated their position as number two in the market.

As the underdog fighting Hertz, Avis couldn't afford to offer a second-rate service. With three words they became an original challenger brand: **We try harder.**

So when we at Beneath learned we were ranked 52nd in the B2B Marketing UK Agencies Benchmark Report (up from 71st last year), the old Avis campaign came to mind.

If a No.2 brand has to pull out all the stops for their customers, just imagine how hard this No.52 agency works for clients – perhaps for you one day.

We've worked at the places higher up the list and learned from them: the good, the bad and the ugly. Now we're building the kind of agency we wish existed back then.

So next time you're looking for a B2B agency that will help with your positioning, branding, campaigns or content – and won't take you for granted – give us a try.

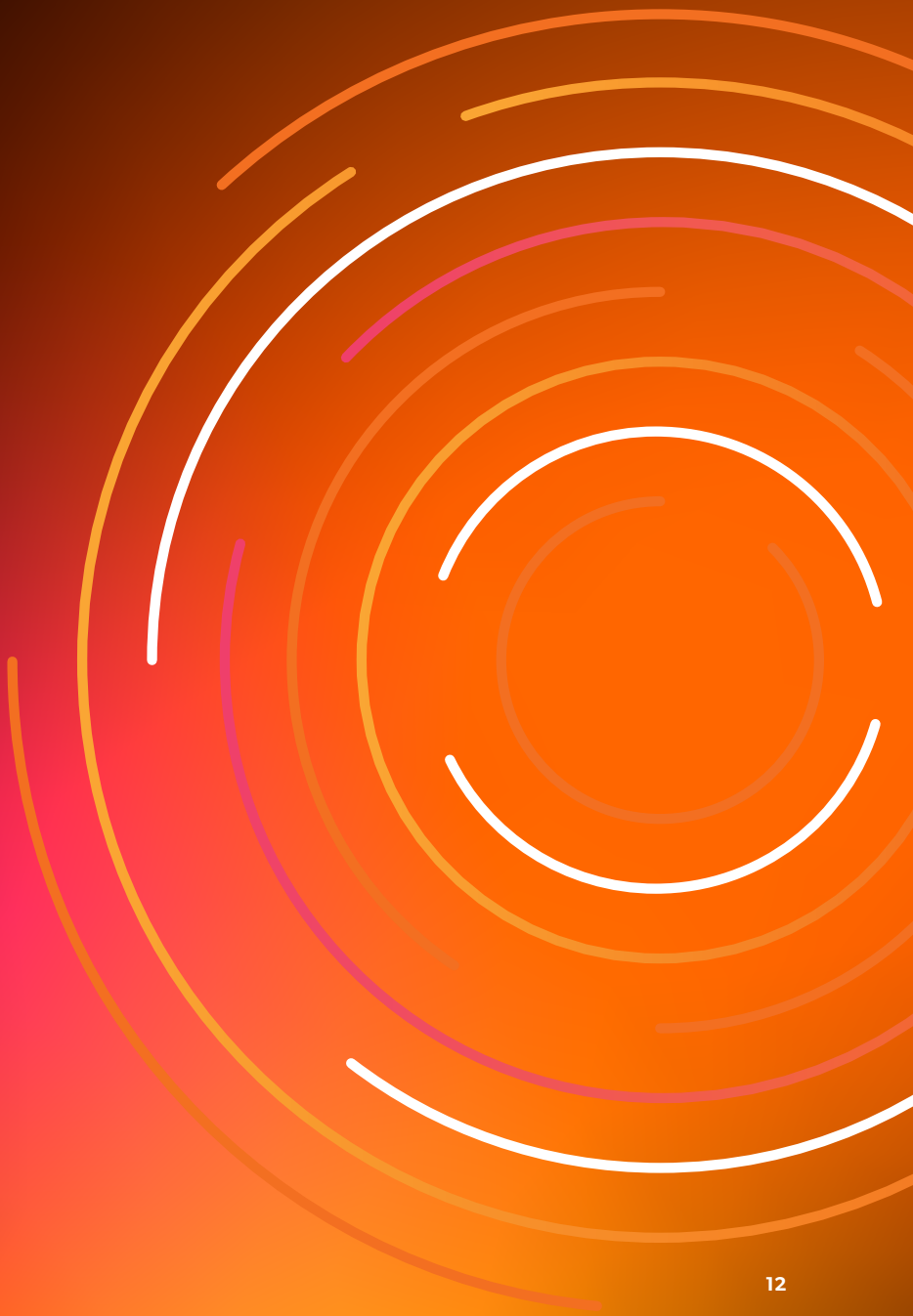
The line at our counter is shorter, too.

Beneath

beneathagency.com

SECTION TWO

B2B Specialisms & Case Studies



A Guide to B2B Specialist Agencies

In this section of the report, we have outlined the specialisms our agencies are featured in. When we surveyed 68 agencies, we provided a list of specialisms for them from ABM and PR to content generation and much more. We asked agencies to choose the top three specialisms they focus on and from there, we have created league tables. These league tables are based on gross income in the same way as our previous section.

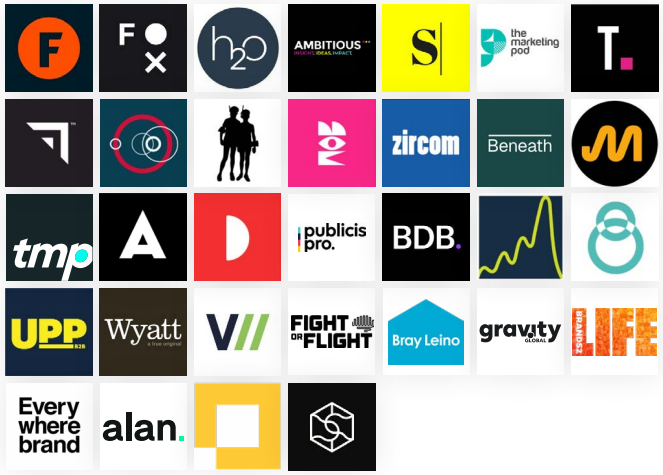
The top four specialisms chosen are the ones we are going to be spotlighting. This includes:

- Content Marketing & Thought Leadership
- Brand
- Demand Generation
- Market & Strategy Planning

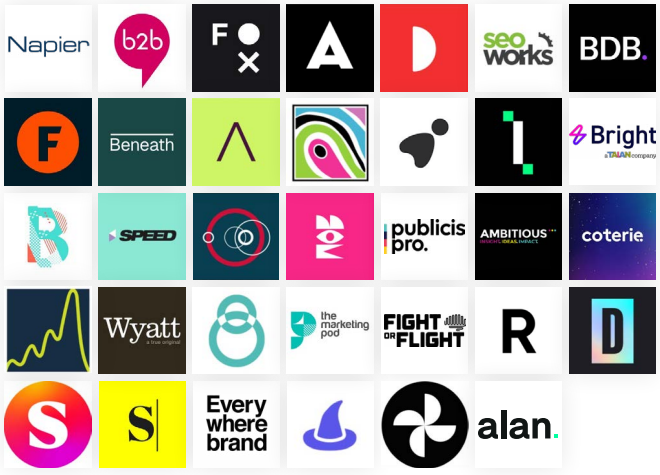
In addition to our league tables, we have also interviewed Storythings - our Content & Thought Leadership specialists who have broken down the importance of content marketing in 2026, as well as a content-focused case study, which highlights one of their success stories.

Below, you'll see our 2026 specialists at a glance. Please note that agencies can be in more than one of these categories and their placements aren't in order of highest gross income. To see that, check out our league tables.

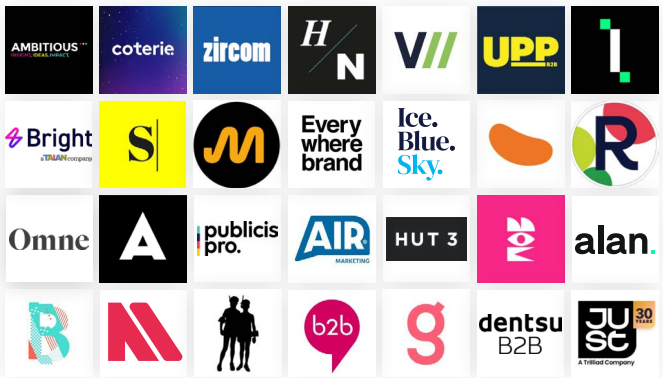
UK Brand Specialists



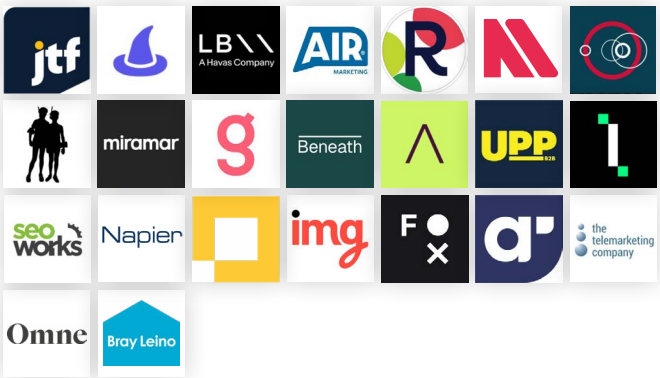
UK Content Marketing & Thought Leadership Specialists



UK Market & Strategy Planning Specialists



UK Demand Generation Specialists



- Accelera
- Air Marketing
- alan. agency
- AMBITIOUS
- ArmstrongB2B
- Articulate Marketing
- Babel
- BDB Global
- Beneath
- Boldspace
- Brands2Life
- Bray Leino
- Bright, a Talan Company
- CCGroup, a Hoffman Agency
- Coterie
- Denstu B2B
- Differentiated
- Everywherebrand
- Fifth Ring
- Fight or Flight
- Forepoint Limited
- Fox Agency
- Gravity Global
- Gripped
- h2o Creative Communications Limited
- Hallam
- Hard Numbers
- Hut 3
- Ice Blue Sky
- IMG: Intermedia Global
- Isoline Communications
- jellybean
- JTF
- Just Global, a Trilliad Company

- Ledger Bennett, a Havas company
- Lesniak Swann
- Miramar
- Modern
- Motion Marketing
- MWJ - B2B Marketing Agency
- Napier Partnership Limited
- Novacom
- Omne
- Page & Page Health
- Propeller Group
- Publicis Pro
- Realm B2B
- Rooster Punk
- Rostrum Agency
- Skout
- Speed Communications
- Storythings
- Tangerine
- The Digital Voice
- The Marketing Pod
- The SEO Works
- The Telemarketing Company
- The Think Tank
- Think B2B Marketing Ltd.
- tmp
- Transmission
- Upp B2B Limited
- Velo B2B
- Wyatt International Limited
- Zircom

UK Content Marketing & Thought Leadership Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies who selected content marketing and thought leadership (including copywriting, storytelling, video and editing) as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency: Content Marketing & TL	UK GI in £m in most recent financial year (abbreviated)	YoY change in UK GI as a %	UK headcount 2025	UK YoY headcount % change
1	Fox Agency	9	6.60%	71	16.40%
2	ArmstrongB2B	8.4	13.10%	58	13.70%
3	Tangerine	8.7	21.80%	115	4.50%
4	Publicis Pro	7.9	33.40%	51	6.30%
5	The SEO Works	6.2	-5.90%	80	0%
6	Napier Partnership Limited	5.8	-5.90%	33	-2.90%
7	BDB Global	5.1	-8.80%	56	-3.40%
8	CCGroup, a Hoffman Agency	4.5	-14.70%	48	60%
9	Propeller Group	4.5	-6.90%	48	17.10%
10	Wyatt International Limited	4.5	-9.90%	27	-28.90%
11	Page & Page Health	4.4	7.30%	26	-10.30%
12	The Marketing Pod	4.4	-9.10%	40	0%
13	Fight or Flight	4.3	28%	38	11.80%
14	Rostrum Agency	3.7	-1%	28	-6.70%
15	Differentiated	3.3	21.20%	30	25%
16	Babel	3	4.50%	25	4.20%
17	Speed Communications	3	11.50%	31	-11.40%
18	Fifth Ring	2.9	2%	26	0%
19	Think B2B Marketing Ltd.	2.2	10.80%	23	0%
20	Rooster Punk	2.2	29.80%	16	15.00%
21	alan. agency	2.2	-4.30%	19	-5%
22	AMBITIOUS	2.2	33%	20	-9.10%
23	Coterie	2.1	-19.90%	6	-33.30%
24	Forepoint Limited	2	21.50%	18.7	1.63%
25	Beneath	1.7	42.80%	14	55.60%
26	Novacom	1.6	26.30%	15	25%
27	The Digital Voice	1.6	3.20%	25	0%
28	Articulate Marketing	1.1	-8.50%	13	-13.30%
29	Isoline Communications	1	5.20%	12	-20%
30	Bright, a Talan Company	1	-11.10%	10	-16.70%
31	Skout	1	-2.60%	12	-7.70%
32	Storythings	0.8	-0.10%	10	0%
33	Everywherebrand	0.5	21.70%	4	0%
34	MWJ - B2B Marketing Agency	0.2	124.30%	3	50%

UK Brand Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies who selected brand as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency: Brand	UK GI in £m in most recent financial year (abbreviated)	YoY change in UK GI as a %	UK headcount 2025	UK YoY headcount % change
1	Bray Leino	27.1	22.90%	236	-6.30%
2	Gravity Global	22	-2.20%	116	-12.80%
3	Brands2Life	20.7	6.20%	174	16%
4	tmp	17.4	1.20%	161	-23%
5	Transmission	13.4	2%	91	-13.30%
6	Fox Agency	9	6.60%	71	16.40%
7	ArmstrongB2B	8.4	13.10%	58	13.70%
8	Tangerine	8.7	21.80%	115	4.50%
9	Publicis Pro	7.9	33.40%	51	6.30%
10	Boldspace	5.5	25.90%	44	10%
11	BDB Global	5.1	-8.80%	56	-3.40%
12	CCGroup, a Hoffman Agency	4.5	-14.70%	48	60%
13	Wyatt International Limited	4.5	-9.90%	27	-28.90%
14	Page & Page Health	4.4	7.30%	26	-10.30%
15	The Marketing Pod	4.4	-9.10%	40	0%
16	Fight or Flight	4.3	28%	38	11.80%
17	The Think Tank	4.2	5.50%	44	-10.20%
18	Hallam	3.9	-2.20%	41	-11.00%
19	Fifth Ring	2.9	2%	26	0%
20	Lesniak Swann	2.6	33.90%	31	47.60%
21	Rooster Punk	2.2	29.80%	16	15.00%
22	alan. agency	2.2	-4.30%	19	-5%
23	AMBITIOUS	2.2	33%	20	-9.10%
24	Forepoint Limited	2	21.50%	18.7	1.63%
25	Zircom	2	17.60%	22	N/A
26	Beneath	1.7	42.80%	14	55.60%
27	h2o Creative Communications Limited	1.5	-14.30%	24	0%
28	Velo B2B	1.5	-1.60%	17	-22.70%
29	Upp B2B Limited	1.4	26.10%	19	533.30%
30	Storythings	0.8	-0.10%	10	0%
31	Motion Marketing	0.6	9.70%	11	22.20%
32	Everywherebrand	0.5	21.70%	4	0%

UK Demand Generation Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies who selected demand gen as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency: Demand Generation	UK GI in £m in most recent financial year (abbreviated)	YoY change in UK GI as a %	UK headcount 2025	UK YoY headcount % change
1	Bray Leino	27.1	22.90%	236	-6.30%
2	Ledger Bennett, a Havas company	22.5	23.60%	74	37%
3	IMG: Intermedia Global	13.5	57.40%	46	4.50%
4	Omne	11.3	16.50%	70	29.60%
5	Fox Agency	9	6.60%	71	16.40%
6	Accelera	8.3	41.90%	7	-12.50%
7	The Telemarketing Company	8.2	-7.10%	350	2.00%
8	The SEO Works	6.2	-5.90%	80	0%
9	Napier Partnership Limited	5.8	-5.90%	33	-2.94%
10	The Think Tank	4.2	5.50%	44	-10.20%
11	Air Marketing	4.1	20.60%	87	11.50%
12	Realm B2B	3.4	106.80%	9	-43.80%
13	Modern	3	2.70%	31	14.80%
14	Fifth Ring	2.9	2%	26	0%
15	Lesniak Swann	2.6	33.90%	31	47.60%
16	Miramar	2.4	9.10%	25	13.60%
17	Gripped	2.2	-4.90%	16	-23.80%
18	Beneath	1.7	42.80%	14	55.60%
19	Novacom	1.6	26.30%	15	25%
20	Upp B2B Limited	1.4	26.10%	19	533.30%
21	Isoline Communications	1	5.20%	12	-20%
22	JTF	0.7	12.90%	8	-57.90%
23	MWJ - B2B Marketing Agency	0.2	124.30%	3	50%

UK Market & Strategy Planning Specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies who selected market and strategy as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency: Market & Strategy Planning	UK GI in £m in most recent financial year (abbreviated)	YoY change in UK GI as a %	UK headcount 2025	UK YoY headcount % change
1	Dentsu B2B	42	4.30%	286	5.10%
2	Omne	11.3	16.50%	70	29.60%
3	ArmstrongB2B	8.4	13.10%	58	13.70%
4	Just Global, a Trilliad Company	8.2	5.80%	75	15.40%
5	Publicis Pro	7.9	33.40%	51	6.30%
6	Air Marketing	4.1	20.60%	87	11.50%
7	Hut 3	3.9	21.90%	15	7.10%
8	jellybean	3.5	5.20%	24	4.30%
9	Realm B2B	3.4	106.80%	9	-43.80%
10	Babel	3	4.50%	25	4.20%
11	Modern	3	2.70%	31	14.80%
12	Lesniak Swann	2.6	33.90%	31	47.60%
13	Think B2B Marketing Ltd.	2.2	10.80%	23	0%
14	Gripped	2.2	-4.90%	16	-23.80%
15	Rooster Punk	2.2	29.80%	16	15.00%
16	alan. agency	2.2	-4.30%	19	-5%
17	AMBITIOUS	2.2	33%	20	-9.10%
18	Coterie	2.1	-19.90%	6	-33.30%
19	Zircom	2	17.60%	22	N/A
20	Hard Numbers	1.5	0.10%	17	-5.60%
21	Velo B2B	1.5	-1.60%	17	-22.70%
22	Ice Blue Sky	1.5	39.20%	14	16.70%
23	Upp B2B Limited	1.4	26.10%	19	533.30%
24	Isoline Communications	1	5.20%	12	-20%
25	Bright, a Talan Company	1	-11.10%	10	-16.70%
26	Storythings	0.8	-0.10%	10	0%
27	Motion Marketing	0.6	9.70%	11	22.20%
28	Everywherebrand	0.5	21.70%	4	0%

The commitment issue: Why B2B content needs long-running formats



We sat down with Matt Locke, *Co-founder*, **Storythings**, to talk about the shifting sands of B2B content marketing. Strap in for the collapse of platform-driven traffic, the vital importance of owning the audience relationship, and why switching from storytelling to story-finding needs to be on your plan for 2026.

