

The B2B Marketing Global Agencies Benchmarking Report

2024

2024



Global



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A new chapter for B2B Marketing



Kavita Singh,
Senior Content Editor,
B2B Marketing

By now, you’d probably seen our 2024 [UK](#) and [US](#) Agencies Benchmarking reports (and if you haven’t, what are you waiting for?). Both have been B2B Marketing staples for the past several years but this year, we took a step back and realized that a plethora of agencies now operate on a global scale.

So with that being said, this year, we’re proud to present the very first Global Agencies Benchmarking Report. For B2B Marketing, this is a step towards making our company a globalized business.

Naturally as the agency marketplace changes, we do as well.

This first iteration of the report reveals the global agency landscape as a whole, while revealing some challenges in the most recent financial year. We showcase everything from some commentary from global giants in the industry to the fastest growing agencies in the world. Plus, we were lucky enough to nab an interview with the agency that took the top spot for highest gross income.

So how did agencies do overall this year? Using data from 19 different agencies, we discovered that the average gross income totaled in at an impressive \$51.4 million which is a 16% increase in total gross income compared to the previous financial year. As this is our first report, we’re excited to set the foundation to see how these numbers fluctuate and change over the next few years - hopefully in a positive way!

Not surprisingly (as indicated by our UK and US reports), most agencies have offices in both the UK and US, but interestingly, only 20% of agencies said their headquarters were in the US. More than half of the agencies in our main league table reported that their headquarters were based in the UK. As our Editor-in-chief, Joel Harrison alluded to in his in-depth analysis (see page 14), this is likely because the consolidated geography of the UK has created a culture of entrepreneurship which has accelerated growth.

If you’re feeling inspired after reading our report, we highly recommend heading to our community intelligence platform, Propolis. A global community where B2Bers come together, Propolis gives you access to insights to make decisions, connect with experts and unlock actionable guides and content - all of this to enable your company to develop and thrive.

We hope you enjoy this brand-spanking new report and here’s to many more.

How did we determine who made the cut?

Each year, B2B Marketing produces league tables showing the biggest B2B agencies in the UK and US. Whilst these reports remain useful tools for marketers looking for agencies in those specific regions, we have recognized the need to provide tables showing those agencies who operate on a truly global scale, with offices and people on the ground in multiple territories .

With that in mind, this table shows the largest B2B marketing agencies in the world, ranked by their global gross income (which is derived by deducting external media and production costs from the billed total, and which includes income from all above-the-line and below-the-line activity).

Whilst agencies included in this table don’t necessarily exclusively serve B2B clients, all agencies presented here have confirmed that 50% or more of their agency’s gross income comes from B2B activity.

In order to qualify for this table, the agencies in question must have offices in at least two countries, with at least five full-time employees in each location. In order to qualify, the agencies included must also, of course, generate gross income in multiple locations (i.e. billed to those offices). In order to present the most accurate ranking, all figures submitted by UK-based agencies have been converted to dollars using the exchange rate as it stood during the point of this table’s creation (March 19, 2024).

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The World’s Largest B2B Marketing Agencies

This table shows the largest B2B marketing agencies in the world. In order to qualify for this table, the agencies in question must have offices in at least two countries, with at least five FTEs in each location. In order to qualify, the agencies included must also, of course, generate gross income in multiple locations. The list demonstrates agencies with a glocal presence on the ground, but other agencies included within our report do, of course, work with global clients. All figures have been converted to dollars using the exchange rate as it stood during the point of this table’s creation (03.19.24)

Rank	Agency	Global GI most recent FY in \$m	Global GI previous FY in \$m	Global GI change YoY	Global GI headcount 2022	Global GI headcount 2023	Global GI headcount % change YoY
1	Harte Hanks	214	201.9	6	2785	2844	2.1
2	Merkle B2B	172.60	152.8	13	858	855	-0.3
3	BBN International	136	113.6	19.5	1096	1328	21.2
4	Gravity Global (p.24)	113.00	104.8	7.8	400	509	27.3
5	VCCP Business	81	68.6	18.6	558	490	-12.2
6	Bray Leino/The MX Group*(p.20)	57.2	58.7	-2.6	368	417	13.3
7	The Marketing Practice (p.28)	56	77.4	-27.6	473	385	-18.6
8	Transmission	39	43.4	-11.2	295	252	-14.6
9	Brands2Life	30.2	26.1	15.6	191	186	-2.6
10	Agent3 Group	28.7	25.8	11.6	197	171	-13.2
11	Stein IAS	25.1	25	0.4	115	106	-7.8
12	Ledger Bennett	19	11	67.9	54	67	24.1
13	Luxid Group	18.3	13.4	35.8	35.8	122	16.2

Rank	Agency	Global GI most recent FY in \$m	Global GI previous FY in \$m	Global GI change YoY	Global GI headcount 2022	Global GI headcount 2023	Global GI headcount % change YoY
14	Infinite Global Consulting	11.20	8.7	28.2	56	61	8.9
15	Earnest	8.3	8.7	-5	6121293	5014754	-18.1
16	Fifth Ring	7	4.6	40.3	48	45	-6.3
17	Velocity Partners	6.5	7.4	-15.1	70	64	-8.6
18	EvolveBPM	3.3	2.2	50	18	186	933.3
19	Realm B2B	2.1	1.3	60.4	16	14	-12.5

*Combined figures from Bray Leino and The MX Group, who have jointly serviced global clients through a strategic partnership since 2019.

This table reflects a range of entities (with varying ownership structures) which operate under a consistent brand at scale across multiple territories, or via multiple subsidiaries within the same territory, or the a combination of the two. Various subsidiaries or member companies of the larger companies listed here may be listed separately within the US and/or international tables. Three different types of organizations are included here:

- (i) Agency groups: where the larger entity wholly owns various subsidiaries, which typically trade under a separate brand identity.*
- (ii) Networks: where members are wholly independent, but pay a subscription to be part of the network OR are part owners of the network by virtue of membership.*
- (iii) Global agencies: where a single entity operates in multiple territories trading under its own brand, potentially as well as subsidiary brands.*

Top 5 Fastest Growers

This table shows the global agencies that reported the largest \$ increase in gross income year-on-year. As with the main league table, this table does not include any larger agency groups or networks.

