

B2B MARKETING AWARDS
FROM B2B MARKETING

MASTERS OF THE ARTS

B2B Marketing Awards 2024 Winners Report

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Introduction



David Rowlands,
Head of Product,
B2B Marketing & Propolis

Sometimes, it feels like being a B2B marketer can be an uphill battle. Fighting for budget, fighting for respect in the boardroom, and fighting for buyers' attention. Frankly, it's not an easy career. As if that wasn't enough, the last few years have seen tough economic conditions, as well as a revolution (or evolution, depending on your perspective) in how people buy.

And yet, in spite of these challenges, B2B marketers continue to impress. They continue to drive growth for their businesses using incredibly analytical, scientific, technology-led strategies and campaigns, all wrapped up in seemingly-effortless creative and content. Of course, as any marketer will tell you - these campaigns are anything but effortless.

That's what we're here to celebrate. The annual B2B Marketing Awards - now in its 18th year - is our opportunity to shine a light on those incredible teams, individuals, agencies, campaigns and initiatives that are leading the way forward for all B2B marketers. To be honest, it's also an opportunity for those in the industry to enjoy themselves, and take stock of all the incredible work they've helped lead in the last year.

With 100 independent judges this year, winning a B2B Marketing Award is not easy. With several rounds of rigorous judging, winning an award for any one of our 28 categories is a serious achievement. With that in mind, this report, which shares the Gold, Silver and Bronze winners for all categories, is a truly comprehensive breakdown of the very best of B2B.

So, we hope you enjoy this report, and we hope to see you again next year at the 2025 B2B Marketing Awards. Onwards and upwards!

01. Best omni or multichannel programme

GOLD:

The 7 Wonders Challenge by Travelport Sets Record, Drives 6X Lead Growth and Boosts Global Brand Awareness



JUDGING PANEL COMMENT

"This entry was a pleasure to read! The idea is super interesting and a direct response to the problem. And it was fun, which is what travel should be all about, so it spoke to the consumer and answered their needs/wants. Excellent budget management to deliver those results."

It takes teamwork to make a crazy campaign dream work. At Travelport, the 7 Wonders campaign was their biggest ever integrated campaign, so it's no surprise it touched almost every department, including PR, Brand, Commercial Marketing, Sales and Internal Comms.

They wanted to create a big moment to showcase their tech to the world in an entertaining, relatable way. And their goals? To grow product adoption among their existing travel agency user base, drive more leads and improve consideration.

From their key driver analysis research, Travelport knew certain brand attributes drive up to 4X consideration. They set out to improve brand attribute scores for perception in these areas versus their competitive set. They targeted an uplift in aided awareness scores globally as Travelport has the smallest market share in the category.

This Campaign was the ultimate product test, designed to launch their new modern retailing platform, Travelport+. The challenge was to get one traveler to all seven wonders of the world in under seven days. They worked cross functionally — and with agencies — to pull off the biggest stunt travel retailing has ever seen. And, set a new world record to boot.

01. Best omni or multichannel programme

SILVER:

The Power of Appreciation by VCCP Business for Reward Gateway Edenred Drives 25% Growth and Unifies Brand as Market Leader

How do you make 1+1=3? This was the challenge when Reward Gateway and Edenred asked VCCP Business to create a campaign that would raise awareness of the benefit of their merger and new positioning in the market. The launch campaign needed to take two disparate brands and transform them into Reward Gateway Edenred (RGE) - a unified brand.

While competitors focused on product and platform, they looked to a deeper, human truth: the power of appreciation. The beauty of RGE's total employee experience platform is that it allows employers to value their people beyond what they do at work, and appreciate them for who they are.

Phenomenal results were achieved across all campaign metrics - but the main result is a business that is unified around a new proposition and one that is now recognised as No.1 across markets. With growth rates over 25% this is more than just a campaign, it has been a springboard for the entire business to grow and better support their clients.

BRONZE:

Noise Annoys by The Think Tank for Oscar Acoustics Boosts Revenue by One-Third

Architectural acoustic specialists - Oscar Acoustics - had a packed order book for office space projects. But it wanted to stay busy and to grow. To do this, it needed to reach specifiers who'd not heard of them, as well as underline its expertise with existing customers. It needed a marketing campaign to drive leads.

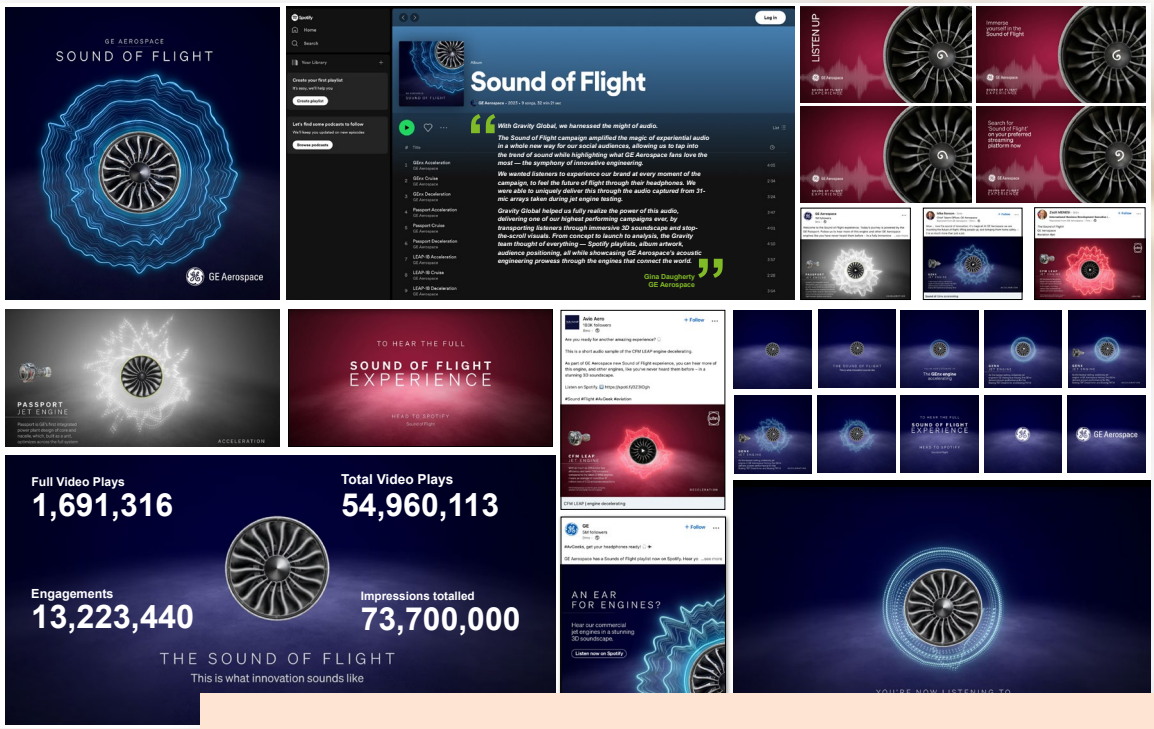
"Noise Annoys", an integrated campaign, did this by securing 118 marketing qualified leads centered around proprietary research, combining PR, digital advertising and direct marketing. The data shows Britain's poorly acoustically designed workspaces mean most employees are delivering poor quality work and only one in five workers think that their bosses have done enough to combat excessive noise.

The campaign was a success, Oscar Acoustics' revenue grew by a third, with MD Ben Hancock attributing 70% of growth to The Think Tank's activity.

02. Best use of media

GOLD:

The Sound of Flight by Gravity Global for GE Aerospace Takes Off: 73M Impressions and 54M Video Plays



JUDGING PANEL COMMENT

"The award submission showcased a lovely creative aspect with beautiful execution and clever use of various mediums, including sound, to captivate a wide audience. It clearly achieved its goal of engaging a new target audience, demonstrating the project's innovative approach and effectivenes."

This industry-first, Sound of Flight campaign, brought three GE Aerospace engines to life in 360° spatial sound technology on YouTube and Spotify, and amplified across social media to increase brand awareness and share of voice versus competitors. There were three audio clips for the GEnx Jet Engine: acceleration, cruise, and deceleration, and one each for CFM Leap and Passport engines.

All accompanied by equalizer audio visualizer videos. The campaign targeted aviation fans and senior industry professionals in engineering, operations, business development, sales, managerial and C Suite roles.

The results were focused on reach and engagement as the objectives were to help GE Aerospace generate greater visibility and stay front of mind amongst relevant audiences, which includes existing and prospective customers within the industry.

The campaign achieved remarkable results across YouTube, Instagram, and LinkedIn, with 73.7 million total impressions, far surpassing the 6.24 million target. Instagram reached 27.4 million people, exceeding its 186K goal. Engagements totaled 13.1 million, with 54.9 million video plays.

02. Best use of media

SILVER:

ESG is NOW by True Elevates KPMG as ESG Leader, Surpassing Media Value Benchmark with 33% Growth

ESG is not just a trend, it's a tidal wave reshaping our world. Businesses stand at the forefront, wielding immense power - to be either polluters or pioneers. KPMG had already taken a strong stance. Their commitment to carbon neutrality positioned them as leaders in this category, with a diverse and responsible organization built from the ground up.

But a storm was brewing. Uncertain economic times threatened to push ESG to the back burner, seen as a "nice to have" rather than a business imperative. In some parts of the world, a political backlash also positioned ESG as being an unnecessary financial burden.

KPMG recognised this as a strategic challenge, not just for the world, but for their brand as well.

This became the cornerstone of their firmwide brand activity, not just their ESG practice. "ESG is NOW. Are you with us?" was a rallying cry for businesses to embrace ESG and drive responsible change. The media's contribution to opportunity value had increased by 33%, surpassing the financial services benchmark of 20% for the first time.

BRONZE:

Discover NZ Tech in the UK by RemetricX and Carswell Gould for New Zealand Trade & Enterprise Achieves 2.9M Reach and 79% LinkedIn Growth

The B2B marketing campaign for promoting New Zealand's tech sector in the UK, focuses on Health-tech, Fin-tech, and General tech sectors. The campaign aimed to raise awareness and improve perceptions of New Zealand's tech industry among UK tech buyers.

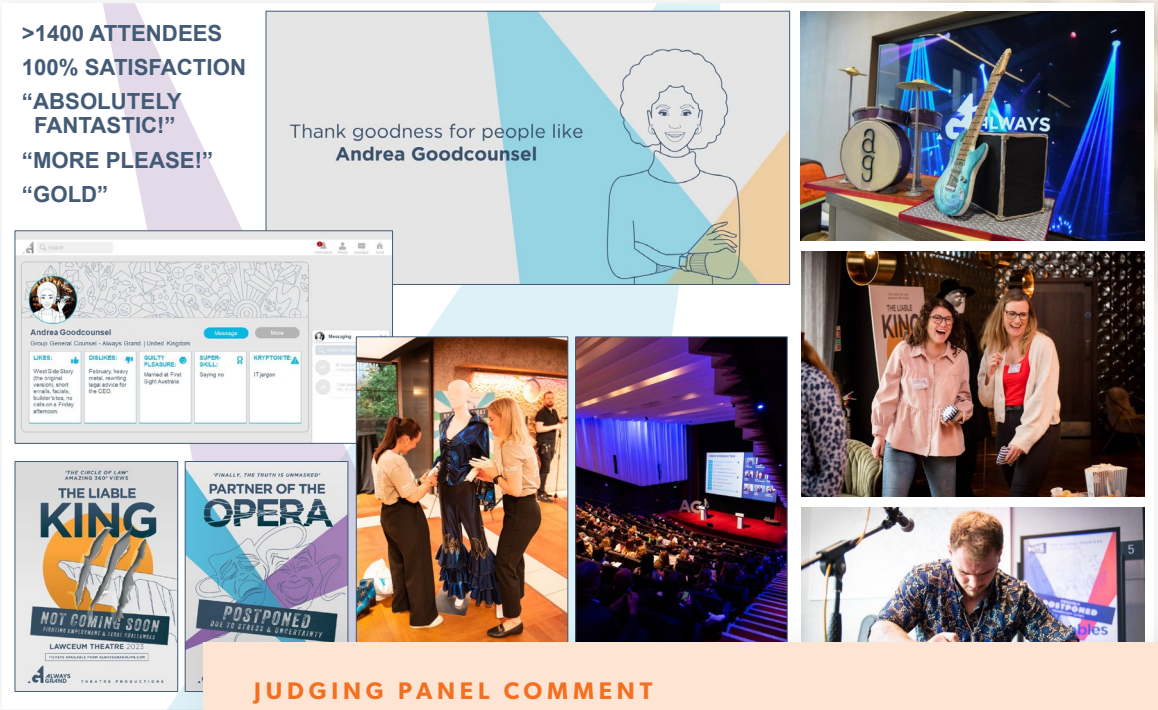
The strategy includes an omni-channel approach leveraging events, podcasts, influencers, publications, audio, video, display ads, and industry bodies. Key metrics achieved include a unique reach of 2.9 million users (190% above target), 7.5k qualified website visits from B2B Tech professionals (+92%), 454k video plays (+30%), and 399k audio plays (+21%). LinkedIn follower counts increased by 79% (STF account).

The campaign delivered 8.6k hours of exposure and saw substantial engagement across all sectors, with landing rates of 76.2%. Overall, the campaign successfully boosted New Zealand's tech sector visibility and perception in the UK, far exceeding initial targets.

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

GOLD:

The Adventures of Andrea Goodcounsel by Addleshaw Goddard
Sets New Standard for Legal Industry Education



JUDGING PANEL COMMENT

"In trying to create events that stood out from the crowd they led with a storytelling approach which really engaged the audience. This is why their award entry also stood out in a category of strong contenders."

Educational events are critical in the relationship-driven legal industry, providing both valuable updates and all important in-person contact between law firms and clients. But with a great many law firms delivering countless thousands of events between them, it creates a business challenge. How can firms fundamentally stand out from the crowd? International business law firm Addleshaw Goddard found an answer: using storytelling.

In order to attract and spend quality time with hundreds of senior in-house company lawyers, the firm created an educational event series unlike any other in the sector. At its core, the event series shared and celebrated the headaches and cures of Andrea Goodcounsel - the dauntless in-house lawyer of a fictitious entertainments company.

Over a two-year period, Addleshaw Goddard created and told stories of how Andrea helped her company navigate a sequence of complex business challenges, ranging from global supply chain disruption and major digital transformation projects getting delayed, through to ransomware attacks. And at each event they put a profound question to their guests: "what would you do if you were in Andrea Goodcounsel shoes and those challenges or opportunities hit you?"

Those relatable stories put their audience in the middle of Andrea Goodcounsel's legal adventures, but Addleshaw Goddard went further still, bringing those stories to life in an immersive way. The fictitious company that sat at the heart of their stories was a live entertainments company, and that gave them license to bring all sorts of entertainment themes to their events. It saw Addleshaw Goddard earn both precious time with over a thousand businesspeople, brilliant feedback and extraordinary guest satisfaction.

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

SILVER:

The Price of Warmth: Impossible Choices for a Green Future by The Marketing Pod for Xoserve and Fuel Bank Foundation Elevates KPMG Engages Stakeholders and Sparks Government Interest

On March 21st, 2024, Xoserve and the Fuel Bank Foundation hosted a unique event near Birmingham, an area with the highest percentage of fuel poverty in the country, to raise awareness of the effects of living in a fuel crisis. Representatives from the UK Government, energy industry leaders, academia, advice services, and net-zero think tanks were invited to attend.

