EARNEST



Expect the Unexpected

Category: **B2B marketing agency of the year**

Agency: **Earnest**

Supporting material supplied: **1 x A2 presentation board**

Summary

Word count: 150

Safe is not safe

Earnest started life in 2009 – with a clear mission to chase out the humdrum in B2B marketing.

For us, doing what we do has never been about settling for okay. Nor box ticking. Nor making up the numbers.

Instead, it's about wanting to do something altogether special for our clients – that really makes a difference to their business, and bottom line.

It's about thinking harder and more creatively to develop campaigns and content that can't be ignored. Because in our minds playing it safe in such a noisy marketplace isn't actually the safe option – it's the riskiest.

Fortunately, our clients have not only shared that belief, but reaped the rewards too. They've come to expect the unexpected from Earnest. And some pretty extraordinary results.

In the last 12 months alone, Earnest has…

- Won some great new clients including London Business School, Vodafone, British Land, Walgreens Boots Alliance and the National Employment Savings Trust
- Built a global B2B marketing 'centre of excellence' delivering global campaign toolkits for a number of international B2B brands
- Grown a strong Behavioural Economics practice, including unique Intellectual Property and bespoke B2B research methodologies
- Designed, created and launched actual products into the market under the Earnest Labs banner
- Launched a successful and innovative Events offering: bringing Earnest creativity into the too-often staid world of B2B events.

The year in numbers

40%
revenue growth

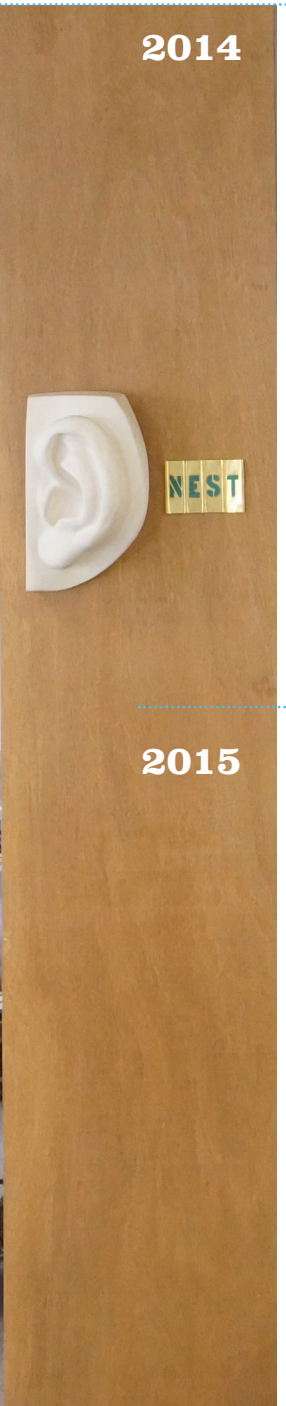
25%
increase in profit

30%
increase in headcount

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



A year in review



2014

July

New WIN! Earnest appointed to develop new campaign to promote the truly fascinating strategy consulting company iSQCUARE (yes, that's how it's actually spelled).

Earnest hires! 2

Aug

New WIN! High impact direct marketing campaign for accounting software rising star xero

Summer party – Earnies Go Ape in the New Forest.

Earnest hires! 2

Sep

New WIN! New campaign for AdTech wizards appnexus

Earnest creative guru Rory Muldoon wins the hotly contested shutterstock PIXELS OF FURY design competition.

Oct

New WIN! Launching Europe's most prestigious office development for British Land

New WIN! Global launch for innovative start-up insightBee

Nov

Earnest presents the keynote at B2B Marketing's 'Emotion in B2B'.

Awards frenzy – Awarded B2B Agency of the Year by B2B Marketing and the MI Awards (Sore heads all round).

Earnest hires! 1

Dec

New WIN! Appointed to create a 'first of its kind' global content and inbound marketing programme for vodafone

Social initiative – Earnest releases SlideShare compendium This is the Year That Was in B2B.

Christmas party – Nokia phones, brown envelopes and kidnappings galore.

2015

Jan

Behavioural economics hits the road! Earnest presents to 'all hands' marketing and sales teams at i2i Events and leading professional services company Grant Thornton

Earnest hires! 2

Feb

Earnest launches in Paris and Tel Aviv. Bonjour and Shalom.

New WIN! ORACLE asks Earnest for a touch of innovation and spark to liven up its events profile and presence.

Mar

New WIN! Earnest appointed as lead creative agency to launch the new Auto Enrolment campaign for National Employment Savings Trust (NEST) nest