Rank	Agency	Global GI YoY change in \$m	Global GI YoY change abbreviated in \$m	Global GI in \$m in most recent financial year	YoY Global GI % change	Global GI headcount 2023	YoY headcount % change	Rank in main table
1	Merkle B2B	19,802,173	19.8	172,639,514.17	13	855	-0.3	2
2	VCCP Business	12,719,730	12.7	81,279,075	18.6	490	-12.2	5
3	Harte Hanks	12,131,736	12.1	213,998,478	6	2844	2.1	1
4	Gravity Global	8,208,167	8.2	113,020,152.50	7.8	509	27.3	4
5	Luxid Group	4,824,924	4.8	18,270,228	35.9	110	4.8	13

Top 5 Rising Stars

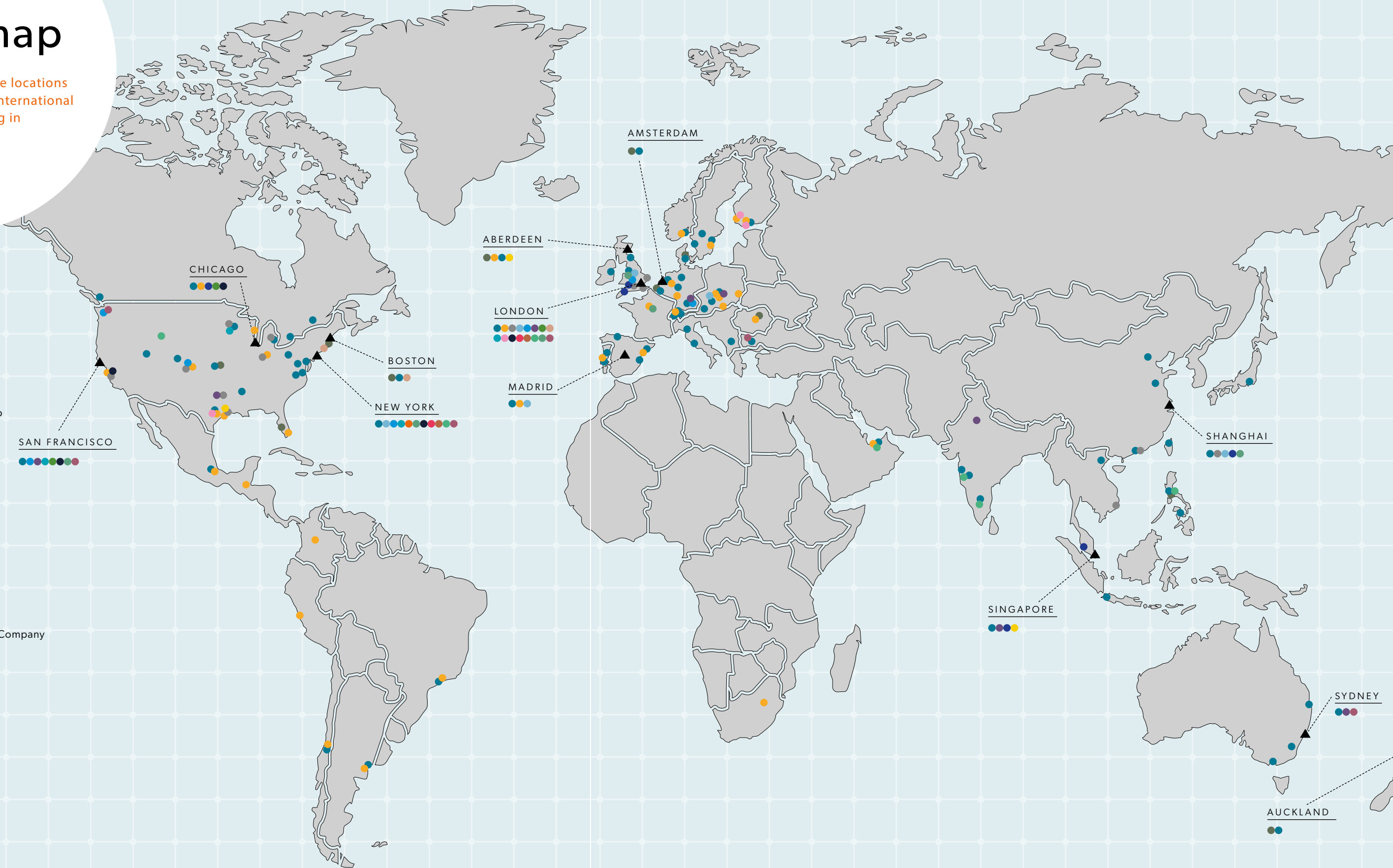
This table shows the global agencies that reported the largest percentage increase in total gross income. As with the main league table, this table does not include any larger agency groups or networks. In addition to this, certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high.

Rank	Agency	YoY change in GI as a %	GI in \$ in most recent financial year	Headcount 2023	YoY Global GI % change	Rank in main table
1	Ledger Bennett	67.9	18.8	67	24.1	12
2	Realm B2B	60.4	2.1	14	-12.5	19
3	EvolveBPM	50	3.3	186	933.3	18
4	Fifth Ring	40.3	6.5	45	-6.3	16
5	Luxid Group	35.9	18.3	122	16.2	13

World map

This world map shows the locations that the agencies in our international table are operating in

- Agent3 Group
- BBN International
- Brands2Life
- Bray Leino/The MX Group
- Earnest
- EvolveBPM
- Fifth Ring
- Gravity Global
- Harte Hanks
- Infinite Global Consulting
- The Marketing Practice
- Ledger Bennett, a Havas Company
- Luxid Group
- Merkle B2B
- The Marketing Practice
- Realm B2B
- Stein IAS
- Transmission
- VCCP Business
- Velocity Partners





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SECTION 2:

The state of the global market

B2B agencies ride the wave of globalization
toward greater success – for now at least 14

Inside the top ranking global agency:
What is the secret sauce to success?
With Harte Hanks 17

B2B agencies ride the wave of globalization toward greater success – for now at least

B2B Marketing’s first global agencies league table presents a fascinating picture of a sector achieving its potential and leveraging huge opportunities up for grabs in global brands. But as ever in B2B, there are challenges ahead.

The fact that this league table even exists is a massively significant milestone in the evolution of B2B marketing – it’s now, increasingly a global and globalized, business. For a number of years, aspirational B2B marketing agencies have been talking about potential global opportunities, and transatlantic ties between the US and UK (the two most mature B2B markets) have strengthened. But in 2024 it’s clear that the age of the multinational agency has arrived, with satellite offices becoming much more than a token gesture and a growing B2B agency presence in AsiaPacific to complement those in Europe and North America.