Storythings

Glasgow was crowned European City of Culture in 1990 – the culmination of a deliberate, long-term strategy to transform its reputation from post-industrial decline to cultural powerhouse. It was called the "Glasgow's Miles Better" campaign. And it took years of consistent investment before the world noticed.

Matt Locke was at art school there during this transformation, experimenting with digital creativity while watching a city prove that sustained commitment could completely reshape perception.

Intentionally or not, that lesson – that meaningful change requires long-term effort, not one-off initiatives – echoes throughout his career. From Head of Innovation for New Media at the BBC to Commissioning Editor at Channel 4, Matt spent three decades exploring how digital technology reshapes the relationship between storytellers and audiences.

Now, as Co-founder of Storythings, he's applying that media expertise to B2B content marketing – helping brands escape their own cycles of stagnation.



Oliver Matejka,
Head of Brand & Communications,
Unmind

The rise and fall of zombie marketing

"We hear from a lot of clients that they get the same requests from sales teams every year – the same gated report formats, the same case studies, the same thought leadership articles ghost-written for the C-suite," Matt said. *"A lot of teams are stuck making safe, risk-free content because it's what gets signed off. But the result is material that could have come from any of their competitors."*

Storythings has a name for this phenomenon: *"zombie B2B marketing." Content that looks alive but has no pulse. Campaigns that are dead behind the eyes. With AI making it easier than ever to churn out generic, em-dash- and cliché-addled material, that sameness is multiplying.*

The platform reckoning

A few years back, Storythings ran a series called Discovery Is Broken, examining how the content empires built during the BuzzFeed and Vox era – using search and social to bring in traffic – collapsed almost overnight.

"Platforms like Meta and Linkedin are increasingly downranking external links, so that kind of traffic just isn't there anymore," Matt said.

"As a result, people are either going platform-native – creating content to be consumed entirely within a platform – or building their own audiences in spaces they control."

That, in a line, is where the smart money is for content now: ownership of the audience relationship. In the media world, that meant moving towards newsletters, podcasts, and subscription models. Too many producers learnt the hard way not to rely on platforms that can change the rules overnight.

In B2B, the same principle applies. You can still reach people through platforms, but that puts you on the wrong side of the 95:5 Rule – the principle that only about 5% of potential customers are actively looking to buy at any given time. Instead, you should build relationships that give people a reason to keep coming back until the time is right to buy.

"That means building direct connections – not just renting space on social platforms," as Matt puts it.

Finding human voices in an AI world

Matt's fascinated by AI. Perhaps weirdly, he admits, given Storythings' focus on human storytelling. But having witnessed multiple technology cycles over three decades, he believes there's a pattern: *"Hype, overpromise, then gradual evolution into genuinely useful tool."*

Storythings uses AI as a time-saver – for research analysis, competitive reviews, transcription, and so on. Occasionally as a creative prompt, but not for final creative output.

"Scale has always been a platform promise: reach millions for a few thousand pounds. But that era's over," Matt explained. *"Now, value is in niche communities. Look at Industry Dive, which built specialist newsletters and sold for hundreds of millions."*

£323m, in fact. That's the thing: while AI promises to help brands reach more people more efficiently, it risks undermining the very thing that made projects like Industry Dive valuable – genuine human connection with a specific audience.

"If your first touchpoint with a potential client is an automated AI message, what does that say? The future isn't in thinly spread automation; it's in building intentional, valuable communities around content formats that actually mean something to people."

Corporate voice syndrome

Matt talks about another indicator of lifeless content: "corporate voice syndrome." You know it. It's the posts that start with, "We are delighted to announce…" and leave you vaguely wondering, *"Who's 'We'? And are you all really in a collective state of delight, whoever you all are?"*

"People follow people, not faceless brands," he said. *"So anything that feels impersonal, clichéd, or overly polished is a red flag. It suggests content made out of habit, not care – and audiences can feel that instantly.*

"Clients now come to us because our work looks human and distinct," Matt said.

> *Every major tech wave has eventually made human creativity more interesting, not less."*

The B2B creator movement

LinkedIn stands apart from most social platforms in still giving weight to who users follow, rather than purely algorithmic recommendations. Most platforms have shifted to discovery engines that prioritize behavior over intent, making it harder to build loyal followings.

LinkedIn's mix works better for people than it does brands. That's why we're seeing the rise of B2B creators: people using their personal presence to build trust.

Success means identifying authentic voices throughout the organization. Senior leadership, yes, but people at the coalface too. In fact, those in the weeds day to day will often have a more intimate knowledge of the problems you're solving. *"We call it story-finding, not storytelling. The job is to uncover the human stories only your company can tell. Those are what make you stand out."*

A brief history of measurement

Matt's *"obsession"* with metrics (his word) began at the BBC, where traditional TV ratings provided audience size but no insight into viewer response. Digital platforms changed that, though initially led marketers to chase vanity metrics like total reach.

The more valuable indicators now are signs of genuine interest – subscriptions, email opt-ins, repeat visits. These actions demonstrate real intent rather than passive exposure. *"And habit matters: the FT found that if you can build a content habit within three months, churn drops dramatically,"* Matt said. *"So measure subscriptions, engagement longevity, and retention – not just impressions."*

The emotion question

B2B purchasing decisions involve multiple stakeholders, each with different priorities. While rational evaluation matters, so does interpersonal trust. Beyond facts and specifications, buyers want to understand the culture, values, and people behind a product or service.

Storythings produces Payroll Around the World for ADP, spotlighting experts' real world experiences in different markets. It's human and specific, building emotional trust alongside technical credibility. *"That's the kind of storytelling that works,"* Matt said.

Proving ROI with content-as-a-product

Flipping your content strategy from sugar-rush lead generation to something more long-term and relationship-focused makes sense in theory. But many marketers reading this will face quarterly pressure to prove ROI. How do you balance that short term demand capture with long-term value creation?

"We help them frame content formats like products," Matt explained. Storythings uses frameworks like the Value Proposition Canvas to define what value the content actually creates for audiences. They identify the specific job it's meant to do. Then they test three levels of fit:

- **Problem-solution fit:** Does the audience genuinely need this?
- **Market fit:** Are they engaging and forming habits?
- **Business model fit:** Is it delivering value for the brand and operationally sustainable?

Treating content as a long-term asset rather than a disposable campaign allows for the same success metrics you'd apply to any product.

"For example, ADP's podcasts now have a back catalogue that continues to drive value long after release," Matt said. *"That's the difference between campaigns and formats – campaigns vanish; formats accrue value."*

Sustained formats that become routine for audiences create archives with compounding returns – the kind of business case that resonates even with CFOs.

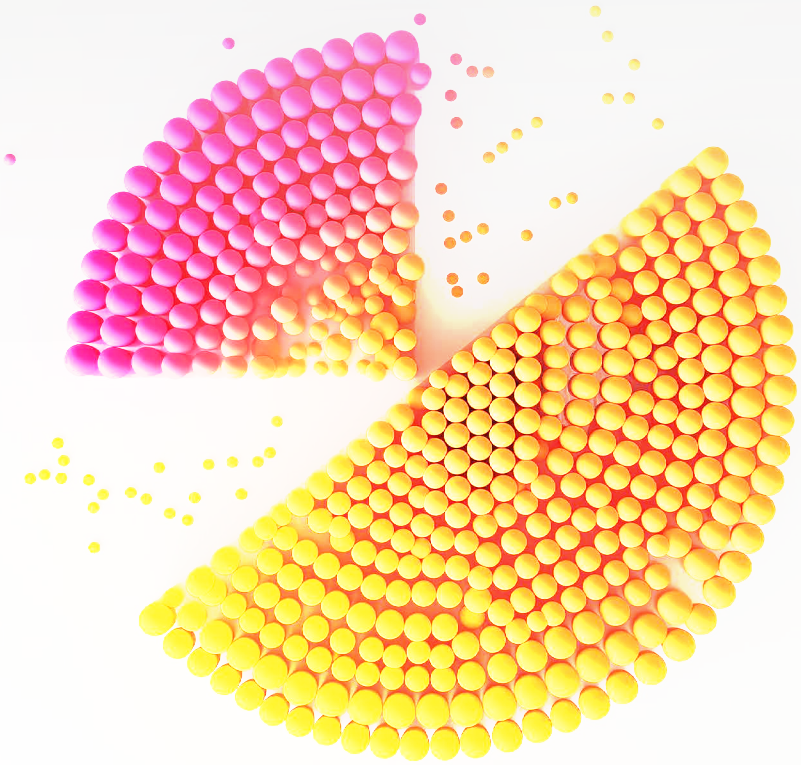
The commitment issue

What's Matt's core advice for improving B2B content strategy?

"Commit – and find fit."

Rather than cycling through one-off campaigns, invest in a sustained format. Maintain it long enough to validate all three fit levels: problem, market, and business model.

"If you can become the podcast, video series, or newsletter your sector looks to, you'll build a self-sustaining community that costs nothing to reach," Matt said. *"But it only happens with commitment and consistency over time."*



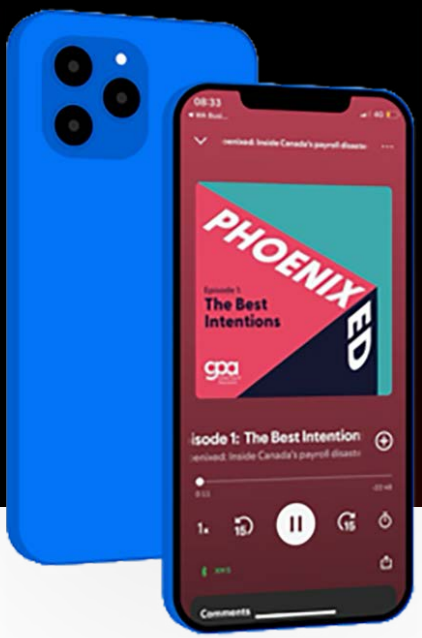
Long-running B2B formats that earn attention

This is not a traditional case study.

What follows is a first-person account by Matt Locke, Director at Storythings, reflecting on lessons learned from over five years working with a global client on long-running B2B content formats.

The insights are drawn from interviews with the client's marketing team and illustrated with examples and imagery from comparable work across Storythings' wider portfolio.

Think of this as a field report rather than a campaign write-up: what works, what compounds over time, and what changes when you stop thinking in campaigns and start thinking in formats.



Phoenixed – Investigative podcast produced for the Global Payroll Association

We are all in a battle for attention. Creating great formats is how you can win.

Can I ask you a question? *Why are you reading this?*

Take a minute to think about how you got here, reading this case study. Was it an email with a link to download the report? Did a friend or colleague recommend it to you? Did someone share it on LinkedIn? Or did you find it because you were searching for a new B2B agency?

However it happened, you decided to give this report your attention, and now here you are, almost 20 pages in, still reading. Of all the things you could be giving your attention to – browsing Instagram or TikTok, reading your emails, watching a Netflix show, staring out the window – you're reading a case study about B2B marketing. So this had better be interesting enough to be worth your attention.

The last few decades have thrown more content at us than we could ever consume. And in response, we've all had to learn a new skill – managing our attention. Other people used to manage our attention for us. When I started working at the BBC in 2001, I quickly learned that the most powerful people were not the talent or the exec team, but the schedulers; they could take a million people from your audience just by moving your show from 9pm to 10pm. But now, we manage our own attention, fighting platforms and algorithms to make the same decision hundreds of times a day – what should I pay attention to next?

This is the biggest challenge facing us as B2B marketers. Our audiences make active choices about their attention, based on what's really valuable to them. If we don't quickly convince them our content is going to be valuable, they'll move on.

If you create something really valuable, you'll not just get attention, you'll get people coming back as well. It's easier for us to give our attention to something familiar, rather than something new, as we've already decided it's worth our attention. That's why we focus on building long-running B2B formats at Storythings. We want our clients' target audiences to build habits around their content formats. We don't want to buy reach, we want to earn loyalty.

Storythings is not like most B2B marketing agencies. We come from a media background, with decades of experience leading digital commissioning at places like the BBC and Channel 4. So we know what it looks like when you get the attention of the audience, and how to create loyal fans around your formats.

Building a long-running format is different from a one-off campaign. There can be challenges adapting your teams' workflow to long formats, but there are surprising benefits and wins as well.

But of course we would say that – we love making long-running formats. So we spoke with a global client who we have worked with for over five years, to find out the five things they've learned working with us on long-running B2B formats.

1. Start with a strong value proposition

At Storythings, we treat content formats like a new product or service from your company because, well, that's exactly what they are. If you want someone to sign up to your podcast or newsletter, you need a strong value proposition that meets their needs, not the needs of your sales team. One of the first things we do with our clients is understand the jobs to be done, pains and gains of their target B2B audiences, and then develop a value proposition that only our client can deliver.

For example: our client wanted to attract senior leaders working in HR and Finance who are struggling to deliver payroll in multiple countries with wildly diverse employee cultures and local regulations. The solution was a podcast series that uses their own global experts and the voices of local workers on the ground to give unique insights into payroll issues in different markets. The value proposition – advice and insights from their expert employees living in each country – is not only the value proposition for the podcast, it's also a core reason for choosing our client as your payroll provider.

2. Turn your in-house experts into a competitive advantage

The podcast format provides a platform for our client's in-country compliance and payroll experts – the "hidden heroes" within their global teams – to share their day-to-day knowledge, local culture, and passion for payroll.
This is a unique competitive edge because it demonstrates their expertise and service-led model, unlike more software-centric competitors.

Their company is about more than just great payroll solutions – they are a truly global network of real people with decades of experience in their countries and regions. The voices you hear in the podcast highlight the human expertise and local compliance knowledge that underpins their products and services, creating a competitive advantage that is difficult for rivals to imitate.

3. Making formats boosts internal networking

One of the great additional benefits of running an ongoing content format is how it helps build internal relationships and recognition. By celebrating the work of payroll experts who are rarely in the spotlight, the podcast instilled pride and created advocates for the podcast within their company.

High-level executives championed the podcast and promoted it to thousands of associates, generating massive internal buy-in. In addition, the content creation process served as a powerful networking tool, allowing the marketing team behind the podcast to build stronger, more direct relationships with regional managers and in-country experts.

Content formats are a powerful internal culture builder. By validating and celebrating employees, they turn associates into proud contributors and advocates, leading to easier access and collaboration for future events and marketing projects.



Standing On The Shoulders – Thought Leadership podcast produced for Pearson Education, hosted by Aleks Krotoski

4. Content archives create long-lasting value

Unlike one-off campaigns that quickly become obsolete, the podcast series generates regular monthly episodes that build up into a rich archive of expertise and insight. Each episode adds to a valuable repository of global payroll stories and knowledge that can be continually repurposed by their sales and marketing teams.

Our client publishes the podcast across multiple global channels, including a home archive on their main marketing site; translated versions on individual country sites; captioned versions for YouTube; and distribution across Spotify, Apple Podcasts and every other podcast platform using Acast, one of the biggest podcast distribution networks in the world.

As we adapt our marketing strategies from SEO to optimising for AI agents, deep archives of real human expertise will be more valuable than buzzword-stuffed campaign landing pages. Creating that kind of archive takes time and commitment to a format, but as we move into an AI future, its value only increases.

5. Content archives turn sales teams into experts

The podcast series delivers both long-term brand positioning and immediate sales support for our client. By focusing on the expertise of their local teams, it reinforced their brand as a trusted, human and global partner, with over 75 years of experience.