Earnest hires! 1

Apr

New WIN! Content and inbound marketing programme for outsourcer RR DONNELLEY

Develops fundraising campaign for bounce back. charity

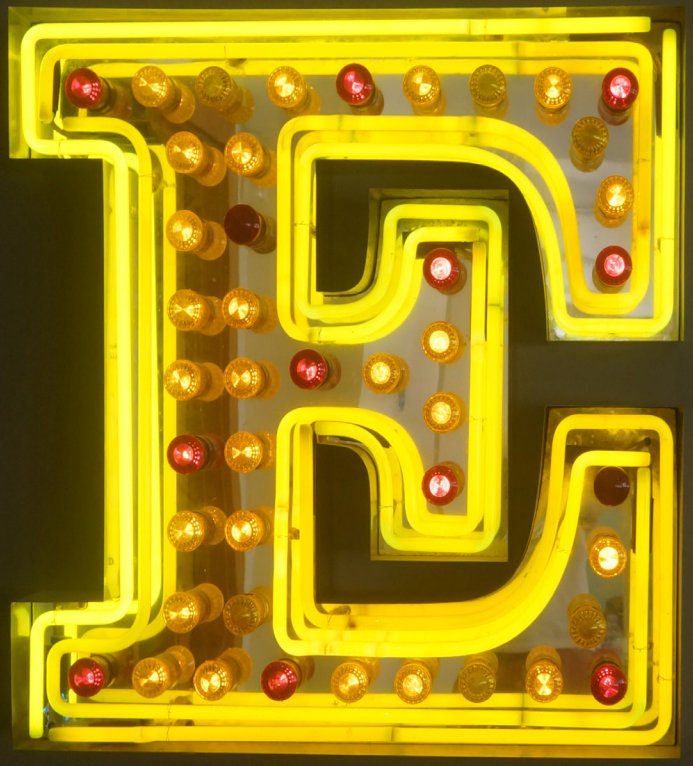
Earnest hires! 1

May

New WIN! Appointed lead agency by London Business School following a thorough selection process.

Jun

New WIN! Internal and external comms campaign for Walgreens Boots Alliance



Earnest – never resting on our laurels

Complacency is a very dangerous thing. We're our own toughest critic, so we keep pushing ourselves, and our clients to do better and better work.

This means every day we have the tough job of not doing the 'safe' option. This year has been our best yet in terms of delivering campaigns, websites and brands that cut through, engage and grab attention.

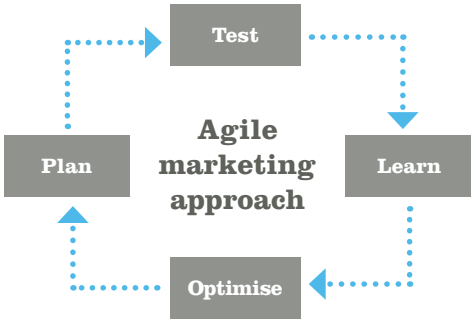
On the following pages are a few of our favourite examples from the last 12 months. Enjoy.

InsightBee creates a buzz

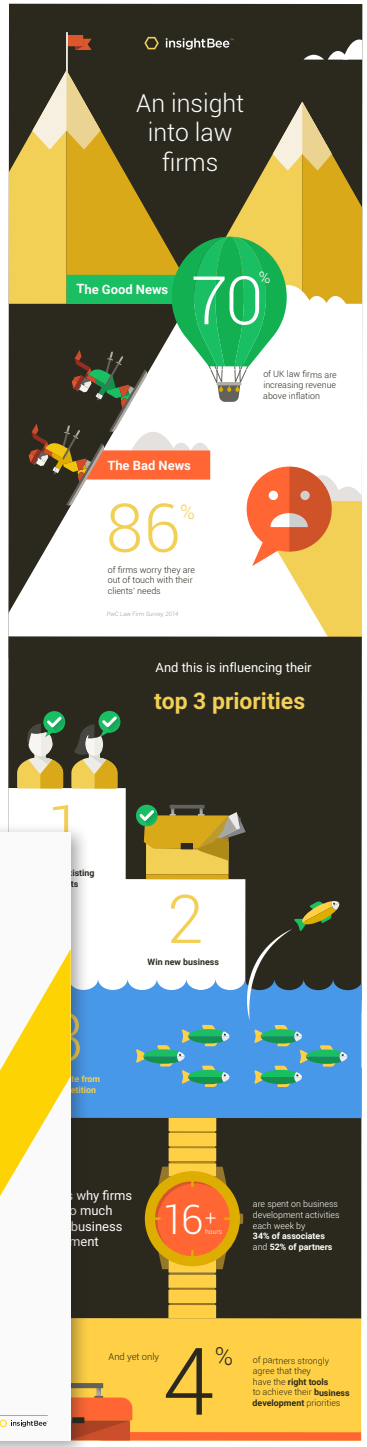
Objectives
Launch a brand new bespoke research service, increase awareness and drive sales.

Approach
A fully integrated inbound and outbound marketing programme.

Results
- 250+ leads in first 4 weeks alone









Example content:
www.youtube.com/watch?v=HDeaqJUNgtg





Making ready business, mean business with Vodafone

Objectives

To build and implement a global content marketing strategy and framework.