Before evaluating this list, it’s critical to understand the context, and in particular the structure of the organizations contained within it. B2B Marketing’s UK or US-focused league tables largely consist of a list of ‘home-grown’ marketing agencies, with core customer bases in their domestic market and a HQ-centric operating model –

JOEL HARRISON
CEO, Editor-in-chief & Founder,
B2B Marketing



often still founder/owners run. For obvious reasons, global agencies (more often than not) don’t conform to these rules – to expand outside of their country of origin, they have typically either bought agencies in other territories, or grown remote offices to a meaningful scale, breaking the HQ centrality.

Perhaps more importantly, they have had to acquire global clients to justify this model (the customers may have even come first, with remote offices established to service them) and where founders are still involved, ownership is shared with a wider management team, and/or outside investors, or even a larger agency group. In other words, although there are similarities in the UK and US league tables, the composition of this one is quite different. Moreover, it’s critical to recognize that there is a multiplicity of agency business models reflected here – rarely two agencies in consecutive places are consistent with regard to key operational criteria. There are a range of variables, including organizational structure, brand consistency, ownership structure, geographical location, areas of functional specialism and level of B2B specialism. That’s the nature of this particular beast, and as in all things we should celebrate diversity, as they are providing for different client needs and preferences, and alternative means of meeting the same end, which is global coverage. The one thing that all the agencies featured have in common is a clear and successful strategy to build a global business model and service clients with a related profile. We’ll further explore the different categories of agency featured later in this article.

“It’s clear that the driver of growth in the global agency space is the increase in global B2B brands wanting a strategy that reflects their status – or perhaps recognition of the importance of a B2B specialist agency to manage that strategy, and having the confidence in such agencies to deliver such a strategy.”

But the development of B2B agencies to the point where they have sufficient credibility to win global accounts has been enhanced by two factors:

1. The involvement of private equity firms in the B2B agency space – the agencies that have been most prominent in benefiting from this investment are Gravity Global and The Marketing Practice, who have both embarked on significant programs of PE-backed acquisition of functional specialists or compatible regional players.
2. The big agency networks or holding companies have started to figure in this market, having ignored B2B for decades. Merkle is owned by Dentsu, and is an amalgam of a variety of formerly independent B2B agencies (including Gyro and B2B International whose names are still visible on the global website... although the extent to which they continue to function in a meaningful way as separate identities is questionable.) Meanwhile, within the last few months, Havas acquired Ledger Bennett, signaling its belated recognition of the need to acquire a B2B specialist, with its own internal attempt to build B2B boutique having effectively failed. This follows a very similar path trodden by Publicis, which acquired Octopus Group a number of years ago, rebranding to Publicis Pro (who are not featured in this table) in only the last few months.

The involvement of PE firms and the big agency networks in B2B in roughly the same timeframe is clearly indicative that the sector has transcended its roots as something of a cottage industry. You could say, it’s entered the major league. However agencies with such backing or owners are still in the minority even in this table of elite agencies, and it’s particularly interesting to note that Next 15 (which is a great firm, but not typically in the same league as WPP, Omnicom, Havas, etc.) is the holding company/group with the largest number of agencies listed on this table, with both Agent3 and Velocity

Partners counting amongst its members. I for one will be interested to see if Next 15 agency stablemate Twogether can join its contemporaries on the global list for 2025. Other specialist marketing agency groups with representatives on this list are MSQ (with Stein IAS), Chime Communications (with VCCP Business) and Mission Group (with Bray Leino).

Indie agencies going global

Although there’s an obvious correlation between the deeper pockets of larger agency groups or PE houses driving growth of global B2B agencies, they certainly do not make up the whole list, and there are some extremely notable exceptions. First and foremost, at the top of the pile, sits Harte Hanks, which is a publicly traded company with a long history of providing marketing services, an ‘industrialized’ setup, and consequently are arguably furthest removed from the ‘creative boutique’ stereotype of a marketing agency. Equally anomalous, in third place is BBN, which is a network of independent specialist B2B agencies around the world, with a shared ownership structure of the central hub and collectively owned IP around services and delivery.

And then there are the independents, who (as mentioned at the very top) long represented the backbone of the sector – although the agencies listed here have managed the herculean task of self-funding their growth beyond the gravitational pull of their domestic market. Transmission, Brands2Life, Earnest and Realm all originate from the UK, and Transmission and Realm have their origins in the media sector, which had historically been a category dominated by a handful of B2C specialists. It’s interesting that these agencies are demonstrating significant growth by opening up what might have been regarded as a ‘closed’ category. Historically media specialists have been conspicuous by their absence in B2B Marketing’s league tables – as have agencies with a PR background, which are represented by Brands2Life and Infinite Global Consulting. There’s clearly a broader base to the B2B agency community that is emerging.

US, UK first, and everyone else second

So where are these global B2B agencies located? It will come as little surprise to anyone with a passing knowledge of the B2B agency sector that all of those listed have offices in the UK and North America. What is possibly more surprising is that only 20 per cent specify that their HQ is in North America – this is indicative of the fact that although the two largest players are UK-based, the globalization of the sector is being driven from the UK. This is likely to be because the consolidated geography (ie. small size!) of the UK has created a culture of entrepreneurship and talent swapping which has enabled accelerated growth. Yet although the HQs may be in the UK, it’s likely that the majority of revenue will come, ultimately from the States, and that’s where the UK may have benefited again due to lower labor costs. It will be interesting to see if this situation changes with the growing prevalence of AI cutting costs and automating agency processes. Outside of the UK and North America, Asia Pacific is the third largest territory, with 60% of agencies claiming to have an office in this region. EMEA (not UK) is next, with 50% of agencies having established a base here (although it should be acknowledged that this covers a vast swathe of territory). Only one agency listed on this table has an office or subsidiary in Latin America.

Economic headwinds

The challenges inherent in the economic climate over the past year are clearly apparent in the gross income figures presented in this table. The average growth demonstrated by these agencies is a commendable 16%... although that includes some dramatic fluctuations, and overperformance by some of the smaller players has made up for income reductions from some of the larger agencies featured here. One quarter of the agencies in the table saw income decline in the period in question, which is unusual, but perhaps not unexpected in the context of the global economy.