But it wasn't just about top of funnel brand building. Our client's marketing team found that sales teams in different countries were using the podcast episodes to quickly get up to speed before meetings with clients who needed help in a specific country. The podcast acts as a knowledge transfer tool within the company, helping share expertise and insights that would otherwise be locked into local teams or departments.

Regional sales teams use the podcast as a pre-sale research tool. It offers practical, in-depth knowledge that helps sales associates become smarter and more credible in client discussions, effectively positioning our client as the ultimate subject matter expert on global payroll.



Very Necessary – interview podcast for WaterAid, hosted by Melissa Helmsley;
Nevertheless – Thought Leadership podcast produced for Pearson Education

Have we still got your attention?

If you're reading this far, that means we've written something that is valuable enough for you to choose to give us your attention. Thank you – we know there are thousands of things you could have spent your attention on instead. This case study uses many of the techniques we put into our client's formats – a clear value proposition, human voices, useful insights and a format that helps you give it your attention.

The insights are based on interviews with our client's marketing team, not the Storythings team, and we deliberately didn't fill the case study with boasts about metrics and award wins. There's only one thing that matters to us at Storythings: helping our clients get attention by making them world-class storytellers.

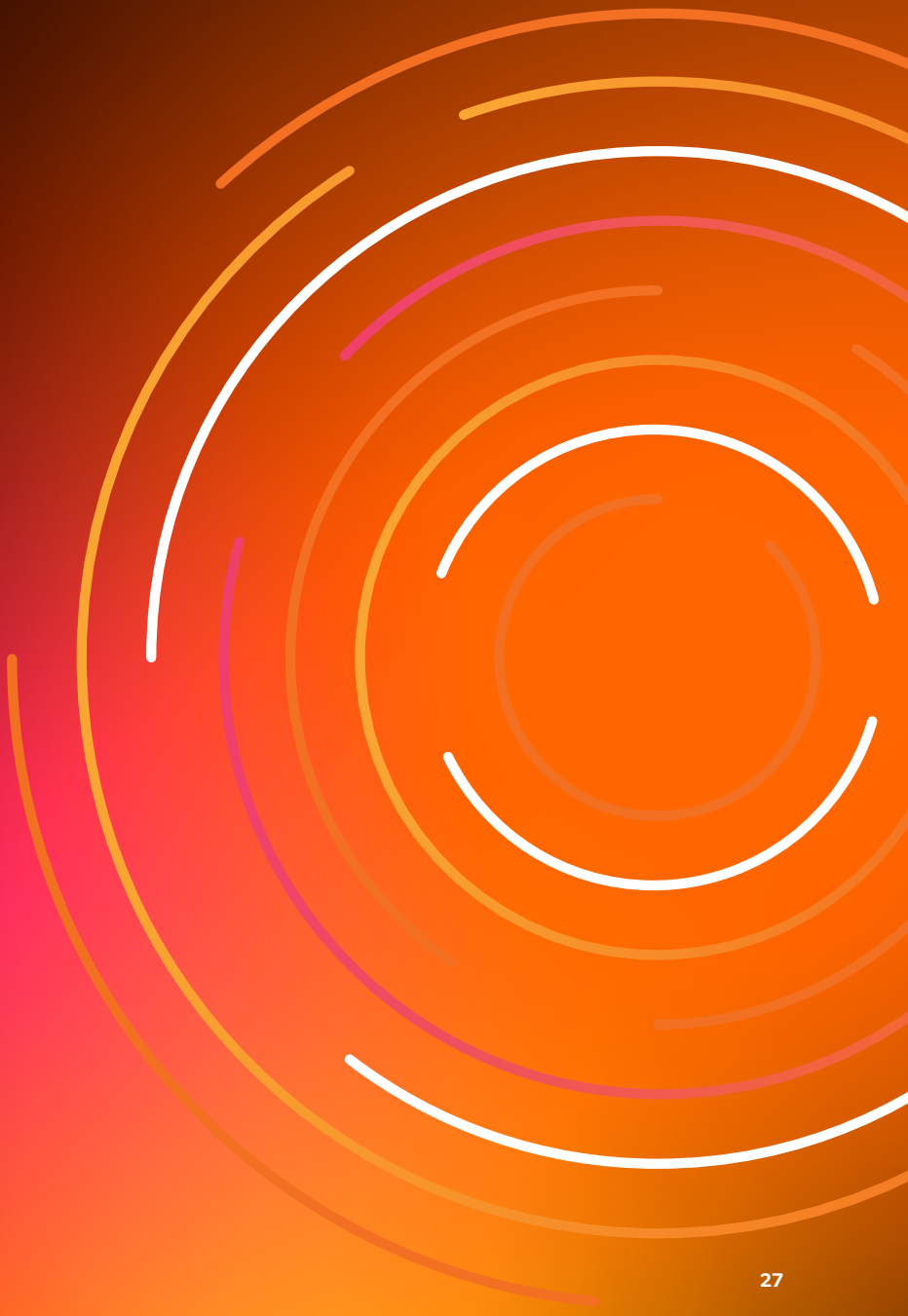
If you've made it to this final paragraph, that's the best evidence we could give you that we're good at what we do. We'd love to return the favour by giving you our attention – get in touch and we'll set up a call to help you create fantastic B2B formats.



How We Got Here – History podcast produced for UK Parliament

SECTION THREE

Agency Profiles




Your business. Your markets. Your audiences. Your culture.
We immerse ourselves in them all. It takes deep
sector expertise to grow great B2B brands.
Bray Leino
The home of brand growth



Defend the spend! Why marketing is (still) often seen as a cost, not an investment

Sam Crocker
Managing Partner
Bray Leino

Marketing has an image problem. Despite its role in driving growth, it's still often viewed as a cost centre rather than a value generator; the first thing cut during tough times. But marketing has never been so measurable, so why does this perception persist?
To defend the spend, marketers must first understand the causes of this bias, then change the narrative.

Marketing as soft spend

Historically, marketing was advertising - TV commercials, billboards, sponsorships – harder to measure, an indirect connection to sales, occasionally driven more by vanity than commercial sense.

With marketing costs being mainly external, in agencies and media, marketing was seen as "not a core competence". This made it a soft target. Compared with other cost centres, cutting marketing spend is quick and easy and would not necessarily mean redundancies.

Over the years, marketing has become way more sophisticated, but some of those underlying perceptions remain.

In tough times, the upper funnel gets squeezed. And tactical lower funnel activities, which show a clearer path to sales, survive. Just.

So why can't marketing be seen as an investment?

Finance speak vs. Marketing speak

CMOs talk in a different language to their CFOs and CEOs.

While finance talks about revenue and EBIT, marketers talk about NPS, engagement and conversions.

This misalignment of language reinforces the view that marketing is an indulgence rather than a value generator. At the board meeting, it's the dessert, not the main course.

To bridge this gap, CMOs must talk about financial outcomes.

That means talking about the impact they have on revenue and profit, on improving win rates, increasing average order value, cost per acquisition, customer lifetime value and ROI.

Proving value

But marketing has long struggled to show a clear ROI.

Modern customer journeys are non-linear, multi-channel and complex, particularly in B2B and CPG.

One purchase decision might involve multiple touchpoints with multiple decision-makers, even in B2C (think how many people are involved in buying one family holiday!).

Attribution models and psychometrics haven't made it any easier - at least last-click was simple to understand!

Some marketers have shrunk back, hoping no one will notice they are no more data-driven now than they were 10 years ago, creating "firework campaigns" that look great but make no proven impact on the business.

But in all this confusion, are we missing the obvious? ROI is merely the value gained over the cost to win it. If we spent $10 to win $20, that's a 2x ROI. At a high level, it's not hard to figure out.

A return on investment

Until marketing is understood in financial terms, it will remain an easy target to cut.

To defend the spend, CMOs must translate their impact into language that stakeholders understand.

Only then will marketing be seen, not as a cost to cut, but as a lever to pull for returns.

Please get in touch if you'd like a full breakdown on how to change the narrative - from starting with business objectives to introducing proxy metrics.

Bray Leino

Philosophy

Increasing the size of your business. Improving the strength of your brand. Amplifying the scale of your influence.

Whatever your ambitions, growth is the key. Helping you achieve it is what we do best.

We are Bray Leino. For over 50 years, we have applied deep insight and disruptive ideas to the unique challenges of B2B, helping businesses to thrive and evolve.

To solve problems and propel progress, we have assembled a powerful set of brand and business-building capabilities. We apply them with a relentless commitment to making a measurable difference.

That same commitment fuels our determination to help clients succeed. It is why, for more than a decade, we have been amongst the UK's highest performing B2B Agencies. It is how we deliver so much for so many ambitious brands.

Whether launching new products, redefining your strategy, changing brand perception, enabling distributors, generating leads, or inspiring people from within, our promise is constant. We are the home of brand growth. A place where insight, creativity and commercial thinking combine to build momentum, accelerate opportunity and drive lasting success.

As an organisation with a mature marketing function, it was critical for us to work in a partnership with an agency to create an authentic brand that clearly articulated our value proposition and delivered instant cut through, and Bray Leino did just that. The brand has delivered exactly what we needed in terms of relaunching ourselves in the used car market, driving re-appraisal and new account growth. It also acted as a springboard for my in-house team; giving them the platform and fundamentals to develop further campaigns and activations and setting them up for ongoing success."

Caroline King, *Marketing Lead,* **mfldirect**

Awards

IPA Effectiveness Accreditation	*IPA 2025, Winner*
Best Agency	*Conference and Event Awards, 2025, Winner*
Best use of Existing Social Media Platforms	*Digital Impact Awards, 2025, Gold*

Clients

- Croda
- Cummins
- Department for Business & Trade
- ofi
- Okta
- mfldirect

Sectors

- Energy and utilities
- Food, drink and ingredients
- Industrial, manufacturing, engineering
- Public sector

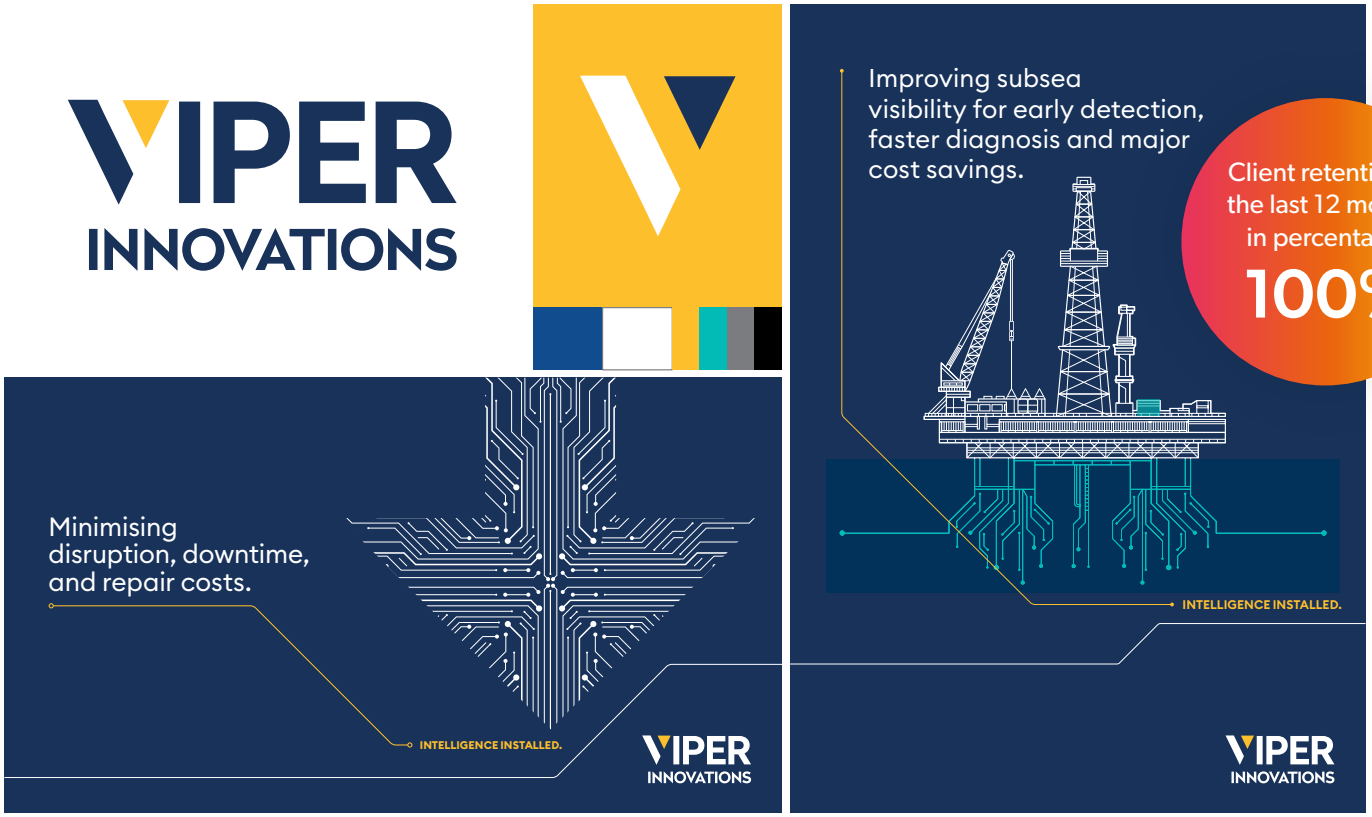
Date founded: 1973

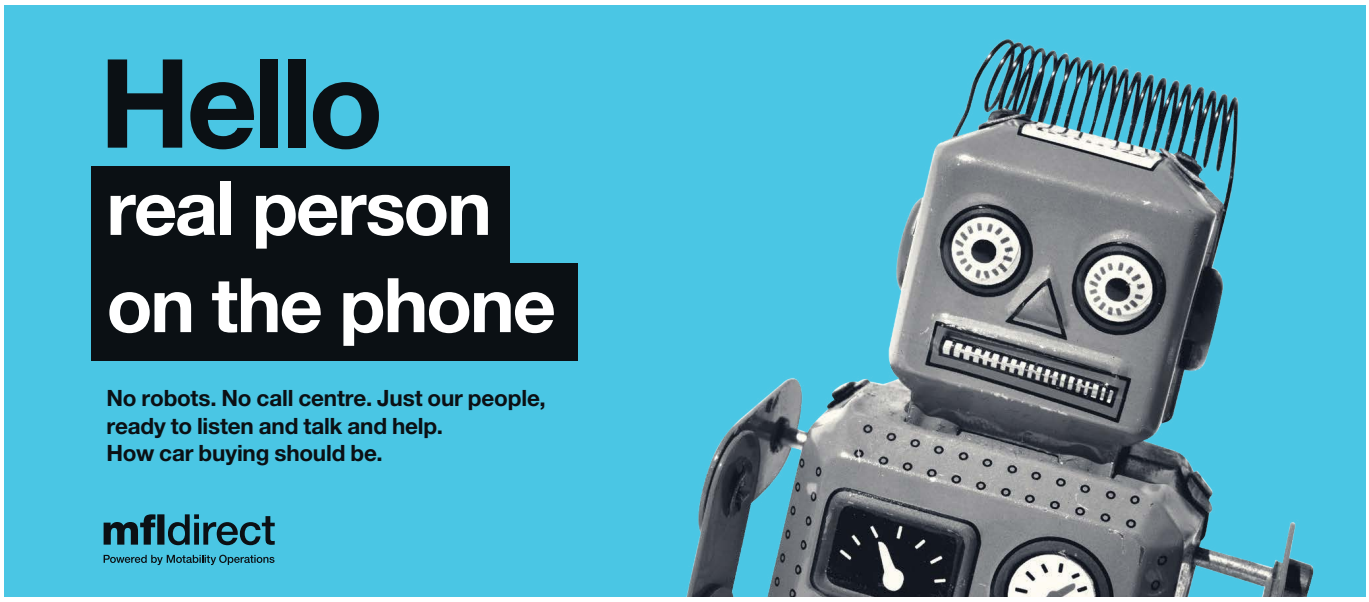
Phone number: +44 (01) 598 760700

Website: brayleino.co.uk

Contact email: hello@brayleino.co.uk

Address:
Bray Leino, The Old Rectory,
Filleigh, North Devon, EX32 0RX, UK







Brand refresh for **Viper Innovations** to support diversification into new markets, including a new website; **mfldirect** – a bold trade media campaign repositioning mfldirect's key benefits through disruptive, metaphor-led creative; **Croda** brand evolution – inspired by connection.

Buyer Group Marketing: ABM, Evolved.

Ice. Blue. Sky.



Real ABM reaches buyer groups, not just accounts.

1. Discover complete buying committees and stakeholders
2. Personalise with AI – Role-specific messaging for every buyer
3. Orchestrate intelligent distribution

Relevant personalisation, more meaningful interactions.

www.icebluesky.com | info@icebluesky.com

The 29% problem: What we learned about B2B buying groups



Charlotte Graham-Cumming
CEO
Ice Blue Sky

At the recent B2B Marketing ABM Conference, we ran an experiment on our stand. We asked marketers to identify members of typical enterprise buying groups across different scenarios. The results surprised us, and might change how you think about account-based marketing.