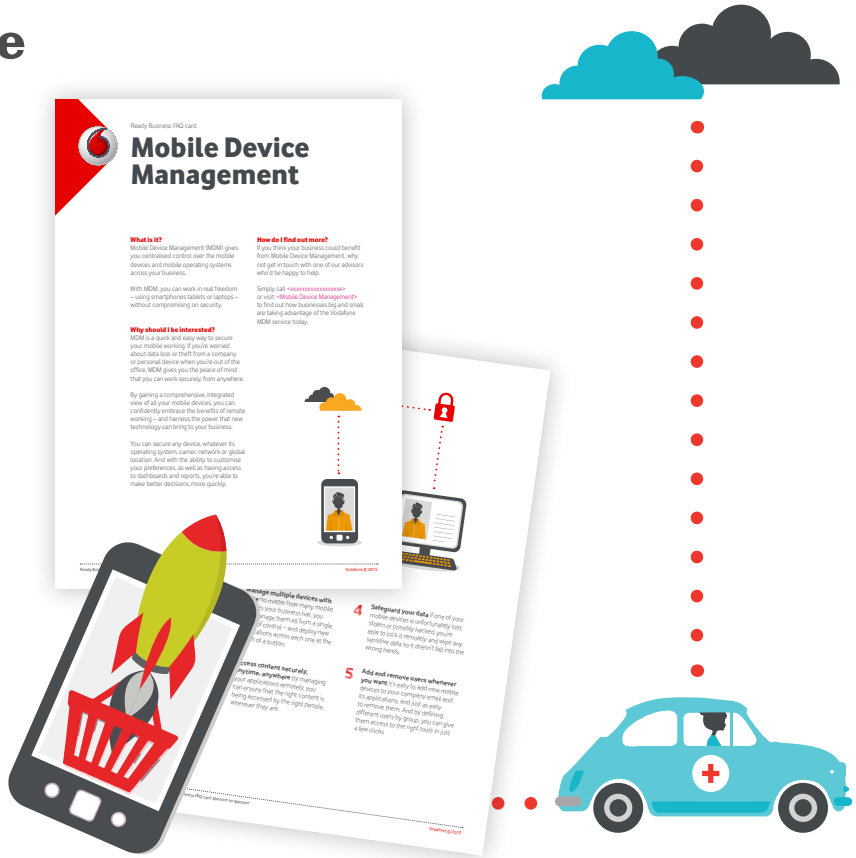
Approach

We developed a global toolkit and execution guide supported by local workshops to embed the best practice approach.

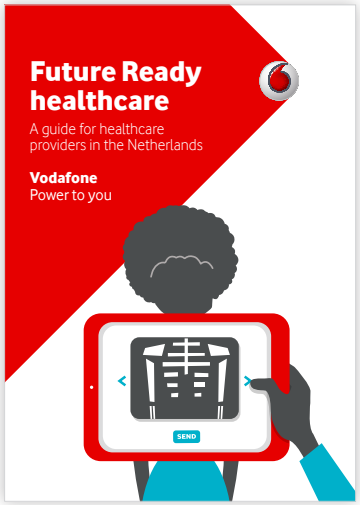
Results

- 76 assets created across two regions in eight weeks
- Piloted in Ireland and the Netherlands. Now being rolled out worldwide based on success

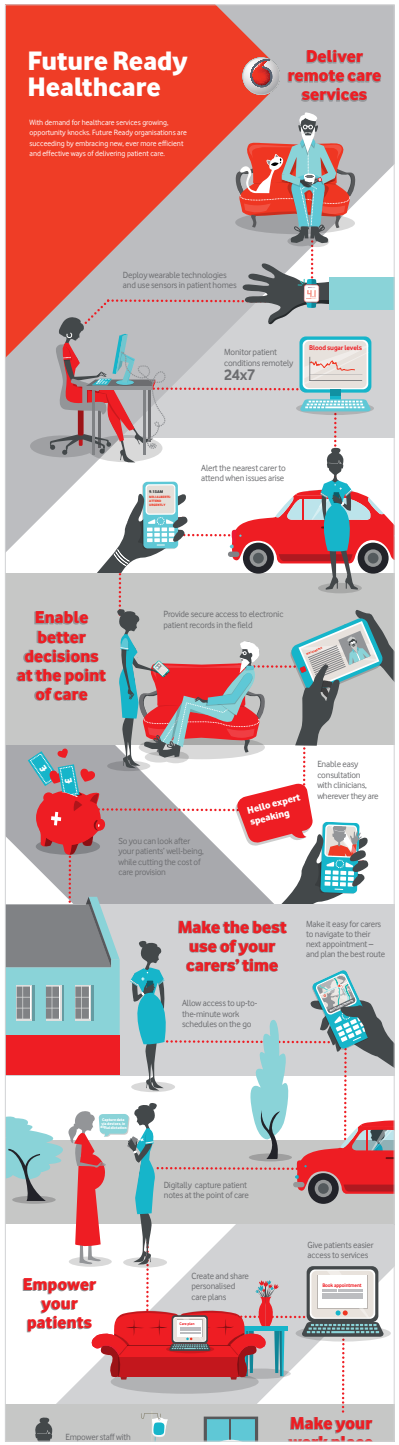
Example content:
www.vodafone.ie/small-business/retail











