

 The  
B2B Marketing  
*Awards* 2019  
#B2BAwards



**Winners**

B2B Marketing proudly presents  
the B2B Marketing awards 2019

# Winners

Category 1

## Best multichannel campaign

**Gold:** 'Mitie's connected workspace' by Mitie  
**Silver:** 'Odd is good' for Kent Reliance for Intermediaries by Teamspirit

Category 2

## Best use of direct mail

**Gold:** 'The art of destruction' for Shred-it by Really B2B  
**Silver:** 'Lab-X direct mail campaign' for Hitachi High Tech-Analytical Science by Miramar  
**Bronze:** 'Take the credit for a successful 2019' for ICIS by Perq Studio

Category 3

## Best use of live-event marketing

**Gold:** 'Transport hackathon' by Fujitsu  
**Silver:** 'Atmosphere' 18 EMEA for Aruba, a Hewlett Packard Enterprise company by Quintessential Promotions  
**Bronze:** 'Kaleidoscope' by Accenture

Category 4

## Best use of public relations

**Gold:** 'Tudder 'Tinder for cows'' for Hectare Agritech by Octopus Group  
**Silver:** 'The Invisibles' for Experian by Weber Shandwick  
**Bronze:** 'The data literacy project' for Qlik by Brands2Life

Category 5

## Best use of creative

**Gold:** 'Code and response' by IBM Originals  
**Silver:** 'The profit hunter' for Embraer by Gravity Global  
**Bronze:** 'XBOXER Hybrid product launch' for Nuaire by Lesniak Swann

Category 6

## Best use of digital techniques or technologies

**Gold:** 'The SafeTug 360° experience' for Trelleborg Marine & Infrastructure by Stein IAS  
**Silver:** 'The profit hunter' for Embraer by Gravity Global  
**Bronze:** 'Winning cloud migration' for DXC Technology/Oracle Corporation by ALIAS Partners

Category 7

## Best use of social media or influencer marketing

**Gold:** 'Engaging industry influencers with Hep2O' for Wavin UK/Hep2O by Tangerine Communications  
**Silver:** 'The 7 strengths of stone: Test series' for Rockwool by True  
**Bronze:** 'Always-on demand generation social campaign' for HERE Technologies by twogether

Category 8

## Best use of content marketing

**Gold:** 'Walk in their shoes – Johnny's story' by CACI  
**Silver:** 'The profit hunter' for Embraer by Gravity Global  
**Bronze:** 'Power of Trent' for Rolls-Royce by Ogilvy UK

Category 9

## Best customer experience (CX) initiative

**Gold:** 'PwC CFO Quest Programme 2019' by PwC  
**Silver:** 'Swipe to the cloud' for Oracle Corporation by MOI Global  
**Bronze:** 'The work/life lounge' for American Express by We're Magnetic

Category 10

## Best use of customer insight

**Gold:** 'Power of Trent' for Rolls-Royce by Ogilvy UK

Category 11

## Best use of thought leadership

**Gold:** 'The global talent crunch' for Korn Ferry by Man Bites Dog  
**Silver:** 'Revealing the true cost of financial crime' by Refinitiv  
**Bronze:** 'Thought leadership across the Oxford-Cambridge arc' by Bidwells

Category 12

### Best limited-budget campaign

**Gold:** 'Tudder 'Tinder for cows' for Hectare Agritech by Octopus Group

Category 13

### Most commercially successful campaign

**Gold:** 'Talk to us' for ABB Food and Beverage by Agency Inc

**Silver:** 'The currency of cyber trust' by Atos

**Bronze:** 'A merry corporate Christmas' for M&S Corporate Gifts by Really B2B

Category 14

### Best integration of sales and marketing

**Gold:** 'Winning new business through deal-based marketing' by Atos

**Silver:** 'See the road ahead' for CenturyLink by MOI Global

Category 15

### Best channel marketing initiative

**Gold:** 'Changing the channel mindset from selling devices and minutes to business solutions' for Samsung Electronics America by OneGTM

**Silver:** 'Lenovo ThinkPad. It's the business.' for Lenovo by April Six

**Bronze:** 'Channel account-based marketing - CABM' for Sage by Sherpa

Category 16

### Best SME-targeted campaign

**Gold:** 'Tudder 'Tinder for cows' for Hectare Agritech by Octopus Group

**Silver:** 'See Commvault from a new perspective' for Commvault by CMS Distribution

Category 17

### Best corporate decision-maker targeted campaign

**Gold:** 'One-to-one ABM: Getting personal with the world's biggest vehicle manufacturers' for Masternaut by Digital Radish