Here's what we discovered: when marketers identified someone as part of a buying group, they were almost always correct. Their instincts were sound. But on average, they were only finding 29% of the people actually involved in these purchasing decisions.

This isn't about poor judgment. It's about systematic blindspots that affect how we all approach B2B engagement.

Three patterns that limit our reach

After analysing hundreds of responses, three consistent patterns emerged.

First, we noticed an altitude assumption. The more expensive the solution, the more likely marketers were to include CEOs and board members. But functional purchases, even costly ones, typically resolve at departmental level. A CISO owns cybersecurity decisions. The CEO approves the budget allocation, not the vendor selection. This distinction matters. As when we focus purely on executives who've delegated the decision, we often miss the people actually making it.

Secondly, we observed functional tunnel vision. Marketers unsurprisingly excel at mapping the obvious chain of command within a department—CTO, VP of Engineering, technical architects. But we saw that the horizontal layer was consistently missing: legal reviewing contracts, procurement negotiating terms, compliance ensuring regulatory alignment. These functions appear in virtually every enterprise deal, yet they're routinely absent from engagement strategies.

Thirdly, we found confusion around the implementation layer. Participants knew they needed to engage "users" but struggled to identify which users really matter. They selected operational staff rather than the skilled professionals who actually deploy and manage solutions.

A systems administrator's integration concerns can stop a deal. A clinical operations manager's workflow requirements can reshape an entire proposal. These aren't junior stakeholders, they're technical experts whose buy-in determines success.

Expanding our view

Understanding these patterns suggests a different approach would be more effective. Rather than better targeting of the same stakeholders, we need to expand our definition of who matters.

Start with your known champion, then explore three dimensions: Who approves their decisions? Which other functions must agree for this purchase to proceed? Who will actually implement and live with this solution?

This mapping typically reveals anywhere from 10 to 14 stakeholders where we previously saw only four or five.

The challenge has always been scale. How do you engage 12 stakeholders without twelve times the effort? The answer lies in intelligent orchestration. Create core content components that can be contextualised for different audiences. The same customer success story reads differently when emphasised for operational efficiency versus risk mitigation versus competitive advantage.

Moving forward

The finding that marketers identify less than a third of buying group members isn't an indictment, it's an opportunity. When we engage the complete buying group, deals move faster because we're not waiting for internal education to happen. Win rates increase because late-stage objections from unknown stakeholders disappear.

The buying group has always been larger than we thought. The question is whether we'll continue to treat the visible minority as the complete picture, or expand our view to engage everyone who determines our success.

Ice Blue Sky

Philosophy

Ice Blue Sky helps B2B organisations find a clear path to growth - and then deliver it. We start with the buyer, because in enterprise markets decisions are made by groups, not individuals. Our work is designed to influence those buyer groups with messages, proof, and experiences that make it easier to choose you.

We bring the discipline of a strategy consultancy: sharp diagnosis, clear choices, and a plan leaders can stand behind. We define where growth will come from, which markets and buyer groups matter most, and what you need to be known for. Then we turn that direction into action.

Delivery is not an afterthought. We build the operating system (using our FOCAL model) that connects marketing and sales: positioning and narrative, campaigns and content, and the practical enablement that helps teams perform, including talk tracks, sales stories, buyer tools, and proof points. Everything is joined up, so the market message matches what sales can carry into real conversations.

Our aim is simple: help you move faster, align teams, and produce measurable impact — with work that is clear, practical, and built to scale.

When we briefed Ice Blue Sky, I was sceptical that £14,000 could make any impact at an event dominated by million-pound sponsors. They didn't just prove me wrong - they delivered a huge pipeline with a 257:1 ROI. That's not luck; that's strategy executed brilliantly."

Liam James, *Marketing Manager,* **Conscia UK**

Awards

Best Limited Budget Campaign	*B2B Marketing Awards, 2025, Gold*
Best Channel Initiative	*B2B Marketing Awards, 2025, Bronze*
Best B2B Agency	*B2B Marketing Awards, 2024, Shortlisted*

Clients

- Ping Identity
- Crowdstrike
- Cisco
- Capita
- AVEVA
- D&B

Sectors

- Business services
- Professional services
- Technology and telecoms

Date founded: 2007

Phone number: +44 01598 760700

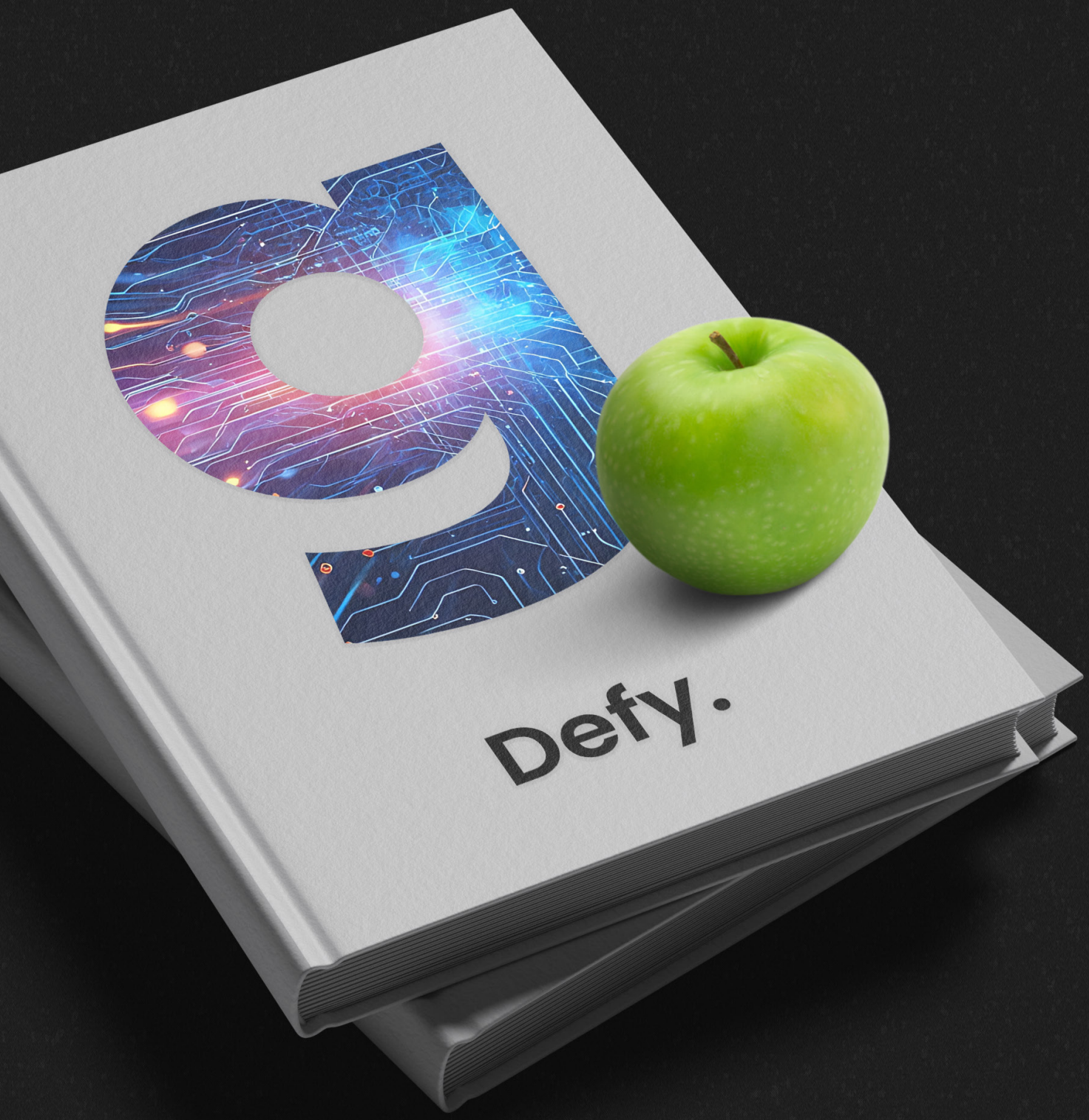
Website: icebluesky.com

Contact email: info@icebluesky.com

Address: Spaces, Building One, Chalfont Business Park, Gerrards Cross, SL9 0BG



A selection of agency work by Ice Blue Sky



Because in a world of volatility,
AI sameness and shifting algorithms,
yesterday's playbook won't cut it.

gravityglobal.com

gravity GLOBAL

2025 Global Agency of the Year - Marketing Agency of the Year -
Advertising Agency of the Year - Outstanding B2B Agency - Business Impact Award



The battle for enduring demand

Chris Omotosho
Managing Director
Gravity Global

The ability to reliably convert attention into revenue over time has become the central challenge in B2B Marketing. We call it the battle for enduring demand. And the secret is how to create the right formulas to deliver it.

In markets defined by long buying cycles, large committees and heightened risk aversion, sporadic spikes in leads no longer equate to sustainable growth. What matters is whether a brand can stay salient, credible and confidently chosen across fluctuating conditions and extended purchase journeys. That is what enduring demand delivers.

Why is this so important now? Several forces have converged. Economic volatility and a higher cost of capital lengthen decision timelines and tighten procurement scrutiny. Digital channels are saturated and unpredictable, with shifting algorithms and privacy constraints eroding once-reliable performance tactics. Buying behaviour has changed: more research happens out of view, influence is dispersed across functions, and informal "dark social" exchanges shape shortlists before suppliers even see a brief. At the same time, technologies such as AI are now providing recommendations on the best brand, service or product to buy. In this context, the brands that win are those that compound memory, trust and preference, so demand is less exposed to quarter-by-quarter noise.

Enduring demand is not just "more pipeline." It is a resilient system in which three things work together. First, broad mental availability: the brand is easy to think of in relevant moments, across the whole buying group, not only those in-market today. Second, meaningful preference: buyers feel an affinity with the brand's point of view and see clear human and commercial value in choosing it. Third, confidence to proceed: credible proof reduces perceived risk and accelerates consensus.

How can B2B brands cultivate this?

- Build reach and recognition beyond the active 5–10% in-market. Consistent, distinctive brand assets and a simple, repeatable narrative create memory structures that make future performance activity cheaper and more effective. Aim to reach the full buying committee - finance, IT, operations, risk - because each shapes the decision differently.
- Pair rational clarity with emotional relevance. A value proposition framed in human terms, anchored in customer outcomes, travels further than product claims alone. High-quality thought leadership that addresses unresolved risks (integration, compliance, total cost, time-to-value) earns attention and primes preference.
- Make proof unavoidable. Independent validation, customer evidence, benchmarking and transparent pathways from problem to outcome reduce friction. Translate benefits into credible metrics buyers can defend internally - impact on risk, efficiency, revenue quality and resilience - not just clicks or MQLs.
- Balance time horizons. Treat brand building and near-term demand capture as a single system, not a budget tug-of-war. Measure leading indicators (reach across buying groups, distinctiveness, intent) alongside later-stage metrics (opportunity quality, win rates, sales velocity, lifetime value) to avoid last-click bias.
- Orchestrate the full journey. Align marketing, sales and customer success around one story and one view of the customer. Use privacy-safe, first-party data and clear guardrails for optimisation. Prioritise consistency over constant reinvention; compounding only happens when codes and claims remain stable.

Enduring demand is an organisational capability, not a campaign. It cushions volatility, improves unit economics and creates room to price for value rather than discount for volume. In a benchmarking context, it is the difference between brands that chase quarterly signals and those that set the pace for their category. The imperative is clear: invest to be easily thought of, build positive sentiment, be genuinely preferred and confidently chosen: again and again.

Gravity Global

Philosophy

At Gravity, our long-held philosophy centres on one core truth: enduring demand is built on three fundamental pillars – Fame, Admiration and Belief (F.A.B.).

In today's volatile and unpredictable global landscape, brands that strategically cultivate F.A.B. outperform, adapt and sustain growth, no matter how the market shifts.

Fame puts brands in the spotlight, making them widely known and instantly recognisable for what makes them unique. Fame establishes awareness and reach, securing a disproportionate share of attention and ensuring brands remain top-of-mind among key decision makers.

Admiration fuels emotional connection. When a brand is admired, it inspires positive sentiment and favourability, turning audiences into advocates – whether they're customers, prospects, talent or investors. Admiration creates preference and opens the door to deeper engagement.

Belief transforms attention and admiration into commitment. It builds trust, credibility and confidence, encouraging people to choose, stay loyal to, and champion your brand – while reducing acquisition costs and driving lasting advocacy.

F.A.B. is both a powerful diagnostics tool and a proven strategic framework. By consistently strengthening Fame, Admiration and Belief, brands can navigate uncertainty, outpace competitors and create demand that stands the test of time.

If building enduring demand is your goal – especially in unpredictable times – let's talk.

Awards

Global Agency of the Year	*B2B Marketing, 2025, Gold*
Global Marketing Agency of the Year	*Titan Business Awards, 2025, Platinum*
Agency of the Year	*MUSE, 2025, #1 Ranking*

Clients

- 3M
- Embraer
- AkzoNobel
- Ecolab
- Sage

Sectors

- Aerospace and defense
- Financial services
- Pharmaceuticals and life services
- Technology and telecoms

Date founded: 2008

Phone number: +44 (020) 7330 8810

Website: gravityglobal.com

Contact email: comotosho@gravityglobal.com

X handle: @Gravity_Global

Address: 69 Wilson St, London, EC2A 2BB



For Ecolab's newly-launched ReadyDose™ cleaning tablets, an innovation for small-format food service operators.



For Embraer's 'The Profit Hunter' single aisle aircraft. Still the world's most awarded B2B campaign.

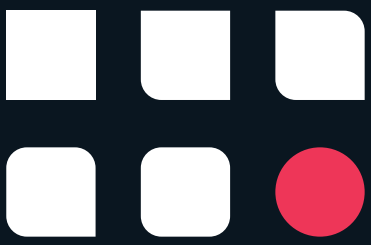


For Jupiter Asset Management, propelling them significantly above sector averages.



GE's 'Sound of Flight' campaign, featuring exclusive 360 spatial recordings of iconic jet engines.

Gravity Global's Fame. Admiration. Belief strategic framework helps brands navigate uncertainty, outpace competitors and create enduring demand.



Make the shift happen.

Strategic insight and
operational excellence.
Together.

modernb2b.co





Why CMOs need architects that can build

Nicola Ray
CEO
Modern

Your agency just delivered another successful campaign. The marketing KPIs look great and everyone's happy. But let's be honest, the go-to-market strategy isn't quite cutting it.

Agencies are often great at execution, but the business impact is lacking because the underlying strategy - the architecture - is fundamentally flawed and disconnected.

After speaking with more than 600 B2B CMOs* Modern's research revealed 1 in 5 believe that their marketing activity is fragmented, that their teams are operating in silos and highlight the challenge to link marketing activations to revenue. Sound familiar?

Cutting through to uncover the 'how'

The new world order for B2B CMOs and other revenue leaders is relentless, fast paced and frustratingly complex. We know great B2B marketing needs to be accountable; to evolve through insight and flex when circumstances change. This means there needs to be a direct connection between what we do with the outcome generated. This seems simple, but the reality is never so clear cut.

CMOs often have to work with legacy processes or outdated technologies that are not fit for today's requirements, let alone future needs. This leads to workaround solutions. Gaps begin to show. Efficiencies are compromised. Accountability falls and learnings are lost. CMOs must constantly look ahead, acutely aware of the less than solid foundation they might be building on and not having the complete clarity to make the changes they need. While the 'what' may be clear, the 'how' remains elusive.

I see this again and again. A client runs multiple ABM campaigns and still can't tell you which accounts are actually moving because of the complex tech stack involved - every piece of activity tracked in different platforms. Clients have more reports than they know what to do with, but no idea if their GTM actually works. That's not a campaign problem. That's an architecture problem.

The real work is to design a system worth running campaigns through.

Make the shift happen

Clearly something needs to change. The unique challenges faced by CMOs call for a new approach that fuses strategic insight with operational excellence for precise execution. Clients require partners who can diagnose the underlying issues, design robust architectures, and build effective solutions.

It's not about designing a 90-day campaign anymore. It's about architecting integrated, multi-year account journeys with true sales collaboration. It's about creating feedback loops, ensuring every marketing pound spent develops into pipeline. To achieve this, a re-engineering of processes, technology and people is needed to drive systematic change.

The blueprint for change

Transformative change is never easy and sometimes we have to have 'that' conversation - the one that says what you are asking for won't work. It's having the strength of conviction to say no and why. "You've asked for an ABM campaign, but what you actually need is to redesign your sales engagement model first". That's not always a comfortable conversation to have, but it is necessary. We won't drive business growth with comfortable work.

In isolation, strategy is forgotten in a drawer, while execution risks falling into the campaign trap. But when combined - supported by rigorous checks and ongoing accountability - something special happens.

The process is more demanding, the conversations are deeper, and the timelines are longer. Yet, the resulting value is fundamentally different and significantly greater.

Make the shift happen.

Modern

Philosophy

Great B2B marketing lives at the intersection of strategic insight and operational excellence - and CMOs need partners who can deliver both.

We diagnose complex business challenges and solve them, building integrated programmes that connect technology, process, and people to drive measurable growth.