The event's thought-provoking agenda focussed on walking in the shoes of people living in fuel poverty, while planning for a net zero future. This sparked a reflection on how future changes to the energy system could impact vulnerable households, and what could be done to grant everyone access to affordable heat.

The event was so impactful that Xoserve has since been approached by Ofgem, the Welsh Government and the Scottish Government to inquire about repeating it. 48 industry stakeholders took part in the event, and rated each activity from 0 to 10 in terms of how helpful it was to understand the fuel crisis. Listening to the personas' voices was rated 9/10.

BRONZE:

Bring your Vision into Focus by Capgemini Transforms Brand Image at Paris Air Show

An acquisition transformed Capgemini's capabilities – the Paris Air Show transformed their image to the world. Ever since acquiring a leading engineering company in 2019, they've been positioned to become a major player in the aerospace and defense industry. But many of their clients still associated the brand with business and consulting services.

At the 2023 Paris Air Show, they changed that. The ace in their sleeve was the Capgemini Chalet. A creatively designed space overlooking the air show, the chalet was a turbine engine – drawing in the energy of the show, adding their own special fuel, and producing something spectacular.

Real-life demonstrations, inspiring speakers, insights and entertainment captivated CXOs from Boeing, Airbus and other top aerospace companies, and changed the way they saw Capgemini. They even reached CXOs who weren't present, via their virtual chalet. They blew past their goals. Of the 16 biggest wins in the last year, 11 are with companies whose representatives they met in the chalet.

Customer Experience Excellence Event by KPMG and We Are Tilt Generates 88 Follow-Up Meetings and 640% ROI

We brought AI personalities and business executives together at the historic Battersea Power Station Control Centre to help them forge new relationships with their future AI colleagues. KPMG is a big player in the AI space. But brand recognition was low within their target audience – C-Suite executives and their direct reports.

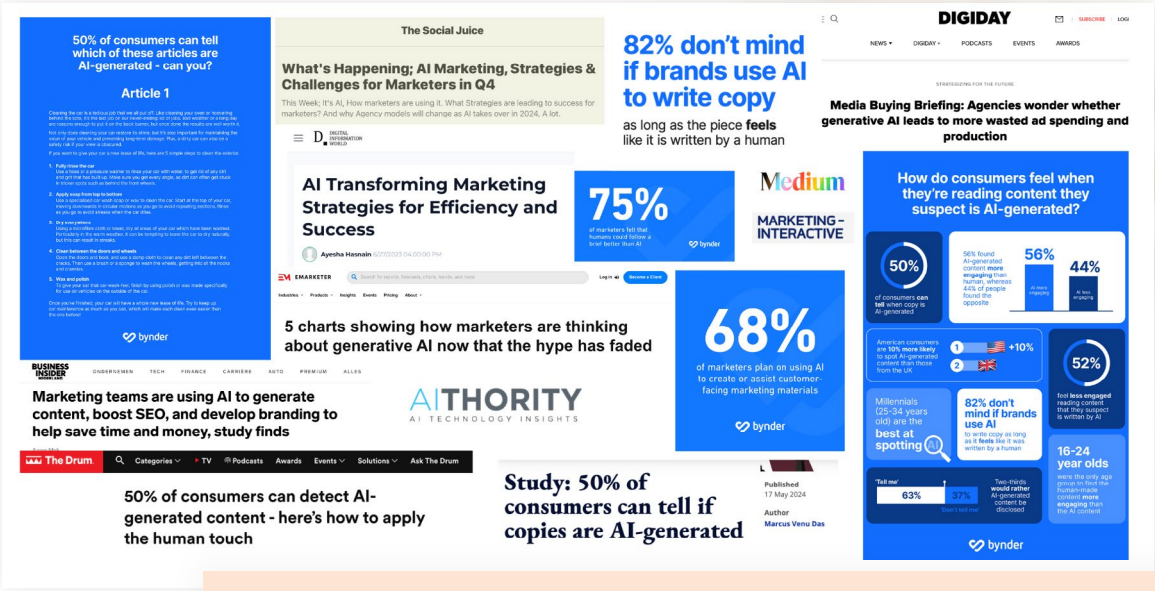
So they wanted to do something different – something exciting, engaging, immersive and valuable – to build their brand reputation with the UK's largest organizations. Working with We Are Tilt, and leveraging KPMG's flagship Customer Experience Excellence report, they developed a unique and thought-provoking event featuring human actors, AI personalities and even a deepfake of an event attendee.

They brought the leaders on a journey, replete with case studies, live demonstrations and expert insights, that helped change the way they think about AI and positioned KPMG as the experts best placed to help them achieve their ambitions. Since then, they've booked in 88 follow-up meetings, generating a 640% return on their investment in the first six months alone. Any way you look at it, this event was a massive success.

04. Best public relations programme

GOLD:

Leading the DAM Market with AI by Bynder Delivers 81 Coverage Hits, 19% Increase in Branded Search Traffic and Top Google Visibility



JUDGING PANEL COMMENT

"Bynder's campaign effectively capitalized on the growing buzz around AI, successfully positioning the brand as a thought leader in the digital asset management space. The results speak volumes. By strategically addressing the fears around AI in marketing, Bynder demonstrated their commitment to responsible technology use and fostered engagement with senior marketers in key markets."

Bynder's demographic primarily comprises senior marketers engaging with specialized marketing publications. Upon research, Bynder discovered that one subject matter of paramount concern dominated content: AI. Intending to increase brand visibility and raise awareness of their product's AI capabilities, they knew that input on the topic was imperative.

Consequently, they deployed reactive PR strategies and launched two campaigns to establish Bynder as a leading authority on AI for marketers. Objectives included securing 40 pieces of high-quality coverage (50% with links back to the Bynder website) and landing in top tier marketing press, focusing on Bynder's target territories—the UK, USA, and Germany.

The campaigns surpassed expectations with 81 pieces of coverage (smashing the KPI by over 200%). We also gained 38 links to the Bynder website and landed coverage in 18 countries.

These campaigns were crucial for increasing traffic to Bynder's website and optimizing their online presence. In the last 12 months, Bynder has experienced a notable 19% surge in branded search traffic globally, showing a real escalation in brand awareness and potential purchase intent.

04. Best public relations programme

SILVER:

Support Hub by Brands2Life for Experian Reaches 1 Million People and Secures 200+ Media Pieces

16 million people in the UK have a disability yet are overlooked by essential service provision. Experian created the Support Hub to tackle this inequity. Brands2Life's role was to help recruit service providers to the Hub and raise awareness of the platform with people with a disability and access needs.

The aim was to ensure the campaign was authentic and rooted in lived experiences. They polled 1000 disabled people to obtain insights to ensure the campaign was authentic and worked with others to ensure tone was unbiased. They heard that people want service providers to understand the issues they face, and the effect lack of access has on their lives.

Brands2Life focused on a campaign mission of: "Getting the support you need to get on with your life." They smashed their target of reaching one million people and over 15 financial service providers were recruited. 200+ pieces of coverage were secured – including on BBC Morning Live, and an important piece on MoneySavingExpert, which was directly referenced by lenders signing up.

BRONZE:

Driving a £multimillion Uplift in Finning Rebuild Leads by Lesniak Swann for Finning UK & Ireland

The unique power of PR in telling complex stories in a compelling fashion has worked wonders for Finning UK & Ireland, the world's largest dealer of Cat® machines and parts. This high-impact campaign by Lesniak Swann ensured the expert engineers were the stars of the show and delivered an uplift in sales pipeline of over £20 million.

The challenge was to identify a campaign approach that would change people's minds from thinking rebuilds as being the less desirable option; To do this they worked with the Finning product team to identify strategically important rebuilds in high value sectors, capturing images and video week by week – to showcase the engineering skill and expertise of the Finning rebuild teams.

The result has been a remarkable uplift in enquiries for Finning with the campaign generating 201 leads with a commercial value of £45,225,000 (91% above target) and highlighting how PR can be used to help drive commercial results.

05. Best use of creative

GOLD:

Get Your Money Hat on by Rooster Punk for Allica Bank Boosts Brand Searches 14-Fold and Increases Small Business Interest by 61%



JUDGING PANEL COMMENT

"This gold-winning campaign truly captivated the entire judging panel. We were particularly impressed by its smart blend of tradition and innovation, a concept that promises long-term value for the company. The distinctive use of orange, combined with elegant execution and a clear benefit statement, made the brand's message both memorable and impactful. The campaign also included an outstanding activation, wholeheartedly embraced by the internal team, further enhancing its effectiveness."

Allica is a new business bank, purpose-built for established UK small businesses. In 2023 it asked agency Rooster Punk to create its first ever marketing campaign. Allica wanted to showcase the combination of qualities that make it unique: old-school relationship banking with modern fintech and attractive interest rates.

The challenge? Allica was completely unknown. To have any chance of grabbing a share of voice and generating new business it had to take risks and be bold. Rooster Punk was tasked with creating something that simultaneously said 'new approach' and 'old-fashioned values' – and to make it memorable.

Taking inspiration from Allica's own orange logo device, they flipped the graphic and turned it into that most traditional of British banking symbols– a bowler hat. Allica's bright orange 'money hat' was born. In an integrated campaign which ran across TV, radio, social media, OOH, digital display and press, prospects were urged to 'Get your money hat on'.

The campaign shot Allica slap-bang into SME buyers' consideration sets. Brand searches increased 14-fold and the campaign generated a 61% increase in interest among small business owners. Hats off to the team!

05. Best use of creative

SILVER:

The Consumer Advisory Collection by True for KPMG Increases Revenue by 23%

In a stressed market, where retailers were feeling the effects of an economic slowdown, KPMG ran a campaign to relaunch its Consumer Advisory Services. Known for more traditional accounting and audit services, KPMG had restructured its consultancy offering for consumer businesses and relied on this campaign to build trust and affinity with organizations that wouldn't typically consider KPMG as a strategic advisor.

True went against the grain in professional services, focusing on memorable advertising rather than thought leadership. They used the conceit of a KPMG product range, echoing the design style and language of consumer advertising to showcase KPMG's consumer advisory services. And it worked – the results were spectacular.

The campaign produced click-through-rates that exceeded industry benchmarks by an astonishing 480% and surpassed KPIs across all channels. This led to website traffic targets being reached within 3 weeks of a 5-month campaign. Most importantly, it has led to a significant increase in business for the Consumer Consulting division with a 23% increase in revenue, an 11% increase in opportunity volume and a staggering 68% increase in opportunity value.

BRONZE:

EY.ai - Face of the Future by EY Amplifies AI Platform Launch and Boosts Brand Engagement

EY believes that humans must be at the heart of the AI revolution – and there's no better way of demonstrating this than putting people front and center of EY's new AI campaign. To show how EY helps clients take advantage of AI and harness its potential, EY developed a 360 integrated global brand campaign, called 'Face of the Future', launching their new AI platform 'EY.ai'.

The creative idea was simple: To 'Face the Future' with confidence, humans must be at the heart of the AI revolution. To bring this idea to life, the creative literally and figuratively put EY people front and center. The captivating hero film features over 200 EY people globally, combined and animated into one ever-evolving face, augmented by AI, to create a new spokesperson for EY: The Face of the Future.

Each EY contributor was photographed, then animated using an advanced, bespoke-developed AI model to produce a constantly changing face, telling the story of how EY.ai helps organizations harness the power of AI. Advanced AI voice technology was used to generate numerous new voices generating different regional accents and intonations synchronized with the moving faces, delivering one script in identical cadence.

The Power of Appreciation by VCCP Business for Reward Gateway Edenred Drives 25% Growth

How do you make 1+1=3? This was the challenge when Reward Gateway and Edenred asked VCCP Business to create a campaign that would raise awareness of the benefit of their merger and new positioning in the market. The launch campaign needed to take two disparate brands and transform them into Reward Gateway Edenred (RGE) - a unified brand.

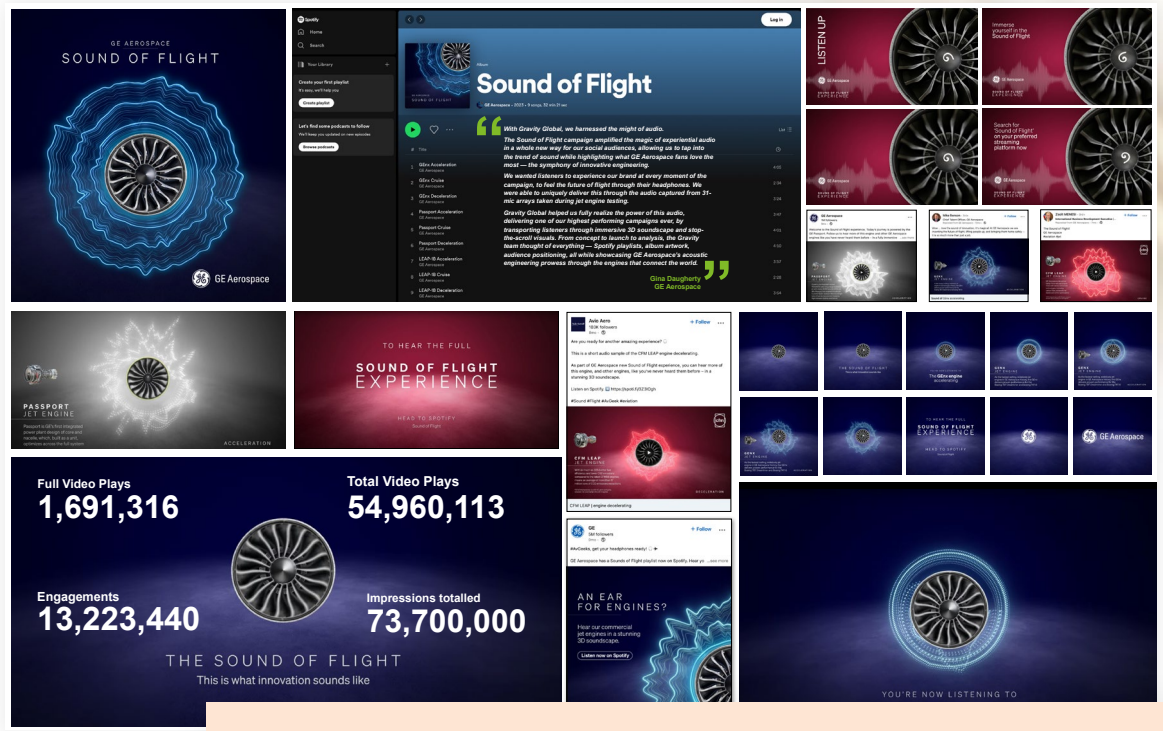
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Phenomenal results were achieved across all campaign metrics - but the main result is a business that is unified around a new proposition and one that is now recognised as No.1 across markets. With growth rates over 25% this is more than just a campaign, it has been a springboard for the entire business to grow and better support their clients.