However, the overall picture might have looked gloomier had some notable global B2B agencies declined to provide income data for this year – and there are some notable and prominent names who declined to participate. Although rationales will certainly vary, in some instances it may be partly because these agencies did not want to overtly disclose poor performance, and this is common practice for such tables which depend on information being volunteered. Kudos then to those agencies who continued to provide their data, despite it showing income falls – it is likely that they’ve done so because they are already confident that performance will be restored for next year’s tables.

Exploiting opportunities

As mentioned at the start of this article, this is the first fully global B2B agencies league table that we have produced at B2B Marketing, but given the direction of travel towards globalization of brand activity, and the growing interest of PE houses and global holding companies, we expect the list to grow in length and confidence in years to come. It will, however, be interesting to see how the dynamics of this elite category of agency evolves – principally in terms of their ability to demonstrate a genuinely global coverage, rather than purely strength in the mature markets of the UK and US.

And overlaid on top of that, it will be interesting to see how these global agencies rise to the significant challenges they face – including price pressure through the growing role of procurement; insourcing via an internal agency or wholesale outsourcing of the marketing function; and last but by no means least the growing prevalence of AI to remove human involvement in a growing number of creative processes. These challenges are all known to the agency groups, but may yet result in profound shifts in location and talent management functions, which in turn will impact on the shape and structure of the global agency world. As ever, it’s a sector in flux, but therein lies huge opportunities for the leaders nimble and creative enough to embrace them.

Inside the top ranking global agency: What is the secret sauce to success?

This year, Harte Hanks was ranked first in overall global gross income in its most recent financial year - we’re talking about \$213,998,478 to be exact. And to say that is an achievement would be a massive understatement. So what was key to their growth? Kavita Singh, Senior Content Editor, B2B Marketing spoke with Alex Gill, Head of Strategy, Harte Hanks to unveil the agency’s secret to its growth.

KS: You’re ranked 1st on our global table which is impressive. What was the key to your success in the past year? Any achievements you want to highlight?

AG: It was a great year for our business, especially in the B2B segment and in the UK and Europe. We were able to grow our client base and revenues significantly. Keys to our success included: focusing on growth at the regional level with more demand generation executed locally; working closely with existing clients; expanding our B2B services beyond marketing and data to sales and fulfilment; and expanding out in a smart but focused way from our traditional B2B market (tech) into other B2B areas like services and travel.

KAVITA SINGH
Senior Content Editor,
B2B Marketing

ALEX GILL
Head of Strategy, Harte Hanks



As a result, globally we were able to increase the proportion of B2B versus B2C, by delivering B2B services across data, marketing, sales, fulfilment and customer care. This was also helped by our acquisition of a sales service business In late 2022.

KS: Are there any case studies/examples that can be used to showcase your agency’s success?

AG: A great example of growth in our B2B marketing services came with a longstanding client in the travel sector, with whom we were able to secure a new, year long B2B nurture program targeting their SMB base of partners. We worked really closely with the client to shape an always-on solution that addressed their specific awareness and acquisition goals, and leveraged the wide range of services we have to deliver a bespoke, multi-channel program that included data, strategy, creative, content, email, direct mail, social, tele-marketing and web.

This program continues to evolve and grow today. Another great story was steady growth with a B2B electronics distributor. We helped them grow their revenue and customer count across EMEA using our innovative “marketing as a service” model – flexible resourcing and services to provide strategy, creative, copywriting, content creation, email execution and program management.

KS: What is the key to an agency’s global alignment - especially if there are offices across the world? How can you keep brand consistency?

AG: Ironically the pandemic and less travel probably helped us boost global alignment! We still have a diverse office footprint across the world, but now have a hybrid workforce who work more closely than ever before thanks to collaboration tools and better processes. We have also simplified and refreshed our branding and messaging helping us to be better aligned globally. Finally we have cracked the code on practice area alignment, whereas historically our units worked more individually we now offer more multi-service solutions and work in cross-unit teams. This is particularly the case in Europe.

KS: Are there any trends happening in the agency marketplace? Any predictions?

AG: The agency marketplace continues to evolve driven by technology, AI, M&A and new offerings from small agencies. AI is already proving to be a game changer, helping us do more for less, and at unprecedented pace. We foresee continued consolidation, as well as new challengers powered by tech. As a mature business we are having to be increasingly agile and flexible.

KS: You were also one of the fastest growers this year - tell me the key to growth on a global level.

AG: There is no silver bullet to growth, especially globally. The keys are to be very focused on where you can win, to strive to be better than the rest and to exploit technology and data to create new offerings and better ways of working that appeal to our customers. There is no substitute for hard work and a solid strategy!

SECTION 3:

Agency profiles

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In a world of endless channel and market complexity B2B brands must find new ways to make their marketing ecosystem perform with intelligence, impact and speed. We call it **Global Agility**. Brands have never needed it more.



Why agility is your secret weapon for growth

LISA EVERETT,
VP Client Services, MX



SAM CROCKER
Managing Partner, Bray Leino

Sam Crocker, Managing Partner, Bray Leino: In today's dynamic B2B landscape, growth remains paramount. Geographical expansion is a key driver. But the winning formula for your home market doesn't always resonate globally. In our experience, the reality is far more nuanced.

Lisa Everett, VP Client Services, MX: Growing globally is a matter of choosing the right balance between uniformity and freedom of execution across markets. There's no one-size-fits-all solution, as every brand and situation requires a unique approach. The level of internationalization can vary significantly based on your business goals, a clear understanding of required localized efforts and the resources needed, and your brand's maturity.

Crocker: Absolutely! When B2B brands are aiming for global impact, it's not enough to simply translate a message from one language to another. Global messages and campaigns that account for cultural differences, humor variations, and regional nuances consistently achieve better results. We've seen this first-hand. And getting there requires local market input during the development of the work. With the right inputs, the work can be anchored in a "human truth" that transcends cultures and resonates across multiple markets.

Everett: ...And global resonance isn't limited to messaging. While you might be a market leader in your home market, do you need to think and act like a challenger in others? Are there differences in regulatory considerations, sales and distribution channels, routes to market? This understanding should help prioritize the markets you want to grow. Higher-priority markets still utilize global work, but will require more freedom in execution. The challenge, however, lies in having local teams with the necessary knowledge, size, expertise and capabilities to execute this strategy quickly in a globally coordinated manner.