There's no universal playbook. Every business faces different pressures - market maturity, buying committee complexity, legacy technology, organisational readiness. Our approach starts with understanding your specific context: your industry dynamics, commercial model, and what success actually looks like for your business.

This work takes honesty. It means asking difficult questions about what's really holding marketing back and designing programmes around business outcomes, not borrowed best practices. It means creating the infrastructure - measurement frameworks, technology integration, cross-functional alignment - that works for how your organisation operates.

We're award-winning B2B marketing practitioners who build revenue programmes tailored to your reality.

That's Marketing made Modern.

Awards

Best Use of ABM	*Engage Awards, 2025, Winner*
Strategic Impact	*The Consultancy Awards, 2025, Gold*
Data and Insight	*The Drum Awards, 2024, Silver*

Clients

- Hexagon
- Capgemini
- Tate & Lyle
- Trustpilot
- Bupa
- Afterpay

Sectors

- Business services
- Professional services
- Technology and telecoms

Date founded: 2012

Phone number: +44 (0)117 332 6700

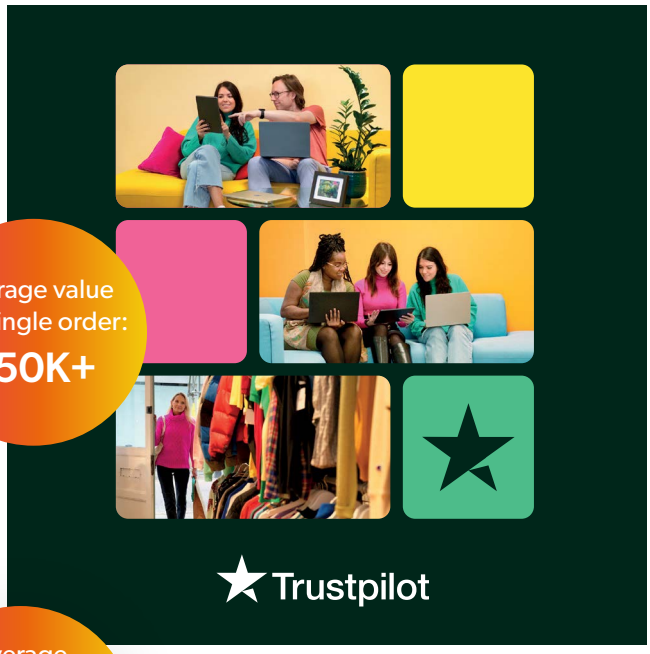
Website: modernb2b.co

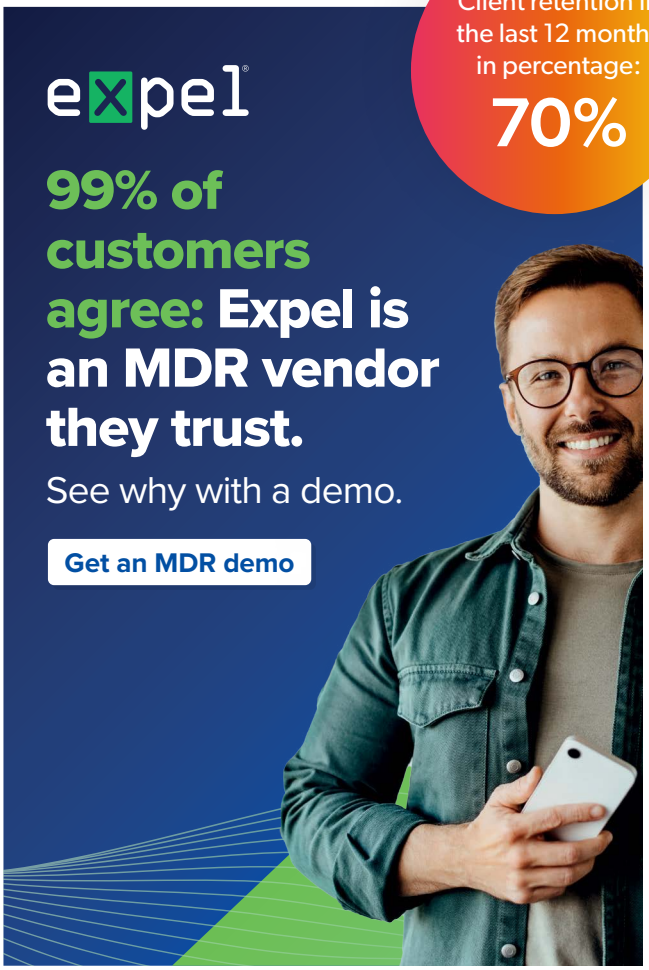
Contact email: info@modernb2b.co

Address: 1 Victoria Street, Bristol, BS1 6AA

Client retention in the last 12 months in percentage:
70%

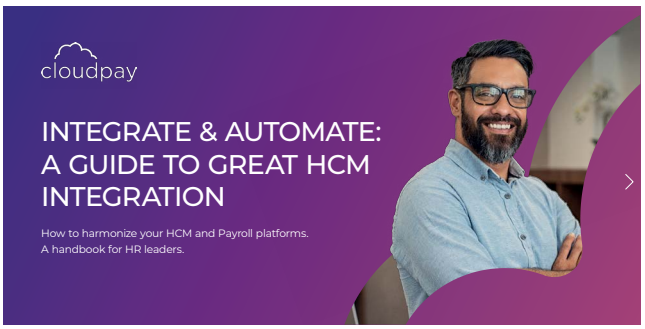
Average value of a single order:
£50K+

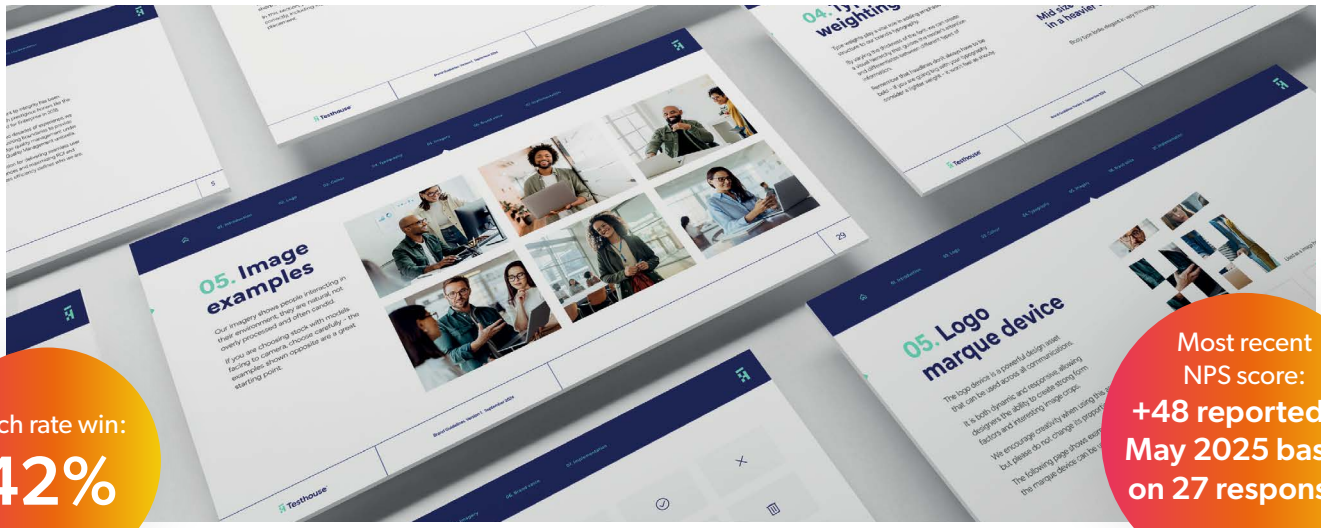




Average deal size:
Over 200k





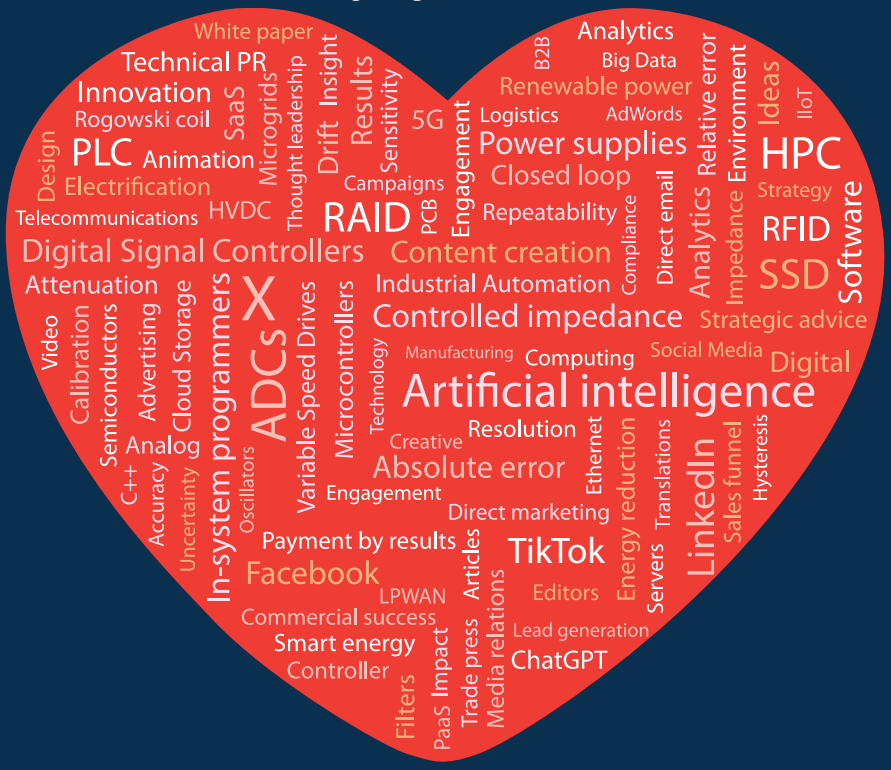


Pitch rate win:
42%

Most recent NPS score:
+48 reported in May 2025 based on 27 responses

A selection of agency work by Modern.

WE



GEEKS

Geeks are cool. If your company is driven by innovation, we're your **perfect agency**. We love working with those geeks! If you work in electronics, why not work with an agency who understands the industry?

To learn more, email our Managing Director, Ian Jarrett: **ian@napierb2b.com** or give us a call on **01243 531123**.

Napier

napierb2b.com



GEO: Gold rush or AI cliff edge?

Mike Maynard
Chairman
Napier

You have a GEO strategy and tech stack already in place, right?

No? Well, what have you used to build your strategy? If you do have such a strategy, will it deliver sustainable results? Are you sure?

I ask pointed questions because in a world where every AI innovation hangs on a wave of hype that could crash onto the rocks at any moment, I prefer a more measured and strategic look at what you should be doing.

It's like the mid 1990s… again!

In 1995, Bob Heyman, then manager of rock band Jefferson Starship, got an earful from the band who, despite being passionately written about on multiple fan sites in the early days of the web, found that their official website was gathering SEO dust. Heyman promptly decided that boosting the band's name everywhere on their own web page– from metadata to white text on white backgrounds – would get them back to the top of the search results. And it worked… for a little while.

Heyman's tactics didn't deliver long-term results because his simplistic "get mentioned quick" tactics were unsustainable.

However, I grant you, that was SEO 30 years ago. Today, there is a better way; generative engine optimisation or "GEO".

GEO is new, so there will inevitably be short cuts that work today and backfire tomorrow. As marketers we should learn from the mid-90s experience with SEO and deploy tactics that don't mortgage a brand's future for a short-term win. Ultimately, quality is what will drive GEO success.

New technology brings new snake oil

AI has introduced more than its fair share of "experts" who offer the latest secret to gaming large language models. Most of those experts are wrong. We ran some blind tests of recommendations of how to write prompts to improve results. In the vast majority of cases, users were unable to detect any measurable improvement because of advice provided by "gurus".

The same is true of GEO. Self-proclaimed experts are confidently advising which short-cuts will get you featured in AI results. The truth is, much of it doesn't work.

Shortcuts or strategy?

The secret to success is a long-term GEO strategy that doesn't try to exploit the temporary wrinkles in today's AI models. A sustainable strategy must deliver solid results in the long term. But what does that look like?

Sustainable GEO

Similar to conventional search engines, generative AI chatbots and search tools just want to help people answer questions. That is best achieved by using the highest quality data to construct the answer.

There are things you can do to improve the chances of being featured in those answers. Start by structuring the article you write around answering potential customers' questions. Do the technical work: schema is finally having its moment! We're also seeing a preference for human-generated content in our testing (and there's a good reason – ask your favourite AI to explain overfitting if you're uncertain). But none of this will compensate for starting with poor quality content.

The future is therefore specialist agencies that really understand your company, products and markets. There are genuine experts who can deliver the depth of B2B content that AI models need now and in the future.

Napier

Philosophy

Napier is a Global B2B technology PR and Marketing agency dedicated to helping some of the most innovative and fastest growing companies reach their business objectives more quickly. Our unique four-step process enables us to identify what's important and build campaigns that convert awareness to opportunity more quickly.

With offices in Chichester, London and San Francisco, along with a worldwide network of partners, we develop integrated campaigns which are run across different media and channels. Services such as content creation, PR & media relations, ABM, opportunity generation and nurturing and engagement form the DNA of our campaigns.

Specialising in sectors like electronics, IT, communications, and industrial technology, our team bring expertise in engineering, marketing, and journalism, giving us a rare blend of technical and creative insight. This unique combination enables us to create and execute campaigns that capture attention, engage audiences, and accelerate our clients'commercial success.

Awards

Great Place to Work	*Great Place to Work, 2025,Certified™ status*
Best of UK Small Business Awards	*Best of United Kingdom, 2024, Winner*
Agency of the Year	*PR and Marketing Excellence Awards, 2023, Winner*

Clients

- Microchip Technology
- ABB
- Vicor
- Danfoss Power Solutions
- Tria
- Molex

Sectors

- Automotive
- Aerospace and defense
- Professional services
- Technology and telecoms

Date founded: 1984

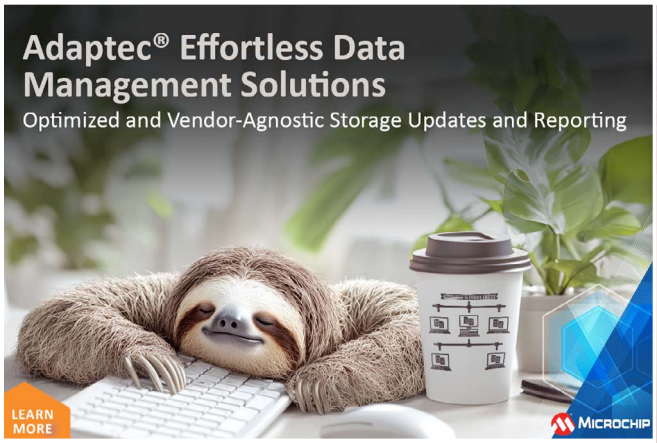
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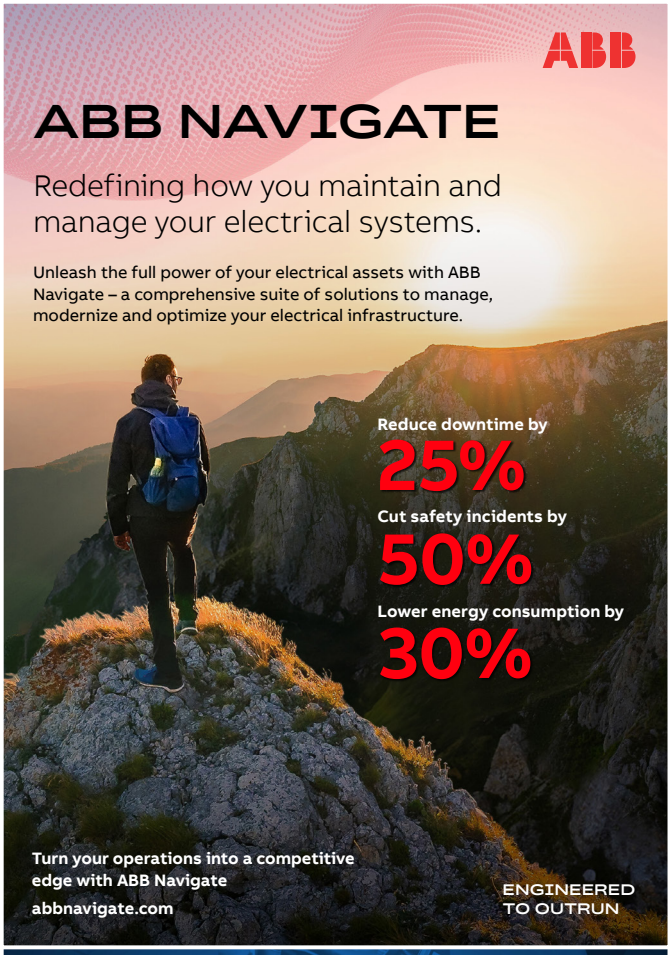
Website: napierb2b.com

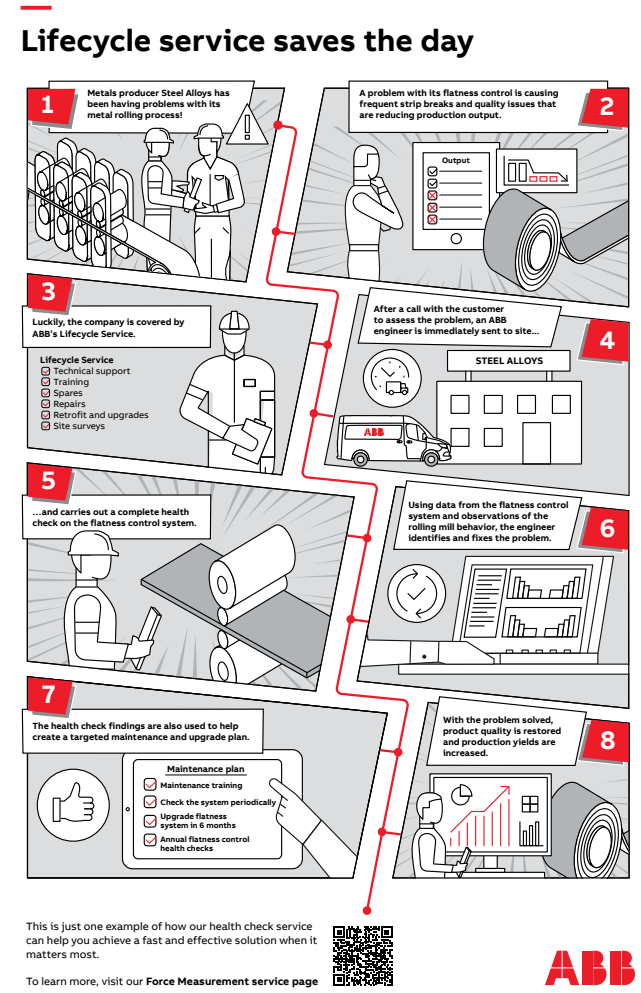
Contact email: info@napierb2b.com

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X handle: @NapierPR













A selection of agency work by Napier.