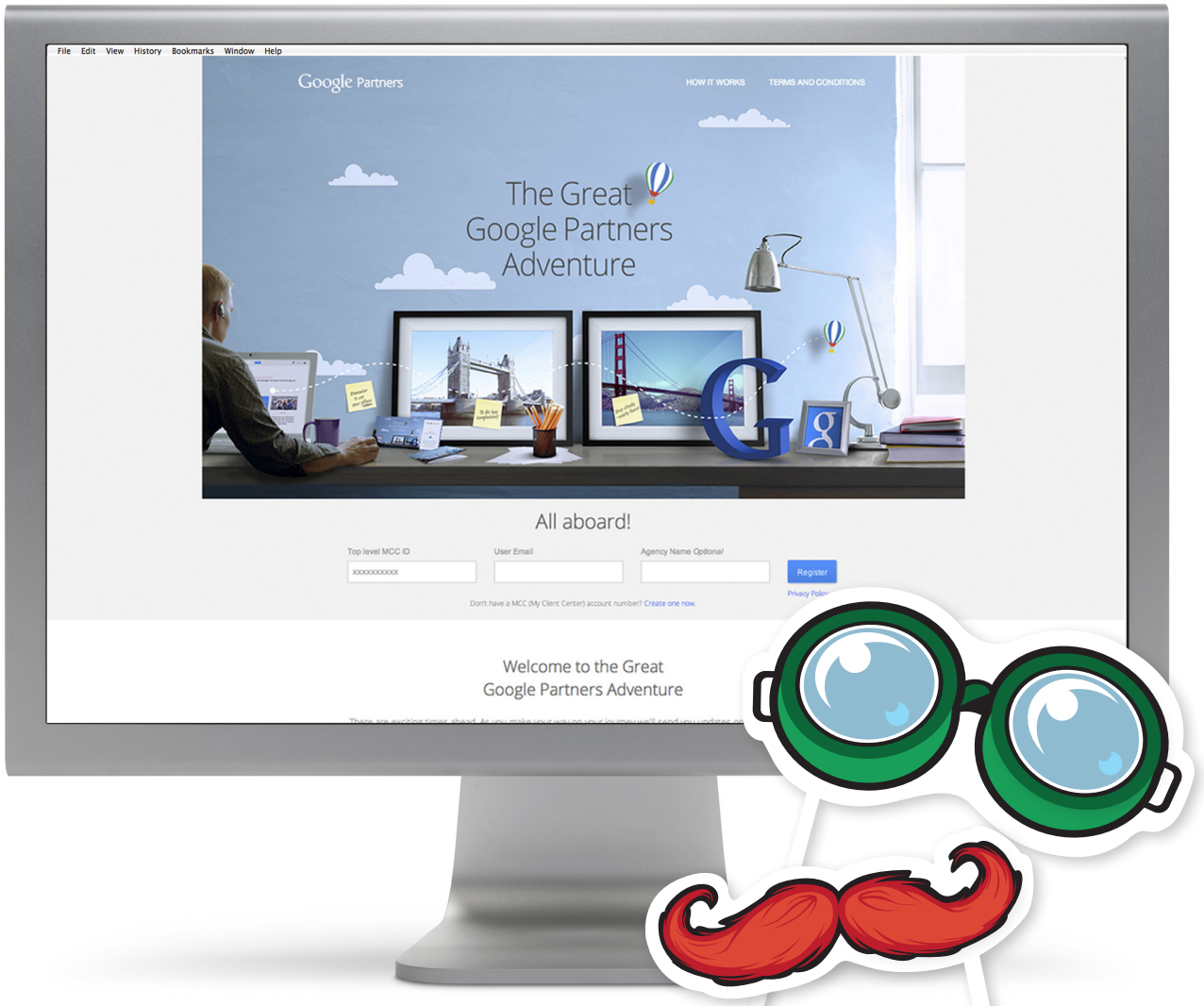
Engaging high-flying Google Partners with a sense of adventure

Objectives
Launch the Google Partners programme and create a buzz.

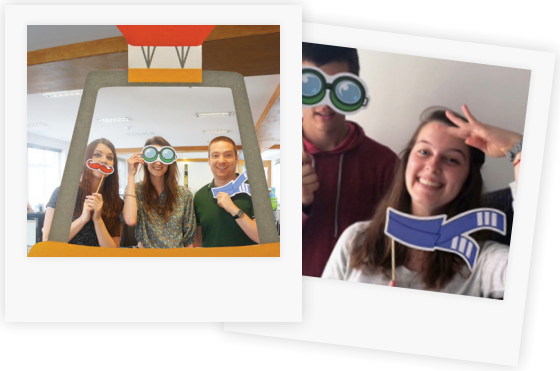
Approach
A multi-channel competition that would take agencies on a journey to AdWords expertise and commercial success.

Results
- 300% revenue increase Y-on-Y
- 600+ agencies signed up
- 55% increase in social media engagement

Microsite:
www.partnersadventure.withgoogle.com









Livingbridge brings success stories to life

Objectives

Create an engaging way to showcase the broad range of businesses that Livingbridge has invested in over the past 20 years.

Approach

Distil the intricate stories of key Livingbridge clients into unique works of art.

Results

The artworks are now proudly displayed throughout the Livingbridge offices, serving as inspiration for clients and employees alike.



Inov-8



ScriptSwitch



Staffline



Crew Clothing Co.



TravelJigsaw

Enabling Misys staff to connect the dots

Objectives

Bring to life the new Misys brand, embedding the new values in an engaging way.

Approach

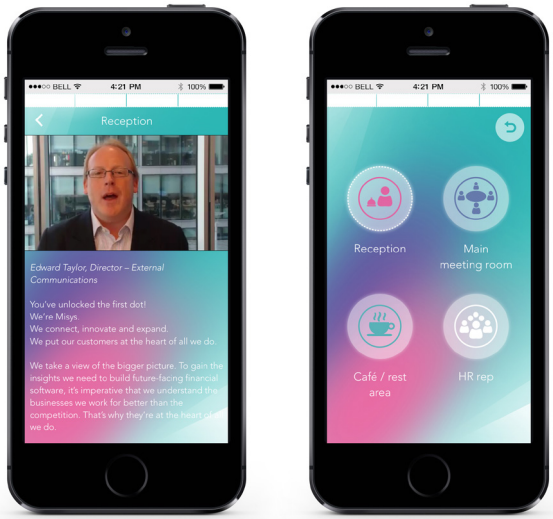
Developed a 'Connect the dots' smartphone game, using iBeacon technology, to enable staff to take an immersive trail around Misys offices worldwide - unlocking new content about the brand along the way.

Results

- 855 Connect the Dots app journeys taken
- 679 entered the competition
- 70% of Misys employees subsequently said they felt confident or very confident explaining the new brand

Case study video:
www.youtube.com/watch?v=rYDgs7oHtw0







Oracle owns the day at HR Tech Europe

Objectives

Leverage position as a top sponsor to drive conversations and build awareness with over 1,000 senior HR leaders.