Crocker: This is where the right agency model becomes critical. Often, marketers leave their agency ecosystems to chance, leading to an unstructured, misaligned landscape with undefined roles. This often means the agency closest to the company headquarters takes the lead by default. It's important to have clear roles and responsibilities - not only between your markets, but your agencies - to ensure coordinated efforts across your entire ecosystem.

As our clients expand into markets and gain a foothold, we see their needs and focus evolve. They may initially focus on strategy and brand building, but our focus may eventually need to shift to deliver things like demand programmes, thought leadership, sales enablement, partner recruitment, employee retention, and more. This requires a broad range of resources that can be dialed up or down as needed, rather than a large, "always on" team that isn't used in the same way over time. This collaborative, one-team approach is one of the reasons we've seen such success with our Bray and MX partnership for the past six years.

Everett: B2B marketing can be complex and, as marketers, our remit is broader now than it has ever been. The good news is that meticulously aligning your messaging, defining your strategy, and executing with global coordination is a proven formula for creating impactful work that builds strong B2B brands and fuels growth.

Bray Leino MX Partnership

PHILOSOPHY

For today's B2B businesses, the engine that drives sales and brand-building has huge complexity.

They need a different kind of agency partner now.

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One seamless experience for clients that delivers big solutions not over-engineered ones, and allows the freedom to build the right solutions for every challenge, individually.

We call it the power of global agility. Where creating high-energy ideas can make a bigger impact on a local, national and global scale to grow B2B businesses and brands worldwide.

YEAR FOUNDED:
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AWARDS

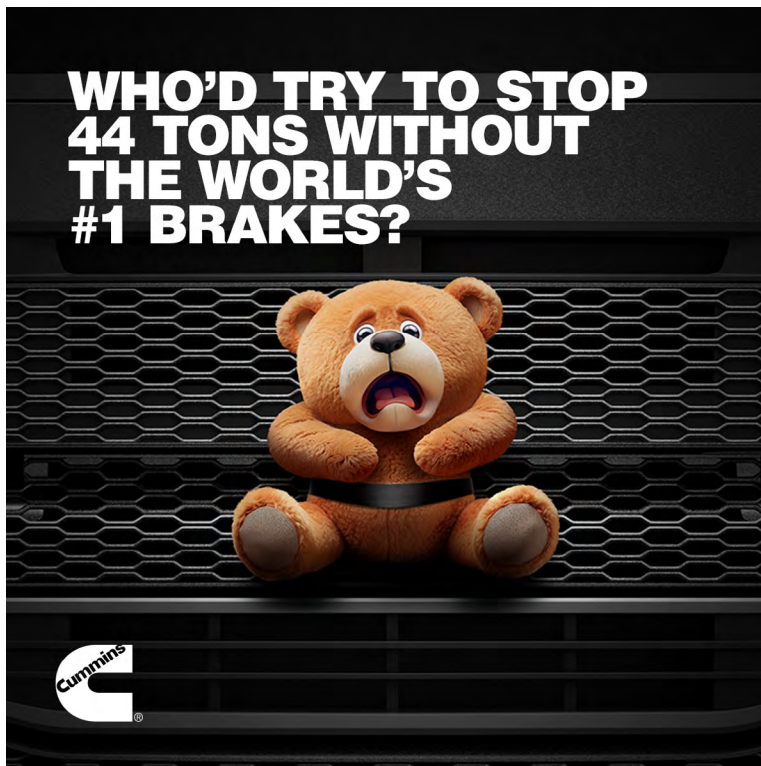
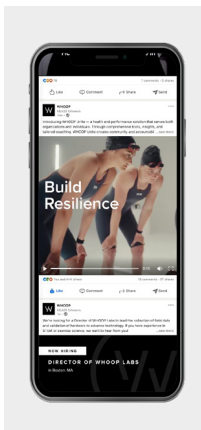
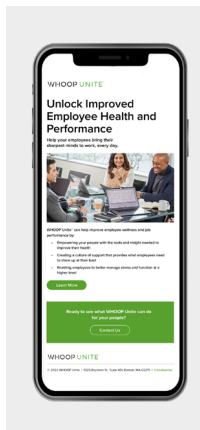
B2B Agency of the Year	B2B Marketing Awards, 2022, Gold
Best B2B Event (Dept. for International Trade)	The Drum B2B Awards, 2022, Winner
Best Employee Engagement Program	B2B Marketing Awards, 2023, Silver