**Silver:** 'EY robots' for EY by Ogilvy UK

**Bronze:** 'A merry corporate Christmas' for M&S Corporate Gifts by Really B2B

Category 18

### Best employee engagement programme

**Gold:** 'Earth Day 2018' for VMware by AHA

Category 19

### Best international campaign

**Gold:** 'The profit hunter' for Embraer by Gravity Global

**Silver:** 'The global talent crunch' for Korn Ferry by Man Bites Dog

Category 20

### Best use of account-based marketing

**Gold:** 'Winning new business through deal-based marketing' by Atos

**Silver:** 'ABM programme' for O2 Business by The Marketing Practice

**Bronze:** 'Global 1:1 strategic ABM programme' for Hitachi Vantara by twogether

Category 21

### Best brand initiative

**Gold:** 'Södra Wood UK' for Södra Wood UK by Clear B2B

**Silver:** 'The 7 strengths of stone: Test series' for Rockwool by True

Category 22

### Best product launch campaign

**Gold:** 'XBOXER Hybrid product launch' for Nuaire by Lesniak Swann

**Silver:** 'ABB AAPT - Control your future, transform theirs' for ABB by Agency Inc

**Bronze:** 'Creating reality capture' for Leica Geosystems by The Think Tank

Category 23

### Best lead generation or nurturing campaign

**Gold:** 'Digital bank of the future' for Oracle Corporation by MOI Global

**Silver:** 'Sage 200cloud lead generation campaign' for Sage by Gravity Global

Category 24

### Best customer engagement initiative

**Gold:** 'The Cisco Gateway' by Cisco

Category 25

### B2B marketing team of the year

**Gold:** Perkbox

**Silver:** PwC

Category 26

### B2B marketer of the year

**Gold:** Gemma Davies, director, global ABM strategy, ServiceNow

Category 27

### B2B PR agency of the year

**Gold:** Brands2Life

Category 28

### B2B marketing communications agency of the year

**Gold:** twogether

**Silver:** Gravity Global

Category 29

### Grand Prix: Campaign of the year

**Winner:** 'Tudder 'Tinder for cows' for Hectare Agritech by Octopus Group

#### Grand Prix nominees:

'Transport hackathon' by Fujitsu

'Engaging industry influencers with Hep20' for Wavin UK/Hep20 by Tangerine Communications

'Walk in their shoes - Johnny's story' by CACI

'Power of Trent' for Rolls-Royce by Ogilvy UK

'The global talent crunch' for Korn Ferry by Man Bites Dog

'Talk to us' for ABB Food and Beverage by Agency Inc

'One-to-one ABM: Getting personal with the world's biggest vehicle manufacturers' for Masternaut by Digital Radish