06. Best digital experience initiative

GOLD:

The Sound of Flight by Gravity Global for GE Aerospace Takes Off: 73M Impressions and 55M Video Plays



TESTIMONIAL

"Gravity Global helped us fully realize the power of this audio, delivering one of our highest performing campaigns ever, by transporting listeners through immersive 3D soundscape and stop-the-scroll visuals. From concept to launch to analysis, the Gravity team thought of everything — Spotify playlists, album artwork, audience positioning, all while showcasing GE Aerospace's acoustic engineering prowess through the engines that connect the world."

Gina Daugherty, **GE Aerospace**

This industry-first, Sound of Flight campaign, brought three GE Aerospace engines to life in 360° spatial sound technology on YouTube and Spotify, and amplified across social media to increase brand awareness and share of voice versus competitors. There were three audio clips for the GEnx Jet Engine: acceleration, cruise, and deceleration, and one each for CFM Leap and Passport engines.

All accompanied by equalizer audio visualizer videos. The campaign targeted aviation fans and senior industry professionals in engineering, operations, business development, sales, managerial and C Suite roles.

The results were focused on reach and engagement as the objectives were to help GE Aerospace generate greater visibility and stay front of mind amongst relevant audiences, which includes existing and prospective customers within the industry.

The campaign achieved remarkable results across YouTube, Instagram, and LinkedIn, with 73.7 million total impressions, far surpassing the 6.24 million target. Instagram reached 27.4 million people, exceeding its 186K goal. Engagements totaled 13.1 million, with 54.9 million video plays.

06. Best digital experience initiative

SILVER:

Energy Demand Experience by PwC Delivers 85% Conversion Rate

Driven by the need for greater attention from senior leaders on the important issue of energy demand, PwC's multi-channel campaign has spurred executives to take control of their energy usage and make their climate actions count.

The co-creation of content with multi-stakeholder global institutions like the World Economic Forum, and an AI-enabled interactive game - the 'Energy Demand Experience' has deepened and broadened their relationships with priority clients and prospects, with responses suggesting that leaders see managing energy demand as a 'no regrets' business opportunity.

As a result, over 500 executive-level targets have engaged with PwC's Energy Demand Experience, with an estimated 85% conversion-to-buy rate from participating prospects. Finally, client assessment discussions have identified billions of savings to date.

BRONZE:

Covent Carbon Capture by Stein IAS for Ecologi Engages 150 Businesses, Removing 3 Tons of Carbon Emissions from Over 3 Million Vehicles

Ecologi is a carbon-reduction ally for 20,000 businesses, offering a carbon removals option that is more effective than carbon avoidance measures commonly used by businesses for their net zero targets. The Covent Carbon Capture project removed the carbon emissions of every vehicle that drove along London's Bow Street.

A camera tracked vehicles, an AI identified their emissions footprints and Ecologi removed the equivalent amount of CO2. An on-street digital display brought this technical feat to life with a gamified, accurate, live infographic. An integrated digital campaign engaged businesses both locally and nationally, using LinkedIn InMail, paid social and email.

This pushed people to check in on the project live, watch the project documentary, attend the Earth Month "How to Make Net-Zero Possible" webinar and, crucially, sign up for Ecologi carbon removals. The innovative project exceeded objectives, inspiring over 150 businesses to choose Ecologi's carbon removals and 12 to request to use the proprietary technology. The project removed the Bow Street emissions of over three million vehicles – around three tons of carbon.

HIGHLY COMMENDED:

Spot the Brand by Fight or Flight for Frontify Boosts Sales Leads by 96%

Fight or Flight worked with Frontify, the brand management software provider, to demonstrate to marketers the power of building distinctive brands. They worked with illustrator, Gus Morais, to design an addictive game, Spot the Brand, hiding 50 brand logos in a beautiful cityscape. The campaign went viral.

Marketers played our game over 40,000 times. Their email marketing outreach had an open rate of 20.56% and CTR of 15.86%. The first LinkedIn post generated a 350% rise in followers. Supported by earned and paid, the game became Marketing Brew's best performing paid partnership ever.

Fight or Flight supported the sales pipeline, inspiring prospects to book a Frontify demo, with sales leads spiking by 96% in the first two weeks of launch. Spot the Brand sparked a sense of fun among Frontify's audience - and also proved that sometimes the best way to get your audience to notice something is, in fact, to hide it from them.

07. Best use of social media or influencer marketing

GOLD:

The 7 Wonders Challenge by Travelport Sets Record, Drives 6X Lead Growth and Boosts Global Brand Awareness



JUDGING PANEL COMMENT

"The clever use of an influencer as well as the unique nature of the challenge created the backdrop for success, coupled with a tight plan and strong results tracking. They delivered a best practice use of social and influencer marketing."

It takes teamwork to make a crazy campaign dream work. At Travelport, the 7 Wonders campaign was their biggest ever integrated campaign, so it's no surprise it touched almost every department, including PR, Brand, Commercial Marketing, Sales, and Internal Comms.

They wanted to create a big moment to showcase their tech to the world in an entertaining, relatable way. And their goals? To grow product adoption among their existing travel agency user base, drive more leads and improve consideration.

From their key driver analysis research, Travelport knew certain brand attributes drive up to 4X consideration.

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This Campaign was the ultimate product test, designed to launch their new modern retailing platform, Travelport+. The challenge was to get one traveler to all seven wonders of the world in under seven days. They worked cross functionally — and with agencies — to pull off the biggest stunt travel retailing has ever seen. And, set a new world record to boot.

07. Best use of social media or influencer marketing

SILVER:

Next Slide Company Please by Fight or Flight for Pitch Drives 91% Surge in Sign-Ups

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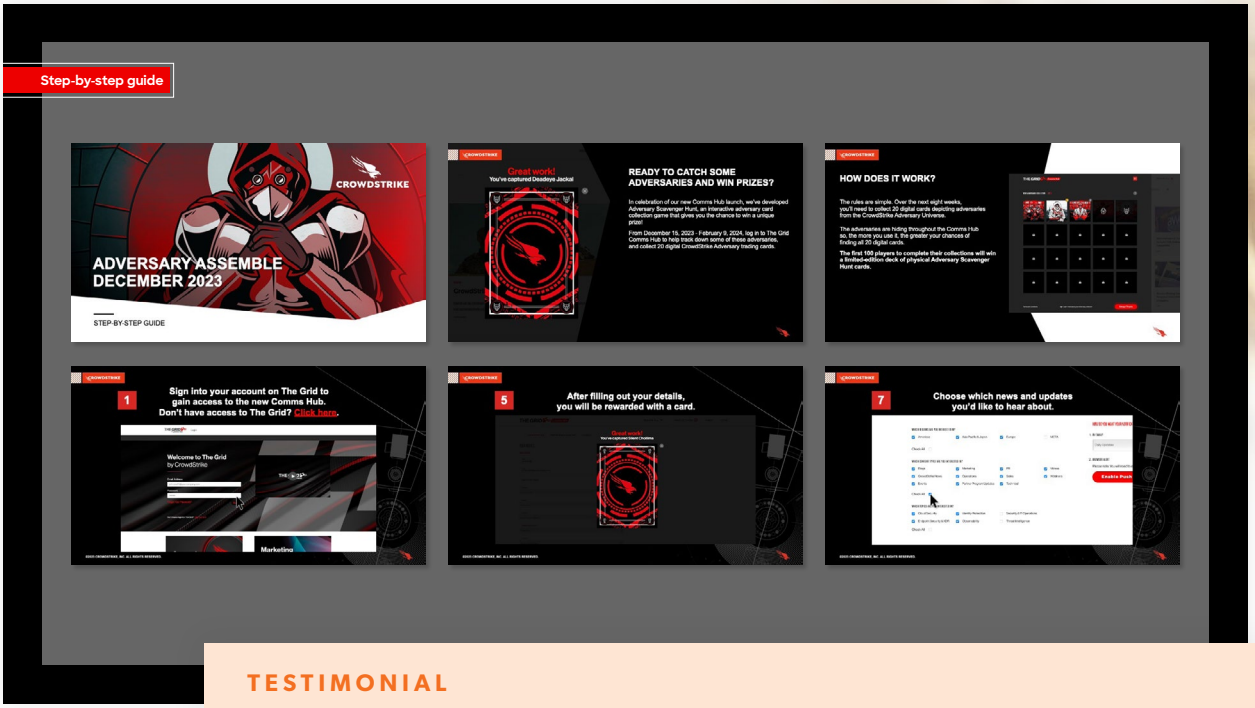
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08. Best use of content

GOLD:

The Grid Comms Hub Launch by Purechannels for CrowdStrike Boosts Partner Engagement by 220%



TESTIMONIAL

"With their unparalleled expertise in channel management and a knack for delivering inventive solutions that elevate your partner programs, Purechannels are dangerously effective. Not to mention their uncanny ability to expedite project delivery times to meet urgent needs makes them alarmingly dependable. Would you really want to work with such a company? Think about it — their excellence could be our little secret. Do you really want to share them with the world?"

Shanade Cufe, *Partner Marketing Programs Manager,* **CrowdStrike**

CrowdStrike approached Purechannels with an idea; a new platform where their partners took an active role in the content they consumed and didn't sit idly on the sidelines. They took the CrowdStrike idea and ran with it, creating a new dashboard where partners didn't just get the content they wanted but were rewarded for engaging with the new platform as they collected a set of 20 digital trading cards.

The launch was a huge hit, but this campaign was more than that. Purechannels helped change the way partners consume content, ensuring they only received what they wanted, when they wanted it, and exactly how they liked it every time they logged in.

In a few short months, The Grid's Comms Hub saw over 500 partners sign up, a full 20% of CrowdStrike's partner roster. This also saw a 220% increase in CrowdStrike's PRM engagement with over 14,000 total views across 152 pieces of content.

This just goes to show that gamification when done right can have a huge impact on how partners engage with their content. More than that, CrowdStrike's partners saw a 35% increase in partner leads following the campaign with a further 30% increase in partner downloads across the board.

08. Best use of content

SILVER:

The Always-On Advantage by PA Consulting Exceeds Targets and Sparks Industry-Wide Dialogue

PA Consulting's transport resilience content campaign created outstanding market impact in several ways. First, through the articulation of a compelling, differentiated content idea, which connected to their brand while also finding a differentiated spin on a well-worn but relevant issue.

Second, this insight was underpinned with both quantitative and qualitative research that sustained the campaign over a year-long lifespan, while providing depth and breadth for a range of audience-specific content. Third, the narrative was delivered in a visually stunning way through a range of channels.

Finally, PA Consulting had to deliver all of this in a way that is relevant for transport leaders across modes, and spanning Europe. The result: A campaign that distinguished PA in the market, carved out a new resilience concept, and built trust and engagement around their expertise. It sparked dialogue, inspired action, and transformed interactions into opportunities.

BRONZE:

Retail Media Thursdays by Skai Drives Client Engagement in a Crowded Market

Amidst a crowded retail media landscape, advertising technology platform Skai launched an original video series called "Retail Media Thursdays" to differentiate itself and address industry challenges. Skai's campaign aimed to support client retention, raise awareness, and leverage industry influencers via engaging video interviews about the topics most important to brands, agencies, and vendors in the dynamic retail media business.

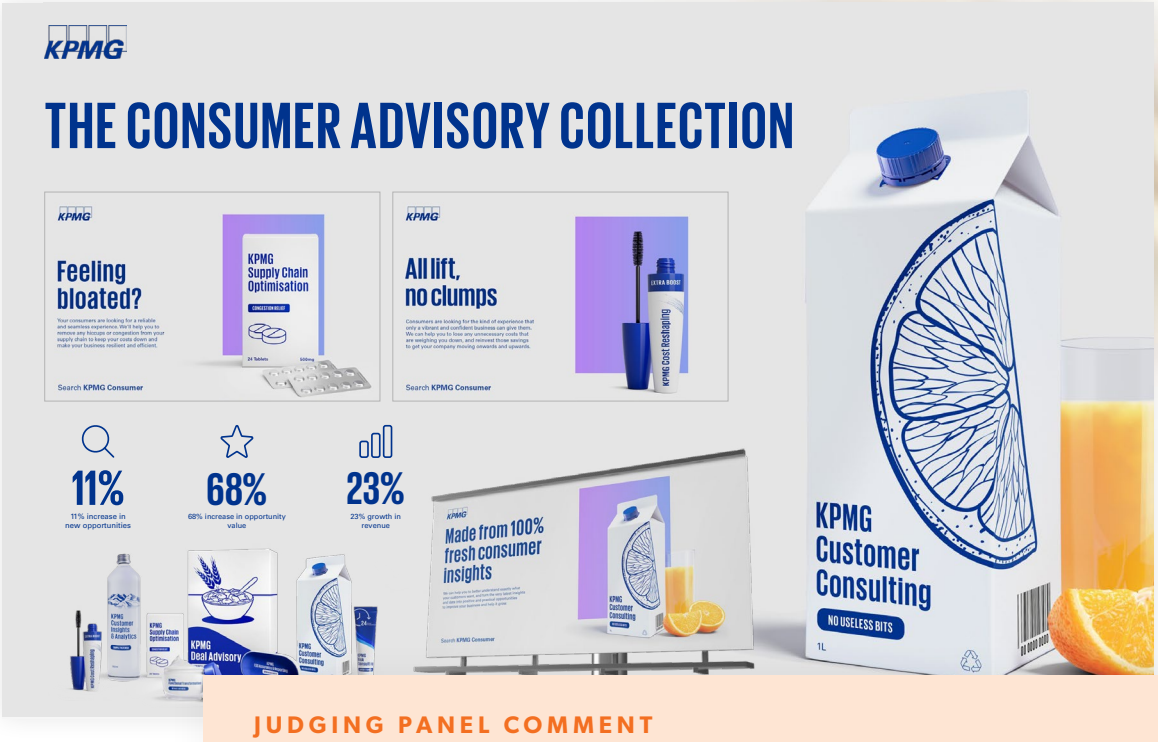
This campaign has been distinguished by its setting (interviews are filmed over drinks in local pubs), personalized approach, and uniqueness. While the campaign began on YouTube, it has been extended across marketing channels to include social media, a dedicated hub on Skai's website, a monthly newsletter, content syndication, and posts by influencers from the biggest companies in the space.

Skai also converted the video episodes into audio podcasts. The campaign has exceeded expectations by generating over half a million video views across channels, attracting new business leads, and driving revenue, with the informal pub setting, compelling conversations, and valuable insights resonating in the UK market.

09. Best use of customer insight

GOLD:

Best Use of Customer Insight by True for KPMG Delivers 9 Million Impressions and 23% Revenue Growth



JUDGING PANEL COMMENT

"Good to see a different approach. They used insight to create a standout and get the tone right, and good to see emotion and playfulness coming out as an idea. Clear objectives and very customer-centric: they put themselves in the mind of a consumer."

In a stressed market, where retailers were feeling the effects of an economic slowdown, KPMG ran a campaign to relaunch its Consumer Advisory Services – its range of consultancy services that support consumer-facing enterprises with everything from consumer insights to cost restructuring and supply chain optimisation.

Known for more traditional accounting and audit services, KPMG had restructured its consultancy offering for consumer businesses and relied on this campaign to build trust and affinity with organizations that wouldn't typically consider KPMG as a strategic advisor. And it did. How? They went against the grain in professional services, focusing on memorable advertising rather than thought leadership.

They used the concept of a KPMG product range, echoing the design style and language of consumer advertising to showcase KPMG's consumer advisory services. They demonstrated that they understood consumer businesses rather than saying it, with the aim of raising a wry smile and a sense of recognition/kinship.