CLIENTS

- › Cummins
- › Fujifilm
- › ofi
- › Okta
- › Own
- › WHOOP Unite

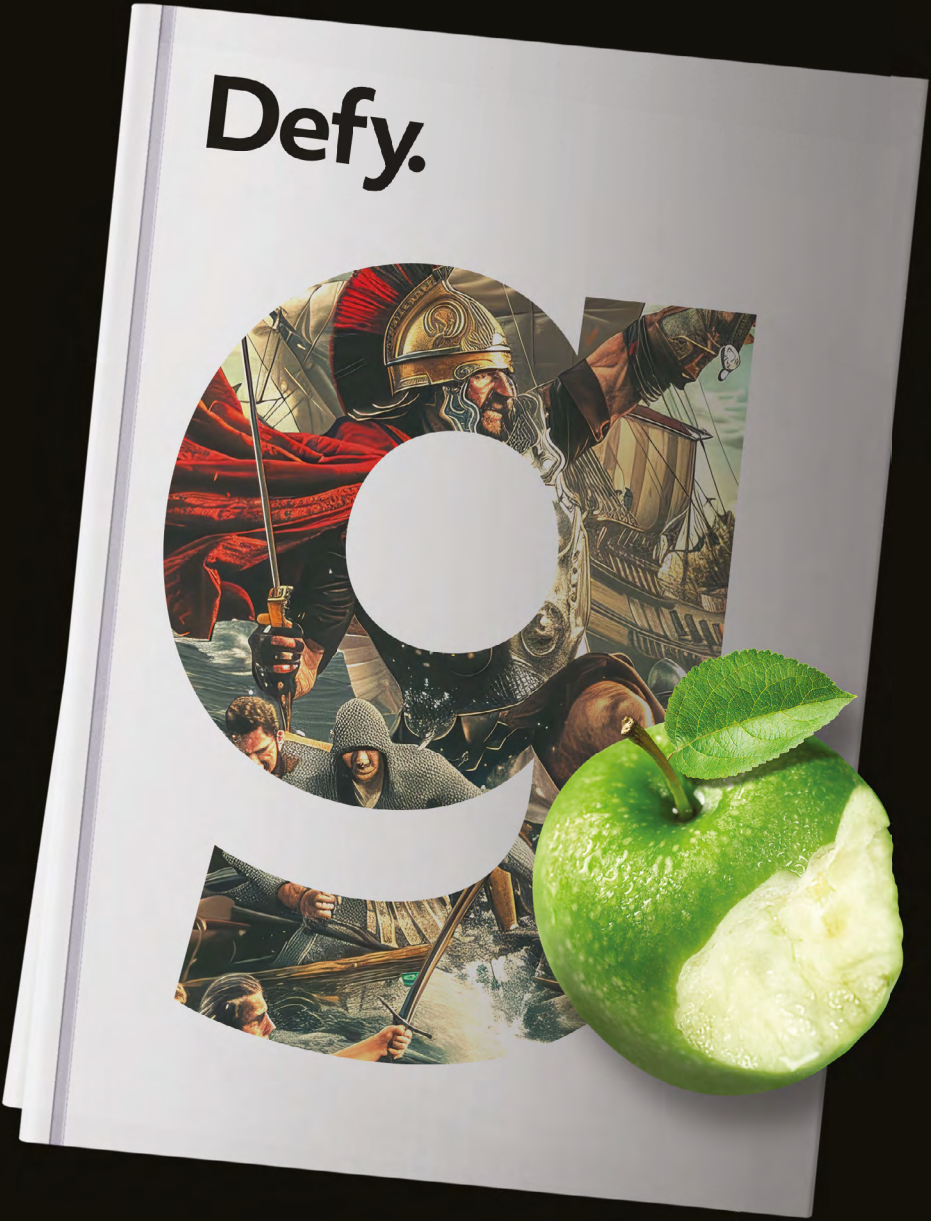
SECTORS

-  Energy and utilities
-  Financial services
-  Industrial, manufacturing, engineering
-  Pharmaceuticals and life services



Divisional and employer branding for **Fujifilm** Electronic Materials; Digital and demand gen launch for **WHOOP UNITE**; Digital first campaign for **Cummins'** Meritor braking systems; **ofi** London office interior design and details.

There's a reason the history books aren't filled with stories of famous rule followers.



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Don't conform. Defy.

MARK LETHBRIDGE
CEO, Gravity Global



In any B2B category, marketing activity reveals that brands continue to follow each other, often saying and doing the same things due to social proof, FOMO, or a fear of challenging internal demands - "an instance of obedience to authority".

Yet, no one wants to be seen as an obedient follower.

Such conformity doesn't yield success. A mindset shift and understanding of the real drivers of growth are necessary to defy expectations.

So how can you avoid your brand looking like a follower?

1. Defy the trend to tactical campaigns. Build brand fame for greater commercial success.

Economic challenges push B2B marketers to focus on demand generation, often sacrificing brand fame, despite research showing 95% of your audience isn't in market at any given time. Our commentary last year - "It's time to challenge 'switch off, switch on' marketing" - emphasized the need for an always-on, brand-to-demand approach. Binet and Field's research indicates that while bottom-of-funnel tactics boost short-term revenue, they harm long-term performance. Data from 6sense reveals that 70% of B2B buyers complete most of their purchase process before engaging with a vendor, often choosing the first brand they encounter. The lesson - if your brand doesn't show up, you're not going to be at the party!

2. Defy the perception that B2B brands need a high budget to be iconic and drive growth.

The industry is full of brands that look, feel, and act the same. Gravity Global has long championed the power of iconic

branding that significantly lifts recall and helps stand out, like Investec's zebra and Embraer's Profit Hunter. By adopting iconic branding, our clients have achieved the same market impact and recall as competitors but spent 10 times less in getting there. Recent Kantar research shows that distinctiveness can amplify growth potential by a factor of four. Iconic branding stands out, captures attention, builds fame, and strengthens competitive performance and growth.

3. Defy paying lip service to emotion in B2B marketing for greater engagement.

Putting customers at the center means more than featuring people in a campaign; it's about building deep emotional engagement. However, with a focus on demand tactics and channels, there often isn't enough opportunity for emotion to carry through. Forrester research suggests that 84% of B2B buyers are emotionally driven, with 60% relying on 'gut instinct.' The emotional equation in B2B is critical: the brands buyers choose can make or break their career. With such emotional commitment behind every buying decision, how a vendor's brand is perceived, and the admiration and belief it builds within its target audience, is key.

Defy belief.

Acting outside the conventions of B2B marketing is not a gamble but risk mitigation. Defying the constraints of B2B marketing to drive attention helps brands achieve what they seek most - growth and impact. By focusing attention on fame, admiration and belief - and building programs around these three KPIs - a brand can outperform its competitors without it being dependent on outspending. If you want to know how you measure up on the key drivers of growth, visit gravityglobal.com and let's talk about your next act of defiance.



Gravity Global

PHILOSOPHY

We live in a world where change and disruption are the norm. It can be intimidating, but in the right hands change leads to new opportunities. It's the brands that harness change and defy the challenges in front of them that positively shape our world's future – these are the brands that we admire the most.

We fully recognize the challenges these 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, and making best use of data, AI and automation to drive efficiency and effectiveness.

That is why we have purpose-built Gravity Global as a B2B marketing consultancy that helps businesses defy these new complexities - giving them the fame and attention they need to grow.

Gravity has a proprietary marketing performance model F.A.B. By applying the three core drivers of growth - Fame, Admiration, and Belief - F.A.B enables our clients to out perform their competitors and optimize their ROI on marketing spend.

We're expert, multi-specialty, full-service and brand-to-demand with 500 people worldwide, supporting local and global brands. It's thanks to the work of our people, the effectiveness of that work, and the results it delivers, that we are also the world's most awarded agency that's recognised for transformational impact on brand strength and growth.

To defy the new complexity of fast-changing markets and accelerate growth, talk to Gravity.

