



# THE GIANTS OF B2B WINNERS

 B2B Marketing Awards 2020



## CATEGORY 1

Best multichannel campaign

**GOLD:** 'The world's first'  
for Kettyle Irish Foods (part of the Linden Food Group), by Really B2B

**SILVER:** 'The profit hunter'  
for Embraer, by Gravity Global

## CATEGORY 4

Best use of public relations

**GOLD:** 'Food fight'  
for Flipdish, by Fight or Flight

**SILVER:** 'The data literacy project'  
for Qlik, by Brands2Life

## CATEGORY 2

Best use of direct mail

**GOLD:** 'The world's first'  
for Kettyle Irish Foods (part of the Linden Food Group), by Really B2B

**SILVER:** 'A passport to the world's top online travel agents'  
for Karhoo, by Digital Radish

## CATEGORY 5

Best use of creative

**GOLD:** 'Pioneering the IntelligentEngine'  
for Rolls-Royce, by Ogilvy

**SILVER:** 'Shining a light on the black box of pharmacy benefits'  
for Truveris, by Earnest

## CATEGORY 3

Best use of live-event marketing

**GOLD:** 'Now at work'  
by ServiceNow

**SILVER:** 'Stealing the show'  
for Truveris, by Earnest

## CATEGORY 6

Best use of digital techniques or technologies

**GOLD:** 'The profit hunter'  
for Embraer, by Gravity Global

**SILVER:** 'Connected customer growth engine'  
for ServiceNow, by The Crocodile

**BRONZE:** 'Introducing the world's first immersive customer innovation experience for data information and solutions'  
by Experian

ORIGINALITY



## CATEGORY 7

Best use of social media or influencer marketing

**GOLD:** 'Ask the expert'  
by Intuit QuickBooks

**SILVER:** 'Small talk with Peter Jones'  
by Sage

## CATEGORY 10

Best use of customer insight

**GOLD:** 'The world's first'  
for Kettyle Irish Foods (part of the Linden Food Group), by Really B2B

## CATEGORY 8

Best use of content marketing

**GOLD:** 'Sustainability at the core'  
by DigiPlex

**SILVER:** 'FlightPlan: Charting a course for the future'  
for Inmarsat, by Ogilvy UK

## CATEGORY 11

Best use of thought leadership

**GOLD:** 'Radical regeneration manifesto' by Bidwells

**SILVER:** 'Opportunity2030: The Standard Chartered UN SDG investment map'  
for Standard Chartered, by Man Bites Dog

**BRONZE:** 'Welcome to the frictionless future'  
for Mastercard, by Earnest



CREATIVITY



## CATEGORY 9

Best customer experience (CX) initiative

**GOLD:** 'Connected customer growth engine'  
for ServiceNow, by The Crocodile

**SILVER:** 'Ricoh lounge'  
by Vodafone Business UK

**BRONZE:** 'Empowering experience'  
by Stein IAS

## CATEGORY 12

Best limited-budget campaign

**GOLD:** 'Radical regeneration manifesto' by Bidwells

**SILVER:** 'A passport to the world's top online travel agents'  
for Karhoo, by Digital Radish



## CATEGORY 13

Most commercially successful campaign

**GOLD:** 'Be unforgettable'  
for M&S Corporate Gifts,  
by Really B2B

## CATEGORY 15

Best channel marketing initiative

**GOLD:** 'Lenovo LEAP'  
for Lenovo, by Motivforce

**SILVER:** 'Dell Technologies cloud campaign'  
for Dell Technologies, by Silver Agency

**BRONZE:** 'For advisers on a mission'  
for more2life, by Moreish Marketing

## CATEGORY 14

Best sales enablement initiative

**GOLD:** 'Backup. Move forward'  
for Veeam Software, by Digital Radish

**SILVER:** 'For the high achievers'  
for HP, by Transmission

## CATEGORY 16

Best SME-targeted campaign

**GOLD:** 'Ask the expert'  
by Intuit QuickBooks

**SILVER:** 'The bridge'  
for Cisco, by Merkle | DWA

## CATEGORY 17

Best corporate decision-maker targeted campaign

**GOLD:** 'Be unforgettable'  
for M&S Corporate Gifts, by Really B2B

**SILVER:** 'Winning the hearts and minds of executives through account-based marketing'  
for ServiceNow, by The Marketing Practice