In doing so, it drove unprecedented reach (9 million impressions) and engagement; achieved CTRs 480% higher than industry benchmarks; achieved website traffic targets three weeks into a five-month campaign; increased opportunity volume by 11% and increased the value of new project opportunities by 68% Increased revenue by 23%.

09. Best use of customer insight

SILVER:

The Lever by Beneath for Celonis Celonis Delivers 123:1 ROI

The fun thing about leading a category is that when you grow the category itself, you win. Celonis is in that lucky position. As the leaders in process mining, it's in their interest to educate businesses about the value hidden in processes – and how to capture it.

In 2023, Beneath and Celonis embarked on their most ambitious content program to date, based on insights gathered via the biggest study of its kind – in partnership with a specialist research agency. According to 1,217 leaders, half of business-critical processes are sub-optimal.

These insights informed The 2023 Process Optimization Report and their campaign. Everything – from the report topics and benchmarks, to creative concepts and campaign design – flowed from the insights. This landmark study with 4 report editions, 68 pieces of content and a unified campaign across web, social, email and events, has driven an ROI of 123:1.

BRONZE:

VELUX Heritage Proposition by SLG for Velux Generates 1,350% ROI

As a much-loved global brand and household name, VELUX has no issues when it comes to brand awareness. In some instances, however, your success in one market can be a limiting factor in another. Launching a new, incredibly significant 'Conservation Heritage' product required a much more in-depth level of insight in order to connect with the right subset of audiences in an entirely different segment of the market.

VELUX wanted to go to market with confidence that their primary target audience had been instrumental in setting the direction of the positioning and creative messaging. SLG Agency employed a robust research methodology which delivered confidence through comprehensive insight. This insight redefined the primary target audience, and realigned the product's positioning to connect on a deeper level with those decision makers who matter.

Overarching themes were revised, and from here, the product core story and creative concepts were born. Whilst the legacy of SLG's work in delivering against the brief was complete after the development of the value proposition and creative concept, the commercial impact of the work once launched through VELUX's owned media channels generated an impressive return on investment of 1,350%.

10. Best use of AI

GOLD:

Powering the Portfolio by Revere for Giacom Leverages AI to Deliver 1,500-Product Platform in 12 Weeks



TESTIMONIAL

"We had a big challenge ahead with a tight deadline to launch our new product information platform. We leant on Revere's advisory and expertise to find a solution and define an AI-first approach. Not only did we have short deadlines, but we also needed all content that was produced aligned to our brand proposition. Their drive for an AI-forward approach did just that - not only bringing efficiencies but also ensured the production of consistent, high-quality content."

Paul McCabe, *Chief Digital Officer,* **Giacom**

The channel industry is challenged by the need to deliver results and prioritize amidst shrinking budgets, stringent deadlines and intense competition. In this high-pressure environment, the demand for measurable ROI is front and center. That's where AI steps in – it's Revere's ally in driving marketing effectiveness through added value and efficiencies for their clients.

For Giacom, this was critical. Having completed a merger of three organizations, Giacom needed one platform to bring together over 1,500 products – all of which not only needed populating into the platform itself, but more critically, new messaging to align to Giacom's overall brand strategy and positioning. Based on manual copywriting time, it was anticipated that this would take over 1,624 days to deliver – time that didn't exist with only a 12 week window.

To prove the impossible was possible, the pilot phase trialed a subset of products to test the tools and quality of content produced. The pilot phase enabled Revere to prove value and impact through the use of AI, demonstrating that the overall project could be delivered within the deadlines set.

With a tight deadline of 12 weeks against an estimated 1,624 days to deliver using traditional copywriting methods, AI became Revere's ally to reduce time to deliver by 1920%.

10. Best use of AI

SILVER:

EY.ai - Face of the Future by EY Puts People at the Center of AI

EY believes that humans must be at the heart of the AI revolution – and there's no better way of demonstrating this than putting people front and center of EY's new AI campaign. To show how EY helps clients take advantage of AI and harness its potential, EY developed a 360 integrated global brand campaign, called 'Face of the Future', launching their new AI platform 'EY.ai'.

The creative idea was simple: To 'Face the Future' with confidence, humans must be at the heart of the AI revolution. To bring this idea to life, the creative literally and figuratively put EY people front and center. The captivating hero film features over 200 EY people globally, combined and animated into one ever-evolving face, augmented by AI, to create a new spokesperson for EY: The Face of the Future.

Each EY contributor was photographed, then animated using an advanced, bespoke-developed AI model to produce a constantly changing face, telling the story of how EY.ai helps organizations harness the power of AI. Advanced AI voice technology was used to generate numerous new voices generating different regional accents and intonations synchronized with the moving faces, delivering one script in identical cadence.

11. Best thought leadership programme

GOLD:

Building Trust in Data Sharing by Capgemini Doubles Engagement and Ignites European Data Sharing Dialogue



TESTIMONIAL

"The civil servants who are our buyers do not and cannot 'move fast and break things': We have to show them how any technology solution can be delivered in a way that is proven, compliant, and reliable. Building trust in data sharing changed the conversation with our clients on how to make data ecosystems a reality in a way that was practical and that de-risked what often appeared a risky path to take. In addition to primary research data we included case studies from public sector leaders who have succeeded in driving transformation through data, and who show how it can be done."

Oliver Jones, *Marketing Director,* **Global Public Sector**

How do you effectively convey a complex message to an elusive audience? Capgemini's answer to this question changed how the world perceives their brand. "Collaborative Data Ecosystems for the public sector" isn't the easiest name to digest. But this wasn't their sole challenge. Their audience of global government leaders spoke several languages, lived across Europe, lacked job titles that were difficult to identify and often worked behind firewalls.

Capgemini's solution was a thought leadership program that turned a complex data solution into an intuitive no-brainer. They combined a groundbreaking, pan-European research report, an irresistible ad campaign and a novel target approach into a vast, global-multilocal campaign that reached more than a thousand government data leaders throughout Europe.

In recent years, there's been a surge in the ability to gather data, but the ability to safely share that data has lagged behind. Governments have been seeing this challenge from multiple angles: police who wish to communicate better with first responders. First responders who want better channels of communication with hospitals. Hospitals that want to share information between one another – the list is endless.

Governments have been hungry for better ways to share information. Building trust in data sharing showed them it was possible. What Capgemini gave governments – in some cases for the first time – was a comprehensive look at how they can safely share information in the modern age.

11. Best thought leadership programme

SILVER:

Fuelling our Future by PwC Drives 250% ROI and Enhances Public Awareness

Fuelling our Future is a multifaceted campaign that squarely confronts one of the most significant challenges facing business and society today: how to enable the energy transition to net zero.

The campaign's mandate was particularly complex because, unlike most professional services firms, PwC is not selling a single service, or a single capability, or servicing a single industry. Rather, the goal of the campaign was three-fold:

1. to build internal momentum and skills to support an important commercial goal;
2. to raise public awareness by framing the net zero discussion and debate around a set of problems to be solved in a realistic fashion;
3. to position PwC in the minds of the public and its clients as having a commercially relevant and compelling value proposition in an intensely competitive market.

The response, the metrics, and the results of this campaign, rooted in data, insight, and sensitivity to the changing market, have been a significant success with a 250% ROI generated

BRONZE:

Demand Signals: Circana's Data-Driven Success by Eureka Communications Elevates Brand Awareness and Lead Generation

Eureka Communications was asked to create buzz and awareness around Circana's European fast moving consumer goods (FMCG) insights and expertise to reach a target audience of brand and product managers at European FMCG brands and retailers.

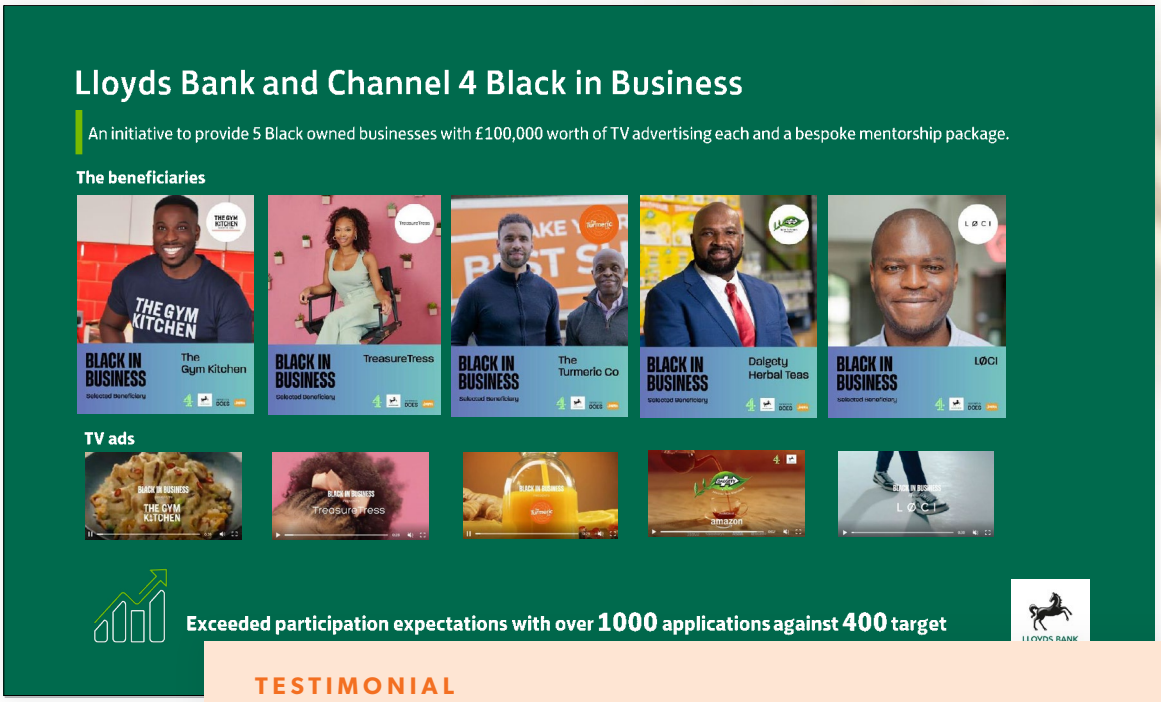
The point was to establish Circana's spokespeople as voices of authority to rival the big budgets of its mighty competitors, and deliver short-term lead generation. Eureka Communications launched an authoritative report based on Circana's data-driven analysis of consumer buying trends. The strategy was to maximize news buzz by drip-feeding news stories over a period of three months.

The results and business impact included 72 pieces of coverage with meaningful and relevant quotes in UK, European (and global) business media as well as key trade press including: The Financial Times, Bloomberg, Reuters, CNBC Europe TV, Sky News and Channel 4 TV, as well as key trade press such as Marketing Week and European Supermarket News.

12. Best purpose-led initiative

GOLD:

Black in Business by Lloyds Bank & Channel 4 Drives 1,000+ Applications and 74% Increase in Web Visits



TESTIMONIAL

"We're in our third year of our Black Entrepreneurs Programme and earlier this year we partnered with Channel 4, who share our commitment to drive greater equity for Black business owners. Black in Business is all about increasing the visibility of UK Black business on a national platform. But it's also about ensuring more Black businesses benefit from direct, easily accessible support centered on helping them achieve their growth ambitions."

Khalia Ismain, **Lloyds Bank Black Entrepreneurs Programme Lead**

In May 2023, in partnership with Channel 4 "Black in Business" was launched, an initiative to provide 5 Black owned businesses with £100,000 worth of TV advertising each and a bespoke mentorship package. Channel 4's own research through the report 'Black Owned Businesses: The UK's Untapped Business Potential' discovered key challenges and barriers Black businesses experience in relation to marketing, advertising and access to finance.

Having seen the work Lloyds Bank had been doing in this space as part of their Black Entrepreneurs Programme, which stemmed from two years of research through Lloyds Bank 'Black, British, in Business and Proud report', Channel 4 approached them to form a purpose-led partnership to champion Black-owned businesses and start to address the inequalities exposed through the research.

Together with Channel 4, social enterprise DOES and online marketplace Jamii, "Black in Business" proved a great success, exceeding all expectations on Black entrepreneurial engagement with more than 1000 applications vs target of 400, and what's more, they were able to reach a new Black business audience we wouldn't normally had been able to.

The 30" TV ads reached 45.1% of ABC1 adults. By week eight, 4 in 10 UK adults recalled the ads and 1 in 5 adults had heard of Black In Business, with a clear recall of Channel 4 and Lloyds Bank as partners. They saw an overall uplift of 74% in website visits to their Black Business web hub during the campaign burst and the PR coverage included The Evening Standard, BBC local radio and Forbes Magazine.

12. Best purpose-led initiative

SILVER:

Creating Inclusive Workplaces by Bupa in Partnership with ParalympicsGB Achieves 97+ NPS and 47% Stakeholder Recognition as a Leader in Diversity

Inclusion and diversity are increasingly important for all businesses and Bupa is committed to providing inclusive healthcare to customers. As the Official Healthcare Partner of ParalympicsGB, they identified a need for better workplace support for disabled people.

They developed a multi channel B2B marketing campaign designed to engage, inspire and shift perceptions around disability in the workplace. Bupa leveraged their brand partnership with ParalympicsGB to create more opportunities for businesses to champion change.

They delivered engagement to shift perceptions, supporting their ambition to provide inclusive healthcare that delivers tangible returns for everyone. Team Health Challenge achieved 97+ NPS and 98% of attendees said it increased their awareness of the benefits of a diverse workforce. 36% to 47% of stakeholders name Bupa as the brand which provides a range of inclusive health and wellbeing services, compared to 2% to 11% across its competitors.

BRONZE:

Covent Carbon Capture by Stein IAS for Ecologi Engages 150 Businesses, Removing 3 Tons of Carbon Emissions from Over 3 Million Vehicles

Ecologi is a carbon-reduction ally for 20,000 businesses, offering a carbon removals option that is more effective than carbon avoidance measures commonly used by businesses for their net zero targets. The Covent Carbon Capture project removed the carbon emissions of every vehicle that drove along London's Bow Street.

A camera tracked vehicles, an AI identified their emissions footprints and Ecologi removed the equivalent amount of CO2. An on-street digital display brought this technical feat to life with a gamified, accurate, live infographic. An integrated digital campaign engaged businesses both locally and nationally, using LinkedIn InMail, paid social and email.

This pushed people to check in on the project live, watch the project documentary, attend the Earth Month "How to Make Net-Zero Possible" webinar and, crucially, sign up for Ecologi carbon removals. The innovative project exceeded objectives, inspiring over 150 businesses to choose Ecologi's carbon removals and 12 to request to use the proprietary technology. The project removed the Bow Street emissions of over three million vehicles – around three tons of carbon.

13. Best brand initiative

GOLD:

The 7 Wonders Challenge by Travelport Sets Record, Drives 6X Lead Growth and Boosts Global Brand Awareness



JUDGING PANEL COMMENT

"Memorable, lovely creativity, exceeded all metrics. 'Exciting' change of hearts and minds. Had to overcome an industry issue. They took a risk/put the brand on the line, it could have failed! Strong ESG credentials, very well thought through."