AWARDS

Integrated Agency of the Year	Muse Creative Awards, 2024, Platinum
Marketing Agency of the Year	Titan Business Awards, 2023, Winner
Best Agency of the Year - Global	B2B Marketing Awards, 2023, Bronze

CLIENTS

- 3M
- Embraer
- AkzoNobel
- BigCommerce
- Ecolab
- Sage

SECTORS

- Aerospace and transportation
- Financial and fintech
- Healthcare and pharmaceuticals
- Technology and SaaS

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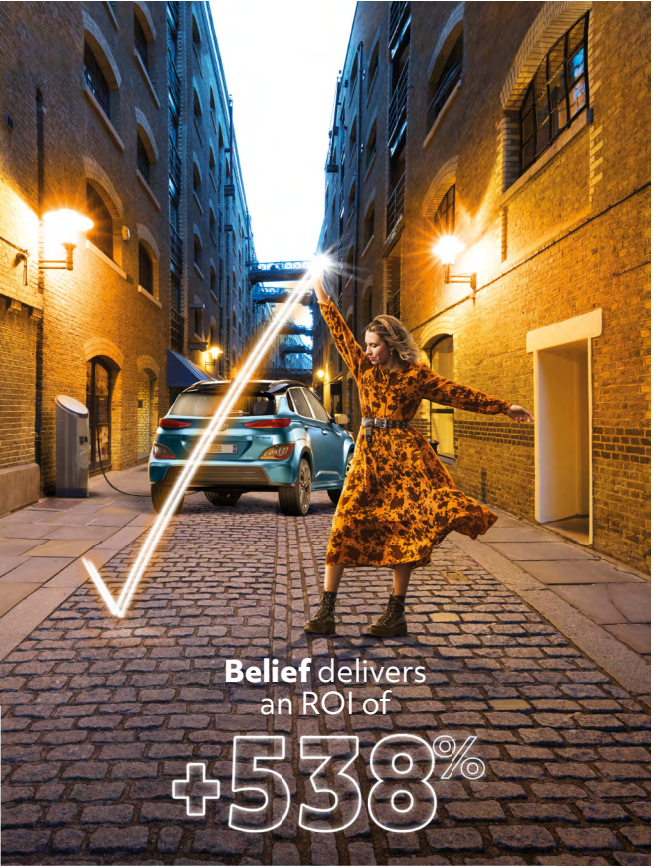


For Embraer's 'The Profit Hunter' single aisle aircraft. Still the world's most awarded B2B campaign.

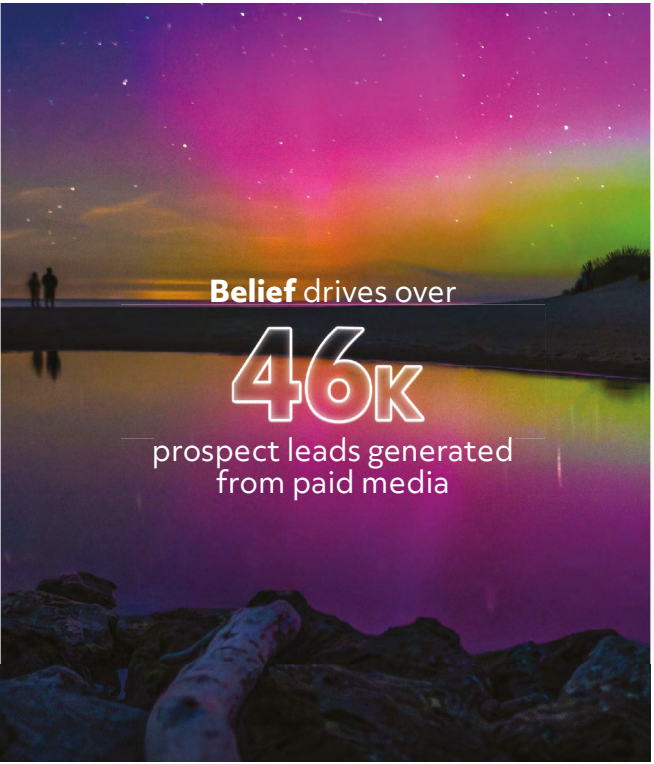


For Jupiter Asset Management's 'The value of active minds' campaign.

Gravity Global's **F.A.B. (Fame. Admiration. Belief.)** growth framework drives competitive outperformance and helps deliver transformational growth for our clients.



For Leaseplan's 'Electric Moments' campaign based on an incremental uplift in year-on-year revenue generated through EV orders.



For Michigan Economic Development Corporation.

Don't just attract attention.
Get results.



Where marketing means more

More impact.
More revenue.
More shareholder value.



Scan to see our impact

The growth engine: Fact or fiction?

MATT HARPER
CEO, The Marketing Practice



Data is the fuel

The single most important element of the growth engine is data—or more specifically, customer insight. Not just the quality and breadth, but the ability to analyze and interpret it real-time with the support of AI. Data is the fuel of the engine—without it, nothing moves.

MQA scores are the filters

Marketing qualified account (MQA) scores are a way of analyzing data to prioritize effort and energy. Without them, the engine is highly inefficient and needs more and more investment to succeed.

Levers and dials

Constant review, measurement, optimization and prioritization are vital. Experimentation allows for learning that helps the engine constantly adapt to the conditions it's presented with.

Culture at the heart

The engine is nothing without the humans driving the car. Processes, technology and data can only get you so far - you need a culture across departments and responsibilities that thrives in uncertainty. This bit is not to be underestimated! It's a lot of work to build that culture.

Creativity provides the ignition

Creativity isn't an afterthought. One of the most important and hardest dials to get right is brand. Creativity brings the necessary art to the science of building a growth engine.

Make marketing mean more

All of this might sound overwhelming. It is - any organization with the ambition to create a growth engine is signing up to a long-term undertaking; one which reaps significant reward.

Start small. Take one practice or component, like account-based marketing, and use that as your test ground. Build the small house, and move everyone into it over time.

Forrester claims that to win the increasingly challenging competition for growth, B2B organizations need a "customer-obsessed growth engine". Sounds great, but what is a growth engine, and how do you build one?

Shaking up the system

There's a fundamental flaw in the way we've designed companies to support growth. We silo our customer communication into channels: sales (human/AI) and marketing (digital/visual). And then we split marketing teams even further into brand, social media, demand generation, and so on; and sales into direct and indirect.

Growth starts and ends with the customer. Not the channel. The growth engine is a way of flipping the old system and organizing skills and investment around the audience and its needs.