Approach

High profile on-the-day event tactics, social media activity and original content used to help Oracle own the event.

Results

- #OracleAndyAsks is the #1 cool thing to see and do at HR Tech
- 750 qualified leads, 150+ generated by Oracle's Coffee Break Cut alone
- Oracle had the highest social reach at the event. At times, 4x more than its cometitors

















Evalueserve creates a platform for the future

Objectives

To strongly position and differentiate Evalueserve to propel its growth in the global professional services market.

Approach

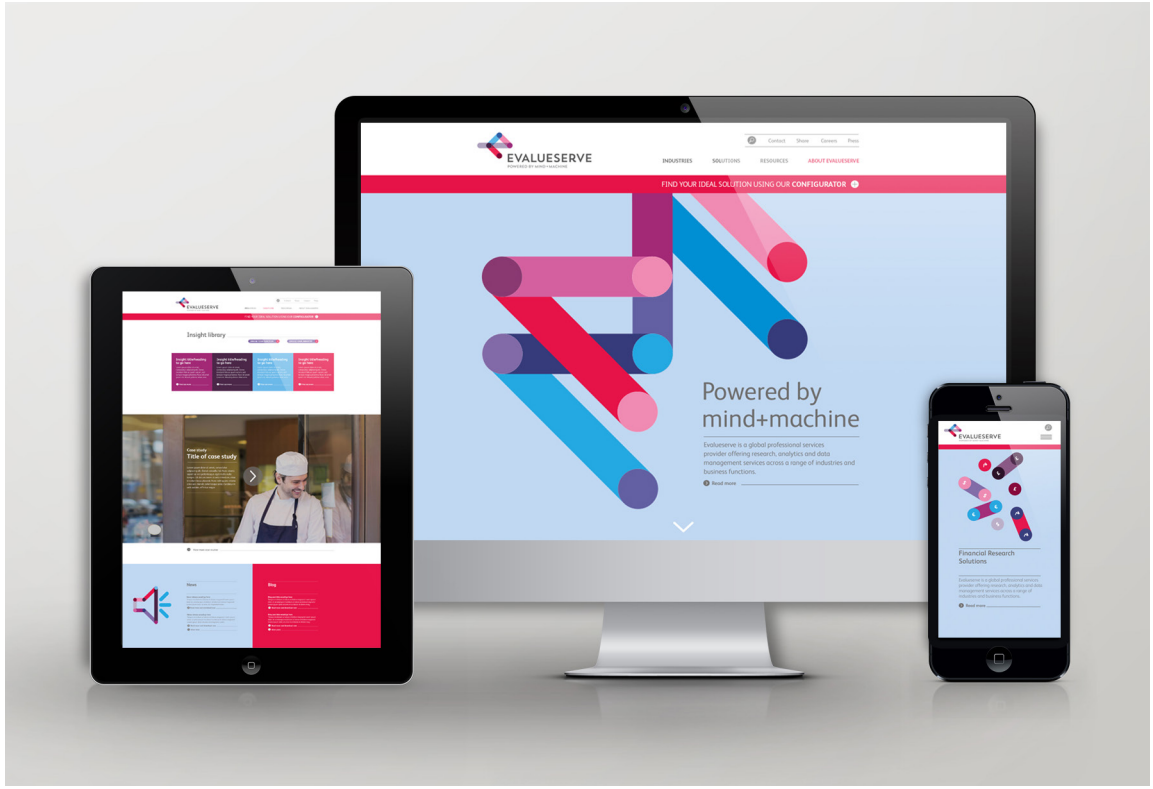
Developed a new positioning platform: 'Powered by Mind+Machine' – brought to life with a modern, flexible visual identity – and backed by an internal brand engagement programme.

Results

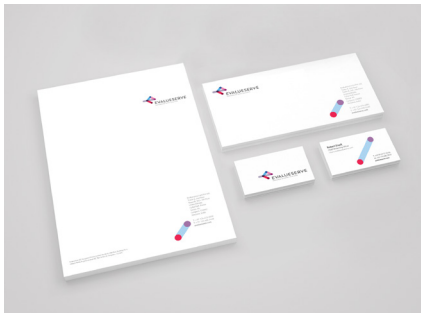
- Launched in Summer 2015

Experience the brand at: www.evalueserve.com

EVALUESERVE
POWERED BY MIND+MACHINE













What the people who matter say



"The 'Connect the Dots' brand game was fantastic. It was a great way to get staff engaged and excited – and to give them a consistent brand story to share with clients and contacts worldwide. But its biggest strength was in the way it landed the new brand – it was absolutely spot on."