It takes teamwork to make a crazy campaign dream work. At Travelport, the 7 Wonders campaign was their biggest ever integrated campaign, so it's no surprise it touched almost every department, including PR, Brand, Commercial Marketing, Sales and Internal Comms.

They wanted to create a big moment to showcase their tech to the world in an entertaining, relatable way. And their goals? To grow product adoption among their existing travel agency user base, drive more leads and improve consideration.

From their key driver analysis research, Travelport knew certain brand attributes drive up to 4X consideration. They set out to improve brand attribute scores for perception in these areas versus their competitive set. They targeted an uplift in aided awareness scores globally as Travelport has the smallest market share in the category.

This Campaign was the ultimate product test, designed to launch their new modern retailing platform, Travelport+. The challenge was to get one traveler to all seven wonders of the world in under seven days. They worked cross functionally — and with agencies — to pull off the biggest stunt travel retailing has ever seen. And, set a new world record to boot.

13. Best brand initiative

SILVER:

Potential Unleashed by Korn Ferry Drives 32% YoY Revenue Growth and Elevates Brand Familiarity

Korn Ferry is a global organizational consultancy that partners and has grown to cover the whole talent life cycle — from hire to retirement, everything from deep workforce research to people strategy and leadership coaching. This expansion of services meant that by 2023, their brand positioning had become diluted. They needed to communicate their brand's value proposition effectively.

To summarize their business offering and boost brand awareness, they needed a cohesive narrative. One that would express how they utilize their diverse expertise to solve problems through a "One Korn Ferry" strategy. A marketing campaign to communicate this with external audiences was only part of the challenge. First, they had to change how their sellers and internal teams talked, shifting the discussion from point solutions to "One Korn Ferry."

Through dynamic internal and external communications, and a simple, compelling, and human-centered campaign, Korn Ferry brought their core brand purpose to life in two powerful words: "Potential Unleashed". Awareness campaigns have influenced 32% of total revenue YoY and Korn Ferry now ranks second overall against competitors for brand familiarity.

BRONZE:

Get Your Money Hat on by Rooster Punk for Allica Bank Boosts Brand Searches 14-Fold and Increases Small Business Interest by 61%

Allica is a new business bank, purpose-built for established UK small businesses. In 2023 it asked agency Rooster Punk to create its first ever marketing campaign. The challenge? Allica was completely unknown. To have any chance of grabbing a share of voice and generating new business it had to take risks and be bold.

Taking inspiration from Allica's own orange logo device, Rooster Punk flipped the graphic and turned it into that most traditional of British banking symbols– a bowler hat. Allica's bright orange 'money hat' was born. In an integrated campaign which ran across TV, radio, social media, OOH, digital display and press, prospects were urged to 'Get your money hat on'.

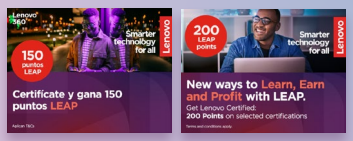
The campaign shot Allica slap-bang into SME buyers' consideration sets. Brand searches increased 14-fold and the campaign generated a 61% increase in interest among small business owners.

14. Best growth marketing programme

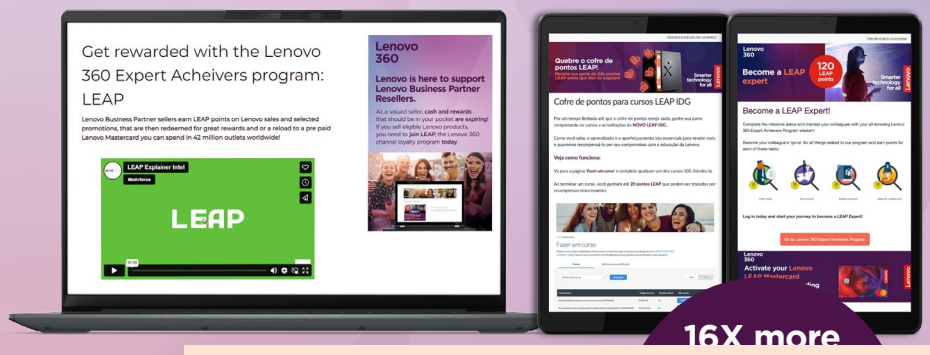
GOLD:

LEAP by Motivforce for Lenovo Delivers Up to 16.2x Revenue Growth for Partners

LEAP (Lenovo Expert Achievers Program) continued to play a critical role in positioning Lenovo as an E2E solutions provider among its global T2 B2B distribution channel.



100+ countries
9 languages
23,000+ enrolled participants at **10,245 firms**



A major focus on **'Learn & Earn'** in all regions to educate channel partners to sell the Lenovo 360 portfolio of integrated products and outcome-based solutions.

LEAP participants genera
13X more sales revenue
Lenovo storage products
like-for-like non-participa
and **16.2X more** when th
participant engaged in le

TESTIMONIAL

"LEAP continued to be a critical component in supporting Lenovo with the transformation of our business to the Lenovo 360 strategy, and positioned Lenovo as an E2E solutions provider among our global T2 B2B distribution channel. The flexibility and scope of LEAP enabled the programme to meet Lenovo's ambitious business objectives. Highly-targeted and regionalised educational and sales incentives enabled the programme to drive specific channel partner behavior and sales of the entire Lenovo portfolio of products.."

Kristina Tamaskovicova, **Lenovo**

LEAP (Lenovo 360 Expert Achievers Program), created and managed by Motivforce, targets Tier 2 resellers in Lenovo's distribution channel globally at individual and firm level in 100+ countries (in 9 languages). LEAP rewards participants for successfully completing product educational activities (Learn & Earn) and selling eligible Lenovo products (Sell & Earn).

In 2023 LEAP continued to be a critical component in supporting Lenovo with its 360 global channel partner framework, positioning Lenovo as an E2E solutions provider, and educating and incentivising resellers to sell the entire Lenovo portfolio across devices, infrastructure and services.

Highly-targeted and regionalised educational and sales incentives enabled the program to drive specific reseller behavior globally and regionally. Of all the campaigns and incentives operated by Lenovo in its local markets, LEAP is recognised as the most effective global channel loyalty and enablement program to underpin Lenovo 360. This is evidenced by the 2023 programme's impressive results and ROI.

Lenovo's LEAP program significantly boosted sales and product volume for channel partners in both ISG and IDG. LEAP partners generate up to 13-16.2 times more revenue and sell 4-28.5 times more products than non-LEAP partners, especially when engaged in learning. Although LEAP firms represent a small portion of Lenovo's T2 channel (13.7%), they contribute over 66% of total revenue. Enrollment in LEAP has surged globally, with significant growth in North America, Latin America, and Brazil.

14. Best growth marketing programme

SILVER:

Putting AI to Work by ServiceNow

Disclaimer: We are unable to publish any further information about this campaign.

BRONZE:

Right time, Right place, Right message by ServiceNow & The Marketing Practice for ServiceNow Secures Tangible Results

How do you create an overnight success? It took three hours for the previously cold COO of the client company to accept a meeting crafted by ServiceNow's ABM team. And three months to shape the right approach and materials to make it happen.

Growth marketing relies on a balance of laser-focused targeting alongside resource maximization. This programme required extensive research to connect with the C-suite, and intelligent use of existing materials and demos from other accounts: combining generic content with custom messaging.

The team identified and prioritized routes that would deliver the biggest outcomes quickly – for instance by helping the client's stakeholders to advocate for ServiceNow more widely. A multi-disciplinary team, working with The Marketing Practice, delivered three new CxO relationships, and reached 500+ employees by focusing on the right message, in the right place, at the right time.

They squeezed every ounce of value out of their success by contributing to the way ServiceNow communicates its proposition to financial services organizations globally. The programme delivered tangible financial results and a long-term growth platform and new conversations opened up with key European potential clients facing similar challenges.

15. Best lead generation or demand generation programme

GOLD:

Happy Passengers by Aircraft Manufacturer & The Marketing Practice

Disclaimer: We are unable to publish any further information about this campaign.

SILVER:

Purechannels + AWS Generates 1,100 High-Value Leads

Purechannels groundbreaking campaign redefined the connection between Amazon Web Services (AWS) and 11 independent software vendors (ISVs), transcending traditional lead generation to target 1,100 high-value prospects. They engineered a nuanced, multichannel strategy tailored to each ISV's unique ecosystem, merging digital precision with creative flair.

Instead of generic outreach, they delivered tailored, impactful interactions using a dynamic blend of targeted digital ads, email personalisation, and strategic content placement that resonated deeply within each industry.

It was a resounding success, generating 1,100 high-quality leads with a deep understanding of each prospect's needs, thanks to their innovative data model. A remarkable 76% of these leads had urgent requirements, with 34% engaging actively with calls to action. The strategic insights gathered allowed for continued refinement of the campaigns, enhancing their effectiveness and impact.

BRONZE:

Identifying & Driving Revenue Growth in the Legal Sector through Optimising Channel Mix Performance by The Marketing Pod for Shred-it

In 2022, Shred-it embarked on an insightful market analysis to identify high-growth sectors, determining the legal industry as a goldmine with its 9,000+ practices and critical need for secure shredding services.

Shred-it identified The Law Society (TLS) as a strategic partner with mutual collaborative benefits. As the professional body for practicing solicitors in England and Wales with over 201k members, a growth-focused partnership provided access to the target audience while providing valuable educational resources for TLS members.

A multi-channel campaign included advertising, a co-branded legal eGuide, dedicated social posts, personalized EDMs, discounted propositions, conferences and hosted webinars. An internal playbook was also created to support Shred-it's commercial team and the campaign surpassed all targets.

16. Best account-based marketing campaign

GOLD:

Empowering the Future of Retail by Hotwire for Honeywell Drives 145:1 ROI and Boosts Pipeline by 564%



JUDGING PANEL COMMENT

"Great example of how a pilot moves into a full blown ABM programme! Honeywell has taken ABM from a purely tactical endeavor towards a more critical strategic growth programme."

In 2020, prompted by the pandemic to pivot their strategy, the Productivity Solutions and Services (PSS) team quickly recognised the value of ABM and kicked off a one-to-few pilot into 10 retail accounts with high growth potential across the US&C and EU. Five years later, ABM has become a strategic approach to growth across Honeywell.

For PSS, a clear and consistent strategy with the flexibility to pivot has resulted in programme success year after year. In response to the changing needs of the business They've introduced one-to-one and are commencing one-to-many globally to include APAC, MENA and LATAM.

To date, they've over-exceeded targets and generated 145:1 ROI. They've also demonstrated that ABM accounts deliver 564% higher pipeline than non-ABM accounts and an 85% win rate, about 40% higher than non-ABM opportunities.

They used their proprietary platform - PerformanceIQ - to develop a bespoke ABM dashboard that enabled ongoing, agile campaign optimisation. Their ROI target was 26:1 and they achieved 145:1 against marketing influenced revenue.

16. Best account-based marketing campaign

SILVER:

The ABCs of ABM for leading British fashion retailer by Virgin Media O2 Business & The Marketing Practice Drives £5.8M in New Opportunities

Despite being called 'account-based marketing', in the very best examples, ABM extends way beyond the marketing department. In 2023, Virgin Media O2 Business took its entire operational approach for a leading British fashion retailer back to the drawing board, in an ambitious drive to save and expand the relationship.

The telecoms firm created a bespoke support model for the leading British fashion retailer, driven by the ABM team, including a ring-fenced team, executive sponsorship, and named technical experts. This 'People as a service' model underpinned a strategy designed to show that Virgin Media O2 Business could dismantle silos in the retailer's internal connectivity infrastructure, opening up a new level of market growth.

The agency The Marketing Practice (TMP), developed a bespoke account-based creative – or ABC – story for the leading British fashion retailer. The story tied Virgin Media O2 Business's propositions to the fashion retailer's ambitions through a visual identity and emotive narrative, designed to be retold across the business.

BRONZE:

Data Connects Us by Stein IAS for ZS Captures $6.3M Pipeline

Amazingly, 30% of the world's data is healthcare related, and it's incredibly exciting to think of the insights within it. ZS is a management consultancy with an advanced, AI-driven healthcare offering that unlocks these insights.

Facing the challenge of introducing this innovative technology to the traditionally risk-averse healthcare sector, ZS devised an account-based marketing (ABM) strategy, targeting 857 accounts across five key segments: healthcare providers, insurance companies, government agencies, medical researchers and pharmaceutical companies.

The ABM strategy involved a programmatic campaign using the DemandBase platform, complemented by PPC and press ads, that drove to a specialized microsite. Remarkably, contacts from 803 of the 857 targeted accounts visited the microsite. The initiative culminated in 17 closed deals, resulting in a $6.3m pipeline from a budget of $161,255 and delivering an ROI of 39:1.

17. Best channel or ecosystem marketing initiative

GOLD:

DemandXpert by Extu for Dell Technologies Boosts EMEA Channel Sales with 100% Partner Participation and End-User Demand Surge



TESTIMONIAL

"What sets Extu apart is its multi-angled approach combined with great flexibility. The Extu team offers solutions to commercial growth challenges, addresses channel enablement gaps and practices marketing content ingenuity EMEA wide. This is a win-win-win campaign, and I am proud that on behalf of Dell Technologies, to have contributed to a stronger relationship with our partners."

Larissa Athey, **Dell Technologies**

The DemandXpert program was launched to drive awareness and demand for Dell Monitors and PC ecosystem across EMEA through selected Dell channel partners to their end users. The program consists of monthly email and social media campaigns in language, for partners to deploy co-branded.

Both the partners and Dell see huge value in consistent marketing campaigns that are created to the highest standards with simple execution methods.

The DemandXpert program has delivered:

- Value throughout the channel ecosystem.
- Partner enablement and education.
- End user engagement & demand.
- Closed loop sales reporting.
- 100% Partner participation - sending monthly campaigns – a unique statistic vs industry averages.
- Full language support - dedicated language marketing consultant per region.
- Support across the partner ecosystem.

17. Best channel or ecosystem marketing initiative initiative

SILVER:

Expertise Elevate by Revere for Westcoast Drives 107% Revenue Target for New Vendors

Following substantial investment to grow their infrastructure business unit, Westcoast needed a transformative marketing strategy that would support overall business growth ambitions. With an overreliance on certain infrastructure vendors, inconsistencies in articulating Westcoast's value to resellers, and siloed marketing activities, Westcoast partnered with Revere to lead a new connected strategy across all infrastructure marketing for 2023.

"Expertise Elevate" was a multi-layer and multi-channel programme strategy that aimed to maximize customer reach and engagement to support business goals. From new value propositions that became the heart of hero campaigns, through to improved alignment with sales – everything was part of one customer-centric strategy. In terms of business results, traded partners increased 7% YoY, onboarding Dell to TS story helped achieve 107% of revenue budget for new vendors and the market share doubled in 6-months with Dell.

The campaign generated 463,000 impressions across media placements, over 60,000 impressions in the first week on LinkedIn activity, and launch emails saw an average CTO of 46.2%, over double the Westcoast average (22.26%).

BRONZE:

Data Connects Us by Stein IAS for ZS Captures $6.3M Pipeline

LEAP (Lenovo 360 Expert Achievers Program), created and managed by Motivforce, targets Tier 2 resellers in Lenovo's distribution channel globally at individual and firm level in 100+ countries (in 9 languages). LEAP rewards participants for successfully completing product educational activities (Learn & Earn) and selling eligible Lenovo products (Sell & Earn).