EFF*UP B2B

So, what the 'eff' is marketing effectiveness? It's the difference between generating noise and delivering outcomes. It's about moving beyond efficiency metrics like CPLs and ROI to prove marketing's true value—directly to the bottom line.

Too much of B2B marketing is stuck in a cycle of short-term thinking—relentless targets, squeezed budgets, and a fixation on quick wins. But here's the truth: focusing on leads and click-through rates doesn't grow businesses. **Effectiveness does.**

Effectiveness is about aligning marketing with business goals. It's about generating tangible outcomes like revenue growth, market share gains, and increased profitability. It ensures that marketing isn't treated as a cost centre, but as a critical driver of business success.

At True, effectiveness is more than a buzzword—it's our mission. We are the creative and media agency who are not just doing great work but seeking to change perceptions and practices in B2B.

We're the only B2B agency with an IPA Effectiveness Accreditation and winners of the first-ever IPA Effectiveness Award for B2B. We know how to turn your marketing into a growth engine that delivers real business outcomes, not just a pipeline full of maybe.

If you're ready to stop chasing metrics that don't matter and start proving marketing's value to your bottom line, let's talk.

trueagency.com

Beyond ROI:
Moving from Bullsh*t Metrics to Business Metrics

true
a BBN partner



Navigating the shifting sands of the DMU

Richard Parsons
Founder
True

For years, B2B marketers have obsessed over understanding the Decision-Making Unit (DMU). We've mapped funnels, charted journeys, and built personas in the hope of cracking the code. But what if the DMU you're targeting today is unrecognisable tomorrow?

True's latest research reveals that over a period of seven years, 94% of the DMU will have changed. This Seven-Year Switch highlights increasing volatility in decision-maker tenure. New recruits enter the workforce, others retire or move to different roles within or outside the buying function, companies undergo restructuring and new stakeholders emerge. The senior stakeholder you've nurtured? They've moved on. The quiet analyst? They've now got budget and decision-making power. The DMU is no longer static—it's a moving target.

The implications for B2B marketing are significant. Carefully crafted content targeted at specific roles within a presumed DMU risks missing its mark. Established relationships can dissolve overnight, and highly targeted campaigns falter as the intended audience evolves.

So, how can marketers target decision-makers who constantly change? The answer lies in broader, more resilient marketing strategies. Stop chasing the individual—and start building for the collective.

Here's how smart B2B marketers are adapting:

1. **Adopt a multi-channel, always-on approach.**
   Relying on a single point of contact or a narrow communication strategy is risky when decision makers keep changing. Research from Nielsen and IPA shows multichannel campaigns are significantly more effective. They engage a wider range of both current and potential stakeholders, ensuring your message reaches influential individuals, regardless of their current role or position within a specific buying cycle.

2. **Build emotional connections, not transactional relationships.**
   The IPA Databank shows emotional strategies consistently outperform rational ones across business metrics. Brands that connect emotionally are remembered when decisions are made—even by stakeholders you didn't know were in the room.

3. **Prioritise reach over hyper-specific targeting**
   Know your ICP—but don't be blinded by it. Ehrenberg-Bass shows that share of voice drives share of market - fame matters. Invest in establishing a strong brand narrative and creative platform that builds memorability and fame for your brand. Create consistent messaging that resonates with a broader audience ensuring your message cuts through, even when the buyer isn't yet buying.

The Ehrenberg Bass 95-5 rule suggests only 5% of potential buyers are in market for a product/service at any given time (based on a 5-year purchase cycle). Overlaying this with True's research shows that within five years, 88% of your DMU will have changed—rising to 94% in seven years. Building brand fame ensures recognition and trust among both current and future stakeholders, regardless of their buying status.

By shifting focus from rigid DMU mapping to broader brand building strategies; multi-channel engagement, building emotional connections, generating brand fame—marketers can navigate the shifting sands of the DMU, and develop marketing strategies that are resilient, adaptable, and ultimately, more effective in driving sustainable business growth.

True

Philosophy

We build memorable B2B brands

Because 90% of B2B purchases come from one of the first three brands that come to mind when a buyer identifies a need. We're not interested in the short-term performance marketing that dominates our industry. We create powerful brands that resonate deeply with audiences, generate meaningful business impact, and create lasting brand recognition. We use data-driven and cultural insights to uncover disruptive human truths which are creatively transformed into memorable brand communications.

Business metrics not vanity metrics

If your goal is to grow your business (which we think it should be) then you need to measure the metrics that move the needle on business growth. Efficiency metrics like ROI focus on savings, whereas effectiveness metrics focus on growth. We're the only B2B agency with an IPA effectiveness accreditation, recognising agencies who deliver strong business-level commercial outcomes for their clients. We help our clients deliver results that matter to the board.

Creative and media powered by next-gen audience intelligence

Our proprietary data platform, AudienceIQ™, transforms the way we execute media strategies, aggregating the whole-of-market data to connect media and creative insights. This allows us to seamlessly connect multiple channels for unified execution, optimisation & reporting from a single source of truth.

Our work delivers real business value and makes our clients the talk of the town.

Awards

IPA Effectiveness Accreditation	*2025-2027*
Agency of the Year	*The Golden Bee Awards, 2025*
Manufacturing and Industrial	*The Drum Awards, 2025, Gold*

Clients

- iManage
- Mondi Group
- KPMG
- Yell
- Rockwool

Sectors

- Business services
- Financial services
- Professional services
- Technology and telecoms

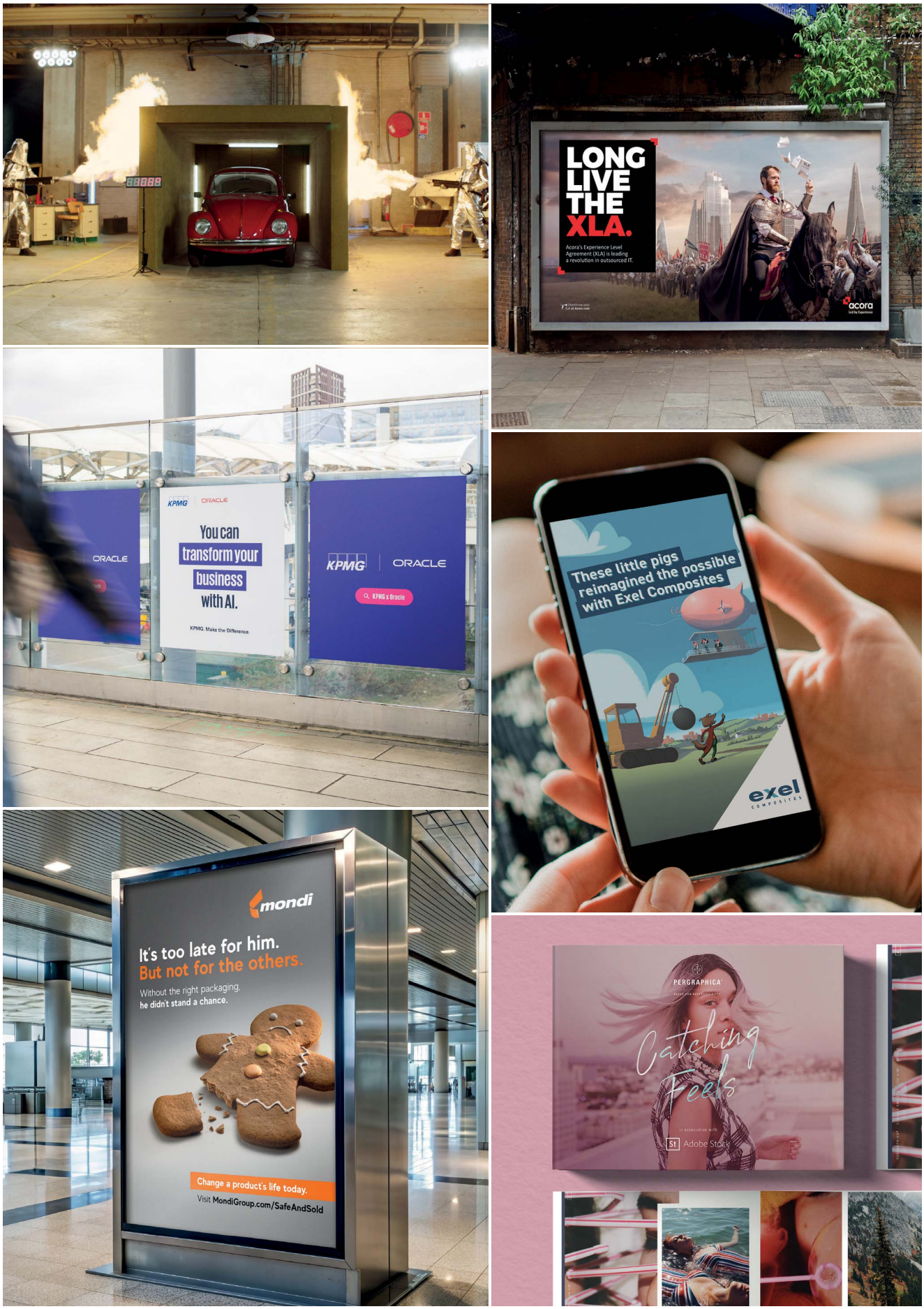
Date founded: 2012

Phone number: +207 952 2120

Website: trueagency.com

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Address: 104 Oxford Street, London, W1D 1LP



A selection of agency work by True.

C M O R O A S C A C L I N K E D I N

F L O W A R T I F I C I A L I N T E

L L I G E N C E F I N D I N G M Q L

S T H O U G H T L E A D E R S H I P

M E T A P E R S O N A L B R A N D S

L E A D N U R T U R E A D S P E N D

S I G N A L F O R E C A S T A B M T

A C T I C S A P E X C H U R N I N G

P O S I T I O N I N G M E S S A G I

N G V A L U E D E M O C O N V E R S

I O N O N D E M A N D W E B I N A R

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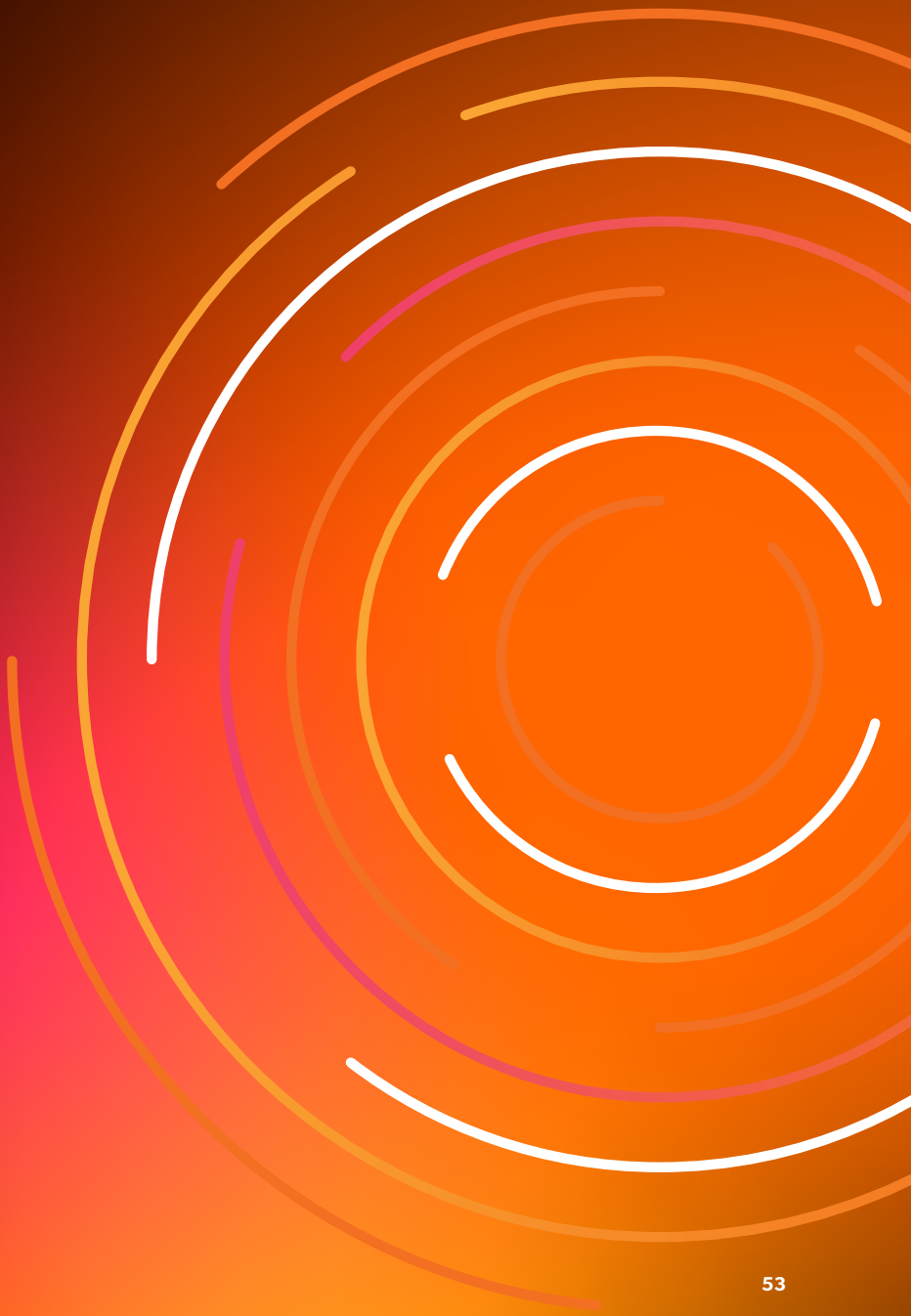
C U S T O M E R R E B R A N D I C O

N O G R A P H Y G R O W T H D A T A



SECTION FOUR

Client Satisfaction



Beneath

SPONSORED

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£51K – £100K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **30%**

> *The pipeline is now the fullest it has ever been. In fact, we have more leads now than we did for all of last year [three months after a rebrand and activation by Beneath]."*

Andy Shirey, *Senior Product Marketing Manager,* **Placements.io**

Omne

SPONSORED

Client retention in the last 12 months in percentage: **90%**
Most recent NPS score: **+100 reported in October 2024 based on 8 responses**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **90%**

> *In just 18 months, Omne's expertise has transformed the trajectory of our hospitality business unit. They helped us sharpen our targeting, defining and prioritising where to play, and built the strategies and activation plans needed to unlock growth. The results speak for themselves: we've gone from single-digit decline to double-digit growth in under two years. Omne's deep market understanding and strategic clarity have been fundamental to this success, setting a strong platform for future growth. This partnership has become a cornerstone of our division and one we see continuing long into the future."* Emma King, *Hospitality Director,* **Carlsberg Britvic**

Storythings

SPONSORED

Client retention in the last 12 months in percentage: **70%**
Average deal size: **£101K – £250K**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **50%**

> *This is the third project I have worked on with Storythings. Their approach involves getting to know the organisation, project and our expectations really well, and building relationships with the team and stakeholders. This is really valuable. The end product, whether it's design, strategy, or a marketing format is always creative and beautifully produced. They are a friendly, patient and flexible team, and overall a great bunch of people to work with."* **UK based B2B client**

tmp

SPONSORED

Client retention in the last 12 months in percentage: **71%**
Most recent NPS score: **+55.56 reported in May 2025 based on 72 responses**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **50%**

