

 B2B Marketing Awards 2021

THE GIANTS OF B2B

BIG SHOES TO FILL

THE WINNERS



These are the marketers who have gone
where others fear to tread...

THE WINNERS

Best multichannel campaign

GOLD

Boss it for Sage, by Sage and Wunderman Thompson

SILVER

Business agility by ServiceNow

BRONZE

Realise your vision for Sohonet, by The Croc

Best use of direct mail

GOLD

Building blocks of ABM for Salesforce, by twogether

SILVER

One-to-one ABM by Durhamlane

BRONZE

Pizzas for Autino, by Bray Leino

Best use of live, digital and/or hybrid events marketing

GOLD

Retail renaissance by Emarsys

SILVER

Sigfox Connect 2020 for Sigfox, by twogether

SILVER

New reality for business leaders by KPMG in the UK

Best public relations campaign

GOLD

Rescuing retail for Go Instore, by Champion Communications

SILVER

What's cooking? for Alto-Shaam, by Gravity Global

BRONZE

Deskless not voiceless 2020 for Workplace from Facebook, by Harvard

Best use of creative

GOLD

Realise your vision for Sohonet, by The Croc

SILVER

Catching feels for PERGRAPHICA, by True

BRONZE

Smartport is making waves for Trelleborg Marine & Infrastructure, by Stein IAS

Best use of digital techniques or technologies

GOLD

The profit hunter: A force with nature for Embraer, by Gravity Global

SILVER

Here to help your business flex for O2 Business, by twogether

BRONZE

The many faces of work for Computacenter and Microsoft, by Gilroy

HIGHLY COMMENDED

European expansion for SNAP, by Gravity Global

Best use of social media or influencer marketing

GOLD

#Bossit2021 challenge by Sage

SILVER

Follow the sun for Refinitiv, by OST

BRONZE

5G Trailblazers for Ericsson, by Earnest

Best use of content marketing

GOLD

Ending retro expectations for Exasol, by Digital Radish

SILVER

The rise of the data scientist by Refinitiv

BRONZE

Realise your vision for Sohonet, by The Croc

HIGHLY COMMENDED

Vital statistics for B2B marketers by Earnest

Best use of customer insight

GOLD

Reimagining the workplace for Okta, by LogicLogicMagic

SILVER

Enabling big business wins for Tarkett, by Really B2B

BRONZE

360 solutions for Castrol, by Really B2B

Best use of thought leadership

GOLD

A 400% ROI and accelerated sales growth, driven by thought leadership by Protolabs

SILVER

The global workforce view for ADP, by Flagship Consulting

BRONZE

Take on tomorrow perspective series by PwC

HIGHLY COMMENDED

Prime time for real time 2020 for ACI Worldwide, by Octopus Group

Best limited-budget campaign

GOLD

The better-for-business zone for Zen Internet, by OneGTM

SILVER

Digital employee experience audit campaign by Applaud

BRONZE

The Chocbook for Panasonic Toughbook, by Sharper B2B Marketing

Most commercially successful campaign

GOLD

Markers, set, go! for O2 Business, by The Marketing Practice

SILVER

Catching Feels for PERGRAPHICA, by True

BRONZE

Defining what's next for Hitachi Vantara, by twogether

HIGHLY COMMENDED

Ending retro expectations for Exasol, by Digital Radish

Best sales enablement initiative

GOLD

Ending retro expectations for Exasol, by Digital Radish

SILVER

The agile edge for Vodafone, by Earnest

BRONZE

Data sauce: Conversational toolkit for account managers for JustEat, by Bridge

Best channel marketing initiative

GOLD

The better-for-business zone for Zen Internet, by OneGTM

SILVER

Samsung One for Samsung, by twogether

BRONZE

The power of... by Purechannels

Best SME-targeted campaign

GOLD

Connecting the Falklands for Square & Mastercard, by Harvard

SILVER

Proud to serve quality fish and chip shops of Great Britain for Sarsons, by jellybean

BRONZE

Continuous flow for life for Resideo (Honeywell), by Purple Agency

Best corporate decision-maker-targeted campaign

GOLD

Zeronomics: Financing the transition to a net-zero world for Standard Chartered, by Man Bites Dog

SILVER

The profit hunter: A force with nature for Embraer, by Gravity Global

BRONZE

Trouble at the top for MobileIron, by Champion Communications

Best employee engagement programme

GOLD

Learn for your life by Stein IAS

SILVER

Supporting employees through Covid-19 by The Marketing Pod

Best international campaign

GOLD

The profit hunter: A force with nature for Embraer, by Gravity Global

SILVER

Your imagination starts with our finish by Gravity Global

BRONZE

Take on tomorrow perspective series by PwC

HIGHLY COMMENDED

What's cooking? for Alto-Shaam, by Gravity Global

Best use of account-based marketing (ABM)

GOLD

A vision for Royal Mail's digitised postal service for Vodafone, by Differentiated

SILVER

Building blocks of ABM for Salesforce, by twogether

BRONZE

Ending retro expectations for Exasol, by Digital Radish

Best brand initiative

GOLD

Catching Feels for PERGRAPHICA, by True

SILVER

Connecting the Falklands for Square & Mastercard, by Harvard

BRONZE

New tomorrows start today by Gravity Global

HIGHLY COMMENDED

Plastic isn't the problem by Tailor-Made Media

Visionary science. Authentic customers. for Outseer, by Earnest

Best product launch campaign

GOLD

Bring it on by Gravity Global

SILVER

Work from your phone for Samsung, by Ogilvy UK

BRONZE

New tomorrows start today by Gravity Global

Best lead generation or nurturing campaign

GOLD

Demand generation engine for KPMG, by twogether

SILVER

Business agility by ServiceNow

BRONZE

Intelligent lead gen: No time? No problem. by Modern

Best customer engagement initiative

GOLD

#Bossit2021 challenge by Sage

SILVER

Workplace pioneers for Workplace from Facebook, by Harvard

B2B marketing team of the year

GOLD

Access Group

SILVER

Lumen Technologies

B2B marketer of the year

GOLD

Isabelle Duarte, EMEA CMO/SVP marketing, Okta

SILVER

Amy Williams, head of marketing, NHS Property Services

BRONZE

Charlotte Commarmond, VP global marketing, Ingredion

PR agency of the year

GOLD

Brands2Life

SILVER

Fight or Flight

BRONZE

Whiteoaks International

B2B marketing communications agency of the year

GOLD

Digital Radish

SILVER

Earnest (London) Ltd

BRONZE

Stein IAS

Grand prix

GOLD

#Bossit2021 challenge by Sage



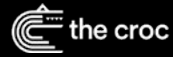
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