BRAVERY

INSIGHT



**CATEGORY 18** Best employee engagement programme

**GOLD:** 'Preventing a landslide: Steering employee engagement through a market crash with real-time data'  
by DNV GL

**SILVER:** 'Accenture's African Caribbean programme'  
by Accenture

**CATEGORY 21** Best brand initiative

**GOLD:** 'Superhuman'  
for MAN Truck & Bus UK,  
by Gravity Global

**SILVER:** 'Funding the wonderful'  
for Crowdcube, by Rooster Punk

**CATEGORY 19** Best international campaign

**GOLD:** 'ASEAN campaign – Connecting businesses to where the growth is'  
for HSBC, by Grey Advertising Hong Kong Limited + PHD Media

**CATEGORY 22** Best product launch campaign

**GOLD:** 'Dukes of Chippingdom'  
for Lamb Weston / Meijer,  
by Art of the Possible Agency

**SILVER:** 'The world's first'  
for Kettle Irish Foods (part of the Linden Food Group), by Really B2B

**CATEGORY 20** Best use of account based marketing

**GOLD:** 'HP Apollo'  
for HP, by Transmission

**SILVER:** 'Energising efficiency'  
for British Gas, by Really B2B

**CATEGORY 23** Best lead generation or nurturing campaign

**GOLD:** 'Be unforgettable'  
for M&S Corporate Gifts, by Really B2B

**SILVER:** '#GoldenQuarter' by PwC

**BRONZE:** 'Ingenuity4 the win'  
for Covance, by Stein IAS



CATEGORY 24

Best customer engagement initiative

**GOLD:** 'Get retail ready, responsibly'  
by Auto Trader

**SILVER:** 'Ask the expert'  
by Intuit QuickBooks

CATEGORY 26

B2B marketer of the year

**GOLD:** Kate Owen, director of GTM, industry and account-based marketing, Capita plc

**SPECIAL COMMENDATION:**  
Grace MacDonald, marketing manager, content and social, LinkedIn

CATEGORY 25

B2B marketing team of the year

**GOLD:** PwC

**SILVER:** DigiPlex

CATEGORY 27

B2B PR agency of the year

**GOLD:** Infinite Global

CATEGORY 28

B2B marketing communications agency of the year

**GOLD:** Transmission

**SILVER:** Stein IAS

CATEGORY 29

Grand Prix: Campaign of the year

**GOLD:** 'Dukes of Chippingdom' for Lamb Weston / Meijer, by Art of the Possible Agency

**SPECIAL COMMENDATION:**  
'Get retail ready, responsibly'  
by Auto Trader

STRATEGY



## GRAND PRIX NOMINEES:

**'Pioneering the IntelligentEngine'**  
*for Rolls-Royce, by Ogilvy*

**'Ask the expert'**  
*by Intuit QuickBooks*

**'Lenovo LEAP'**  
*for Lenovo, by Motivforce*

**'Preventing a landslide: Steering employee engagement through a market crash with real-time data'**  
*by DNV GL*

**'Superhuman'**  
*for MAN Truck & Bus UK,  
by Gravity Global*

**'Be unforgettable'**  
*for M&S Corporate Gifts,  
by Really B2B*



**Peter Young,**  
independent chairman  
and marketing consultant

Despite unusual working circumstances and practices, this year's judging was unchanged from previous years and the efficacy of the process was undiminished. The Zoom sessions attended by judges may have lacked the much missed human dynamic of being together in person, but there was consequently little ability to distract from the task at hand. Focused discipline was the order of the day.