Nicola Hamilton,
Director of Corporate Communications, Misys

Mohammad Abdool-Raman
Channel Marketing Manager, Canon UK

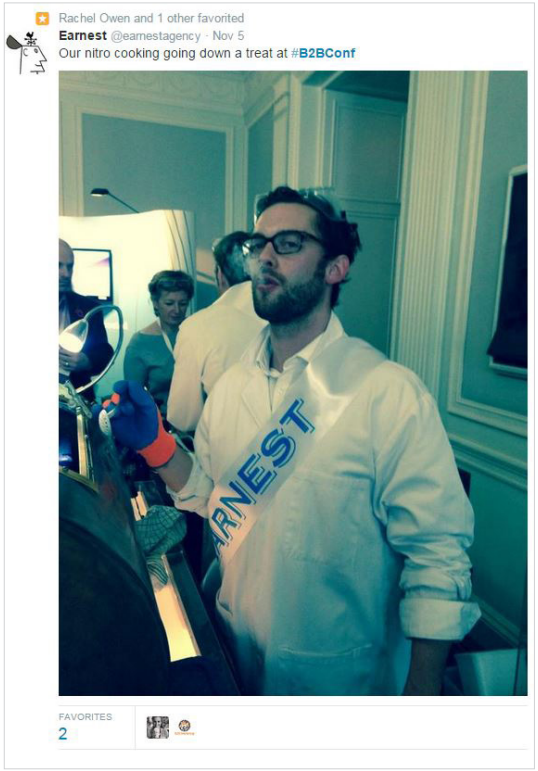
"The Meet the Team campaign played a key role in supporting Canon in its launch of MAXIFY in the UK and Irish market place. The DM Video Guide was a key part of this campaign. Through careful and calculated distribution at launch, we were not only able to create the required cut-through needed to support MAXIFY in its first few weeks in the intensely competitive business inkjet market, but it created much needed buzz to embed the MAXIFY messages in the mind of channel sales teams. A fantastic tool within a fantastic campaign."

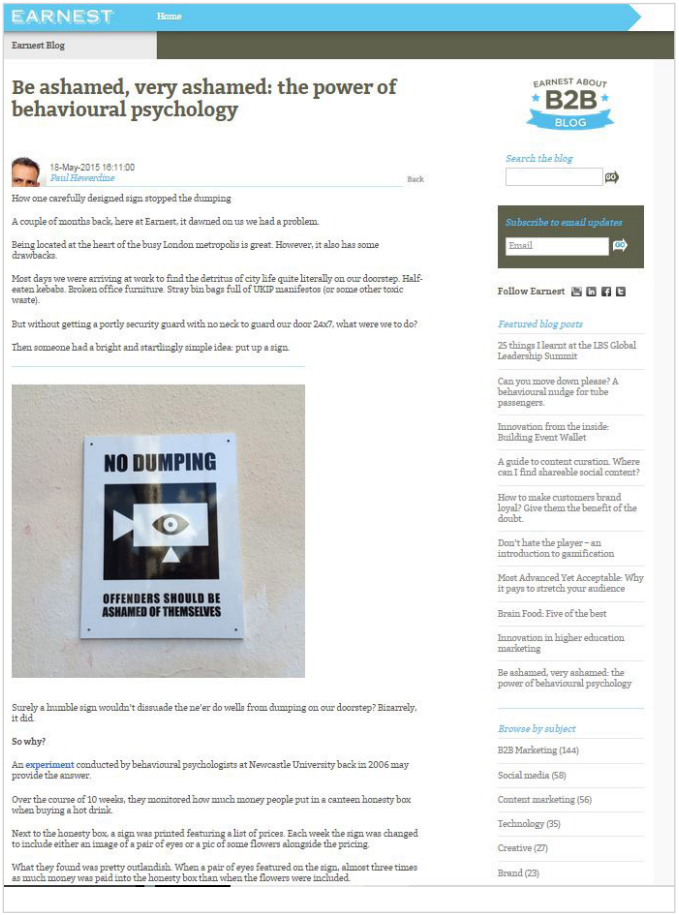




"Earnest contributed heavily to the successful launch of InsightBee. They understand the pulse of digital marketing, and have a highly creative and knowledgeable team that exceeded our expectations on every front. The outcome has been highly satisfying. Within four months of launch, we've achieved significant market traction. A survey of 150 mid-market enterprises in the UK revealed that 33% were already aware of InsightBee, which is amazing considering the timespan."

Manoj Madhusudanan
Managing Director, InsightBee









Always pushing boundaries

Bringing Behavioural Economics to life: At Earnest, Behavioural Economics has evolved from being a 'shiny new thing' to being at the epicentre of our agency. This year we've embedded it's thinking into every piece of work we've done and taken the thinking outside of the agency: lecturing far and wide to a B2B audience.

Why wait for a brief, when you can create one: This year Earnest created 'Brief Encounters' – an internal forum whereby we 'create briefs' – for real problems we see in the world, such as 'could there be an AirBnB for business?'. It's a great way to train our people, generate and share our creative thinking.

Branching into new industry verticals: B2B is not just tech and financial services. This year has been an exciting journey into the property, healthcare, education and automotive.

Upsetting the apple cart in the world of B2B events: This year, we launched our events offering. It went big, and most importantly it showed the world the B2B events could be more creative, interesting and impactful – and a little less formulaic.

Earnest Labs: Keeping us ahead of the curve in B2B marketing



Earnest Labs is a new initiative aimed at fostering innovation within the agency. Its aim is to keep us ahead of the curve in B2B Marketing, ensuring we always have something new and exciting up our sleeve both for ourselves and our clients.