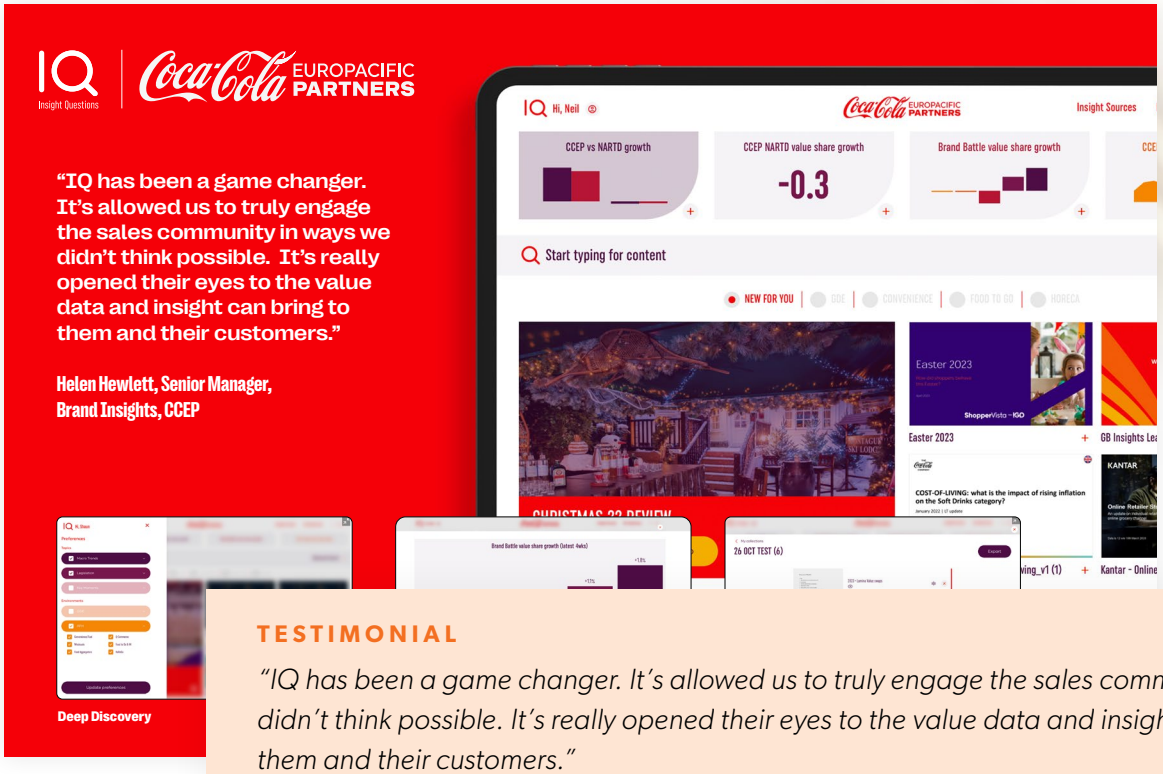
Highly-targeted and regionalised educational and sales incentives enabled the program to drive specific reseller behavior globally and regionally. Of all the campaigns and incentives operated by Lenovo in its local markets, LEAP is recognised as the most effective global channel loyalty and enablement program to underpin Lenovo 360. This is evidenced by the 2023 programme's impressive results and ROI.

The effectiveness of the 2023 program is determined by the sales efficacy of participants compared to similar profiled non-participants – same geography, similar size/revenue, currency, pricing, margin, marketing campaigns and market conditions (like-for-like analysis to calculate the LEAP effect). For each Lenovo business unit, the results were highly impressive.

18. Best sales enablement initiative

GOLD:

‘IQ’ by Bridge for Coca-Cola Europacific Partners Drives 64% Adoption, Streamlining Field Access to Critical Data & Insights



TESTIMONIAL

“IQ has been a game changer. It’s allowed us to truly engage the sales community in ways we didn’t think possible. It’s really opened their eyes to the value data and insight can bring to them and their customers.”

Helen Hewlett, *Senior Manager, Brand Insights*, **CCEP**

Coca-Cola Europacific Partners is the bottling and distribution arm of one of the world’s most recognised and celebrated brands. However, even from its lofty position within its market, it is not immune to the typical stresses you see in organizations of its size.

One long standing issue is the effective dissemination of information, generated by centralized functions to field-based teams. A problem acutely felt by the UK Data & Insights team who struggled year after year to gain traction, through the content they produced, with the sales and commercial community.

To combat this, they partnered with Bridge, who set about facilitating a 3-month discovery exercise to unpack the problem and conceive an approach to solve it. The result was an application called “IQ”, first launched in November 2023. Its sole purpose is to provide easily accessible and rapid access to the data and insights commercial teams need to fuel meaningful customer conversations.

This is achieved by dynamically pulling in, tagging and curating information from multiple sources and serving it up through a highly visual and interactive dashboard. By April 2024, after full roll out, “IQ” had an adoption rate of 64% with over 2,800 live examples of usage within the field.

17. Best channel or ecosystem marketing initiative initiative

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19. Most commercially successful campaign

GOLD:

Delivering Global 1:1 ABM at Scale by HUT 3 for UiPath Achieves 47% Turnover Growth and 3,200% ROI



TESTIMONIAL

"HUT 3's campaign has been a phenomenal success, setting UiPath apart from our competitors and enabling our business to achieve unprecedented commercial growth. HUT 3's strategy has undoubtedly set a new benchmark of excellence for ABM programmes within our business. Their commitment has been exemplary, epitomizing teamwork and partnership at its finest."

Nancy Harlan, *Vice President, Account-Based Marketing*, **UiPath**

UiPath, a leader in robotic automation technology, enlisted UK marketing agency HUT 3 to create an innovative global 1:1 ABM at scale programme aligned to key target accounts and aimed at driving revenue growth.

The campaign targeted board-level executives across strategic accounts and net-new logos in the AMER and EMEA regions via highly personalized value propositions designed to showcase how UiPath's solutions could reduce costs, streamline operations, and drive digital transformation. HUT 3 developed a robust framework that accelerated the campaign's deployment and provided a sustainable platform for UiPath's future ABM initiatives.

Following a three-month phase to plan and develop their delivery framework, over the past 12 months HUT 3 have delivered 1:1 ABM campaigns to 25 global accounts at staggered phases throughout the year. For each account, they delivered the following within just four weeks: account insight research and workshops; creation of individual account ABM Messaging Playbook; and the development and launch of Automation Station and engagement assets.

Thanks to HUT 3's strategy and personalized creative assets, UiPath was able to engage target accounts swiftly and successfully through 1:1 and 1:Few campaigns. The programme enabled UiPath to exceed all objectives and to ultimately achieve a 47% increase in turnover (target 40%) from existing accounts plus net-new accounts landed. The campaign yielded an extraordinary 3,200% ROI on a relatively modest budget, and earned HUT 3 a perfect satisfaction rating from UiPath.

19. Most commercially successful campaign

SILVER:

Peak Performance Campaign by The Think Tank for Phi Partners Exceeds £20M Pipeline Target

The "Peak Performance" campaign, for fintech consultant Phi Partners, was designed to launch a new 'Platform as a Service (PaaS)' support package to a global banking customer and prospect base, who used the Summit software platform, targeting 130 technology leaders across 85 banks from the Far East to USA.

The campaign goals were to educate the audience on the benefits of moving Summit to the cloud, inform them about the Phi 'PaaS' solution and benefits, create a pipeline of £20m from four sales qualified leads and raise Phi brand awareness within the financial sector.

Through an ABM approach over three months, the campaign combined traditional direct mail with email, paid social and thought leadership content to great effect. The outcome exceeded expectations in terms of pipeline and delivered a significant increase in brand awareness, demonstrated by the growth in web traffic during and post campaign.

HIGHLY COMMENDED:

Demand More by Stein IAS for Juniper Networks Cuts Media Spend While Achieving 51% Revenue Growth

Is it possible to cut your demand media spend and still grow revenue by 50%? It is if you "demand more" by completely pivoting your media strategy. Juniper Networks faced the challenge of building brand awareness in the enterprise networking market to take share from incumbents like Cisco.

Juniper made the bold move to triple its media investment, pivoting spend from demand to brand. The bold, empathetic "Demand More" campaign opened the aperture with a smart media strategy using high-reach video across linear TV, streaming and digital, complemented by sports sponsorship. The Aston Martin F1 sponsorship was a masterstroke, providing prominent branding to a C-suite audience.

The campaign exceeded expectations – brand sentiment improved 74%, likeliness to consider rose 69% and website traffic increased 53%. Ultimately, this delivered a 51% increase in enterprise revenue over 15 months.

20. Best limited budget campaign

GOLD:

Sustainable Print Design by Navigate B2B for Park Communications Delivers 9.3x ROI and 750 Global PDF Downloads



TESTIMONIAL

"The campaign has had a multiplier effect on lead generation, has been greatly appreciated by existing clients, and has hugely impressed industry partners. We consider the book and supporting digital thought pieces to be highly competitive assets, and suspect that the true impact of the campaign as a brand awareness and customer engagement piece far outweighs measurable KPIs. Based on the current trajectory, the improvement we've experienced in inbound lead generation and sales from this campaign is projected to continue for several years."

Alison Branch, *Managing Director*, **Park Communications**

Navigate B2B Ltd believes the best marketing content should be of such value and utility that businesses would be prepared to pay for it. "Sustainable Print Design" put this theory to the test. Park Communications Ltd, their client since 2019, is a high-end printer of brand marketing, corporate print, fine art and indie magazines.

Print buyers ask a huge range of questions about sustainable printing – but there is often a knowledge gap between the initial 'wish list', and the desired budget and results on press. Following 3 years of highly successful digital content marketing by Park, it was decided to make a splash in the industry with the first ever printed book on the topic sustainable printing.

This technically demanding, multichannel campaign began with 12 months of research, incorporating information design to convey complex, detailed information wide-ranging audience personas. This would generate leads by anticipating buyers' research needs, and reinforce Park's reputation as an industry thought leader, and a UK-leading sustainable printer.

The campaign delivered the expected successes, with over 750 PDF downloads, on 6 continents. QR code scans show an active global readership, and the print version is now stocked by 2 UK retailers and 2 university libraries. The launch on April 25th was coordinated with magCulture, an industry partner, with a PR exclusive secured with DesignWeek, producing a major influx of enquiries and downloads. The free PDF was downloaded 184 times in the month of launch – a more than 10-fold increase on Park's prior 12-month average of 17.1 marketing leads per month.

20. Best limited budget campaign

SILVER:

CRASH Christmas Card Appeal 2022 by SLG for Crash Charity Boosts Donor Numbers and Revenue

CRASH is a national charity that supports homelessness charities and hospices with vital construction projects. SLG supported CRASH on their 2022 Christmas Card Appeal, a campaign that has been running for several years and is a major revenue-driver for the charity.

They worked on a pro bono basis to enhance the campaign in 2022. Simply put, their aim was to do two things - increase the quantity of high-value donors and increase the average value per donation. Achieving both would ultimately result in increased revenue.

By launching a new, more emotive creative concept through an expanded list of trade media, and combined with a highly targeted digital campaign, SLG exceeded all campaign objectives – increasing the number of donors, growing the average donor value, and generating more revenue than the previous year.

BRONZE:

Art of the Possible by Omne for Ball Corporation Drives 22% Sales Growth

Omne created the "Art of the Possible" campaign for Ball to demonstrate the limitless creative potential of beverage can designs using special effect inks. The campaign aimed to inspire beverage brands by showcasing how innovative inks like day-glo, thermochromic, and glow-in-the-dark can enhance consumer engagement and appeal.

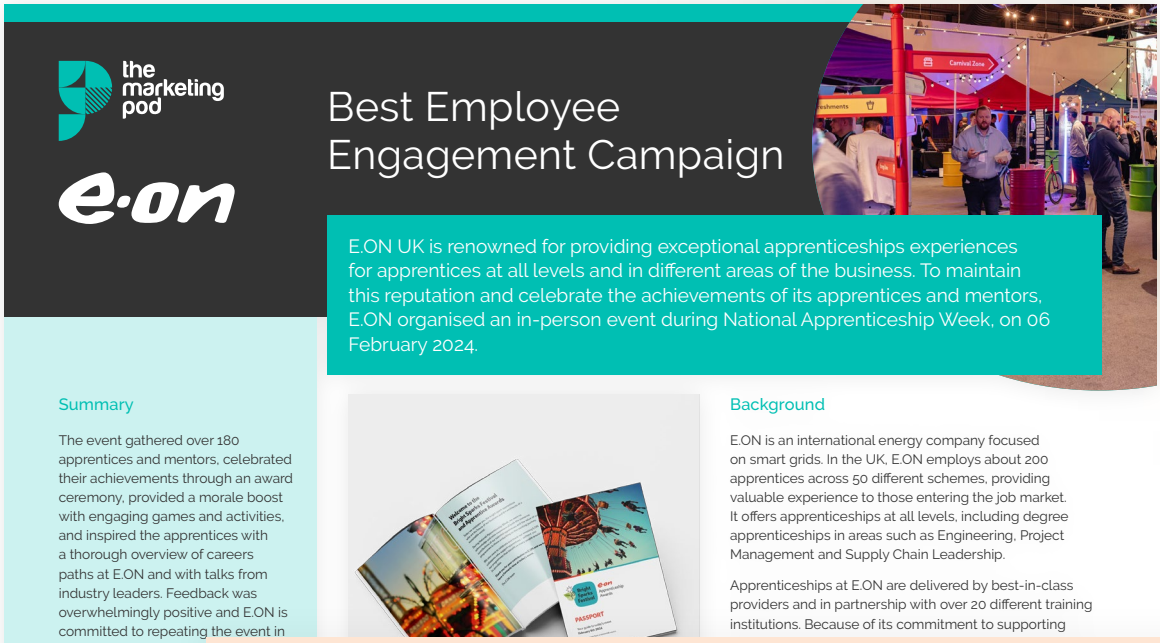
Despite operating on a limited budget of £28,000, the campaign achieved remarkable success. With a strategic mix of digital platforms, social media, trade media, and augmented reality (AR), it reached a broader audience than Ball's usual procurement targets - art directors, agencies, marketers, sustainability officers.

The initiative not only highlighted Ball Corporation's commitment to sustainability with infinitely recyclable aluminum cans but also strengthened its leadership in the sector. The campaign resulted in 42 new national account wins and a 22% growth in net sales value in top existing national accounts, demonstrating an amazing ROI - down to the success of the campaign and lead-hungry sales force.

23. Best employee engagement campaign

GOLD:

E.ON Bright Sparks by The Marketing Pod for E.ON UK Boosts Engagement and Retention



TESTIMONIAL

"The Bright Sparks event was a huge success and we couldn't have done it without the expertise and enthusiasm of The Marketing Pod. Because the Pod is an integrated agency we were able to do all the planning, designing and content creation through them. We're delighted with the event and we're already planning for the next one."

Kesar Mann, *Learning and Development Consultant*, **E.ON and E.ON UK**

E.ON UK is renowned for providing exceptional apprenticeships experiences for apprentices at all levels and in different areas of the business. To maintain this reputation and celebrate the achievements of its apprentices and mentors, E.ON organized an in person event during National Apprenticeship Week, on 06 February 2024.