'Winning new business through deal-based marketing' by Atos

'XBOXER Hybrid product launch' for Nuaire by Lesniak Swann

With special  
*thanks*  
to our  
first round  
*judges*

**Sally Adam**  
Sophos

**Scott Allen**  
Microsoft

**Mike Anderson**  
Brother UK

**Matt Antos-Lewis**  
Conversica

**Christopher Bailey**  
ServiceNow

**Julia Balan**  
State Street

**Jada Balster**  
Workfront

**Jo Bance**  
Expleo Group

**Cleone Barton**  
Anaplan

**Bijaya Basu**  
Tata  
Communications

**Ian Bennison**  
TMF Group

**Jackie Bibby**  
Wincanton

**Lucy Birch**  
PwC

**Denise Bradbury**  
Atos

**Nathalie Burdet**  
Kantar

**Karla Rivershaw**  
Turtl

**Sam Burns**  
KPMG

**Aimee Byrnes**  
Avison Young

**Paul Collier**  
on sabbatical

**Steph Corbett**  
Autoglass

**Martin Corke**  
Clear Channel

**Ellie Cornick**  
KCOM

**Gemma Davies**  
ServiceNow

**David De Smedt**  
DS Smith

**Sarah Donnelly**  
Blick Rothenburg

**Daniela Dumitrescu**  
Raddison Hotels

**Nick Eades**  
Wincanton

**Denese Edgar**  
Clifford Chance

**Natalie Edwards**  
CACI

**Cate Elder**  
CGI

**Fiona Ellingham**  
Opportunity  
Marketing

**James Ellis**  
Certsure

**Roger Evans**  
North Citadel  
Consultants

**Louis Fernandes**  
B2B marketing  
expert

**Laura Flandin**  
Euler Hermes

**Graeme Fraser**  
Liquidity Services

**Clare Frost**  
Advanced

**Salma Gaber**  
State Street

**Will Gardiner**  
Calligo

**Kassia Gardner**  
Cranfield  
Management  
Development

**Justine Gillen**  
Informa

**Anna Golby**  
PwC

**Andy Grant**  
Mitel

**Daniel Gray**  
Mitie

**Jacqueline Gummer**  
Oracle

**Maria Harris**  
Capita

**Anna Harry**  
Experian

**Phil Harvey**  
Inmarsat

**Kelly Haslehurst**  
NEC Group

**Yvonne Henderson**  
Gazprom

**Amanda Holmes**  
Kodak Alaris  
(UK)

**Doug Horne**  
Charles Taylor  
InsureTech

**James Houselander**  
Silver Peak

**Katharine Hulls**  
Babcock

**Sally Hunter**  
Guardian News  
and Media

**Abi Jacks**  
Rakuten

**Debbie James**  
BP

**Sylvia Jensen**  
Acquia

**Llinos Jonathan**  
LJA consultancy  
and Trustee

**Kate Kilpatrick**  
Willis Towers  
Watson

**Lucy Kirk**  
The Access  
Group

**Jason Knights**  
Knights Media

**Marc Koskela**  
PA Media Group

**Helen Lancaster**  
Foehn

**Jane Lawrie-  
Mackenzie**  
Iqvia

**Brian Macreadie**  
Addleshaw  
Goddard

**Doug Marshall**  
Wilmington

**Duncan Miller**  
Adder  
Technology

**Jane Morrin**  
Channel Sight

**Sakina Najmi**  
Sandvik

**Ruth Oakey**  
Atos

**Brian O'Flynn**  
Iron Mountain

**Kate Owen**  
Capita

**Pierre Perichon**  
Walgreens Boots  
Alliance

**Karen Preston**  
Ryder

**Simon Prince**  
Powwownow

**Nigel Pyke**  
Cushman &  
Wakefield

**Danielle Regan**  
Mace

**Dan Roche**  
Automation  
Anywhere

**Simon Rusling**  
Barnett-  
Waddingham

**Riadh Salhi**  
Expedia Group

**Claire Savage**  
Ordnance Survey

**Caroline Scott**  
SAP Concur

**Sumi Shukla**  
Riverbed  
Technology

**Kerry Simmons**  
Lee Hecht  
Harrison

**Neil Slater**  
DNV GL

**David Smith**  
Barclaycard

**Utkarsh Srivastav**  
L&T Technology  
Services

**Claire Stacey**  
Autoglass

**Lucy Steers**  
Hymans  
Robertson

**Scott Stockwell**  
IBM

**Julia Surry**  
PwC

**Sarah Thomas**  
Accenture

**Mel Thomson**  
RM Results

**Katryna Turner**  
EY

**David Vaira**  
Sky

**Waheed Warden**  
Fujitsu

**Toby West**  
MarketAxess

**Emily Westgate**  
Signal AI

**Amy Williams**  
NHS Property  
Services

**Conrad Wilson**  
Cranfield  
Management  
Development

**Louise Winch**  
O2

**Stephen Yeo**  
Epicor Software

**Nicola Young**  
The NEC Group

With special  
*thanks*

**Sally Adam**  
Head of campaigns,  
Sophos

**Scott Allen**  
Global marketing  
director,  
Microsoft

**Toni Allen**  
Marketing director,  
BSI

**Matt Antos Lewis**  
Director of marketing  
EMEA, Conversica

**Ian Bennison**  
Marketing operations  
director, TMF Group

**Lucy Birch**  
Marketing and brand  
director, PwC

**Denise Bradbury**  
Head of public sector  
marketing, Atos

**Ruth Connor**  
Marketing director,  
Kalibrate

**Ellie Cornick**  
Head of marketing,  
Kcom

**Gemma Davies**  
Global ABM  
director,  
ServiceNow

**Caroline Deutsch**  
Head of marketing,  
SEI

**Sarah Donnelly**  
Marketing director,  
Blick Rothenberg

**Teri Donovan**  
Head of partner  
marketing,  
Cisco

**Nick Eades**  
CMO, Wincanton

**Denese Edgar**  
Head of marketing,  
Clifford Chance

**Natalie Edwards**  
Head of marketing,  
CACI

**James Ellis**  
Head of marketing  
and communications,  
Certsure

**Louis Fernandes**  
CMO,  
Independant  
consultant

**Richard Fitzmaurice**  
Interim CMO,  
Thought Machine

**Nathan Gee**  
Marketing director,  
SmartStream  
Technologies

**Daniel Gray**  
Head of content  
marketing,  
Mitie

**Doug Horne**  
Head of marketing,  
InsureTech

**Sally Hunter**  
Head of marketing,  
Guardian News  
and Media

**Katharine Hulls**  
Head of marketing,  
emergency services  
and training,  
Babcock

**Gary Hurry**  
Marketing lead,  
Europe,  
Thomson Reuters

**Anthea Lamont**  
Head of campaign  
marketing, BCLP

**Kate Owen**  
Head of marketing,  
Capita

**Paul Rees**  
Head of marketing,  
SIS Betting

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

**Riadh Salhi**  
Senior marketing  
manager, Expedia  
Group

to our  
second round

*judges*

**Lucy Steers**  
Head of marketing,  
Hymans Robertson

**Julia Surry**  
Head of marketing  
excellence, PwC

**Melanie Thomson**  
Head of marketing,  
RM Results

**David Vaira**  
Head of marketing,  
Sky Commercial

**Waheed Warden**  
EMEIA ABM lead, Fujitsu

**Kylie Webb**  
Senior marketing  
director, Oracle Netsuite

