FINALIST 2014 B2B AWARDS

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B2B MARKETING AWARDS 2014

Category number: **27**

Category name: **B2B marketing communications agency of the year 2014**

Name of agency: **Torpedo**

Website: **torpedogroup.com**

Total word count (including summary page): **1175 words**

SUMMARY PAGE

Great ideas start here.

What makes Torpedo special? Smart thinking and great creative are at the heart of everything we do. But we know it's not just about great ideas; it's how you implement them. Companies such as Autodesk, Adobe and Novartis trust us with their brands and marketing communications, knowing we will always deliver on time and to budget, even when it appears impossible.

We've doubled in size in the last 24 months, both in terms of turnover and team size and we have a pitch to win ratio of circa 70%.

Our success is all down to our fantastic team. We've developed a working environment where creativity is encouraged at all levels and bright ideas are welcomed from everyone, whatever their role.

We believe in never getting complacent. We're continually looking for bold ideas and innovative ways to apply new technologies to help our clients achieve cut-through in a competitive marketplace. We know we're only ever as good as our last job and we always keep pushing for the highest standards, the best ideas and the best results.

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ABOUT THE AGENCY

Torpedo was founded in 2003 by Iain Lewis with no clients, just bags of experience, oodles of passion and a clear vision – to be a leading B2B marketing agency. Now based in a converted barn just outside of Oxford, we compress a great breadth of skills and knowledge into a team of 42.

Our work is important to us and we take it seriously, at the same time we try not to take ourselves too seriously. Our company culture is a priority to us. We know we wouldn't be here without our fantastic team.

CONTRIBUTION TO CLIENTS' BUSINESSES

We enjoy long-standing relationships with our clients and our business has grown on the back of recommendations and referrals, often across different teams within clients. We are immensely proud of this as we feel there can be no greater endorsement of the work, service and contribution we provide.

Ultimately results are what count and one recent example of Torpedo's successful work is the Create Now event for Adobe that took place in March 2014.

We've worked with Adobe for over seven years and so we knew when it came to promoting Creative Cloud, Adobe wanted something different. Torpedo developed the creative strategy and content for the event, set up the live-streaming element, secured high profile speakers and meticulously planned the videography and scripting for the evening, culminating with a live 'Creative Jam' with designers pitting their skills against each other.

With an audience of over 170 at the event and a further 3,500 people tuning in online, we got great feedback from the audience, excellent social coverage and a happy client.

CREATIVE THINKING

Great ideas start here.

Everything we do is focused on ideas and solutions that add value to our clients. Bringing complex messages to life, applying new technologies and finding new ways to engage with prospects, customers and staff.

We've developed a working environment where creativity is positively encouraged at all levels. We work in a collaborative workspace where inspiration flows and bright ideas are welcomed from everyone, whatever their role.

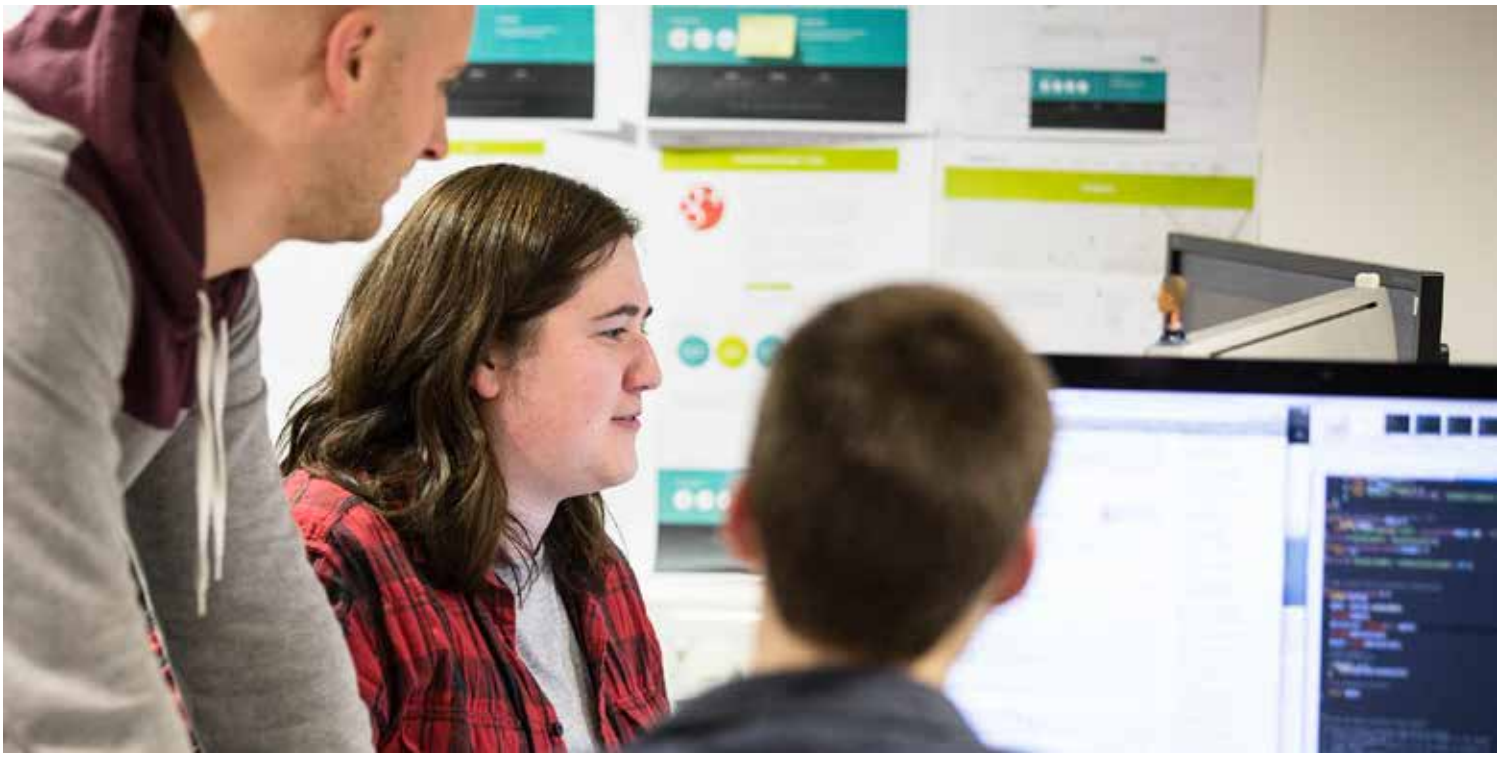
A few recent examples of our creative thinking include:

- Created a new online lead generation tool for a technology client that takes the user through a highly visual discovery process with a personalised report at the end. Completion rates are exceptionally high with almost 10% of all website visitors going on to submit their details.
- Developed an app for a biopharma company that has transformed their remote workers to be more proactive about health and safety. Compliance and reporting levels have increased significantly since its introduction.
- Currently exploring how 3D virtual reality can be applied in the B2B environment to support the sales process.
- Working with a number of clients to implement iBeacon technology to enhance customer engagement at events.



FINANCIAL PERFORMANCE AND STABILITY

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.



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STAFF AND COMMUNITY ENGAGEMENT

At Torpedo, it's all about the team. Our staff retention rates are very high and we want to keep it that way.

We like to hire smart, passionate, inquisitive people - handpicked for their creative, technical and strategic talents. We recognise the importance of keeping ahead of industry trends and the continual development of the team is a top priority. We invest in our people and send staff on specialised training programs where appropriate to develop their skill base and also offer weekly French language lessons onsite.

We continually look to stay ahead of new ideas and technologies. We hold weekly 'Knowledge Sharing' sessions presented by team members or external subject experts to share latest projects across the team, encourage new thinking and explore how new technologies can be applied.

We're members of the BMC and regularly attend events that help to expand our including the B2B Marketing Summit, TFM&A, Smashing and JQuery conferences.

It's not all work and no play though. We reward our staff with regular social events. Recent activities include outdoor laser gaming, cocktail making classes, Michelin-starred meals and an annual summer party where all the team and their families are invited where we lay on food and fun activities for all ages.

Community engagement is important to us. We support a local secondary school with work placements and mentoring for students interested in joining the creative industry. We also support selected good causes. Already this year members of our team have completed a fundraising abseil at Oxford John Radcliffe Hospital, raising over £2,000 for charity and we have supported the Oxford City Stars under 14 ice hockey team to help raise money for the Make-A-Wish Foundation.














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KEY INITIATIVES AND ACHIEVEMENTS

A few of our achievements:

- RAR Awards 2014
  - Advertising – finalist
  - Direct Marketing – finalist
- RAR Digital Awards 2014
  - Animation – finalist
- Design Week Top 100 – ranked 62
- Hubspot Certified – Hubspot Academy
- Google Analytics Qualified
- B2B Marketing Top 60 UK Agencies 2013 – number 35
- B2B Marketing Fastest Growing Agencies 2013 – number 6
- Drum Design Top 100 2013 – Number 12 (overall)
- Drum Design Top 100 2013 – Number 1 (South East region)
- RAR Awards 2013 – Best Integrated Agency
- RAR Top 100 Agencies Outside London 2013 – Number 12
- Wirehive 100 Awards – Client website of the year – finalist

CLIENT TESTIMONIALS

> "We gave our Torpedo team a challenge, one that seemed impossible, but they delivered. They embraced our desire to keep it real and found the perfect way to incorporate real people and real products into the campaign in a way that felt approachable and genuine. In the end, the results spoke for themselves."
>
> Product Marketing Manager, Autodesk Fusion 360. Autodesk Inc.

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SUBMISSION ENDS

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