Each judging team overcame the hiccups of technology with patience and good humour,

and knuckled down to the task with alacrity and enthusiasm. As in the past, these were long days of fastidious scrutiny.

Categories were well supported by a range of entries from a wide variety of industry sectors, reflecting an encouraging trend over the past few years. Unusually perhaps, many of the winners were voted on unanimously by judges, giving them a clear and well deserved Gold. By contrast, a few notable entries won by the narrowest of margins and, quite rightly, these provoked considerable discussion.

Overall, the calibre of entries, the clarity of the case being made, the supporting evidence provided and the presentation format were all at a high level.

As ever, my warmest thanks to each member of the judging panel without whom it would not be possible to undertake these awards. They gave so much of their talent, time and professional expertise in assessing and discussing the merits of entries. Their diligence and scrutiny was invaluable and, from a personal point of view, their energy, patience and good humour made my role much simpler.

On behalf of the judges involved, I thank all those who took the time and made the effort to participate with interesting and relevant entries and congratulate this year's winners who have earned their award in an increasingly competitive sector.





## JUDGES' SPECIAL MENTIONS

### **GOLD Category 22:**

Best product launch campaign

**'Dukes of Chippingdom'**  
for Lamb Weston / Meijer,  
by Art of the Possible Agency

It's not very often that judges are stuck at a crossroads, one of the most difficult decisions in their professional lives – is it going to be burger or chips?

The gold, however, needs to go to the entry that has demonstrated the clarity of their B2B marketing, from identifying their target audience, to reaching them by using the right channels, right tone of voice, right branding through to right results. After weighing their options, the judges have decided that the crispy gold goes to Dukes of Chippingdom.

### **SPECIAL COMMENDATION**

**Category 26:** B2B marketer of the year

**Grace MacDonald**, marketing manager,  
content and social, LinkedIn

We would have loved to have a second award to give to Grace MacDonald. We fully expect to see her win B2B Marketer of the Year in the future. Grace delivers campaigns that any B2B marketer would be enormously proud of: they're creative, distinctive, and always point back to clear business goals.

Congratulations, Grace. We can't wait to see a lot more of your great work in the future.

**GOLD Category 7:** Best use of  
social media or influencer marketing

**'Ask the expert'** by Intuit QuickBooks

They embraced the challenge of Covid-19 with a super-fast, hackathon-style response to help small businesses in a time of real uncertainty. The output was strong, highly relevant, and the use of influential people was highly effective. It easily scaled to other markets and the results are incredibly strong. This campaign should boost Intuit's trust and awareness score on a long-term basis too.

**GOLD Category 2:** Best use of direct mail

**'The world's first'** for Kettle Irish Foods  
(part of the Linden Food Group), by Really B2B

Really B2B served up an emotive multi-channel campaign to introduce 'The World's First' burgers, with a creative approach that embodied the heritage and passion of Kettle Irish Foods™ and GUINNESS®. The influence of the campaign is evident in the substantial results and revenue pipeline from breaking into new markets. Many congratulations.

**GOLD Category 18:**

Best employee engagement programme

**'Preventing a landslide: Steering  
employee engagement through a market  
crash with real-time data'** by DNV GL

The 'Preventing a landslide...' employee engagement initiative is a perfect example of why agility matters and the level of positive impact an authentic, timely and data-driven employee engagement programme can have on the business. The judges were highly impressed with the simplicity of the programme, timely execution and the results it achieved, despite all the challenges.

**GOLD Category 28:** B2B marketing  
communications agency of the year

**Transmission**

Transmission exemplifies excellence across all aspects of a marketing agency: from the strength of its client relationships, to its investment in talent, the quality of its work and – ultimately – the fantastic results it delivers for its customers. With an impressive growth trajectory, Transmission's focus on developing both its people and systems is clearly paying off. Congratulations!