Five Programmes

Creative Sandbox – A series of mini briefs that creatives and planners can work on to stretch their creative minds

Experiments – Testing new technologies and channels in a systematic way to share with the wider world

Blueprints – Business problems we have seen and our innovative responses to them

Products – Creating real, working MVPs of ideas that we can go out and sell as a product in their own right

Research – Producing a piece of research on an annual basis for the B2B community

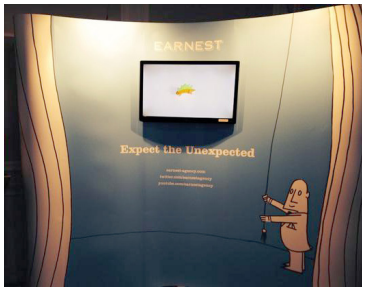
Event Wallet: www.event-wallet.com

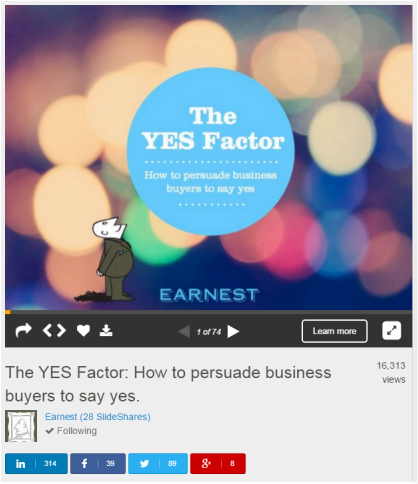




event wallet

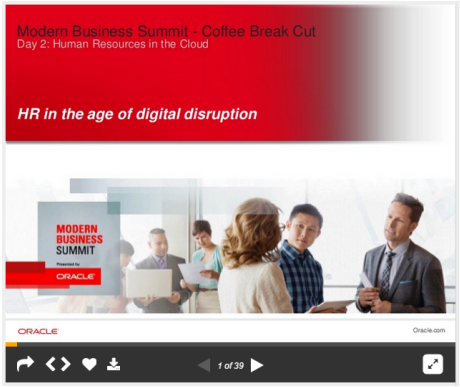
A new beacon based mobile app designed to change the way people collect and share content at events

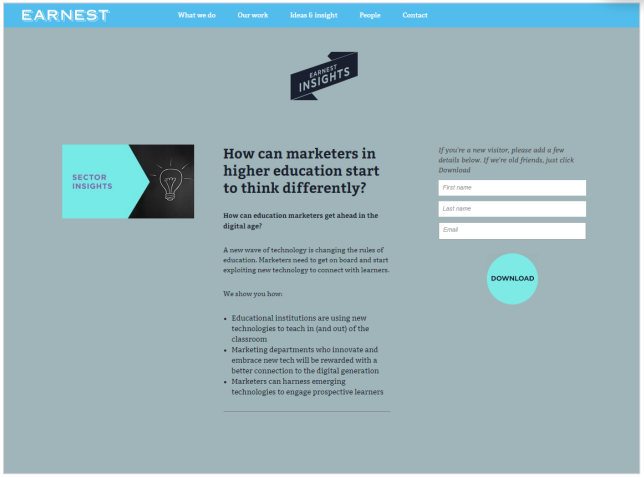


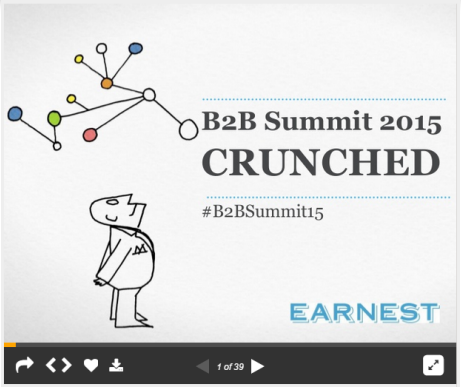












Lots to like and share

With already lots of B2B noise across all social channels and more arriving every day, our aim is to be a stand out voice amid the noise.

Events with a twist: We not only spoke at events but delivered a unforgettable experience for delegates with frozen, nitro treats.

What's in a "yes"? Continuing our exploration of the impact of behavioural science in B2B, our "Yes Factor" SlideShare analysed what makes buyers say "yes". It must have struck a chord, with over 16k views to date.

CaaS ('Crunched' as a Service): Our now famous event summaries have become a new, and valued product for clients and partners.

B2B blogging: Our steady stream of blogs covering a wide variety of B2B issues have generated over 4k unique views in a year.

From campaign insights to sector advice: our work for a higher education brand got us so excited, we decided to write a helpful guide for all higher-education marketers.

Giving a little bit back

This year, we've done a bit more than just raise some money for charity (although there's been plenty of that).

We realised that the best, most impactful contribution we can make is to apply the skills and experience we use for clients, to those who need it most.

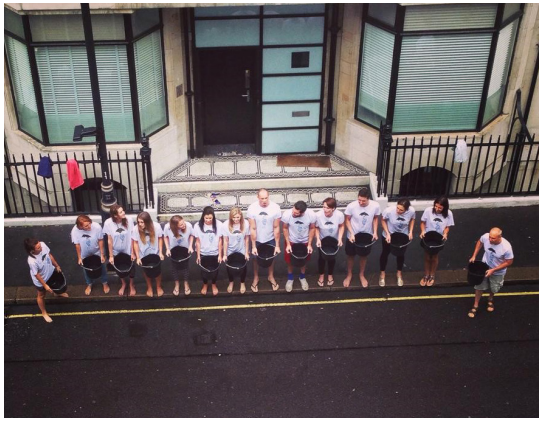
From branding a new charity Big 60 through to the marketing campaign for Bounce Back, the charity responsible for the rehabilitation of ex-offenders across London, we provided a quality Earnest service – gratis.

BIG 60 KICKING CANCER

bounce back.