**Amy Williams**  
Head of marketing,  
NHS Property Services

**Stephen Yeo**  
Senior director,  
international  
field marketing,  
Epicor Software



**Peter Young**  
Independent  
chairman  
and marketing  
consultant

This year's awards have been the best ever supported with a higher number of entries than in any previous years. Many categories were populated by submissions from a diverse range of industry sectors. This was a notable shift from earlier years with several contenders coming from unexpected B2B industry sectors infrequently heard of. Evidence suggests it has been a busy and productive 12 months for many key players. The breadth of entries and the scope of work submitted this year

shows that the industry is buzzing with talent and energy and stretching itself by demonstrating energetic, compelling, relevant and successfully executed ideas. A bumper and confident year in what most would say has been a very unpredictable commercial environment.

Within several campaign entries, a significant leap was seen to have been made in two areas in particular. Creative originality and interpretation and the measurement of commercial results. Both these key criteria were gratifyingly demonstrated. As far as the jury process was concerned, much greater attention was given to understanding the framework for each category, as well as applying the guidelines provided by the organisers. This helped enormously in enabling

the jury to connect with the minutiae of an entry and evaluate its merit against other contenders.

I am very grateful to all the judges for the diligence and professionalism they applied to judging each of the entries. In a few cases the winners separated themselves relatively easily from the other contenders but in most categories it was a much closer contest to find the deserving entries. I admired the application and the debate which led to such fair scrutiny. I am also grateful for their enthusiasm, good humour and dedication which helped to make my job very much easier. The teams who worked on the winning entries all deserve praise for their significant achievement and have set a high bar for the calibre of next year's entries.

# Judges special mentions

Judging panel **2019**

**'Transport hackathon'**  
by Fujitsu

**Gold**

Category 3: **Best use of live-event marketing**

"This was a competitive category with some great events. The Fujitsu Transport Hackathon stood out because of the creativity of the idea, the slick execution and the impressive results. This entry showed how it is possible to run a small bespoke event and achieve tangible results."

**'Winning new business through deal-based marketing'**  
by Atos

**Gold**

Category 20: **Best use of account-based marketing**

"Atos won this award because it clearly demonstrated outstanding implementation of the core principles of ABM. Over an extended period, it has turned the programme into a strong and investable mix of customer acquisition and retention, with systematic, valuable, wallet share gain. This is ABM at its best."

**'Engaging industry influencers with Hep20'**  
for Wavin UK/Hep20  
by Tangerine Communications

**Gold**

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

"The judges felt that this was a great example of the use of social media, using plumbers as influencers to their own peers was a creative use of influencer marketing. Also forming on and offline communities for what can be a socially isolating job enhanced a well thought out campaign."

**'The Cisco Gateway'**  
by Cisco

**Gold**

Category 24: **Best customer engagement initiative**

"Cisco really have revolutionized the way it goes to market with The Gateway. Cisco's fun, intuitive and insightful approach for its customers, on a professional and personal level, is brilliant. This proves that a customer centric strategy can significantly increase the number of customers available to fuel sales and marketing initiatives. Congratulations to the global team."

**'Tudder 'Tinder for cows'**  
for Hectare Agritech  
by Octopus Group

**Gold**

Grand Prix: **Campaign of the year**

"We fell in love with cows in love! This campaign grabbed our attention from the start, highlighting how a fun and creative idea can result in fantastic commercial results. A well designed and executed campaign and a stand out entry. Thank you Octopus Group for making judging this category even more fun than it usually is."

**'Talk to us'**  
for ABB Food and Beverage  
by Agency Inc

**Gold**

Category 13: **Most commercially successful campaign**

"ABB Foods showed absolute clarity in its commercial objectives. In addition to over-achieving those targets, the campaign supported its strategic repositioning...and great creative was icing on the cake."

twogether

**Gold**

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

"The judges felt that the team from twogether were the stand-out winners because they told their story well, met the brief, gave a real sense of their agency, demonstrated a genuine passion and hunger to win, and clearly cared for and supported their staff's wellbeing."

Brands2Life

**Gold**

Category 27: **B2B PR agency of the year**

"Against a strong field, Brands2Life gave the most comprehensive presentation of all the candidate agencies. They demonstrated strengths across all of the criteria being assessed, in particular their staff and community engagement. They also impressed the judges with their drive to keep improving and to never settle for 'just doing a good job', despite presenting notable project results with well known brands. Very well done to a agency brimming with ambition, talent and passion!"

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