> *I'm blown away by the channel marketing engine we've built at T-Mobile for Business within a year - both in terms of the commercial impact on our business right now and the platform it represents for future growth."*

Leslie Gipple Senior Segment Manager, *Channel Partner Marketing* at **T-Mobile for Business**

Accelera

Client retention in the last 12 months in percentage: **90%**
Most recent NPS score: **+88 reported in Oct 2025 based on 18 responses**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **60%**

> *It was through the strong partnership with Accelera, that the collaboration with Pipeline360 returned high quality leads for the EMEA region's database. This has helped with growing contacts in key accounts and engaging with influencers and decision-makers within our ideal customer profile (ICP). The joint focus on optimisation and strategic alignment has driven strong campaign performance and contributed to our regional pipeline."*
>
> Rachel Fleming, *Senior Digital Marketing Manager, EMEA,* **Splunk**

Air Marketing

Client retention in the last 12 months in percentage: **70%**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **20%**

alan. agency

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£51K – £100K**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **60%**

AMBITIOUS

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£51K – £100K**
Pitch rate win: **40%**

> *AMBITIOUS go above and beyond to support us with PR. Their strategic insight and hands-on support have helped us develop new mechanisms in our EMEA press office, increase our share of voice across the UK & IE and secure valuable media opportunities. They are a trusted and valued extension of our PR team at Pax8 and genuinely a pleasure to work with."*
>
> Isabelle Jones, *PR Manager*, **Pax8**

ArmstrongB2B

Client retention in the last 12 months in percentage: **92%**
Most recent NPS score: **+90 reported in Oct 2024 based on 10 responses**
Average deal size: **£101K – £250K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **50%**

> *Its core strength is being a true partner. The investment of time and energy into understanding my needs and fulfilling those are well beyond my expectations."*
>
> Angela Naphin, *Global Marketing Director,* **MacDermid Graphic Solutions**

Articulate Marketing

Client retention in the last 12 months in percentage: **30%**
Most recent NPS score: **+50 reported in July 2024 based on 6 responses**
Average deal size: **£26K – £50K**
Average value of a single order: **£5,000 – £14,999**
Pitch rate win: **30%**

Babel

Client retention in the last 12 months in percentage: **87%**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **40%**

> *We brought Babel on to help with our efforts ahead of a major phase of growth, including significant US expansion and some major product launches. The team was fantastically supportive throughout; focused, proactive, resourceful, and generally just a pleasure to work with. They quickly got to grips with the relatively niche topic of communications compliance, and achieved regular, significant coverage across an impressive range of publications throughout our year together. They set themselves apart by interviewing our main spokespeople right away to build authentic pitching angles, and understanding what made each individual tick. They supported us in so many other areas, from awards applications to competitor analysis, and my personal favourite, our benchmark report. Babel organised the survey through an independent research organisation, and helped us draft an incredible whitepaper analysing the stories that the data presented. Their media contacts are second to none, and on more than one occasion they managed to lean on these personal connections to help us elevate our content beyond what we initially expected. In a world of immediacy, these carefully cultivated relationships - built on years of goodwill and excellent work - are invaluable. Babel are everything you'd want from an agency - responsive, motivated, full of ideas, and willing to take quick changes of direction without breaking sweat. I wouldn't hesitate to work with them again, and would recommend them to anyone looking for a partner who truly delivers."*
>
> Sean Stapleton, *Communications & Engagement Manager,* **MirrorWeb**

BDB Global

Client retention in the last 12 months in percentage: **95%**
Average deal size: **£51K – £100K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **70%**

"I'm so grateful to have BDB as a marketing partner. The team's understanding of the industry dynamics and deep knowledge of our business truly set them apart. I'm particularly proud of the collaborative relationship we've established, which has made our collaboration very productive and incredibly enjoyable."

Anne Bünting, **Balchem Human Nutrition & Health**

Blueprint Partners

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£26K – £50K**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **70%**

"I don't think it's possible to find the words to show how appreciative I am of all your hard work, dedication, patience and hours it took to make it happen. I've worked with lots of agencies in my career, but this experience has been by far the best."

PR Manager, **Lotus.**

"Your attention to detail, dedication to deliver top-quality service, creativity and innovation doesn't go unrecognised. Your work ethic, sense of humour and understanding of partner channel sets you apart. It really is amazing to work with you."

Indirect Channel Marketing, **BT/EE**

Boldspace

Client retention in the last 12 months in percentage: **84.3%**
Average deal size: **£26K – £50K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **70%**

"The team at Boldspace has taken Saltus from having a relatively low profile to one that is driving significant awareness with our target customer base, punching above our weight with media coverage versus our competition. The Saltus Wealth Index concept the team created has given us a valuable property from which to demonstrate our insight and show that we really understand the issues that matter most to clients, prospective clients and the key media they consume. The team are fantastic to work with and provide proactive thinking all the time, ensuring our lives are as easy as possible and minimising our own workload. They are a hugely valued partner, and I cannot recommend them more highly."

Mike Stimpson, *Partner,* **Saltus**

Brands2Life

Client retention in the last 12 months in percentage: **87%**
Average deal size: **£101K – £250K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **60%**

Bright, a Talan Company

Client retention in the last 12 months in percentage: **70%**
Average deal size: **£101K – £250K**
Average value of a single order: **£50k+**
Pitch rate win: **30%**

> *What an incredible result! Thank you for your hard work, expertise, and support... This year, we've changed everything about our campaign and approach to marketing. Through our Agile Marketing Hubs, we've targeted our communications more, relaunched our digital touchpoints, tested and experimented. This has enabled increased engagement across all channels. I am so proud of the amazing marketing team who have worked tirelessly to innovate and deliver this brilliant result."*
>
> Victoria Hardiment, *EVP Marketing Operations*, **Informa**

CCGroup, a Hoffman Agency

Most recent NPS score: **+86 reported in July 2025 based off of 28 responses**
Average deal size: **£51K – £100K**

Coterie

Client retention in the last 12 months in percentage: **89%**
Average deal size: **£51K – £100K**
Average value of a single order: **£50,000+**
Pitch rate win: **50%**

> *Working with Coterie has been a game-changer for our content & partner marketing initiatives. Their deep specialism brings focus while delivering high value and results. They've helped enhance our marketing messaging with a consultative approach, accelerate execution, and inject real creativity into our campaigns. Most importantly, they've put our partner marketing on the map."*
>
> Camilla Mazzitti, *Global Operational Marketing Manager*, **Orange Cyberdefense**

Dentsu B2B

Client retention in the last 12 months in percentage: **95%**
Average deal size: **Over £250K**
Average value of a single order: **£50,000+**

> *Dentsu have been instrumental in implementing our operating model with our media agency. From a local model to a centralized model, we have gained efficiencies, higher performance, stronger strategic input.... Our performance activities are now managed from two hubs enabling us to capitalise on teams based in the most innovative advertising markets in the world."*
>
> Gaelle de Gasquet, *Global Paid Media Director*, **Sage**

Differentiated

Client retention in the last 12 months in percentage: **87.5%**
Average deal size: **£51K – £100K**
Average value of a single order: **£5,000 – £14,999**
Pitch rate win: **80%**

> *"The Differentiated team have always brought a natural flair for creativity and a close eye on the outcome for our clients, which is critical for our success. The team recently contributed to one of our award-winning 1:1 ABM campaigns, targeting a leading global brand, reporting large-scale ROI, helping to build new CxO relationships and changing our reputation with this client. We've worked with them across many levels of our client engagement and my team always comment on how much fun they are to work with."*
>
> Neil Berry, *Global Account Based Marketing Director,* **Capgemini**

Everywherebrand

Average deal size: **£26K – £50K**
Average value of a single order: **£5,000 – £14,999**
Pitch rate win: **80%**

Fifth Ring

Client retention in the last 12 months in percentage: **70%**
Average deal size: **£26K – £50K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **60%**

> *"Fifth Ring successfully rebranded two companies during our collaboration. This involved a comprehensive analysis of market positioning, competitive landscape, and target audience insights. The results of their efforts were not only visually compelling but also resonated deeply with the intended audience, leading to increased brand awareness and engagement."*
>
> Susan Johnson, *Director Global Marketing and Communications,* **Parker Wellbore**

Fight or Flight

Average deal size: **£101K – £250K**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **70%**

Forepoint Limited

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£10K – £25K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **50%**

> *The 'Be Safe' work was a powerful visual reminder of the impact of safety and was an important enabler towards helping the focused safety improvement of 50%." Safety and Quality Director,* **BAE Systems**

Fox Agency

Client retention in the last 12 months in percentage: **93%**
Average deal size: **£101k – £250k**
Average value of a single order: **£50,000+**

> *Focusing our efforts on a brand awareness campaign was a bold move for tesa Industry. But the results speak for themselves. The campaign we created with Fox Agency has resonated strongly with audiences seeking trust in volatile times. The strategy was insightful, the idea powerful, and the execution both effective and cost-efficient. Securing a six-figure pipeline of opportunities across Europe within the first few weeks exceeded all our expectations. And we are already adapting the campaign for roll-out across other global regions."*
>
> Tamas Kovacs, *Head of Global Industry Marketing Communications*, **tesa**

Gripped

Client retention in the last 12 months in percentage: **75%**
Most recent NPS score: **+68 reported in Sept 2025 based on 25 responses**
Average deal size: **£101k – £250k**
Average value of a single order: **£50,000+**
Pitch rate win: **70%**

> *There are lots of agencies out there, but the team at Gripped knows their stuff."*
>
> Tom Ridges, *CEO,* **Herdify**

h2o Creative Communications Limited

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£26K – £50K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **30%**

Hallam

Client retention in the last 12 months in percentage: **97%**
Most recent NPS score: **+86 reported in Sept 2025 based on 7 responses**
Average deal size: **£51k – £100k**
Average value of a single order: **£50,000+**
Pitch rate win**: 30%**

"Partnering with Hallam has been brilliant. Their strategic SEO, content and Paid Media expertise has helped us grow revenue and strengthen our online visibility. The collaboration has been seamless and their proactive, data-driven approach continues to deliver real results. Now we're excited to expand into new channels and explore future opportunities!"

Clare Grantham, *Director,* **The Safer Food Group**

Hard Numbers

Average deal size: **£51k – £100k**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win**: 60%**

Everyone is super-impressed and I could NOT be happier – I don't need to tell you guys what it means for me and my work to have data this clear and easy to read showing the direct impact of PR."

Amy Stone, *PR Manager,* **FixMyCar**

Hut 3

Client retention in the last 12 months in percentage**: 91%**
Average deal size: **£51K – £100K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **60%**

IMG: Intermedia Global

Client retention in the last 12 months in percentage: **90%**
Average deal size: **Over £250K**
Average value of a single order:**£30,000 – £49,999**
Pitch rate win: **50%**

IMG helped us transform a disconnected dataset into a focused, high-impact marketing engine. The intelligence they delivered was both strategic and practical—giving our teams exactly what they needed to activate our GTM strategy with confidence." Marketing Lead, **Broadcom**

Isoline Communications

Client retention in the last 12 months in percentage: **100%**
Average deal size: **£51K – £100K**
Average value of a single order: **£5,000 – £14,999**
Pitch rate win: **60%**

> *Isoline has been a true marketing partner for HomeByMe for more than five years. Isoline's expertise, their ability to understand our context, and commitment to creativity and value addition really sets them apart. Their work has directly contributed to leads and they are my go-to partner to discuss and brainstorm innovative solutions to marketing challenges."*
>
> Lauriane FAVRE, *HomeByMe Enterprise*, **Marketing Director**

Jellybean

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£51K – £100K**
Pitch rate win: **50%**

> *The benchmark in FMCG marketing. Have worked with Jellybean for circa 13 years (across 3 different industries) and have yet to find a similar level of strategic alignment, experience and creativity. I value their counsel and moreover they are an extension of my marketing team, bringing specialists in creative, PR, digital, social media and more for foodservice B2B. Highly recommended, award-winning and the go-to agency for me."*
>
> *Global Marketing Director,* **Maldon**

JTF

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£51K – £100K**
Average value of a single order: **£50,000+**
Pitch rate win: **50%**

Just Global, a Trilliad Comoany

Client retention in the last 12 months in percentage: **86%**
Average deal size: **Over £250k**
Average value of a single order: **£50,000+**
Pitch rate win: **50%**

Ledger Bennett, a Havas company

Client retention in the last 12 months in percentage: **95%**
Average deal size: **Over £250k**
Average value of a single order: **£50,000+**
Pitch rate win: **40%**

"We are a complex B2B organisation and had fragmented budgets held by marketers and product teams across the world. Havas came in and were instrumental in centralizing our approach to go-to-market and media planning. They delivered seamlessly and we're now reaping the benefits in our performance."

Marketing Leader, **GE Vernova**



Lesniak Swann

Client retention in the last 12 months in percentage: **100%**
Average deal size: **£101k – £250k**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **80%**

"The 'Behind Every Doorset' campaign really resonated with our audience – as demonstrated by the huge surge in commercial enquiries." Amy Holmes, *Marketing Manager*, **JELD-WEN UK**

Miramar

Client retention in the last 12 months in percentage: **90%**
Pitch rate win: **70%**

"Miramar supported me with a B2B demand gen creation exercise into key AI markets. They performed due diligence on target customer selection, built relevant fact packs and delivered unique, account-based collateral. By providing deep support and connecting with my different stakeholders, we were able to build a truly valuable piece of work that directly helped to have more relevant, engaging conversations with targets and resulting in significant opportunity value creation."

Alex Podmore, *AI Marketing Manager,* **UKIMEA**

Motion Marketing

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£10K – £25K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **30%**

"From the beginning, we felt genuinely understood and well-supported through Motion's thoughtful and strategic approach to our project goals. Their expertise in transforming complex product narratives into compelling, customer-centric messaging shone through at every stage of our collaboration. Motion was always receptive to our feedback, proactive in suggesting solutions, and willing to iterate until the final product met our highest standards. What truly stood out was the spirit of collaboration. Whether working with internal stakeholders or managing tight deadlines, Motion proved to be a reliable partner: flexible, communicative, and genuinely invested in our success. Their responsiveness and clarity around project scope and budgeting kept us aligned and agile. I wholeheartedly recommend Motion Marketing to any organisation seeking a strategic, creative, and collaborative partner. Their work has significantly elevated our product marketing and provided our teams with tools that resonate across diverse audiences."

Hannah Mentch, *Global Brand Manager*, **Manufacturing Intelligence Division Hexagon AB**

MWJ - B2B Marketing Agency

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£10K – £25K**
Average value of a single order: **£5,000 – £14,999**
Pitch rate win: **20%**

"With years of hands-on marketing experience supporting a Global ISV like Veripark, strong Microsoft Ecosystem know-how, and a clear focus on B2B Tech and ISV marketing, Ceyhun & MWJ are well-positioned to help organizations execute effective and ISV-ready marketing programs."

Ozkan Erener, *CEO*, **Veripark**

Novacom

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£51K – £100K**
Average value of a single order: **£50,000+**

"I am extremely grateful to Novacom for their work on this project. It was an enormous undertaking and I think has laid the foundation for future global operational excellence. Great job pulling this together and delivering an enterprise solution."

Chief Information Officer, **Top 5 Global Energy Company**

Page & Page Health

Client retention in the last 12 months in percentage: **90%**
Average deal size: **£51K – £100K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **90%**

"Through delivering a mission, strategy, tactics and focus, P&P have enabled BD to achieve their ambition of growing across EMEA. P&P responded to all our needs, going above and beyond in all parts of the project. Their agile way of working and ability to deliver last-minute requests enabled our omnichannel success. They truly felt like an extended member of our team."

Laura James, *EMEA Omnichannel Effectiveness Manager*, **BD**

Propeller Group

Client retention in the last 12 months in percentage: **72%**
Most recent NPS score: **+80 reported in Jan 2025 based on 45 client respondents**
Average deal size: **£51K – £100K**
Pitch rate win: **80%**

"From the word 'go,' Propeller's ideas, excitement and energy got our teams excited about PR again. As the relationship has settled the energy and drive we see from our team has not. Propeller has the right media contacts, helps our messages cut through, and the personalities that mean we look forward to every interaction with the team."

Katie Grosvenor, *Former CMO*, **WPP Media**

Publicis Pro

Client retention in the last 12 months in percentage: **92%**
Average deal size: **Over £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **45%**

Realm B2B

Client retention in the last 12 months in percentage: **60%**
Average deal size: **Over £250k**
Average value of a single order: **£50,000+**
Pitch rate win: **80%**

Realm has been a game changer for us. Their agility, B2B expertise, and ability to move quickly without bureaucracy set them apart. Their partnership has built genuine trust and made them a seamless part of our integrated media team." Chris Drago, *Head of Global Media,* **NetApp**

Rooster Punk

Client retention in the last 12 months in percentage: **64%**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **70%**

"The Rooster Punk team don't just deliver great creative - they have taken the time to truly understand our business, people and the change and journey we're on as a business. They push us to think differently and never settle for the obvious, constantly challenge creative boundaries and are committed to helping us stand out from the crowd in meaningful ways. Plus, they're just a joy to work with - smart, fun, and genuinely collaborative."

Louise Beckley, *Director Brand & Content,* **Colt Technology Services**

Rostrum Agency

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£51K – £100K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **30%**

Your team is brilliant - so easy to work with. We've secured numerous pitch opportunities from the campaign."