**SILVER Category 25:**

B2B marketing team of the year

**DigiPlex**

The judges had great admiration for the 'DigiPlex, Sustainability at the core' marketing team. They illustrated how they truly transformed the relatively small brand, delivering results with common goals, and staying true to the purpose of the company, all as an integrated small team. The passion for the brand and the team spirit of all involved truly came across. Congratulations to the entire team involved. A worthy silver winner.



## THE JUDGES

To ensure the highest standards of integrity are maintained, the judging process is entirely independent from the management of the awards. An independent chairman, marketing consultant Peter Young, oversees the whole process, from approving judges to validating their verdict. Special thanks to this year's judges:

**Sally Adam,**  
*head of marketing, Sophos*

**Ashish Babu,**  
*CMO for Europe and UK,  
Tata Consultancy Services*

**Mark Baker,**  
*head of marketing operations,  
EMEA and APAC, Oracle*

**Emily Binning,**  
*UK head of brand  
and marketing, WSP*

**Lucy Birch,**  
*global strategic  
marketing leader, PwC*

**Nick Burbidge,**  
*leader, Deloitte*

**Sam Burns,** *director of  
marketing, KPMG*

**Jose Carmona Orbezo,**  
*head of marketing and  
product management,  
Axelos*

**Andrea Clatworthy,**  
*head of ABM,  
Fujitsu*

**Caroline Covill,**  
*UK marketing director,  
Willis Towers Watson*

**David Daniel,**  
*senior VP, marketing  
and communications,  
Mastercard*

**David de Smedt,**  
*VP of global marketing,  
THEO Technologies*

**Sarah Donnelly,**  
*marketing director,  
Blick Rothenberg*

**Sarah Douglas,**  
*director, EMEA brand  
marketing, Autodesk*

**Cat Dutton,**  
*marketing director,  
Atos*

**Nick Eades,**  
*chief commercial and marketing  
officer, HTEC*

**Simon Edward,**  
*VP and CMO, IBM*

**James Ellis,**  
*head of marketing,  
Certsure*

**Siobhan Ford,**  
*director, creative design  
and storytelling,  
Mastercard*

**Margaret Franco,**  
*CMO, Finastra*

**Justine Gillen,**  
*VP marketing and  
customer experience,  
Informa*

**Tracy Harrison,**  
*director of B2B marketing,  
BSkyB*

**Kevin Heighway Corcoran,**  
*senior manager of campaigns,  
BCLP*

**Jennifer Jackson,**  
*global B2B marketing  
communications and  
campaign leader*

**Susan McKay,**  
*CMO, TMF Group*

**Jon Moger,**  
*senior director EMEA marketing,  
Aruba, a HPE company*

**Rowan Neslen,**  
*UK head of marketing,  
BCG*

**Cara O'Nions,**  
*global marketing director,  
Bottomline Technologies*

**Kate Owen,**  
*director of GTM,  
industry and ABM,  
Capita*

**Danielle Regan,**  
*director of marketing  
and communications,  
Mace*

**Peter Richards,**  
*director of marketing and  
communications,  
Protolabs*

**Dan Roche,** *CMO,  
GDS Group*

**Shikha Saxena,**  
*head of ABM and FS marketing,  
Thoughtworks*

**Sumi Shukla,**  
*VP, EMEA marketing, Riverbed*

**Kerry Simmons,** *senior VP  
of marketing, LHH Penna*

**Harjeet Singh,**  
*global marketing  
operations principal,  
Finastra*

**Utkarsh Srivastav,**  
*marketing and  
communications lead  
– Europe and DMS,  
L&T Technology Services*

**Sarah Thomas,**  
*chief strategy officer,  
HFS Research*

**Kate Tomlinson,**  
*marketing director,  
Refinitiv*

**Katryna Turner,**  
*global brand, marketing,  
communications,  
EY*

**Amy Williams,**  
*head of marketing,  
NHS PS*

**Mike Wolfe,**  
*head of marketing EMEA,  
Korn Ferry*

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