Monthly cocktail fundraiser for Cancer Research



The big freeze! – ALS Ice bucket challenge



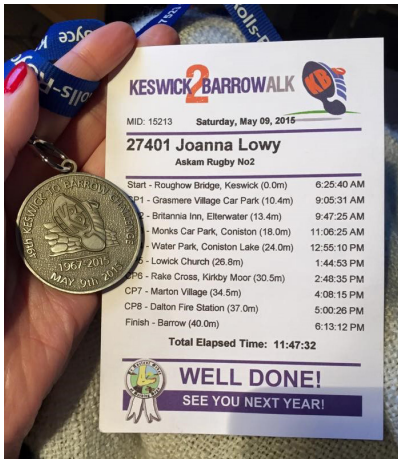
As if we need an excuse – Save the Children Christmas jumper day



Koins for Kenya – Rachel raising money for school desks



Sweet delights – Red Nose Day



JoLo putting her best foot forward



Wimbledon half marathon for Cancer Research



Catches win matches and raises money for the Rwanda Cricket Foundation



The Livingbridge project left footed trainers make it to the Limbless Association

They're Earnest through and through

Business growth isn't just about the numbers. It's more than that. We've done more than ever this year to help our people grow: giving them new opportunities, new excitements and new challenges. Life's never boring at Earnest.

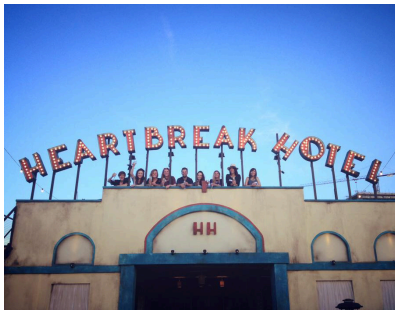




















Extra

- Performance bonuses
- Company pensions for all
- Childcare vouchers
- Cycle scheme
- Private healthcare for all

Curricular

Starter pack
Everything you need to know before your first day

TRIFLE get-togethers
A multi-layered delight, successful campaigns shared within the Agency

Client planning
Bi-annual sessions with clients to share innovations and future trends

Learnest
Informal educational sessions, given by suppliers or expert Earnies

First Aid and Fire training

Activity

Brief Encounter
A monthly get together, for groups to compete to solve a fictional brief – against the clock

SNAP
Monthly photography competition

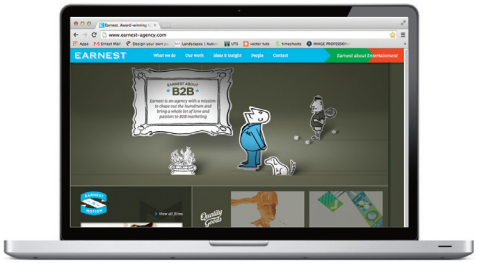
Friday nosh-ups
The last Friday of every month, everybody gets together for take away lunch on Earnest

The coveted Earnies awards
For those who go above and beyond

Give a Day Back
Paid day off to support a charitable cause

Kulcha Klub
Whether it's an immersive theatre experience in Waterloo Vaults or learning Italian; Earnest helps out with the culture budget

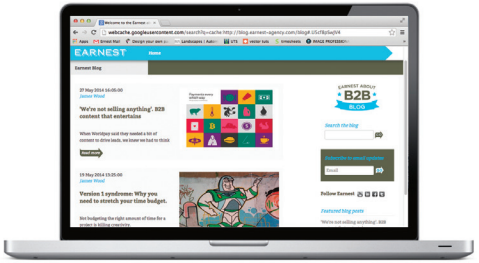
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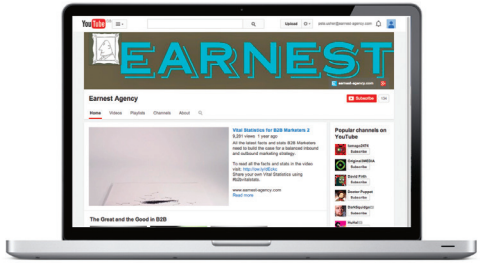
www.earnest-agency.com



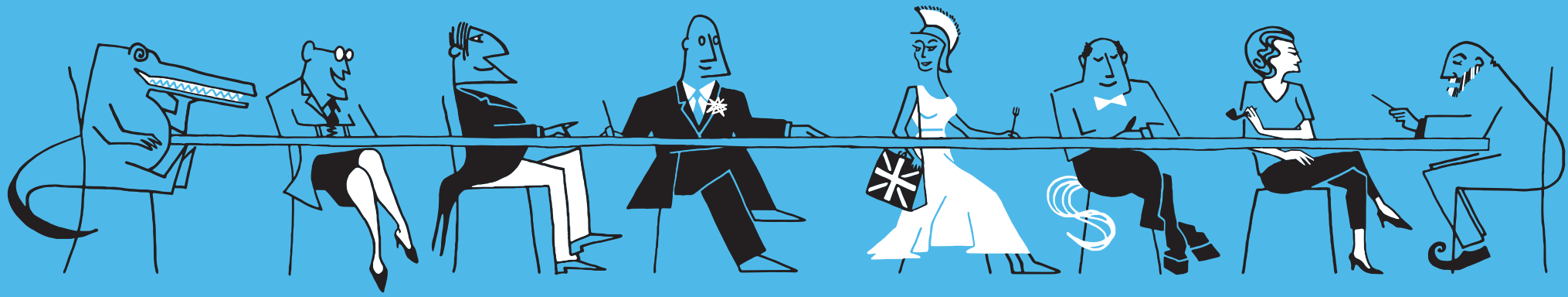
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youtube.com/EarnestAgency



Earnest: expect the unexpected