The event gathered over 180 apprentices and mentors, celebrated their achievements through an award ceremony, provided a morale boost with engaging games and activities, and inspired the apprentices with a thorough overview of careers paths at E.ON and with talks from industry leaders. Feedback was overwhelmingly positive and E.ON is committed to repeating the event in the years to follow.

The Bright Sparks event was a huge success, with 180 guests in attendance. The event received overwhelmingly positive feedback. Based on feedback, attendees expressed a desire to hear more direct stories from apprentices, including neurodiverse success stories, and to have more talks from businesses at future events.

Bright Sparks successfully celebrated E.ON's apprentices, highlighted their diverse roles, and inspired all who attended. The event demonstrated the value of apprenticeships and showcased the bright future of E.ON's workforce.

23. Best employee engagement campaign

SILVER:

We're Here for You by Radish for Zonal Elevates Employee Engagement and Differentiates Brand in Competitive Market

How do you create an awareness campaign that employees will truly engage and align with? Easy – make them the stars of the show… A family business for more than 40 years, Zonal is the UK's leading hospitality technology provider. But with the hospitality industry hit by the cost-of-living crisis and a host of lookalike competitors coming to market, Zonal found it increasingly hard to secure buy-in from apprehensive operation managers.

They needed a campaign to set themselves apart from these competitors, showing decision- makers why they're the brand to trust in the space. This led to "We're here for you", a campaign that paints actual Zonal support staff into the back of typical hospitality scenes to show just how their people-first tech and 'always by your side' approach is the best the market has to offer.

Featuring real Zonal staff members and highly original camouflage body art, the campaign was something entirely new in the space, drawing unparalleled buy-in from internal employees and giving them a fully aligned, redefined product sell.

BRONZE:

Agile Marketing Training and Transformation by Bright for Informa Markets Boosts Event Revenue by 123% and Attracts Record Attendance

Informa Pharma's marketing team identified the need to transform their approach to enhance productivity and marketing performance. To address this, Bright developed an agile marketing programme aimed at empowering Informa Markets' marketing teams to work more efficiently and effectively, ultimately increasing revenue through improved audience engagement.

The programme included comprehensive training and activation of agile methodologies across marketers and leadership. Delivered by Bright's certified trainers, the ICAgile certified training was highly relevant, interactive, and engaging. It provided a robust understanding of agile marketing principles and best practices and identified practical use cases within the Informa workflow.

Learners were supported with practical tools, an easy-to-use playbook, and a set of resources. Ongoing coaching, feedback, and support ensured teams felt confident in applying their new skills to real-life scenarios and during pilot programmes. The impact was significant. The Pharmaceutical marketing team achieved their best-performing event, increasing ticket revenue by 123% year over-year and attracting nearly 54,000 attendees — the highest ever.

24. Best international campaign

GOLD:

Connecting the Dots by Capgemini Doubles Average CTR, Igniting Europe-Wide Dialogue Among Government Leaders



JUDGING PANEL COMMENT

"A very comprehensive entry and evidence of strong strategic thinking throughout the campaign's plan and execution. It shows a deep understanding of the target audience, which has fundamentally contributed to the success of this campaign. There was a clear articulation of the issues faced when targeting a niche audience with a complex offering."

Capgemini's offer was notoriously complicated. Their audience is as elusive as panthers in the night. The solution they came up with changed their brand perception worldwide. Collaborative Data Ecosystems for the public sector are as complex as they sound.

The target audience included a few thousand government leaders who could shape data policy, but they: worked behind anti-marketing firewalls; lacked titles that were easy to identify and target; were spread thin across the continent and spoke a variety of languages

Capgemini was fishing in a vast, dark pond, with Collaborative Data Ecosystems for bait. Their solution - "Connecting the Dots" - turned a complex data solution into an intuitive no-brainer. They combined a groundbreaking pan-European research report; an irresistible ad campaign and a novel targeting approach into a vast, global-multilocal campaign that reached over a thousand government data leaders across Europe.

Within weeks, the results were clear – their CTR was approximately double the industry average. Then the media picked up on the report. Articles began popping up in one country after another. Across Europe, a conversation on data sharing in government was in full bloom. And Capgemini was at the center.

24. Best international campaign

SILVER:

DemandXpert by Extu for Dell Technologies Boosts EMEA Channel Sales with 100% Partner Participation and End-User Demand Surge

The DemandXpert program was launched to drive awareness and demand for Dell Monitors and PC ecosystem across EMEA through selected Dell channel partners to their end users. The program consists of monthly email and social media campaigns in language, for partners to deploy co-branded.

Both the partners and Dell see huge value in consistent marketing campaigns that are created to the highest standards with simple execution methods.

The DemandXpert program has delivered:

- Value throughout the channel ecosystem.
- Partner enablement and education.
- End user engagement & demand.
- Closed loop sales reporting.
- 100% Partner participation - sending monthly campaigns – a unique statistic vs industry averages.
- Full language support - dedicated language marketing consultant per region.
- Support across the partner ecosystem.

BRONZE:

Shocked by Man Bites Dog for GHD Positions Brand as Thought Leader

The polycrisis of 2023 placed the energy sector at the nexus of the most severe disruptions impacting the world. Global professional services firm, GHD challenged Man Bites Dog to position it as a thought leader in the energy space and a trusted industry advisor in this time of disruption. The business needed a campaign that would raise brand awareness in growth markets and shift perceptions in established markets.

Man Bites Dog identified the opportunity to shift the global conversation from the impact of the crisis on households to its impact on the net zero transition, championing the perspective of those in the eye of the storm: the C-Suite of the world's biggest energy companies. Their pioneering campaign - "Shocked" - revealed that the global energy crisis led to a $203 billion hit to energy project investment between 2020 and 2022 and decelerated the sector's transition plans by an average of six years.

Debuted at the 2023 Reuters Global Energy Transition event in New York – and showcased at COP28 in Dubai – "Shocked" positioned GHD as a thought leader on the state of the energy crisis, igniting conversations with industry partners and prospects on the role of resilient infrastructure in de-risking the transition.

25. Best product or service launch

GOLD:

The Consumer Advisory Collection by True for KPMG Delivers 9 Million Impressions and 23% Revenue Growth



JUDGING PANEL COMMENT

"The agency understood the challenge and delivered the unexpected, with an attention-grabbing launch campaign that managed to make a corporate consulting brand appear 'fresh'. The results were extremely impressive and the campaign achieved a great return on investment."

In a stressed market, where retailers were feeling the effects of an economic slowdown, KPMG ran a campaign to relaunch its Consumer Advisory Services – its range of consultancy services that support consumer-facing enterprises with everything from consumer insights to cost restructuring and supply chain optimisation.

Known for more traditional accounting and audit services, KPMG had restructured its consultancy offering for consumer businesses and relied on this campaign to build trust and affinity with organizations that wouldn't typically consider KPMG as a strategic advisor. And it did. How? They went against the grain in professional services, focusing on memorable advertising rather than thought leadership.

They used the concept of a KPMG product range, echoing the design style and language of consumer advertising to showcase KPMG's consumer advisory services. They demonstrated that they understood consumer businesses rather than saying it, with the aim of raising a wry smile and a sense of recognition/ kinship.

In doing so, it drove unprecedented reach (9 million impressions) and engagement; achieved CTRs 480% higher than industry benchmarks; achieved website traffic targets three weeks into a five-month campaign; increased opportunity volume by 11% and increased the value of new project opportunities by 68% Increased revenue by 23%.

25. Best product or service launch

SILVER:

Making Imaging Elementary by Velo B2B for Oxford Instruments Drives YoY 9% Revenue Growth

The "Making Imaging Elementary" campaign marked a significant achievement for Oxford Instruments with the launch of its new Unity Detector. The objective was to build a pipeline, displace competitors, and accelerate sales by initiating and supporting conversations within the market. Targeting a niche market is challenging, academic and industrial nanoscientists are notoriously hard to reach and unresponsive to quantitative research.

Insights from a campaign research shaped the final campaign approach, leveraging key influencers and strategic media placements, ensuring that the audience could see themselves and their work in the messaging and the creative. It needed to appeal to hearts and minds without being trite or cliché.

The campaign objectives were described as "difficult to pull off" by Head of Marketing Communication and Lead Generation, Fiona Macrae, but she proudly reflects that "the results speak for themselves", with organizational revenue lifting by 9% year-on-year. It also established market awareness among niche influencers and in pivotal journals.

BRONZE:

Unfold the Wonder by Ogilvy UK for Samsung Electronics UK Generates 25.9 Million Impressions and 12.5:1 ROI

In an increasingly competitive foldable smartphone market, Samsung needed to solidify their ownership and convince SMB audiences to consider the new Galaxy Z Fold5 and Z Flip5. Ogilvy UK's "Unfold the Wonder" campaign went beyond incremental product enhancements, tapping into the human desire to stand out.

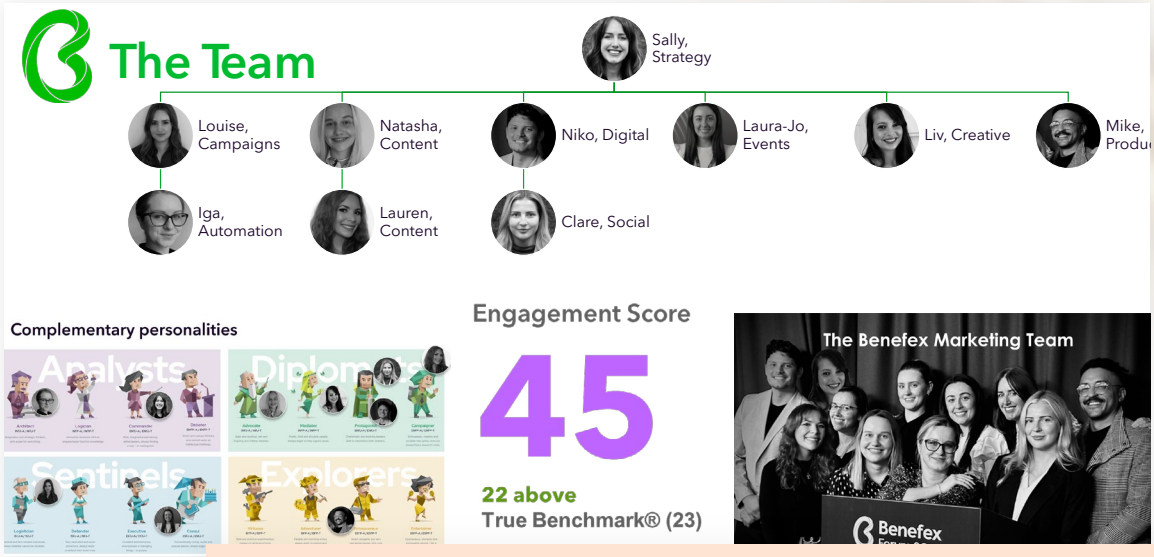
A hero video and SMB-specific social cut-downs piqued their audience interest, and the rest of their integrated campaign revealed the productivity-enhancing features across digital, Spotify ads and paid search. Partnering with publisher Business Insider, they featured SMB influencers to showcase our foldables' real-life business impact.

This campaign positioned Samsung as the leader in foldable phones for business, achieving 25.9 million impressions (51% above target) and boosting brand familiarity by 4.5%. Key decision-makers engaged with high-impact articles, leading to a 22% increase in brand preference and a 14% rise in purchase consideration. The campaign drove 65.5k site visits (120% above plan) with a strong ROI of 12.5:1.

26. B2B marketing team of the year

GOLD:

Benefex Marketing Team Achieving £50 Million Revenue Milestone with 64% Lead Increase and 37% New Business Sales



JUDGING PANEL COMMENT

"For a small team the amount they managed to affect positively was impressive. From ABM, Brand, Lead generation as well as internal engagement and collaboration – all impressive individually, but to positively affect all was a huge achievement. The results were impressive – and they hit ambitious targets to support the business in its commercial objectives."

The team has transformed the marketing function at Benefex from reactive studio to proactive brand and demand powerhouse. While every person is exceptional in their own right, they have achieved more together than the sum of their skills.

In the past 12 months, this team exceeded every target set for them to meet incredibly challenging business targets, so that Benefex could achieve its strongest growth ever and become a £50 million turnover company for the first time.

Last year, in a difficult market for tech companies, Benefex set itself ambitious goals: to achieve £50 million revenue for the first time; increase new business revenue; and go to market with two significant new products to a newly defined ICP that focussed on global enterprises.

The results are impressive: 37% of all new business sales are now generated directly from marketing (up from 15%); 99% of opportunities created in the current financial year have marketing influence; they've generated more leads than at any time in the last 20 years (up 64% just last year); and all members of the team have won internal quarterly awards.

26. B2B marketing team of the year

GOLD:

System C Unifies Five Brands into One, Enhancing Market Efficiency and Driving Marketing Transformation



JUDGING PANEL COMMENT

"A great example of how to leverage an opportunity to evolve as a team to drive marketing performance. By recognising the need to create new roles and capabilities and focus on creating a one team culture, System C has created a strong foundation from which they can continue to build future success."

Following the investment of CVC Equity Partners in 2021, System C underwent a business transformation and in March 2023 appointed its first Chief Marketing Officer, Clare Jones.

At the time System C was operating under five brands: System C, Liquidlogic, CareFlow Medicines Management, Clevermed and Oxford Computer Consultants. This meant there were five teams all marketing to the same audience with different messages.

System C's focus on the UK healthcare and local government markets meant that operating in this way was confusing and inefficient. They couldn't present their full offering or maximize our influence on new opportunities.

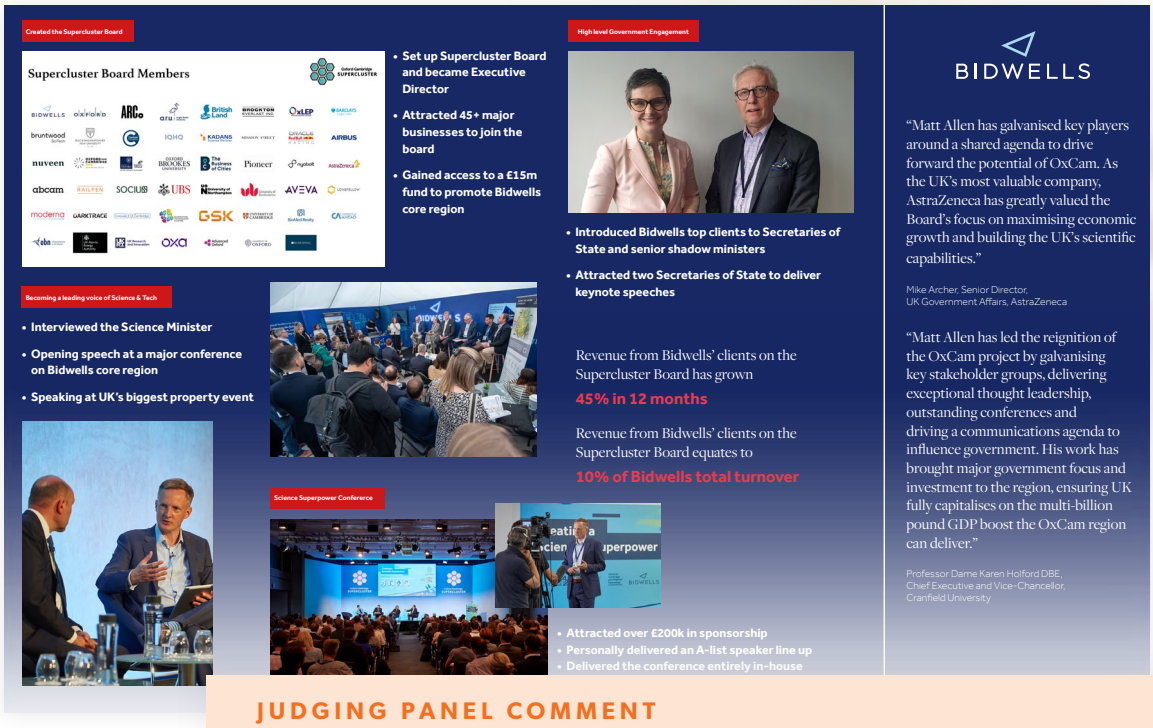
Therefore, between August 2023 and March 2024, five teams transformed into one, with each person having a clear role and focus. They introduced new roles to maximize specialist expertise in brand, communications, demand generation and digital.