The Formula 1 approach

Average growth rates of B2B tech companies have dropped from 25% in 2021 to 14% in 2024, according to Meritech Capital. To grow in today's environment, we need to work smarter, not harder.

Think of it like designing a Formula 1 car. Years ago it was all about power: the better the engine, the faster the car. Today, manufacturers know that hundreds of factors can influence speed. Every decision matters in a game of marginal gains—from the mental health of the driver, to the speed of the wheel guns. If your aerodynamicists aren't talking to your mechanical engineers, you have a fatal problem.

Every growth engine looks different, but there are principles that apply across the board.

The Marketing Practice

PHILOSOPHY

We're reshaping the B2B marketing industry, based on these three beliefs about how B2B marketing works.

We believe:

1. The best marketing is an investment in sustainable growth, not a cost to be cut. It can and should be the growth engine for your business, known for delivering valuable outcomes.
2. The best marketing happens when diverse teams and skills work together. It's why we've brought creative, media, data, strategy, digital experience, client services and sales activation experts together into small teams that work as an extended team to focus on solving your most important marketing challenges.
3. People do their best work when they are trusted, valued, and feel safe to experiment.

We partner with clients who feel the same way. Together, we're in the business of making marketing mean more.

More revenue, more market share and, ultimately, more shareholder value.

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AWARDS

Most Commercially
Successful

B2B Marketing Awards,
2022, Gold

Buyer Focused
Content

Killer Content/Finnys,
2024, Winner

Channel Partner
Program

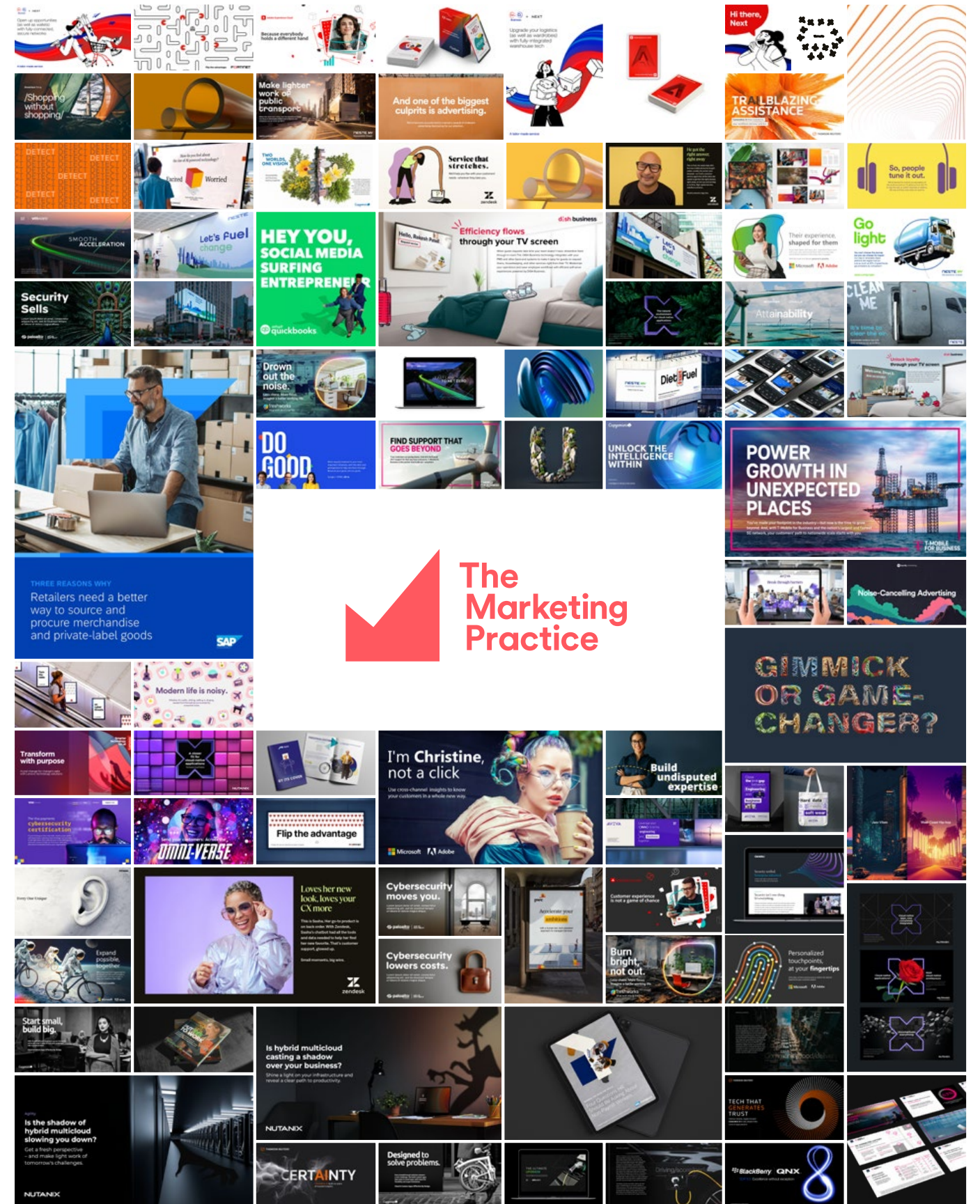
B2 Awards, 2023,
Bronze

CLIENTS

- › ServiceNow
- › Microsoft
- › AWS
- › Nutanix
- › SAP
- › Boeing

SECTORS

- Financial services
- Industrial, manufacturing, engineering
- Pharmaceuticals and life services
- Professional services



Check out our other 2024
agency reports:

UK Agencies Benchmarking Report
US Agencies Benchmarking Report

ABOUT

B2B Marketing and Propolis

B2B Marketing was founded in 2004, starting life as a print magazine. It has since evolved into the world's go-to resource for B2B marketers looking to become best-in-class at what they do, and place themselves at the forefront of marketing evolution.

B2B Marketing produces a number of products, including: insight reports; interviews with the best minds in the business; *The B2B Marketing Podcast*; webinars; conferences; and even Awards programs.

In 2021, we launched Propolis – an exclusive Community Intelligence for B2B marketers. Propolis gives you instant access to unbiased experts, training, technical resources, research and peer-to-peer learning, all supported by a dedicated customer success manager.

Want to learn more about B2B Marketing or Propolis specifically? Just get in touch using the contact details below and start your journey with us today.

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B2B MARKETING



PROPOLIS
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