Jasmin Bailey, *Senior Marketing Manager,* **Taylor Wessing**

Skout

Client retention in the last 12 months in percentage: **75%**
Most recent NPS score: **+100 reported in June 2025 based on 10 client responses**
Average deal size: **£51K – £100K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **40%**

We brought Skout on board to make PR truly strategic, and from day one they delivered exactly that. Their team feels like a genuine extension of ours—creative, insightful, and consistently securing standout coverage across sectors."

Georgina Rowe, *Marketing Manager,* **Razorblue**

Speed Communications

Client retention in the last 12 months in percentage: **84%**
Average deal size: **£101K – £250K**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **50%**

"Money 20/20 is a pivotal event on our calendar, and Speed Communications played a key role in making it a success. Their expertise was instrumental in raising our brand's profile, cutting through the conference noise, and securing valuable media coverage and interviews for our key spokespeople. With the Speed team on the ground, we were also able to produce impactful social content that garnered attention, even from our investors. Having partnered with Speed for several years, we see them as a trusted extension of our marketing team. They understand the complexities of our business and consistently help us navigate a competitive media landscape, delivering tangible results through meaningful earned coverage." Patrick McDill, *CMO,* **Equals Money**

Stream Loyalty

Client retention in the last 12 months in percentage**: 85%**
Average deal size: **£26k – £50k**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **20%**

"Having worked with many loyalty providers over the last 25 years, it is great to be working with a specialist who really understands our business and the challenges that it presents. The service and strategic support from Stream Loyalty has helped us shape our 2026 strategy, helping us differentiate our proposition in an extremely competitive market."

Paul Willis, *CRM & Loyaly Manager*, **City Plumbing**

Tangerine

Pitch rate win: **40%**

"Tangerine's strategic approach and creative solutions have significantly boosted our global presence and market leadership."

Joe Glennon, *Marketing Manager,* **Topcon**

The Digital Voice

Client retention in the last 12 months in percentage: **90%**
Most recent NPS score: **+100 reported in April 2025 based on 25 responses**
Average deal size: **£101K – £250K**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **50%**

"At impact.com, we rely on The Digital Voice team for so much. They don't just deliver quality work when we ask, they have the initiative and drive to creat plans and find opportunities. Without them, we wouldn't be able to take even 50% of the opportunities that we currently do. Saying the work is exceptional just doesn't do it justice."

Owen Hancock, *Marketing Director*, **Impact EMEA**

The Marketing Pod

Client retention in the last 12 months in percentage: **76%**
Most recent NPS score: **+53 reported in January 2025 based on 36 responses**
Average deal size: **£51k – £100k**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **50%**

"The Marketing Pod are more than just an 'agency' or 'supplier' to us - you are in every sense of the word a strategic partner and close ally."

The SEO Works

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£26k – £50k**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **30%**

"What impresses me most about The SEO Works is their exceptional follow-up and consistency. They maintained a proactive approach, ensuring that all deliverables were met on time and that progress was tracked regularly. Their consistent communication and dedication to keeping us informed, particularly through detailed progress reports and regular meetings, set them apart. This level of reliability and attention to detail made a significant difference in the success of the project."

Jacqui James, *Head of Marketing*, **Volopa**

The Telemarketing Company

Client retention in the last 12 months in percentage: **67%**
Average deal size: **£101k – £250k**
Average value of a single order: **£5,000 – £14,999**
Pitch rate win: **30%**

"The results have already helped shape our strategy going forward. Communication was smooth throughout, and the project was delivered on time." Group CMO, **Titan Containers**

The Think Tank

Client retention in the last 12 months in percentage: **92%**
Average deal size: **£51k – £100k**
Average value of a single order: **£30,000 – £49,999**
Pitch rate win: **50%**

"Partnering with The Think Tank was the first great decision we made in relation to launching our new company brand. They've become an integral part of our team, and I'm confident that as we continue to grow, they'll be right there with us, driving our marketing efforts forward."

Simon Ayling, *Head of Marketing*, **Acron Aviation**

Think B2B Marketing Ltd.

Client retention in the last 12 months in percentage: **95%**
Average deal size: **£51K – £100K**
Average value of a single order: **Less than £5,000**
Pitch rate win: **50%**

Think B2B Marketing supports all our marketing needs on a global basis. They understand our business and know our industry inside out. Since partnering with them, we've seen a complete transformation of our profile within the industry. The professionalism and quality of our marketing have been a game-changer, ensuring every campaign is impactful and aligned with our business goals. Thanks to their industry connections and media knowledge, we've been featured in leading trade publications, expanding our reach and increasing our visibility in key markets. The expert support provided at trade shows has also been invaluable – from pre-show planning, stand design management, PR and more – they are with us every step of the way to ensure that we maximise every marketing opportunity. But beyond that, they are simply a really great team that we all enjoy working with. We are delighted with their work and the strong relationship we've built. It's a partnership that continues to drive our success. Highly recommend working with Think B2B Marketing."

Richard Millington, *Managing Director,* **Sandon Global.**

Transmission

Client retention in the last 12 months in percentage: **72%**
Average deal size: **£101K – £250K**
Average value of a single order: **£50,000+**
Pitch rate win: **30%**

Twogether (a PRETZL Company)

Client retention in the last 12 months in percentage: **90%**
Pitch rate win: **60%**

"From the outset, Twogether's strategic insight and deep understanding of audiences helped us refine our targeting and messaging to resonate with key decision-makers. Their creativity brought our campaign to life with compelling messaging, content, and personalised experiences. They felt like an extension of our team, always proactive, responsive, and invested in our success."

Kate Tomlinson, *VP of Global ABM,* **State Street.**

Upp B2B Limited

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£51k-£100k**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **40%**

"Upp won this brief following a global pitch between six agencies. Their understanding of our audience was unmatched from the outset, and their insight and thinking astounded us as we started to plan a really complex global roll-out.The ROI and success of this campaign in building genuine new business connections has built the reputation of our internal marketing team. I really enjoyed the process of working with the guys at Upp – they are the surgeons of B2B marketing strategy. An invaluable team to have on your side."

Global Campaigns Director, **DHL Supply Chain**

Velo B2B

Client retention in the last 12 months in percentage: **80%**
Average deal size: **£101k – £250k**
Average value of a single order: **£15,000 – £29,999**
Pitch rate win: **60%**

"Velo B2B has been a fantastic partner to HSJ. A tough challenge to tackle with multiple brands and stakeholders to match, but the team did a brilliant job of pulling out the proposition of each and understanding the audiences to define a route forward. We ended up with a unified brand and a clear proposition which I'm proud to say was well received by investors. I thoroughly enjoyed working with the Velo team."

Steve Harvey, *Managing Director*, **HSJ**

Wyatt International Limited

Client retention in the last 12 months in percentage: **87.5%**
Most recent NPS score: **+44 reported in Sept 2025 based on 20 responses**
Average deal size: **£101k-£250k**
Average value of a single order: **£30,000-£49,999**
Pitch rate win: **30%**

"I think the work that has been undertaken has been absolutely fantastic.It's been really authentic. As an agency, Wyatt has really taken the time to understand what makes us tick as a business. I think they've done that fantastically. I think the work has been really impressive, professional and clean."

Calvin Barnett, *Group Marketing Manager,* **Grayson Thermal Systems**

"Zircom are a fabulous agency, professional, high integrity and always has a solution on hand. They understand our business, know our CVPS, understand the way we work and there's never an impossible task for them. They work in partnership to understand the issue that needs to be solved, are flexible for changes, and provide creative solutions and alternatives. The Zircom team fully immerse themselves into our business to understand our needs."

Marketing Manager, **Shell Commercial Fuels**

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GOLD WINNER

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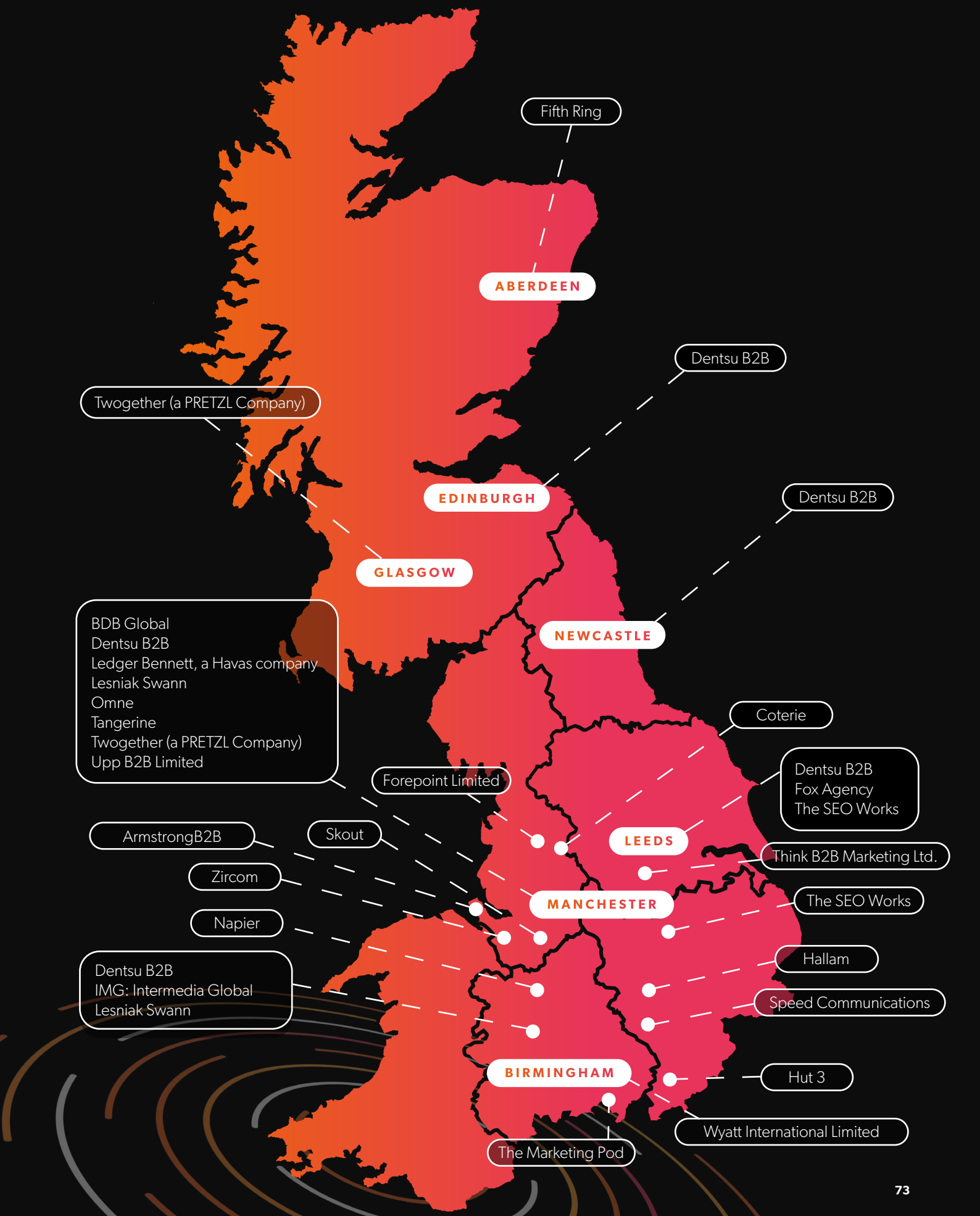
SECTION FIVE

Regional Map

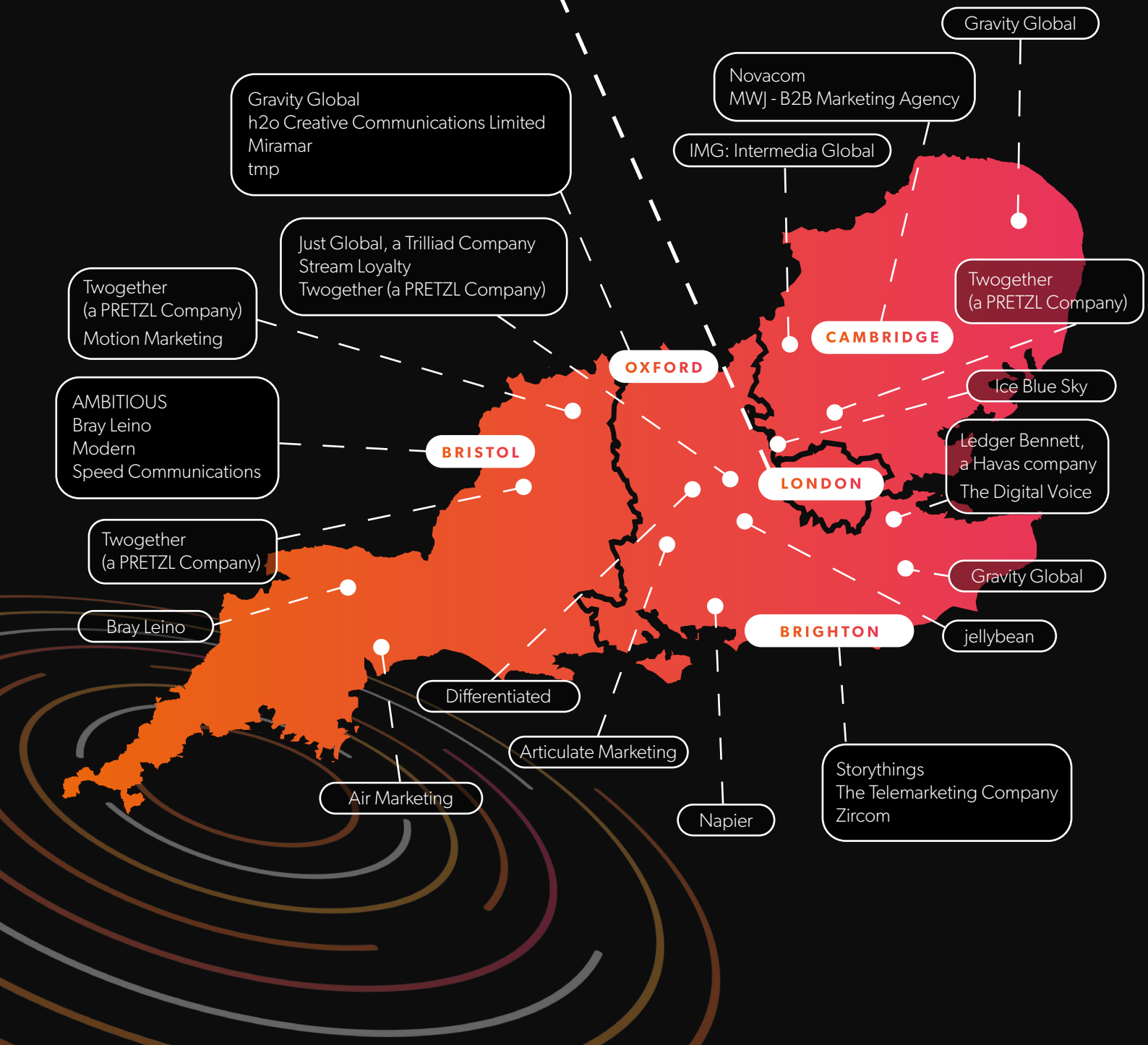
If an agency wants you to download a report from a report that you have already downloaded, it must be a damn fine downloadable report.

Download The Cost of Chaos report and find out why
B2B marketing underperforms, and how coherence fixes it.

tmpb2b.com/goodbyechaos


Fifth Ring
ABERDEEN
Dentsu B2B
Twogether (a PRETZL Company)
EDINBURGH
Dentsu B2B
GLASGOW
BDB Global
Dentsu B2B
Ledger Bennett, a Havas company
Lesniak Swann
Omne
Tangerine
Twogether (a PRETZL Company)
Upp B2B Limited
NEWCASTLE
Coterie
Dentsu B2B
Fox Agency
The SEO Works
Forepoint Limited
ArmstrongB2B
Skout
LEEDS
Think B2B Marketing Ltd.
Zircom
MANCHESTER
The SEO Works
Napier
Hallam
Dentsu B2B
IMG: Intermedia Global
Lesniak Swann
Speed Communications
BIRMINGHAM
Hut 3
Wyatt International Limited
The Marketing Pod

Accelera
alan. agency
Babel
Beneath
Blueprint Partners
Boldspace
Brands2Life
Bray Leino
Bright, a Talan Company
CCGroup, a Hoffman Agency
Dentsu B2B
Everywherebrand
Fight or Flight
Fox Agency
Gravity Global
Gripped
h2o Creative Communications Limited
Hallam
Hard Numbers
IMG: Intermedia Global
Isoline Communications
JTF
Just Global, a Trilliad Company
Ledger Bennett, a Havas company
Napier
Page & Page Health
Propeller Group
Publicis Pro
Realm B2B
Rooster Punk
Rostrum Agency
Speed Communications
Tangerine
The SEO Works
The Think Tank
tmp
Transmission
Twogether (a PRETZL Company)
Velo B2B
Wyatt International Limited



About B2B Marketing

B2B MARKETING AWARDS
FROM 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

PROPOLIS
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

B2B MARKETING AWARDS
FROM B2B MARKETING

ELEVATION AWARDS
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