They invested in marketing technology to deliver one connected brand journey, rebranded all companies to System C, and started organizing their biggest ever user conference which took place in May 2024. The team took this transformation in their stride, embracing the changes and their new roles, becoming a strategic partner in the organization and welcoming the opportunity to work as one team.

27. B2B marketer of the year

GOLD:

Matt Allen, Bidwells, Drives 45% Revenue Growth



JUDGING PANEL COMMENT

"It's clear that Matt has a broader strategic and commercial impact on the business, which is exactly what we need B2B marketers to achieve in order to uplift the segment. Professional services are extremely tough to stand out in, but Matt has helped Bidwells find their niche."

Matt has revolutionized Bidwells' market position, putting it at the heart of a £60bn opportunity for the UK economy. Matt's visionary leadership has transformed a multi-award-winning marketing campaign into the groundbreaking Supercluster Board.

He now leads this government backed and internationally recognised industry group that unites over 45 global science and technology leaders, world-class universities, and investors managing over £3 trillion in assets - many of Bidwells' most valued clients. This strategy has elevated Bidwells (a £60m business) into this highly attractive sector beyond its multi-billion global competitors.

Seeking ways to stay ahead of the competition Matt created a role in his team to explore new technology and innovation. This led to Bidwells becoming an early adopter of AI and winning the inaugural Best use of AI at the B2B awards. Using AI to save the team 190 days work and an ROI of £180k.

Matt has reshaped Bidwells' charitable activity, creating a multi-year headline partnership to sponsor the MDUK Town & Gown 10ks in Oxford and Cambridge. Attended by tens of thousands these events have elevated Bidwells' brand and market perception across its core markets. Matt has also joined MDUK's organizing committee for the charity's annual property dinner, raising over £650,000 from the event.

27. B2B marketer of the year

SILVER:

Hannah Tyler, Sprinklr, Achieves 128% Increase in Marketing Pipeline Contribution

Hannah Tyler, just 5 years into her marketing career, is blazing a new trail for women in B2B Marketing. Collaborative, creative, detailed and more than anything else, she is driving significant commercial impact for Sprinlkr with a 128% increase in marketing pipeline contribution.

Hannah's superpower is her ability and determination to bring teams together. She has transformed the power-dynamics in the relationship between sales and marketing, shifting it from what was once a tactical MQL generator, to a highly integrated, strategic function driving a global ABM programme, with support from her agency partner Seeblue, delivering value from lead to opportunity to deal closure.

Trust is the word of the day, whether you talk to sales leaders or marketing, her innate ability to inspire this, in a male dominated industry, at such a young age, is what sets Hannah apart as a true change maker.

BRONZE:

Nicola Clarke, Virgin Media O2 Business, Elevates BAU Performance and Martech Consolidation

VMO2 has gone through immense change over the last few years - merging two giants of the UK telecoms industry through a joint venture. Such change brings huge challenges, with marketing being one of the functional areas facing unification.

Nicola Clarke's role leading and managing the Marketing Operations team has had to repeatedly adjust throughout team and organizational restructures, platform and system consolidations, leadership change, process and workflow changes plus plenty more, all whilst providing nurturing leadership and industry leading marketing operations support.

The BAU performance lifted and on top of that, the entire martech stack, for the newly formed organization, has been successfully audited, analyzed, consolidated and relaunched, all within the space of a year. Her achievements are truly outstanding.

28. B2B marketing agency of the year (UK)

GOLD:

The Think Tank Achieves 47% Client Growth and Unprecedented Recognition



JUDGING PANEL COMMENT

"Despite being 30 years old, the Think Tank feels like a modern agency, focused on continuously learning and adapting. Great initiative with The Think Tank Academy, both for staff and clients. Strong client growth and above average retention rate. Great examples of client campaigns that have delivered results. Very impressive list of accolades - top awarded agency. Strong financial performance and plans for growth."

The Think Tank is an internationally recognised, fully integrated B2B Marketing and PR agency, and marked 30 years of exceptional service in 2023. Their team of over 45 talented 'Thinkers' leverage diverse skills and experiences to provide strategy, branding, content, campaigns and more for their clients.

United by a passion for the work they do, they thrive on crafting the right strategies to build brands, increase revenues, launch products and influence perceptions, finding great satisfaction in the success of our efforts. This year has been exceptional for The Think Tank, marked by a strategic transformation and 47% client growth.

As the most awarded agency in 2023, with 64 nominations and 19 wins, their international client support has propelled them into new sectors such as the Green Economy and AI. Through an investment of £85,000 in team development, alongside comprehensive wellbeing initiatives, their team's satisfaction is evident, with an approval rating of 95% and 96% saying they would recommend working at The Think Tank.

In 2023/24 They've boldly reinvented themselves, refreshing their brand, culture and business strategy. Dedicated to their clients and exceptional team, they look forward to the next 30 years.

28. B2B marketing agency of the year (UK)

SILVER:

Brands2Life Generates 17% Growth and Record Profits

2023 was a landmark year for Brands2Life as they became part of Paritee, a Scandinavian comms holding company. As a consequence of this, and their EOT status, everyone received, on average, a year's salary at no cost to themselves and they set forward on a very exciting next chapter.

Despite the tech downturn (their key sector) they grew 17% during the period, achieved record profits and won over £3m in new business. Their Top 20 clients each bought at least three of their eight core services and overall they grew by 15%.

Crucially their staff and customer satisfaction surveys scored them higher than ever with a 75 NPS score. They also raised their game even more in ESG notably, training over 100 disadvantaged young people through Family Action's HeadStart programme and making major strides on their journey to net zero.

BRONZE:

Publicis Pro Drives Client Growth and AI Innovation

Publicis Pro has enjoyed an extraordinary year. Not only have they launched a new brand, grown clients, extended their community reach and launched an AI tool, they've brought over 50 employees along for the journey. At the core of this has been questioning what a B2B agency is and what it should stand for.

Their answer is that they should know business, love business and celebrate business. Today, they outwardly demonstrate their enthusiasm and expertise for business in everything they do. And while finding their extraordinary positioning is a neat way to sum this up – the roots of it run deep.

Publicis Pro is now the creative, strategic, influential and commercial hub of B2B within the world's biggest agency network, working with some of the biggest brands on the planet, with the best business marketing minds in the industry.

HIGHLY COMMENDED:

Vested Builds People-Centric Agency with 100% Employee NPS and PR Week Recognition

At Vested, they are on a mission to shape a better financial services system. They partner with change making financial institutions to deliver work that matters. They're building an agency fit for the future of finance, putting people and culture at the heart of their growth ambition.

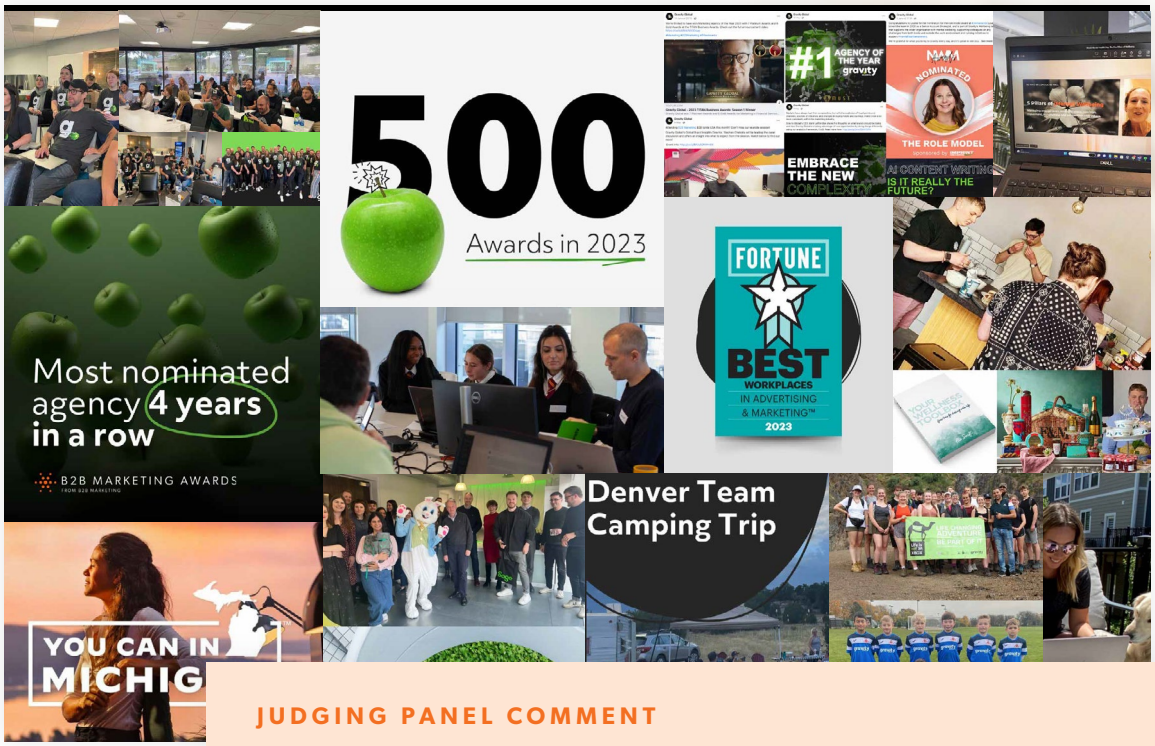
The last year has been a standout one in their six year history in the UK. They are proud to have been recognised as a Sunday Times Best Places to Work 2024, to join the PR Week Top 150 for the first time and to have expanded their leadership team with new hires and promotions.

They are particularly proud of NPS scores - 100% from the team and 96% from clients. They've launched new initiatives to broaden the industry talent pool and to support the industry through their community network.

29. Global B2B agency of the year

GOLD:

Gravity Global Achieves 78% Pitch Win Rate and Long-Term Client Retention



JUDGING PANEL COMMENT

"Outstanding entry across every part of the judging criteria: strong FAB framework, realignment of global offering, client set score and retention, outstanding creative work, financial performance and employee programme."

We live in a world where change and disruption are the norm. It can be intimidating, but in the right hands change can lead to new opportunities. And it's the people and B2B brands with the vision and influence to harness change and positively shape our world's future that Gravity Global admires the most.

But they also recognize the challenges that B2B businesses and their marketing teams face in taking their ideas and innovations to market - predicting demand as consumption patterns change, influencing hard-to-reach target audiences as communications channels proliferate, and making best use of data, AI and automation to drive efficiency and effectiveness.

And, despite being the main driver of the global economy, the challenges and barriers B2B brands face in accessing truly integrated specialist marketing services and expertise which can deliver their needs at a global scale. And so, they have purpose-built Gravity Global with the fearless ambition to lead as the world's most admired B2B agency.

The results are impressive, including high client satisfaction and retention of an average of seven years. The APT Group/Swarco, The Credit Services Association and Optex Europe have all been clients for over 20 years.

29. Global B2B agency of the year

SILVER:

Transmission Celebrates Decade of Growth with New Client Wins and Expanded Services

In their 10th year of global operations, they continued their quest to elevate the role marketing plays in driving business growth, both for clients they've worked with for many years and for young, innovative scale-ups with huge potential.

Globally, they won 24 new clients, including the likes of Qualcomm, Google and NetApp, and grew existing clients further internationally such as Salesforce, Microsoft, HP and ADP. They continued their industry thought leadership and drive to elevate the professionalism of their industry by creating original B2B research and speaking at forums such as the Cannes Lions Festival, LinkedIn conferences, Adweek (US) conferences, and B2B marketing events.

They launched multiple new services designed to provide greater insight to support their clients' marketing planning, substantiate their strategies, and apply a more scientific approach to measuring the clients' end-to-end programmes.

They also rounded up their 10th birthday with a huge set of celebrations, gathering staff from around the world together at local events in five different countries to look back at how far they've come – from start-up in 2013 to the world's largest independent global B2B marketing agency, all organically with no investment or acquisitions.

Grand Prix Winner

The 7 Wonders Challenge" by Travelport Sets Record, Drives 6X Lead Growth and Boosts Global Brand Awareness



TESTIMONIAL

"The aim of the 7 Wonders Challenge was to create a campaign that put our platform, Travelport+, to the ultimate test by booking the most challenging trip we could think of, showcasing the amazing things that travel agents can do with modern retailing tools. And the results speak for themselves. The 7 Wonders Challenge achieved incredible results across our brand attribute scores, a 6-fold increase in new leads and enquiries as well as a 42% increase in new bookings on our platform. It was a campaign that truly got the whole world talking about B2B Travel Software."

It takes teamwork to make a crazy campaign dream work. At Travelport, the 7 Wonders campaign was their biggest ever integrated campaign, so it's no surprise it touched almost every department, including PR, Brand, Commercial Marketing, Sales, and Internal Comms.

They wanted to create a big moment to showcase their tech to the world in an entertaining, relatable way. And their goals? To grow product adoption among their existing travel agency user base, drive more leads and improve consideration.

From their key driver analysis research, Travelport knew certain brand attributes drive up to 4X consideration. So, they set out to improve brand attribute scores for perception in these areas versus their competitive set. They targeted an uplift in aided awareness scores globally as Travelport has the smallest market share in the category

This Campaign was the ultimate product test, designed to launch their new modern retailing platform, Travelport+. The challenge was to get one traveler to all seven wonders of the world in under seven days. They worked cross functionally — and with agencies — to pull off the biggest stunt travel retailing has ever seen. And, set a new world record to boot.

About B2B Marketing

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

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

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

What can we do for you?

Our dedicated marketing and media solutions team can help you:

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

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

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

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

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

Our products

ELEVATION AWARDS FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

MARTECHOPIA FROM B2B MARKETING

THE B2B MARKETING PODCAST FROM B2B MARKETING

PROPOLIS FROM B2B MARKETING

PROPOLIS COMMUNITY INDEX FROM B2B MARKETING

PROPOLIS TRAINING FROM B2B MARKETING



Learn more about partnering on B2B Marketing's report and awards, contact:

Rachael Lyon
Global Senior Account Manager,
B2B Marketing
+44 (0) 7014 4932
+1 332-216-1615

rachael.lyon@b2bmarketing.net
b2bmarketing.net